

## New Street Sign with Official Town Seal



The Town Seal that has appeared on the newly installed street signs throughout the town of Longmeadow was first adopted on June 3, 1974 by the Board of Selectmen (Chairman Clifford M. Zundell, Donald H. Jacques, Lawrence E. Dwight).

*The seal was designed and donated by Wallis Sturtevant.*

The upper half of the shield is divided in two sections, signifying the 1894 divisions of the Township. The beaver (pelt) represents the first industry in the Town's economy; the gilded cock on the church spire is suggestive of the role religion played in the early development of Longmeadow. The lower half of the Shield is the "[Red House](#)" (on the green) built in 1734, symbolical of the many 18th century homes now standing as part of our heritage.

Longmeadow was first settled in **1644** and it was the first community to be incorporated into the Commonwealth of Massachusetts immediately following the Revolutionary War in **1783**.

### **Why are the street signs being replaced?**

The street signs are being replaced to comply with the Manual on Uniform Traffic Control Devices, a publication issued by the Federal Highway Administration that sets the standard for signs, signals and pavement markings in the United States. The signs are larger and more retroreflective (light sources such as headlights reflect back to the source) so that they are more visible at night and especially dusk/dawn and in hazy, foggy conditions when the ambient lighting makes it more difficult to see even with headlights on.

In the evening the new signs get picked up by headlights 400-500 feet ahead so that even if one cannot read the name of the street, the sign is easily identifiable as a street sign. The DPW has received a lot of positive feedback since the sign replacement program began.