

ARTICLE 32. To see if the Town will vote to adopt the following changes to Chapter 315 Article IX (Sign Regulations) of the Zoning Bylaw.

General Revisions

Throughout this bylaw, renumbering each section and subsection of the bylaw according to any newly added or deleted section or subsection as enumerated in the Specific Revisions.

Throughout this bylaw in its existing language, there are numerous instances of redundancy where standards are repeated throughout various sections of the bylaw. The proposed bylaw revision ensures standards are enumerated in the appropriate section, and deletes the language when the standards are repeated.

Specific Revisions

Section §315-58 Applicability is amended to read as follows:

The provisions of this article shall apply to the construction, erection, alteration, use, location, placement, replacement, relocation and maintenance of all signs affixed to the interior or exterior of any building or freestanding for the explicit purpose of being visible from any public way or adjacent property, *with the exception of any traffic, informational, warning or directional sign owned and installed by the Town or Commonwealth, which shall be permitted as a matter of right at the discretion of the Town or Commonwealth.* All signs shall be placed in accordance with the provisions of this article ~~and Chapter 242, Signs, Billboards and Other Advertising Devices, of the Town of Longmeadow General Bylaws. Any more specific provision of the General Bylaws shall take precedence over the terms of this article.~~

Section § 315-60 B(6) General regulations is amended to read as follows:

Flags, buntings, banners, blimps and/or balloons which have as their primary purpose a commercial message are not permitted. *For the purposes of this bylaw, non-commercial, decorative flags suspended from residences shall not be treated as signs.*

Section § 315-61 General standards is amended to read as follows:

Any exterior sign or advertising device hereafter erected or maintained shall conform to the following ~~restrictions~~ *standards* in all districts, unless otherwise expressly provided:

~~A. Any traffic, informational, warning or directional sign owned and installed by a governmental agency shall be permitted.~~

B.A. The limitations as to the number of signs permitted does not apply to traffic, warning or directional signs which are necessary for the safety and direction of residents, employees, customers and visitors, whether in a vehicle or on foot, of any business, industry or residence. Such signs shall not contain a commercial message.

~~EB. No private sign shall be placed on a public-municipal property, except as provided for in Chapter 242, Signs, Billboards and Other Advertising Devices, of the Town of Longmeadow General Bylaws may be permitted by the Select Board.~~

~~EC. Signs necessary to warn of a hazard or no trespass signs posted pursuant to G.L. c. 266 or to post land shall be permitted to the extent such signs are comply with required by applicable law.~~

~~ED. Signs should be neat and uncluttered and letters should be carefully formed and properly spaced.~~

~~EE. Sign materials should be durable and easy to maintain.~~

~~F. All signs and their support structures shall be legible and maintained in good structural condition at all times. All signs, including support structures thereof, shall be neatly painted.~~

Section § 315-62 C Placement standards; sign height is deleted and the subsequent subsections under § 315-62 are renumbered:

~~C. All signs shall be maintained in good structural condition at all times. All signs, including support structures thereof, shall be neatly painted.~~

Section § 315-63 A Illumination standards is amended to read as follows:

A. No sign shall incorporate, or be lighted by, flashing or blinking lights, or be designed to attract attention by a change in intensity or by repeated motion. *Animated and videotronic signs shall be prohibited.* Electronic devices using changeable lights *or images* to convey time, temperature shall be exempt from this prohibition.

Section § 315-65 A Signs in residential districts is amended to read as follows:

A. (6) One professional nameplate for each ~~medical doctor or dental practitioner~~ *permitted home occupation*, provided such sign shall not exceed one square foot in surface area.

New subsection § 315-65 B(3) Signs in nonresidential districts is inserted to read as follows, while the existing B(3) and subsequent subsections are renumbered to reflect this addition :

B. (3) The Planning Board may, in its discretion, in appropriate cases and subject to appropriate conditions and safeguards, permit an owner, lessee or tenant to display, under the provisions and limitations of Subsection B of this bylaw, a sign or signs in addition to the single sign therein permitted.

Existing subsection § 315-65 B(5) is amended to read as follows:

~~B(65) No signs shall make reference to a specific item or items for sale within the premises except for on T-temporary advertising signs inside windows are permitted or at any point within the area normally devoted to the service of customers. This standard shall not apply to businesses devoted to the service of motor vehicles, which may be allowed to advertise the sale of specific vehicles on a primary sign in the manner and extent approved by the Select Board under a license approved under G.L. c. 140.~~

Section § 315-66 A(3) Permits is amended to read as follows:

The Building Commissioner or Sign Officer shall act within 30 days of receipt of said application, together with the fee. The Building Commissioner's or Sign Officer's action or failure to act may be appealed to the ~~Zoning Board of Appeals~~ *Planning Board*.

Section § 315-66 A(4) Permits is inserted to read as follows:

A(4) If, owing to special circumstances and conditions pertaining to the location or purpose of sign, a less literal interpretation or strict application of the provisions and requirements of this bylaw would be justifiable under the criteria established by §315-57, the petitioner may apply to the Planning Board for a waiver of such provisions of this bylaw.

Section § 315-66 B(2) Enforcement is amended to read as follows:

(2) Maintenance and removal. ~~Every sign shall be maintained in good structural condition at all times. All signs shall be~~

~~kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust resistant material.~~
The Building Commissioner or the Sign Officer shall inspect and shall have the authority to order the painting, repair, alteration or removal of a sign which shall constitute a hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.

Section § 315-66 B(2) Enforcement is amended to read as follows:

B(3) Abandoned signs. Except as otherwise provided in this section, any sign that is located on property which becomes vacant and is unoccupied for a period for three months or more, or any sign which pertains to a time, event or purpose which no longer applies, shall be deemed to have been abandoned. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management of such business shall not be deemed abandoned unless the property remains vacant for a period of six months or more. An abandoned sign is prohibited and shall be removed by the owner of the sign or owner of the premises. *If a nonconforming sign associated with a permitted use or structure has been abandoned for no less than six months (i.e., the structure has not been occupied for six months) then the nonconforming sign shall be removed and its nonconformity shall not continue.*

Section § 315-66 B(5)(a) Enforcement is amended to read as follows:

B(5)(a) The Building Commissioner or Sign Officer shall *issue an order to be removed, or* cause to be removed any sign that endangers the public safety; such as an abandoned, dangerous, or materially, electrically, or structurally defective sign, or a sign for which no permit has been issued.

Section § 315-66 D(3) Nonconforming signs is deleted for redundancy:

~~(3) Abandonment. If a nonconforming sign associated with a permitted use or structure has been abandoned for no less than six months (i.e., the structure has not been occupied for six months) then the nonconforming sign shall be removed and its nonconformity shall not continue.~~

Two-Thirds Vote Required