

TOWN OF CLINTON  
Electronic Signs Usage Policy  
Adopted By the Board of Selectmen  
January 6, 2016

**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 the Town Hall Annex on East Main Street. This policy also outlines the procedures used by Town personnel to administer the sign.

**ADMINISTRATIVE OVERSIGHT:** Responsibility for administering 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 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, Special Town Meetings and other Town sponsored events.

If there is availability, the sign may be used by local non-profit groups to announce events or special programs on a first come, first serve basis. The sign is 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 one week 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 sign is not available to for-profit business, political groups or candidates for election purposes or for political action. The First Selectman shall have the authority and sole discretion to deny use of the sign based upon availability or to groups whose mission or purpose is deemed to be offensive or against the best interest of the residents of the Town.

Application requests will be accepted no earlier than two weeks prior to the event. The application must be filled out electronically. Hand written forms will not be accepted. You may also email your request to [mschettino@clintonct.org](mailto:mschettino@clintonct.org). Failure to provide all the information requested may result in your request being denied. Acceptance of a request, in no way, guarantees that the announcement will appear on the 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.