



Tool Box for a Cleaner Downtown

Did you know you are responsible for cleaning and clearing snow from your sidewalk and curb? Were you also aware that the City of Beverly has guidelines and resources to help the curb appeal of your business? The first step to improving your impression to your customers or to the community is to know what the rules and resources are to help keep your property, sidewalks and storefronts clean. Here's an A to Z guide to the City of Beverly standards and ordinances, department contacts and resources to make your job easier.

City resources and ordinances

Dumpsters

City Ordinances:

- (1) Location generally. Each dumpster must be located at a minimum distance often (10) feet from the lot line as not to interfere with the safety, convenience or health of abutters or residents.
- (2) Obstruction of traffic flow. Each dumpster must be situated so as not to obstruct the flow of traffic.
- (3) Enclosures, screening, etc. When deemed necessary by the board of health, it may be required that a dumpster site be enclosed or screened/shielded by the property owners or authorized agent.
- (4) Hours of filling. Dumpster is not to be filled between the hours of 11:00 p.m. and 7:00 a.m. in residentially zoned areas nor after the close of the business day for all types of business properties. All lids are to be closed and made secure when dumpster is not in use.
- (5) Capacity size; overflow contents.
 - (a) Each dumpster shall be of sufficient size and capacity to eliminate overflowing. Routine weekly scheduled pickups shall be mandatory for apartment buildings.
 - (b) The property owners, tenant, occupant or authorized agent of the premises utilizing the services must notify the contractor at least twenty-four (24) hours in advance for an additional call-in for pickup which may be necessary to prevent overflowing.
 - (c) Whenever and for whatever reasons deemed necessary including repeated violations, the board of health may order dumpster capacity size changed and/or additional pickups.
 - (d) The property owner, tenant, occupant or authorized agent utilizing a dumpster service must make known to the board of health the name and telephone number of person responsible for maintaining dumpster and dumpster area and notifying contractor to empty contents when full. Any changes in name of person(s) shall be reported to the board of health forthwith.

Graffiti removal

If you have had graffiti spray painted on your property, try a citrus based "screen ink remover" product from Tubeline, Nazdar and other sign and screen printing suppliers. While the City does not have the equipment to perform any type of graffiti removal, the City can help a property owner coordinate removal with the Essex County Sheriff's Office, who does have the equipment to remove graffiti. Please note that the Sheriff's Office will only remove graffiti on the first floor level of a building. Housed at the Correctional Alternative Center in Lawrence, the anti-graffiti truck is part of that facility's community service program.

Two offenders, supervised by a correctional officer, will take the truck out and visit any community looking to remove graffiti from public or private buildings. Requests to remove the graffiti are usually made by business owners, mayors, town managers, city councils, boards of selectman, or police chiefs. If you are interested in having graffiti removed from your building, call (978) 750-1900 x4324.

Sidewalk, public ways, and storm grate maintenance

City Ordinances and applicable fines:

Sec. 15-5A.

Whenever any public area, paved or unpaved, landscaped or unlandscaped adjoins private property on any street, avenue, road, lane, court, square, way, or other similar area no matter how named, it shall be the duty of the lot occupier of such private property, or if such private property shall be unoccupied, the duty of its owner, to keep such public area free of all discarded cans and bottles, litter, debris, paper or other refuse. Failure by such occupier or owner to comply with this section shall in the first instance result in a written warning; in the second instance shall result in a \$100.00 fine; and for any subsequent offense shall result in a \$250.00 fine. Each day of noncompliance with this ordinance shall be a separate offense.

All building inspectors and all health department agents of the City, in addition to police officers, shall be enforcing persons for this section (City Ordinances Section 15-5A).

Signage

City Ordinances

City Ordinance No. 59, 5-29-03

Declaration of Policy: It is hereby declared to be the policy of the City of Beverly that the protection of property values, the protection of the character of the various neighborhoods in the City, the encouragement of the sound development of land throughout the City for its most appropriate use, and the protection of the public welfare in general requires strict limitation of all display signs in the City.

It is the general policy of the City that the primary purpose of a sign is for the identification of a business and not for advertisement. The design of the sign must respect and be compatible with the architecture of the building and surrounding buildings for which or upon which it is being erected.

The intent of setting size, design, and location parameters for signs is not to promote the design of nearly identical signs, but to define limits within which applicants can be creative. Any sign placed on land or on a structure for the purposes of identification or protection of the same or for advertising a use conducted thereon shall be deemed to be accessory and incidental to such land, structure or use. All applications for a building permit to erect or alter any sign shall be reviewed by the Design Review Board. It is the purpose of this Ordinance to place such limitations on display of all such signs in order to achieve a sense of order and aesthetics, to promote attractive commercial areas and entrances to the City of Beverly, to provide for the display of signs which are structurally safe and do not interfere with traffic movement, traffic signals, or traffic signs; and to assure that the signs will be appropriate to the land, building or use to which they are appurtenant and be adequate, but not excessive, for the purpose of identification. With respect to signs identifying business uses, such regulations have been devised after considering, among other matters: shopping habits, extent of trade areas, and means of access to such uses, and are specifically intended among other things, to avoid excessive competition among sign displays in their demand for public attention.

While additional guidelines are available on the City of Beverly website and through the planning department, here are some frequently asked questions:

1. What businesses are governed by these regulations?
These apply to all properties in the Central Commercial (CC) zone. The majority of the downtown businesses are in a Central Commercial (CC) zone.
2. Do I need permission from the city to change my sign, awning, paint colors etc?
Yes. Before purchasing any changes to the signage or façade of your building, the first point of contact is the city planning department.
3. What kind of signs are allowed in the windows?
Businesses are allowed one window sign, provided that it does not cover any more than the lesser of: (a) 20% of the window space or (b) a maximum of 10 square feet.
4. What about temporary signs?
Temporary signs (announcing sales, specials, etc) are allowed, but only with a permit from the Building Inspector. These signs, usually a banner of some sort, may be displayed for up to 14 consecutive days.
5. Can I use an LED lighted sign in my window?
Signs that flash or use intermittent lights or lights of changing degrees of intensity are prohibited, except signs showing time and temperature.
6. Can I have a sandwich board in front of my business?
Portable "Sandwich Board" signs are allowed; there is a two-step permitting process that includes review by the Design Review Board and also a permit from the City Council.
7. Who is in charge of making sure businesses are in compliance with the regulations?
If you're not sure if your signage is in compliance with the city ordinances, contact Stephen Frederickson, Building Commissioner and Zoning Enforcement Officer.

Snow Removal

City Ordinances, Sec. 15-5A and Sec. 15-23

The same ordinance listed above under "Public ways, sidewalks and storm grates" is applicable for snow removal. Private property owners are responsible for keeping their sidewalk free of debris, including snow and ice.

Placing and/or depositing snow or ice into streets or sidewalks: No person shall place or deposit any ice or snow on any street or sidewalk (City Ordinances, Section 15-23).

Business owners or operator should not shovel their sidewalks into the streets; they should pile it along the edges of the sidewalk. It is also the responsibility of the business owner or operation to clear fire hydrants located on the property lot.

Street Sweeping

The street sweeper schedule can change seasonally. Currently, the sweeper cleans Cabot and Rantoul Streets within the Beverly Main Streets district on Monday and Friday mornings, depending on the weather. Business owners should sweep debris off of their sidewalks into the streets prior to 5:30 a.m. on those mornings.

Trash pickup

City Ordinances. Section 15-5

City Pick-up of Trash: No person shall set upon any public way any box, barrel or vessel used for the purpose of rubbish collection except during the period of time from eighteen (18) hours prior to collection and eighteen (18) hours after.

- Trash collection is weekly.
- Limit of 15 bags per building.

- Maximum weight per barrel is 40lbs.
 - Trash must be set out by 7:00am the morning of pickup.
 - Cost = \$300 per year for commercial trash and recycling pickup*
- *Note, new commercial businesses are not eligible for trash and recycling pickup.

Did you know Massachusetts prohibits the disposal of the following items in the regular trash?

- Recyclable paper and cardboard
- Bottles and cans
- Leaves and yard waste
- Car batteries
- TV and computer monitor
- Large home appliances

Recycling

Recycling collection is bi-weekly per a published schedule. Recycling bins must be set out by 7:00am the morning of pickup. Separate recycling from trash. Bins containing improper materials will be left behind. Items that can not be recycled go in the trash. New recycling bins are available for \$5 from the Engineering Dept., 921-6000, City Hall, 2nd floor Fee: \$5. Other sizes may also be available.

Frequently Asked Questions

1. Why should I recycle?
2. When is my collection day?
3. What about holiday week collections?
4. I did not receive a recycling calendar. How can I get one?
5. When should I put out my recycling?
6. Why didn't the truck pick up my recycling?
7. Who do I call if my trash/recycling/yardwaste is not picked up?
8. What can I recycle?
9. How do I put items out for recycling?
10. Do I need to rinse out my bottles and cans?
11. Do I need to separate cans, bottles and plastic containers from each other?
12. What about styrofoam, pizza boxes and microwave food boxes?
13. Can I put out more than one recycling bin?
14. Where can I get a recycling bin?
15. Does the City collect yard waste?
16. Is there a place where I can drop-off my yard waste?
17. Does the City have a home compost bin program?
18. What about Christmas trees?
19. Does the City collect Construction & Demolition material?
20. What can I do with old paint, used motor oil and other chemicals?
21. What can I do with mercury containing items?
22. What do I do with unwanted appliances?
23. How about CRTs: television sets and computer monitors?
24. How about computers, microwaves and other electronics?

The answers to these and other questions on trash and recycling are available on the Recycling tab of the City of Beverly's website: www.beverlyma.gov



Clean-up resources at a glance

Composting bins	Community Development	(978) 921-6000, ext. 2382
Electronics collections	Engineering Department	(978) 921-6000, ext. 2353
Façade renovation	Planning Department	(978) 921-6000, ext. 2346
Graffiti Removal	Anti-Graffiti unit of the Essex County Sheriff's Department	(978) 750-1900, ext. 4324
Hazardous waste	Health Department	(978) 921-8591
Signage compliance (window and façade)	Stephen Frederickson, Building Commissioner and Zoning Enforcement Officer	(978) 921-6025 or sf Frederickson@beverlyma.gov
Signage permit (sandwich boards only)	Planning Department	(978) 921-6000, ext. 2346
Signage permit (temporary signs only)	Building Inspector	(978) 921-6025
Trash, recycling (and related equipment),	Engineering Department	(978) 921-6000, ext. 2353
Yard waste	Engineering Department	(978) 921-6000, ext. 2353