

**Ordinance No. 854-26**

An Ordinance Amending Part 3, Article XV of the Development Regulations  
in Chapter 165 of the Bel Air Town Code

**WHEREAS**, the Board of Town Commissioners is required, under the Land Use Article of the Annotated Code of Maryland, to maintain consistency between the Development Regulations and the Town of Bel Air Comprehensive Plan; and

**WHEREAS**, the Land Use Article of the Annotated Code of Maryland provides the authority for the Board of Town Commissioners to adopt planning and zoning controls; and

**WHEREAS**, the Bel Air Board of Town Commissioners wish to update the Development Regulations to address signs related to shopping centers and mixed-use centers; and

**WHEREAS**, the Board of Town Commissioners has reviewed the need to remain consistent between shopping centers and Mixed-use centers in order to keep the sign code less confusing and remain flexible for multi-owner projects; and

**NOW, THEREFORE, BE IT ORDAINED** by the Board of Town Commissioners that amendments to the Town of Bel Air Development Regulations, Chapter 165, Ordinance No. 854-26, provided for below is hereby adopted.

**§ 165-106 Standards by zoning district.**

In all zoning districts, any sign placed on land or on a building for the purpose of identification or for advertising a use conducted thereon or therein shall be deemed to be accessory and incidental to such land, building or use and may require permit. All other permanent signs, commonly referred to as "billboards," which advertise commercial services, products or businesses not connected with the site or building on which they are located, are prohibited. The following sign standards shall apply to each zoning district in the Town of Bel Air. The zoning districts are as defined in Article III of the Town of Bel Air Development Regulations and on the Official Zoning Map.

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B. Business districts.

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(2) B-2 (Central Business District) and B-2A (Central Business Gateway District). A master signage plan is required for multitenant businesses to integrate signs, buildings, landscape, architecture and site design. The plan shall include, as necessary, an accurate plot of the

lot, location of buildings, parking lots, driveways and landscape areas, along with the height and location of any proposed freestanding sign(s) as allowed in the zone, and an accurate indication of the proposed location, color scheme, size and material of each present and future sign of any type and computation of the maximum total sign area and the maximum area for each individual sign.

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(b) Types of Signs

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[3] Freestanding sign.

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[c] Freestanding signs in shopping centers **and mixed-use centers** shall be limited to the following quantity, area and height. No more than two freestanding signs may be placed on any major road on which the shopping center **or mixed-use center** fronts. **Shopping center** Freestanding sign area shall be calculated as part of the overall advertising area permitted for the **property project**. **A sign is permitted on a separate lot from the use advertised, provided it is within the project area and a development agreement has been executed and recorded in the land records of Harford County.**

Gross Floor Area of Shopping Center <b>or Mixed-Use Center</b> (square feet)	Total Number of Freestanding Signs	Advertising Area per sign (square feet)	Sign Height (feet)
Less than 100,000	1	120	15
100,000 to 200,000	2	140	18
200,001 to 300,000	3	160	18
300,001 to 400,000	4	180	22
Greater than 400,000	5	200	22

**BE IT ORDAINED** If any provision of this Ordinance shall be held violative of any applicable law or unenforceable for any reason or *ultra vires*, the invalidity or unenforceability of any such provision shall not invalidate or render unenforceable any other provision hereof, which shall remain in full force and effect. For the purpose of this section, construction activity is defined as the period between issuance of a building permit and use & occupancy permit.

**BE IT FURTHER ORDAINED** that this Ordinance shall become effective on the twenty-first (21st) day after passage unless petitioned to referendum.

INTRODUCTION:

PUBLIC HEARING:

ENACTMENT:

EFFECTIVE:

AYES:

NAYS:

ABSENT:

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Paula Etting, Chair  
Board of Town Commissioners

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Michael L. Krantz, Town Clerk