

CITY OF BRISTOL

# ELECTRONIC SIGN

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# GUIDELINES



# LOCATIONS

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The primary purpose of these guidelines is to provide a process for which the five digital signs located throughout Bristol can best be utilized for messaging to promote local events and important information throughout the Bristol community.

All signs are managed by the **Economic & Community Development Office**.

For questions or concerns, please email: [ecd@bristolct.gov](mailto:ecd@bristolct.gov)

**The five sign locations are:**

1. Bristol Eastern High School, located at 632 King Street
2. Bristol Central High School, located at 480 Wolcott Street
3. Clark Avenue/Terryville Avenue Intersection, located at 875 Terryville Avenue
4. Route 6 Farmington Avenue, located at Chili's Restaurant, 1425 Farmington Avenue
5. St. Paul Catholic High School, located at 1001 Stafford Avenue

**LOCATION: 632 King Street –**

**Two-sided sign can accommodate up to three lines of text.**



**LOCATION: 480 Wolcott Street –**

**One-sided sign can accommodate up to four lines of text.**



**LOCATION:** Intersection of Clark Avenue and Terryville Avenue – Two-sided sign can accommodate up to four lines of text with one graphic element.



**LOCATION:** Route 6/Farmington Avenue – Two-sided sign can accommodate up to seven lines of text.



**LOCATION:** In front of St. Paul Catholic High School – Two-sided sign can accommodate up to four lines of text with one graphic element.



# MESSAGE SUBMISSION INSTRUCTIONS

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Messaging for the five signs is available at no cost to all nonprofit organizations and civic groups located in and doing business in Bristol. Below are some helpful guidelines when submitting your message for each sign.

- **Development of Your Message:** It is important to keep in mind that viewing time for each sign by drivers is about 5-7 seconds. All messaging on all signs will be programmed to be visible for 30 seconds for each rotation. We recommend that you focus on the key information for each message: Name of Event, Date of Event, Time of Event, and a Phone Number and/or a Website.
- **Submission of Messages:** All requests must be submitted through the online form, which can be found on the Bristol All Heart Website at:  
<https://bristolallheart.com/arts-culture/message-submission/>

**PHONE or EMAIL REQUESTS WILL NOT BE CONSIDERED. *Message submissions must contain a person who can be contacted by phone or email for any questions about your message.*** All message requests will be reviewed on a daily basis, with messages being posted once a week, so we kindly ask you to keep in mind the timing of your event – ***we will not be able to accommodate last minute requests.***

- **Types of Messages NOT ALLOWED:** Events that include gambling or games of chance are not allowed. We cannot promote any religious or church events – events that take place at a church such as festivals: Italian Festival, Greek Festival, etc. are allowable, however. All messages **MUST BE** Bristol-related or sponsored even if they are being held in another town, i.e. a dinner for a Bristol organization that will take place at the Aqua Turf.

***Due to space limitations on all signs, the Economic & Community Development Office has the right to edit any and all messages. All messages will be reviewed for content and any questionable content will not be posted and will be the final decision of the Economic & Community Development Office.***

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