



**DEPARTMENT OF THE ARMY**  
**U.S. ARMY INSTALLATION MANAGEMENT COMMAND**  
**HEADQUARTERS, UNITED STATES ARMY GARRISON FORT LEE**  
**3312 A AVENUE, SUITE 208**  
**FORT LEE, VA 23801-1723**

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Fort Lee Sign Management Policy

1. References.

- a. Army Installation Design Standards, 03 May 2004
- b. Manual on Uniform Traffic Control Devices for Streets and Highways with Revisions 1 and 2 Incorporated, May 2012
- c. The Fort Lee DPW Master Planning Installation Design Guide, Section 11 Site Elements Design Standards, February 2012
- d. Fort Lee DPW Environmental Special Conditions, August 2017

2. Purpose. The purpose of this policy is to standardize procedures for the procurement and quality assurance control of post wide signs and 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. Background. The fabrication and installation of signs has traditionally been a USAG Fort Lee Directorate of Public Works (DPW) service. However, due to budget and work force reductions, units/activities were allowed to use off-post contractors to fabricate signs affiliated with that unit or activity, while common area signs remained a DPW responsibility. In both cases, post sign procedures must be followed for quality assurance and adherence to the Fort Lee Installation Design Guide. Due to abuse of this policy, all signage is to be produced through DPW. Units/activities are no longer allowed to utilize off-post contractors for sign production.

4. Responsibilities.

a. The requester/purchaser is responsible for providing the DPW with a DA Form 4283 (Facilities Engineering Work Request) describing the sign. The work order must include the exact location of the proposed sign and a proof of the sign. If the work request is

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approved, DPW will have the sign manufactured and installed. If work request is not approved, DPW will coordinate with requester to try to develop an "approvable" request. Common area signs will be funded by DPW, while others will be installed on a reimbursable basis.

b. The DPW is responsible for guidance and enforcement of sign standards as described in design reference paragraph 2b above. DPW, Master Planning must approve all signs prior to being installed by DPW. The DPW will require the removal of signs that have not received prior approval. Responsible unit/activities will bear the burden of cost for corrective actions.

5. 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 DPW, Master Planning Division for approval. This request must be submitted at least 30 days prior to sign erection. The submitted signage request will be reviewed to ensure it does not detract from the aesthetics of the installation and will not create a safety/traffic hazard. Signs may be posted up to seven days before the event/subject of the sign and will be removed NLT two 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 or anywhere else along the perimeter fence. 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.

6. This policy applies to all organizations and tenant activities at Fort Lee, Virginia. Failure to adhere to the requirements of this policy and the Fort Lee Installation Design Guide will result in removal at the unit's or activity's expense.

7. Proponent for this policy is the Fort Lee Directorate of Public Works Master Planning Division at (804) 734-5039.

  
HOLLIE J. MARTIN  
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Commanding

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