

GATEWAY SIGN POLICY CITY OF OSSEO

Intent: The City of Osseo (“City”) has constructed the Gateway Sign as a method to disseminate information of general public interest to residents of the City as well as the general public. This policy (the “Policy”) aims to outline the use of the sign and how to apply to display a message.

Purpose: The Gateway Sign was constructed with funds from both the Hennepin County Business District Initiative and the Osseo EDA. These funds were dedicated to the Gateway Sign in anticipation of the positive impact that it would have on economic development activity within the City. The Gateway Sign was generally designed to:

1. Provide information about the City of Osseo;
2. Provide information about City-Sponsored events; and
3. Provide information about businesses and commercial events located within the City.

Rights: The City retains the right to update this Policy at any time in the future, without notice. Further, the City may edit any messages being displayed on the Gateway Sign in any manner deemed necessary (e.g., clarity, length, etc.). Finally, display of any message on the Gateway Sign is subject to space availability and the sole discretion of the City. This Policy does not create a public forum for public discourse or expressive activity, nor does it provide a general forum for commercial advertisement on the Gateway Sign.

Permitted Messaging: In recognition of the purpose of the Gateway Sign, the City has determined that the following types of messages may be displayed on the Gateway Sign:

1. City messages (e.g., meeting information, city-sponsored events, snow emergencies, etc.);
2. Business and public institution messages if such messages meet the requirements of this Policy, subject to space availability, application, and approval.

Who May Post Messages: Any entity that has its principal place of business or address within the City of Osseo is eligible to submit an application for a message to be displayed on the Gateway Sign, subject to space availability and at the sole discretion of the City. Examples include Osseo businesses, schools, community groups, etc.

Allowable Messages: The following is a list of messages that are allowed to be displayed on the Gateway Sign. This list is not exhaustive, but the City retains sole discretion to determine whether any type of message not included in this list complies with the spirit of this Policy:

1. Messages identifying the name and location of businesses, commercial properties, and public institutions within the City;
2. Events taking place within the City, such as concerts, car shows, or other events open to the public; and
3. Limited-time sales and promotions occurring within the City and open to the public.

Message Application Process: Any entity wishing to submit a message to be displayed on the Gateway Sign must fill out an application on a form approved by the City. All applications must include the message that is proposed to be displayed on the Gateway Sign, along with the duration for such display (e.g., one week or less). City staff will not accept incomplete applications. The deadline to submit an application for display the following beginning on Monday at noon (or later, at applicant's request) is the preceding Thursday at 7:30 a.m. Approved signs will be displayed for approximately seven days per application (or fewer, if applicant requests start time later than Monday at noon).

Application Review: City staff will be solely responsible for reviewing applications submitted pursuant to this Policy and determining whether such applications satisfy the requirements herein. Any decision made by City staff under this Policy may be appealed to the City Council upon written notice of the applicant's intent to appeal. Written notice must be provided to the City Administrator within 10 days of the time upon which the administrative decision being appealed is made. The applicant must also pay any fee prescribed for administrative appeals in the City's official fee schedule before any appeal will be heard.

Fees: An application fee as established by the current Fee Schedule will be included with every message application. Messages displayed by the City (e.g., notice of a city council meeting or City event) or for public safety purposes (e.g., amber alert, snow emergency) will not be assessed a fee. All other messages are subject to the message application fee. The City will return the application fee for messages that are not displayed. For messages that are approved and displayed, the fee is non-refundable.

Messaging Priority: City staff will give messages the following priority:

1. Emergency notifications and other messages pertaining to the health and safety of the public will have the first priority on the sign and will supersede any regularly-scheduled messages on the sign;
2. City-sponsored messages or other messages of general public interest; and
3. Commercial messages will be displayed in the order in which they were received, where possible. All commercial messages will be on a "first-come, first-served" basis. If the number of applications exceeds the number of available message slots, City staff will notify any outstanding applicants to determine whether the applicant wishes to display their message at another time. The City also reserves

the right to give preference to those entities that have not utilized the Gateway Sign in the prior thirty days.

Administrative Procedures: City staff will be responsible for creating and posting all messages on the Gateway Sign. In order to manage administrative burden, City staff will only change the messages on the Gateway Sign once per week, except that emergency or City-sponsored messages can be changed as the City determines is appropriate or necessary. Each message that is approved on the Gateway Sign will be displayed beginning at (or after, at applicant's request) approximately noon on Monday until approximately noon the following Monday (or before, at applicant's request).