GETTING STARTED - HOW TO NAVIGATE THE NEW SIGN REGULATIONS (Quick Guide)

JANUARY 10, 2019
## EXISTING VERSUS INCOMING TITLE 17 STRUCTURE

### Title 17 Subtitles and Tables in Existing Code

- **Subtitle 1**: Purpose of Title; Definitions
- **Subtitle 2**: Placement, Design, and Construction
- **Subtitle 3**: Sign Dimension Measurement Methodology
- **Subtitle 4**: Sign Permit and Special Designations
- **Subtitle 5**: Exempt Signs
- **Subtitle 6**: Prohibited Signs
- **Subtitle 7**: Temporary Signs
- **Subtitle 8**: Permanent Signs
- **Subtitle 9**: Areas of Special Sign Control
- **Subtitle 10**: Nonconforming Signs

### Table 17-804: Freestanding Sign Regulations

### Table 17-812: Projecting Sign Regulations

### Title 17 Subtitles and Tables in Incoming Regulations

- **Subtitle 1**: Purpose of Title; Definitions
- **Subtitle 2**: Placement, Design and Construction
- **Subtitle 3**: Sign Dimension Measurement Methodology
- **Subtitle 4**: Requirements By Sign Type
- **Subtitle 5**: Areas of Special Signage Control

### Table 17-201: Sign Regulations

### Table 17-306: Maximum Cumulative Area of Signs

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EXISTING VERSUS INCOMING TITLE 17 SIGN TYPES

Sign Types in the Existing Title 17

- **Sign Permit and Special Designations** (Subtitle 4)
  - Classic Signs

- **Exempt Signs** (Subtitle 5)
  - Banners (Temporary)
  - Bike Sharing Stations, advertising on
  - Flags
  - Garage or Yard Sale
  - Governmental
  - House Number
  - Memorial Plaques
  - Misc Informational Matter
  - Official Public Notices
  - Parking Regulation Signs
  - Non-commercial or political signs
  - Real Estate Signs
  - Warning Signs
  - Window Signs (Temporary)
  - “Sponsor-a-road” signs

- **Prohibited Signs** (Subtitle 6)
  - Alcoholic Beverage and Cigarette Advertising
  - Billboards
  - Moving or Flashing
  - Obscene
  - Painted
  - Portable

- **Temporary Signs** (Subtitle 7)
  - A-Frame
  - Attention-getting devices
  - Temporary Construction Signs
  - Temporary, subdivision or PUD signs
  - Temporary Pole Signs
  - Temporary Wall Signs

- **Permanent Signs** (Subtitle 8)
  - Awnings and Canopies
  - Electronic message Signs
  - Freestanding Signs
  - Marquees
  - Menu Board Signs
  - Nameplates
  - Neighborhood Identification signs
  - Open-Space Directional Signs
  - Open-Space Identification Signs
  - Parking Access Signs
  - Projecting Signs
  - Residential Identification Signs
  - Roof Signs
  - Wall Signs
  - Window Signs

Sign Types in the Incoming Title 17

- A-Frame
- Alcoholic Beverage and Cigarette Advertising Signs (generally prohibited)
- Attention-getting Devices
- Awning or Canopy Signs and Open-Structural Framework Signs
- Banner Signs (3 types)
- Freestanding Banner Signs
- Projecting Banner Signs
- Wall Mounted Banner Signs
- Billboards
- Electronic Signs (5 categories)
- Freestanding Signs (3 types)
  - Monument
  - Pole
  - Pylon
- Moving or Flashing Signs
- Obscene Signs (generally prohibited)
- Portable Signs (generally prohibited)
- Projecting Signs
- Provisional Fence Sign
- Roof Signs
- Wall Signs
- Window Signs
Understanding The New Tables

- Two Zoning Tables:
  - Table 17-201: Sign Regulations
  - Table 17-306 Maximum Cumulative Area of Signs

- **Table 17-201: Sign Regulations is the menu.** It tells you which signs you can do in what zoning district. As well as approval method, size, placement, quantity and ASSC deviations.

- **Table 17-306 Maximum Cumulative Area of Signs is the “budget”.** It tells you how much signage you can do on a lot.
  - Only for zoning districts that allow ASSCs, but applies to all properties in that zoning district regardless of is the property is in a ASSC or not.
  - If Property not in ASSC follow the unshaded column to the far left.
  - If property is in an ASSC follow the column based on the largest electronic sign in your ASSC signage plan for that property.
How Can I Determine If I Can Do A Sign?

**Step 1:** Go To Table 17-201: Sign Regulations to see if the desired sign type is listed under the applicable zoning district.

**Step 2:** Is it “A” for Allowed (permitted) or “ASSC Only” (Must be in an approved ASSC Signage Plan). If it is allowed and the property is not part of an ASSC, then it can be applied for by a regular permit. If the property is in an ASSC then the approved Signage Plan will govern.

**Step 3:** Go to the desired sign type in Subtitle 4. Determine if the use of the property can have that sign type (“Where Allowed”).

**Step 4:** If yes, then follow the maximum area, location and quantity standards outlined in Table 17-201 and other provisions of Title 17. (Note: Check Title 17 for any other governing rules.)

**Step 5:** Determine if the property has requirements in Table 17-306: Maximum Cumulative Area Of Signs. If so, determine the existing amount of signage to see if the proposed signage does not exceed the cumulative maximum area allowed.
How Can I Determine If I Can Do A Sign?

Steps 1, 2 and 4: Table 17-201

<table>
<thead>
<tr>
<th>SIGN TYPES BY ZONING DISTRICT</th>
<th>ZONING DISTRICT REQUIREMENTS</th>
<th>AREA OF SPECIAL SIGNAGE CONTROL (ASSC)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>APPROVAL METHOD</td>
<td>MAXIMUM AREA PER SIGN</td>
</tr>
<tr>
<td>R.1A THROUGH R.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freestanding (Monument)</td>
<td>A</td>
<td>32 sq. ft.</td>
</tr>
<tr>
<td>Provisional Fence Sign</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Wall Sign (Ground Floor and Above Ground Floor)</td>
<td>A</td>
<td>18 sq. ft.</td>
</tr>
<tr>
<td>R.5 THROUGH R.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-Frame</td>
<td>A</td>
<td>8 sq. ft. per side</td>
</tr>
<tr>
<td>Awning or Canopy Sign and Open- Structural Framework Sign</td>
<td>A</td>
<td>2 sq. ft. per width of canopy or frame</td>
</tr>
<tr>
<td>Banner Sign (Projecting)</td>
<td>A</td>
<td>12 sq. ft.</td>
</tr>
<tr>
<td>Freestanding Sign (Monument)</td>
<td>A</td>
<td>32 sq. ft.</td>
</tr>
<tr>
<td>Provisional Fence Sign</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Wall Sign (Ground Floor and Above Ground Floor)</td>
<td>A</td>
<td>18 sq. ft.</td>
</tr>
<tr>
<td>R.9 THROUGH R.10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-Frame</td>
<td>A</td>
<td>8 sq. ft. per side</td>
</tr>
</tbody>
</table>
## How Can I Determine If I Can Do A Sign?

### Table 17-201 cont’d

<table>
<thead>
<tr>
<th>C.4 (cont’d)</th>
<th>APPROVAL METHOD</th>
<th>MAXIMUM AREA PER SIGN</th>
<th>HEIGHT AND LOCATION REQUIREMENTS</th>
<th>MAXIMUM QUANTITY</th>
<th>SIGN TYPES ALLOWABLE FOR ASSC DEVIATION</th>
<th>MAXIMUM PERCENTAGE DEVIATION FOR HEIGHT AND AREA</th>
<th>QUANTITY DEVIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wall Sign (Above Ground Floor)</td>
<td>A</td>
<td>2 sq. ft. per linear foot of building frontage</td>
<td>1 per interior lot/ 2 per corner lot</td>
<td>X</td>
<td>50%</td>
<td>Per Approved Signage Plan</td>
<td></td>
</tr>
<tr>
<td>Window Sign</td>
<td>A</td>
<td>No more than 25% of each window area</td>
<td>Ground floor and second floor only</td>
<td>2 windows per street frontage</td>
<td>X</td>
<td>50%</td>
<td>Per Approved Signage Plan</td>
</tr>
</tbody>
</table>

### C.5-DC

| A-Frame Sign | A | 8 sq. ft. per side | Maximum 4 ft. | 1 per tenant with direct ground floor access/ Corner tenant 1 per street frontage | | | |

| Awnings or Canopy Sign and Open Structural Framework Sign | A | 2 sq. ft. per width of canopy or frame | 2 per lot | X | 75% | Per Approved Signage Plan |

| Banner Sign (Pole Mounted) | A | 32 sq. ft. | 1 per lot | X | 75% | Per Approved Signage Plan |
| Banner Sign (Projecting) | A | 32 sq. ft. | 4 per lot | X | 75% | Per Approved Signage Plan |
| Banner Sign (Wall Mounted) | A | 120 sq. ft. | Below parapet | 1 per lot | X | 75% | Per Approved Signage Plan |
| Billboard | ASSC Only | | | | | |
| Electronic Sign (Category I) | A | 15 sq. ft. | Per sign type used | 1 per lot | X | 75% | Per Approved Signage Plan |
| Electronic Sign (Category II) | A | 30 sq. ft. | Per sign type used | 2 per lot | X | 75% | Per Approved Signage Plan |
| Electronic Sign (Category III) | ASSC Only | 750 sq. ft. | Per sign type used | X | 75% | Per Approved Signage Plan |
| Electronic Sign (Category IV) | ASSC Only | 5,000 sq. ft. | Per sign type used | X | 75% | Per Approved Signage Plan |

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How Can I Determine If I Can Do A Sign?

Step 3: Can you do a sign type for a particular use?

Refer to the use tables for the underlying zoning to confirm the use allowed in the “where allowed” section can have the desired sign.

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How Can I Determine If I Can Do A Sign?

Step 5: Table 17-306

| ZONING DISTRICT | MAXIMUM AREA PER LOT BY INCLUDED SIGN TYPES | PROPERTIES WITHIN AN AREA OF SPECIAL SIGNAGE CONTROL
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PROPERTIES OUTSIDE OF AN AREA OF SPECIAL SIGNAGE CONTROL</td>
<td>ALL NON-ELECTRONIC SIGN TYPES AND ELECTRONIC SIGN CATEGORIES I AND II</td>
<td>ALL NON-ELECTRONIC SIGN TYPES AND ELECTRONIC SIGN CATEGORIES I AND II</td>
</tr>
<tr>
<td>C-1</td>
<td>100 sq. ft.</td>
<td>100 sq. ft.</td>
</tr>
<tr>
<td>C-1-E</td>
<td>100 sq. ft.</td>
<td>100 sq. ft.</td>
</tr>
<tr>
<td>C-1-VC</td>
<td>75 sq. ft.</td>
<td>75 sq. ft.</td>
</tr>
<tr>
<td>C-2</td>
<td>225 sq. ft.</td>
<td>225 sq. ft.</td>
</tr>
<tr>
<td>C-3</td>
<td>450 sq. ft.</td>
<td>450 sq. ft.</td>
</tr>
<tr>
<td>C-4</td>
<td>450 sq. ft.</td>
<td>450 sq. ft.</td>
</tr>
<tr>
<td>C-5-DC</td>
<td>1200 sq. ft.</td>
<td>1200 sq. ft.</td>
</tr>
<tr>
<td>C-5-IH</td>
<td>1200 sq. ft.</td>
<td>1200 sq. ft.</td>
</tr>
<tr>
<td>C-5-DE</td>
<td>1000 sq. ft.</td>
<td>1000 sq. ft.</td>
</tr>
<tr>
<td>C-5-HT</td>
<td>750 sq. ft.</td>
<td>750 sq. ft.</td>
</tr>
</tbody>
</table>

**Table 17-306 Maximum Cumulative Area of Signs**

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Understanding Example Sign Placement

- Wall Sign
- Projecting
- Window Sign
- Awning/Canopy Sign
- Open Structural Framework Sign

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