

# City of Romulus

## Electronic Sign Policies and Procedures

### Sign Purposes

- Enhance Romulus communications by adding another mode of Communication.
- Help Romulus be a more welcoming place for the public.
- Recognize achievements and events for and within the City of Romulus.

### Policies

- Priority given to City messages.
- Generally, messages will be posted for one week only if space and time permit..
- Public service announcements are posted with prior \*Digital Sign Committee (DSC) approval.

*Messages or displays are to provide notice of a local event that provides a significant benefit to the Romulus community, including but not limited to an economic benefit to the community as a result of holding the event.*

- Posting displayed must be open to or benefit the general public.
- No recurring weekly events
- No inappropriate language or messages.
- No personal messages.
- No commercial, political or religious advertising or endorsements.

*It is not the intent of the City to create a forum for displays that are primarily for the purpose of advocating particular political, religious or other points of view, candidate for office, or advertising a product or service and same are not permitted.*

### Examples of Anticipated Posting

Welcome to Romulus

- Notice of City of Romulus meetings/elections/Tax notices.
- Notice of large public meetings.
- Event reminders

Non-fee based events or public service events that do not derive a monetary profit for any organization or group, will be posted on the sign at the discretion of the DSC. - (i.e. blood drives, flu shots, festivals, Senior Center events, Recreation events, Romulus Chamber events, events sponsored by City Commissions and City of Romulus Service Organizations).

### How to Request a Posting

- Submit application for approval to the sign administrator, Maria Lambert, at e-mail [mlambert@ci.romulus.mi.us](mailto:mlambert@ci.romulus.mi.us) or the Economic Development Department, not less than one week prior to posting. No exceptions.
- Message should be limited to one frame. ( 4 lines per frame/ 6" to 8" letters/approximately 12-18 characters per line)
- Frequency of display is at the discretion of the City.
- City of Romulus is not responsible for errors or omissions.
- City of Romulus reserves the right to refuse any application without cause but consistent with its policies.

- City of Romulus cannot assure a request will be honored given to space availability and criteria of prioritizing.

**Decisions to Post and Appeal Rights**

- The Digital Sign Administrator will be the decider of compliance of a message meeting the City's policies.
- A response to an application will be made within 10 days of receipt of the application or be deemed rejected.
- An applicant has the right to appeal any rejection to the DSC within 10 days of the rejection by requesting an appeal in writing submitted to the administrator. A hearing will be held within 30 days thereof, before the DSC.
- If there is a rejection by the DSC, an appeal must be filed within 14 days with the City Clerk, in writing, as a petitioner to be set within 30 days of receipt at a meeting of the City Council.
- City Council's action will be deemed a final decision.
- Applicant has the right to be present and heard through the appeal process.

Adopted by City Council: \_\_\_\_\_