



## **ENTRANCE SIGN POLICIES AND PROCEDURES**

### **I. PURPOSE**

The new entrance sign located at 320<sup>th</sup> near the I-5 interchange is a valuable tool for allowing the City of Federal Way to share information about upcoming events with its commuting residents and visitors. The City welcomes the appropriate use of this new information tool to further the goals of the City and the missions of its departments. This policy establishes guidelines for the City of Federal Way's use of the variable display screen of the new entrance sign.

### **II. POLICIES AND PROCEDURES**

#### **A. Qualified Events**

1. Only those Events that are qualified may be displayed on the variable screen. Public service announcements or other informational displays that are unrelated to an event may be displayed at the discretion of the Mayor or his designee.
2. To be qualified, an Event must meet one of the following criteria:
  - Be a City owned or hosted Event
  - Be a City sponsored Event
  - Be an Event taking place within the City Limits and be of Citywide significance as determined by the Mayor's designee
3. To be qualified, an Event may not be or do any of the following:
  - Promote or advertise commercial services, entities or products
  - Constitute prohibited political campaign statements, including comments that endorse or oppose political candidates or ballot propositions (RCW 42.17A.555)
  - Discuss, encourage or promote illegal activity
  - Promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
  - Provide information that may tend to compromise the safety or security of the public or public systems
  - Violate a legal ownership interest of any other party

## **B. Adding a Qualified Event to the Display Screen**

1. Any person wishing to add a Qualified Event to the variable display screen of the 320<sup>th</sup> entrance sign must submit an Application to obtain approval from the Mayor's designee. (Exhibit A to these Policies and Procedures).
2. Once approval is received from the Mayor's designee, the requestor will work with designated staff to create the variable display for the Qualified Event. Staff will ensure that appropriate information is posted, ensure compliance with the sign code and other provisions of municipal code and will maintain consistency with other Event displays. Once a draft variable display is designed by staff, with input from the applicant, it will be submitted to the Mayor's office for final approval before the message is displayed on the entrance sign.
3. The Mayor's designee shall maintain a list of all Qualified Events that are currently being displayed.
4. Qualified Event displays will be reviewed on a regular basis to ensure that outdated events are removed and all Qualified Event are displayed in compliance with these Policies and Procedures. If, at any time, an event is not being displayed appropriately, the Mayor's designee may take action, including removing that event from the display.
5. The City reserves the right to add or remove any Qualified Event from the City's Entrance Sign at its sole discretion.

## **III. QUESTIONS**

All questions relating to these Policies and Procedures should be directed to the Mayor's designee.