

## COMMUNITY SIGN POLICY

### SECTION 1: SCOPE

- A. BACKGROUND: The City of Ramsey owns and operates a community sign; located at 7665 Highway 10 (near the Ramsey Municipal Center). The sign is a computerized LED electronic message center. It is housed within a larger sign unit for The COR (Center of Ramsey).
- B. PURPOSE: the purpose of the community sign is to promote city and community organization events.

### SECTION 2: CRITERIA/PROCEDURE

- A. ELIGIBLE USERS: Not for profit organizations are eligible users of the community sign. Examples of not for profit and government organizations include (but are not limited to): youth organizations, Lions Clubs, Rotary Clubs, Women of Today, religious institutions, government institutions, educational institutions, senior citizen clubs, etc. For-profit organizations may use the community sign when hosting a non-profit community event with city approval of the Ramsey City Council. Organizations, or the event, must be located within the City of Ramsey.
- B. APPLICATION: "Community Sign Use" applications must be submitted a minimum of 14 days prior to the proposed start date of a message; and, must not be submitted more than six months in advance of the start date of a message. Applications must be received by the City of Ramsey, Administrative Services Department.

"Community Sign Use" applications will be accepted and documented on a first-come-first-serve basis—based on the order in which completed applications are physically received. In the event that too many message requests are received for a particular date, the City of Ramsey reserves right to decide what messages will be played. The city will make a good faith effort to play messages in the order that they were received.

- C. MESSAGE: All messages should be kept as short as possible; with a maximum of three lines totaling 57 characters, 19 characters per line. Messages may contain graphics. NOTE: this sign only allows for low resolution graphics. See Section "Sign Specifications" for more information.

All messages are subject to change by the City of Ramsey and the City of Ramsey is not responsible for errors. Messages that contain, but not limited to the following, will be denied: political campaigns messages, for-profit advertising, religious messages, messages pertaining to illegal activities and any message containing profanity or offensive language. Messages must be of broad community interest.

Messages must conform to Minnesota Department of Transportation (MNDOT) sign regulations: MS Chapter 173—SIGNS & BILLBOARDS ALONG HIGHWAYS. Messages must also comply with City of Ramsey sign regulations: Code of Ordinances Chapter 117—Part II—DIVISION 8. Regulations include, but are not limited to (1) message must remain static for a minimum three seconds (2) message cannot included flashing, scrolling, etc.

- D. DURATION: Messages shall be played no more than 14 days in advance of an event, with a 14 day maximum duration. The length of time a message is displayed and number of times a message is displayed in a given day is at the discretion of the City of Ramsey.
- E. ANNUAL USE: Organizations are limited to a maximum of four messages per year.
- F. MESSAGE PRIORITY: The City of Ramsey reserves the right to prioritize the order of all messages played on the community sign. Messages from the City of Ramsey, along with any urgent/emergency notices, will take precedence over community messages.
- G. CHARGE: Use of the community sign is provided at no charge.
- H. APPROVAL: Messages will be reviewed and approved by the City Administrator; or, his/her designee.

### SECTION 3: SIGN SPECIFICATIONS

- A. SPECIFICATIONS:
  - Type: LED (Light Emitting Diode) Electronic Message Center
  - Size: 31.5" high by 389.59" wide
  - Resolution: 40 pixels high by 176 pixels wide
  - Programming: Stationary or scrolling abilities