

**Executive Order # E-56, dated 8/7/2002**

**BILLBOARD USE BY THE CITY OF SAINT PAUL**

Pursuant to Chapter 3 of the Charter of the City of Saint Paul, this Executive Order establishes the City's Billboard use by the City of Saint Paul.

Billboard advertising by the City of Saint Paul is discouraged.

Should billboard advertising be proposed for use, however, the City of Saint Paul shall use billboard messaging or billboard advertising only with prior approval by the Mayor, and shall be consistent with the following conditions:

- The public purpose and desired outcome will be clearly stated
- Budget authority will be included
- Reasons and justification as to why the availability of other advertising methods to disseminate the information including other print or electronic media methods would be insufficient and/or ineffective.
- Use will be in full conformance to all governing laws and regulations including comprehensive sign ordinances and Section 66.214 of the Zoning Code.

**IF YOU HAVE FURTHER QUESTIONS REGARDING THIS POLICY, PLEASE CONTACT:**

Gail Langfield – City Attorney (651) 266-8748