
Electronic Sign Usage Policy

Electronic Signs Usage Policy

Town of Old Saybrook

Adopted by Board of Selectman:

PURPOSE: This policy establishes the criteria for groups outside of Town affiliated agencies and organizations to use the electronic signs on Main Street in front of Town Hall and on the corner of Mill Rock Road and Middlesex Turnpike. The policy also outlines the procedures used by Town personnel to administer the sign.

ADMINISTRATIVE OVERSIGHT: Responsibility for administrating the policy shall be with the Selectman's Office.

SIGN USAGE: The first priority for the signs is to give important instructions and information to ensure public safety during emergencies including, but not limited to hurricane/storm preparedness, road closures, and police and fire emergencies. During such emergencies, use of the signs by other groups as outlined below may be restricted or suspended at the discretion of the Police Chief, Emergency Management Director or First Selectman.

The second priority for sign usage goes to non-emergency Town announcements such as, but not limited to, information on elections, property tax payments, Town Meetings, and Town sponsored events.

If there is availability, the signs may be used by local non-profit groups to announce events or special programs on a first come, first served basis. The signs are not to be used for general advertisement of groups or regular meeting times such as weekly church services. Announcements will not be posted more than two weeks prior to an event or registration deadline unless space allows. While every effort will be made to accommodate requests, the number of other applicants and Town usage may mean that the sign is not available for the duration or frequency requested.

The signs are not available to for-profit business, political groups or candidates (not including official government events involving state, federal or local elected officials). The First Selectman shall also have the authority and sole discretion to deny use of the sign to groups whose mission or purpose is deemed to be offensive or against the best interest of the residents of the Town.

Where at all possible, requests for sign usage should be made in writing (email is acceptable) and should include the type of event, date and time of event, group sponsoring the event and contact information for a responsible party within the organization. The Town will have a standardized form available for such purpose. Group should contact the Selectman's Office as soon as possible to make any changes or cancellations to event information. Acceptance of a request in no way guarantees that the announcement will appear on either sign.

The organization's requested message text may be modified by the Town without notice to conform to space and content restrictions. The Town is not responsible for any errors or omissions in content.