

LIBERO 007 FOLIO 88
COUNTY COUNCIL

OF

DORCHESTER COUNTY, MARYLAND

2021 Legislative Session,
Legislative Day No. 8

Introduced By: County Council

BILL NO. 2021-10

AN ACT OF THE COUNTY COUNCIL OF DORCHESTER COUNTY, MARYLAND PURSUANT TO CHAPTER 155, ENTITLED "ZONING", SECTION 155-5(A) OF THE DORCHESTER COUNTY CODE TO ADD AND TO ENACT NEW SECTION 155-63.1 ENTITLED, MASTER SIGN PLANS FOR AUTOMOBILE DEALERSHIPS SELLING MULTIPLE BRANDS OF VEHICLES, TO ARTICLE XII ENTITLED SIGNS TO CHAPTER 155 "ZONING" OF THE DORCHESTER COUNTY CODE PROVIDING FOR FLEXIBILITY IN THE APPLICATION OF SIGN REGULATIONS FOR AUTOMOBILE DEALERSHIPS ON LARGE SITES THAT SELL MULTIPLE BRANDS OF VEHICLES.

Introduced, read first time, ordered posted on the official bulletin board of County, County Office Building, 501 Court Lane, Cambridge, Maryland 21613.

Ordered publication for once a week for two (2) successive weeks, and public hearing scheduled on Tuesday, June 1, 2021, Room 110, County Office Building, 501 Court Lane, Cambridge, Maryland at 6:14 p.m.

By order:


Jay L. Newcomb

President of the County Council
of Dorchester County, Maryland

Apr.21

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**COUNTY COUNCIL
OF
DORCHESTER COUNTY, MARYLAND**

BILL NO. 2021-10

AN ACT OF THE COUNTY COUNCIL OF DORCHESTER COUNTY, MARYLAND PURSUANT TO CHAPTER 155 ENTITLED "ZONING", SECTION 155-5(A) OF THE DORCHESTER COUNTY CODE, TO ADD AND TO ENACT NEW SECTION 155-63.1 ENTITLED MASTER SIGN PLANS FOR AUTOMOBILE DEALERSHIPS SELLING MULTIPLE BRANDS OF VEHICLES TO ARTICLE XII ENTITLED SIGNS TO CHAPTER 155 ENTITLED "ZONING" OF THE DORCHESTER COUNTY CODE PROVIDING FOR FLEXIBILITY IN THE APPLICATION OF SIGN REGULATIONS FOR AUTOMOBILE DEALERSHIPS ON LARGE SITES THAT SELL MULTIPLE BRANDS OF VEHICLES.

SECTION ONE: Be it ENACTED and ORDAINED by the County Council of Dorchester County, Maryland, pursuant to Chapter 155 entitled "Zoning", Section 155-5(A) of the Dorchester County Code (the "Act"), that new Section 155-63.1 entitled "Master Sign Plans for Automobile Dealerships Selling multiple Brands of Vehicles" to Article XII entitled "Signs" to Chapter 155 entitled "Zoning" of the Dorchester County Code, is, and the same is, hereby ENACTED to read as follows:

Chapter 155

ZONING

ARTICLE XII

Signs

§ 155-63.1, "Master Sign Plans for Automobile Dealerships Selling Multiple Brands of Vehicles."

A. Purpose. The purpose of this Section is to provide flexibility in the application of sign regulations for automobile dealerships on large sites that sell multiple brands of vehicles. Through the review and approval of a "master sign plan," the Planning Commission may allow deviations from the strict application of the sign regulations to permit the integration of signage that adequately identifies all brands of vehicles that are sold to the public from a particular site. A master sign plan is intended to encourage creativity and excellence in the design of signage in order to ensure architectural compatibility and effective communication to the public.

B. Requirements. The approval of a master sign plan may only be permitted when all of the following conditions exist:

- (1) the site that is the subject of the master sign plan is ten (10) acres or larger;
- (2) the site is used for the display and sale of automobiles; and
- (3) multiple vehicle brands are offered for sale to the public from the site.

C. Approval Authority. A master sign plan shall be reviewed and approved by the Planning Commission in accordance with this Section.

D. Modification of Regulations. Subject to the provisions of this Section, an approved master sign plan may authorize signs that are not in strict accordance with other provisions of this Chapter. Permitted modifications may relate to sign area, dimensions, number of signs, height and location. Notwithstanding the foregoing, a master sign plan shall comply with the following:

(1) Primary Façade (facing the primary right of way):

- The total amount of building mounted signage on the primary facade shall not exceed two (2) square feet of sign area per linear foot of facade

(2) Secondary Facades:

On all other façades, an additional one (1) square foot of wall mounted signage per total combined linear of secondary facades is allowed, not to exceed 2 square foot per linear foot of any given elevation.

Additional building mounted signage on secondary facades may be permitted provided that the total area of all building mounted signage on secondary facades does not exceed one (1) square foot of sign area per linear foot of secondary façade, and further provided that the amount of signage on any secondary facades does not exceed 2 square feet of that particular façade.

(3) Free-standing signs:

- Shall: (i) be setback at least ten (10') from all property lines, (ii) not exceed twenty (20) feet in height above finished grade, and (iii) not exceed eighty (80) square feet in area; and (iiii) shall be located no less than (hundred) 100 feet away from any other free standing sign
- Free standing signs may only be permitted in the area defined by the perpendicular projection of the primary building facades onto the main right of way
- No more than one (1) free-standing sign per vehicle brand sold on the site may be permitted.

E. Application Requirements. A master sign plan shall include all information and materials reasonably required by the Planning Commission to review a request.

F. Findings. Before approving a master sign plan, or any amendment thereto, the Planning Commission shall make the following findings:

- (1) The master sign plan complies with the purpose set forth in Subsection A above;
- (2) The master sign plan meets the requirements set forth in Subsection B above;
- (3) All proposed signs are compatible with the scale and design of the overall development of the site, and are in harmony with all other signs already located on the site; and
- (4) The proposed signs comply with the standards of this Chapter, except that flexibility is allowed with regard to sign area, dimensions, number, location and/or height

to the extent that the proposed signs will enhance the overall development of the site and will provide more effective and identifiable recognition by the public of the vehicle brands that are offered for sale.

G. Revisions to Master Sign Plans. Following the approval of a master sign plan, the Planning Commission may approve revisions from time to time in accordance with the requirements of this Section.

SECTION TWO: Be it further ENACTED and ORDAINED by the County Council of Dorchester County, Maryland, that upon approval, General Code Publishers is directed to codify the new Section 155-63.1, herein enacted, to Chapter 155 of the Dorchester County Code entitled "Zoning".

SECTION THREE: Be it further ENACTED, pursuant to Section 308 of the Charter of Dorchester County, Maryland, that promptly after enactment of this Act, the County Manager shall cause a fair summary of this Act to be published at least once in a newspaper of general circulation in Dorchester County, Maryland.

SECTION FOUR: Be it further ENACTED and ORDAINED by the County Council of Dorchester County, Maryland, that this Bill shall be known as Bill No. 2021-10 of Dorchester County, Maryland and shall take effect sixty (60) days after its final passage.

PASSED this 1ST day of June, 2021.

ATTEST:

COUNTY COUNCIL OF DORCHESTER COUNTY, MARYLAND

BY:


Donna F. Lane
Acting County Manager

BY:


Jay L. Newcomb
President

APPROVED this 1st day of June, 2021.


ATTEST:

COUNTY COUNCIL OF DORCHESTER COUNTY, MARYLAND

BY:


Donna F. Lane
Acting County Manager

BY:


Jay L. Newcomb
President

Nichols –

Nagel –

Newcomb –

Pfeffer –

Travers –







Apr.21