



**CITY OF ELMHURST**  
**209 NORTH YORK STREET**  
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CITY MANAGER

## **POLICY MEMORANDUM**

**SUBJECT:** Palmer Drive Underpass Electronic Sign Policy

**Dept:** City Manager's Office

**Date:** November 25, 2019

### **Distribution:**

#### **I. Purpose**

This administrative policy is intended to establish procedures and guidelines governing the use of the City's Palmer Drive Underpass electronic messaging sign used to distribute messages to the community. The primary use of the sign is to convey City of Elmhurst messages of public interest to residents and to communicate in times of emergency. The secondary focus of the new sign is on displaying Elmhurst non-for profit community events that are open to the public.

#### **II. Responsibility**

The City's Communications Manager will act as the administrator for the electronic sign. The following employees shall have access to the software to schedule, monitor and control non-emergency and emergency messages:

- Communications Manager
- Administrative Assistant
- IT Director

#### **III. Forms**

1. Electronic Sign Request Form

#### **IV. Procedures**

The City of Elmhurst owns and operates the electronic sign located on the Robert Palmer Drive Underpass. The City utilizes the sign to provide pertinent news, announcements, and information to the public. In an emergency, all messages will be suspended and only emergency information will be displayed.

The electronic sign allows the City to display multiple messages throughout the day. The following guidelines outline electronic sign usage:

**Eligibility:** The following entities are eligible to submit requests for electronic sign messages. Priority for messaging is in the following order:

1. City of Elmhurst messaging including emergency messages. City of Elmhurst messaging of any type will always maintain top priority. In the event of an emergency, all planned messaging will cease and the emergency message will stay active until there is no longer a need for the message.
2. Events sponsored by other units of local government including public school districts, with jurisdictional boundaries, which overlap the corporate limits of the City.
3. Elmhurst not-for-profit organizations that are sponsoring an event within the City of Elmhurst that is open to the public, whose primary purpose is not-for-profit and not for commercial gain. No private business messages can be displayed on the electronic sign and no outside advertising will be permitted. A not-for-profit organization is defined as an Illinois or IRS/Internal Revenue Services registered not-for-profit organization, with a tax exemption number, either based in the City of Elmhurst or whose service area consists principally in the City of Elmhurst.

**Regulations for Operation of Electronic Sign:** The electronic sign will operate from **6am to 10pm**, 7 days a week, and comply with the following regulations:

- Electronic format in conformance with City standards
- Messages will be displayed for a period of no less than 15 seconds at a time
- Messages will change instantaneously and will not fade out or dissolve
- Emergency messages may be shown 24 hours a day

#### **Request Process/Fee**

- There is a limit to 2 messages per quarter from each organization.
- There will be no more than 4 non-City messages on each sign during one week.
- Message board requests from not-for-profits are accepted on a first-come, first-served basis, subject to the eligibility and priority standards set forth above in this policy. The City reserves the right to display or deny messages.
- Availability for the following calendar year will become available at 8:30 am on the first Monday in January of the current calendar year. Requests can be made in person at the City Hall Admin counter or by phone (630) 530-6018.
- There is a **\$35** fee for each message per screen for one week. Checks may be made payable to the City of Elmhurst and **must be received within one week/5 business days of request. Space will not be held for more than 5 business days if payment is not received.** Checks made out to the City of Elmhurst should be hand delivered or mailed to Elmhurst City Hall – 209 N. York Street to the attention of CITY ADMIN.
- No refunds will be issued.

## Content for Event Messages

- High-resolution PDF or JPEG should be sent to [banners@elmhurst.org](mailto:banners@elmhurst.org) no later than 4 weeks prior to the requested display time. Files over 5MG should be sent through large file sending services, such as WeTransfer.com.
- The City will not design any organization's banner artwork. Art submitted must be complete.
- The City will evaluate the file and request adjustments if necessary based on sign spec requirements.
- Messages will be displayed in full standard color and will not feature any additional effects such as but not limited to blinking or flashing.
  - Content should be limited to:
    - Group/Event Name
    - Date, Time & Place
    - Website or Phone
    - Logo
    - Imagery
    - Bold text, 3 lines max
  - Content will NOT include:
    - Video
    - White or light Background
    - Script font
- Artwork Spec requirements: Artwork should be sized at 1248 pixels wide x 208 pixels high. **\*\* WHITE BACKGROUND WILL NOT BE ACCEPTED\*\***

## Frequency:

- Each entity or organization may request **2** messages to be displayed per quarter year. (Jan. 1 – March 31, April 1 – June 30, July 1 – Sep. 30, Oct. 1 – Dec. 31.)
- Units of Local Government may exceed the above limitations, with City approval.
- Week begins on Monday and ends on Sunday.

**Editorial:** The City maintains the authority to edit all messages. No message will be displayed that includes comments that may be deemed inappropriate. The City will contact the message requester to notify them of their message request status.

**To Submit a message:** Please complete the appropriate City of Elmhurst Electronic Sign Request Form (attached) and send it along with artwork files to [banners@elmhurst.org](mailto:banners@elmhurst.org), at least 4 weeks prior to an event. A submission is not a guarantee that a message will be displayed. Messages may not be displayed due to unexpected City business or numerous requests for the same timeframe.

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**CITY OF ELMHURST**  
**Electronic Sign Request Form**

- Elmhurst based Not-For-Profit Organizations
- Elmhurst based Government Agency (Library, Park District and School District)

Today's Date: \_\_\_\_\_ (AT LEAST 4 WEEKS PRIOR TO EVENT)

**TITLE OF ANNOUNCEMENT: please print CLEARLY**

\_\_\_\_\_

Display is limited to 1 week. What week would you like to run your message? (Must begin on a Monday and end on a Sunday.)

Start date: \_\_\_\_\_ End Date: \_\_\_\_\_

Which side would you like your banner displayed (Choose one):

NORTH (\$35)       SOUTH (\$35)       BOTH SIDES (\$70)

Name of Organization: \_\_\_\_\_  
(Please Print Clearly)

Contact Person: \_\_\_\_\_ Daytime # \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Today's Date: \_\_\_\_\_

**Provide a JPG and PDF to [banners@elmhurst.org](mailto:banners@elmhurst.org) at least 4 weeks prior to requested display time.**

**Hand deliver or mail check and form within 5 business days of request to ensure spot is held. Make checks payable to City of Elmhurst.  
Deliver to 209 N. York Street, Elmhurst IL – Attention City Admin.**

**THIS FORM MUST BE SUBMITTED WITH PAYMENT. NO REFUNDS WILL BE ISSUED.**

<p><b>OFFICE USE ONLY</b></p> <p>Date Received: _____ Approved/Denied by: _____ Date: _____</p> <p>Date Posted/Scheduled: _____ By: _____</p>
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