



CITY OF BALTIMORE  
MAYOR BRANDON M. SCOTT

<b>TO</b>	The Honorable President and Members of the Baltimore City Council
<b>FROM</b>	Alice Kennedy, Housing Commissioner <i>AK</i>
<b>DATE</b>	October 29, 2024
<b>SUBJECT</b>	<b>24-0590 Zoning - Sign Regulations - C-5-DC Zoning District - Amendment</b>

The Honorable President and  
Members of the City Council  
City Hall, Room 400

10/29/24

**Position: Favorable**

**Introduction**

The Department of Housing and Community Development (DHCD) has reviewed City Council Bill 24-0590 Zoning - Sign Regulations - C-5-DC Zoning District - Amendment for the purpose of amending sign regulations to permit the sign type “Freestanding (Pole)” in an Area of Special Signage Control within the C-5-DC Zoning District; and providing for a special effective date.

If enacted, City Council Bill 24-0590 would amend sign regulations to permit the sign type “Freestanding (Pole)” in an Area of Special Signage Control within the C-5-DC Zoning District. If approved, this Bill will become effective the day it is enacted.

**DHCD Analysis**

At its regular meeting of October 10, 2024, the Planning Commission concurred with the recommendations of its Departmental staff and recommended that the Bill be approved by the City Council. The Commission noted that this Bill and its two companion Bills (24-0589 and 24-0590) work together to allow the Ravens to install a large-scale pole mounted digital billboard that would be visible along the elevated Russell Street. They also noted that this legislation is required to create the boundaries for an Area of Special Signage Control (ASSC) which allows commercial areas the ability to depart from the standard signage requirements described in the Zoning Code. This proposed ASSC would then need to be reviewed as a Sign Plan by the Planning Commission following approval of the legislation. ASSC’s are one of the limited number of ways to install new billboards within the city.

The Bill does not have an operational or fiscal impact on DHCD and the property in reference is not located within any of DHCD's Streamlined Code Enforcement Areas or Community Development Zones but does fall near the Southwest Impact Investment Area. DHCD does not anticipate an operational or fiscal impact from the passage of this Bill.

## Conclusion

DHCD respectfully requests a **favorable** report on City Council Bill 24-0590.