



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON-FORT LEE
1100 LEE AVENUE, SUITE 112
FORT LEE, VA 23801-1720

NOV 16 2012

FORT LEE POLICY NO. 17-12

IMLE-ZA

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Temporary Signage at Fort Lee

1. **REFERENCES:**

- a. Army Installation Design Standards, 03 May 04.
- b. Fort Lee Installation Design Guide, September 2007.

2. **PURPOSE:** The purpose of this policy is to assure that Fort Lee maintains safe and attractive installation grounds in compliance with Army Standards and Regulations by controlling the installation of temporary signage. This policy is also to ensure the safe and attractive placement of temporary signage at the installation Access Control Points (ACPs). Temporary signs include but are not limited to banners, emblems, portable signs, inflatables, wind signs including balloons, pennants and streamers or any other sign that moves in the wind, or any other temporary advertising media intended to identify or direct attention to a product, service, place, activity, or business.

3. **DISCUSSION:** The Fort Lee Installation Design Guide states that the visual image of the installation should be clear, orderly, logical, and attractive. The haphazard installation of temporary signage detracts from the positive image the installation should portray. Additionally, the Fort Lee ACPs are key components in the force protection security program and serve as the gateways to the installation. The ACPs provide the first impression to visitors and guests. The Army Installation Design Standards states that ACPs are some of the most important installation features in the creation of a sense of arrival and it is important that these areas present a positive public image. The haphazard installation of temporary signage at the ACPs greatly detracts from the positive image of the installation and can present traffic safety and force protection issues. The quality of the temporary signs that have been placed around the installation and at the ACPs ranges from high quality professional produced to simple spray painted lettering. This signage is also posted for inappropriate time periods as signs will be posted weeks in advance of an event and remain weeks after to the event.

4. **POLICY:** All organizations, including tenants, on Fort Lee wanting to post temporary signage around the installation and/or at the ACPs will submit requests to Fort Lee Directorate of Public Works, Master Planning Division for approval (see attached). This request must be submitted at least 30 days prior to sign erection. The submitted signage will be reviewed to ensure it does not detract from the aesthetics of the installation and will not create a safety/traffic

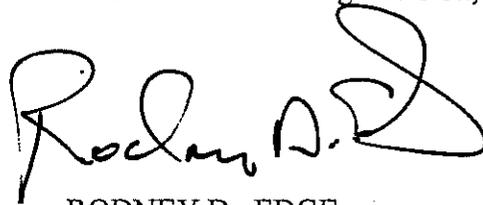
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SUBJECT: Temporary Signage at Access Control Points

hazard. Signs may be posted up to seven (7) days before the event/subject of the sign and will be removed NLT two (2) days after the event. All signs must include a Point of Contact name, phone number, and email address and the authorized date range on the reverse of the sign (this information may be handwritten in weather-proof permanent marker). All signs will be installed and removed by the requesting activity. No signs will be permitted to be posted on the fences at the ACPs. The requesting activity will need to remove both the sign and any installed poles or other support devices. Unapproved signs, signs left up beyond the approved timeframe and any left behind poles or other support devices will be removed by DPW Operations and Maintenance Division and the requesting activity will be billed for the removal.

5. **EFFECTIVE DATE:** This policy is effective on the above-mentioned date of this memorandum.

6. **PROPONENT:** Proponent for this policy is the DPW Master Planning Division, (804) 734-5039.

A handwritten signature in black ink, appearing to read "Rodney D. Edge". The signature is stylized with large loops and a prominent initial "R".

RODNEY D. EDGE
COL, LG
Garrison Commander

DISTRIBUTION:
LEEKEY

Fort Lee Garrison Temporary Signage Request

(Note: Please submit one form for each DIFFERENT sign to be posted. Requests to post the EXACT same sign at multiple locations can be submitted on one form.)

Requesting Activity: _____

POC Name: _____

POC Phone #: _____

POC Email: _____

Description of Sign (to include dimensions, material, and message; provide picture if possible): _____

Location(s) of sign(s) (provide map if possible): _____

Date of Sign Emplacement (no more than 7 days prior to the event): _____

Date of Sign Removal (no more than 2 days after the event): _____