



**TOWN OF PAXTON**  
697 Pleasant Street, Paxton, MA 01612  
(508) 754-7638 Ext 20 Fax: (508) 797-0966

## **ELECTRONIC SIGNAGE POLICY**

Applies to:	Town Wide
Select Board Original Adoption:	06.21.2022
Amended on:	--
Last Reviewed by the Select Board:	

### **Policy Statement**

This policy applies to all messages displayed on the electronic signs located at both the Town Hall (697 Pleasant St) and the Public Safety Building (576 Pleasant St). All messages must be consistent with the goal of communicating timely information related to the Town of Paxton to Town Residents.

### **Definitions**

Emergency- an urgent, sudden, and serious event or an unforeseen change in circumstances that necessitates immediate action to remedy harm or avert imminent danger to life, health, or property; also included, by not limited to: Serious weather events, Disasters, epidemics/pandemics, Emergency Dispensing sites, Shelter locations, High Fire Danger, Unexpected Road Closures, Water Emergencies-i.e. contaminations, Town wide Power outages

Events sponsored to benefit the Town of Paxton public- Red Cross Blood Drive, and other similar organizations/events.

Other Non-profits/fundraising events -Chamber of Commerce, Boy Scouts, Girl Scouts, Garden Club, Lion's Club, American Legion, WRHS Alumni, church groups and similar organizations.

Town-affiliated non-profits- Parent/Teacher Associations/Organizations, Friends of the COA, Friends of the Richards Memorial Library, and other similar organizations.

Town Information Business – Notices about Town Meetings, Elections, Taxes/payments due, dog license reminders, Town sponsored events, water hydrant flushing, construction notices, and other similar information.

### **Policy Description**

1. Number of messages allowed. There shall be no more than four messages displayed at any given time on each of the electronic signs.
2. Duration of Message. Each message shall be presented on the electronic sign for 4 seconds. In the event of an emergency, a single message may be displayed continuously.

3. Message Length. Messages should be brief and concise.
4. Priorities for requests. The following is the order in which messages will be given priority:
  - a. Emergency
  - b. Town Information/business
  - c. Official school information/business
  - d. Town-affiliated non-profits
  - e. Announcement of Veteran's returning from active service
  - f. Other Non-profits/fundraising events
  - g. Events sponsored to benefit the Town of Paxton public
  - h. All other requests, as approved by the Town Administrator
5. Number of days message will run. The following outlines the expectation of the number of days each type of message is expected to be displayed. The actual numbers may vary.
  - a. *As dictated by event*
    - o Emergency
    - o Town Information/business
  - b. *7 days prior to event*
    - o Official school information/business
    - o Town-affiliated non-profits
    - o Other Non-profits/fundraising events
    - o Events sponsored to benefit the Town of Paxton public
    - o All other requests, as approved by the Town Administrator
  - c. *4 days after return*
    - o Announcement of Veteran's returning from active service
6. Sign Specifications. All electronic sign messages will conform to the following unless it is determined by the Town Administrator to be in the best interest of the Town otherwise.
  - a. Number of Characters. Messages will be limited to\_\_ ( **TBD**)characters, including spaces.
  - b. Font. The font for the signs will be \_\_(**TBD**).
  - c. Colors. The sign will consist of single color on black background lettering for informational messages.
  - d. Images. Any and all images must be pre-approved by the Town Administrator.
  - e. Animated Display. Animations and flashing signs will be restricted to special town-sponsored, town-wide events, and holidays.
7. Prohibited Content. The Town reserves the right to refuse any content at its discretion. The following content is strictly prohibited:
  - a. Political activities/events unless a candidate's debate sponsored by an impartial group such as the League of Women Voters for local elections
  - b. Objectionable content – to be determined by Town Administrator
  - c. Outside groups
  - d. For profit organizations
  - e. Religious messages
  - f. Individual messages

8. Application Process –

- a. *Form.* All messages to be displayed on the Electronic Signs must first be requested in writing on the form attached to this policy.
- b. *Application dates.* All requests must be submitted at least 7 days in advance of the requested display date.
- c. *Review.* Applications will be reviewed by the Town Administrator or his/her designee and applicants will be notified only if their application was not approved and/or if there is a requested modification or change to the submittal.



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## APPLICATION FOR USE OF ELECTRONIC SIGN

### APPLICANT'S INFORMATION

Today's Date: \_\_\_\_\_

Applicant/Requestor: \_\_\_\_\_

Requested Display Dates: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

### PROPOSED LANGUAGE FOR MESSAGE:

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### APPLICANT'S AGREEMENT

By signing below, applicant states that they have read and agree to the usage policy for the Town of Paxton's Electronic Signage. The applicant understands that any town event or emergency which occurs during the display time will take precedent over any other message.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Printed Name

#### FOR OFFICE USE ONLY

Date Received:	_____
TA Approval/Rejection:	<input type="checkbox"/> Approved <input type="checkbox"/> Rejection
TA Signature:	_____
Reason for Rejection:	_____ _____