

ZONING

300 Attachment 9

Town of West Springfield

**Table 9-4A  
Permitted Sign Uses  
Residential and Business Zoning Districts**

N = Prohibited  
SP = Special Permit

Sign Type	District						
	All Residential	NB	BA	BA-1	BB	BB-1	CBD
Wall sign, primary							
Number	1 per lot	1 per lot	1 per business	1 per business	1 per business	1 per business	1 per business
Maximum size	8 square feet for allowed accessory use or home occupation use 16 square feet for allowed principal non-residential use	8 square feet for allowed accessory use or home occupation use 16 square feet for allowed principal non-residential use	10% of FFSF <sup>1</sup>	10% of FFSF <sup>1</sup>	10% of FFSF <sup>1</sup>	10% of FFSF <sup>1</sup>	SP <sup>1&amp;2</sup>
Wall sign, secondary	N	SP	10% <sup>8</sup>	SP	10% <sup>8</sup>	SP	SP <sup>2</sup>
Freestanding sign							
Number	1 per lot	1 per lot	1 per lot	1 per lot	1 per lot	1 per lot	N
Maximum size (square feet)	8 for allowed accessory use or home occupation use 16 for allowed principal non-residential use <sup>8</sup>	8 for allowed accessory use or home occupation use 16 for allowed principal non-residential use	50	16	50	50	N

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Sign Type	District						
	All Residential	NB	BA	BA-1	BB	BB-1	CBD
Maximum height (feet)	6	6	25 above ground elevation or principal building height, whichever is less				N
Minimum setback (feet)	10, or at least 1/2 the distance between the front lot line and the principal building, whichever is less						
Canopy sign							
Maximum extension into space above public sidewalk (feet)	N	5	5	5	5	5	5
Marquee sign							
Maximum size (square feet)	N	N	N	N	N	N	16 <sup>7</sup>
Maximum extension into space above public sidewalk (square feet)							8
Off-premises sign	N	N	N	N	N	N	N
Roof sign	N	N	N	N	N	N	N
For sale, rent or lease sign							
Number	1	1	1	1	1	1	1
Maximum size (square feet)	8	8	30	30	30	30	8
Construction sign							
Number	1	1	1	1	1	1	1
Maximum size (square feet)	4	4	32	4	4	4	4
Noncommercial sign							
Maximum size (square feet)	8	8	8	8	8	8	8

ZONING

Town of West Springfield

**Table 9-4B  
Permitted Sign Uses  
Industrial and Other Zoning Districts  
[Amended 3-15-2021; 7-19-2021]**

N = Prohibited  
SP = Special Permit

Sign Type	District				
	All Industrial	PUD	SU	REC	BOD
Wall sign, primary					
Number	1 per business	1 per business	1 per business	1 per business	N
Maximum size	10% of FFSF <sup>1</sup>	10% of FFSF <sup>1</sup>	10% of FFSF <sup>1</sup>	10% of FFSF <sup>1</sup>	N
Wall sign, secondary	10% <sup>8</sup>	10% <sup>8</sup>	10% <sup>8</sup>	10% <sup>8</sup>	N
Freestanding sign					
Number per lot	1	1 by SP <sup>4</sup>	1 <sup>4</sup>	1	N
Maximum size (square feet)	50	75 by SP <sup>7</sup>	50	50	N
Maximum height (feet)	25 or height of principal structure, whichever is less	25 or height of principal structure, whichever is less <sup>7</sup>	25 or height of principal structure, whichever is less	25 or height of principal structure, whichever is less	N
Setback (feet)	10 or at least 1/2 the distance between the front lot line and the principal building, whichever is less				
Off-premises sign	N	N	N	N	N
Roof sign	N	N	N	N	N
For sale, rent or lease sign					
Number	1	1	1	1	N
Maximum size (square feet)	30	30	30	30	N
Construction sign					
Number	1	1	1	1	N
Maximum size (square feet)	32	4	4	4	N
Noncommercial sign					
Maximum size (square feet)	8	8	8	8	N
Billboard/digital billboard	N	N	N	N	SP
Maximum size (square feet)	N	N	N	N	1,200
Maximum height (feet)	N	N	N	N	150
Setbacks (feet)	N	N	N	N	25 <sup>9</sup>

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**Table 9-4A and Table 9-4B  
Notes**

1 The allowable sign area for a primary wall sign shall be computed at 10% of the building front face square footage (FFSF), as computed by the length times the height of the building facade along the wall on which the business has its main entrance. For multitenant buildings, the FFSF shall be based upon the storefront of the individual business. In no case shall the area for any sign be greater than 300 square feet.

2 For converted single- or two-family dwellings:

	Facing Front Street Line (Primary Wall)	Facing Side Street Line (Secondary Wall)
One establishment per parcel:	25 square feet	10 square feet
Two or more establishments per parcel:	10 square feet	2 square feet

3 Lots with over 300 feet of continuous frontage on a public way shall be allowed one additional freestanding sign.

4 On lots with multiple businesses, one freestanding sign per primary entrance shall be allowed. On lots with a single, standalone business, one freestanding sign per business shall be allowed.

5 Freestanding signs within the Residential C District located along the westerly side of Elm Street only:

16 square feet for allowed principal nonresidential single-tenant use.	10 square feet per tenant up to a 50 square foot maximum for allowed principal nonresidential multiple tenanted uses. Proof of tenant agreements required.
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6 Sign type may contain an ECC component as permitted by Table 9-3. The size and dimensions of an allowable sign shall be as per Table 9-3. The area of the ECC component within the allowable sign size and dimensions shall not exceed the percentages indicated in Table 9-3.

7 A larger sign or sign base and supporting structure may be allowed by special permit from the Planning Board. Any such request shall follow the special permit process and requirements as outlined in § 300-9.2E(7).

8 Secondary wall signs, where allowed, are not to be more than 10% of the size of that wall facade on which they are placed.

9 Billboards shall have a minimum of 25 feet from the side and rear property lines as measured from the base of the billboard structure.