



**Zoning Text Amendment (ZTA) No. 16-09, Commercial/Residential Zones – Location Signs**

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**Completed: 09/8/16**

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**Description**

ZTA No. 16-09 would revise the number and the placement of location signs on buildings located in Commercial/Residential, Employment, and Industrial zones. The resulting text would allow a wall sign more than 26 feet from the ground in Commercial/Residential zones to be located on each face of a building.

**Summary**

**Staff has no objection to ZTA 16-09 that would allow a location sign (a wall sign at least 26 feet from the ground) in Commercial/Residential, Employment and Industrial zones on each face of a building and would remove the requirement that a sign be located at least 10 feet below the top of a building. This removal does not impact the requirement that a wall sign is not permitted on the roof of a building.**

**Background/Analysis**

Zoning Text Amendment (ZTA) 16-09 would allow a location sign (a wall sign at least 26 feet from the ground) in Commercial/Residential, Employment and Industrial zones on each face of a building. A location sign is a sign which portrays a logo, symbol, name, or address to identify the location of the building or use. Currently, (as interpreted by DPS) a building in a Commercial/Residential, Employment or Industrial zone may have one location sign for the building. A location sign must be located over an entrance to the building; however, if the sign is placed on a wall at a location more than 26 feet from the ground, it must be at least 10 feet below the eave or parapet and at least 10 feet from the corner of the building. The sponsor of the text amendment believes that a number of these conditions are too restrictive. ZTA 16-09 would give building owners the ability to place a sign on each building face for the major tenants in their building. The sponsor further believes that this will provide a significant enticement for major tenants to rent in Montgomery County buildings. In her opinion, a location sign on each face of a building, without regard to the location of a building entrance, will allow more flexibility for building owners without creating confusing sign clutter. ZTA 16-09 would also remove the

requirement that a sign be located at least 10 feet below the top of a building. In the sponsor's opinion, this requirement is an unnecessary restriction as long as the sign is below the roof of a building. Staff has provided the proposed language below for the Board's convenience. Staff has no objection to ZTA 16-09.

**DIVISION 59-6.7. Signs**

\* \* \*

**Section 6.7.9. Commercial/Residential, Employment, and Industrial Zones**

\* \* \*

B. Additional Sign Area

1. Location Sign

Additional sign area is allowed for a permanent location sign [erected at an entrance to a building or a development] if the sign is a ground sign or flat wall sign [located at the entrance]. [The] Each sign must meet the following requirements:

- a. A sign may be placed on each face of the building [that abuts, parallels, or is nearest to parallel with, a street, a parking area, or other circulation area open to the general public and that has either a main window display or a public entrance to the building, and at each customer entrance to the building and parking area].
- b. The maximum sign area is 100 square feet for each sign.
- c. The location is the same as provided generally for the zone, based on the type of sign. A location sign erected as a ground sign must satisfy the setback restrictions for a freestanding sign, and a location sign erected as a wall sign must satisfy the requirements for a wall sign.
- d. [The] A sign may be placed on [a wall] each face of a building more than 26 feet from the ground if it is [at least 10 feet] located below the eave or parapet and at least 10 feet from the corner of the building.
- e. An entrance sign that is a freestanding location sign must be placed [a minimum of] at least 100 feet from another freestanding sign. A wall location sign at an entrance must be placed a minimum of 30 feet from another wall sign.
- f. The sign may be illuminated (see Section 6.7.6.E).

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**Attachments**

1. ZTA No. 16-09 as introduced

# ATTACHMENT 1

Zoning Text Amendment No.: 16-09  
Concerning: Commercial/Residential  
Zones – Location Signs  
Draft No. & Date: 1 – 7/14/16  
Introduced: August 2, 2016  
Public Hearing:  
Adopted:  
Effective:  
Ordinance No.:

**COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND  
SITTING AS THE DISTRICT COUNCIL FOR THAT PORTION OF  
THE MARYLAND-WASHINGTON REGIONAL DISTRICT WITHIN  
MONTGOMERY COUNTY, MARYLAND**

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Lead Sponsor: Council President Floreen

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**AN AMENDMENT** to the Montgomery County Zoning Ordinance to:

- revise the number and the placement of location signs on buildings located in Commercial/Residential, Employment, and Industrial zones.

By amending the following sections of the Montgomery County Zoning Ordinance, Chapter 59 of the Montgomery County Code:

DIVISION 6.7. “Signs”  
Section 6.7.9. “Commercial/Residential, Employment, and Industrial Zones”

**EXPLANATION:** ***Boldface** indicates a Heading or a defined term.*  
*Underlining indicates text that is added to existing law by the original text amendment.*  
*[Single boldface brackets] indicate text that is deleted from existing law by original text amendment.*  
*Double underlining indicates text that is added to the text amendment by amendment.*  
*[[Double boldface brackets]] indicate text that is deleted from the text amendment by amendment.*  
*\* \* \* indicates existing law unaffected by the text amendment.*

*ORDINANCE*

*The County Council for Montgomery County, Maryland, sitting as the District Council for that portion of the Maryland-Washington Regional District in Montgomery County, Maryland, approves the following ordinance:*

1           **Sec. 1. DIVISION 59-6.7 is amended as follows:**

2           **DIVISION 59-6.7. Signs**

3           \*   \*   \*

4           **Section 6.7.9. Commercial/Residential, Employment, and Industrial Zones**

5           \*   \*   \*

6           B.     Additional Sign Area

7           1.     Location Sign

8                     Additional sign area is allowed for a permanent location sign [erected  
9                     at an entrance to a building or a development] if the sign is a ground  
10                    sign or flat wall sign [located at the entrance]. [The] Each sign must  
11                    meet the following requirements:

- 12           a.     A sign may be placed on each face of the building [that abuts,  
13                    parallels, or is nearest to parallel with, a street, a parking area,  
14                    or other circulation area open to the general public and that has  
15                    either a main window display or a public entrance to the  
16                    building, and at each customer entrance to the building and  
17                    parking area].
- 18           b.     The maximum sign area is 100 square feet for each sign.
- 19           c.     The location is the same as provided generally for the zone,  
20                    based on the type of sign. A location sign erected as a ground  
21                    sign must satisfy the setback restrictions for a freestanding sign,  
22                    and a location sign erected as a wall sign must satisfy the  
23                    requirements for a wall sign.
- 24           d.     [The] A sign may be placed on [a wall] each face of a building  
25                    more than 26 feet from the ground if it is [at least 10 feet]  
26                    located below the eave or parapet and at least 10 feet from the  
27                    corner of the building.

- 28 e. An entrance sign that is a freestanding location sign must be
- 29 placed [a minimum of] at least 100 feet from another
- 30 freestanding sign. A wall location sign at an entrance must be
- 31 placed a minimum of 30 feet from another wall sign.
- 32 f. The sign may be illuminated (see Section 6.7.6.E).

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34 **Sec. 2. Effective date.** This ordinance becomes effective on the date of

35 Council adoption.

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37 This is a correct copy of Council action.

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40 Linda M. Lauer, Clerk of the Council