

COMMUNICATION FROM ASSESSORS OFFICE

TO: City Council – DGR Committee

RE: Delaney House and other Billboards

DATE: November 13, 2021

Billboards in the city are taxed in 2 different ways depending on the location. Many billboards located on the property of the parcel owner are taxed as yard items. These yards items are signs and are valued according to size and type. Other billboards are taxed as personal property. These are also taxed according to size and type. Currently there are twelve billboards in the city taxed as personal property. These twelve are taxed to LaMar Advertising of Hartford.

The current billboard on the Delaney House parcel is taxed as a yard item/sign on their real estate tax bill. The new double sided digital sign measuring 14' x 48' (672 SF) will also be a yard item/sign on their real estate tax bill. The approximate valuation for this specific size and type of sign is \$71,000 and would be taxed at the commercial tax rate.

Please contact me if additional information is needed.

Deborah Brunelle

Assessor- MAA 1078

536 Dwight Street

Holyoke, MA 01040

(413) 322-5550

brunelled@holyoke.org