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## **ARTICLE 9 SIGN REGULATIONS**

### **SECTION 9.0 PURPOSE**

Signs are a necessary means of communicating information. Generally, SIGNS are intended to be highly visible. They attract attention and are one of the most visible and apparent aspects of a City's character. They tend to produce a lasting impression on residents and visitors and they provide an indication of the commercial health of a business area and the CITY as a whole. Simplicity in design and restrained use of SIGNS prevents a SIGN overload which creates clutter confusion, and a danger to public safety. The purposes of this section are:

- To promote the safety and welfare of residents, businesses and visitors;
- To enhance the safety of all traffic participants by encouraging simple messages and by preventing SIGN overload, clutter and confusion;
- To encourage the effective use of SIGNS as a means of communicating, information and advertising products and services;
- To foster free and effective expression and advertising, through creative and distinctive design;
- To maintain and enhance the aesthetics of the built environment and the character of the City;
- To encourage SIGNS which by their location, size and design are in harmony and compatible with the surrounding BUILDINGS and business environment; and
- To maintain and promote economic health and stability.

### **SECTION 9.1 DEFINITIONS**

For the purposes of this Article, the following terms shall have the following meaning. The terms defined below are capitalized in the following parts of this Article in addition to the terms defined in Article 2.

**AWNING SIGN.** A SIGN which is located on or is part of an awning. As used here, an awning consists of cloth or non-translucent material affixed to the exterior of a BUILDING by a permanent STRUCTURE that may be retractable; extending at least three (3) feet from the exterior wall; and providing shade and rain cover for pedestrians and visitors to the BUILDING.

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BILLBOARD SIGN. See NON-ACCESSORY SIGN.

BULLETIN BOARD SIGN. A GROUND or WALL 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.

CANOPY SIGN. A SIGN that is affixed to the exterior surface of a BUILDING with rigid, non-retractable STRUCTURE covered by a membrane that extends less than three (3) feet from the BUILDING.

CONSTRUCTION SIGN. A SIGN denoting the architect, builder, owner, or other business concern connected with a duly authorized building construction project located on the same lot with such building.

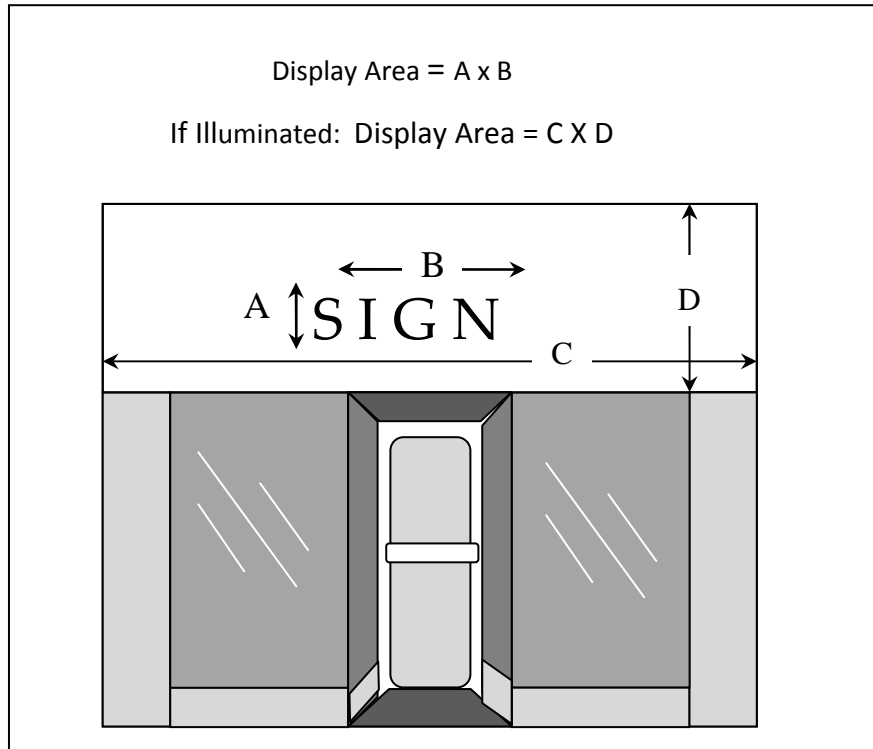
DIRECTIONAL SIGN. A SIGN directing or guiding vehicles or people to entrances, exits or parking.

DISPLAY AREA. The area of the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limit of any writing, emblem, representation, or other display used to differentiate the SIGN from the backdrop or STRUCTURE against which it is placed. The DISPLAY AREA shall not include supporting bracing or framework which is not an integral part of the SIGN design.

Where there is more than a single SIGN face, the DISPLAY AREA shall be defined as the one face of the SIGN. Figures 9-1 and 9-2 illustrate how to measure DISPLAY AREA. In the case of a GROUND SIGN, the entire STRUCTURE shall be considered an integral part of the background except for the pole supports. See also Section 9.8 for MONUMENT SIGN measurement information.

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**Figure 9-1 Display Area Measurements**



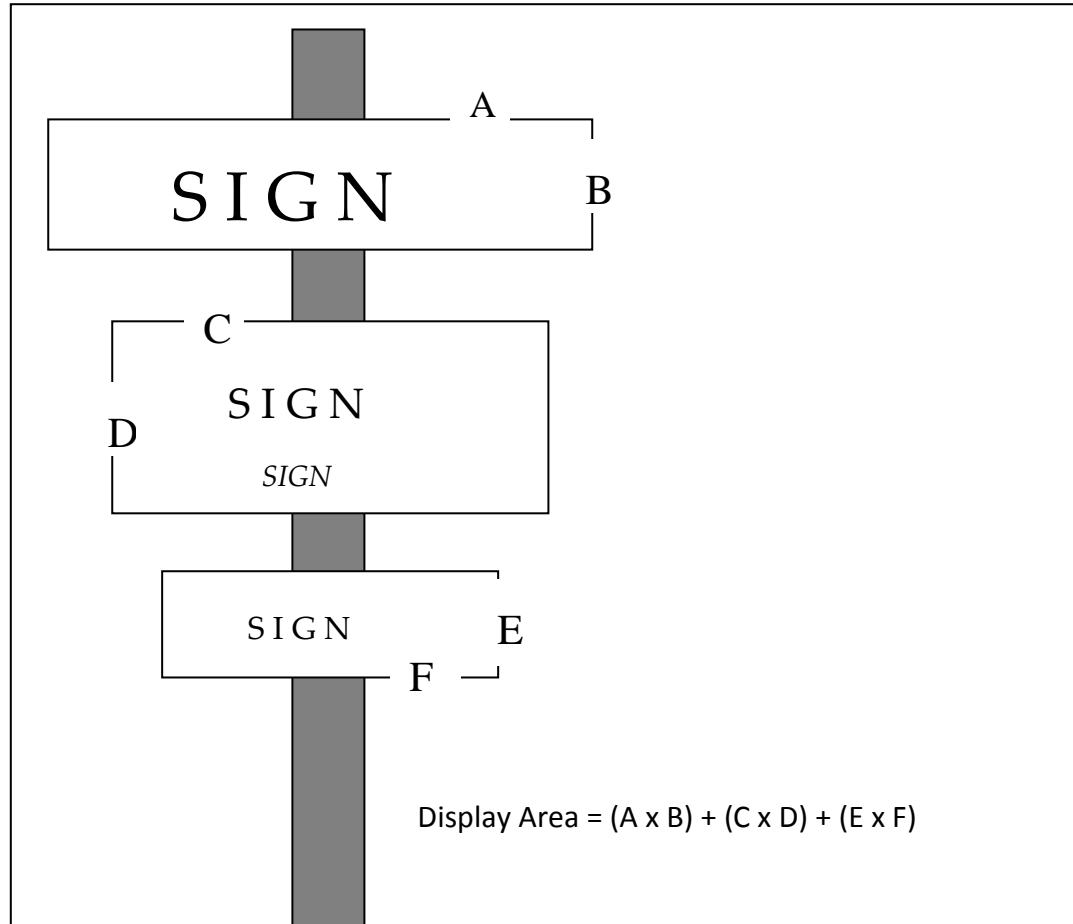
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**Figure 9-2 Display Area Ground Sign**



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4 ERECTING. Any installing, constructing, reconstructing, replacing, relocating or extending of a  
5 SIGN, but ERECTING shall not include repairing, maintaining, re-lettering, or repainting of an  
6 existing SIGN.

7

8 GROUND SIGN. A non-movable SIGN not affixed to any BUILDING but constructed in a  
9 permanently fixed location on the ground with its own support STRUCTURE, and include POLE  
10 SIGNS and MONUMENT SIGNS.

11

12 IDENTIFICATION SIGN. A SIGN other than a BULLETIN BOARD SIGN indicating the name of a  
13 permitted use, the name or address of a BUILDING, or the name of the management thereof.

14

15 INDIVIDUAL LETTER SIGN. A WALL SIGN consisting of individual letters mounted to a BUILDING  
16 surface without any background or frame.

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2 INFORMATIONAL SIGN. A SIGN erected to provide direction or guidance, including, but not  
3 limited to the following:

- 4 • Necessary for the safety and direction of vehicular and pedestrian traffic;
- 5 • To identify handicapped parking and access;
- 6 • To give direction to a public service facility or accommodation; an official inspection  
7 station
- 8 • To display a STREET name or number or a house, block, unit or BUILDING number;
- 9 • If required for occupational safety and health reasons;
- 10 • To prohibit trespassing, hunting, or specified activities on private property.

11  
12 MESSAGE BOARDS. A SIGN or portion thereof with characters, letters, or illustrations that can be  
13 changed or rearranged without altering the face or the surface of the SIGN.

14  
15 MONUMENT SIGN. A form of a GROUND SIGN which is attached to and in contact with the ground  
16 over the full width of its DISPLAY AREA.

17  
18 MOVABLE SIGN. Any SIGN not permanently attached to the ground, mounted on wheels or to a  
19 BUILDING or permanent STRUCTURE, which is designed to be portable such as an A-frame, H-  
20 frame or T-frame SIGN placed on the surface of the ground or temporarily staked into the ground.

21  
22 MOVING SIGN. A SIGN using digital, electronic or other methods to create a moving image. A  
23 digital display of time or temperature shall not be considered a MOVING SIGN .

24  
25 NEON SIGN. A SIGN which features exposed glass tubing filled with fluorescent gas.

26  
27 NON-ACCESSORY SIGN. A SIGN which advertises a business, service, product, commodity,  
28 entertainment or similar object or activity which is conducted, sold or offered on a LOT other  
29 than the LOT on which the SIGN is ERECTED. These are also known as Billboard, off-site SIGNS  
30 or off-premise SIGNS.

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POLE SIGN. A GROUND SIGN that is supported by one (1) or more columnar uprights.

PROFESSIONAL SIGN. A SIGN indicating the name and occupation of a professional person or group of associated professional persons.

PROJECTING SIGN. A SIGN which is permanently affixed to the exterior surface of a BUILDING or STRUCTURE with the DISPLAY AREA positioned perpendicular to the wall to which the SIGN is mounted.

ROOF SIGN. A SIGN which is painted, mounted or in any way projected above the parapet or above the lowest point of the eaves of a BUILDING or STRUCTURE, not including any SIGN defined as a WALL SIGN and not including any WALL SIGN mounted on a vertical BUILDING located above the eaves or parapet of any lower portion or wing of a BUILDING.

SECONDARY WALL SIGN. A SIGN which is affixed to the Wall of a BUILDING other than the front wall that faces the public STREET. For CORNER LOTS, the STREET with the higher volume of traffic shall be the FRONTAGE

SIGN. Any symbol, design or device used to identify or advertise any place, business, product, activity, service, person, idea or statement.

TEMPORARY SIGNS OR BANNERS. A SIGN which is not permanently affixed to a BUILDING or mounted in the ground. Such SIGNS may consist of banners, posters, streamers or stakes in the ground that contain a commercial advertising message. Signs that stay in place for more than sixty (60) days or replaced by similar SIGNS for periods exceeding sixty (60) days shall not be considered temporary SIGNS. Banners, flags, streamers or other decorations that do not convey commercial information shall not be considered to be temporary SIGNS.

TRAFFIC PARTICIPANT. A driver of a MOTOR VEHICLE, passenger, bicyclist, or pedestrian who travels on a public STREET.

WALL SIGN. A SIGN which is painted or otherwise permanently affixed to a vertical exterior surface of a BUILDING or STRUCTURE with the DISPLAY AREA positioned parallel with the wall to

1 which the SIGN is mounted, and including such a SIGN affixed to a parapet or to the lower slope  
2 of a gambrel or mansard roof.

3

4 WINDOW SIGN. A SIGN, picture, symbol or message visible for longer than sixty (60) continuous  
5 days from the window's exterior side, either hung or otherwise attached directly to the inside of a  
6 window, not including any part of a customary window display of merchandise or other product.  
7 SIGNS hung on the exterior of a window are WALL SIGNS. WINDOW SIGNS that are painted onto  
8 the window may continue for longer than sixty (60) continuous days in accordance with the  
9 standards in Section 9.4.

## 10 **SECTION 9.2 SIGNS PROHIBITED IN ALL DISTRICTS**

11 Any SIGN ERECTED in violation of this Ordinance deemed to be prohibited, except that SIGNS  
12 erected by the City shall be exempt from these prohibitions. The following types of SIGNS are  
13 prohibited in all Districts:

### 14 **SECTION 9.2.10 SIGNS ON CERTAIN STRUCTURES AND VEGETATION**

15 SIGNS ERECTED on utility poles, traffic SIGNS, WIRELESS COMMUNICATION TOWERS, water s,  
16 FENCES, trees, shrubs or other natural features except for SIGNS erected by the governmental  
17 entity or utility company which owns such structures.

### 18 **SECTION 9.2.20 Non-accessory Signs**

19 Except as permitted in Section 9.9 below.

### 20 **SECTION 9.2.30 SIGNS ERECTED WITHIN OR ABOVE A STREET OR AFFIXED TO PUBLIC PROPERTY**

21 9.2.31 Signs erected within or above a STREET right-of-way or affixed to public property  
22 except for which written approval has been issued by the DEPARTMENT OF PUBLIC  
23 WORKS or its designee.

24 9.2.32 The Planning Board may adopt and from time to time amend policies and  
25 regulations regarding SIGNS within or above a STREET or affixed to public  
26 property.

### 27 **SECTION 9.2.40 MOVABLE SIGNS**

28 SIGNS designed to be transported by means of wheels, and SIGNS attached to or painted on  
29 vehicles parked and visible from a STREET or a right of way customarily used by the general  
30 public, unless said vehicle is registered and used, as a vehicle, in the normal day-to-day  
31 operations of the business, in accordance with Title 10 of the Municipal Ordinances.

1 **SECTION 9.2.50 SIGNS WHICH IN ANY WAY ARE PROJECT ABOVE A BUILDING OR STRUCTURE**

2 Signs shall not project more than twelve inches (12”) above the top of the roof peak or roof line.

3 **SECTION 9.2.60 PENNANT SIGNS**

4 Except as specifically provided in Article 9, any SIGN consisting of or containing pennants;  
5 ribbons; streamers; spinners; balloons; strings of lights not associated with a religious holiday or  
6 seasonal celebration; flags other than those identifying a nation, state, city or town that are  
7 located on land owned by the City; revolving beacons; searchlights; and animation. This  
8 prohibition shall not apply to any SIGN that expresses religious, political, or other opinions or are  
9 otherwise considered to the “speech” under the First Amendment of the United States  
10 Constitution.

11 **SECTION 9.2.70 MOVING CHARACTER SIGNS**

12 MOVING SIGNS that change or rearrange characters or letters or illustrations, except in the  
13 Business C District or as specifically provided herein; or flash, rotate, or make noise; or sparkle,  
14 twinkle or purposely reflect sunlight; or move, or give the illusion of moving.

15 **SECTION 9.2.80 SIGNS THAT RESEMBLE OFFICIAL TRAFFIC CONTROLS**

16 Any SIGN or advertising device which due to its shape or combination and arrangement of colors  
17 and/or words resemble traffic SIGNS and traffic control devices.

18 **SECTION 9.2.90 SIGNS THAT INTERFERE WITH TRAFFIC SAFETY**

19 Any SIGN which in any way creates a hazard to traffic, obscures or confuses traffic controls or  
20 blocks safe sight distance. Any SIGN which in any way obstructs free entrance or egress from a  
21 door, window or fire escape.

22 **SECTION 9.2.100 SIGNS FOR ABANDONED USE**

23 Any SIGN advertising or identifying a business, service, product, commodity, entertainment or  
24 similar object or activity which has been ABANDONED. Such SIGN shall be removed within 30  
25 days after notice by the BUILDING COMMISSIONER.

26 **SECTION 9.2.110 SEXUALLY EXPLICIT SIGNS**

27 Any SIGN that depicts, describes or relates to nudity or sexual conduct as defined in M.G.L. Ch.  
28 272, Section 31, and that is visible from the outside of a BUILDING.



1 9.3.32 One (1) multi-faced GROUND SIGN at each major STREET providing access to the  
2 property identifying the SHOPPING CENTER, but not identifying any specific use or  
3 occupancy within the SHOPPING CENTER. This DISPLAY AREA shall not exceed  
4 one hundred (100) square feet if the BUILDING FOOTPRINT is one hundred  
5 thousand (100,000) square feet or less. If the BUILDING FOOTPRINT exceeds one  
6 hundred thousand (100,000) square feet, the DISPLAY AREA shall not exceed one  
7 hundred and fifty (150) square feet.

8 9.3.33 WALL SIGNS may be placed on top of covered walkways in front of BUILDINGS,  
9 provided they do not project more than two (2'-0") feet above the main roof line.

10 **SECTION 9.3.40 LOCATION OF PERMITTED SIGNS**

11 Permitted SIGNS that are attached to a BUILDING shall be located at the specific portion of the  
12 BUILDING or its facade directly associated with the use for which SIGN is allowed.

13 **SECTION 9.3.50 GROUND SIGNS**

14 GROUND SIGNS are permitted only for those uses which occupy space on the first (ground) story  
15 level. These Signs may only be erected on property owned, leased or rented for and used in  
16 operation with the specific USE.

17 **SECTION 9.3.60 ILLUMINATION**

18 9.3.61 No SIGN shall incorporate or be lit by flashing or blinking lights, or by lights  
19 changing in intensity.

20 9.3.62 When a SIGN is lit by an external source the illumination of a SIGN shall not  
21 interfere with the safe vision of any TRAFFIC PARTICIPANT.

22 9.3.63 The DISPLAY AREA of an illuminated SIGN shall not exceed an average luminance  
23 of fifty (50) foot-candles measured directly on the surface of the SIGN.

24 9.3.64 Light Fixtures including bulb or tubes used for SIGN illumination shall be selected  
25 and positioned to achieve the desired brightness of the SIGN with the minimum  
26 possible wattage, while ensuring compliance with all applicable requirements of  
27 this Ordinance.

28 9.3.65 The following types of SIGNS with internal illumination shall be permitted,  
29 provided that they comply with all applicable standards. All other internally lit  
30 SIGNS are prohibited. The word "opaque" as used in the following Sections shall  
31 mean that the opaque object shall appear black when the SIGN is lit at night.

- 1 A. NEON SIGNS, subject to Section 9.4.130.
- 2 B. HALO INDIVIDUAL LETTER SIGNS or symbols, back-lit with a white and
- 3 concealed light source, which create a halo effect in which the letters or
- 4 symbols are silhouetted against a solid background, illuminated by the
- 5 light source, as shown in Figure 9-3Halo Lettering.

6

7 **Figure 9-3 Halo Lettering**

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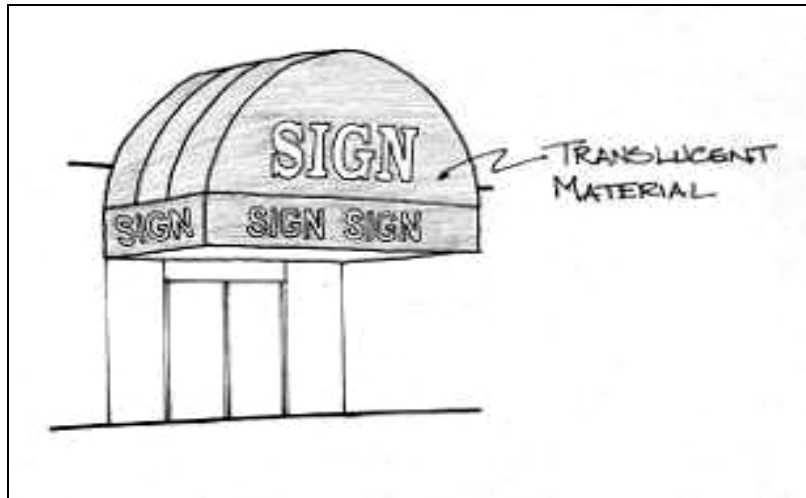


- 9
- 10 C. Back-lit CANOPY SIGNS with the light source internal or concealed from
- 11 public view from the STREET as shown in Figure 9-4. AWNINGS may be lit
- 12 by a fixed exterior light. CANOPY SIGNS may be made of a translucent
- 13 material. Internally illuminated CANOPY SIGNS shall not be permitted in
- 14 the Neighborhood Commercial Overlay and the West Columbus Urban
- 15 Renewal Overlay.

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**Figure 9-4 Back-lit Canopy**



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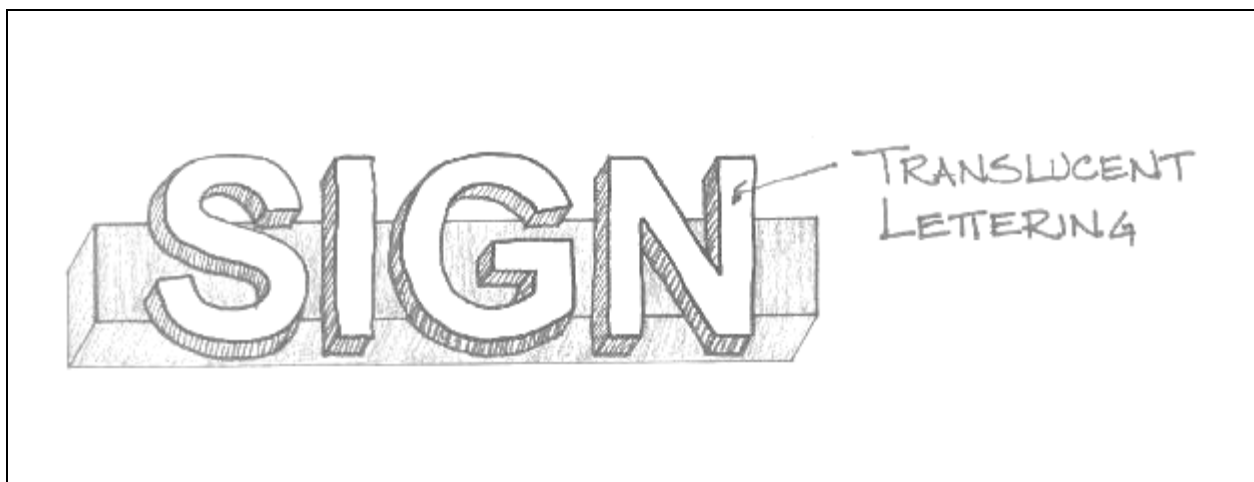
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D. Back Lit SIGNS with letter faces, internally illuminated with a soft-glow light source; or SIGNS with an opaque SIGN face with cutout translucent letter surfaces which are internally illuminated with a soft-glow light source as shown in Figures 9-5 and 9-6 show Internal Illumination. Such SIGNS shall not be permitted in a Residential District.

10

**Figure 9-5 Internal Illumination**

11



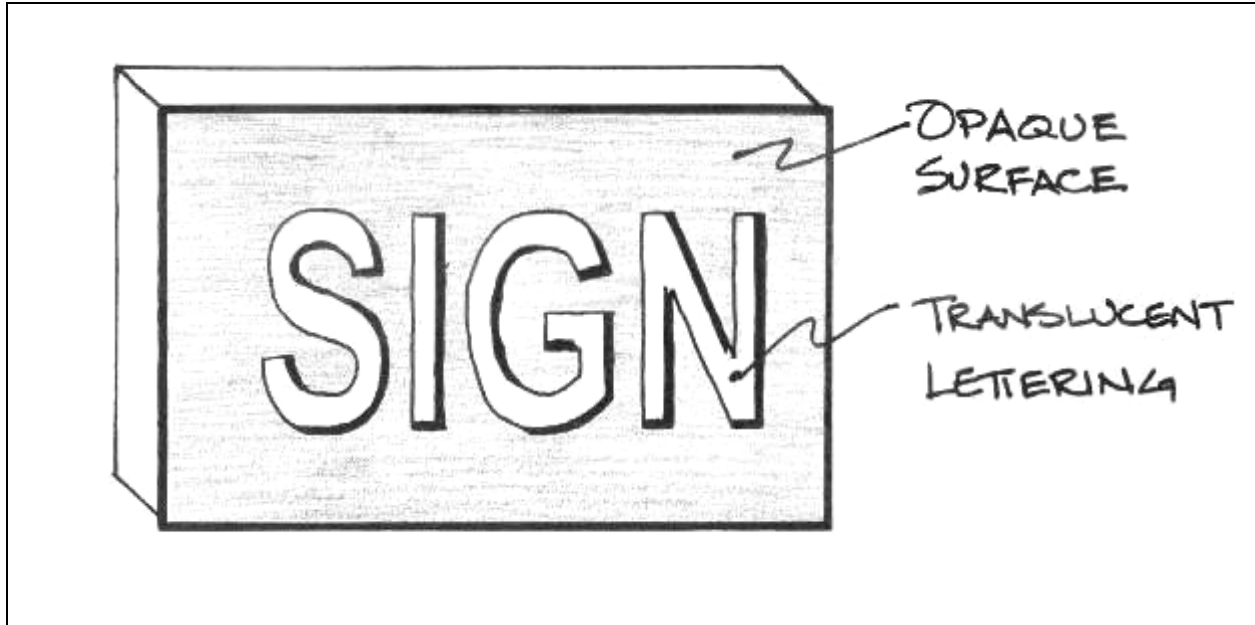
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**Figure 9-6 Opaque Surface**



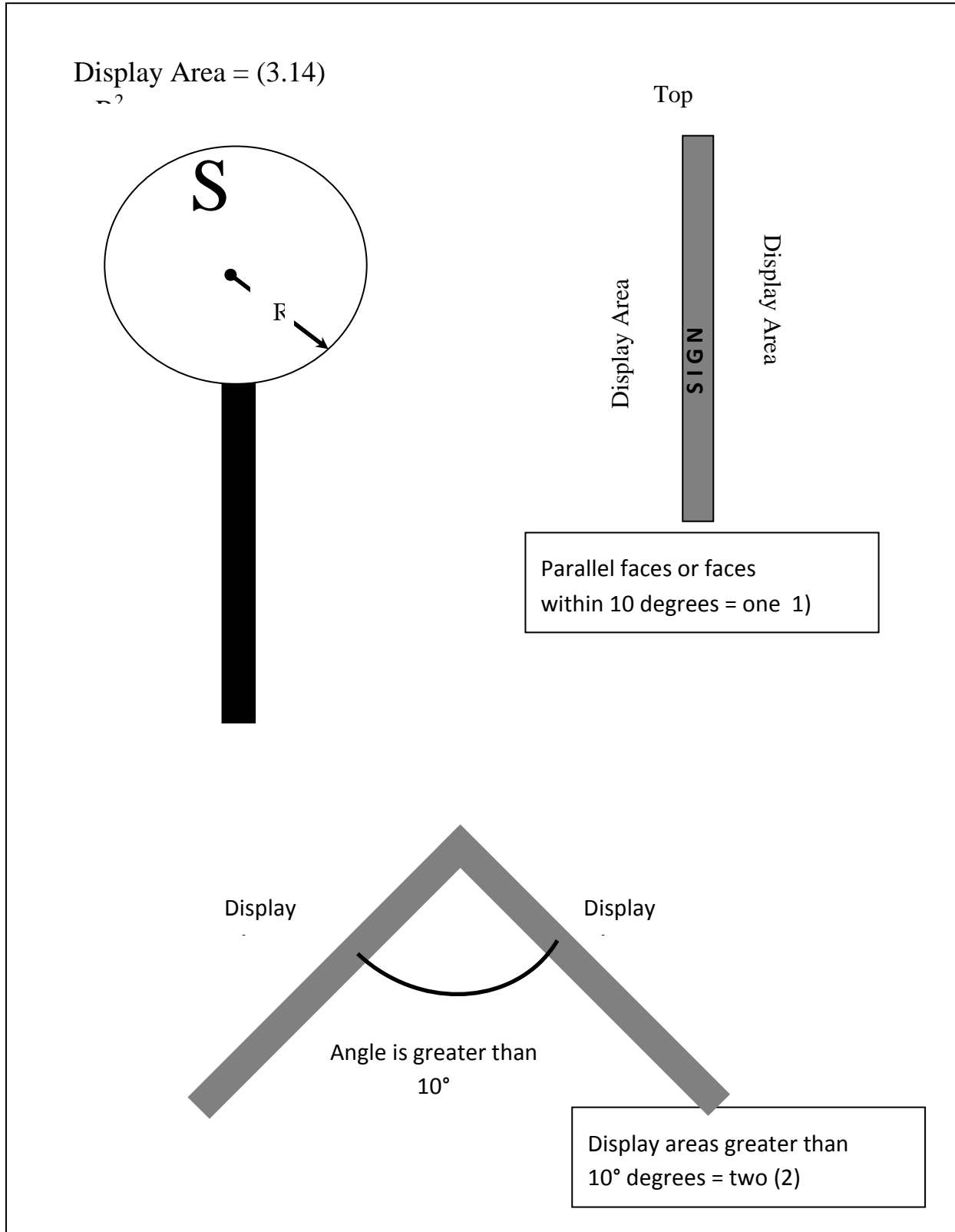
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5 **SECTION 9.3.70 MEASUREMENT OF SIGNS**

6 **9.3.71 Multiple Faces**

7 For GROUND and PROJECTING SIGNS that contain multiple DISPLAY AREAS on one STRUCTURE  
8 and are oriented less than ten (10) degrees in the same or opposite directions, the modules  
9 together are counted as one DISPLAY AREA . See Figure 9-7.

Figure 9-7 Display Area Measurements



1 **9.3.72 Round Signs**

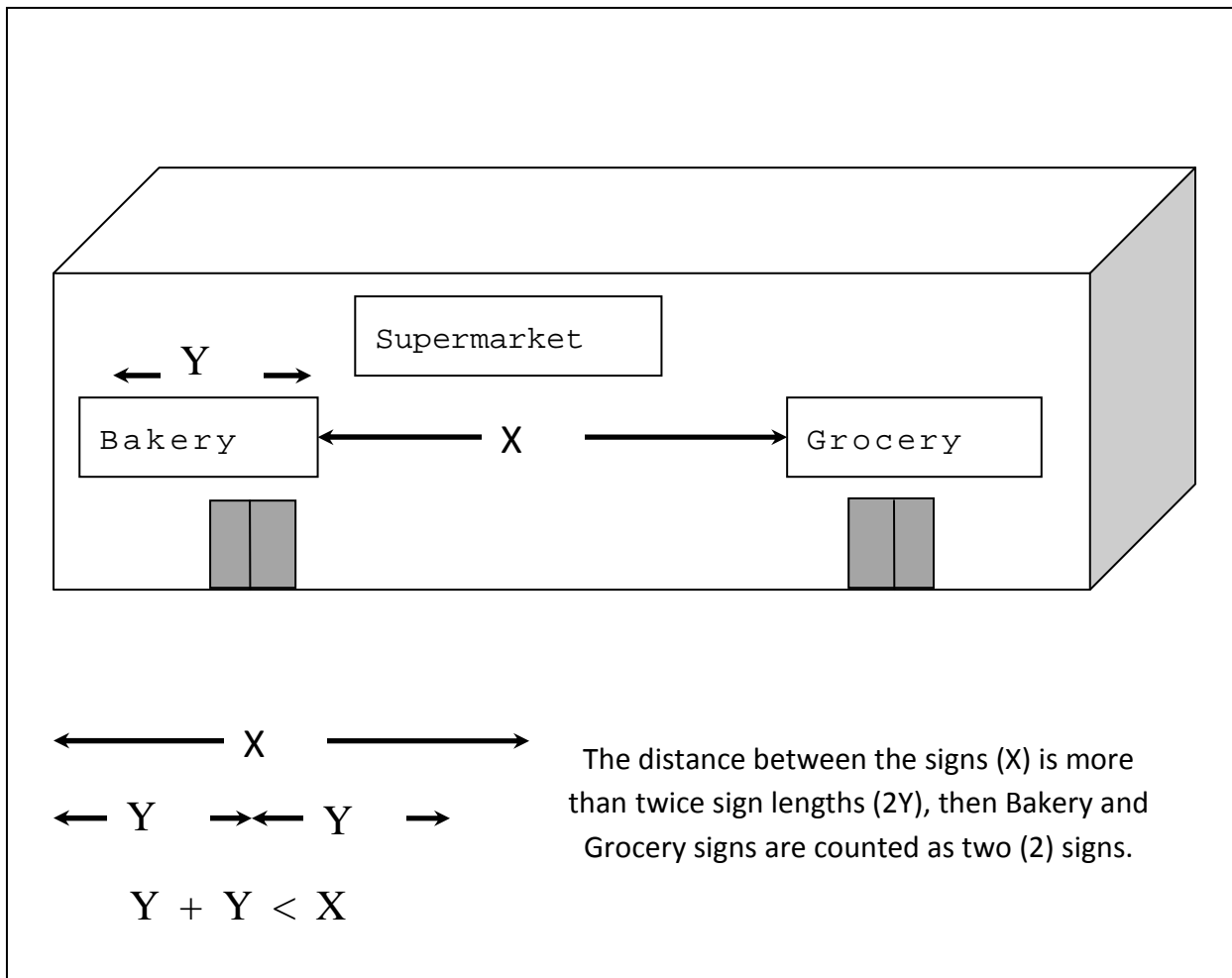
2 The maximum surface area visible at one time of a round, three dimensional or three or more  
3 sided SIGN is counted to determine DISPLAY AREA.

4 **9.3.73 Signs on a Base Material**

5 When a SIGN is on a base material and attached without a frame, such as a wood board or  
6 Plexiglas panel, the dimensions of the base material are to be used in calculating the DISPLAY  
7 AREA .

8

9 **Figure 9-8 Distance between Signs**



1 **9.3.74 Individual Elements**

2 When SIGNS are constructed of individual elements attached to a BUILDING wall, the DISPLAY  
3 AREA is determined by calculating the area of an imaginary rectangle drawn around the SIGN  
4 elements. See Figure 9-2. However, if the SIGN is illuminated, the entire SIGN area is the  
5 individual elements plus the illuminated area. SIGN elements will be measured as one unit when  
6 the distance between the elements is less than two times the dimension of each element. See  
7 Figure 9-8.

8 **SECTION 9.4 SIGNS WHICH DO NOT REQUIRE A SIGN PERMIT**

9 The following SIGNS do not require a SIGN PERMIT or Special Permit; nevertheless such SIGNS  
10 shall comply with Sections 9.2 and 9.3 above unless specifically provided otherwise in this  
11 section. If SIGNS listed in Section 9.4 are part of a project where Site Plan Review or Special  
12 Permit Review is required, they will be reviewed as part of those review procedures.

13 **SECTION 9.4.10 AGRICULTURAL SIGNS**

14 A SIGN associated with on-premise AGRICULTURAL USES as referenced in Section 3 of M.G.L.  
15 Chapter 40A, offering for sale produce and other farm products. Such SIGN may be a MOVABLE  
16 SIGN .

17 **SECTION 9.4.20 CONSTRUCTION SIGNS**

18 One SIGN on the LOT of a DEVELOPMENT project identifying the proposed BUILDING, the owner  
19 or intended occupant and the contractor, architect and engineers. Its DISPLAY AREA shall not to  
20 exceed sixteen (16) square feet in the Residential and Commercial A Districts, or forty (40)  
21 square feet in any other District. Such SIGNS shall not be illuminated, shall not be ERECTED prior  
22 to the issuance of a BUILDING PERMIT, and shall be removed upon completion of the construction  
23 or prior to issuance of the OCCUPANCY PERMIT, whichever occurs sooner.

24 **SECTION 9.4.30 DIRECTORY SIGNS**

25 **9.4.31** One DIRECTORY SIGN listing the name and location of the occupants of a  
26 BUILDING may be ERECTED on the exterior wall of a BUILDING at each entrance or  
27 at one other appropriate location on the wall of a BUILDING, provided that:

- 28 A. In the Business and Industrial Districts the DISPLAY AREA shall not  
29 exceed two (2) square feet for each occupant identified on the directory  
30 SIGN, nor more than a total of twenty-four (24) square feet; and
- 31 B. In any other ZONING DISTRICT the DISPLAY AREA shall not exceed one (1)  
32 square foot for each occupant identified on the directory SIGN, nor more

1 than a total of twelve (12) square feet. Such SIGNS shall not be  
2 illuminated.

3 **SECTION 9.4.40 FUEL PUMP SIGNS**

4 Fuel pump SIGNS located on service station fuel pumps identifying the name or type of fuel and  
5 price thereof.

6 **SECTION 9.4.50 GOVERNMENT SIGNS**

7 SIGNS, including MOVABLE SIGNS, ERECTED and maintained by the City, the Commonwealth of  
8 Massachusetts, or the Federal Government on any land, BUILDING or STRUCTURE in use by such  
9 governmental entity. Any other SIGNS erected by such governmental entity at any location  
10 required for public or environmental health, safety or notification purposes, or announcing the  
11 date, time and place of elections or other events.

12 **SECTION 9.4.60 IDENTIFICATION SIGNS**

13 For Single and TWO-FAMILY residential USES in any ZONING DISTRICT, one WALL SIGN on a  
14 LOT identifying the occupants of the DWELLING and/or any other USE which is conducted on the  
15 LOT and is permitted in a Residential District. In a Residential District, one WALL SIGN on a LOT  
16 identifying a NONCONFORMING USE is allowed. All such SIGNS shall not exceed one (1) square  
17 feet of DISPLAY AREA and shall not be illuminated, except when coincidental to the illumination  
18 of a BUILDING, driveway or similar feature.

19 **SECTION 9.4.70 INFORMATIONAL SIGNS**

20 9.4.71 Unless otherwise specified herein, a DIRECTIONAL SIGN may be ERECTED on a  
21 LOT consistent with applicable regulations in this Section.

22 9.4.72 Informational SIGNS shall not be illuminated, nor advertise, identify or promote  
23 any business, business service, product, commodity, entertainment or commercial  
24 activity.

25 9.4.73 No more than three (3) INFORMATIONAL SIGNS are allowed for each USE on a  
26 LOT, unless approved by Special Permit in accordance with Section 9.10.

27 **SECTION 9.4.80 MENU SIGNS**

28 One menu SIGN per restaurant, affixed to the exterior wall or inside a window of a restaurant  
29 with a maximum DISPLAY AREA of two (2) square feet.

1 **SECTION 9.4.90 MOVING SIGNS**

2 In the Business C district only, MOVING SIGNS are allowed by right where the DISPLAY AREA is  
3 less than eighty (80) square feet. SIGNS with a DISPLAY AREA of more than eighty (80) square  
4 feet shall be allowed by Special Permit by the Planning Board in accordance with the provisions  
5 of Section 9.10. No MOVING SIGN shall be permitted less than five (5) feet from the inside of a  
6 window facing a STREET or public pedestrian way.

7 **SECTION 9.4.100 MULTI-FAMILY DWELLING SIGNS**

8 A SIGN identifying the name of an APARTMENT BUILDING with more than six (6) DWELLING  
9 UNITS DWELLING, not exceeding twelve (12) square feet in DISPLAY AREA . If A GROUND SIGN,  
10 its height shall not exceed four (4) feet above ground level and if mounted to the exterior wall of  
11 a BUILDING no portion thereof shall be higher than four (4) feet from the ground.

12 **SECTION 9.4.110 SALE, RENT OR LEASE SIGNS**

13 A For Sale, Rent or Lease SIGNS shall not require a SIGN PERMIT provided that their DISPLAY  
14 AREA does not exceed twenty (20) square feet for property located in Business, A, Business B,  
15 Business C, Business D or Industrial Districts and four (4) square feet for property located in any  
16 other district. In a Residential District, one (1) For Sale, Rent or Lease SIGN shall be allowed per  
17 LOT, and one (1) such SIGN shall be permitted for each business or establishment in any other  
18 ZONING DISTRICT. Such a SIGN shall not be illuminated. Such SIGN may be a MOVABLE SIGN  
19 and it shall be removed immediately following the closing of a sale, lease or rental agreement.

20 **SECTION 9.4.120 WINDOW SIGNS**

21 WINDOW SIGNS, other than a NEON WINDOW SIGN, in the Business A, Business B, Business C,  
22 Business D, and Industrial Districts, provided that their aggregate DISPLAY AREA covers no  
23 more than twenty-five (25) percent of the window in which they are ERECTED. Such SIGN shall  
24 not be illuminated. WINDOW SIGNS promoting a public service or charitable event shall not be  
25 calculated in the allowable 25 percent. WINDOW SIGNS in the above ZONING DISTRICTS that  
26 occupy more than twenty-five (25) percent of the window area are permitted with a SIGN  
27 PERMIT.

28 **SECTION 9.4.130 NEON WINDOW SIGNS**

29 NEON WINDOW SIGNS in the Business, Industrial, and Industrial Park Districts, provided that the  
30 DISPLAY AREA does not exceed ten square feet or cover more than twenty-five (25) percent of  
31 the window in which they are ERECTED, whichever is less. There shall be not more than one such  
32 SIGN allowed per PRINCIPAL USE. NEON SIGNS in the above ZONING DISTRICTS that occupy more  
33 than twenty-five (25) percent of the window area are permitted with a SIGN PERMIT.

1 **SECTION 9.5 SIGN PERMITS**

2 Unless specifically exempted from the Sign Permit requirement in Section 9.4, all SIGNS shall  
3 require a SIGN PERMIT from the BUILDING COMMISSIONER and no such SIGN shall be ERECTED  
4 except in conformity with such a SIGN PERMIT and in the exact location and manner described in  
5 the SIGN PERMIT. SIGNS which have been approved under a Site Plan and/or a Special Permit  
6 Review shall be entitled to a SIGN PERMIT from the BUILDING COMMISSIONER, provided that the  
7 proposed SIGN complies with the Site Plan or Special Permit approval.

8 **SECTION 9.5.10 PERMIT APPLICATION**

9 **9.5.11** All applications for SIGNS requiring a SIGN PERMIT shall be made to the BUILDING  
10 COMMISSIONER in such form as he may require, and such applications shall  
11 include at least:

- 12 A. The location, by STREET number, or PARCEL NUMBER, of the proposed  
13 SIGN;
- 14 B. The name and address of the SIGN owner and the owner of the LOT where  
15 the SIGN is to be ERECTED, if other than the SIGN owner;
- 16 C. Scale drawing showing the proposed construction, method of installation  
17 or support, colors, display, dimensions, location of the SIGN on the site,  
18 and method of illumination;
- 19 D. Other pertinent information as the BUILDING COMMISSIONER may require  
20 to ensure compliance with the Ordinance and any other applicable law;  
21 and
- 22 E. The application must be signed by the owner of the SIGN and the owner of  
23 the LOT where the SIGN is to be ERECTED. The BUILDING COMMISSIONER  
24 shall have the authority to reject any SIGN PERMIT application which is not  
25 complete when submitted.

26 **SECTION 9.5.20 PERMIT PROCESSING TIME FRAME**

27 The BUILDING COMMISSIONER shall approve or disapprove any application for a SIGN PERMIT  
28 within thirty (30) days of receipt of the application unless such SIGNS require a Special Permit or  
29 Site Plan Review. If the BUILDING COMMISSIONER should fail to approve or disapprove an  
30 application for a SIGN PERMIT within such thirty (30) day period, the application shall be deemed  
31 to be approved.

1 **SECTION 9.5.30 FEES**

2 The BUILDING COMMISSIONER shall establish and from time to time review a SIGN PERMIT fee  
3 which shall be published as part of a SIGN PERMIT application form.

4 **SECTION 9.6 SIGN REGULATIONS FOR RESIDENTIAL DISTRICTS**

5 The SIGNS described in this Section 9.6 are allowed subject to the issuance of SIGN PERMIT  
6 by the Building Commissioner as provided in Section 9.5.

7 **SECTION 9.6.10 RESIDENTIAL A, A-1, B AND C DISTRICTS**

8 The following SIGNS are permitted within Residential A, A-1, B and C ZONING DISTRICTS:

9 9.6.11 PROFESSIONAL SIGNS: One (1) double-faced PROFESSIONAL SIGN is permitted for  
10 each separate ACCESSORY USE with a maximum area of one hundred forty-four  
11 (144) square inches. It may be an illuminated SIGN. The maximum height is six  
12 (6) feet. The SIGN shall conform to the YARD requirements of the district within  
13 which it is located.

14 9.6.12 BULLETIN BOARD SIGN: One (1) BULLETIN BOARD SIGN is allowed for each side  
15 of a LOT fronting on a STREET in conjunction with the following USES: Churches,  
16 other places of worship, school BUILDINGS, public libraries, municipal BUILDINGS,  
17 and similar public or charitable uses. The maximum DISPLAY AREA shall be  
18 twenty-four (24) square feet. The SIGN height shall not exceed six (6) feet if such  
19 a SIGN is a GROUND SIGN. Such a SIGN may be illuminated.

20 **SECTION 9.6.20 RESIDENTIAL C2 DISTRICTS**

21 9.6.21 PROFESSIONAL SIGNS. One (1) illuminated identification SIGN is allowed for each  
22 BUILDING. The maximum DISPLAY AREA of such a SIGN is thirty-two (32) square  
23 feet. A GROUND SIGN shall be located at least ten (10) feet from the FRONT LOT  
24 LINE.

25 9.6.22 Commercial USES. Any SIGNS erected in conjunction with a commercial USE  
26 allowed in this district shall conform to the dimensional standards in Section 9.8.

1    **SECTION 9.7    REGULATIONS FOR WALL SIGNS IN BUSINESS DISTRICTS**

2    **SECTION 9.7.10    NUMBER AND LOCATION OF WALL SIGNS IN ALL BUSINESS DISTRICTS**

3    **9.7.11**            Except as specifically provided herein, a WALL SIGN may only be ERECTED on the  
4                        exterior wall of the ground floor and up to one (1) foot below the level of the  
5                        bottom sills of the windows of the story above the ground floor of a BUILDING.

6    **9.7.12**            One (1) WALL SIGN per use is allowed for each side of the BUILDING fronting on a  
7                        STREET or public pedestrian way.

8    **9.7.13**            If a business has a wall(s) other than the front wall, with or without a direct  
9                        entrance to the business that faces upon a walkway, driveway, or PARKING area  
10                      under the same control or ownership as the BUILDING, there may be a SECONDARY  
11                      WALL SIGN affixed to such wall. SECONDARY WALL SIGNS shall not exceed the  
12                      size of the SIGN facing the primary BUILDING FRONTAGE.

13   **9.7.14**            Except for AWNING SIGNS and CANOPY SIGNS, a WALL SIGN shall not obscure or  
14                      cover architectural features such as but not limited to arches, sills, eaves  
15                      moldings, cornices, transoms, lintels and windows, and shall not be ERECTED  
16                      within six (6) inches from any such architectural features.

17   **9.7.15**            A WALL SIGN may be ERECTED on a BUILDING, or on an arcade STRUCTURE  
18                      attached to the ground floor of a BUILDING, or on a permanent canopy STRUCTURE  
19                      associated with a MOTOR VEHICLE service station or a drive-up window.

20   **9.7.16**            A WALL SIGN to be located above the first floor of a BUILDING may be approved  
21                      by a Tier 3 Special Permit in accordance with Section 12.4 and Section 9.12.

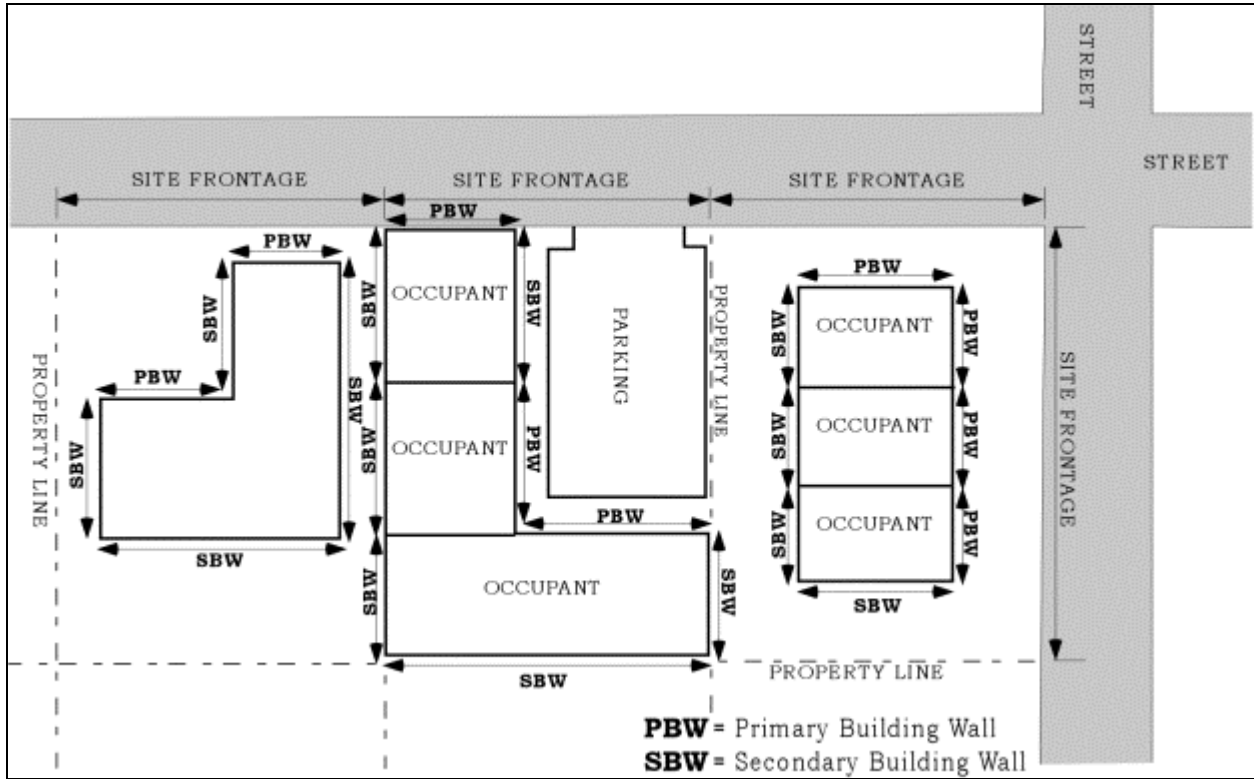
22   **SECTION 9.8    SIGN DESIGNS AND DIMENSIONS**

23   **SECTION 9.8.10    Wall Signs**

24   **9.8.110**            The maximum DISPLAY AREA of a WALL SIGN shall not exceed two (2) square  
25                      feet for each lineal foot of wall. The wall is measured by the lineal frontage of the  
26                      BUILDING which is occupied by a use, or the length of the secondary wall side to  
27                      which the SIGN is attached (See Figure 9-9)

28

**Figure 9-9 Wall Sign Measurements**



**SECTION 9.8.20 Projecting Signs**

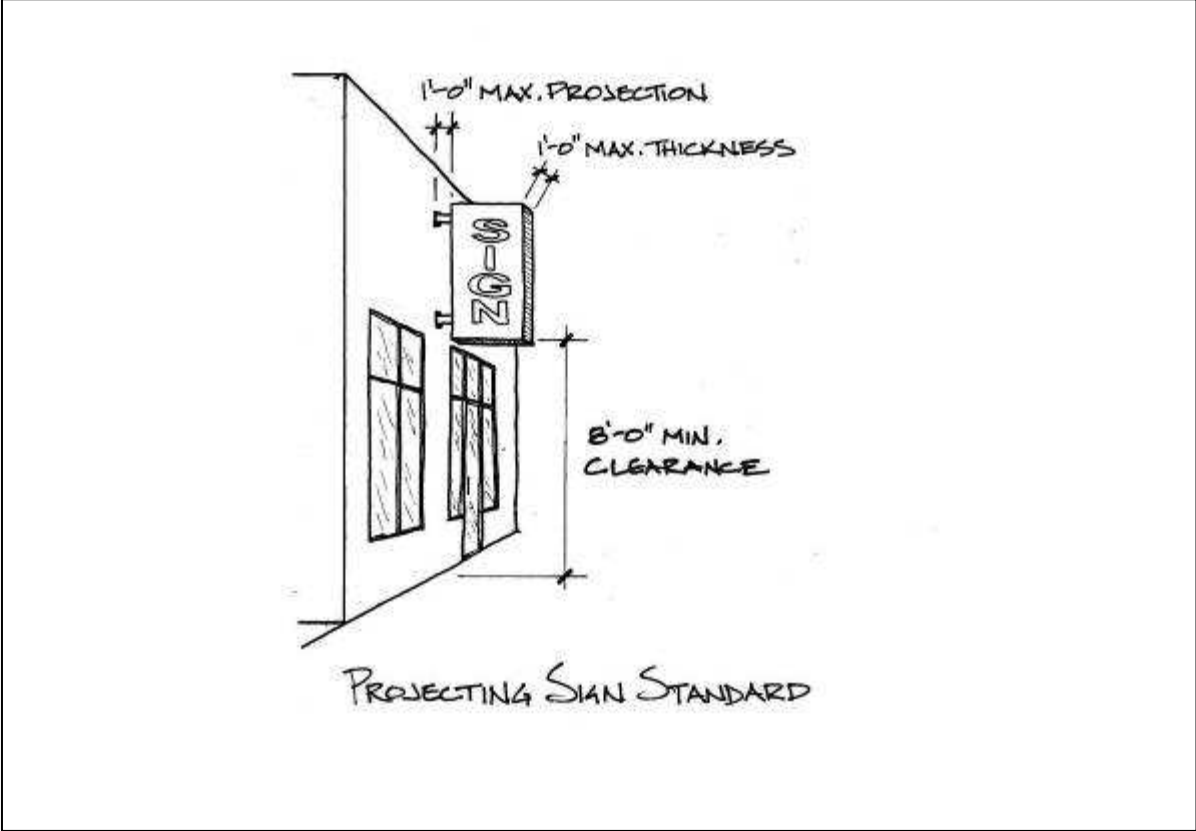
**9.8.21** A PROJECTING SIGN may be ERECTED on a BUILDING provided that the DISPLAY AREA complies with Table 9-1:

	<b>Com A</b>	<b>Bus A, Bus B, Bus B-1</b>	<b>Bus C</b>	<b>Bus D</b>	<b>IA, IP, IMU</b>
Maximum Area of Projecting Sign	12 square feet	48 square feet	48 square feet	96 square feet	96 square feet

**9.8.22** The thickness between the SIGN faces shall not exceed one (1) foot. The closest point of a PROJECTING SIGN to a BUILDING wall shall not exceed one (1) foot. A

1 PROJECTING SIGN shall maintain a minimum clearance of eight (8) feet above a  
2 walkway or sidewalk. See Figure 9-10.

3  
4 **Figure 9-10 Projecting Sign**



6 **SECTION 9.8.30 AWNING SIGNS**

7 9.8.31 An AWNING SIGN may consist of letters or symbols affixed to an awning in a  
8 parallel, perpendicular and/or convex position to the wall onto which the awning  
9 is mounted, except that in the Commercial A, Business A, Business B, Business  
10 B-1 Districts the convex position of letters to the wall shall not be permitted.  
11 Letters and symbols on an AWNING SIGN shall be flush with the surface of the  
12 awning.

13 9.8.32 The maximum DISPLAY AREA of an AWNING SIGN shall be twelve (12) square  
14 feet for surfaces positioned parallel or convex to the BUILDING wall, and six (6)  
15 square feet for surfaces positioned perpendicular to the BUILDING wall. An  
16 AWNING SIGN shall project at least three (3) feet from the wall and shall maintain  
17 a minimum clearance of eight (8) feet above a walkway or sidewalk. Where an  
18 AWNING SIGN is ERECTED on the wall of a BUILDING, all other awnings without a

SIGN located on the same BUILDING shall be subject to the same dimensional requirements as the AWNING SIGN.

**SECTION 9.8.40 GROUND SIGNS**

Any PRINCIPAL USE permitted in Commercial A, Business A, Business B, BusinessB-1, Business C, Business D, Industrial Districts may ERECT a GROUND SIGN identifying a business, subject to the following:

**9.8.41 Number and Size of Ground Signs**

Table 9-2 gives the allowed number and dimensional standards for GROUND SIGNS by district, followed by detailed requirements for such SIGNS.

<b>Table 9-2 Ground Signs</b>				
	Com A, Bus A, Bus B, Bus B-1	Bus C	Bus D	IA, IP, IMU
<b>Pole Signs:</b>				
<b>Maximum Display Area Size Limit (per face)</b>	40 square feet	50 square feet	100 square feet of BUILDING size up to 100,000 square feet; 150 square feet for BUILDING size over 100,000 sq. feet.	100 square feet
<b>Maximum Number</b>	1 per lot or 1 per 300 lineal feet or lot frontage and 1 for each additional 300 feet or fraction thereof	1 per lot if the front yard is 10 feet deep or greater	1 per lot or 1 per 300 lineal feet or lot frontage and 1 for each additional 300 feet or fraction thereof	1 per lot or 1 per 300 lineal feet or lot frontage and 1 for each additional 300 feet or fraction thereof
<b>Maximum Height</b>	22 feet	25 feet	25 feet	25 feet
<b>Monument Signs:</b>				
<b>Maximum Display Area Size Limit</b>				

<b>Table 9-2 Ground Signs</b>				
	Com A, Bus A, Bus B, Bus B-1	Bus C	Bus D	IA, IP, IMU
<b>(per face)</b>	100 square feet	100 square feet	100 square feet	100 square feet
<b>Maximum Number</b>	1 per lot or 1 per 300 lineal feet or lot frontage and 1 for each additional 300 feet or fraction thereof	1 per lot if the front yard is 10 feet deep or greater	1 per lot or 1 per 300 lineal feet or lot frontage and 1 for each additional 300 feet or fraction thereof	1 per lot or 1 per 300 lineal feet or lot frontage and 1 for each additional 300 feet or fraction thereof
<b>Maximum Height</b>	6 feet	6 feet	6 feet	6 feet

1 **9.8.42 MONUMENT SIGN WITH STONE BASE**

2 Where the exterior surface of the support STRUCTURE of a MONUMENT SIGN consists of masonry  
 3 material which remains in its natural color other than plain gray concrete, the area below the  
 4 lowest portion of any letter, symbol or illustration consisting of such masonry surface shall not  
 5 be counted as DISPLAY AREA.

6 **9.8.43 ADDITIONAL GROUND SIGN REGULATIONS**

7 The additional provisions shall apply to GROUND SIGNS in the Commercial A, Business A,  
 8 Business B, Business B-1, Business C and Industrial Districts:

- 9 A. Where a POLE SIGN identifies a business, such POLE SIGN shall be  
 10 permitted in addition to a WALL SIGN permitted on the same LOT. The  
 11 DISPLAY AREA and Height of the GROUND SIGN shall be in accordance  
 12 with Table 9-2.
- 13 B. Where the POLE SIGN identifies a MOTOR VEHICLE service station the  
 14 maximum permitted DISPLAY AREA may be increased to one hundred  
 15 (100) square feet if the additionally permitted DISPLAY AREA is used  
 16 solely for the posting of current prices of fuel and gasoline. The height of  
 17 a POLE SIGN identifying a MOTOR VEHICLE service station may be up to  
 18 thirty (30) feet.

- 1 C. MONUMENT SIGN. The maximum DISPLAY AREA may be increased to one  
2 hundred and seventy two (172) square feet provided, however, that the  
3 height of a MONUMENT SIGN shall not exceed six (6).
- 4 D. When a GROUND SIGN is within the Business D District (Shopping  
5 Center):
- 6 1. One (1) multi-faced GROUND SIGN shall be permitted at each major  
7 STREET providing access in the property that identifies the  
8 SHOPPING CENTER but not any specific one of the occupants with  
9 the SHOPPING CENTER.
- 10 2. This DISPLAY AREA shall not exceed two hundred (200) square  
11 feet if the BUILDING area exceeds 100,000 square feet. If the  
12 BUILDING area exceeds 100,000 square feet, the DISPLAY AREA  
13 shall not exceed three hundred (300) square feet.
- 14 E. One (1) GROUND SIGN identifying an Office Park or industrial park, which  
15 may be located on more than one (1) LOT, shall be permitted, subject to  
16 the following:
- 17 1. Only one (1) such SIGN shall be permitted for each OFFICE PARK  
18 OR INDUSTRIAL PARK.
- 19 2. Such GROUND SIGN shall only identify the OFFICE PARK OR  
20 INDUSTRIAL PARK and shall be subject to the provisions applicable  
21 to GROUND SIGNS as they apply to the particular location in which  
22 the SIGN is ERECTED. However, any DISPLAY AREA specifically  
23 provided to accommodate the listing of individual business shall  
24 not be included in calculating the maximum DISPLAY AREA  
25 hereunder and no display of individual establishments within an  
26 office park or industrial park shall be permitted on such GROUND  
27 SIGN.
- 28 3. Such GROUND SIGN may be permitted in addition to any permitted  
29 WALL SIGNS on the same LOT but no other GROUND SIGN shall be  
30 permitted on the same LOT.
- 31 4. Such SIGN shall be ERECTED on the LOT where the OFFICE PARK OR  
32 INDUSTRIAL PARK is located.

1 **SECTION 9.9 NON-ACCESSORY SIGNS**

2 **9.9.10 Purpose**

3 To preserve and promote the public health, safety, and welfare of the residents of the City by  
4 maintaining and enhancing the visual environment, by protecting areas of scenic beauty or of  
5 historic interest, by minimizing the possible adverse effect of NON-ACCESSORY SIGNS on nearby  
6 residences, public resources, or private property.

7 **9.9.20 Limitation and Restrictions**

8 A. There shall not be more than two hundred and fifty (250) NON -  
9 ACCESSORY SIGNS in the City. These SIGNS must be properly permitted by  
10 the City and by the Outdoor Advertising Division of the Commonwealth  
11 of Massachusetts. Existing SIGNS which are so properly permitted may be  
12 maintained and repaired but not enlarged.

13 B. The BUILDING COMMISSIONER may issue a permit for a new NON -  
14 ACCESSORY SIGN allowed under this cap or for the relocation of a pre-  
15 existing SIGN permitted by the City and Commonwealth provided the new  
16 SIGN or new location comply with the following provisions:

17 1. One (1) NON-ACCESSORY SIGN with an area less than one hundred  
18 (100) square feet shall be allowed for each parcel only if such SIGN  
19 is a "WALL SIGN." Such a SIGN shall not project more than twelve  
20 (12) inches from the surface of the wall to which it is attached, or  
21 vertically past the roofline or parapet, or horizontally past the  
22 extent of the wall to which it is attached. Height from the top of the  
23 SIGN to finished grade shall not exceed thirty (30) feet.

24 2. NON-ACCESSORY SIGNS shall not be located within a five hundred  
25 (500) foot radius of an existing NON-ACCESSORY SIGNS SIGN.

26 3. NON-ACCESSORY SIGNS shall not be erected in:  
27 a) In a any location where it obstructs a view of scenic  
28 beauty and interest or places of historic interest. In  
29 making this determination, the BUILDING  
30 COMMISSIONER may consult the Springfield Park  
31 Commission and Springfield Historical Commission.  
32 b) In any location within five hundred (500) feet of, and  
33 visible from, the grounds of a school, place of worship,

college, public library, public park, public conservation area, museum, cemetery, or property or district listed on the State Register of Historic Places, or from an American Heritage River.

c) In a location within five hundred (500) feet of, and visible from, a residential ZONING DISTRICT or a BUILDING containing residences.

d) In any location within an authorized urban renewal area which prohibits NON-ACCESSORY SIGNS.

e) On a roof.

E. A NON-ACCESSORY SIGN of one hundred (100) square feet or larger may be either a POLE SIGN or WALL SIGN. As a POLE SIGN it may be a double-faced SIGN provided the distance between the two faces shall not exceed ten (10) feet at any point. Height from the top of the SIGN to finished grade of the roadway it faces shall not exceed thirty (30) feet.

F. A relocated NON-ACCESSORY SIGN shall not exceed its size at its current location. In no case shall a relocated NON-ACCESSORY SIGN exceed one hundred (100) square feet in Business A districts or seven hundred (700) square feet in Business B or Industrial A districts. Relocated NON-ACCESSORY SIGNS are not allowed in any other ZONING DISTRICT. Relocated NON-ACCESSORY SIGNS are not allowed on roofs.

G. When an existing NON-ACCESSORY SIGN is removed under this cap, a new NON-ACCESSORY SIGN may be permitted but shall not exceed the size of the removed NON-ACCESSORY SIGN. In no case shall a new NON-ACCESSORY SIGN exceed one hundred (100) square feet in Business A districts or seven hundred (700) square feet in Business B or Industrial A districts. New NON-ACCESSORY SIGNS are not allowed in any other ZONING DISTRICTS or allowed on roofs.

## **SECTION 9.10 SPECIAL EVENT SIGNS**

### **SECTION 9.10.10 NUMBER AND TYPE OF Signs**

One SIGN may be ERECTED to announce a church bazaar, fair, circus, festival, business or shop opening, special sale by a store or business, or similar event. Such SIGN shall identify the event and the date of the event, and it may display the event's sponsor, organizer or main feature.

1 **SECTION 9.10.20 SIZE**

2 Such SIGN shall not exceed ten (10) square feet in DISPLAY AREA and shall be ERECTED on the  
3 same LOT where the event occurs. Such a SIGN shall not be ERECTED on a sidewalk, walkway or  
4 driveway, or within 5 feet from the sideline of a STREET or right of way customarily used by the  
5 general public.

6 **SECTION 9.10.30 DESIGN**

7 Such SIGN shall comply with all provisions of Sections 9.3 and 9.4, but it shall not be  
8 illuminated. Notwithstanding Sections 9.2.40 and 9.2.70 it may be a MOVABLE SIGN and may  
9 consist of a flag or balloon, or may be decorated with ribbons, flags, streamers or balloons which  
10 remain reasonably within the confines of the SIGN.

11 **SECTION 9.10.40 TIMEFRAME**

12 Such a SIGN shall not be ERECTED sooner than thirty (30) days before the event and it shall be  
13 removed not later than seven (7) days after completion of the event. Only one such SIGN shall be  
14 ERECTED per PRINCIPAL USE at any given time. The number of times such a SIGN may be  
15 ERECTED shall not exceed four events per PRINCIPAL USE in one calendar year.

16 **SECTION 9.11 NONCONFORMING SIGNS**

17 Any NONCONFORMING SIGN lawfully ERECTED may continue, subject to the following:

18 **SECTION 9.11.10 NONCONFORMING SIGNS ACCESSORY TO A USE OR USES**

19 Such SIGNS shall be removed or replaced concurrently with any expansion or change of such  
20 NONCONFORMING USE(S) or NONCONFORMING DEVELOPMENT. Such non-conforming Signs shall  
21 be replaced with a conforming SIGN or SIGNS prior to the issuance of an occupancy permit for  
22 any Building into which the NONCONFORMING USE or NONCONFORMING DEVELOPMENTS are to  
23 be expanded.

24 **SECTION 9.11.20 MAINTENANCE**

25 Nothing herein shall be deemed to prevent orderly, regular and timely maintenance, repair and  
26 repainting with the same original colors of a non-conforming SIGN.

27 **SECTION 9.11.30 EXCEPTIONS**

28 The continuance of the NONCONFORMING SIGN allowed herein shall terminate with respect to any  
29 SIGN which:

30 **9.11.31** Has been ABANDONED; or

1 9.11.32 Advertises or calls attention to any products, businesses or activities which are no  
2 longer carried or sold, whether generally or at the particular premises; or

3 9.11.33 Has not been repaired or properly maintained within sixty (60) days after notice to  
4 that effect has been given by the BUILDING COMMISSIONER.

5 **SECTION 9.12 SIGNS REQUIRING A SPECIAL PERMIT FROM THE PLANNING**  
6 **BOARD**

7 **SECTION 9.12.10 AUTHORITY TO MODIFY SIGN REGULATIONS**

8 9.12.11 The Planning Board, acting as the SPECIAL PERMIT GRANTING AUTHORITY under  
9 this Section, may approve, approve with conditions, or disapprove the following  
10 SIGNS and the following deviations from the requirements of Sections 9.6, 9.7 and  
11 9.8:

12 A. A greater number of SIGNS than allowed under Sections 9.6, 9.7 and 9.8,  
13 but not more than one SIGN in addition to the number of SIGNS otherwise  
14 permitted per LOT or per PRINCIPAL USE, as the Planning Board finds  
15 appropriate to further the purpose of this Section as stated in Section 9.1.

16 B. SIGNS with dimensions in excess of those permitted under Sections 9.6,  
17 9.7 and 9.8, subject to the following limitations:

18 1. No GROUND SIGN higher or wider than one and one half (1.5)  
19 times the maximum height or width otherwise permitted, and

20 2. No SIGN larger than two (2) times the otherwise permitted  
21 maximum DISPLAY AREA, and

22 3. One GROUND SIGN per BUILDING in Business C above the second  
23 floor and larger than the dimensional standards otherwise allowed.

24 C. A SIGN in a location or in a position not otherwise permitted, but not a  
25 ROOF SIGN, a NON-ACCESSORY, or a SIGN located within the minimum  
26 required distance from the sideline of a STREET or right of way  
27 customarily used by the general public.

28 D. A SIGN attached to a stone wall, retaining wall, FENCE or other  
29 landscaping feature on a LOT, provided that such SIGN and feature are, in  
30 the opinion of the Planning Board, an integral component of the landscape  
31 design and BUILDING architecture on the LOT.

- 1 E. A type or method of SIGN illumination not otherwise permitted provided  
2 that it meets the general objectives of Section 9.3.20.

3 **SECTION 9.12.20 APPROVAL CRITERIA**

4 **9.12.21** A Special Permit under this section shall only be issued if the Planning Board  
5 finds that, in addition to meeting the criteria of Sections 12.4, the resulting SIGN  
6 deviation from the otherwise applicable requirements of this Article meets the  
7 following criteria:

8 A. The SIGN will be consistent with the intent and purpose of Article 9.

9 B. The SIGN will be consistent with the character and use of the area and with  
10 the ZONING DISTRICT in which it is ERECTED.

11 C. The SIGN will be appropriate in scale and proportion in its design and in  
12 its visual relationship to BUILDINGS in the area and its general  
13 surroundings and in particular:

14 1. The SIGN will be attractively designed and located, and will be a  
15 compatible architectural element of the BUILDING to which it  
16 principally relates and will be in harmony with other features in the  
17 general area; and

18 2. The SIGN will provide continuity with other SIGNS, not including  
19 any NONCONFORMING SIGNS, on the same or adjacent BUILDINGS  
20 or LOTS with respect to most but not necessarily all of the  
21 following criteria: dimension, proportion, mounting height,  
22 materials, colors, and other important features as determined by the  
23 Planning Board.; and

24 3. The colors, materials and illumination of the proposed SIGN are  
25 restrained and harmonious with the BUILDING and the site to which  
26 it principally relates; and

27 4. The material used for the SIGN is appropriate and does not detract  
28 from the aesthetic qualities of its surroundings.

29 D. The proposed SIGN will not unduly compete for attention with any other  
30 SIGN or SIGNS.

31 E. In the case of a SIGN under Section 9.10.20, the proposed SIGN is  
32 necessary for adequate identification of a business which for site specific

1 reasons would not reasonably be possible under the otherwise applicable  
2 standards and available options of this Ordinance.

3 **SECTION 9.12.30 IMPOSITION OF CONDITIONS**

4 When granting a Special Permit hereunder, the Planning Board, in order to mitigate negative  
5 impacts of a SIGN may impose reasonable conditions taking into consideration all aspects of the  
6 SIGN and its impacts on the visual environment in the area, including but not limited to design,  
7 construction, color, illumination, landscaping, and coordination with BUILDINGS and other SIGNS  
8 in the area, it may require the removal of any NONCONFORMING SIGN or SIGNS on the LOT or in  
9 the vicinity, and it may impose such other conditions as it deems appropriate to further the  
10 purpose of this Article as stated in Section 9.0.

11 **SECTION 9.12.40 SPECIAL PERMIT RULES AND REGULATIONS**

12 The Planning Board shall promulgate Rules and Regulations governing the granting of Special  
13 Permits under this Section, including but not limited to the contents of an application and  
14 application fees.

15 **SECTION 9.13 SUBSTITUTION OF NON-COMMERCIAL SIGN COPY**

16 Notwithstanding anything herein to the contrary, non-commercial copy may be substituted for  
17 commercial copy on any lawful SIGN STRUCTURE.

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# *Article 10 Nonconforming Uses, Structures and Lots*

9

*Section 10.0 Purpose*

10

*Section 10.1 Nonconforming Structures and Uses*

11

*Section 10.2 Nonconforming Lots*

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*Section 10.3 Pre-Existing Special Permit Uses*

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