

Area of Special Signage Control – Sign Plan

NORTH HARBOR DOWNTOWN BALTIMORE

In accordance with the Baltimore City Zoning Code 17-504, Downtown Partnership of Baltimore is submitting this signage plan for the North Harbor District Area of Special Sign Control as written in City of Baltimore Ordinance 21-056 Council Bill 21-0118 Section 2.

The NoHa Area of Special Signage Control is an outdoor media powered project for an area of downtown that will create light, vitality and activity. 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 city¹. 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.

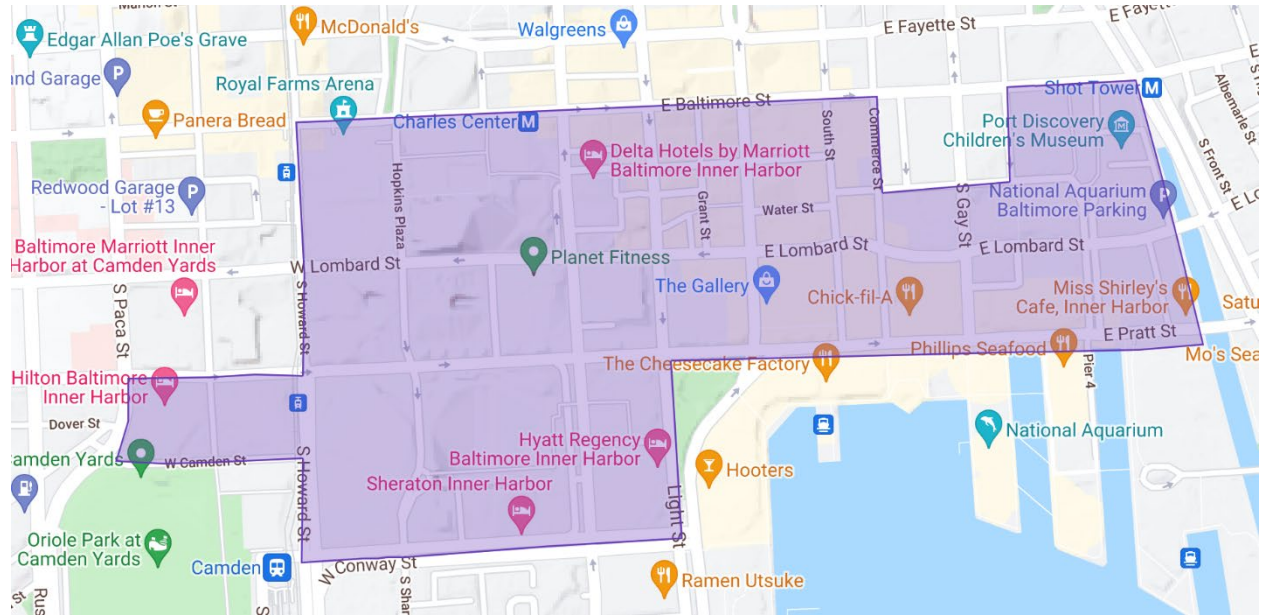
North Harbor District

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 north on Howard Street to the intersection with West Camden Street, 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 West Pratt Street intersection, then east on West Pratt Street to the intersection with North Howard Street, 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 S Frederick Street intersection, then north along the center line of S Frederick Street to the E Baltimore Street intersection, then east along the center line of E Baltimore Street to the intersection with the southbound side of President Street, then south along said southbound center line of President Street to the point of the Pratt Street intersection, then continue south on President Street for 171 feet, then southwest for 25 feet to the southeast corner of 729 East Pratt Street, extending southwest on southern property line to the southwest corner of said property, continue on same line for 114 feet to meet the eastern property line of 727 East Pratt Street, following said property line southerly for 30 feet, then westerly on a line parallel to East Pratt Street for 1,128 feet to the

¹ <https://www.pps.org/article/streetlights>

southeast corner of the property known as Block 0890 Lot 005, following said property line westerly to the southeast corner of 401 East Pratt Street, then westerly along a straight line to the southwest corner of said property, then westerly along the southern property line and extended for a total of 596 feet, then north for 260 feet to meet the centerline of East Pratt Street, then east along East Pratt Street to the intersection with Light Street, 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 and C-5IH zoning district. Each sign is subject to the Maximum Cumulative Area provisions set forth in Table 17-306, as may be modified by permitted deviations in the Sign Plan set forth in Table 17-201.
- (b) The following additional uses are specifically permitted in the Area of Special Signage Control:
 - a. Electronic Sign (category III) at locations pre-determined in the Sign Plan
 - b. Electronic Sign (category IV) at locations pre-determined in the 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.
- (d) An Electronic Sign may be a Billboard (as defined in Section 1-303(g) of the Zoning Code) only if indicated on Schedule I.

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. A map showing the location of each sign is attached as Schedule II. Schedule I also shows the allowed Maximum Allowed and Maximum Deviation per Table 17-201. No Category III or IV Electronic Signs shall be permitted in the NoHa District except as set forth on Schedule I. All other signage in the district must meet the requirements of the underlying zoning. Those buildings identified as Baltimore City Landmarks must undergo separate CHAP review. Those buildings identified as either notable buildings or within Special Districts in the Central Business District URP must undergo Planning Department Design Review. Certain digital or electronic signs would require separate design review, as set forth in Title 4 of the Zoning Code.

Schedule I – Signage Table

Address	Sign #	Building/ Landlord	Zoning District	Sign Type ²	New Sign Est. Area (sq. ft.) (h x w) (ft.)	Max % Deviation for Area	Est. Location on Building	Height from Ground Est. (ft)	Total Est. Area of Proposed Sign(s) (sq. ft.)	Existing Sign(s) Est. Area (sq. ft.)	Max Cumulative Sign Area (sq. ft.)	Max % Deviation for Area	Requested Deviations	Billboard
100 S Charles St	1	Carlyle Baltimore Holdings	C-5DC	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	2,250 (35h x 60w)	75%	Northeast Corner Façade	14	2,250 (2 new signs)	2,008	7,000	50%	None	Yes
	2	Carlyle Baltimore Holdings	C-5DC	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	1,750 (17h x 25w)	75%	Southwest Corner Façade	40	1,781 (2 new signs)	2,008	7,000	50%	None	Yes
100 E Pratt St	3	100 Pratt St. Holdings, LLC	C-5DC	Wall Sign; Electronic Sign (Category III). Max allowable area: 750 sq. ft.	750 (15h x 50w)	75%	Northeast Corner Façade	30	1,500 (2 new signs)	261	7,000	50%	None	Yes
	4	100 Pratt St. Holdings, LLC	C-5DC	Wall Sign; Electronic Sign (Category III). Max allowable area: 750 sq. ft.	750 (15h x 50w)	75%	Northwest Corner Façade	30	1,500 (2 new signs)	261	7,000	50%	None	Yes
124 Market Pl	5	Board of New Community College	C-5DC	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	1,625 (25h x 65w)	75%	Northeast Corner Façade	30	1,625 (1 new sign)	284	7,000	50%	None	Yes
30 Light St	6	COPT Corporate Office Properties Trust	C-5DC	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	1,500 (30h x 50w)	75%	Southwest Corner Façade	55	1,500 (1 new sign)	76	7,000	50%	None	Yes
300 S Charles St	7	Hotel Reversionary	C-5DC	Wall Sign; Electronic Sign (Category III). Max allowable area: 750 sq. ft.	680 (17h x 40w)	75%	Southeast Corner Façade (Eastern facing only)	30	680 (1 new sign)	153	7,000	50%	None	Yes

² Sign Plan has all Wall Signs, for which there are no applicable height or width requirements.

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36 S Charles St	8	Zamir Equities	C-5DC	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	1,200 (20h x 60w)	75%	Southeast Corner Façade	25	1,200 (1 new sign)	230	7,000	50%	None	Yes
55 Market Pl	9	Place C Market	C-5DC	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	1,320 (22h x 60w)	75%	Southeast Corner Façade	60	1,320 (1 new sign)	509	7,000	50%	None	Yes
204 E Lombard St	10	East Lombard Street Parkin Associates, LLC	C-5DC	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	1,800 (30h x 60w)	75%	Southeast Corner Facade	75	1,800 (1 new sign)	100	7,000	50%	None	Yes
601 E Pratt St	11	The Cordish Companies	C-5IH	Wall Sign; Electronic Sign (Category IV). Max allowable area: 5,000 sq. ft.	750 (15h x 50w)	75%	Northwest Corner Façade	25	750 (1 new sign)	3,248	2,200	50%	Yes - Max Cumulative Sign Area	Yes

Schedule II – Signage Map & Reference Images

Sign Locations Map



Properties

- 1. 100 S Charles St
- 2. 100 S Charles St
- 3. 100 E Pratt St
- 4. 100 E Pratt St
- 5. 124 Market Pl
- 6. 30 Light St
- 7. 300 S Charles St
- 8. 36 S Charles St
- 9. 55 Market Pl
- 10. 204 E Lombard St
- 11. 601 E Pratt St

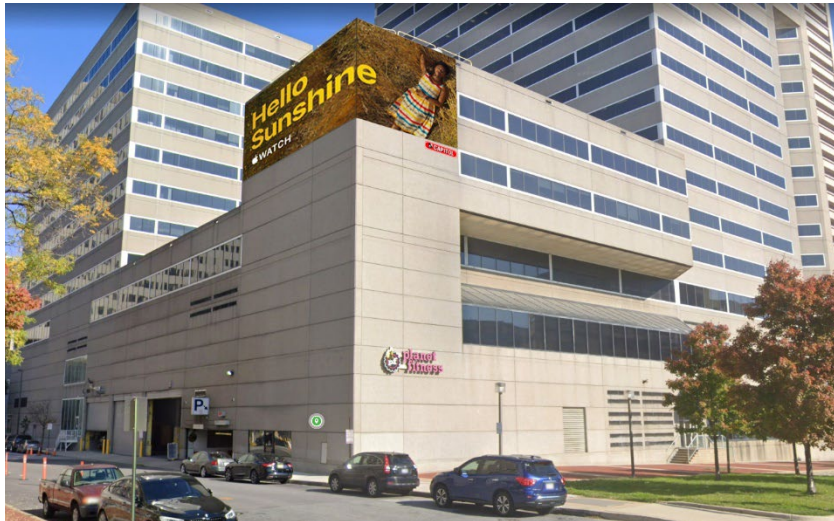
Figure 2: ASSC sign locations and orientations



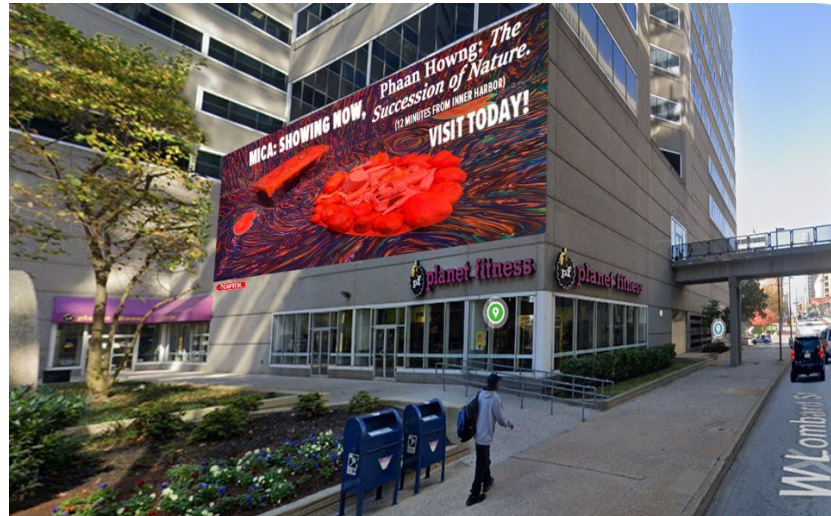
100 E. Pratt Street (NE Corner)



100 E. Pratt Street (NW corner)



100 S. Charles Street (SW corner)



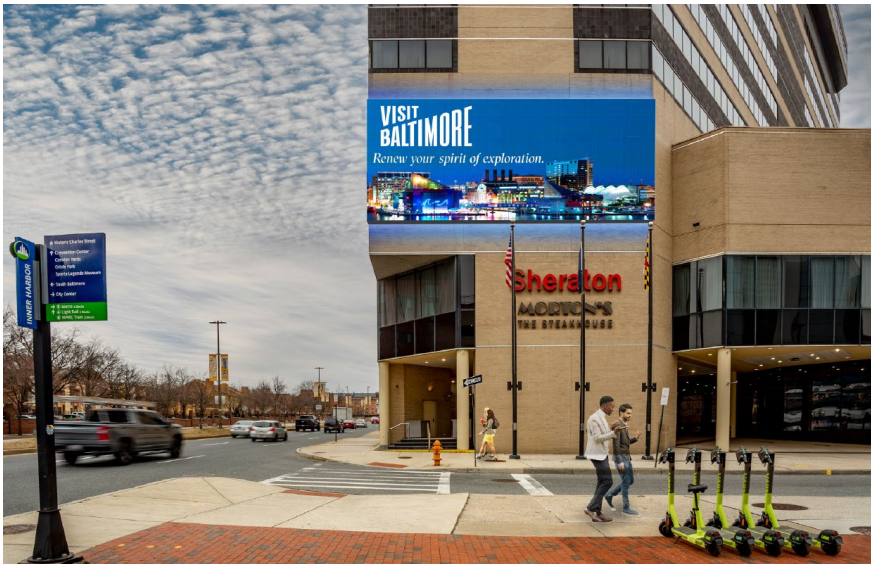
100 S. Charles Street (NE corner)



124 Market Place (NE Corner)



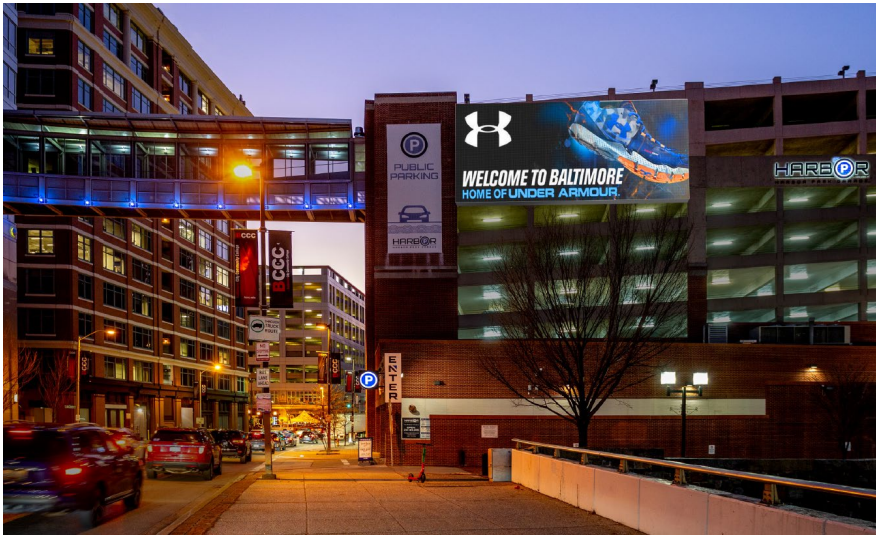
30 Light Street (SW corner)



300 S. Charles Street (SE Corner)



36 S. Charles Street (SE Corner)



55 Market Place (SE facing)



204 E. Lombard Street (SE facing)



601 E. Pratt Street (NW Corner)