

**COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
SITTING AS THE DISTRICT COUNCIL
2009 Legislative Session**

Bill No. CB-15-2009

Chapter No. 11

Proposed and Presented by Council Member Olson

Introduced by Council Members Olson and Harrison

Co-Sponsors _____

Date of Introduction June 23, 2009

ZONING BILL

1 AN ORDINANCE concerning

2 Gateway Signs

3 For the purpose of providing regulations for gateway signs in an integrated shopping center.

4 BY repealing and reenacting with amendments:

5 Section 27-593,

6 The Zoning Ordinance of Prince George's County, Maryland,

7 being also

8 SUBTITLE 27. ZONING.

9 The Prince George's County Code

10 (2007 Edition, 2008 Supplement).

11 BY adding:

12 Section 27-624.02

13 The Zoning Ordinance of Prince George's County, Maryland

14 being also

15 SUBTITLE 27. ZONING.

16 The Prince George's County Code

17 (2003 Edition, 2008 Supplement).

18 SECTION 1. BE IT ENACTED by the County Council of Prince George's County,
19 Maryland, sitting as the District Council for that part of the Maryland-Washington Regional
20 District in Prince George's County, Maryland, that Section 27-593 of the Zoning Ordinance of

1 Prince George's County, Maryland, being also Subtitle 27 of the Prince George's County Code,
2 be and the same is hereby repealed and reenacted with the following amendments:

3 **SUBTITLE 27. ZONING.**

4 **PART 12. SIGNS.**

5 **DIVISION 1. GENERAL.**

6 **Sec. 27-593. Prohibited Signs.**

7 (a) The following signs are prohibited:

- 8 (1) Any sign not expressly permitted in this Subtitle;
- 9 (2) Any sign no longer advertising a business on the premises, or advertising products
10 no longer stocked or sold[.], except as otherwise permitted within Section 27-624.02. These
11 signs shall be removed within thirty (30) days of the date the business or sale of the products
12 ceases;

13 * * * * *

14 SECTION 2. BE IT ENACTED by the County Council of Prince George's County,
15 Maryland, that Section 27-624.02 of the Prince George's County Code be and the same is hereby
16 added:

17 **SUBTITLE 27. ZONING.**

18 **PART 12. SIGNS.**

19 **DIVISION 3. DESIGN STANDARDS**

20 **SUBDIVISION 2. SIGNS FOR SPECIFIC USES**

21 **Sec. 27-624.02. Gateway Signs (Integrated Shopping Center).**

22 (a) A permanent gateway sign identifying an Integrated Shopping Center, and/or the
23 businesses within the Integrated Shopping Center, is permitted in any Commercial Zone,
24 provided the Integrated Shopping Center consists of lots or parcels which collectively comprise
25 at least thirty-five (35) contiguous acres of land. Any such gateway sign shall be included in the
26 allowable number of freestanding signs for the Integrated Shopping Center, and shall be subject
27 to the following requirements:

- 28 (1) Location - The sign may be located on property adjoining an Integrated Shopping
29 Center, if the sign: (i) is located on a property that is at the intersection of two (2) roads, one of
30 which must be classified in the currently approved master plan as at least a freeway, and the other
31 classified as at least arterial status; (ii) is located within a Center or Corridor, as set forth in the

1 County's General Plan; (iii) is located no less than four hundred (400) feet from land in any
2 residential zone (excluding any public right-of-way or land owned by a public agency), and no
3 less than one thousand (1000) feet from land occupied by a rapid rail transit station; and (iv) is
4 located no more than six hundred (600) feet from the closest boundary of the Integrated Shopping
5 Center. All of the above-referenced criteria for location of a gateway sign shall only apply at the
6 time that the permit for the gateway sign is approved. Any such gateway sign shall only
7 identify the adjoining Integrated Shopping Center and/or the businesses within the adjoining
8 Integrated Shopping Center, and the location of said sign shall have been noted upon a special
9 exception site plan approved prior to 1986.

10 (2) Maximum height - Fifty-five (55) feet above the established grade;

11 (3) Area - A maximum of seven hundred (700) square feet of lettering/advertising area, if
12 the location of said sign is noted upon a special exception site plan approved prior to 1986; a
13 maximum of four hundred (400) square feet in all other cases. For purposes of this Section of
14 the Ordinance, the area of said sign shall be defined to be, and only include, the actual area of the
15 sign box (which could include internally illuminated panels), and/or individual letters not within
16 a sign box, which shall be calculated and reduced by fifty percent (50%); said fifty percent
17 (50%) reduction shall be presumed to equal the spaces between the letters, figures, and designs;

18 (4) Setback - A minimum of ten (10) feet from the ultimate right-of-way; if, however, the
19 gateway sign meets the conditions set forth in Section 27-259(a)(3) of this Subtitle, then the sign
20 shall be permitted to be located less than ten (10) feet from, or within, the ultimate right-of- way.

21 (5) A subsequent change in any of the above-referenced criteria or requirements shall
22 not cause the gateway sign to be classified as nonconforming.

23 (b) Detailed Site Plan- Gateway signs associated with Integrated Shopping Centers shall
24 require an approved Limited Detailed Site Plan in accordance with Part 3, Division 9, of this
25 Subtitle prior to the issuance of permits. The Limited Detailed Site Plan shall be reviewed and
26 approved by the Planning Director, and shall be limited to the overall design of the gateway sign
27 (i.e., the construction materials, colors, and illumination, but not the location, height or area),
28 which shall be found to be compatible with the Integrated Shopping Center being advertised.

29 (c) No departure or variance shall be granted from above provisions regulating gateway
30 signs associated with Integrated Shopping Centers.

1 SECTION 3. BE IT FURTHER ENACTED that this Ordinance shall take effect forty-five
2 (45) calendar days after its adoption.

Adopted this 21st day of July, 2009.

COUNTY COUNCIL OF PRINCE GEORGE'S
COUNTY, MARYLAND, SITTING AS THE
DISTRICT COUNCIL FOR THAT PART OF
THE MARYLAND-WASHINGTON REGIONAL
DISTRICT IN PRINCE GEORGE'S COUNTY,
MARYLAND

BY: _____
Marilynn M. Bland
Chairperson

ATTEST:

Redis C. Floyd
Clerk of the Council

KEY:
Underscoring indicates language added to existing law.
[Brackets] indicate language deleted from existing law.
Asterisks *** indicate intervening existing Code provisions that remain unchanged.