



AGENDA ITEM SUMMARY

Reference No: CB-61-1991

Draft No: 1

Prince George's

Meeting Date: 5/29/91

County Council

Requester: DQSC

Item Title: An Ordinance to clarify and strengthen the sign regulations through new definitions, revised standards and illustrations, etc.

Sponsors

Date Presented	5/29/91		Executive Action	___/___/___
Committee Referral	(1) 5/29/91	P&Z	Effective Date	___/___/___
Committee Action	(2) 9/23/91	HELD		
Date Introduced	___/___/___			
Pub. Hearing Date	(1) ___/___/___	: ___		
Council Action	(1) ___/___/___	_____		
Council Votes	___: __', ___: __', ___: __', ___: __', ___: __', ___: __', ___: __'			
	___: __', ___: __', ___: __', ___: __', ___: __', ___: __', ___: __'			
Pass/Fail	_			

Remarks

Drafter: Wendy Irminger  
M-NCPPC

Resource: Warren Kahle  
Personnel: Wendy Martz

LEGISLATIVE HISTORY

PLANNING AND ZONING COMMITTEE REPORT

DATE: 9/9/91

Held in Committee.

The Committee reviewed the major changes proposed in CB-61, and the following concerns were raised by Council staff and the Committee members.

1.) Common Sign Plan:

- Appeals process to the Planning Board should be established.
- Legislation should be clarified to indicate that where CDP, SDP, or DSP is required, the Common Sign Plan should be required to be reviewed by the Planning Board.

- Trademarks and logos that are not registered should also be exempt.

- The M-NCPPC alternative options should be considered.

- Further consideration should be given to the way in which different shades of the same hue are counted.

2.) Amortization of Nonconforming Signs:

- The cost of this requirement must be considered.

- The transfer of property may be a better trigger for conformance than the 10-year time period.

- If the amortization applies to billboards, legal staff should research the requirement for compensation.

3.) Billboards:

- If CB-24 goes forward these provisions should be deleted.

- The language in current Sec. 27-389(b) and 27-597.1 should be retained.

- Consideration should be given to reducing the maximum size to 300 square feet.

- The provision that allows billboards on undeveloped land only should be rewritten to specify that another structure cannot be placed on the property after erection of the billboard.

- Language should be added to ensure that a loophole does not exist for side-by-side billboards.

4.) Prohibited Signs:

- Consideration should be given to allowing temporary banners for certain uses, particularly for lease purposes on commercial buildings.

- Portable signs should be permitted for religious, educational, fraternal and nonprofit organizations to advertise coming events.

- "Normal day-to-day operations" should not be determined by daily movement of the vehicle.

- The definition of roof sign should be clarified.

5.) Exempt Signs:

- Integral, interior and temporary use signs should be added to the list of exempt signs.

- Consideration should be given to exempting temporary directional real estate signs.
- The definition of "public" sign, particularly as it relates to municipalities, should be clarified.

6.) Sign Area Requirements:

- Consideration should be given to reducing the maximum allowable area for freestanding signs to 100 feet;
- The unit of measurement, lineal feet of the building front, does not account for tall, narrow buildings, and should be discussed further;

7.) Height and Setback Requirements:

- The requirement that freestanding signs in the C-0 Zone not be within 50 feet of residential land should be retained.
- The cost to businesses related to these changes should be considered.

8.) Content:

- The definition of "symbol" of a business should be clarified.
- Consideration should be given to allowing price range information on real estate signs.

9.) Real Estate Signs:

- The various types of signs should be defined.
- The current provisions for temporary directional signs on private property should be retained.

The committee also requested that at future meetings, a representative from DER be present to respond to questions regarding enforcement. The Committee Chairman announced that CB-61 would be considered again on September 23 at 1:30 p.m.

PLANNING AND ZONING COMMITTEE REPORT

DATE: 7/1/91

David Goldsmith, Chairman of the Development Quality Steering Committee, gave a slide presentation to the Committee illustrating the problems the DQSC addressed and some of the solutions formulated. He noted the need for Common Sign Plans, and problems with current regulations regarding freestanding signs, banner signs, window signs, portable signs, signs on trucks, and temporary real estate signs. He also discussed the proposed amendments for billboards.

Representatives of AOBA, the Municipal Association, the Chamber of Commerce, the Association of Realtors, the outdoor advertising sign industry, McDonald's Corporation, and the Rotary Club of Bladensburg

testified regarding the legislation.

Council Members Casula and Wineland requested that staff amend the legislation to exempt private schools from the sign regulations, as public schools are.

The Chairman thanked the DQSC for their diligence over the past three years, and announced that the P&Z Committee would consider this legislation again following the August recess.

**BACKGROUND INFORMATION/FISCAL IMPACT**

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

This legislation is the fifth and final report of the Development Quality Steering Committee, which was created by Council Resolution 93-1987. The revisions to Part 12 of the Zoning Ordinance clarify the existing sign standards, illustrations and definitions, create a shorter process for granting Departures from Design Standards, establish new sign standards for the I-3, M-X-T, and CDZ Zones, coordinate signs in multiple-tenant buildings and centers, and modify standards for all signs.