

**CITY OF BALTIMORE
COUNCIL BILL 20-0623
(First Reader)**

Introduced by: Councilmembers Reisinger, Middleton

Introduced and read first time: September 21, 2020

Assigned to: Land Use Committee

REFERRED TO THE FOLLOWING AGENCIES: City Solicitor, Board of Municipal and Zoning Appeals, Planning Commission, Department of Transportation, Department of Housing and Community Development

A BILL ENTITLED

1 AN ORDINANCE concerning

2 **Zoning – Signs – Conversion of Existing Non-Digital Billboards**

3 FOR the purpose of amending the provisions concerning the conversion of non-digital billboards.

4 BY repealing and reordaining, with amendments

5 Article 32 - Zoning
6 Section(s) 17-406(d) and (e)
7 Baltimore City Code
8 (Edition 2000)

9 **SECTION 1. BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF BALTIMORE,** That the
10 Laws of Baltimore City read as follows:

11 **Baltimore City Code**

12 **Article 32. Zoning**

13 **Title 17. Signs**

14 **§ 17-406. Billboards.**

15 (d) *Conversion of existing non-digital billboards.*

16 [(1) *In general.*]

17 An existing non-digital billboard may be converted to a digital billboard only if:

18 [(i) it is accompanied by documentation that at least 3 existing billboard faces in
19 the City have been removed for each new digital billboard face to be placed or
20 erected;]

21 (1) [(ii)] each message or image displayed on the digital billboard must be static
22 or follow standards for electronic signs;

EXPLANATION: CAPITALS indicate matter added to existing law.
[Brackets] indicate matter deleted from existing law.

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1 (2) [(iii)] digital animation, streaming video, or images that move or give the
2 appearance of movement are prohibited;

3 (3) [(iv)] the digital billboard has ambient light monitors that automatically adjust
4 the brightness level of the billboard based on ambient light conditions;

5 (4) [(v)] the billboard does not have audio speakers or any audio component;

6 [(vi) the new digital billboard is not relocated by more than 15 feet in
7 any direction from its original location;]

8 [(vii) each billboard being removed is a minimum of 100 square feet;] and

9 (5) [(viii)] the applicant submits proof of current billboard tax payment at
10 the time of application for conversion.

11 [(2) *Printed billboard removal credit.*]

12 [(i) The Zoning Administrator shall maintain an account of removals of existing
13 printed billboards and shall credit the account of the owner of a printed billboard
14 for each printed billboard that is removed.]

15 [(ii) In order to document the removal of a printed billboard, the owner shall submit
16 to the Zoning Administrator a copy of the conversion permit for the removal of
17 the billboard and photographs documenting the removal.]

18 [(iii) A printed billboard removal credit may be reserved and used by the original
19 owner of the credit within 5 years after the removal of the printed billboard.]

20 (e) *Exclusions.*

21 An existing billboard may not be converted to a digital billboard if[:

22 (1) it is attached to a building that is 35 feet or less in height;]

23 [(2) it is a pole mounted billboard that is 35 feet or less in height; or

24 (3)] it is located in or within 250 feet of a residential district.

25 **SECTION 2. AND BE IT FURTHER ORDAINED,** That the catchlines contained in this Ordinance
26 are not law and may not be considered to have been enacted as a part of this or any prior
27 Ordinance.

28 **SECTION 3. AND BE IT FURTHER ORDAINED,** That this Ordinance takes effect on the 30th day
29 after the date it is enacted.