

**TOWN OF WESTFIELD  
GENERAL ORDINANCE NO. 2024-06**

**AN ORDINANCE TO AMEND CERTAIN PROVISIONS  
OF THE LAND USE ORDINANCE OF THE TOWN OF  
WESTFIELD RELATED TO PROJECTING SIGNS**

**WHEREAS**, it is the desire of the Town Council of the Town of Westfield to promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape, in order to meet the community’s expressed desire for quality development; and

**WHEREAS**, the Land Use Ordinance presently allows for projecting signs, a sign type which is most effective when used to attract the attention of slow-moving traffic and pedestrians; and

**WHEREAS**, allowing for projecting signs by way of appropriate regulation will enable non-residential uses on the ground floor an additional means of communication and advertisement; and

**WHEREAS**, existing ordinance language should be amended to clarify that projecting signs are permitted only for lawfully permitted non-residential uses located on the ground floor; and

**WHEREAS**, the existing ordinance requires that projecting signs shall be located a minimum of three feet from the side lot lines and/or a tenant space demising wall. In the event the building is located on a corner lot, the sign shall be permitted to be located within three feet of the side lot line.; and

**WHEREAS**, this requirement has restricted design flexibility in terms of signage placement due to location of existing doorways, window openings and the architectural design of certain store fronts.

**NOW, THEREFORE, BE IT ORDAINED** by the Town Council of the Town of Westfield in the County of Union as follows:

**SECTION I. Article 16, Section 16.04 titled “PERMITTED SIGNS”, subsection “2.2”** is hereby amended to read as follows:

Projecting signs. For each lawfully permitted nonresidential use located on the ground floor, one projecting sign shall be permitted on each building wall on which public access to the use exists, regulated as follows:

**SECTION II. Article 16, Section 16.04 titled “PERMITTED SIGNS”, subsection “E2.2.b.”** is hereby amended to read as follows:

b. The sign shall be located at least eight feet above grade and shall not exceed the height of the ground floor, or 17 feet, whichever is less.

**SECTION III. Article 16, Section 16.04 titled “PERMITTED SIGNS”, subsection “E2.2.g.”** is hereby deleted in its entirety, with remaining subsections renumbered accordingly.

**SECTION IV.** All ordinances or parts of ordinances in conflict or inconsistent with any part of this ordinance are hereby repealed to the extent that they are in conflict or inconsistent.

**SECTION V.** In the event that any section, provision, or part of provision of this ordinance shall be held to be unenforceable or invalid by any court, such holding shall not affect the validity of this ordinance as a whole, or any part thereof, other than the part so held unenforceable or invalid.

**SECTION VI.** This ordinance shall take effect after passage and publication in the manner provided by law.

### **NOTICE**

Notice is hereby given that the foregoing ordinance was approved for final adoption by the Town Council of the Town of Westfield at a Regular Meeting held on March 12, 2024.

Maureen Lawshe, RMC  
Town Clerk