



# City of Holyoke

## IN CITY COUNCIL

Introduced by Councilor Todd McGee

Ordered, Whereas new businesses that have developed around the mall area are looking for better directional signage for their business and such signage could be placed on private property owners property, it is therefore requested that the ordinance committee considered the following as a possible new ordinance

### NON-ACCESSORY SIGN ORDINANCE

#### Definitions

Billboard-a freestanding sign larger than 40 square feet in gross area or a wall sign covering more than 10% of the area to which it is affixed;

Non-Accessory Sign- A sign which advertises a business, service, product, commodity, entertainment or similar object or activity which is conducted sold or offered on a Lot other than the Lot where the sign is erected. They are also known as off-site signs or off-premises signs. No property shall have more than one (1) non-accessory signs including on its property.

Sign A Sign includes any letter, word, symbol, drawing picture design device flag pennant article light or object that is designed to advertise, inform, direct or attract attention to or indicate any business, person or activity

1. Non-accessory signs shall be allowed as matter of right in the BH zone
2. No property shall have more than one (1) non-accessory signs including on its property.
3. All signs must conform to the Sign Ordinances of the City of Holyoke.
4. The owners of all Non-accessory signs shall have a written lease or rental agreement with the owners of the property on which the sign will be erected. In that agreement, there shall be clauses stating who is responsible for both maintenance and insurance for the sign and the leases or rented area where the sign is standing.
5. All non-accessory signs will have a minimum height of five feet to the bottom of the sign above the mean finished grade where the sign is located.
6. All non-accessory signs will have a maximum height not to exceed thirty feet to the top of the sign above the nearest pavement grade.
7. The maximum message area of the non-accessory sign shall not exceed eight feet in the BH district.
8. Where such sign consists of two parallel flat signs, the maximum thickness between the two signs faces is two feet.
9. Every sign shall be maintained in good condition. If a sign shows corrosion or deteriorated paint over 25% of the area of side of the area of one side; or if damage

causes a loss of 10% of its substance, or if the sign suffers damage or deterioration which creates a risk of harm to the person or property of another; or if the establishment is no longer in business, such sign shall be removed by the property owner.

10. The area around each sign shall be erected without a Building permit from the Building Commissioner for the City of Holyoke.

In City Council, May 2, 2017. Received and referred to the Ordinance Committee.

In City Council, on November 21, 2017, the report of Committee received and the Ordinance passed its first reading.

The Ordinance passed its second reading.

The Ordinance was passed to be enrolled.

The Committee has considered the same and find that it is truly and properly enrolled.

Report of Enrollment received.

The Ordinance was passed to be Ordained and Adopted on a call of the roll of the yeas and nays --Yeas 13--Nays 0--Absent 2 (Bresnahan, Valentin).

Brenna M. McFee  
Clerk

<b>Presented to the Mayor</b>	<b>Mayor's Office</b>
For Approval <u>NOV 27,</u> 20 <u>17</u>	Holyoke, Mass. <u>11-27-17</u> , 20
<u>Brenna McFee</u> City Clerk	Approved <u>[Signature]</u> Mayor

# IN THE YEAR TWO THOUSAND AND SEVENTEEN

ONE HUNDRED AND THIRTY-SIXTH AMENDMENT TO APPENDIX A OF THE  
REVISED CODE OF ORDINANCES OF THE CITY OF HOLYOKE,  
MASSACHUSETTS 1997

## AN ORDINANCE

Be it ordained by the City Council of the City of Holyoke as follows:

**SECTION 1.** Section 6 entitled “General Regulations” of Appendix A entitled “Zoning” of the Revised Code of Ordinances of the City of Holyoke, Massachusetts, 1997, as amended, is hereby further amended by the following:

### **ADDING:**

Section 6.4.7 – Non-Accessory Signs

Definitions:

*Billboard* – a freestanding sign larger than 40 square feet in gross area or a wall sign covering more than 10% of the area to which it is affixed;

*Non-Accessory Sign* – A sign which advertises a business, service, product, commodity, entertainment or similar object or activity which is conducted sold or offered on a Lot other than the Lot where the sign is erected. They are also known as off-site signs or off-premises signs.

*Sign* – includes any letter, word, symbol, drawing, pictures, design, device, flag, pennant, article, light, or object that is designed to advertise, inform, direct or attract attention to or indicate any business, person or activity.

Uses:


1. Non-accessory signs shall be allowed by way of a special permit of the City Council, only in IG zone areas. Said special permit shall accompany a fee pursuant to the terms of Section 9-3.
2. An annual review of the special permit shall be conducted by the City Council to ensure compliance with this ordinance.
3. No property shall have more than one (1) non-accessory sign included on its property
4. All signs must conform to the sign ordinances of the City of Holyoke.
5. The owners of all non-accessory signs shall have a written lease or rental Agreement with the owners of the property on which the sign will be erected. In said Agreement, there shall be clauses stating who is responsible for both maintenance and insurance for the sign and the leased or rented area where the sign is standing. Said lease shall be submitted to the City Clerk as part of the special permit application.
6. Only one sign may be on each pole erected for a non-accessory sign use.

7. Where such sign consists of two parallel flat signs, the maximum thickness between the two sign faces is two (2) feet.
8. All non-accessory signs will have a maximum height not to exceed twenty (20) feet to the top of the sign above the nearest pavement grade.
9. The maximum message area of the non-accessory sign shall not exceed thirty-two (32) square feet.
10. Every sign shall be maintained in good condition. If a sign shows corrosion or deteriorated paint over 25% of the area of one side; or if damage causes a loss of 10% of its substance, or if the sign suffers damage or deterioration which creates a risk of harm to the person or property of another; or if the establishment is no longer in business, such sign shall be removed by the property owner, which shall be stated in the lease or rental Agreement between the property owner and sign owner.
11. The area around each sign shall be maintained and shall have plantings.
12. No non-accessory sign shall be erected without a Building Permit from the Building Commissioner for the City of Holyoke.
13. The use of digital signs is permitted under the discretion of the City Council.

**SECTION 2.** All ordinances or parts of ordinances inconsistent herewith are hereby repealed.

**SECTION 3.** This ordinance shall take effect on the date of passage.

APPROVED AS TO FORM:

  
Crystal Barnes  
Assistant City Solicitor