

HOWARD COUNTY

6. SHOPPING CENTERS

A FREESTANDING IDENTIFICATION SIGN, STATING THE NAME OF THE CENTER AND THE MAJOR TENANTS, SHALL BE ALLOWED. THE MAXIMUM ALLOWABLE AREA OF THE SIGN SHALL BE DETERMINED INDEPENDENTLY FROM THE SIGN AREA ALLOWED UNDER SUBSECTION 3.601-C-1 FOR BUILDING FRONTAGE, AND IT MAY BE ONE (1) SQUARE FOOT FOR EACH LINEAL FOOT OF LOT FRONTAGE OR ~~[[THREE HUNDRED (300)]]~~ TWO HUNDRED (200) SQUARE FEET OVERALL, WHICHEVER IS SMALLER. EACH FACE OF A DOUBLE-FACED SIGN SHALL BE CONSIDERED A SEPARATE SIGN FOR PURPOSE OF COMPUTING THE ALLOWABLE AREA. IF THE CENTER HAS FRONTAGE ON MORE THAN ONE PUBLIC ROAD, ONE SUCH IDENTIFICATION SIGN MAY BE ALLOWED FOR EACH FRONTAGE. THE HEIGHT OF SUCH SIGN SHALL NOT EXCEED TWENTY-SIX (26) FEET FROM GRADE AT THE BASE OF THE SIGN; PROVIDED, HOWEVER, AN INCREASE IN HEIGHT MAY NOT BE ALLOWED TO EXCEED FORTY (40) FEET FROM GRADE AT THE BASE OF THE SIGN IF IT CAN BE SHOWN TO THE BOARD OF APPEALS THAT EXCESSIVE GRADE BUILDING INTERFERENCE, BRIDGE CONSTRUCTION, AND THE LIKE EXIST.

7. ILLUMINATION

ILLUMINATION SHALL BE IN ACCORDANCE WITH THE RESTRICTIONS SET FORTH IN SUBSECTION 3.608.

8. COMMERCIAL DIRECTIONAL SIGNS

COMMERCIAL DIRECTIONAL SIGNS MAY BE PERMITTED BY A VARIANCE BY THE BOARD OF APPEALS SUBJECT TO A FINDING BY THE BOARD THAT THE DIRECTIONAL SIGN OR SIGNS ARE NECESSARY FOR THE PUBLIC CONVENIENCE AND ARE CONSISTENT WITH THE INTENT AND PURPOSES OF THIS ACT. SUCH SIGNS SHALL BE LOCATED ONLY AT ROAD INTERSECTIONS AND SHALL BE SUBJECT TO THE APPROVAL OF THE DIRECTOR OF PUBLIC WORKS OF HOWARD COUNTY, BASED ON CRITERIA THAT HE SHALL ESTABLISH FOR THE DESIGN AND LOCATION OF SUCH SIGNS. ALL DIRECTIONAL SIGNS AT A SINGLE INTERSECTION SHALL BE CONSOLIDATED IN A SINGLE FRAME OR, IF NECESSARY, IN SEVERAL SUCH FRAMES. THE MAXIMUM ALLOWABLE AREA OF ANY SUCH CONSOLIDATED SIGN SHALL BE TWELVE (12) SQUARE FEET, AND NO MORE THAN FOUR SUCH SIGNS SHALL BE PERMITTED FOR ANY SINGLE BUSINESS. THE CONTENT OF SUCH SIGNS SHALL BE LIMITED TO THE NAME OF THE BUSINESS, THE PRINCIPAL PRODUCT OR SERVICES OFFERED, AND DIRECTIONAL INFORMATION.

D. INDUSTRIAL DISTRICT AND INDUSTRIAL AREAS