



A True Copy Attest

[Signature]
Town Clerk

Town Clerk

Longmeadow, Massachusetts

231 Maple Road, Longmeadow, MA 01106

Tel. (413) 565-4103



ARTICLE 30

A True Copy Attest

[Signature]
Town Clerk

SUBMISSION #1 (EXISTING BY-LAW) Please see the notes (at the end)

§ 315-61 General standards.

Any exterior sign or advertising device hereafter erected or maintained shall conform to the following restrictions 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. 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.

C. No private sign shall be placed on a public property, except as provided for in Chapter **242**, Signs, Billboards and Other Advertising Devices, of the Town of Longmeadow General Bylaws.

D. Signs necessary to warn of a hazard or to post land shall be permitted as required by law.

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

F. Sign materials should be durable and easy to maintain.

SUBMISSION #2 (TOWN MEETING ACTION)

ARTICLE 30. I move that the Town vote to amend Article IX Sign Regulations Ch. 315-61 (A) of the Town's Zoning Bylaws as follows:

Requires a $\frac{2}{3}$ Majority Vote

Ch. 315-61 General standards.

(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 **any** commercial message **or symbol**.

The Planning and Community Development Department occasionally receives sign requests to place commercial messaging or logos on traffic related signage. This amendment clarifies that neither commercial messages or symbols are permitted on warning or directional signs.

In Favor	113
<u>Opposed</u>	<u>6</u>
Total Voted	119

Motion passed by a 2/3 Majority Affirmative Vote.

SUBMISSION #3 (FINAL VERSION OF BY-LAW AS AMENDED)

§ 315-61 General standards.

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

A. Ch. 315-61 General standards.

(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 **any commercial message or symbol**.

B. No private sign shall be placed on a public property, except as provided for in Chapter 242, Signs, Billboards and Other Advertising Devices, of the Town of Longmeadow General Bylaws.

C. Signs necessary to warn of a hazard or to post land shall be permitted as required by law.

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

E. Sign materials should be durable and easy to maintain.

NOTES

Previous amendments to this by-law are currently under review with the Attorney General's Office.

Ref: Annual Town Meeting – May 14, 2024 – Article 32 – Form 2/Submission #3 (see attachment)

In the previous amendment (5/14/24) being reviewed, item B became item A after item A was deleted. With that said, we are hoping to amend the new item A (formerly item B) with this new amendment.

In conclusion ... The changes indicated in this amendment pertain to the language of item B listed under "Submission #1 – Existing By-law".