



TOWN OF LENOX
SELECTMEN'S OFFICE
6 Walker Street, Lenox, MA 01240
www.townoflenox.com
413/637-5500 X-7

Channing Gibson, Chairman
Dave Roche, Clerk
Kenneth Fowler
Edward P. Lane
Warren E. Archey

APPLICATION FOR A SANDWICH BOARD SIGN

Please follow the Guidelines on the reverse side of this application when applying for a sandwich board sign.

Name

E-Mail Address

Doing Business As

Address of Establishment/Business

CHECK OFF LIST

- _____ Sketch showing location of proposed sign and clearance area for pedestrian traffic
- _____ Material and color of sign
- _____ Insurance document naming the Town of Lenox as an additional insured

Signature

Date

By signing, I acknowledge receipt of the attached guidelines and agree to abide by them.

CHAPTER XXVII
SANDWICH BOARD SIGNS
Adopted – A.T.M. 5/2/13

Remove (d) from Section 4 of the Lenox General Bylaws Chapter XIII, and replace it with a new Chapter XXVII.

These regulations are adopted pursuant to Chapter I of the General Bylaws of the Town of Lenox.

New Chapter XXVII

The Board of Selectman shall issue a temporary permit for 1 (one) A-frame Sandwich Board Sign (sign) per business per year in the Commercial “C” Zoning District (Lenox Village and Lenox Dale). It is valid for 1 (one) year from the date of issuance and is subject to the following conditions and prohibitions:

- a) The sign shall be displayed in front of the place of business.
- b) The sign may be located on private property or within the public right-of-way in compliance with subsection (h). The sign shall not protrude on the sidewalk in such a way as to obstruct pedestrian movement or reduce the open sidewalk width to less than four (4) feet. Signs shall not be located in the street.
- c) The sign shall not exceed 27” in width and 48” in height (maximum), nor shall it be less than 18” wide and 30” high (minimum).
- d) The sign shall be constructed entirely of framed wood, a wood or rigid plastic composite or similar material, and may include a chalkboard, whiteboard, foamboard, or similar insert within the frame.
- e) The sign shall be free of sharp corners, or protrusions and devices which could cause injury.
- f) The sign may be displayed only during business hours, and must be stored indoors thereafter.
- g) The following prohibitions shall apply to all signs: 1. No additional attachments such as flags, banners or balloons. 2. No sign shall be displayed during adverse weather conditions such as snow, ice or heavy wind.
- h) If a sign is located on public property, liability insurance coverage shall be carried, and confirmation of same must accompany the application for the sign. Said insurance must cover personal injuries or property damage which may occur in such areas. Such liability insurance coverage shall be extended to include the Town of Lenox as an additional insured on the liability insurance policy in the amount of one million dollars (\$1,000,000) per claim and two million dollars (\$2,000,000) per occurrence for any and all claims which may arise, for any reason, as a result of the placement of such sign. The business shall also require the insurer to give at least sixty (60) days written notice of termination, reduction or cancellation of the policies to the Board of Selectmen.
- i) In response to specific safety concerns, the Police Department may prohibit sandwich signs in designated areas during holiday parades or other specified times or days when sidewalk congestion is expected to be excessive.
- j) The sign shall be maintained in good and safe condition. The Building Commissioner has the right to remove any sign deemed unsafe either structurally or in its location, or for failure to comply with the above conditions or prohibitions, following written notification to the sign owner detailing the problems.
- k) The Building Commissioner and the Police shall have the right to remove any sign posing an immediate and egregious threat to the public safety.
- l) In addition to the procedures for enforcement described above, the provisions of this bylaw may also be enforced, by the Building Commissioner, by non-criminal complaint pursuant to the provision of G.L. c.40, section 21D. Each day on which a violation exists shall be deemed to be a separate offense. The penalty for violation of any provision of this bylaw shall be \$25.00 for the first offense; \$50 for the second offense; \$100.00 for this third offense and \$300.00 for the fourth and each subsequent offense.