

BACKGROUND ON PROPOSED 2020 SIGN BYLAW AMENDMENT

In 2020 the Shutesbury Planning Board approved an update to the town's sign bylaw for Town Meeting to consider. Changes include:

Commercial signs

Current bylaw: requires special permit unless agricultural or horticultural

Proposed bylaw: allowed by right

Signs on Premises

Current bylaw: no signs allowed off of the premises

Proposed bylaw: signs allowed off premises with approval of other land owner

Signs on Town Land

Current bylaw: no language regarding signs on town property

Proposed bylaw: creates regulations regarding signs on town property

Temporary Signs

Current bylaw: only allowed uses are for construction, lease, or sales

Proposed bylaw: temporary sign category eliminated; allowed uses are expanded. Brings Shutesbury into compliance with 2015 Supreme Court ruling Reed v. Town of Gilbert

Sign Size

Current bylaw: accessory use limited to 4 sq feet; retail/consumer commercial limited to 20 sq ft

Proposed bylaw: access use allowed to 8 sq feet; retail/consumer commercial to 24 sq feet

Sign Illumination

Current bylaw: no time of day restrictions for illuminated signs

Proposed bylaw: illuminated signs not allowed past 8:00 pm

Distance from Road

Current bylaw: no language regarding distance signs should be from road

Proposed bylaw: requires signs to be 5 feet from "travelled way"

Safety Regarding Location

Current bylaw: no language regarding safety in relation to sign location

Proposed bylaw: limits sign location to maintain safety