

**BALTIMORE CITY DEPARTMENT OF PLANNING**  
**URBAN DESIGN AND ARCHITECTURE REVIEW PANEL**

**MEETING MINUTES**

**Date:** November 13, 2014 **Meeting No.:** 196

---

**Project:** Exelon Building Signage **Phase:** Continued Final

---

**Location:** Harbor Point P.U.D.

---

**PRESENTATION:**

Mr. Todd Harvey, Principal of Beatty, Harvey, Coco Architects introduced the graphic design consultants involved in the project. Mr. Ronnie Younts, Principal of Younts Design Inc, presented proposed design solutions for building identification signage and retail tenant signage. The building signage included the office building address suspended from the “entry cube”, parking entry identification signs, and residential identification signs. The tenant signage criteria package addressed options for raceway signs and tenant sign types, as well as the identification of zones along the building in which particular combinations of options would be permitted. Mr. John Lutz, Principal of Selbert, Perkins Design Collaborative, presented the corporate signage design and proposed locations for Exelon and Constellation.

**COMMENTS OF THE PANEL:**

- **Building Identification Signage:** The graphic signage elements, consisting of office building address, parking identification and residential project identification were well received by the Panel. Some concern was expressed that the lighting within the entry cube would not illuminate the building address as depicted in the renderings. The Panel noted that the simplicity of the proposed design, to be successful; required no visual background clutter within the entry cube.
- **Tenant Design Criteria.** The Panel complimented the Design Team for a comprehensive and thoughtful tenant design criteria package. The clarity of the raceway and sign type matrix overlaid on specific building zones (façade types and street level uses) was well received.

- **Vertical Fin Sign:** With respect to the proposed forty five feet high tenant “fin” signs along Dock and Willis Streets, the Panel expressed major concern. Despite the precedence of these elements within Inner Harbor East, the Panel felt the lack of street traffic and proximity to the Living Classroom Campus did not justify their installation on these secondary streets. The Panel objected to the concentration and juxtaposition of the large scale retail tenant fin signs on the north, Dock Street façade and if banners were to be used, they should not be retail advertisements, but coordinated as part of the building artistic façade expression by the owner.
- **Exelon and Constellation Signage:** The Panel appreciated the view studies presented to determine the location of Exelon corporate signs at the top of the west and south facades of the tower. The Panel was disappointed, however, that the proposed signs, attached as they are to the glass curtain wall system; deviates so drastically from the initial images of the building presented by the Design Architects. The current design appears static and banal. The Panel felt the design of the corporate sign, given the fact that it represents an energy company, should be more dynamic and creative.

The Panel raised several issues with respect to the need, placement and size of the “Constellation, an Exelon Company” signs. The Panel objected to the placement of one of the signs along the north, Dock Street façade appeared tenuous on the edge of the masonry parapet and in visual conflict with the proposed large tenant fin signs. The Panel questioned whether the “Constellation, an Exelon Company” signs should be of the same scale and visual weight as its parent company sign and if their locations were appropriate given the location of the corporate office entry lobby.

A larger issue for the Panel was whether installing all corporate signage as presented would set up a precedence whereby current and future lead corporate office tenants would demand significant signage identification for both parent corporation and their subsidiary companies.

### **PANEL ACTION:**

The Panel recommends approval of building identification signage and tenant signage with comments. The Panel recommends disapproval of proposed corporate signage.

### **Attendees:**

Ronnie Younts – Younts Design, Inc.  
Jonathan Flesher, Cathie Bryant – Beatty Development  
Todd Harvey – BHC Architects  
John Lutz, Chris Wong – Selbert Perkins Design

Dr. Meany; Messrs. Burns\*, Bowden, Rubin and Haresign - UDARP Panel  
Tom Stosur, Anthony Cataldo, Christina Gaymon, Tamara Woods –Planning Dept