

Route 24 Electronic Billboard Use Policy

Eligible Users:

- Town of Stoughton Departments
- Town Boards, Committees, Commissions and Authorities

Eligible Messages:

- Public Safety
- Public Health
- Important Town Government Notifications
- Town Sponsored Events
- Publicity – Positive Messaging for Town

Criteria:

- Applicant must demonstrate how message will benefit their Department, Board, Commission or office, and the Town as a whole.
- If message is intended for event awareness, applicant must be able to explain capacity to host attendees from outside of Stoughton.
- If message is intended for Event awareness, applicant must obtain all other permits, licenses, etc. related to events from the Town prior to use of the billboard (may receive preliminary approval contingent upon receipt of other required approvals).

Process:

- Submit Electronic Billboard Request for Use Application to Gilda Pereira, Select Board Administrative Assistant at gpereira@stoughton-ma.gov or in person at the Select Board Office located in Room 315 at the Town Hall at least one month prior to the proposed publication.
- Application will be reviewed by the Economic Development Director, or the Director's designee, and Town Manager, or the Town Manager's designee, and ultimately approved by the Select Board via consent agenda. Your request will be approved or denied based on whether or not you meet policy requirements and whether or not space is available for your message during your requested timeframe. (Timeframe will be determined based on message content and space availability).

- If application is approved, you will be connected to Sign Vendor and Graphic Designer if you requested assistance with message design.
- Whether the application is approved or denied is in the sole discretion of the Town, acting through its Select Board, which may do so for any reason or no reason at all. The choice of which message to include – including the approval or denial of the application noted above – is government speech to which the strictures of the Free Speech Clause of the First Amendment do not apply. The Town does not, nor has it ever, intended for its access to the billboard to serve as a forum for free expression by the public. Accordingly, neither this Policy, the Town's choice of which message(s) to approve, nor the manner in which it makes such choice should be interpreted as designating the Town's access to the billboard as a public forum. To the contrary, any such access/message is an expression of the Town's official sentiment(s); the Town is speaking for itself.