

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

BILL #: 6-2026

SUBJECT: Village Sign Frame Policy

FOR AGENDA: 1/12/2026

DEPT OF ORIGIN: Trustee White

DATE SUBMITTED: 1/8/2026

Resolution adopting policy for use of Village Sign Frames

MOVED BY: White SECONDED BY: Brunette

VOTE ON ROLL CALL: To Table

MAYOR WILLIAMS Yes

TRUSTEE BRUNETTE Yes

TRUSTEE RYAN Yes

TRUSTEE SCOLLIN Yes

TRUSTEE WHITE Yes

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.