



MEMORANDUM

DATE: October 20, 2024
TO: Ways & Means Committee
FROM: Colin Tarbert, President and CEO
POSITION: Favorable
SUBJECT: Council Bill 24-0588 - Area of Special Signage Control Designation - Stadium Area

INTRODUCTION

The Baltimore Development Corporation (BDC) is reporting on City Council Bill 24-0588 introduced by Councilmember Porter.

PURPOSE

The purpose of this bill is the approval and creation of an Area of Special Signage Control to be known as the Stadium Area District. This will allow for certain types of signage not currently permitted by sign regulations in M&T Bank Stadium's C5-DC Zoning District.

BRIEF HISTORY

This bill, as well as Council Bills 24-0589 and 24-0590 have been introduced together as a means to allow the construction of a large billboard in Parking Lot N next to M&T Bank Stadium. While Baltimore City's Zoning Code and Sign Regulations specifically prohibit the creation of additional freestanding pole signs in the City, BDC is broadly supportive of the creation of an Area of Special Signage Control in and around the Stadiums and Entertainment District that would allow for this type of sign.

Given that the area already features many large billboards, and they are a common feature typical to professional sports stadiums, a signage district in this area would help establish a consistent and high-quality signage environment. To do so, BDC recommends that the size of the Area of Special Signage Control be expanded, either now or into the future, to more fully capture the stadium and entertainment areas, and not be limited to a single parcel for a single billboard.

Though BDC supports this signage district, absent a more comprehensive strategy, the companion bills introduced to facilitate the creation of this single sign could have unintended and unwanted consequences, such as the reduction of available industrial land and the proliferation of similar large signs throughout Baltimore City.

FISCAL IMPACT [to BDC]

None.

AGENCY POSITION

The Baltimore Development Corporation respectfully submits a **favorable** report on City Council Bill 24-0588. If you have any questions, please contact Kim Clark at 410-837-9305 or KClark@baltimoredevelopment.com.

cc: Nina Themelis, Mayor's Office of Government Relations
Ty'lor Schnella, Mayor's Office of Government Relations

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