

December 12, 1988

Park Directive 2510

POLICY ON PROMOTIONAL SIGNING
MEMORIALS AND PLAQUES

In order to standardize policies on informational and promotional signing of businesses and/or cities within state parks and the erection or placement of memorial plaques and other similar signs the following policy is adopted.

I. **INFORMATIONAL SIGNING FOR BUSINESSES THAT ARE ACCESSED THROUGH STATE PARKS**

Businesses whose major access is through a state park may have a standard state park routed directional sign(s) erected at the appropriate intersection at state expense. The number and placement of the signs will be at the discretion of the Manager of Park Operations. The intent of this policy is to provide directions to businesses that are cut off by state park property, not simply on the other side of the park. If applicable businesses are willing to build and maintain at their expense, directional signs which also have business logos, these are allowable if they do not intrude upon the park, space is available, and if all businesses involved at that park have the opportunity to participate. The size and design of these signs must have the approval of the Manager of Operations, and they must be built and maintained to standards approved by the Department.

II. **INFORMATIONAL SIGNING FOR CITIES, COUNTIES, CHAMBERS OF COMMERCE ETC.**

Informational or welcoming signs on or adjacent to State Park Boundaries from cities, counties or Chambers of Commerce representing them are allowable if there is no other practical option but must be considered individually. Location, size, design and materials must be approved by the Director of State Parks. The signs

must be built and maintained by the permittee to standards approved by the Department. It is the intent of this policy that there sign not intrude upon the scenery or ambiance of the park.

III. PLAQUES, MEMORIALS AND OTHER HONORARY SIGNAGE

All plaques, memorials or other signage within a state park honoring a person or persons will be specifically approved by the State Parks, Recreation and Travel Commission. The policy of the Commission is to name parks after natural resource features or historic features and/or events. In certain cases, facilities have been named for individuals who have made outstanding contributions to the park or specific area.

Dedicatory plaques approved by the Commission will be placed in appropriate public viewing areas such as Visitor Centers, lodge lobby's, etc. Unless approved by the Commission for funding, memorial plaques or signing will be evaluated on an individual basis and funded by those requesting them. The Commission will consider the contribution of the person(s) being honored as well as design, specific location, wording and appropriateness for the parks purposes.

APPROVED

BY _____

RICHARD W. DAVIES, Director
Arkansas State Parks

