



# Village of Itasca

## Electronic Community Sign Guidelines

550 W. Irving Park Road, Itasca, IL 60143  
[www.itasca.com](http://www.itasca.com)

The Village of Itasca operates an electronic sign located at Irving Park Road (550 W Irving Park Rd.) at the entrance to Village Hall. The Village primarily uses the sign to provide pertinent information to the public, for special event announcements and village-sponsored promotions. All messages will be suspended in an emergency and only crisis-related information will be displayed.

As an electronic sign can display multiple messages at a time, the Village will allow other entities to display messages on the sign throughout the year. The following guidelines outline electronic sign usage.

**Messages:** The full-color LED sign will be operational from 6 AM – 10:30 PM daily, 365 days per year. The sign will be dimmed between 10:30 PM and 6:00 AM daily. The sign can display text, color graphics and short video clips.

**Eligibility:** The following entities are eligible to submit a request to display electronic sign messages:

- Itasca organizations that are sponsoring an event that is open to the community and whose primary purpose is not-for-profit and not for commercial gain.
- Other government entities.

All other announcement requests will be reviewed individually.

**Reservations:** Reservations are accepted on a first-come, first-served basis. Messages can be displayed for one month prior to an event. To help Village staff work efficiently, requestors are expected to correspond in a timely manner and maintain clear communication.

**Content:** The Village can create messages using the information provided by the event organizer. In some instances, a logo or picture may be used only if it can be displayed effectively on the sign. We ask that this information is limited and to prioritize the following:

- Organization (Ex. Itasca Lions Club)
- Event Name (Ex. Italian Feast)
- Time/Date (Ex. Sunday Sept. 28th 12:00 PM)
- Location (Ex. Village Hall)
- Contact information such as a phone number, email address, or website.



The event organizer may also upload their own pre-made graphics. Please ensure the text is legible, and follows similar formatting to the included template, dimensions, and other village-made examples.

**Message Specifications:** The sign dimensions are 8.4 feet wide and 4.6 feet tall. Graphics should measure 1920x900 pixels. Messages will be displayed for an average of twelve seconds. As motorists have little time to read, please keep messages concise and limited to two screens.

**To Request a Message:** Messages and photos should be submitted via online form <https://www.itasca.com/FormCenter/Village-Hall-6/Outdoor-Sign-Request-Form-84> at least two weeks prior to the event. Questions can be directed to [mnelson@itasca.com](mailto:mnelson@itasca.com).

**Editorial:** The Village of Itasca maintains the authority to create and edit all messages and to deny messages deemed in violation of these guidelines.