



SUBJECT

19-09, Prohibited Roof Signs - Exemptions

EXPECTED ATTENDEES

NA

COUNCIL DECISION POINTS & COMMITTEE RECOMMENDATION

NA

DESCRIPTION/ISSUE

The proposed amendment to the Montgomery County Zoning Ordinance would allow roof signs in Red Policy Areas as identified in the most recent Subdivision Staging Policy. See <https://montgomeryplanning.org/resources/subdivision-staging-policy-area-map/>. Some buildings in high density areas are constructed with glass walls. Signs that block windows are impractical. On buildings with all glass walls, the Zoning Ordinance effectively prohibits high wall signs and prohibits roof signs.

SUMMARY OF KEY DISCUSSION POINTS

Currently, roof signs are prohibited except in urban renewal areas (Silver Spring Triangle, Lyttonsville, Scotland, Emory Grove, and Rockville). For all practical purposes, the allowance for roof signs only affects part of the Silver Spring CBD.

ZTA 19-09 would allow roof signs (that concern on-site activity – an off-site sign is prohibited) in White Flint, Wheaton, Twinbrook, Silver Spring CBD, Shady Grove, Grosvenor, Glenmont, Forest Glen, Friendship Heights, and the Bethesda CBD.

Only the signs approved as part of a sign concept plan for an optional method development project would be allowed. Any such sign would be subject to Sign Review Board approval and the height limits of the underlying zone.

This report contains:

ZTA 19-09

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Zoning Text Amendment No.: 19-09
Concerning: Prohibited Roof Signs –
Exemptions
Draft No. & Date: 3 – 11/19/19
Introduced:
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**

Lead Sponsor: Councilmember Friedson

AN AMENDMENT to the Montgomery County Zoning Ordinance to:

- Allow roof signs in red policy areas under certain circumstances; and
- Generally amend the provisions for roof signs.

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

Division 6.7. “Signs”
Section 6.7.4. “Prohibited Signs”
Section 6.7.10. “Urban Renewal Areas”

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 6.7. Signs**

2 * * *

3 **Section 6.7.4. Prohibited Signs**

4 A sign not authorized in Division 6.7 is prohibited. Except for a sign that is not
5 visible beyond the property lines of the property where the sign is located, the
6 following signs are specifically prohibited and must not be erected or retained. The
7 Sign Review Board must not grant a variance permitting their erection, installation,
8 or maintenance. A prohibited sign must be removed within 24 hours after
9 notification by DPS that the sign must be removed.

10 * * *

11 B. Roof Sign

12 Unless approved as part of a sign concept plan for an optional method
13 development project located in an urban renewal area or in a red policy area
14 as identified by the most recent Subdivision Staging Policy, a sign painted
15 on the roof of a building[,] or supported by poles, uprights, or braces
16 extending from or attached to the roof of a building, or projected above the
17 roof of a building, is prohibited. A wall sign is not a roof sign, and for the
18 purposes of Division 6.7 a roof surface constructed at an angle of within 15
19 degrees of vertical is regarded as wall space. Screening that encloses
20 equipment such as a heating, ventilating and air conditioning unit, an
21 elevator shaft, and stairs located on a roof also are considered wall space.

22 * * *

23 **Section 6.7.10. Urban Renewal or Red Policy Areas**

24 A. A permanent sign located in an approved urban renewal or red policy area as
25 part of an optional method development project need not satisfy the Design
26 Elements and Limitations of Division 6.7 where the Sign Review Board

27 approves the sign as part of a sign concept plan; however, any roof sign in a
28 red policy area must not exceed the height limits of the property's zone.

29 B. Before approving any sign concept plan under Section 6.7.10, the Sign
30 Review Board must hold a public hearing on the sign concept plan in the
31 urban renewal or red policy area[,] after giving 30 days notice and verifying
32 that the applicant has satisfied all applicable variance notice requirements.

33 * * *

34 **Sec. 2. Effective date.** This ordinance becomes effective immediately upon the
35 Council's adoption.

36

37 This is a correct copy of Council action.

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40 _____
41 Mary Anne Paradise
Acting Clerk of the Council