



Town Administrator

7 MAIN STREET, Unit #3
HUBBARDSTON, MASSACHUSETTS 01452
(978) 928-1400 x 201 FAX (978) 928-3392

ELECTRONIC SIGNAGE POLICY

Applies to:	Town Wide
Select Board Original Adoption:	10/17/2022

Policy Statement

This policy applies to all messages displayed on the electronic sign located at Clark's Corner. The primary purpose of the electronic sign is to promote the Town of Hubbardston's meetings, events and services. All messages must be consistent with the goal of communicating timely information related to the Town of Hubbardston to the 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, but not limited to: Serious weather events, Disasters, epidemics/pandemics, Emergency Dispensing sites, Shelter locations, High Fire Danger, Unexpected Road Closures, Town Wide Power outages.

Events sponsored to benefit the Town of Hubbardston 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, church groups and other similar organizations.

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

Town Information Business- Notices about Town Meetings, Elections, Taxes/Payments due, dog license reminders, Town sponsored events, construction notices, and other similar information.

Policy Description

- 1.) Number of messages allowed- There shall be no more than six messages displayed at any given time on the electronic sign.

- 2.) Duration of Message-Each message shall be presented on the electronic sign for 5 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: ***Town Entity's messages will take priority over all other messages/requests***
 - a.) Emergency
 - b.) Town Information/Business
 - c.) Official school information/business
 - d.) Town-affiliated non-profits
 - e.) Other Non-profits/fundraising events
 - f.) Events sponsored to benefit the Town of Hubbardston public
 - g.) 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
 - Emergency
 - Town Information/Business
 - b.) 7-14 days prior to an event
 - Official School Information/business
 - Town-affiliated non-profits
 - Other non-profits/fundraising events
 - Events sponsored to benefit the Town of Hubbardston public
 - All other requests, as approved by the Town Administrator
- 6.) Sign Specifications – Sign specifications such as color, wording, size and font will be determined by the authorized creators.
- 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, messages, rallies, caucuses, etc
 - b.) Objectional content – to be determined by the Town Administrator
 - c.) Outside groups
 - d.) For Profit Organizations
 - e.) Religious messages
 - f.) Individual messages
 - g.) The sale of goods or services
- 8.) Application Process –
 - a.) Form – All messages to be displayed on the Electronic Sign must first be requested in writing on the form which is included in this policy and available on the town website.

- b.) Application Dates – All requests must be submitted at least 10 days in advance of the requested display date. These applications will be date/time stamped and in the event there are several for received for the same date, those received first will be given priority.
 - 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.
 - d.) Messages may be edited for clarity and conformity to the requirements listed herein.
 - e.) The municipality offers no guarantee with respect to the appearance of any conveyance of information on municipal digital signage, or the length of time that a message will be displayed.
- 9.) Policy Review – This policy will be reviewed every year, unless otherwise deemed necessary by the Select Board.



Town Administrator

7 MAIN STREET, Unit #3
HUBBARDSTON, MASSACHUSETTS 01452
(978) 928-1400 x 201 FAX (978) 928-3392

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:

Applicant's Agreement:

By signing below, applicant states that they have read and agree to the usage policy for the Town of Hubbardston'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: _____ Approved _____ Rejection

TA Signature: _____

Reason for Rejection: _____
