



TOWN ELECTRONIC SIGN – DISPLAY AND CONTENT POLICY

ISSUE DATE:	November 2020	REVISION DATE:	
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I. PURPOSE

The purpose of this policy is to establish regulation of the display and message content that is programmed for the Town’s electronic sign.

II. POLICY

The Town of Palmer Lake accepted a generous donation of an electronic sign. It shall be utilized in a common, centrally located space.

The sign content shall be restricted and tailored to government entity news, meeting announcements, public safety warning and public emergency information relating to fire, parking or directing traffic for Town approved events.

Illumination of the sign shall automatically dim appropriately into the evening/night.

The electronic sign shall not include transition between messages or images exceeding one second nor abrupt change of illumination.

The Town staff shall oversee the content and program the sign. A request form may be provided to the Town office at a minimum of two (2) weeks prior to a desired date (first date to display). Up to three (3) colors may be suggested but, upon programming, shall be at the discretion of Town staff.

NOTE: Town staff reserves the right to deny a request. Making the request will not automatically add a message. Approval will depend upon the available space, the requested time and the review of the content. If a message is denied, Town staff shall contact the requestor with an explanation of the request being denied.

Messages must be clearly noted on the request form. The message shall not exceed three (3) lines with a maximum of three (3) words per line. Specific dates to run the message must be included with request.



**TOWN OF PALMER LAKE
ELECTRONIC SIGN MESSAGE REQUEST FORM**

A request must be submitted clearly on this form and provided to Town staff for review/approval at least a minimum of two (2) weeks prior to the first date requested for display. Please print clearly.

Contact Name: _____

Contact Number: _____

Contact Email: _____

Message (note exactly as the message should display, not to exceed 3 lines with approximately 4 words per line, depending upon message):

Dates to run message: _____

Other comment/request: _____

NOTE: Be advised that not all requests may be approved/displayed.