

THE ANNAPOLIS HISTORIC PRESERVATION COMMISSION



Annapolis Historic District

Sign Guidelines

Acknowledgements

THE MAYOR AND ALDERMEN OF THE CITY OF ANNAPOLIS

DEPARTMENT OF PLANNING AND ZONING

Jon L. Arason, Director

Patricia Blick, Chief of Historic Preservation

Shari L. Pippen, Historic Preservation Assistant

ANNAPOLIS HISTORIC PRESERVATION COMMISSION

Sharon Kennedy, Chair

Thomas Bunting, Vice Chairman

Patricia Zeno

David Gallitano

Shelley Rentsch

Tim Leahy

Kim Finch

COVER PHOTOGRAPHS

Shari Pippen

GRAPHIC DESIGN

Words & Pictures, Inc.

27 South River Road South, Edgewater, MD 21037-1415

410-956-2118 • wordspix@comcast.net

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Introduction

The installation of any sign in the City of Annapolis is subject to the review and approval of the Department of Planning and Zoning and the Department of Neighborhood and Environmental Programs. In addition, any new sign or any existing sign that is to be altered in size, shape, content or location that is presently or is to be situated in the Annapolis historic district must receive a Certificate of Approval from the Historic Preservation Commission. The Historic Preservation Commission is not responsible for compliance with the zoning code, which regulates by ordinance: size, number of signs per property, projection and height; or with the building code, which regulates sign materials and methods of attachment to façade. The Commission is responsible for the review of applications for all new signs and for all existing signs to be altered that are located

in the historic district with regard to: shape, location or placement, texture, lettering style and other graphic devices, message, lighting, appearance of fixtures used to attach signs, and overall visual impact. The review process will include analysis of a proposed sign as it is related to the facade to which it is to be affixed, to contiguous facades, and to other facades in the immediate vicinity. Zoning requirements regarding signs located in any one of the eight zoning classifications that are present in the historic district are detailed in the appendix to this report. These



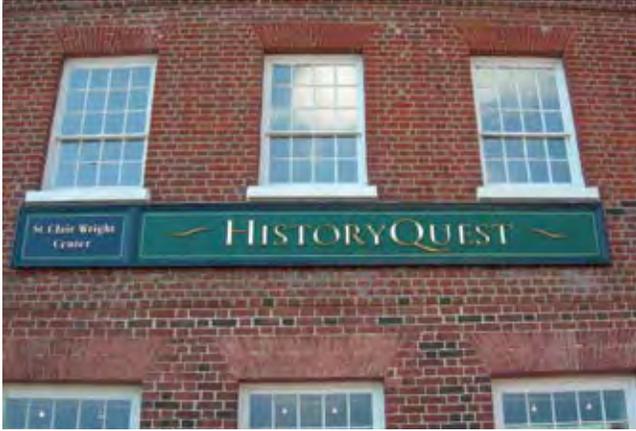
statutory requirements are regarded by the Commission as 'maximums' for area (size), number of signs, projection and height. Since the appropriateness of a sign is not solely a function of size or height, satisfying the criteria does not guarantee acceptance by the Commission. The Commission is not obligated to approve zoning code maximums, and may be more restrictive. In an attempt to assist property owners, tenants, designers and sign manufacturers, and to facilitate review by the Historic Commission, the following guidelines have been prepared for signs in the historic district.

The Guidelines were adopted by the Historic Preservation Commission on March 27, 2008.

Definition of a Sign

Chapter 21.70 of the Annapolis City Code provides the following definitions of signs:

21.72.010 Sign. “Sign” means any name, identification, description, display or illustration which is affixed to, or represented directly or indirectly upon, a building, structure or piece of land, and which directs attention to an object, product, place, activity, person, institution, organization or



Example of a well designed sign

business. The term “sign” includes signs erected or installed in the interior of a structure if the sign is situated in a manner to indicate that its prime purpose is for viewing from the exterior of the structure. The prime purpose of an interior sign is exterior viewing if it is visible from the exterior and if no public access is permitted between the sign and the exterior window of the structure. The term “sign” does not include any display of official court of public office notices, nor does it include the flag, emblem or insignia of a nation, political unit, school or religious group, nor does it include the official name, permanently affixed to the structure, of any educational, cultural or religious institution.

“Sign” does not include a sign located completely within an enclosed building and not visible to the outside of the building. “Sign” does not include a temporary sign (Prior code §21.04.545).

21.72.010 Sign, temporary. “Temporary sign” means a sign which advertises community or civic projects or special events on a temporary basis, or a political sign. Temporary signs for community or civic projects or special events shall be allowed only for events of public interest (such as fairs, carnivals, community gatherings) and other events of a similar nature. Signs greater than twenty (20) square feet in area shall be permitted only upon written approval by the Department of Planning and Zoning. Temporary signs shall only be displayed for a period not in excess of sixty (60) days and shall be removed within seven (7) days after the conclusion of the event (Prior code §21.04.570).

General Guidelines

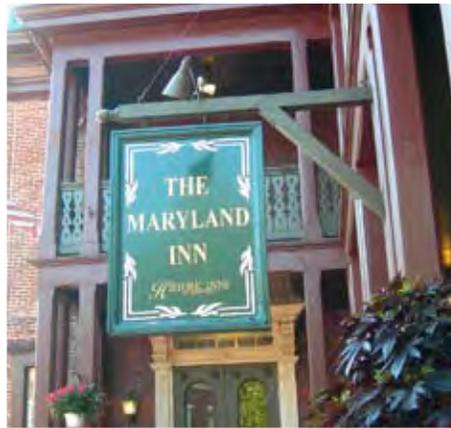
1. The Commission will review each sign application as a unique case. The Commission will not attempt to establish specific criteria of standards to which each and every sign proposed for the historic district must conform.
2. Well-designed signs are needed for communication and identifying goods and services. Signs are artifacts in themselves. They are a significant component of the environment. Signs affect the quality, image and cohesiveness of the entire historic district. Therefore, each sign should contribute to the visual character and



A sign should contribute to the visual character of the entire historic district.

harmony of the historic district, be compatible in scale, and increase the efficiency of communication.

3. In general, single faced, flat signs affixed directly to a building façade are preferred. Projecting or other hanging signs are acceptable only if they are designed to be compatible with the design of the façade. If there is more than one sign on the building the hanging sign should compliment the others. Free standing, raised lettering applied directly to a wall or signboard may also be appropriate, depending on size of type and placement. Projecting or other hanging signs, if otherwise considered acceptable, may be double faced if desired, or single faced if the obverse side is finished in a manner compatible with the finish of the facades.



Above: example of free standing, raised lettering applied directly to the wall.

Left: exaple of acceptable hanging projection sign.

Symbolic two or three dimensional signs may be permitted if they identify the product or service available at that location, and otherwise conform to the city regulations and these guidelines. Freestanding signs may be approved if they are of a permanent nature and are used to identify public offices or other conveniences, or if they offer an alternative to multiple signs.

4. All signs in the historic district must be directly related to the businesses, services or products offered within the premises. Signs unrelated to the property where they are to be located, with the exception of temporary signs, public information, emergency notices and other signs specifically identified in the zoning code, will not be approved. Simplicity of a sign is important to its legibility and effectiveness. Therefore, the Commission will not approve supplementary advertising, redundant messages or unnecessary slogans.
5. The Annapolis Historic District is pedestrian oriented. With the obvious exception of traffic and other informational signs directed at the motorist, all signs should be related to the pedestrian's scale of perception with regard to size and placement of lettering.
6. The Commission considers the quality of a sign as a mirror of the environmental and visual quality of the historic district as a whole. Quality will be considered as an important factor in the Commission's review process. Signs will be judged on the appropriateness of design, lettering size and style, shape of signboard, fabrication and manufacture, materials, installation, and lighting, if any.

Specific Guidelines

1. **Size and Height:** The allowable height and square footage of signs in the historic district is regulated by the Department of Planning and Zoning—the specific requirements are included in the appendix.

2. **Location:** Signs in the historic district should be positioned so that they appear as an integral design feature of the overall façade of a particular building. Signs should relate to, and help define and enhance, the architectural features of the building, rather than cover or disturb design features such as rhythm, fenestration (the pattern of window to wall, solid to void), and scale. There are logical surfaces on virtually every building in the historic district where signs may be located. Often these “signable areas” will include a continuous flat wall surface free of window or door openings or other architectural features—areas between the top of a storefront and the sills of the second floor windows, sign boards designed for such use and already in place, panels at the top of show windows, and transoms over doors and windows.



Signable areas shown in black.

Examples of so-called “signable areas” as they exist on Annapolis buildings

are included with these guidelines to illustrate desirable locations and the placement of a variety of signs. In some cases, a particular façade may offer more than one sign area, usually totaling more square footage than permitted under the zoning code. Therefore, the applicant will be required to identify a specific location and size with his request for review by the Commission. If requested by the applicant, the Commission will assist in identifying appropriate locations and sizes for a specific building façade.

3. **Shape:** The predetermined “signable areas” discussed above will in most cases dictate the preferred shape of a sign for that particular façade. Sign boards built into many storefronts are rectangular (or are a connected series of rectangles), as are transom lights over doors and the upper parts of show windows, and especially the wall surfaces between the first floor shop front and second floor windows. Vertical wall areas between windows, doors, and the edges of a façade afford a variety of choices regarding the shape of a sign. While the Commission does not encourage the use of irregular shapes, numerous free-form signs have been approved.



Examples of free form shaped signs. These types of signs are not encouraged, but have been approved by the commission.

Those signs that have been allowed, examples of which are included in the guidelines, are regarded by the Commission as having a definite relationship to the design of the façade of a particular building, to the architectural style or period of the structure, or to a specific use to which the sign is directed. A Victorian sign may not be appropriate on a 1780 façade or on a 1930 building, but the same sign on a late 19th Century structure will almost surely contribute to the overall design and character of that

façade. Conversely, a sign that derives its shape from 18th Century design precedents may not be appropriate on a simple, 19th or 20th Century vernacular structure.

4. **Letter Style (Typeface):** Lettering should be compatible with the use of the building as well as the design of the façade. The Commission does not insist on any particular typeface or style, and may approve any style of lettering selected by the applicant if it is legible. However, as most script styles are difficult to read when used at the scale of most signs, they are discouraged unless they are of overriding importance to the design concept of the sign. Italic or other decorative letter styles may be approved if they relate to the use of the building or to the design of the façade. The consideration of the Commission regarding lettering style is that it be clearly legible, and that its use result in a sign that contributes to the visual quality of the historic district. The size of the lettering should be in proportion to the façade as well as to the sign itself.

5. **Illumination:** Internally illuminated signs are not permitted. Gooseneck lamps are also not permitted in the historic district. Luminaries should be small scale, unobtrusive. Lights should focus on sign, not building façade (see staff for suggestions.)

6. **Method of Attachment:** Like the use of materials, methods of attaching signs to buildings anywhere in the city are governed by the Department of Public

Works, whose primary concern is public safety. The appearance of supports and fixtures, however, must be approved by the Commission, which will review the design of the supports, their configuration and their relationship to the façade to which the proposed sign is to be attached. As an example, a projecting sign that is not an integral feature of an overall façade design should be attached so that it appears as a separate entity, perhaps by providing space between the sign and the surface where it is to be mounted. Such a sign should not be placed so that the supports or the edge of the sign conflict with any design feature of the façade. The attachment method should also be reversible, minimizing damage to historic fabric.

7. **Color:** While the Commission has no direct control over the selection of colors for use in the historic district, it does recommend that its use be restrained, perhaps limiting a sign to one or two colors applied to a neutral background of a third. The selection of particular sign colors should be governed by the colors of the façade to which the sign is to be attached, and by the use identified by the sign.

8. **Materials:** The Commission is primarily concerned with the quality of the materials proposed by the applicant as it affects the image of the historic district,



Examples of potential lighting mechanisms appropriate for the Historic District.



Example of a projecting sign.



Example of new materials used to create a sign that is appropriate for the business use and location in the Historic District.

and recommends simplicity in the selection of sign components. The Commission discourages the use of plastic, extruded metal sections, or sandblasted wood for signs in the historic district.

- 9. Public Works Requirements:** The specific materials to be used in the fabrication of signs and their supports, and construction techniques, are regulated by the Department of Neighborhood and Environmental Programs. Please see Chapter 17.60 of the Annapolis City



Code for the Department of Neighborhood and Environmental Programs requirements specific to the historic district. These include the requirement that all signs must be attached to the building, that signs can not be painted on buildings and that no sign may project more than 24" (note: 18" in C-zone).

10. Miscellaneous: The Commission discourages the use of erroneous or passé spelling, like "junque," "olde," or "shoppe," or other devices to attract attention that are unrelated to the historic district or are extraneous to the message of the sign. Similarly, while trademarks and logos can be an important component of a sign, the Commission is under no obligation to approve any graphic device considered inappropriate to the historic district. While the

Historic Preservation Commission can not require that signs be executed by a professional, the quality of the execution of a sign is important and is one of the criteria of approval.

Annapolis City Code Zoning Regulations

Chapter 21.70 of the Annapolis City Code establishes zoning requirements that all signs erected in the City must meet. There are twelve different zoning districts within the historic district. The requirements for each zone are different. A map to assist you in determining which zoning district your property is located can be found on the city's website at www.ci.annapolis.md.us/upload/images/government/depts/pl_zon/map/index.pdf. On the following pages the sign requirements for each zone are detailed.

21.70.010 Purpose.

The purposes of these sign regulations are to encourage the effective use of signs as a means of communication in the City; to maintain and enhance the aesthetic environment; to promote pedestrian and traffic safety; to minimize the possible adverse effects of signs on nearby public and private property; and to enable the fair and consistent enforcement of these regulations. (Ord. O-1-04 Revised (part), 2005)

21.70.020 Applicability.

No signs except signs exempted by this chapter may be erected unless a sign permit has been issued by the Director of Neighborhood and Environmental Programs pursuant to Chapter 17.60. (Ord. O-1-04 Revised (part), 2005)

21.70.030 Sign permit.

- A. Application for a sign permit shall be made to the Department of Neighborhood and Environmental Programs pursuant to Chapter 17.60. The Department of Planning and Zoning will review the sign permit application for consistency with the Zoning Code.
- B. Posting of Property. Except as provided below, notice must be posted on the property that is the subject of an application for a new sign in accordance with the requirements in Section 21.10.020(A).
- C. Notice of applications for sign permits shall be in accordance with the following requirements:
 - 1. All sign applications located in the Historic District, the Office and Commercial Design District or the Eastport Gateway Conservation Overlay Districts shall be posted for public notice.
 - 2. In all other districts, where the sign area applied for is less than twenty-five percent of the maximum sign area allowed for the type of sign under this chapter, posting of the sign application for public notice is not required.
 - 3. Posting of a sign for public notice shall not be required where a sign program has been approved in conjunction with the approval of a Site Design Plan under Section 21.70.080. (Ord. O-22-07 Amended § 1, 2007; Ord. O-1-04 Revised (part), 2005)

21.70.040 Prohibited signs.

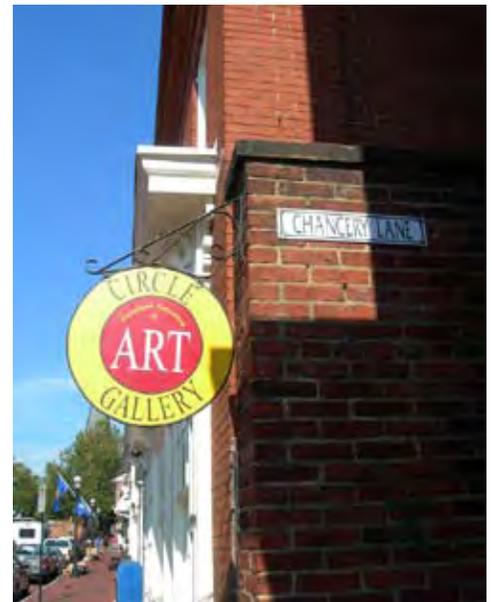
The following signs are prohibited:

- A. Animated signs;
- B. Billboards;
- C. Flashing signs;
- D. Portable signs (a sign that is not permanent, affixed to a building, structure or the ground);
- E. Rotating signs;
- F. Rooftop signs;
- G. Signs projecting above the rooflines of buildings;
- H. Snipe signs (non-governmental signs attached to trees or poles). (Ord. O-1-04 Revised (part), 2005)

21.70.050 Standards applicable to all signs.

The following standards apply to all signs whether exempt or permitted:

- A. Condition and Appearance. All signs shall be maintained in good condition and appearance.
- B. Computations of Area and Height.
 - 1. Area.
 - a. The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets the zoning regulations in this title and is clearly incidental to the display itself.
 - b. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces.





2. Height. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of: (1) existing grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zoning lot, whichever is lower.

C. Sight Visibility.

1. No sign shall obstruct a clear view to and from traffic along any street right-of-way, entrance or exit.
2. A sight visibility triangle, as defined in Division VI, shall be kept free of obstructions to vision between the heights of two and one-half feet and twelve feet above the street. If, in the opinion of the Director of Planning and Zoning with the concurrence of the Director of Public Works, there are unusual circumstances, these dimensions may be altered to enhance public safety.

D. Integrated Sign Program. An integrated sign program, as defined in Division VI, is required for all commercial office complexes, shopping centers, and multi-tenant facilities. The establishment of an integrated sign program for existing developments is strongly encouraged.

E. Design. The design of signs is important to the character of the City of Annapolis. The following provisions are designed to give guidance to persons designing, erecting, and approving signs in the City.

1. Guidelines for All Signs.

- a. Materials, colors and shapes of proposed signs shall be compatible with the related building(s). Size and proportions should be judged by sizes and proportions of signs on nearby properties that are compatible with the prevailing character, or the character prescribed in land use plans adopted by the City Council.
- b. Every sign shall be designed as an integral architectural element of the building and site to which it principally relates.
- c. The number of graphic elements on a sign shall be held to the minimum needed to convey the sign's major message and shall be composed in proportion to the area of the sign face.
- d. Each sign shall be compatible with signs on adjoining premises and shall not compete for attention.
- e. Signs should be constructed of quality materials. The choice of materials for signage should relate to the quality of architecture within the zoning district.
- f. Signs should provide information, character and a quality image.

2. MX and BR Districts, Additional Guidelines.

- a. Signs generally shall be of simple design and relate to the scale and design of buildings.
 - b. The size of each sign shall relate to the scale and architectural character of its facade.
 - c. The placement of signs shall not cover attractive architectural details, overwhelm the facade in size, or interrupt the rhythm of upper facade windows.
 - d. The choice of materials for signs shall relate to the quality of historic architecture within the MX district. The use of painted wood, glass and metal are appropriate.
- F. Removal of Signs. Any sign associated with an activity on a vacated premises shall be removed from the premises, altered or resurfaced within one month from the time such activity ceases so that the sign does not display visual communication pertaining to the former activity. (Ord. O-1-04 Revised (part), 2005)

21.70.060 Exempt signs.

The signs in this section are exempt from this chapter and do not require a permit provided they meet both the standards applicable to all signs in the previous section and the following standards:

- A. No sign may project beyond the property line into a public way.
- B. Illumination is Not Permitted.
 - 1. Nameplate and Identification Signs.
 - a. A single nameplate for a dwelling unit, not exceeding one square foot in area, indicating the name or address of the occupant or a permitted occupation.
 - b. On a corner lot, two nameplates for a dwelling unit, one facing each street, are permitted.
 - c. Address numerals.
 - 2. For Sale and "To Rent" Signs.
 - a. One sign per zoning lot except that on a corner zoning lot two signs, one facing each street, are permitted.
 - b. Size.
 - i. In commercial and industrial districts signs may be up to twelve square feet in area.
 - ii. In all other districts signs may be up to nine square feet in area.
 - c. No sign may be placed closer than eight feet to any other zoning lot.
 - d. No sign shall project higher than twelve feet above curb level.
 - 3. Signs Accessory to Parking Areas.
 - a. Signs designating parking area entrances or exits limited to one sign for each exit or entrance and to a maximum size of two square feet each.
 - b. One sign per parking area, designating the conditions of use or identity of the parking area and limited to a maximum size of nine square feet.
 - c. On a corner lot two signs, one facing each street, are permitted.
 - d. No sign shall project higher than seven feet above curb level.
 - 4. Temporary signs as follows:
 - a. Signs, banners, flags and other advertising devices may be placed on a site or building to announce the opening of a new business or a special promotion with written approval from the Director of Planning and Zoning. Such signs shall be limited to two events per year for a period of up to thirty days each event.



- b. Temporary signs up to twenty square feet for community or civic projects or special events for events of public interest such as carnivals, community gatherings, fairs, political events and other events of a similar nature. Temporary signs shall be displayed for a period not in excess of sixty days and shall be removed within seven days after the conclusion of the event.
- c. Construction site sign up to thirty-two square feet identifying the architect, engineer, and/or contractor.
- d. Garage or yard sale signs.
- e. Christmas tree, greens sales, and produce sales signs. One sign per street frontage up to six square feet is permitted.



- 5. Window Displays. Signs erected or installed in the interior of a structure which form an integral part of a bona fide window display which is related to merchandise or services available within the structure or which are related to matters of public welfare or public interest.
- 6. Public Signs.
 - a. Permanent memorial signs and tablets lawfully displayed on public property or in cemeteries.
 - b. Legal notices.
 - c. Traffic and parking signs that bear no advertising. (Ord. O-1-04 Revised (part), 2005)

21.70.070 Signs in residential districts.

A. General Standards.

- 1. Illumination is permitted only by external means such as by spotlight.
- 2. No sign may project beyond the property line into a public way.

B. Permitted Signs. The following signs are permitted accessory to permitted uses subject to the standards set forth in this section and other general standards set forth in this chapter:

1. Signs for Colleges, Religious Institutions, Schools, and Similar Institutions.

- a. One freestanding bulletin sign per lot is permitted; except, that on a corner lot, two signs, one facing each street, are permitted:
 - i. Maximum area: thirty-two square feet per face.
 - ii. Maximum distance from any other zoning lot: eight feet.
 - iii. Maximum height: fifteen feet.
- b. One wall-mounted sign is permitted containing the official name of the institution. Maximum lettering height: thirty inches.

2. Non-Residential Building Nameplate and Identification Signs.

- a. A single identification sign is permitted, not exceeding nine square feet and indicating only the name and address of the building.
- b. On a corner lot, two signs, one facing each street, are permitted.
- c. Maximum height fifteen feet.

3. Subdivision or Community Identification Signs.

- a. One identification sign, not exceeding twelve square feet, giving the name of the subdivision

- or community may be placed at each entry point.
- b. The sign shall convey no information other than the name of the subdivision or community.
- c. Maximum height fifteen feet.
- 4. Bed and Breakfast Signs. A single sign, not exceeding two square feet is permitted.
- 5. Professional Office or Studio Signs.
 - a. One sign per lot is permitted; except, that on a corner lot, two signs, one facing each street, are permitted.
 - b. Maximum area: two square feet.
 - c. Maximum height: fifteen feet.
 - d. No sign may be closer than five feet to any other zoning lot. (Ord. O-1-04 Revised (part), 2005)

21.70.080 Signs in non-residential districts.

A. General Standards.

1. An integrated sign program is required for all commercial office complexes, shopping centers, and multi-tenant facilities. Individual signs shall be reviewed for conformity with the integrated sign program whether newly established or existing.
2. Pole signs may have no more than two faces.
3. Two-faced signs must be double faced back-to-back.
4. Signs may not be placed along any side or rear lot line within a required buffer yard.

B. Permitted Signs.

1. Sign Table 1 lists the types of signs that are permitted in non-residential zoning districts.
2. Sign Table 2 sets forth the regulations for permitted signs in non-residential zoning districts. *(see pages 15-18 for Table 2)*
3. Signs for residential uses, professional offices or studios, colleges, religious institutions, schools, and similar institutions, where these uses are permitted in non-residential zoning districts, are permitted pursuant to the regulations for these signs in residential districts.
4. For drive-thru facilities, in addition to other signage allowed for the specific use, a menu board in the drive-thru lane is allowed as determined appropriate through the site design review process.

Sign Table 1 Types of Signs Permitted in Non-Residential Zoning Districts	
District	Permitted Signs
B1	Business community identification sign Freestanding Wallmounted
B2, B3-CD, BCE, I1	Freestanding Multi-tenant facility Wall-mounted
B3, BR, PM2	Multi-tenant facility Wall-mounted
C2, C2A, C2P	Wall-mounted
P, PM	Business community identification sign Multi-tenant facility Wall-mounted
MX	Freestanding, ground sign only Multi-tenant facility Wall-mounted
WMC, WME, WMI, WMM	Freestanding Marine refueling facility signs on piers Multi-tenant facility Wall-mounted



21.70.090 Signs in the historic district.

In addition to the requirements of the underlying zoning district, signs in the historic district are subject to the following:

- A. A certificate of approval from the Historic Preservation Commission is required for all new signs and existing signs that are to be altered in size, shape, content or location, see Chapter 21.56.
- B. Applicants for sign permits in the historic district should refer to the Historic Preservation Commission's design guidelines for signs.
- C. No commercial sign, billboard or other advertising structure or device shall be painted on any exterior wall of a building within the historic district.

D. Upon the inclusion of additional areas within the historic district of the City, all signs shall comply with this section within two years from the date the area is included within the historic district. (Ord. O-1-04 Revised (part), 2005)

21.70.100 Nonconforming signs.

- A. The Director of Neighborhood and Environmental Programs shall order the removal of any sign erected or maintained in violation of the law as it existed prior to the date of the adoption of this Zoning Code.
- B. Other signs existing at the time of the adoption of this Zoning Code and not conforming to its provisions, but which did conform to previous laws, shall be regarded as nonconforming signs which may be continued if properly repaired and maintained as provided in this chapter.
- C. Nonconforming signs which are structurally altered, relocated, or replaced shall comply immediately with all provisions of this chapter. (Ord. O-1-04 Revised (part), 2005)

21.70.110 Variances.

- A. Pursuant to the authority and procedures set forth in Chapter 21.28, the Board of Appeals may grant variances to the limitations set forth in this chapter with respect to the following:
 - 1. An adjustment of up to twenty percent to the limitations set forth in this chapter with respect to the following dimensional criteria:
 - a. Sign area,
 - b. Height,
 - c. Distance of permitted projection,
 - d. Setback,
 - e. Distance from other zoning lots,
 - f. Height of lettering.
 - 2. An increase of one sign in addition to the maximum number of signs permitted per lot, building, or street frontage.
 - 3. The dimensional criteria set forth above in subsection A of this section.
 - 4. The number of signs allowed per lot, building, or street frontage.

continued on page 19

Sign Table 2

Regulations for Signs in Non-Residential Zoning Districts

In using the table the following regulations apply:

- a. Lots are permitted both wall-mounted and freestanding signs up to the limits set forth in the table. Signage in multi-tenant facilities is counted as an alternative, not in addition, to permitted wall-mounted and freestanding signs.
- b. For wall-mounted signs the maximum sign area is for the lot.
- c. For all other signs the maximum sign area is the maximum area per sign face, unless stated otherwise. For example, a two-sided, freestanding, ground sign in the BCE could be thirty square feet per face or sixty square feet total.
- d. The following abbreviations are used in the table: sf = square feet; lf = linear feet; bldg = building; " = inches.

Sign Type	Zoning District	Number of Businesses per Lot	Maximum sign area	Number of signs allowed	Maximum height (feet)	Illumination permitted	Projection permitted	Other
Wall Mounted	B1, BR PM, MX		1. 1sf per lf of building frontage up to a maximum of 100 sf. 2. No single sign may exceed 30 sf per face	1. B1, PM: no limit, up to maximum permitted sign area 2. BR, MX: no more than 3 signs per building	13. In the MX district, signs may not be located higher on a facade than the second-story windowsills	Yes, external means only such as spotlight	Yes, up to 1.5 feet from a wall	
	B2, B3, B3-CD,		1. 2sf per lf of building frontage up to a maximum of 120sf. 2. No single sign may exceed 75 sf in area	No limit up to permitted sign area	15	Yes	Yes, up to 1.5 feet into a public way	Uses with canopies, such as service stations, may use the lf of canopy frontage in lieu of lf of building frontage to calculate permitted sign area
	C2, C2A, C2P		1sf per lf of building frontage up to a maximum of 30sf	Up to 3 signs per building	15	Yes, external means only such as spotlight	Yes, up to 1.5 feet from a wall	
	P		9 sf	1 per street frontage	15	No	Yes, but not into a public way	
	PM2		See below under multi-tenant facilities sign types					
	I1		2 sf per lf of building frontage up to a maximum of 100 sf	No limit up to permitted sign area	18	Yes	No	
	WMC		1 sf per lf of building frontage up to a maximum of 120 sf	No limit up to permitted sign area	22	Yes	Yes, but not into a public way or over the water	
	WME, WMI WMM		2 sf per lf of building frontage up to a maximum of 120 sf					
Marquee sign	Any district where the associated use is permitted		120 sf. The area of a marquee sign is permitted instead of, not in addition to wall-mounted or freestanding signage that would otherwise be permitted	1 per lot	15	Yes	Yes, up to the projection of the marquee	Theaters, museums and auditoriums with a marquee sign are permitted wall-mounted frames up to 24 sf

Sign Type	Zoning District	Number of Businesses per Lot	Maximum sign area	Number of signs allowed	Maximum height (feet)	Illumination permitted	Projection permitted	Other
Freestanding	B1, WMC		Pole signs: 12 sf, or ground signs: 20 sf	1 per lot	10	No	Yes but not into a public way or over the water	1. Freestanding signs are permitted only on lots with a minimum lot width of 100 feet or larger 2. Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 5 feet Other districts 10 feet
	B2, B3, B3-CD BCE, I1, WME WMI, WMM	Lots with up to 2 businesses	Pole signs: 20 sf, or ground signs: 30 sf	1 per street frontage	Pole signs: 10 Ground signs: 12	Yes	Yes, but not into a public way or over the water	1. Freestanding signs are permitted only on lots with a minimum lot width of 100 feet or larger 2. Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 5 feet Other districts 10 feet
	B2, B3, B3-CD BCE, I1, WME WMI, WMM	Lots with 3 or more businesses	Pole signs: 24 sf, or ground signs: 30 sf	1 per street frontage	Pole signs: 10 Ground signs: 12	Yes	Yes, but not into a public way or over the water	1. Freestanding signs are permitted only on lots with a minimum lot width of 100 feet or larger 2. Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 5 feet Other districts 10 feet
	MX		30 sf	1 per street frontage	10	Yes	Yes, but not into a public way or over the water	Must be a ground sign, monument style
Multi-tenant facility signs								
Multi-tenant facility identification sign	B2, B3, B3-CD BCE, PM2, WMC, WME, WMI, WMM		64 sf	1 per street frontage	15	Yes	Yes, but not into a public way or over the water	1. In the P district and the waterfront districts these may be ground signs, monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 2. Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 10 feet Other districts 15 feet

Sign Type	Zoning District	Number of Businesses per Lot	Maximum sign area	Number of signs allowed	Maximum height (feet)	Illumination permitted	Projection permitted	Other
Multi-tenant facility identification sign	I1		100 sf	1 per street frontage	15	Yes	Yes, but not into a public way or over the water	1. In the P district and the waterfront districts these may be ground signs, monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 2. Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 10 feet Other districts 15 feet
Multi-tenant facility identification sign	MX, PM		30 sf	1 per street frontage	10	Yes, external means only such as spotlight	Yes, but not into a public way or over the water	1. In the P district and the waterfront districts these may be ground signs, monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 2. Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 10 feet Other districts 15 feet
Multi-tenant facility identification sign	P		15 sf	1 per street frontage	10	Yes, external means only such as spotlight	Yes, but not into a public way or over the water	1. In the P district and the waterfront districts these may be ground signs, monument style, or wall-mounted. 2. All other districts these signs must be ground signs, monument style. 2. Minimum setback from property lines: WMC 0 feet B1, I1, WME, WMI, WMM 10 feet Other districts 15 feet
Shopping center anchor tenant, wall-mounted	B2, PM2		0.5 sf per lf of anchor tenant facade	1 per street frontage	20	Yes	Yes, but not into a public way or over the water	Other districts 15 feet
Tenant sign, wall-mounted	B2, B3, B3-CD BCE, PM2, I1, WMC, WME, WMI, WMM		1.5 sf of building frontage per tenant, up to 40 sf per tenant	1 per tenant, plus 1 additional for a corner tenant with windows in both facades	15	Yes	No	Maximum sign board height 36" for anchors, 18" for other tenants. Maximum lettering height: 36" for anchors, 14" for other tenants

Sign Type	Zoning District	Number of Businesses per Lot	Maximum sign area	Number of signs allowed	Maximum height (feet)	Illumination permitted	Projection permitted	Other
Tenant sign, wall-mounted	BR, MX, PM, P		Lesser of 1 sf per lf of entrance facade or 20 sf	1 per tenant, plus 1 additional for a corner tenant with windows in both facades	15	No	No	Maximum sign board height 36" for anchors, 18" for other tenants. Maximum lettering height: 36" for anchors, 14" for other tenants
Tenant sign, projecting	B2, B3, B3-CD, BCE, PM2, WMC, WME, WMI, WMM		6 sf	1 per tenant	6	Yes, external means only such as spotlight	Yes	This type of sign is permitted where tenant spaces are recessed under a canopied walkway
Business community identification sign	B1, P, PM		30 sf	1 at each entry point	6	Yes, external means only such as spotlight	Yes, but not into a public way	This type of sign is for communities comprising six or more businesses
Marine refueling facility signs on piers	WMC, WME, WMI, WMM		6 sf per face	1 per facility	10	Yes	No	

(Ord. O-10-07 Amended 1 (part), 2007: Ord. O-1-04 Revised (part), 2005)

B. In addition to the review criteria and findings set forth in Chapter 21.28 for variances, the Board of Appeals shall only approve an application if the entire signage on the lot will meet the design provisions set forth in Section 21.70.050(E). (Ord. O-1-04 Revised (part), 2005)

Application Process

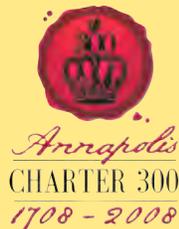
Before erecting a new sign or altering an existing sign in the historic district, it is necessary to obtain a certificate of approval from the Historic Preservation Commission. As part of the processing of an application for certificate of approval, signs will be reviewed by the Department of Planning and Zoning for compliance with zoning code requirements. Application forms are obtainable from the Historic Preservation Assistant in the Department of Planning and Zoning, 145 Gorman Street, 3rd Floor, Annapolis, MD 21401. The application form includes, in addition to the application for certificate of approval, a sign permit application and detailed information on what must be submitted as part of a sign application.



THE ANNAPOLIS HISTORIC PRESERVATION COMMISSION

145 Gorman Street, Third Floor
Annapolis, Maryland 21401

410-263-7941 • www.annapolis.gov/citizens/boards/hist_pres/historic



Mayor Ellen O. Moyer and the Annapolis City Council
160 Duke of Gloucester Street, Annapolis, Maryland 21401
410-263-1183 • www.annapolis.gov