

Ordinance No.: 18-18
Zoning Text Amendment No.: 16-09
Concerning: Commercial/Residential
Zones – Location Signs
Draft No. & Date: 1 – 7/14/16
Introduced: August 2, 2016
Public Hearing: September 20, 2016
Adopted: November 8, 2016
Effective: November 8, 2016

**COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND
SITTING AS THE DISTRICT COUNCIL FOR THAT PORTION OF
THE MARYLAND-WASHINGTON REGIONAL DISTRICT WITHIN
MONTGOMERY COUNTY, MARYLAND**

Lead Sponsor: Council President Floreen

AN AMENDMENT to the Montgomery County Zoning Ordinance to:

- revise the number and the placement of location signs on buildings located in Commercial/Residential, Employment, and Industrial zones.

By amending the following sections of the Montgomery County Zoning Ordinance, Chapter 59 of the Montgomery County Code:

DIVISION 6.7. “Signs”
Section 6.7.9. “Commercial/Residential, Employment, and Industrial Zones”

EXPLANATION: ***Boldface** indicates a Heading or a defined term.*
Underlining indicates text that is added to existing law by the original text amendment.
[Single boldface brackets] indicate text that is deleted from existing law by original text amendment.
Double underlining indicates text that is added to the text amendment by amendment.
[[Double boldface brackets]] indicate text that is deleted from the text amendment by amendment.
** * * indicates existing law unaffected by the text amendment.*

OPINION

Zoning Text Amendment No. 16-09 was introduced on August 2, 2016 to allow a location sign (a wall sign at least 26 feet from the ground) in Commercial/Residential zones on each face of a building. Council President Floreen is the lead sponsor of ZTA 16-09.

In its report to the Council, the Montgomery County Planning Board had no objections to the approval of the text amendment. Planning Staff recommended approval.

The Council conducted a public hearing on September 20, 2016. Two members of the County Sign Review Board, who spoke as individuals, opposed ZTA 16-09 as did other written testimony. The County Executive submitted written testimony in support of ZTA 16-09 with a recommendation to include a maximum number of location signs. There was Chamber of Commerce testimony in support of the ZTA.

The Council referred the matter to the Planning, Housing, and Economic Development Committee.

On October 24, 2016, the Planning, Housing, and Economic Development Committee recommended approval of ZTA 16-09 with an amendment to limit the number of location signs on any one building to 4. In the opinion of the Committee, the added flexibility for location signs provided by ZTA 16-09 as amended would be in the public interest. In their opinion, the current variance process for the purpose of approving more than one location sign was overly burdensome to building owners and major tenants. The Committee considered and rejected: a total limit on the size (square footage) of location signs; limiting the number to less than 4; and requiring that any sign be over a building entrance or fronting a road.

The District Council reviewed Zoning Text Amendment No. 16-09 on November 8, 2016. The Council agreed with the recommendation of the Committee.

For these reasons, and because to approve this amendment will assist in the coordinated, comprehensive, adjusted, and systematic development of the Maryland-Washington Regional District located in Montgomery County, Zoning Text Amendment No. 16-09 will be approved as amended.

ORDINANCE

The County Council for Montgomery County, Maryland, sitting as the District Council for that portion of the Maryland-Washington Regional District in Montgomery County, Maryland, approves the following ordinance:

Sec. 1. DIVISION 59-6.7 is amended as follows:

DIVISION 59-6.7. Signs

* * *

Section 6.7.9. Commercial/Residential, Employment, and Industrial Zones

* * *

B. Additional Sign Area

1. Location Sign

Additional sign area is allowed for a permanent location sign [erected at an entrance to a building or a development] if the sign is a ground sign or flat wall sign [located at the entrance]. [The] Each sign must meet the following requirements:

- a. ~~[[A]]~~ One sign may be placed on each face of the building [that abuts, parallels, or is nearest to parallel with, a street, a parking area, or other circulation area open to the general public and that has either a main window display or a public entrance to the building, and at each customer entrance to the building and parking area]. When a building has 4 or more building faces, a maximum of 4 location signs may be installed or constructed on the building.
- b. The maximum sign area is 100 square feet for each sign.
- c. The location is the same as provided generally for the zone, based on the type of sign. A location sign erected as a ground sign must satisfy the setback restrictions for a freestanding sign, and a location sign erected as a wall sign must satisfy the requirements for a wall sign.
- d. [The] A sign may be placed on [a wall] each face of a building more than 26 feet from the ground if it is [at least 10 feet]

28 located below the eave or parapet and at least 10 feet from the
29 corner of the building.

30 e. An entrance sign that is a freestanding location sign must be
31 placed [a minimum of] at least 100 feet from another
32 freestanding sign. A wall location sign at an entrance must be
33 placed [[a minimum of]] at least 30 feet from another wall sign.

34 f. The sign may be illuminated (see Section 6.7.6.E).

35 * * *

36 **Sec. 2. Effective date.** This ordinance becomes effective on the date of
37 Council adoption.

38
39 This is a correct copy of Council action.

40
41 *Linda M. Lauer*

42 Linda M. Lauer, Clerk of the Council