

ARTICLE VIII - SIGN REGULATIONS

Section 8-10 SIGN REGULATIONS

8-10.1 - Scope and Definitions.

The restrictions contained herein relate to sign size, location, general type, and number of signs permitted in each separate zoning district within the City of Westfield.

Construction, erection and maintenance requirements for signs, outdoor display structures and marquees with respect to safety, size, support and attachment or anchorage are contained in the State Building Code.

In those cases where permits are required for the erection, construction, or alteration of signs, the application for a permit shall be submitted in such form as the Superintendent of Buildings may prescribe, and shall include such information as he may require for a complete understanding of the proposed work.

A permit shall not be issued until a bond, if required, has been filed with the City Treasurer.

1. Sign. *Any name, identification, description, display, illustration or device which is affixed to or represented directly or indirectly upon a building, structure or land in view of the general public, and which directs attention to a product, place, activity, person, institution or business.*
2. Accessory Sign. *A sign directing attention to a business, commodity, service, or entertainment conducted, sold or offered upon the same premises those upon which the sign is maintained.*
3. Non-Accessory Sign-Billboard. *A sign (billboard) directing attention to a business, commodity, service or entertainment not conducted, sold or offered upon the premises where the sign is located. (Not regulated by local zoning but by the Board of Outdoor Advertising).*
4. Ground Sign. *A sign which does not extend or project into or over a public way and is supported by one or more uprights or braces that are in or upon the ground.*
5. Roof Sign. *A sign which is erected, constructed or maintained above the roof or architectural projection of a building and does not project more than twelve (12) inches beyond the wall line of the building.*
6. Wall Sign. *A sign which is supported wholly or partially by an exterior wall of a building and extends not more than twelve (12) inches therefrom.*
7. Projecting Sign. *A sign which is affixed to a building or structure and extends twelve (12) inches or more beyond the building wall, structure, or parts thereof.*
8. Real Estate Sign. *An accessory sign advertising the sale, rental or lease of the premises on which it is maintained.*
9. Portable Sign. *An accessory sign, similar to a "Ground Sign", but generally not affixed to the ground, temporarily trailed in and located in the tree belt area of a shopping area, advertising new businesses or weekly specials. These signs are generally lit with interior illumination. A portable sign may remain in place for not more than sixty (60) days, and no more than two (2) portable sign permits shall be granted an applicant for the same property within each calendar year.*
10. Professional Sign. *An accessory sign indicating the name and occupation of a professional person or group of associated professional persons.*
11. Identification Sign. *An accessory sign other than a bulletin board sign indicating the name of a permitted use, the name or address of a building, or the name of the management thereof.*

12. Bulletin Board Sign. A ground or wall accessory sign, other than a marquee sign, of permanent character, but with movable letters, words or numerals, indicating the names of persons associated with, or events conducted upon, or products or services offered upon the premises upon which such sign is maintained.
13. Construction Sign. A sign denoting the architect, builder, owner, or other business concern with the building operation. This sign is for use only with a duly authorized building operation and must be located on the same lot with such building.
14. Temporary Sign. A sign of cloth or other combustible material, with or without a frame, which is usually attached to the outside of a building on a wall or store front. A temporary sign may remain in place for not more than sixty (60) days, and not more than two (2) temporary sign permits shall be granted an applicant within each calendar year.
15. Instructional Sign. A sign conveying instructions with respect to the premises on which it is maintained, such as sign designating the entrance to or exit from a parking area, a trespassing sign, a danger sign, and similar signs.

Such signs shall not designate in any way any commercial advertisement of any merchandise or business except in the case of a directional sign which may contain the name of the company or business involved. Instructional signs may be no larger than two (2) feet in height and five (5) feet in length, and the top of said sign may be no higher than five (5) feet from the ground.

16. Lighted Sign. An illuminated sign or other sign designed to give forth any artificial light or reflect any light from an artificial source.
17. Marquee Sign. A sign which is attached to a marquee.

Section 8-10.2 - General Regulations

1. Safety, Illumination, Flashing Posted Signs (11/3/11)
 - a. Safety Hazards. No sign, or its illumination, of any type may be erected or maintained which by reason of its location, shape, size, or color interferes with traffic or presents a hazard (as determined jointly by the City Engineer, Chief of Police and the Superintendent of Buildings) by:
 - i. being confused with or interfering with the effectiveness of any official traffic sign, traffic signal, or traffic marking
 - ii. preventing the driver of a motor vehicle from having a clear and unobstructed view of official traffic control signs and approaching or merging traffic.
 - b. Illuminated Signs. Signs may be illuminated:
 - i. internally, or
 - ii. by external direct (shining directly on the sign) white lighting which is directed and shielded so as to prevent glare from the light source onto any public street or adjacent property,
 - iii. and in compliance with 4-121.1(2) or 4-121.2(6).
 - iv. Sign lighting shall be extinguished by 11:00pm unless the subject use is in active operation. (12/28/17)
 - c. Flashing and Moving Signs.
 - i. Clocks and signs indicating time and/or temperature, by means of intermittent lighting are permitted in non-residential districts. Their longest dimension shall not exceed ten feet.
 - ii. All other signs or their glare, exterior to or visible to the exterior of a building, may contain, include, or be illuminated by any flashing, blinking, intermittent, moving, scrolling, rotating, revolving, animated lights, or have any animated, mechanical or moving parts provided they:
 1. are located in a Business A or B or Industrial District, and
 2. have received a Special Permit from the Planning Board.

- d. Painted and Posted Signs. No sign may be located upon a tree, light standard, telephone pole or painted or drawn directly upon any building. Any signs to be posted upon a building must be securely affixed to a substantial intermediate removable surface, and such surface shall be securely affixed to the wall of the building.
2. Gasoline Filling Station, Repair Garage and Variety Stores. Gasoline filling station, garage, variety store or any other permitted use on that property, may, if they elect to do so, divide the one exterior accessory sign affixed to the front wall of the building, to which they are entitled to into separate accessory signs affixed to and parallel to such wall over each bay door, to indicate the separate operation of each bay or department of business, provided, however, that the total area of the separate signs shall not exceed the maximum area permitted under the section of this ordinance pertaining to the size of accessory wall signs.
- In addition, one illuminated or non-illuminated ground sign may be erected. The maximum face area of such a sign shall not exceed forty (40) square feet per side for a double-faced ground sign or a total face area, all sides included, of eighty (80) square feet for a sign with more than two faces or sides. Its allowed height shall be twenty-two (22) feet, however, it shall not exceed a height equal to one foot high for each foot of setback. (12/15/88)
- Said measurements shall be computed from the center line of the principal street upon which the sign is located and measured to the column or columns nearest the street front. If the sign is on a corner, the above measurement shall be from the center of the principal street and not the intersection of the two center lines. The height shall be measured vertically from the average grade nearest the supporting columns to the highest point of said sign. No pole sign shall be nearer than five (5) feet to any property line. (12/15/88)
3. Shopping Centers. If a single lot is occupied by more than one business, whether in the same structure or not, there shall not be more than one ground sign at each street frontage providing access to the lot. When said sign is two sided back to back, each side may meet the maximum size permitted in that district. For the purposes of this section, primary street frontage shall mean that single street frontage on a public way from which the primary access to the uses on the lot is provided. Secondary street frontage shall mean that frontage from other public ways from which access to the site is also provided. All signs shall be setback from all property lines a distance at least equal to the signs height. Said sign may only include the names of the individual businesses on the lot, a name for the shopping center if one exists, and a message board.

District	Max size (sq. ft.)		Max. Height (ft.)	
	Primary St. Frontage /	Secondary St. Frontage	Primary St. Frontage /	Secondary St. Frontage
<u>Business A General Business</u>				
	Cumulative GSF < 50,000		100 / 50	
	Cumulative GSF 50,000-100,000		150 / 75	
	Cumulative GSF > 100,000		200 / 75	
<u>Business B Service Business, Industrial A, Industrial Park, Airport</u>				
	Cumulative GSF < 50,000		100 / 50	
	Cumulative GSF 50,000-100,000		200 / 75	
	Cumulative GSF > 100,000		300 / 75	

The Planning Board may issue a Special Permit permitting additional Primary Street Frontage Signs (but no more than one per individual street) where they find that such additional streets generate traffic flows substantial enough to provide additional primary access to the site, and where such larger signs will be consistent with the character of the general area. (6/4/09)

4. Signs Located Near Public Parks. It shall be unlawful to erect any roof sign within a distance of one hundred (100) feet of any public park of two (2) acres or more, measured for the inner curb line of the street which bounds the park.
5. Non-Accessory Sign. Non-accessory outdoor advertising signs are prohibited except with a Special Permit from the Planning Board. The maximum size of any such a sign may not exceed seven hundred (700) square feet and may be erected where permitted, if the location is not obstructing a view of scenic interest. (12/15/88)
 - a. Non-Accessory Signs With an Area of Less Than One Hundred (100) Square Feet. One (1) non-accessory sign with an area less than one hundred (100) square feet will be allowed for each use only if such sign is a "wall sign". Such a sign shall conform to the restrictions for accessory wall signs in Article VIII, Section 8-10.6 paragraphs 2, 3 and 4.
 - b. Non-Accessory Signs With an Area of More Than One Hundred (100) Square Feet. If such a sign is one hundred (100) square feet or larger, it shall not be located within fifty (50) feet of an existing non-accessory outdoor advertising sign (billboard) of one hundred (100) square feet or larger. (3/4/19)

Such a sign may be a double-faced sign. The distance between the two faces of this double-faced sign shall not exceed ten (10) feet. Such a sign may be either a ground sign, roof sign or wall sign. (See also Section 29-33, Chapter 93, General Laws, as amended, Rules and Regulations for the Control and Restriction of Billboards, Signs and Other Advertising Devices). (3/4/19)

6. Location of Permitted Signs. No permitted wall, roof, projecting or marquee sign will be erected except upon the specific portion of the building or its façade directly associated with the use for which sign is being allowed.
7. Accessory Ground Signs. Accessory ground signs will be permitted only for those uses which occupy space on the first (ground story) story level. These signs may only be erected on property either owned, leased or rented for and used in operation with the specific use.
8. Marquee Signs. A marquee sign may be substituted for a permitted accessory wall sign. Its size will be determined using the same formula as used for the wall sign in Section Article VIII-Section 8-10.6. Marquee signs may not extend vertically more than two (2) feet above the roofline of the marquee.

8-10.3 - Signs Which are Allowed in All Districts.

The following signs will be allowed in all districts provided they conform to the conditions stated in this section, and are not in violation of any other existing ordinance or regulation of the City of Westfield.

1. Real Estate Signs. Real estate signs will be allowed in all districts, provided:
 - a. The size of any such sign shall not exceed four (4) square feet in residential districts and thirty-two (32) square feet in all other districts. 12/15/88
 - b. Not more than one (1) such sign shall be erected for any property held in a single and separate ownership.
 - c. Such signs may be lighted signs in all districts except residential districts.
2. Construction Signs. Construction Signs will be allowed in all districts provided:
 - a. The size of such signs will not exceed thirty-two (32) square feet; except in residential districts where single or two-family homes are being constructed. In these districts the size of such signs shall not exceed twenty-four (24) square feet. (12/15/88)
 - b. No such sign shall be a lighted sign.
 - c. Such signs shall be removed on completion or when active work on the development ceases.
 - d. One such sign shall be allowed per building.
 - e. Signs not exceeding one hundred (100) square feet in area, any single dimension not to exceed twelve (12) feet, advertising the sale of homes or lots within a subdivision and located thereon, provided that not more than one (1) such sign be located at each major approach to the subdivision, and provided further that the display of such signs shall be limited to a six month period at the expiration of such fixed period of time, the applicant may request a further extension of time, otherwise the sign shall be removed.

When the fixed period of time for display has expired and the sign has not been removed, the Superintendent of Buildings may enter upon the premises upon which such sign is located and remove such sign at no liability to the City and at the expense of the owner. The location of such a sign will conform to the yard area regulations of the district in which it is located.

3. Temporary Signs pertaining to campaigns, sales, promotions, drives or events of political, civic, philanthropic, educational or religious organizations shall be permitted provided such signs: (9/1/11)
 - a. In Residential Districts
 - i. shall not exceed a size of six (6) square feet excluding incidental supporting frames or structures,
 - ii. shall be within the lot line,
 - iii. shall not be any higher (the top) than eight (8) feet from the ground,
 - iv. shall not be illuminated or light emitting.
 - b. In all Business and Industrial Districts:
 - i. must comply with the requirements for signs in that district
 - c. In all Districts:
 - i. signs that are different but substantially equivalent for the same candidate/cause/event shall be considered the same sign,
 - ii. shall not contain moving elements,
 - iii. shall not be displayed more than two (2) months prior to the event,
 - iv. shall not be displayed more than four (4) months in any calendar year,
 - v. shall be taken down within five (5) days following the event date,
 - vi. shall not be located in an area or manner that would prevent the driver of a motor vehicle from having a clear and unobstructed view of official traffic control signs and approaching or merging traffic,
 - vii. shall not be posted on public property
4. Instructional Signs. Instructional signs will be allowed in all districts.

8-10.4 - Sign Restrictions in Rural Residential, Residence A, Residence B and Residence C Districts.

No person shall erect or display or maintain a sign on any premises within a Rural Residential, Residence A, Residence B or Residence C District, or any premises devoted to residential use within a non-residential district, except as specified in Section 8-10.3 and as follows:

1. Professional Signs. One (1) professional double-faced sign will be allowed for each separate "accessory use", as defined in the Zoning Ordinance, with a maximum area of one hundred forty-four (144) square inches. It may be a lighted sign. It shall be either attached to the building or a free-standing ground sign. Maximum overall height will be six (6) feet. The sign shall conform to the setback requirements of the district within which it is located.
2. Bulletin Board Sign. One (1) bulletin board sign will be allowed for each side of a lot fronting on a street in conjunction with the following uses: Churches, other places of worship, school buildings, public libraries, municipal buildings, and similar uses. Such uses will be permitted to erect such a sign with a maximum area of twenty-four (24) square feet. The overall height shall not exceed six (6) feet if such a sign is a ground sign. Such sign may a lighted sign.
3. Identification Sign. One (1) identification sign will be allowed for each side of a of a lot fronting on a street in conjunction with any use permitted in a Residence C District. These uses will be permitted to erect such a sign with a maximum area of twelve (12) square feet. This sign shall be a wall sign and may be a lighted sign.
4. Setbacks. If due to the location of buildings not conforming to districts setback requirements, it is physically impossible to conform to district setback requirements in regard to sign placement, the location of any of the signs in this section shall conform as nearly as possible to the required setback standards of the district within which they are located.

8-10.5 - Residence C-1 Residential Projects.

The following signs will be permitted:

1. Identification Signs.
 - a. One (1) identification sign having a maximum height of ten (10) feet and maximum area not to exceed thirty-two (32) square feet will be allowed for each exterior street furnishing access to the property. Such sign may be either a ground sign or a wall sign and may be a lighted sign. If free standing, it must be located at least twenty (20) feet from any side lot line and five (5) feet from the front lot line.
 - b. An individual identification sign, with the address of the building and the name of the building, will be allowed for each building within the development. It shall be a wall sign with a maximum area not to exceed six (6) square feet. Such a sign may be illuminated.

8-10.6 - General Provisions Relating to Accessory Wall Signs in Non-Residential Districts.

The following provisions apply to the maximum allowable dimensions for accessory wall signs in Commercial, Business and Industrial districts:

1. A building having more than one (1) side fronting on a street or public pedestrian way, or parking lot will apply these provisions to each side separately.
2. Accessory wall signs may not project more than twelve (12) inches from the surface of the wall to which they are attached.
3. Accessory wall signs may not project vertically more than twenty-four (24) inches past the roofline or parapet.
4. Accessory wall signs may not project horizontally further than the extent of the wall to which they are attached.
5. The maximum overall size of permitted accessory wall signs in the business, commercial and industrial districts may not exceed one (1) square foot per linear foot of frontage (associated with that use) on a street or public pedestrian way, or on a parking lot which is located within the property lines of this use. (12/15/88)
 - a. Wall Plaques. Up to ten (10) percent of this allotted wall sign area may be used for the placement of a separate exterior wall plaque containing the name, emblem, token, ensign, embossed relief, medallion, or like insignia of the existing use.
 - b. Private Pedestrian Malls. Signs located on private pedestrian malls in private ownership shall be exempt from the provisions of this article as long as they are not significantly visible from a public street or public pedestrian way.

8-10.7 - Neighborhood Commercial District, Court Street Mixed Residence/ Business District, Broad Street Mixed Residence/Business District.

1. Accessory Signs. (7/1/04)
 - a. Wall Signs: One (1) lighted accessory wall sign per use is permitted for each side of a building fronting a street or public pedestrian way or parking lot. All accessory signs must conform to Section 8-10.6
 - c. Ground Signs. One (1) lighted, non-interior illuminated or non lighted ground sign may be permitted by a special permit issued by the Planning Board. Any sign permitted under this section must meet the following requirements:
 - i. The type, size, scale, location character and design of the sign must be consistent with and complementary to the character of the neighborhood.
 - ii. Such sign may not have more than two (2) faces and such faces must be configured back to back.
 - iii. Each sign face may not exceed twenty-four (24) square feet in area, including support structures.
 - iv. Such sign may not exceed six (6) feet in height to its tallest point, including support structures.
 - v. Such sign shall conform to the minimum side yard setback requirements for buildings in the district. The Planning Board may approve a setback of less distance than the minimum required provided that it finds: (1) That said distance is not less than half the distance between the front lot line and the front of the building located thereon. (2) That the location of such sign will be consistent with and complementary to the character of the neighborhood.

8-10.8 - Business A General Business District.

The following signs will be allowed:

1. Accessory Signs.
 - a. Wall Signs. One (1) lighted accessory wall sign per use is permitted for each side of a building fronting a street or public pedestrian way or parking lot. All accessory signs must conform to Section 8-10.6.
 - b. Ground and Projecting Signs. One (1) lighted or non-lighted ground or projecting accessory sign will be allowed per use.
 - i. Ground. A double faced ground sign will conform to the setback requirements of the district subject to Section 8-10.4-4 and will not exceed one hundred (100) square feet in area. The height of such a sign will be proportioned to its setback and will be determined by applying the formula contained in Section 8-10.2 paragraph 2. In no case shall the maximum height exceed thirty (30) feet.
 - ii. Projecting. If this sign is a projecting sign, its area shall not exceed eighty (80) square feet and shall not project more than three (3) feet beyond the street line.
 - c. Gasoline Filling Stations and Shopping Centers. Restrictions relating to gasoline filling stations and shopping centers located within this district are to be found in Section 8-10.2-2 and 8-10.2-3.

8-10.9 - Business B Service Business District.

1. Any signs allowed in Business A, Section 8-10.8, will be allowed in Business B.
2. Non-Accessory Signs. Non-accessory signs will be allowed in Business B districts in accordance with Section 8-10.2-5. The maximum size of any non-accessory sign will not exceed one hundred (100) square feet. (12/15/88)

8-10.10 - Industrial Park District.

1. Accessory Signs
 - a. Wall Signs. Two (2) accessory wall signs are allowed for each use. All accessory wall signs must conform to Section 8-10.6. Such signs may be lighted signs.
 - b. Ground Signs. One (1) double-faced lighted ground sign will be allowed at each major street providing access to the industrial park. This sign shall be landscaped and may have a maximum size of forty (40) square feet. The maximum height of this sign shall not exceed twelve (12) feet.

8-10.11 - Industrial A Districts.

1. Accessory Signs. - Any accessory signs allowed in Section 8-10.8 Business A General Business District will be allowed in this district.
2. Non-Accessory Signs. Non-Accessory signs will be allowed in Industrial A Districts in accordance with Section 8-10.2-5. The maximum size of any non-accessory sign may not exceed seven hundred (700) square feet.

8-10.12 - Non-Conforming Signs (Billboards).

1. Any non-conforming sign legally erected prior to the adoption of this Ordinance may be continued to be maintained and repaired and the copy thereon may be changed. Such a sign shall not be enlarged, redesigned or altered in any way, other than normal maintenance and repair, unless it is brought into conformity with this Ordinance.
2. The exemption herein granted shall terminate with respect to any sign which shall have been abandoned; advertises or calls attention to any products, businesses or activities which are no longer carried or sold, whether generally or at the particular premises; or, shall not have been repaired or properly maintained with sixty (60) days after notice to that effect has been given by the Superintendent of Buildings.

8-10.13 - Commercial Office Retail Enterprise (CORE) District

1. All currently existing permanent business signs in the CORE District in existence (legally or otherwise) prior to 9/1/11 which do not conform to these sign requirements shall be permitted and considered pre-existing nonconforming.
2. All other accessory signs shall be permitted as follows:
 - a. Wall Signs
 - i. Main (frontage) Wall Sign - one wall sign for each establishment in the structure, provided:
 1. it shall be attached and parallel to the main (frontage) wall of the building;
 2. it shall not project horizontally more than twelve (12) inches there from;
 3. the surface area shall not be larger than 10% of the total wall area of the facade of one story which is occupied by the establishment or 100 square feet, whichever is less and said sign must be displayed on said wall area;
 4. when an establishment is located on a lot with more than one frontage (i.e. a corner or through lot) a main (frontage) wall sign may only be displayed on one of the frontages. The other frontage(s) may display a side wall sign.
 - ii. Side Wall Signs - one side wall sign per structure for each side-wall (that wall facing a non rear-lot line) provided:
 1. it shall be attached and parallel to the side wall of the building;
 2. it shall not project horizontally more than twelve (12) inches there from;
 3. the surface area shall not be larger than twenty-five (25) square feet;
 4. side wall signs are not permitted on side walls which face or abut (within 100 feet) a residential zoning district.
 - iii. Awning/Canopy Signs - the wall sign permitted under this Section may be placed on an awning/canopy attached to the building instead of being placed on the building wall itself. Such sign must conform to all of the requirements for a wall sign. Said awning/canopy may also display the street address for the building and may also have either: a) one additional sign along the bottom of the front of the awning/canopy; or b) an additional sign along the bottom of each side of the awning/canopy, identifying the establishment located therein, provided the letters, numbers, characters, logos, etc. of such signs do not exceed a height of six (6) inches. The purpose of said additional awning/canopy, signage is for the visibility of pedestrian traffic.
 - b. Ground Signs - the Planning Board may issue a Special Permit for one ground sign for each lot for each street frontage, provided that the Board finds that:
 - i. there must be unique features to the structure, the orientation of the structure, the location or setback of the structure, or the location of establishments in the structure, especially affecting such structure or establishment, but not generally affecting the zoning district, which restrict the visibility of wall sign(s) otherwise allowed by this Ordinance.
 - ii. said ground sign is be located on the same lot as the structure or establishment being advertised.
 - iii. said ground sign does not exceed a height of fifteen (15) feet, nor have a surface area, which includes framing, supports and all other appurtenances, exclusive of voids, greater than forty (40) square feet per side, though the Board may require a lesser height or size.
 - c. Projecting Signs - For each establishment, one sign projecting perpendicular from each face of the building that provides access to such establishment (in addition to any wall sign) provided it is not more than six square feet per side nor internally illuminated. Said projecting sign (including any frame and/or support structure) shall not be less than 9 feet nor more than 18 feet above ground level, and may not extend more than 6 feet from the face of the wall. The Planning Board may issue a Special Permit for additional, larger, alternative height, and/or internal illumination of projecting signs provided it finds that the type, style, size, scale, location, character and design of the sign is consistent with and complementary to the character of the building and streetscape of the neighborhood. (12/14/22)

- d. Sandwich Board Signs - one stationary off-premises sandwich board sign intended for pedestrian orientation, not to exceed 6 square feet in area per side nor extend more than 42" above ground level, is permitted for a restaurant or retail store. All such signs must receive approval from, and comply with conditions of, the Board of Public Works. Such signs shall only be displayed during the business hours of the establishment.
 - e. Window Signs - additional accessory signs painted or otherwise placed on the inside of windows shall be permitted, provided that the aggregate area of such signs does not exceed 20% of the area of the window glass.
3. Illumination - if lighted, any sign shall be illuminated internally or by indirect method integral to the sign design or from above with white light only. Where internally lit, not more than 50% of the allowed sign surface area shall be translucent and allowing of light to pass through, except that the Planning Board may issue a Special Permit for a greater percentage of the allowed area to be internally illuminated if the Board finds the character and design of the sign is consistent with and complementary to the building and streetscape of the neighborhood.
4. Awnings/canopies and signs in or overhanging a public right-of-way must also be approved by the Board of Public Works, as per Section 16-5 of the Westfield Code of Ordinances. (6/7/12)