



SECTION:

ADMINISTRATIVE POLICY 19

TITLE: City-Wide Portable Electronic Message Boards and City Center Electronic Message Sign

I. PURPOSE AND SCOPE

This policy provides direction for the use of City of Avondale (City) portable electronic message boards and the city-owned electronic message sign located at City Center. The City has been innovative in using City-owned electronic portable message boards to communicate information pertaining to infrastructure related projects, public safety information, and special events to its residents, businesses, and visitors. With changes in technology, the City has embraced digital billboard technology in partnership with the Avondale Auto Dealers Association to highlight City initiatives and special events via the “Automall” electronic message sign. With the completion of the first phase of City Center, the City is again utilizing electronic message technology to showcase the tenants of the City Center as well as certain City campaigns, initiatives, and events.

II. POLICY STATEMENT

It is City policy to ensure that these communication devices continue to meet the needs of the City in communicating important events and/or projects to our residents, businesses, and visitors and to ensure fairness in granting requests for use of the message boards. All messages placed on the board or City Center electronic sign are limited to those pertaining to events or projects that are City related, City funded, or City sponsored.

III. POLICY PROVISIONS

A. Message Boards

1. Requests from city departments are granted on a first-come, first-serve basis and are based on message board availability.
2. Construction and safety-related projects are given a priority over special events.
3. Outside agencies using their own portable message boards are not permitted to place them within the City’s right of way and must comply with the City’s sign ordinance.

B. City Center Electronic Sign

1. Because the City Center electronic message sign is intended for the generation of revenue based on advertising from current and future tenants, requests for public benefit or public service-type messages from City departments are granted on a first-come, first-serve basis based on

availability of the billboard or upon the urgent need to disseminate or promote specific information and events.

IV. PROCEDURES

A. Message Boards

1. The Facilities Division is responsible for the placement of message boards with direction provided by the Community Relations & Public Affairs Department.
2. All requests to utilize portable message boards must be made to the Public Information Officer of the Community Relations & Public Affairs Department for review and approval. Forms are made available on the intranet under the Community Relations tab, or can be requested from the Public Information Officer directly.
3. Please provide at least eight (8) business days advance notice for placement of the message board.
4. The Facilities and Public Information Offices have the discretion to remove messages without notice if a more urgent need arises, as street and/or traffic messaging, public safety, and emergency notifications prioritize use of message boards.

B. City Center Electronic Sign

1. For all City-related advertising, all requested notices for placement on the electronic sign must be made to the Director of the Community Relations & Public Affairs Department or their designee for review and approval.
 - a. Any graphic and/or design costs associated with the creation of ads to meet the sign ad specifications for Department campaigns are the responsibility of the requesting Department.
2. Please provide at least twelve (12) business days advance notice for ad placement on the sign.
3. The City has the discretion to remove City-related and tenant and/or subcontractor notices or ads without notice if a more urgent need arises.

V. APPROVAL



Charles McClendon, City Manager

July 31, 2013
Date of City Manager's Approval