



*Stephanie Rawlings-Blake*  
Mayor

## PLANNING COMMISSION

*Wilbur E. "Bill" Cunningham, Chairman*

### STAFF REPORT



*Thomas J. Stosur*  
Director

**August 8, 2013**

**REQUEST:** Revised Final Design Approval/ Mount Vernon Mill PUD #149 - Signage

**RECOMMENDATION:** Approval

**STAFF:** Eric Tiso/ Anthony Cataldo

**PETITIONER(S):** Terra Nova Ventures, LLC

**OWNER:** Same.

#### **SITE/ GENERAL AREA**

Site Conditions: These M-2-2 properties are bordered by I-83 to the southwest, and are mostly on the south side of Falls Road, between Wyman Park Drive on the southeast, and the Falls Road ramp from I-83 (Exit 8) to the northwest. Most of the buildings on this site are from a historic mill operation, and date from the late 19<sup>th</sup> Century.

General Area: These properties are within the Jones Falls area. Portions of the site are within the flood plain. One of the buildings is located between the Jones Falls and I-83 without direct street access to that portion of the property. The Stone Hill historic community is located immediately to the north, within the Hampden neighborhood.

#### **HISTORY**

- Ordinance #10-374 approved on October 18, 2010 created the Mount Vernon Mill PUD.

#### **CONFORMITY TO PLANS**

This project is compatible with the Comprehensive Plan's LIVE Goal 1: Build Human and Social Capital by Strengthening Neighborhoods, Objective 2: Strategically Redevelop Vacant Properties throughout the City.

#### **ANALYSIS**

##### Background:

Since the approval of the Planned Unit Development in 2010, Terra Nova Ventures, LLC purchased the property and has been redeveloping the site and existing buildings to offer a mix of uses that will revitalize this historic mill. In addition to M-1 and M-2 uses, the project

contains approximately 87 dwelling units (studios, lofts, one- and two-bedroom apartments) in the main mill building, plus eight condominium units in the Store House building. There will also be office and retail uses in the Mill and Picker buildings, including a potential restaurant. Parking is being provided mostly in the Mill building, with some surface parking. At the time of the approval, a signage package was no return to the Planning Commission for review and approval. This revised final design approval is to accommodate the design work that has taken place for the comprehensive signage approach.

Signage:

There is an existing free-standing billboard located on 3100 Falls Road, and will remain. No other billboard or general advertising will be permitted. An existing sign on the roof of the building at 3030 Falls Road was permitted to remain and has been modified to name the development, 'Mill No.1'. Signage identifying the property, buildings and tenants is permitted and the development team has submitted a detailed sign package showing the location and design of all site graphics.

Address, Directory and Building Identification signage is proposed for three sides of the Mill Building and Directory and Address signage is proposed for the Picker Building. Address graphics are applied directly to the glazing above the entrance doors and Building ID metal mesh and mounted letters are applied to the building face. Major building tenant ID signage is proposed for the roof line of the lower one-story addition to the Mill Building. This sign is proposed to be individual illuminated letters, approximately 23 feet long and 4 feet tall.

Notification:

The following organizations were notified of this action: Mill Valley Community Coalition, Stone Hill Residents' Association, and the Hampden Community Council.



**Thomas J. Stosur**  
**Director**