

# Prince George's County Council

## Agenda Item Summary

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**Meeting Date:** 7/24/2012  
**Reference No.:** CB-054-2012  
**Draft No.:** 3  
**Proposer(s):** County Executive  
**Sponsor(s):** Harrison, Davis  
**Item Title:** An Ordinance for the purpose of defining stadium wayfinding signs and exempting stadium wayfinding signs from certain requirements of the Prince George's County Zoning Ordinance

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**Drafter:** Brad Frome, Office of the County Executive  
**Resource Personnel:** Brad Frome, Office of the County Executive

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### LEGISLATIVE HISTORY:

<b>Date Presented:</b>	6/12/2012	<b>Executive Action:</b>	
<b>Committee Referral:</b>	6/12/2012 - PZED	<b>Effective Date:</b>	7/24/2012

**Committee Action:** 6/19/2012 - NR(A)

**Date Introduced:** 6/19/2012  
**Public Hearing:** 7/24/2012 - 10:00 AM

**Council Action (1)** 7/24/2012 - ENACTED  
**Council Votes:** WC:A, DLD:A, MRF:A, AH:A, ML:A, EO:A, OP:A, IT:A, KT:-  
**Pass/Fail:** P  
**Remarks:**

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### AFFECTED CODE SECTIONS:

27-107.01, 27-255, 27-273, 27-527

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### COMMITTEE REPORTS:

#### Committee of the Whole

**Date 6/19/2012**

Committee of the Whole Report 6/19/2012

Committee Vote: No Recommendation as Amended, 8-1 (In Favor: Council Members Harrison, Campos, Davis, Franklin, Lehman, Olson, Toles, and Turner. Opposed: Council Member Patterson.)

Council staff gave an overview of the legislation informing the Committee that this legislation was transmitted by the County Executive for the Council's consideration. CB-54-2012 amends the Zoning Ordinance to define "stadium wayfinding signs" and exempt stadium wayfinding signs from certain requirements of the Zoning Ordinance. The Office of Law reviewed the legislation and determined that it is in proper legislative form with no legal impediments to its enactment. Staff informed the Committee that no additional agency referral comments had been received; however, the legislation was originally scheduled to be heard in the Planning, Zoning, and Economic Development Committee on June 20, 2012 and comments are often received on the day of the scheduled committee meeting.

Brad Frome, Deputy Chief of Staff in the Office of the County Executive, requested the Committee's support of CB-54-2012 indicating his appreciation for the Council scheduling discussion of the legislation in Committee of the

Whole which allows it to proceed through the process with possible enactment prior to the August recess. Mr. Frome explained that CB-54-2012 is intended to provide flexibility to stadium owners to provide advertising as part of their signs. Based on discussions with the Chief Zoning Hearing Examiner (ZHE), Mr. Frome submitted an amendment to the definition to provide clarifying language similar to the billboard definition. The definition in Draft-1 is as follows:

Sign, Stadium Wayfinding: A “Sign” which provides parking location identification and walkway information for an “Arena (Stadium).” A “Stadium Wayfinding Sign” shall not be considered an “Outdoor Advertising Sign.”

The suggested amended definition is as follows:

Sign, Stadium Wayfinding: A “Sign” which provides parking location identification and similar information for the “Arena (Stadium)”. A “Stadium Wayfinding Sign” may also direct attention to a business, commodity, service, entertainment, event or other activity conducted, sold or offered elsewhere than upon the “Arena (Stadium)” property, notwithstanding the provisions of Section 27-593 of this Subtitle.

To address concerns raised by Council Member Turner regarding the use of these provisions for signs on an off-site lot which provides parking for stadium events, Mr. Frome suggested inserting “on the premises of an ‘Arena (Stadium)’” after “A ‘Sign’” in the first line of the suggested amended definition.

In response to Council Members’ questions concerning the intent of the legislation for advertising, Mr. Frome confirmed that the Washington Redskins representatives will meet with Council Members and discuss their intentions for signage at the FedEx Field prior to a public hearing on CB-54-2012 if it were to proceed to introduction after the Committee of the Whole discussion.

The County Executive’s Office provided copies of a letter dated June 15, 2012 from Lon Rosenberg, Senior Vice President of the Washington Redskins, to Council Chair Andrea Harrison. Mr. Rosenberg states: “On behalf of the Washington Redskins and WFI Stadium, Inc. (d/b/a FedExField), I am writing to thank you for your consideration of measures that recognize the important role of stadium signage in augmenting and enhancing the overall way finding, parking, and traffic management program relating to events conducted at FedExField.” The letter also includes a request that action be taken on the proposed Stadium signs legislation prior to the August recess in order to allow implementation of improvements to the Fan’s game day experience for the upcoming season.

The Committee voted No Recommendation as amended including the revised definition with clarification that the signs must be on the premises of the stadium.

Prior to introduction, CB-54-2012 (DR-2) was amended on the floor to allow the bill to become effective on the date of its adoption. CB-54-2012 (DR-3) was introduced.

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#### **BACKGROUND INFORMATION/FISCAL IMPACT:**

(Includes reason for proposal, as well as any unique statutory requirements)

This Ordinance will create a definition for stadium wayfinding signs in the Zoning Ordinance and exempt stadium wayfinding signs from certain Specific Design Plan, Conceptual Site Plan and permit approvals.

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#### **CODE INDEX TOPICS:**

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#### **INCLUSION FILES:**

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