

**Business of the Village Board  
Village of Saranac Lake**

Bill #177-2025

SUBJECT: Village Sign Frame Policy

Date: 12-8-2025

DEPT OF ORIGIN: Trustee White

DATE SUBMITTED: 12-4-2025

**SUMMARY STATEMENT**

Resolution adopting policy for use of Village Sign Frames

MOVED BY: Ryan SECONDED BY: White

VOTE ON ROLL CALL: To Table

MAYOR WILLIAMS	<u>yes</u>
TRUSTEE RYAN	<u>yes</u>
TRUSTEE WHITE	<u>yes</u>
TRUSTEE SCOLLIN	<u>yes</u>
TRUSTEE BRUNETTE	<u>yes</u>

# RESOLUTION ADOPTING POLICY FOR USE OF VILLAGE SIGN FRAMES

**WHEREAS**, the Village of Saranac Lake has installed permanent sign frames on Village-owned properties to support clear, consistent communication with residents and visitors; and

**WHEREAS**, the Village Board recognizes the importance of ensuring that signage placed in these frames maintains the integrity, safety, aesthetics and public purpose of Village communications; and

**WHEREAS**, there is a desire to establish the use of these sign frames for official Village purposes or Village-sponsored activities, events, or programs;

**NOW, THEREFORE, BE IT RESOLVED**, that the Village Board of Trustees hereby adopts the following policy governing the use of Village sign frames:

**1. Authorized Use.**

- Village sign frames may be used **only** for official Village communications, public notices, events, programs, initiatives, or information directly managed, produced, or authorized by the Village of Saranac Lake.
- Sign frames may also be used for **Village-sponsored** events in which the Village is a formal partner, fiscal sponsor, or recognized collaborator.

**2. Prohibited Use.**

- Village sign frames shall **not** be used for private, commercial, political, religious, or non-Village organizational messaging.

**3. Approval & Oversight.**

- All content to be displayed in the sign frames shall be reviewed and approved by the Village Manager or their designee to ensure compliance with this policy.
- The Village reserves the right to remove any unauthorized signage immediately.

**4. Maintenance & Presentation.**

- The Village shall be responsible for maintaining the physical condition of sign frames and ensuring that displayed signage reflects the standards of clarity, consistency, and safety expected for Village communications.

**BE IT FURTHER RESOLVED**, that this policy shall take effect immediately and shall apply to all existing and future Village sign frames.