COUNTY COUNCIL OF BALTIMORE COUNTY, MARYLAND
Legislative Session 2026, Legislative Day No. 3

Bill No. 13-26

Mr. David Marks, Councilman

By the County Council, February 2, 2026

A BILL
ENTITLED

AN ACT concerning

Zoning Regulations – Signs – ~~Placemaking~~ Regional Destination Signs

FOR the purpose of establishing a new category of signs to allow a ~~placemaking~~ regional destination sign to be located in a commercial and entertainment center under certain circumstances; and generally relating to signs.

BY adding

Section 450.7.G
Baltimore County Zoning Regulations, as amended

BY repealing and re-enacting, with amendments

Sections 450.4 – Attachment 1.7(a) and 450.5.B
Baltimore County Zoning Regulations, as amended

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.
[Brackets] indicate matter stricken from existing law.
~~Strike out~~ indicates matter stricken from bill.
Underlining indicates amendments to bill.

SECTION 1. BE IT ENACTED BY THE COUNTY COUNCIL OF BALTIMORE COUNTY, MARYLAND, that the Baltimore County Zoning Regulations read as follows:

ARTICLE 4 – SPECIAL REGULATIONS

Section 450 – Signs

§ 450.4. Table of Sign Regulations.

The following table specifies the allowable combinations of sign classes and sign types, along with the use, permit, area, height, and other pertinent limitations. Each column in the table has a Roman numeral heading, along with a corresponding summary title. The following descriptions of each summary title are incorporated into the table:

Attachment 1 – Table of Sign Regulations

Baltimore County Permanent Signs

I	II	III	IV	V	VI	VII	VIII	IX
Class	**Structural Type**	**Zone or Use**	**Permit Required**	**Maximum Area/Face**	**Maximum No./Premises**	**Height**	**Illumi-nation**	**Additional Limitations**
~~PLACEMAKING~~ REGIONAL DESTINATION SIGN, MEANING AN ACCESSORY SIGN AT A QUALIFYING CENTER, WHICH ADVERTISES ONSITE AND OFFSITE PRODUCTS, PLACES, BUSINESSES, PRODUCTS, SERVICES, ~~OR~~ ACTIVITIES, ~~BUSINESSES,~~ OR AMENITIES.	FREE-STAND-ING	B.M., M.L.	USE	~~350~~ 400 SQUARE FEET	1 PER CENTER	50 FEET	YES	SUBJECT ONLY TO THE LIMITATIONS CONTAINED IN SECTION 450.7.G.

§ 450.5. Structural types of signs.

B. Structural type definitions and restrictions.

4. Freestanding sign: A sign that is maintained on a structural framework or supporting element, including a post or a pole, fixed in the ground, but is not attached to a building. Freestanding signs, except outdoor advertising, ~~PLACEMAKING,~~ REGIONAL DESTINATION, and those that are temporary, are subject to the following:

a. Within a single premises, no freestanding sign may be erected within 100 feet of another freestanding sign having an area larger than eight square feet.

b. On the same side of a highway, no freestanding joint identification sign may be erected within 100 feet and no enterprise sign may be erected within 25 feet of a residential zone.

c. The maximum height of a freestanding sign may not exceed the height specified in Section 450.4.

d. The maximum area for any freestanding sign permitted in Section 450.4 may be increased relative to the setback from a right-of-way of the nearest highway on which a premises has frontage:

(1) Five percent if the setback is at least ten feet.

(2) Ten percent if the setback is at least 20 feet.

(3) Fifteen percent if the setback is 50 feet or more from the right-of-way.

§ 450.7. Special requirements for particular classes.

G. ~~PLACEMAKING~~ REGIONAL DESTINATION SIGNS. ~~PLACEMAKING~~ REGIONAL DESTINATION SIGNS ARE SUBJECT TO THE FOLLOWING REGULATIONS:

1. A ~~PLACEMAKING~~ REGIONAL DESTINATION SIGN IS DEFINED AS A SIGN ADVERTISING ONSITE AND OFFSITE PLACES, BUSINESSES, PRODUCTS, SERVICES, AMENITIES, OR ACTIVITIES. NOTWITHSTANDING ANY OTHER PROVISION OF THESE REGULATIONS TO THE CONTRARY, A ~~PLACEMAKING~~ REGIONAL DESTINATION SIGN SHALL NOT BE CONSIDERED TO BE AN OUTDOOR ADVERTISING SIGN.

2. FOR PURPOSES OF THIS SECTION, A QUALIFYING CENTER IS DEFINED AS A COMMERCIAL AND ENTERTAINMENT CENTER, WHICH INCLUDES A VARIETY OF RETAIL, RESTAURANT, AND RECREATIONAL/ENTERTAINMENT USES, THAT IS:

A. APPROVED FOR 300,000 SQUARE FEET OR MORE OF GROSS LEASABLE FLOOR AREA; AND

B. LOCATED WITHIN THE AREA BOUNDED BY I-95, I-695, PERRY HALL BOULEVARD, AND MARYLAND ROUTE 43.

3. A QUALIFYING CENTER IS PERMITTED TO HAVE ONE ~~PLACEMAKING~~ REGIONAL DESTINATION SIGN. THE SIGN MUST EITHER REPLACE AN EXISTING SIGN OF EQUAL OR GREATER HEIGHT OR BE CREATED BY RETROFITTING AN EXISTING SIGN.

4. A ~~PLACEMAKING~~ REGIONAL DESTINATION SIGN MAY INCLUDE AN ELECTRONIC CHANGEABLE COPY COMPONENT. SUCH COMPONENT SHALL

HAVE A MAXIMUM FREQUENCY OF ONE INSTANTANEOUS MESSAGE CHANGE PER 15-SECOND CYCLE AND MAY NOT DISPLAY VIDEO, FLASHING, BLINKING, ANIMATION, STROBING, OR SCROLLING. IF THE SIGN INCLUDES ~~A~~ AN ELECTRONIC CHANGEABLE COPY COMPONENT, THE MAXIMUM AREA/FACE SHALL BE MEASURED TO INCLUDE ONLY THAT COMPONENT.

SECTION 2. AND BE IT FURTHER ENACTED, that this Act, having been passed by the affirmative vote of five members of the County Council, shall take effect 14 days after its enactment.

LEGISLATION DETAIL

LEGISLATION	BILL 13-26
DISPOSITION	PASSED AS AMENDED
ENACTED	03/03/26
EFFECTIVE	03/17/26
AMENDMENTS	YES (1)

ROLL CALL - BILL

MOTION MARKS SECOND PATOKA

AYE	NAY	
☑	☐	Councilman Young
☑	☐	Councilman Patoka
☑	☐	Councilman Kach
☑	☐	Councilman Jones
☑	☐	Councilman Marks
☑	☐	Councilman Ertel
☑	☐	Councilman Crandell

ROLL CALL - AMENDMENTS

MOTION MARKS SECOND JONES

AYE	NAY	
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☑	☐	Councilman Patoka
☑	☐	Councilman Kach
☑	☐	Councilman Jones
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ROLL CALL - AMENDMENTS

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