



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, WEST POINT
681 HARDEE PLACE
WEST POINT, NY 10996-1514

IMNE-MIL-MW

27 February 2009

DIRECTORATE OF FAMILY AND MORALE, WELFARE, AND RECREATION
STANDING OPERATING PROCEDURES (SOP)

Sign Placement at Installation Gates and Other Locations in Support of Special Events

1. **PURPOSE:** To outline procedures for the approval, placement, and size of media signs/placards/sandwich boards at entrance gates and other locations.
2. **APPLICABILITY:** This SOP applies to West Point recognized private organizations and community agencies desiring to place media signs advertising or promoting special events.
3. **APPROVAL AUTHORITY:**
 - a. The Garrison Commander, US Army Garrison (USAG) West Point, or designee appointed by the Garrison Commander, is the sole approving authority. Requests must be routed through the Directorate of Family and Morale, Welfare, and Recreation (DFMWR), Commercial Solicitation Office, Building 681, ATTN: Contact Representative, no later than 14 days prior to the event. Signs will not be posted unless written approval is received from the USAG. USAG-DFMWR will provide copies of the approvals to the Director of Emergency Services (DES) and to the Director of Plans, Training, Mobilization and Security (DPTMS).
 - b. Requests must state your desired location, the wording of the sign or signs, size of the sign, the dates you wish to post the sign and the date you will remove the signage (in accordance with this policy) and the point of contact (POC) for signs (to include phone number) should the Garrison need to contact the POC.
4. **SIGNAGE:** All signage posted must be easily readable from a distance of 20 feet. Letters should be 3" x 6" in size (recommended style is Times New Roman, or Ariel; the key is to ensure message is readable). Wording must be in good taste and will be a basis for approval by the USAG. No hand-written signage will be allowed. Professional looking sandwich boards are authorized but must be secured to prevent being blown over by strong gusts of wind, etc. (It is not the purpose of security guards to re-stand signage.)

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SUBJECT: SOP Sign Placement at Installation Gates and Other Locations in Support of Special Events

5. **PLACEMENT OF SIGNS:** Signs may be placed at the following locations and must not present a safety or traffic hazard. Signs can be posted no more than 14 days prior to an event and no more than one sign at a time in a location.

Thayer Gate

Stony Lonesome Gate

Washington Gate

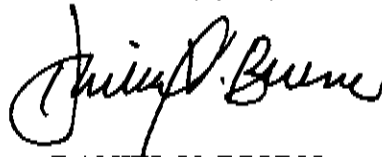
Intersection of Stony Lonesome and Washington Road

Intersection of Stony Lonesome and Mills Road

Intersection of Washington Road and Ruger Road

6. **REMOVAL OF SIGNS:** All signs must be removed within 24 hours of completion of approved event.

7. The POC for this SOP is the DFMWR Solicitation Office, (845) 938-8455.



DANIEL V. BRUNO
COL, AG
Garrison Commander