

ECONOMIC DEVELOPMENT & PLANNING – 210.001**Signage in Public Rights-of-Way**

Date: September 27, 2017
Approved by: City Council

POLICY – 210.001 Signage in Public Rights-of-WayPurpose

The purpose of this policy is to establish standards and administrative procedures for the placement of temporary off-premise event signs within public rights-of-way. It is the City's intent to provide standards for the limited ability to advertise community events to the public. Benefits of event signs include: informing the public of the location and scope of community activities, encouraging visitation of our community and local businesses, and acting as timely reminders of these events.

Soldotna Municipal Code 15.08.030(A) prohibits signs in rights-of-way, but provides for exceptions if authorized by other ordinances or regulations. It is the intent of this policy to provide an exception for event signage in specific rights-of-way for qualifying organizations and activities.

Further, it is the intent of this policy to ensure that signs are visually attractive and provided in a uniform manner so that they are easily identified, located, and understood by the intended audience. This policy seeks to prevent the appearance of a cluttered streetscape that may result in driver distraction and/or reduced mobility.

It is neither desirable nor practical to install information signs for every event or activity that occurs with the city. The City reserves the right to limit the number, size and type of signs used to advertise community events.

Definitions

“Community Event” means an activity or function hosted by the City, a non-profit or other legal entity that is open to the public and is conducted once or at infrequent occurrences of limited duration that provides the general public with leisure and social opportunities beyond everyday experiences. Events are distinct and organized programs usually of sporting, cultural, community or special interest group significance. Examples of events include, but are not limited to fairs, concerts, festivals, walking/running events, markets, rodeos and charitable fundraising events, but does not include political or election advertising or events.

City of Soldotna Right-of-Way Signage Policy

This policy is adopted pursuant to Soldotna Municipal Code 15.08.030(A), which provides the City Council the ability to authorize regulations for signs in rights-of-way. Therefore, it is the policy of the City Council to allow temporary off-premise signage on public property for community events subject to the standards listed below. These requirements are in addition to any State of Alaska requirements for the placement of signage within rights-of-way.

Eligibility

1. Event signage allowed under this policy must promote an event that meets the definition of “community event” as stated herein. This policy does not authorize the placement of commercial signage within public rights-of-way, including signs which promote or advertise real estate, businesses, garage sales, or other commercial activities.
2. An application and \$50 permit fee must be submitted to the City and approved prior to the placement of event signage. Applications shall include a design template of the proposed sign, or a photo of the actual sign to be placed. An organization may submit a single application if they intend to use signage for a single event that occurs multiple times within a calendar year, provided all the event dates are listed on the application.

Conditions of Use

1. Community event signs shall be sandwich board signs only, and may not exceed 6 square feet in size per sign face and 12 square feet total.
2. Signs may not exceed 4 feet in height.
3. One sign per approved event may be permitted in approved right-of-way locations. Allocation of event sign display sites shall be on a first-come first-served basis, however, the City has the discretion to prioritize for events occurring within the city when multiple applications are received.
4. City approved locations include the “Y” intersection of the Kenai Spur Hwy with the Sterling Hwy, and the intersection of K-Beach Road and the Sterling Hwy. A precise location description will be provided on the permit application and approved permit. The City reserves the right to set a limit on the number of event signs that may be placed at any given site.
5. A completed event sign permit application must be received at least 7 days prior to the date(s) of the event.
6. Event signs may be erected 3 days prior to an event, and must be removed within 24 hours of the conclusion of the event.
7. Event signs shall be constructed of materials that present a finished appearance. Sign lettering shall be professionally painted or applied, or have the appearance of such. Spray painted lettering on signs, cardboard signs, and other non-rigid and non-weather resistant signs are prohibited.
8. Signs shall not be illuminated.
9. No sign shall be placed at any location where, because of its size or location, it may constitute a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers, by detracting from the visibility of any traffic control device, or by being confused with an authorized traffic control device. The sign lettering shall be a legible size and font so not to be a hazard.

Enforcement

Signs that are installed in a right-of-way that do not meet the standards of this policy may be removed by the City without notice. If the sign is not reclaimed within thirty (30) days, it shall be presumed to have been abandoned and the Administrative Official may declare it to be City property. The sign may be used or summarily disposed of without notice.

1. The City reserves the right to refuse permission to display signage on any grounds including:
 - a. Poor appearance;
 - b. Displays speech that is not protected under the First Amendment, such as obscenity, pornography, defamation, threats and inciting violence or illegal acts;
 - c. Does not meet the intent or conditions of this policy;
 - d. Motorist and pedestrian safety.

Fee Schedule

- Permit Fee \$ 50.00