

Planning Board – Special Meeting
Longmeadow Police Department – Meeting Room
34 Williams Street, Longmeadow, MA

Wednesday, March 13th, 2019 4:00 p.m.

Members Present: Donald Holland, Chair; Walter Gunn, Clerk; Heather Laporte, Bruce Colton, Ken Taylor.

The **Planning Board Regular Meeting** was called to order at 4:05 p.m. by Chair Donald Holland.

At the last regular meeting, held on March 6th of 2019, the Planning Board voted on the sign application case number 20190306-2, which requested an amendment on the old sign application case number 20180606-1D. The case involved informational signs with updated location information and the addition of a 4” header with the words “Meadows Crossing”. The motion was “approved with the condition that the header be excluded from the design” and the vote was 3 in favor with 1 opposed and 1 absence (Ms. Laporte). However, Town Counsel informed the Board that the vote was deemed improper as the minimum number of votes in favor needed to be 4. Therefore, the Planning Board scheduled a special meeting to properly address the matter.

Bruce Colton made a motion to rescind last week’s vote of accepting the request for amendment of the sign application case number 20190306-2 with the provision that the header indicating “Meadows Crossing” be excluded, Ken Taylor seconded the motion, all in favor 4-0 with one abstention (Heather Laporte), the vote was rescinded.

Discussion on Amendment to Sign Application – Case # 20190306-2 (old Case# 20180606-1D):

Bruce Colton recalled a past sign application filed by TD Bank on Williams Street with similar issues. The application proposed a number of traffic control/informational signs within the commercial complex with the bank’s logo on a header but the application was denied by Planning Board at the time as the town’s bylaws have very clear language banning commercial messages under these circumstances. He still considers the header showing “Meadows Crossing” as a form of advertisement, and therefore, as non-compliant.

Ken Taylor expressed that advertising a direction or location would be different than advertising a particular product, and thus a distinction should be made. Chair Don Holland is concerned of the precedent this may set despite current examples.

Walter Gunn indicated that the project in question (21 Dwight Road’s “Meadows Crossing”) is a campus encompassing buildings in two jurisdictions (the towns of Longmeadow and East Longmeadow), therefore he considers the headers as more of a traffic orientation tool rather than advertisement/marketing. He also presented an archived file from the JGS campus project showing informational signs with a header indicating the campus’ name that the board had approved back in 2016 and noted that Bay Path University currently has informational signs within their campus with similar headers; he also noted that the project currently has some informational signs already in place with headers that were not approved by the board on last year’s application.

Bruce Colton made a motion to accept the sign application case number 20190306-2 with the provision that the header indicating “Meadows Crossing” be excluded. Walter Gunn seconded the motion, the vote was 3 in favor with 2 opposed (Walter Gunn, Heather Laporte), motion defeated.

Chair Donald Holland made a motion to accept the sign application case number 20190306-2 as presented last week (with the 4" header with the words "Meadows Crossing"). Ken Taylor seconded the motion, the vote was 2 in favor and 3 opposed (Bruce Colton, Donald Holland, Ken Taylor), motion defeated.

Announcements:

- As the Planning Board continues to look into potential schedule changes, the next two meetings have been set for April 3rd and May 7th.

Bruce made a motion to adjourn the meeting, Ken Taylor seconded the motion, all in favor 5-0, none opposed, meeting adjourned at 4:40 pm.

Respectfully submitted,

Bianca Damiano