

FROM	NAME & TITLE	THOMAS J. STOSUR, DIRECTOR	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 417 EAST FAYETTE STREET, 8 TH FLOOR		
	SUBJECT	BMZA / 3600 Clipper Mill Road		

TO

Mr. David Tanner, Executive Director
Board of Municipal and Zoning Appeals
417 East Fayette Street, 14th Floor

DATE: December 5, 2014

REQUEST

The Department of Planning has received Nate Pretl's second amended Board of Municipal and Zoning Appeals (BMZA) application, on behalf of Eutaw Property Enterprise LLC, to rebuild and reface both sides of an existing double-faced general advertising sign located in the south portion of the property with electronic changeable digital screens (sign dimensions to remain the same; no change of location). The Zoning Administrator has determined that this is a nonconforming use sign in a M-2 District, and that Board approval is needed for this application. We understand that the appeal for changing only one face of the double-faced sign to LEDs was scheduled for hearing on April 8, 2014, and the second amended application to change both faces is scheduled for hearing on December 16, 2014.

SITE

Please refer to my previous memorandum of March 31, 2014.

ANALYSIS

Please refer also to my previous memorandum of March 31, 2014.

This application, as commented on previously, has been re-amended to provide for conversion of both faces of the double-faced general advertising sign to electronic changeable copy digital screens; all other particulars of the application remain as previously stated.

RECOMMENDATION

The Department of Planning recommends approval of the amended appeal, only with the following conditions:

- That there will be no increase in the height or the size of the sign;
- That the entire face of both existing billboards (general advertising signs) is approved for alteration to digital screens, and that this alteration may be installed in incremental steps at the appellant's option, without the need for further land use approval, so long as the billboard adheres to the operational limits or other conditions that may be imposed by the Board;
- That the performance of each digital screen billboard conform to all of the requirements of §11-502 by having a minimum dwell time of ten seconds; that it will not increase the area of the existing billboard, that it will not increase the degree of illumination, and that it will not have any flashing, blinking, fluctuating, or otherwise animated light;
- That each digital screen billboard will not have animations, movie clips and/or sound elements;

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- That the digital screen will default to black entirely in the event of a failure of the remote control system or an interruption of advertising copy (text, images, or both); and
- That the digital sign will have automatic brightness controls so that the sign will not constitute a hazard to passing motorists at night, or during inclement weather.

TJS/wya/mf

cc: Nate Pretl, Appellant