

Area of Special Signage Control - Sign Plan – North Harbor Downtown Baltimore

Purpose of the NoHa District

The NoHa district is part of an overall economic development project that is expressed in the interaction expressed in the interaction between the streets, sidewalks and public spaces and the unique character of the buildings in the District and their more specialized uses. Digital signage (i) contributes visually to the creation of an exciting downtown district in context for the Downtown locations; (ii) promote tourism, economic development and City based branding and (iii) and support cultural initiatives within the city. Digital signage positivity correlates with lower crime, higher pedestrian activity, enlivened streetscape experience – all of which is needed in our post-covid recovery in Downtown Baltimore. Representative images demonstrating the vision for enhanced signage in the NoHa District are attached hereto.

North Harbor District

The North Harbor District is the following area:

Beginning at the point of the intersection of the of the center lines of Howard Street and Conway; then, west along the center line of West Camden Street to the point of South Paca intersection; then north along the center line of South Paca to the point of Pratt Street intersection, then north along the center line of North Howard Street to the point of East Baltimore Street Intersection, then east along the center line of East Baltimore Street to the point of Commerce Street Intersection, then south along the center line of Commerce Street to the point of Water Street Intersection, then east along the center line of Water Street to the point of South Frederick Street, then north along the center line of South Frederick to Baltimore street intersection, then East along the center line of Baltimore street to the intersection of President Street, then south along the center line of President Street to the point of the Pratt Street intersection, then west along the Pratt Street including all parcels on Pratt Street to the point of the Light Street intersection, then south along the center line of Light Street to the point of Conway intersection, then west along the center line to the intersection at Howard Street.

Signage Types

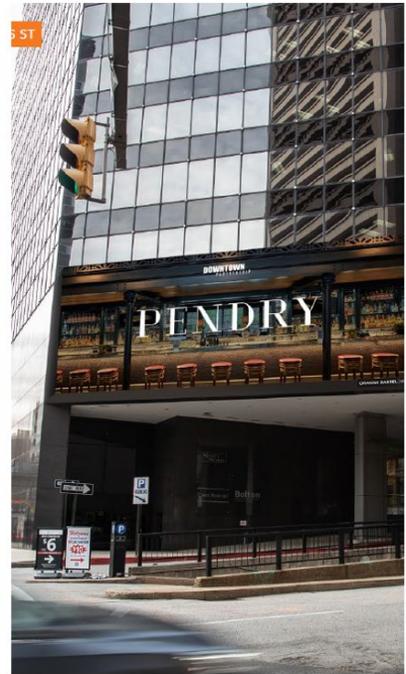
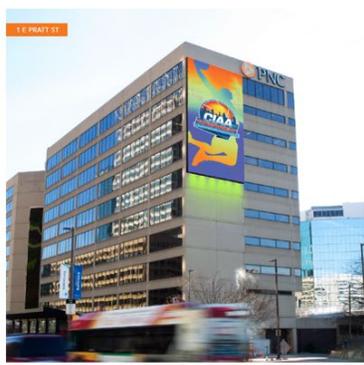
The following signage types are permitted within the Area of Special Signage Control:

- (a) All signage types that are permitted, accessory and conditional uses as allowed in the C-5DC zoning district, and are subject to the Maximum Cumulative Area .
- (b) The following additional uses are specifically permitted in the Area of Special Signage Control:
 - a. Electric Sign (category III) at locations pre-determined in the Sign Plan
 - b. Electric Sign (category IV) at locations predetermined in Sign Plan
- (c) That unless otherwise permitted above, all other signage types that are permitted only in an ASSC are prohibited within the NoHa Area of Special Signage Control.

Signage Controls

The Table attached hereto as Schedule I establishes the area, location, and quantity requirements for Category III and IV Electronic Signs, and the maximum cumulative area per lot of all signage, permitted on the properties listed therein. The Schedule I Table sets forth any deviations from the base requirements of Table 17-201 and 17-306, if any. No Category III or IV Electronic Signs shall be permitted in the NoHa District except as set forth on Table 17-201.

Reference Images



Schedule I – Signage Table

Address	Building/ Landlord	Zoning District	Sign 1 Type	Sign 1 Est. Area (sq. ft.)	Max Allowable Area (sq. ft.)	Max Percentage Deviation for Area	Est. Location on Building	Sign 2 Type	Sign 2 Est. Area (sq. ft.)	Max Allowable Area (sq. ft.)	Max Percentage Deviation for Area	Est. Location on Building	Total Est. Area (sq. ft.)	Existing Signage Est. Area (sq. ft.)	Max Cumulative Sign Area (sq. ft.)	Max Percentage Deviation for Area	Requested Deviations
1 E Pratt St	PNC/Banyan	C-5DC	Wall Sign; Electronic Sign (Category IV)	1,650	5,000	75%	Northwest Corner Façade	Wall Sign; Electronic Sign (Category III)	475	750	75%	Southeast Corner Façade	2,125	780	7,000	50%	None
1 W Pratt St	Mayor & City Council Property District Chilled Water General Partnership	C-5DC	Wall Sign; Electronic Sign (Category IV)	935	5,000	75%	Northwest Corner Façade	Wall Sign; Electronic Sign (Category IV)	935	5,000	75%	Southwest Corner Façade	1,870	114	7,000	50%	None
10 E Pratt St	COPT	C-5DC	Wall Sign; Electronic Sign (Category IV)	990	5,000	75%	Southeast Corner Façade	Wall Sign; Electronic Sign (Category III)	750	750	75%	Southwest Corner Façade	1,740	N/A - Building not yet built	7,000	50%	None
100 E Pratt St	100 Pratt St. Ventures, LLC 100 Pratt St. Holdings, LLC/ T. Rowe Price	C-5DC	Wall Sign; Electronic Sign (Category III)	600	750	75%	Northeast Corner Façade	Wall Sign; Electronic Sign (Category III)	600	750	75%	Northwest Corner Façade	1,200	261	7,000	50%	None
124 Market Pl	Parkway Corporation	C-5DC	Wall Sign; Electronic Sign (Category IV)	1,200	5,000	75%	Northeast Corner Façade	X	X	X	X	X	1,200	284	7,000	50%	None
200 E Pratt St	Gallery at Harborplace	C-5DC	Wall Sign; Electronic Sign (Category III)	456	750	75%	Southwest Corner Façade	X	X	X	X	X	456	484	7,000	50%	None

Address	Building/ Landlord	Zoning District	Sign 1 Type	Sign 1 Est. Area (sq. ft.)	Max Allowable Area (sq. ft.)	Max Percentage Deviation for Area	Est. Location on Building	Sign 2 Type	Sign 2 Est. Area (sq. ft.)	Max Allowable Area (sq. ft.)	Max Percentage Deviation for Area	Est. Location on Building	Total Est. Area (sq. ft.)	Existing Signage Est. Area (sq. ft.)	Max Cumulative Sign Area (sq. ft.)	Max Percentage Deviation for Area	Requested Deviations
201 W Baltimore St	Mayor & City Council Property	C-5DC	Wall Sign; Electronic Sign (Category III)	672	750	75%	Southeast Corner Façade	Wall Sign; Electronic Sign (Category IV)	1,440	5,000	75%	Northeast Corner Façade	2,112	17,122	7,000	50%	Yes - Max Cumulative Sign Area
204 E Lombard St	East Lombard Street Parking Associates, LLC	C-5DC	Wall Sign; Electronic Sign (Category IV)	1,800	5,000	75%	Southeast Corner Façade	X	X	X	X	X	1,800	100	7,000	50%	None
30 Light St	COPT	C-5DC	Wall Sign; Electronic Sign (Category IV)	1,140	5,000	75%	Southwest Corner Façade	X	X	X	X	X	1,140	76	7,000	50%	None
300 S Charles St/110 W Conway St	Sheraton Inner Harbor & Sheraton Garage	C-5DC	Wall Sign; Electronic Sign (Category IV)	1,200	5,000	75%	Southeast Corner Façade	Wall Sign; Electronic Sign (Category III)	748	750	75%	Southwest Corner Façade	1,948	153	7,000	50%	None
36 S Charles St	Zamir Equities	C-5DC	Wall Sign; Electronic Sign (Category IV)	990	5,000	75%	Southeast Corner Façade	X	X	X	X	X	990	230	7,000	50%	None
401 W Pratt St	Baltimore Hotel Corporation	C-5DC	Wall Sign; Electronic Sign (Category IV)	1,200	5,000	75%	Northwest Corner Façade	Wall Sign; Electronic Sign (Category IV)	800	5,000	75%	Southwest Corner Façade	2,000	1,742	7,000	50%	None
55 Market Pl	Market Place Commercial Limited Partnership	C-5DC	Wall Sign; Electronic Sign (Category IV)	1,000	5,000	75%	Southeast Corner Façade	X	X	X	X	X	1,000	509	7,000	50%	None

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601 E Pratt St	Cordish Power Plant Limited Partnership	C-5IH	Wall Sign; Electronic Sign (Category III)	646	750	75%	Northwest Corner Façade	X	X	X	X	X	646	3,248	2,200	50%	Yes - Max Cumulative Sign Area
Note: Sign Plan has all Wall Signs, therefore there are no applicable height/width requirements																	