

## COMMERCIAL ADVERTISING

### Philosophy:

State lands are places for use by all members of the general public, offering outdoor experiences based on natural resources and free from commercial pressure or exploitation. However, some private enterprises provide services on state lands, to enhance these experiences. In these cases, advertising may be appropriate if it is limited, directly related to the business, and compatible with the natural setting and purposes for which the land is managed.

### Policy:

Commercial advertising on lands managed by the Department is restricted to the following situations and conditions:

#### **Operations under the direct management of the Department.**

Commercial advertising is permitted only in the interior of the building space allocated to the concessionaire (unless it is physically impossible to do so) and must be related directly to the services being provided under the contract.

#### **Operations under the direct management of lessees, licensees, or permittees.**

Commercial advertising on leased, licensed, or permitted lands is permitted if it:

- 1) is directly related to the purpose of the lease, license, or permit and to the merchandise or services provided on the premises, **and**
- 2) is in keeping with the natural setting and architectural character of the structures in the area, as approved by the Commissioner, **and**
- 3) (if applicable) is on the interior of a building or limited to one signboard next to that building.

### Procedure for Implementation:

Forestry District Managers and Parks Regional Managers shall be responsible for monitoring, controlling, and enforcing standards for commercial advertising on state lands, under this policy and any pertinent lease, license, and special use permit in effect in their jurisdiction. Managers may consult with the Director of Lands Administration on questionable cases.

Appeals by lessees, licensees, or permittees on decisions or actions of the District/Regional Managers shall be referred to the Commissioner for ultimate decision.

*Conrad M. Motyka, Acting Commissioner*

Effective Date: May 15, 1991