


FROM	NAME & TITLE	THOMAS J. STOSUR, DIRECTOR	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 8 TH FLOOR, 417 EAST FAYETTE STREET		
	SUBJECT	CITY COUNCIL BILL #14-0444 / ZONING – SIGN REGULATIONS – "SPONSOR-A-ROAD" SIGNS		

TO

DATE:

The Honorable President and
Members of the City Council
City Hall, Room 400
100 North Holliday Street

November 7, 2014

At its regular meeting of November 6, 2014, the Planning Commission considered City Council Bill #14-0444, for the purpose of exempting 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.

In its consideration of this Bill, the Planning Commission reviewed the attached staff report, which recommended amendment and approval of City Council Bill #14-0444 and adopted the following resolution; seven members being present (seven in favor).

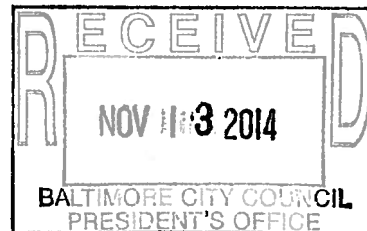
RESOLVED, That the Planning Commission concurs with the recommendation of its departmental staff, and recommends that City Council Bill #14-0444 be amended and passed by the City Council.

If you have any questions, please contact Mr. Wolde Ararsa, Division Chief, Land Use and Urban Design Division at 410-396-4488.

TJS/WA

Attachment

cc: Ms. Kaliopé Parthemos, Chief of Staff
Mr. Colin Tarbert, Deputy Mayor for Economic and Neighborhood Development
Mr. Leon Pinkett, Assistant Deputy Mayor for Economic and Neighborhood Development
Ms. Angela Gibson, Mayor's Office
Ms. Sheila Wyche, Mayor's Office
The Honorable Rochelle "Rikki" Spector, Council Rep. to Planning Commission
Mr. David Tanner, BMZA
Mr. Geoffrey Veale, Zoning Administration
Ms. Sharon Daboin, DHCD
Ms. Barbara Zektick, DOT
Mr. Omar McBee, DOT
Ms. Elena DiPietro, Law Dept.
Ms. Natawna Austin, Council Services
Ms. Melissa Krafchik, PABC



F9 w/ Amend



Stephanie Rawlings-Blake
Mayor

PLANNING COMMISSION

Wilbur E. "Bill" Cunningham, Chairman

STAFF REPORT



Thomas J. Stosur
Director

November 6, 2014

REQUEST: City Council Bill #14-0444/ Zoning - Sign Regulations - "Sponsor-a-Road" Signs:
For the purpose of exempting 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.

RECOMMENDATION: Amendment and approval, with the following amendment:

- That the text should be clarified to remove the reference to "in the right-of-way of a public street or road" which will broaden the exemption to allow for signs that may be located on private properties adjacent to rights-of-way.

STAFF: Eric Tiso

PETITIONER: The Administration (Department of Transportation)

ANALYSIS

Program: The purpose of this project is to allow for a "Sponsor-a-Road" sign program, as exists for other Maryland roads, outside of the City through the Adopt-A-Highway program. The program will allow the City to acknowledge business entities or individuals that donate funds to support a street maintenance services program. The benefit to the City is that this maintenance program work is conducted by a third-party service company (Adopt-A-Highway), and is paid for with private funding, with City oversight. This provides an increase in service to the community, with little cost to the City.

Amendment: As written, the bill creates an exemption in the Zoning Code for "Signs posted by or on behalf of the City in the right-of-way of a public street or road to acknowledge business entities or other persons sponsoring a street-maintenance-services program ..." Staff understands the intent behind creating this form of exemption, since the signs will only be placed through this program, since there will be no variation between them, and since they do not mimic other regulated forms of signage. However, the text should be clarified to remove the reference to "in the right-of-way of a public street or road" as those signs are not subject to zoning control. With this modification, any such signs that would need to be placed within the boundaries of a property, but along the right-of-way, would be permitted through this legislation. Staff believes that such signs are allowed today, with or without this bill, in rights-of-way.

Community Notification: The hearing of this City-wide bill was advertised through the GovDelivery list maintained by the Department which has 560 subscribers.

Thomas J. Stosur
Director