


FROM	NAME & TITLE	THOMAS J. STOSUR, DIRECTOR <i>July/for T.J.S.</i>	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 417 EAST FAYETTE STREET, 8 TH FLOOR		
	SUBJECT	BMZA / 1201 South Caton Avenue		

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

DATE: June 21, 2010

REQUEST

The Department of Planning has received Jim Determan's Board of Municipal and Zoning Appeals (BMZA) application, on behalf of Hord, Coplan, Macht Architects, to install free-standing identification signs for an existing school. We understand that this appeal is scheduled for hearing on June 22, 2010.

SITE

1201 Caton Avenue is located to the southeast of the intersection with Wilkens Avenue. This property contains approximately 31.638 acres and is currently improved with a three-story secondary school building. This site is zoned M-1-1.

ANALYSIS

Non-illuminated or indirectly or directly illuminated business signs and identification signs are allowed in a M-1 Industrial District (§11-416). The height limit for a free-standing sign is 24 feet. The total permitted area of all signs is twice the lineal feet of the length of the building facing the front lot line. The plans submitted in support of the application do not provide documentation of the length of the front of the existing building; Planning staff have estimated the length as 600' which would be the basis for approval of signs with a total area of 1,200 square feet. Each entry monument-type sign's dimensioned area is not provided in the plans submitted, but appears to be approximately 12 square feet in sign face per sign. Each road-side monument sign's dimensioned area is also not provided in the plans submitted, but appears to be approximately 14 square feet in sign face per sign.

This Department has been informally advised that this application is being amended to add a free-standing monumental double-faced digital message board sign on the Caton Avenue frontage of the property, south of the road-side monument signs to be placed on either side of the entrance drive to the school building. The dimensions of this sign's face has not been provided, nor have dimensioned elevations been provided for review. With regard to digital message board signs, the Department considers the limitations and standards imposed upon similar signs at other locations appropriate for use in this case.

RECOMMENDATION

The Department of Planning recommends approval of the appeal, if granted, with regard to the digital message board sign, be subject to these conditions:

- The minimum period of time for message display ("dwell time") shall be ten seconds;
- There shall be no time interval between differing messages, i.e. message changes shall appear instantaneous to the viewer;
- There shall be no apparent movement or motion of a message or any part of a message, including any graphics displayed as part of the message;
- In event of failure of the message board to display a message, the default setting for the sign face shall be black, not white or a color.

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Approval, if granted, should also be conditional upon Site Plan Review Committee approval of the exact sizes, locations, and orientations of the proposed signs in relation to Caton Avenue and any internal circulation routes.

TJS/wya/mf

cc: Jim Determan, Appellant