


F R O M	NAME & TITLE	William M. Johnson, Director	CITY of BALTIMORE M E M O	
	AGENCY NAME & ADDRESS	Department of Transportation (DOT) 417 East Fayette Street, Room 527		
	SUBJECT	City Council Bill 14-0444		

TO

The Honorable President and Members
of the City Council
c/o Natawna Austin
Room 400 City Hall

November 6, 2014

I am herein reporting on City Council Bill 14-0444, which exempts from the Zoning Code's sign regulations certain signs posted by or on behalf of the City to acknowledge business entities or other persons sponsoring a street maintenance services program.

For several months now, DOT has been working with Adopt-A-Highway Litter Removal Service of America, Inc. ("Adopt-A-Highway") to develop a Sponsor A Road program for Baltimore City. Under the program, Adopt-A-Highway would pick up litter on the sides of Baltimore's roadways and acquire private sponsorship to fund its services. In appreciation, DOT would post signage along the side of the road acknowledging the sponsorship organization for its contribution. DOT feels strongly that this program will help keep the City's public right-of-way clean and well-maintained while saving transportation funds for other projects.

While DOT has received general support for the program from other City players including the Planning Department and Zoning Administrator, certain aspects of its implementation may conflict with provisions of the Zoning Code, Title 11, "Sign Regulations." The City's Sign Regulations strictly regulate posting any signage that "directs attention to a business, commodity, service, event, or other activity that is sold, offered, or conducted somewhere other than on the premises on which the sign is located[.]" ZC § 11-101(e)(i). Section 11-103 of the Zoning Code provides a list of exemptions from these Sign Regulations. To ensure that DOT can operate a legally defensible Sponsor A Road program, DOT respectfully requests that an exemption be added to this list for signs that acknowledge a business, corporation, or other entity that is participating in a street maintenance services sponsorship program.

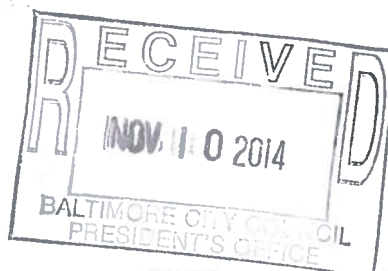
DOT supports the passage of this bill with one amendment. DOT respectfully requests to strike the language, "in the public right-of-way of a public street or road" on page 2, lines 8-9, in order to clarify that these signs, regardless of location, are permissible.

Thank you for this opportunity to comment.

Respectfully,


William M. Johnson
Director

WMJ/BZ



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