

## Township of West Windsor Electronic Sign - Message Guidelines and Policy

The electronic sign board is located at the Ron Rogers Arboretum on Princeton-Hightstown Road (Route 571). Messages appear on the east and west sides of the sign. The same message plays on both sides of the sign at the same time. The electronic message board is used for informing the public of Division of Parks and Recreation and Township events, classes, and services. Community messages will be considered pending the number of messages for that particular time period. Messages from non-profit and community service entities that provide a clear benefit to the local community will be eligible for posting.

### **Responsibility:**

It will be the responsibility of the Manager of Parks and Recreation to manage and submit messages to the electronic sign. If there are any questions regarding whether or not a group requesting use of the sign is authorized per this policy, or regarding the content of a message, the Manager will make a decision regarding the request.

### **Policy:**

1. Division of Recreation and Parks and Township messages will have priority over all outside requests.
2. The organization must clearly serve or promote an educational, charitable, or public service event or purpose.
3. The message must clearly serve or promote an educational, charitable, or public service event or purpose.
4. Requests from for-profit, political, and religious organizations will be denied.
5. No personal requests will be posted on the electronic sign, e.g., birthdays, engagements, births, weddings, etc.
6. External message requests must be submitted on an Electronic Sign Request Form a minimum of 10 business days prior to the requested posting date and will be posted no earlier than three weeks prior to the event.
7. The form is available at: <http://www.wwparks-recreation.com/>. The request form must be completed legibly and in its entirety to be considered.
8. External messages will remain on the board no longer than two weeks unless otherwise approved by the Township.
9. The Division of Recreation and Parks does not guarantee that your message will be placed on the sign.
10. In the event that there are several requests for any given time period, the requests will be posted on a first come, first served basis.
11. The Manager has the sole discretion to accept or reject the request and/or the content of the message, as well as the ability to alter the text accordingly to fit the sign design.
12. Each message will appear on the sign for approximately 6-10 seconds.
13. The sign will be illuminated between the hours of 6:00 am and 10:00 pm.

West Windsor Township  
Electronic Message Board Request Application

Organization/Group Name: \_\_\_\_\_ Contact Person \_\_\_\_\_

Telephone Number(s) \_\_\_\_\_ E-mail address \_\_\_\_\_

Type of Event \_\_\_\_\_ Date of Event \_\_\_\_\_

Time of Event \_\_\_\_\_ Location of Event \_\_\_\_\_

Dates Requesting to Display Message:

Beginning: \_\_\_\_\_ End: \_\_\_\_\_

Mail, Fax or Deliver Application to:

Ken Jacobs, West Windsor Division of Parks & Recreation  
P.O. Box 38  
271 Clarksville Road  
Princeton Jct., NJ 08550  
Fax # (609) 799-2136 Phone # (609) 799-6141  
e-mail: [recreation@westwindsortwp.com](mailto:recreation@westwindsortwp.com)

Applications must be received at least 10 business days prior to requested message start date.

Print the message as you would like to see it appear on the sign. Leave blank spaces in between words. Please keep details brief. The Township reserves the right to edit/abbreviate if necessary – **One letter per box.**


I certify that I am authorized to submit this request by the organization identified above. Further, on behalf of the requesting organization, it is agreed that West Windsor Township will not be held liable for any actions including errors or omissions regarding the processing, possible denial, possible acceptance or implementation of this message request including the display of the message.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name