



City of Annapolis

DEPARTMENT OF PLANNING AND ZONING

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February 27, 2019

MEMORANDUM

To: Planning Commission
From: Pete Gutwald, AICP, Director of Planning and Zoning
Re: Ordinance O-2-19: Freestanding Signs
Encl: O-2-19

Purpose

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. A portion of this ordinance was previously heard by the Planning Commission as part of Ordinance O-19-18, which did not pass City Council in full.

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."

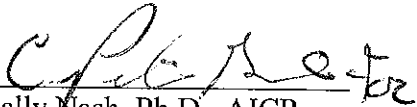
For freestanding signs, this ordinance removes the requirement that only lots with a minimum width of 100 feet or larger may have a freestanding sign. When the Planning Commission heard Ordinance O-19-18 last year, it recommended that if a freestanding sign were to be allowed on a lot less than 100 feet 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.

Recommendation

Based upon the information provided above, staff recommends that the proposed O-2-19 be APPROVED.

Report Prepared by


Sally Nash, Ph.D., AICP
Chief of Comprehensive Planning

1 **..Title**

2 **Freestanding Signs** – For the purpose of permitting free-standing signs and business community
3 identification signs in certain zoning districts; removing the minimum lot width requirement for
4 freestanding signs in certain zoning districts; amending the regulations for wall-mounted signs;
5 and matters generally relating to updating and amending the sign code.

6 **..Body**

7 **CITY COUNCIL OF THE**
8 ***City of Annapolis***

9 **Ordinance 2-19**

10 **Introduced by: Alderman Rodriguez**

11 **Referred to**

12 Planning Commission
13 Rules and City Government Committee

14 **AN ORDINANCE** concerning

15 **Freestanding Signs**

16 **FOR** the purpose of permitting free-standing signs and business community identification signs
17 in certain zoning districts; removing the minimum lot width requirement for freestanding
18 signs in certain zoning districts; amending the regulations for wall-mounted signs; and
19 matters generally relating to updating and amending the sign code.

20 **BY** repealing and re-enacting with amendments the following portions of the Code of the City
21 of Annapolis, 2019 Edition
22 Section 21.70.080

23 **SECTION I: BE IT ESTABLISHED AND ORDAINED BY THE ANNAPOLIS CITY**
24 **COUNCIL** that the Code of the City of Annapolis shall be amended to read as follows:

25 **TITLE 21 – PLANNING AND ZONING**
26 **Chapter 21.70 - Sign Regulations**

Section 21.70.080
Sign Table 1

Types of Signs Permitted in Non-Residential Zoning Districts

District	Permitted Signs
B1	Business community identification sign
	Freestanding
	Wall-mounted
B2, B3, B3-CD, BCE, I1	Business community identification sign
	Freestanding
	Multi-tenant facility
	Wall-mounted
BR, PM2	Multi-tenant facility
	Wall-mounted
C2, C2A, C2P	Wall-mounted
P, PM	Business community identification sign
	Freestanding
	Multi-tenant facility
	Wall-mounted
MX	Freestanding, ground sign only
	Multi-tenant facility
	Wall-mounted
WMC, WME, WMI, WMM	Freestanding
	Marine refueling facility signs on piers
	Multi-tenant facility
	Wall-mounted

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2
3

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

In using the table the following regulations apply:

- a. Lots are permitted both wall-mounted and freestanding signs up to the limits set forth in the table. With the exception of the signage allowed in Table Note 1, signage in multi-tenant facilities is counted as an alternative, not in addition, to permitted wall-mounted and freestanding signs.
- b. For wall-mounted signs the maximum sign area is for the lot, with the exception of the signage allowed in Table Note 1.
- c. For all other signs the maximum sign area is the maximum area per sign face, unless stated otherwise. For example, a two-sided, freestanding, ground sign in the BCE could be thirty square feet per face or sixty square feet total.
- d. The following abbreviations are used in the table: sf = square feet; lf = linear feet; bldg = building; " = inches.
- e. Important. The notes at the end of the table are as much a part of the law as the table itself.

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
Wall-mounted								
	B1, BR, PM, MX		1. 1 sf per lf of building frontage up to a maximum of 100 sf. 2. No single sign may exceed 30 sf per face.	1. B1, PM: no limit, up to maximum permitted sign area. 2. BR, MX: no more than 3 signs per building.	13, 15. In the MX district, signs may not be located higher on a façade than the second-story windowsills.	Yes, external means only such as spotlight	Yes, up to 1.5 feet from a wall.	
	B2 ¹ , B3, B3-CD, BCE,		1. 2 sf per lf of building frontage up to a maximum of 120 sf. 2. No single	No limit up to permitted sign area	15	Yes	Yes, up to 1.5 feet into a public way	Uses with canopies, such as service stations, may use the lf of canopy frontage in lieu of lf of building frontage to calculate

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
			sign may exceed 75 sf in area					permitted sign area.
	C2, C2A, C2P		1 sf per lf of building frontage up to a maximum of 30 sf	Up to 3 signs per building	15	Yes, external means only such as spotlight	Yes, up to 1.5 feet from a wall.	
	P		9 sf	1 per street frontage	15	No	Yes, but not into a public way.	
	PM2		See below under multi-tenant facilities sign types					
	I1		2 sf per lf of building frontage up to a maximum of 120 sf	No limit up to permitted sign area	18	Yes	No	
	WMC		1 sf per lf of building frontage up to a maximum of 100 sf	No limit up to permitted sign area	22	Yes	Yes, but not into a public way or over the water	
	WME, WMI, WMM		2 sf per lf of building frontage up to a maximum	<u>No limit up to permitted sign area</u>	<u>22</u>	<u>Yes</u>	<u>Yes, but not into a public way or over the water</u>	

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
			m of 120 sf					
Marquee sign								
	Any district where the associated use is permitted		120 sf. The area of a marquee sign is permitted instead of, not in addition to, wall-mounted or freestanding signage that would otherwise be permitted	1 per lot	15	Yes	Yes, up to the projection of the marquee	Theaters, museums, and auditoriums with a marquee sign are permitted wall-mounted frames up to 24 sf per frame advertising movies, plays or other features to be given at the venue.
Freestanding								
	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	Lots with up to 2	Pole signs: 20 sf, or ground	1 per street frontage.	Pole signs: 15 Ground signs: 12	Yes	Yes, but not into a public way	1-Freestanding signs are permitted only on lots with a

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
	PM, WME, WMI, WMM	businesses	signs: 30 sf				or over the water	minimum lot width of 100 feet or larger. 2 Minimum setback from property lines: WMC 0 feet B1, II, WME, WMI, WMM 5 feet Other districts 10 feet
	B2 ¹ , B3, B3-CD, BCE, II, 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	Yes	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, II, WME, WM, WMM 5 feet Other districts 10 feet
	MX		30 sf	1 per street frontage.	10	Yes	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	Yes	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

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
								districts these signs must be ground signs, monument style. 3. Minimum setback from property lines: WMC 5 feet. II, MX, PM, WME, WMI, WMM, 10 feet. Other districts: 15 feet
Multi-tenant facility identification sign	II		100 sf	1 per street frontage	15	Yes	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. II, 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.

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
								<p>2. All other districts these signs must be ground signs, monument style.</p> <p>3. Minimum setback from property lines: WMC 5 feet. I1, MX, PM, WMEWMI, WMM, 10 feet. Other districts: 15 feet</p>
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.	<p>1. In the P district and the waterfront districts these signs may be ground signs, monument style, or wall-mounted.</p> <p>2. All other districts these signs must be ground signs, monument style.</p> <p>3. Minimum setback from property lines: WMC 5 feet. I1, MX, PM, WME, WMI, WMM, 10 feet. Other districts: 15 feet</p>
Shopping center anchor tenant, wall-mounted	B2 ¹ , PM2,		0.5 sf per lf of anchor tenant façade	1 per street frontage	20	Yes	Yes, but not into a public way or over the water.	

Sign Type	Zoning District	Number of Businesses per Lot	Maximum Sign Area	Number of Signs Allowed	Maximum Height (feet)	Illumination Permitted	Projection Permitted	Other
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	Yes	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, <u>B2, B3, B3-CD, BCE, I1</u>		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	Yes	No	

Table Notes:

1 For sign(s) located within six hundred feet of Solomons 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.

SECTION II: AND BE IT FURTHER ESTABLISHED AND ORDAINED BY THE ANNAPOLIS CITY COUNCIL that this Ordinance shall take effect from the date of its passage.

Explanation:

~~Strikethrough~~ indicates matter stricken from existing law.

Underlining indicates matter added to existing law.

Double underlining indicates amendments.



STAFF REPORT AND FISCAL IMPACT NOTE

Ordinance: O-2-19

Title: Freestanding Signs

Date: January 22, 2019

STAFF REPORT

This ordinance amends Section 21.70.080 of the City Code pertaining to freestanding signs, wall-mounted signs, and business community identification signs.

- Section 21.70.080 - Types of Signs Permitted in Non-Residential Sign Table 1: This amendment would allow freestanding signs in the P and PM zoning district. Currently many properties in the P and PM zoning districts have freestanding signs. This amendment would permit the signs and reduce the amount of nonconformity.
- Section 21.70.080 - Regulations for Signs in Non-Residential Zoning Districts Sign Table 2: This amendment changes the height of wall-mounted signs allowed in the B1, BR, PM, and MX zoning district from 13 feet to 15 feet, which would placement of a sign to be slightly above the first floor of a building.
- Section 21.70.080 - Regulations for Signs in Non-Residential Zoning Districts Sign Table 2: This amendment adds text related to the number of signs, maximum height, illumination permitted, and projection permitted that was inadvertently deleted from the sign table for wall-mounted signs in zoning districts WME, WMI, and WMM.
- Section 21.70.080 - In Regulations for Signs in Non-Residential Zoning Districts Sign Table 2: Currently freestanding signs may be placed only where there is a minimum lot width of 100. This amendment would remove this restriction and allow freestanding signs on smaller lots. This applies to freestanding signs in the B1, WMC, B2, B3, B3-CD, BCE, I1, P, PM, WME, WMI, and WMM zoning districts.

Additionally, this ordinance would allow a "business community identification sign" in the B2, B3, B3-CD, BCE, and I1 zoning districts, in addition to the B1, P, and PM zoning districts where such signs are already permitted. The standards for a business community identification sign are:

- Maximum Sign Area: 30 sf
- Number of Signs Allowed: 1 at each entry point

- Maximum Height: 6 feet
- Illumination Permitted: Yes, by external means only, such as spotlight
- Projection Permitted: Yes, but not into a public way
- Other: This type of sign is for communities comprising six or more businesses.

Prepared by: Sally Nash, Department of Planning and Zoning

FISCAL IMPACT

This ordinance has no fiscal impact. The Department of Planning and Zoning has adequate staff to implement the provisions of this ordinance.

Prepared by: Jodee Dickinson, Finance Director