



# CITY OF RIO RANCHO ADMINISTRATIVE POLICIES AND PROCEDURES

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## Temporary Business Directional Sign Policy

Chapter: 1  
Article: 10  
Effective: September 1, 2017

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### SECTION

- 1-10-1 Title
- 1-10-2 Purpose
- 1-10-3 Definitions
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#### **1-10-1 TITLE**

Sections 1-10-1 through 1-10-5 of this article may be cited as the policy for the use of Temporary Business Directional Signs.

#### **1-10-2 PURPOSE**

The purpose of this policy is to allow Temporary Business Directional Signs to be placed adjacent to City Projects in the City's right-of-way under specified conditions.

This policy is issued pursuant to the authority of Rio Rancho Code of Ordinance (R.O. 2003) Section 156.23 TEMPORARY SIGNS IN THE PUBLIC RIGHT-OF-WAY, subsection (A) (2):

*Directional kiosk signs. The purpose of a kiosk sign is to provide a uniform, coordinated method of offering developers and businesses a means of providing directional signs to their projects and businesses. City-owned directional kiosk signs in the public right-of-way may be erected at sites approved by and as per policies and procedures set forth by the City Manager.*

#### **1-10-3 DEFINITIONS**

*Commencement of Construction* – Notice to Proceed has been given to the contractor and traffic control is in place.

*Completion of Construction* – Substantial Completion is given to the contractor and traffic control has been removed from the project.

*Greenway* – Non-paved areas within the City of Rio Rancho's legal right-of-way boundaries, which is under the jurisdiction of the City.

*Median* – Non-paved (usually landscaped) area between opposing directional vehicular travel lanes.

*Notice to Proceed* – This is a verbal and written communication to give authorization to the contractor to proceed with construction of the project.

*Project Manager* – City of Rio Rancho employee tasked with management of the project.

*Public Roadway(s)* – Paved vehicular travel lanes including curbs, from outside of curb to outside of curb.

*Business Directional Sign(s)* – A sign which provides directional information to a business, through the use of an arrow and a business name and/or logo.

*Right-of-Way* – The public roadway, abutting greenway, sidewalks, trails and medians, which is under the jurisdiction of the City of Rio Rancho.

*Substantial Completion* – A construction milestone that indicates that the project is complete and ready for use pending a walkthrough with the Project Manager.

*Traffic Control* – A plan and barrier implementation that controls the flow of traffic during the construction of the project.

#### **1-10-4 CONDITIONS**

1. Each Department within the City of Rio Rancho shall first apply to the City Manager before using this policy for any City Project. Any such application shall be formatted as an Interoffice Memorandum and shall include the project name, affected roadway(s), and the project's anticipated start and end dates.
2. Only Temporary Business Directional Signs may be allowed to direct traffic to business driveways or turnouts which have access to the roadway affected by construction, or to a cul-de-sac road that connects to the roadway under construction. Temporary Business Direction Signs are allowed only for the limited purpose of aiding motorists who are customers of a business whose access is affected by construction. All signs shall conform to these specifications:
  - (a) Total surface area on either side shall not exceed sixteen square feet.
  - (b) Each business may post up to a maximum number of two (2) signs, and a second sign may allowed only if other businesses have not utilized the full allocation of allowable signage identified in (c) below.
  - (c) The maximum number of signs allowable for any construction project is twenty (20) per mile of construction project length. Any and all signs are granted on a "first come, first serve" basis. Once maximum aggregate signage has been granted to businesses within the project corridor, any and all subsequent permits shall be denied.
  - (d) The only wording allowed on any Temporary Business Direction Sign is restricted to the business name and/or logo, indication that the business is "open" and a directional arrow.

- (e) Location of each Temporary Business Direction Signs is assigned by a "first-come, first-serve" basis and shall be subject to the sole discretion and determination of the project manager. Priority for sign location shall be granted to businesses that opt to combine with other business to create Temporary Business Direction Signs. No Temporary Business Direction Sign shall be located in any roadway, sidewalk, or median.
- (f) Signs may be erected upon commencement of construction activities, or at a time determined acceptable by the project manager and shall be removed within seven (7) days of completion of construction activities or, otherwise, within seven (7) days following the project manager's direction to remove the sign. Failure to remove any sign following construction, or as directed by the project manager may result with the City confiscating, removing and/or disposing of any such sign.
- (g) Temporary Business Direction Signs are allowed as a privilege subject to revocation and they shall not interfere with or obstruct any construction activity or create any safety hazard. Neither the contractor nor the City assumes any liability for any costs associated with, or resulting from any sign's removal or destruction. Replacement of any sign that is removed, lost, or destroyed shall be subject to the same restrictions and conditions as the original and, each individual business is solely responsible for any and all related costs.
- (h) Requirements as listed in Municipal Code 156.22(B) regarding Temporary Signs shall apply as outlined in section 1-10-4.
- (i) This policy and any City approval of signs is restricted and applicable only to the City's right-of-way and does not apply to any right-of-way subject to the State of New Mexico Department of Transportation (NMDOT) jurisdiction.
- (j) A permanent sign permit is not required for, nor is there a fee associated with placement of Temporary Business Direction Signs request pursuant to this policy. However, no Temporary Business Direction Sign shall be authorized pursuant to this policy unless or until a business has submitted an application (PW-ENG-04.14 (E) Temporary Business Directional Sign Permit) and approved by the City Manager.

As noted in Municipal Code §156.22(B):

(B) Temporary signs may be posted on property in all zones of the City, subject to the following requirements and those applicable provisions stated elsewhere in this chapter:

- (1) A temporary sign may be posted only with the consent of the property owner or occupant.
- (2) All temporary signs must be constructed and designed of materials durable enough to withstand the elements to which the sign is to be subjected. No temporary sign shall be illuminated or painted with light-reflecting paint.
- (3) No additions, tag sign streamers, attention-getting devices or other appurtenances shall be attached to any temporary sign.
- (4) No temporary sign shall be located in the clear sight triangle, obstruct or impair access to a public sidewalk, public or private street or driveway, traffic control

sign, bus stop, fire hydrant, or any other type of street furniture, or otherwise create a hazard, including a tripping hazard.

- (5) Signs in the right-of-way may not be located or posted on medians, trees, utility poles, or other utility structures located in the right-of-way.
- (6) Nuisances. If any temporary sign becomes a nuisance as defined elsewhere in the code, such signs may be subject to removal, relocation, or other actions to eliminate the nuisance.

**1-10-5 ATTACHMENT I – APPLICATION & RESPONSE LETTER TEMPLATE**

**APPROVED THIS 1<sup>st</sup> DAY OF SEPTEMBER, 2017**

  
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Keith J. Riesberg  
City Manager