



City of Annapolis

Planning Commission
Department of Planning & Zoning
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April 4, 2019

To: Annapolis City Council
From: Planning Commission
Re: Findings for Ordinance O-2-19: Freestanding Signs and Amendments

SUMMARY

The purpose of Ordinance O-2-19 is to amend several sections of the sign regulations in reference to freestanding signs, wall-mounted signs, and business community identification signs.

ANALYSIS

This ordinance makes two changes to Section 21.70.080 Sign Table 1, Types of Signs Permitted in Non-Residential Zoning Districts. These two changes would allow a Business Community Identification Sign in these zoning districts: B2, B3, B3-CD, BCE, and I1 and allow Freestanding Signs in these zoning districts: P and PM. A "Business Community Identification Sign" is a sign "representing an area consisting of no less than six distinct businesses located on separate parcels of land." A "Freestanding Sign" is "any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure" (Section 21.72.010).

This ordinance additionally makes several amendments to Sign Table 2, Regulations for Signs in Non-Residential Zoning Districts. First, it increases the height of wall-mounted signs in the B1, BR, PM, and MX zoning districts from 13 feet to 15 feet. The intent is to allow property owners to be able to mount a sign that is at or below the height of a second-story window.

In wall-mounted signs in the WME, WMI, and WMM zoning district, this ordinance adds previously missing language to the columns under, "Number of Signs Allowed," "Maximum Height (feet)," "Illumination Permitted," and "Projection Permitted."

For freestanding signs, this ordinance removes the requirement that only lots with a minimum width of 100 feet or larger may have a freestanding sign. When the Planning Commission heard Ordinance O-19-18 last year, it recommended that if a freestanding sign were to be allowed on a lot less than 100 feet or larger in width, the sign would have to be a ground sign. A "Ground sign" means "a sign where the entire bottom of the sign is in contact with or in close proximity to the ground. A 'monument sign' is a ground sign (Section 21.72.010).

The changes described above provide consistency between zoning classifications and the type of signs permitted.

PROPOSED AMENDMENTS

The Planning Commission offers two amendments to the legislation, which are both shown in the table below.

Amendment 1

The Planning Commission recommends that for all freestanding and multi-tenant signs where illumination is permitted, the illumination be by external means only.

Amendment 2

The Planning Commission expresses a preference that all freestanding signs be ground signs except where found not practicable by the Director of Planning and Zoning.

**Sign Table 2
Regulations for Signs in Non-Residential Zoning Districts**

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
Freestanding ₂								
	B1, WMC		Pole signs: 12 sf, or ground signs: 20 sf.	1 per lot	10	No	Yes, but not into a public way or over the water	1 Freestanding signs are permitted only on lots with a minimum lot width of 100 feet or larger. 2 Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 5 feet Other districts 10 feet
	B2 ¹ , B3, B3-CD, BCE, I1, P, PM, WME, WMI, WMM	Lots with up to 2 businesses	Pole signs: 20 sf, or ground signs: 30 sf	1 per street frontage.	Pole signs: 15 Ground signs: 12	<u>Yes</u> <u>Yes, external</u> <u>means only</u> <u>such as</u> <u>spotlight</u>	Yes, but not into a public way or over the water	1 Freestanding signs are permitted only on lots with a minimum lot width of 100 feet or larger. 2 Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 5 feet Other districts 10 feet

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
	B2 ¹ , B3, B3-CD, BCE, I1, P, PM, WME, WMI, WMM	Lots with 3 or more businesses	Pole signs: 24 sf, or ground signs: 30 sf	1 per street frontage.	Pole signs: 15. Ground signs: 12	<u>Yes</u> <u>Yes, external means only such as spotlight</u>	Yes, but not into a public way or over the water	1-Freestanding signs are permitted only on lots with a minimum lot width of 100 feet or larger. 2-Minimum setback from property lines: WMC 0 feet B1, I1, WME, WM, WMM 5 feet Other districts 10 feet
	MX		30 sf	1 per street frontage.	10	<u>Yes</u> <u>Yes, external means only such as spotlight</u>	Yes, but not into a public way or over the water	Must be a ground sign, monument style.
Multi-tenant facility signs								
Multi-tenant facility identification sign	B2 ¹ , B3, B3-CD, BCE, PM2, WMC, WME, WMI, WMM		64 sf	1 per street frontage	15	<u>Yes</u> <u>Yes, external means only such as spotlight</u>	Yes, but not into a public way or over the water.	1. In the P district and the waterfront districts these signs may be ground signs, monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 3. Minimum setback from property lines: WMC 5 feet. I1, MX, PM.WME, WMI, WMM, 10 feet. Other districts: 15 feet
Multi-tenant facility identification sign	I1		100 sf	1 per street frontage	15	<u>Yes</u> <u>Yes, external means only such as spotlight</u>	Yes, but not into a public way or over the water.	1. In the P district and the waterfront districts these signs may be ground signs,

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
								monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 3. Minimum setback from property lines: WMC 5 feet. I1, MX, PM, WME, WMI, WMM, 10 feet. Other districts: 15 feet
Multi-tenant facility identification sign	MX, PM		30 sf	1 per street frontage	10	Yes, external means only such as spotlight	Yes, but not into a public way or over the water.	1. In the P district and the waterfront districts these signs may be ground signs, monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 3. Minimum setback from property lines: WMC 5 feet. I1, MX, PM, WMEWMI, WMM, 10 feet. Other districts: 15 feet
Multi-tenant facility identification sign	P		15 sf	1 per street frontage	10	Yes, external means only such as spotlight	Yes, but not into a public way or over the water.	1. In the P district and the waterfront districts these signs may be ground signs, monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 3. Minimum

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
								setback from property lines: WMC 5 feet. I1, MX, PM.WME, WMI, WMM, 10 feet. Other districts: 15 feet
Shopping center anchor tenant, wall-mounted	B2 ¹ , PM2,		0.5 sf per lf of anchor tenant façade	1 per street frontage	20	<u>Yes</u> <u>Yes, external means only such as spotlight</u>	Yes, but not into a public way or over the water.	
Tenant sign, wall-mounted	B2 ¹ , B3, B3-CD, BCE, PM2, I1, WMC, WME, WMI, WMM		1.5 sf per lf of building frontage per tenant, up to 40 sf per tenant.	1 per tenant, plus 1 additional for a corner tenant with windows in both façades.	15	<u>Yes</u> <u>Yes, external means only such as spotlight</u>	No	Maximum sign board height: 36" for anchors, 18" for other tenants. Maximum lettering height: 36" for anchors, 14" for other tenants.
Tenant sign, wall-mounted	BR, MX, PM, P		Lesser of 1 sf per lf of entrance façade or 20 sf	1 per tenant, plus 1 additional for a corner tenant with windows in both façades.	15	No	No	Maximum sign board height: 36" for anchors, 18" for other tenants. Maximum lettering height: 36" for anchors, 14" for other tenants.
Tenant sign, projecting	B2 ¹ , B3, B3-CD, BCE, PM2, WMC, WME, WMI, WMM		6 sf	1 per tenant		Yes, external means only such as spotlight	Yes	This type of sign is permitted where tenant spaces are recessed under a canopied walkway.
Business community identification sign	B1, P, PM, B2, B3, B3-CD, BCE, I1		30 sf	1 at each entry point	6	Yes, external means only such as spotlight	Yes, but not into a public way.	This type of sign is for communities comprising six or more businesses.

Marine refueling facility signs on piers	WMC, WME, WMI, WMM		6 sf per face	1 per facility	10	<u>Yes</u> <u>Yes, external means only</u> <u>such as</u> <u>spotlight</u>	No	
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Table Notes:

1 For sign(s) located within six hundred feet of Solomon’s Island Road/MD Route 2 and upon property at least five acres in area and zoned within the B2 District, the regulations shall be as follows:

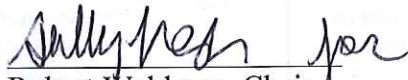
- a. Wall-mounted. Maximum sign area: (i) six sf per lf of building frontage up to a maximum of one thousand six hundred sf, (ii) No single sign may exceed three hundred forty sf in area; Number of signs allowed: No limit up to permitted sign area; Maximum Height (feet): thirty-two; Maximum sign board height: eleven and one-half feet; Maximum lettering height: six feet; Illumination permitted: Yes; Projection permitted: Yes, up to one and one-half feet into a public way.
- b. Freestanding (lots with one or more businesses). Maximum sign area: (i) pole signs: twenty-four sf, (ii) ground signs: thirty sf; Number of signs allowed: one per street frontage; Maximum Height (feet): (i) pole signs: fifteen, ground signs: twelve; Minimum setback from property lines: ten feet; Minimum lot width: one hundred feet; Illumination permitted: Yes; Projection permitted: Yes, but not into a public way.
- c. Multi-tenant facility identification sign. Maximum sign area: three hundred forty sf per side; Number of signs allowed: one per street frontage; Maximum Height (feet): thirty-five; Minimum setback from property lines: fifteen feet; Illumination permitted: Yes; Projection permitted: Yes, but not into a public way.
- d. Anchor tenant, wall-mounted. Allowed in accordance with the regulations for wall-mounted signs in preceding subsection a.
- e. Tenant sign, wall-mounted. Maximum sign area: up to forty-five sf per tenant; Number of signs allowed: one per tenant, plus one additional for a corner tenant with windows in both façades; Maximum Height (feet): thirty-two; Maximum sign board height: four feet; Maximum lettering height: three and one-half feet; Illumination permitted: Yes; Projection permitted: No.
- f. Tenant sign, projecting. Six.

2. All freestanding signs shall be ground signs except where found not practicable by the Director of Planning and Zoning.

RECOMMENDATION

On March 8, 2019, the Planning Commission held a public hearing on O-2-19 and subsequently moved to recommend that the City Council adopt ordinance O-2-19 as amended. The recommendation was approved with a vote of 4 to 1.

Adopted this 4th day of April, 2019


Robert Waldman, Chair