

## ARTICLE XVIII-A

### NON-ACCESSORY (BILLBOARD) SIGN REGULATIONS

**Section 1801-A: Purpose.** To preserve and promote the public health, safety, and welfare of the residents of Springfield by maintaining and enhancing the visual environment, by protecting areas of scenic beauty or of historic interest, by minimizing the possible adverse effect of non-accessory signs on nearby residences, public resources or private property.

**Section 1801-A: General Regulations:** There shall not be more than two hundred (200) non-accessory signs in the City of Springfield. These signs must be properly permitted by the City of Springfield and by the Outdoor Advertising Division of the Commonwealth of Massachusetts. Existing signs which are so properly permitted may be maintained and repaired but not enlarged. The Code Enforcement Commissioner may issue a permit for a new sign allowed under this cap or for the relocation of a pre-existing sign permitted by the City and Commonwealth provided the new sign or new location comply with the following provisions:

1. One (1) non-accessory sign with an area less than one hundred (100) square feet shall be allowed for each parcel only if such sign is a “wall sign.” Such a sign shall not project more than twelve (12) inches from the surface of the wall to which it is attached, or vertically past the roofline or parapet, or horizontally past the extent of the wall to which it is attached. Height from the top of the sign to finished grade shall not exceed thirty (30) feet.
2. A non-accessory sign shall not be located within a five hundred (500) foot radius of an existing non-accessory sign.
3. A non-accessory sign shall not be erected in:
  - (a) Any location where it obstructs a view of scenic beauty and interest or places of historic interest. In making this determination, the Code Enforcement Commissioner may consult the Springfield Park Commission and Springfield Historical Commission.
  - (b) Any location within five hundred (500) feet of, and 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) Any location within five hundred (500) feet of, and visible from, a residential zoning district or a building containing residences.
  - (d) Any location within an authorized urban renewal area which prohibits non-accessory signs.

4. A non-accessory sign of one hundred (100) square feet or larger may be either a “ground sign” or “wall sign.” As a “ground 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.
5. A relocated sign shall not exceed its size at its current location. In no case shall a relocated 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 signs are not allowed in any other zoning district. Relocated signs are not allowed on roofs.
6. When an existing sign is removed under this cap, a new sign may be permitted but shall not exceed the size of the removed sign. In no case shall a new 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 signs are not allowed in any other zoning districts or allowed on roofs.
7. Mobile (located on truck, trailer or other motor vehicle) non-accessory signs are prohibited.

**Section 1802-A: Digital Non-Accessory Signs:**

1. Digital non-accessory signs shall require a special permit by the City Council and shall only be allowed in Business B or Industrial A zones.
2. A digital non-accessory sign shall not be located in:
  - (a) Any location where it obstructs a view of scenic beauty and interest or places of historic interest. In making this determination, the Code Enforcement Commissioner may consult the Springfield Park Commission and/or Springfield Historical Commission.
  - (b) Any location within five hundred (500) feet of, and 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) Any location within five hundred (500) feet of, and visible from, a residential zoning district or a building containing residences.
  - (d) Any location within an authorized urban renewal area which prohibits non-accessory signs.

- (e) Within a five hundred (500) foot radius of an existing non-digital, non-accessory sign or within a two thousand (2,000) foot radius of another digital, non-accessory sign.
- 3. Digital non-accessory signs shall not flash, rotate, make noise, sparkle, twinkle or purposely reflect sunlight; move or give the illusion of moving.
- 4. Digital non-accessory signs shall not contain streaming video, full-motion video, animation or frame effects.
- 5. The transition time, or the time it takes to change each message, shall be one (1) second or less.
- 6. Digital non-accessory signs shall have a frame hold time of not less than ten (10) seconds.
- 7. A digital non-accessory sign shall not be visible from more than one (1) direction of travel.
- 8. Digital non-accessory signs shall be equipped with automatic dimming capability to automatically adjust the illuminative brightness of the display according to ambient light conditions by means of a light detector/photocell. Further, the light produced by such signs shall not exceed 0.3 foot candles over ambient light levels. The ambient light reading shall be taken at least thirty (30) minutes past sunset with the sign turned off or displaying all black copy. The fully lit reading shall be taken with the sign displaying all white copy. Measurement of the light levels shall be taken perpendicular to the face of the sign and the following distances should be used as a guideline to determine measurement distances:
  - (a) Signs 100 square foot or smaller to be measured at a distance of 100 feet from source;
  - (b) Signs 100 to 350 square feet shall be measured at a distance of 150 feet from source;
  - (c) Signs greater than 350 to 650 square feet shall be measured at a distance of 200 feet from source;
  - (d) Signs greater than 650 to 700 square feet shall be measured at a distance of 250 feet from the source.
- 9. Spillover light exceeding 0.2 foot candles as measured at a residential property line is prohibited.

10. The owner of each digital, non-accessory sign shall provide the City of Springfield's Building Department information for a 24-hour contact to be able to turn off the sign promptly should a malfunction occur.
11. If at any time, more than twenty five percent (25%) of the digital display lights malfunction or are no longer working, the owner of said digital non-accessory sign shall make repairs to the sign within thirty (30) days or the sign shall be turned off until repairs are completed.
12. If after the installation of a digital non-accessory sign, the US Department of Transportation, Federal Highway Administration or the Massachusetts Department of Transportation, Office of Outdoor Advertising, concludes that digital non-accessory signs are detrimental to traffic safety, then the hazard posed by the sign shall be resolved. If the hazard can be effectively resolved by adjusting the brightness, length of display or other such performance standard, then this shall be allowed as the course of action. However, if the hazard cannot be effectively resolved by adjusting the performance of the sign, the sign shall be removed and may be replaced with a non-digital, non-accessory sign.
13. A digital non-accessory sign cannot replace an existing non-accessory sign that is non-conforming unless the entire sign is brought into compliance with all the applicable provisions of this Article.
14. A digital non-accessory signs shall comply with all any and all regulations as outlined in Massachusetts Department of Transportation, 700 CMR 3.00: Control and Restriction of Billboards, Signs and Other Advertising Devices, as amended.