IN THE MATTER OF **BEFORE THE** THE APPLICATION OF ESTATE OF SOL GOLDMAN -LEGAL COUNTY BOARD OF APPEALS OWNER: ELLER MEDIA CO - C.P. FOR SPECIAL EXCEPTION, SPECIAL OF HEARING AND VARIANCE ON PROPERTY ON PROPERTY LOCATED ON THE N/S BALTIMORE COUNTY JOPPA RD, 270' W OF HARFORD ROAD (2520 E JOPPA ROAD) Case No. 99-504-SPHXA 9th ELECTION DISTRICT 6th COUNCILMANIC DISTRICT

ORDER OF DISMISSAL OF PETITION

This case comes to the Board on appeal filed by Peter Max Zimmerman, People's Counsel for Baltimore County, and Carole S. Demilio, Deputy People's Counsel, on behalf of the Office of People's Counsel for Baltimore County, from the August 23, 1999 Order of the Deputy Zoning Commissioner in which the subject Petitions were granted.

WHEREAS, the Board is receipt of a letter of withdrawal of the Petitions for Special Exception, Special Hearing, and Variance filed April 7, 2000 by Stanley S. Fine, Esquire, Counsel for Eller Media Company, Petitioner (a copy of which is attached hereto and made a part hereof); and

WHEREAS, said Counsel for Petitioner requests that the Petitions for Special Exception, Special Hearing and Variance filed in the above-referenced matter be withdrawn, without prejudice, as of April 7, 2000,

IT IS THEREFORE. this 12th day of April 2000, by the County Board of Appeals of Baltimore County

ORDERED that said Petitions filed in Case No. 99-504-SPHXA are WITHDRAWN AND DISMISSED, without prejudice, and that the Deputy Zoning Commissioner's Order of August 23, 1999, including any and all relief granted therein, is rendered null and void.

COUNTY BOARD OF APPEALS
OF BALTIMORE COUNTY

Lawrence M. Stahl, Chairman

Thomas P. Melvin

Charles L. Marks

IN RE: PETITION FOR SPECIAL HEARING

N/S Joppa Road,

270' W of Harford Road

9th Election District

6th Councilmanic District

(2920 East Joppa Road)

Estate of Sol Goldman

Petitioner

BEFORE THE

* DEPUTY ZONING COMMISSIONER

* OF BALTIMORE COUNTY

* CASE NO. 99-504-SPHXA

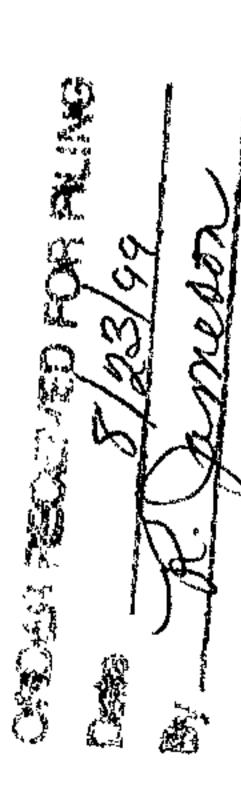
* * * * * * * *

FINDINGS OF FACT AND CONCLUSIONS OF LAW

This matter comes before this Deputy Zoning Commissioner as a petition for special hearing, special exception and variance filed by the legal owner of the subject property, the Estate of Sol Goldman and the Lessee of the site, Eller Media Co., by and through Charles Marino, its President. The Petition was prepared and filed by Stanley Fine, attorney at law. The special hearing request is to amend a previously approved site plan in Case No. 90-314-SPHX. In addition, a special exception request is being made to approve one single face illuminated 12 ft. x 25 ft. (300 sq. ft. outdoor advertising sign) per Section 450.4.11 of the Baltimore County Zoning Regulations (B.C.Z.R.). Finally, a variance is requested from Section 450.7.C.1.c to allow a sign to be located 62 ft. from a residential zone line in lieu of the minimum required 200 ft.

Appearing at the hearing on behalf of these requests were: Stanley Fine, attorney at law; Nathan Sterner, appearing on behalf of Eller Media Co. and William Monk, Zoning Consultant. There were no protestants in attendance.

Testimony and evidence indicated that the property which is the subject of this request is consists of 0.88 acres, more or less, and is zoned BL-AS. The subject property is located at the northwest corner of the intersection of East Joppa Road and Harford Road in the Carney area of Baltimore County. The subject property is currently improved with a Crown Gasoline Service



SALES SOLE IN SALES

Station. The Petitioner, Eller Media Co., is desirous of constructing one 12 ft. x 25 ft. single face outdoor advertising sign on the southwestern corner of the subject property. The location of the sign is more particularly depicted on Petitioner's Exhibit No. 6, the site plan of the property.

Mr. Monk testified extensively regarding the requested relief. He noted that this is the second request by Eller Media Co. (formerly Penn Advertising Co.) under the new regulations which govern the erection of billboard signs in Baltimore County. Mr. Monk stated that the Petitioner has been very selective in choosing sites upon which to erect these outdoor advertising signs. Mr. Monk testified that the sign in question complies with all of the many requirements of Section 450 of the B.C.Z.R. with the exception of the requirement that the sign be located at least 200 feet from a residential zone line. Mr. Monk testified that there exists a D.R.16 zone line in the middle of Joppa Road across from this site at a distance of approximately 62 ft. However, Mr. Monk also pointed out that there are no houses facing the subject property, given the tremendous amount of commercial activity that takes place at this intersection. The testimony further revealed that there are several houses across Joppa Road which sit atop a hill and are heavily screened by existing vegetation. Furthermore, Mr. Monk indicated that in the event a view of the sign could be had from those houses, the viewer would only see the edge of the sign, given that the sign is situated perpendicular to Joppa Road, thereby severely restricting the view of the sign from that D.R.16 zoned property.

Mr. Monk further testified that the sign itself would be single faced and contain advertising only on the east face of the sign itself. The western face of the sign will be screened by existing trees that are situated on the property. Mr. Monk further indicated in his testimony that pursuant to Section 450 of the B.C.Z.R., the advertising sign itself must be situated within 50 ft. of the right-of-way of Joppa Road. The Petitioner has complied with this requirement. That same

subsection of the regulation also requires the sign to be situated 200 ft. from a residential zone. Given that the residential zone line is situated in the center of Joppa Road it is impossible for the Petitioner to situate this sign within 50 ft. from the right-of-way line of Joppa Road and 200 ft. from the residential zone line. Therein lies the uniqueness of this property in that the Petitioner cannot comply with both of those requirements. He must request a variance from either the 50 ft. setback or the 200 ft. setback. The Petitioner chose to seek a variance from the 200 ft. setback from a residential zone line given that there are no residences visible in this area. This area is heavily commercial and therefore the sign itself will pose absolutely no adverse effects on any residences in this vicinity.

Furthermore, in order to proceed with the construction of an outdoor advertising sign on this property, the special hearing request to amend the previously approved site plan in Case No. 90-314-SPHX is necessary. The property owner gained approval to construct a convenience store in the area where the advertising sign is proposed to be located. The plans were approved pursuant to that case. However, Crown chose not to construct a convenience store at this location. This advertising sign will be a lesser intensified use than a convenience store which was previously approved for this area of the property. Therefore, it is appropriate to grant the special hearing to amend the previously approved site plan.

As to the special exception request, I agree with Mr. Monk's testimony that this is an appropriate location for an outdoor advertising sign. As the testimony revealed, Joppa Road at this location is a heavily traveled commercial corridor. The entire surrounding area is utilized by commercial businesses. The closest residences to this property are the residences on the south side of Joppa Road and are not visible from the site. Therefore, there will be no impact on any residential dwellings in this vicinity. In order to grant the special exception request for this

outdoor advertising sign, Section 502.1 of the B.C.Z.R. must be considered. That section, as well as the law of special exceptions in Baltimore County, was recently discussed by the Court of Appeals of Maryland in Mossberg v. Montgomery County, 107 Md. App. 1 (1995). Therein, the Court noted that special exception uses are considered presumptively permissible as part of the overall zoning scheme. Moreover, it is not whether the special exception use will cause adverse impact; such impact is assumed by virtue of the fact that the use is classified as a special exception use in the first instance, but whether such adverse impact at a particular location is greater than the effect ordinarily associated with the use. That is, this Deputy Zoning Commissioner must determine whether the adverse impact caused by the sign at this location is worse than the impact associated with such a sign located elsewhere in the zone.

In applying the test for the standard set forth in Section 450 and 502.1 of the B.C.Z.R., I find that the proposed special exception should be granted. While there was no opposition from any citizens of Baltimore County at the hearing, the Planning Office, by a comment dated July 14, 1999, strongly opposed the construction of a sign at this location. That Planning Office comment was discussed in detail by Mr. Monk in his testimony and all points contained therein refuted by Mr. Monk. However, as is required by the Mossberg ruling, the Planning Office fails to demonstrate that an advertising sign at this location would somehow have a greater adverse impact than another location zoned BL-AS elsewhere in Baltimore County. From the testimony and evidence offered at the hearing, I find that it would not. Therefore, the special exception should be granted.

I understand the Planning Office's position that outdoor advertising signs are generally considered disruptive to an orderly zoning scheme and aesthetically detrimental to a given vicinity. Nonetheless, these advertising signs are legal uses and have been permitted by the

MANUAL PROPERTY

County Council in certain zoning districts. In my opinion, given the heavy commercialized uses in this area, an outdoor advertising sign is an appropriate use for this portion of this property.

Finally, in order to approve the location of this sign, a variance from Section 450.7.C.1.c is necessary. As stated previously, that section requires the subject sign to be located within 50 ft. from Joppa Road, but 200 ft. from a residential zone line. The Petitioner is unable to comply with both requirements of this section. Given that a D.R.16 zone line exists in the center of Joppa Road, this sign cannot be both 200 ft. from that zone line and also 50 ft. from the right-ofway of Joppa Road itself. Therefore, a variance from one of these provisions must be requested. As stated previously, the Petitioner has chosen to request a variance from the residential zoning line, given that there are no houses visible from this location. If someone standing at the location of the nearest dwelling did have an unobstructed view of the sign, they would only see the side of the sign, given that the sign is situated perpendicular to Joppa Road. Therefore, the sign itself will have no adverse impact upon adjacent residential properties.

In evaluating variance requests consideration must be given to the factors enunciated in Cromwell v. Ward, 102 Md. App. 691 (1995). That case requires a finding that the property is unique in order for a variance to be considered. The uniqueness of this property is easily found. A variance must be entertained, given that it is impossible for this particular piece of property to meet both requirements of Section 450.7.C.1.c. In addition, I am persuaded that the Petitioner would suffer practical difficulty if the variance relief requested were denied. For all these reasons, I am persuaded to grant the special exception, special hearing and variance relief necessary in order for the Petitioner to locate this outdoor advertising sign on the property as shown on Petitioner's Exhibit No. 6.

In addition to the aforementioned requirements, the Petitioner is also obligated to remove an existing outdoor advertising sign before a new one can be constructed. Testimony indicated that the Petitioner has chosen to remove an existing outdoor advertising sign located on the north side of Hollins Ferry Road, 675 ft. west of Bero Road. That sign was in fact removed from the property by virtue of a building permit issued January 21, 1998 bearing Permit No. B-328816. In addition, the removal of that sign was not previously utilized as justification for any other proposed new sign in Baltimore County. Therefore, I find that the Petitioner has in fact complied with all the standards and requirements contained within Section 450 of the Baltimore County Zoning Regulations.

Pursuant to the advertisement, posting of the property, and public hearing on these Petitions held, and for the reasons set forth herein, the relief requested should be granted.

IT IS FURTHER ORDERED, that the Petition for Variance to allow this outdoor advertising sign to be located 62 ft. from a residential zone line in lieu of the minimum required 200 ft., be and is hereby granted, subject to the following restriction:

The Petitioner may apply for its building permit and be granted same upon receipt of this Order; however, Petitioner is hereby made aware that proceeding at this time is at its own risk until such time as the 30 day appellate process from this Order has expired. If, for whatever reason, this Order is reversed, the Petitioner would be required to return, and be responsible for returning, said property to its original condition.

TIMOTHY M. KOTROCO

DEPUTY ZONING COMMISSIONER

FOR BALTIMORE COUNTY

TMK:raj



Case No. 99-504-50HX

REU 9/15/98

Petition for Special Hearing

to the Zoning Commissioner of Baltimore County

I/We do solemnly declare and affirm, under the penalties of

OFFICE USE ONLY

UNAVAILABLE FOR HEARING

ESTIMATED LENGTH OF HEARING See SP. EX.

is the subject of this Petition.

perjury, that I/we are the legal owner(s) of the property which

for the property located at _	2920	Ε.	Joppa	Road	
which is	presen	tly z	oned	BL-AS	

This Petition shall be filed with the Department of Permits and Development Management. The undersigned, legal owner(s) of the property situate in Baltimore County and which is described in the description and plat attached hereto and made a part hereof, hereby petition for a Special Hearing under Section 500.7 of the Zoning Regulations of Baltimore County, to determine whether or not the Zoning Commissioner should approve

an amendment to the site plan as approved in Case #90-314-SPHX

Property is to be posted and advertised as prescribed by the zoning regulations.

I, or we, agree to pay expenses of above Special Hearing, advertising, posting, etc. and further agree to and are to be bounded by the zoning regulations and restrictions of Baltimore County adopted pursuant to the zoning law for Baltimore County.

Contract Purchaser/L	essee:	-	Legal Owner(s):		
Eller Media Co./C Name - Type or Print Signature				EXECUTOR A	3 A CO-EXECUTOR
3001 Remington Av	<u>renue (4</u>	110)235 <u>-882</u> 0 Telephone No.	Name - Type or Print	Jar	re Goldman
Baltemore	MD State	21211 Z!p Code	Signature	<u> </u>	· · · · · · · · · · · · · · · · · · ·
Attorney For Petitions	er:		Address 640 Fifth A	Ave., 3rd F1.	<u>212-265-22</u> 80 Telephone No .
Starley Fine Name Type or Print		· · · · · · · · · · · · · · · · · · ·	New York,	NY State	10019 Zip Code
Manley Have	<u> </u>		Representative to be		, Zip Code
Rosenberg, Proutt.	Funk & Gr	eenberg, LLP	<u>William Monk,</u>	Inc.	,
25 St Charles Str 2015 First Marvia	,	410)727-6600	Name 222 Bosley Ave.	, Ste. B-6	<u>(410)494-8</u> 931
Baltimore	_	Telephone No.	Address		Telephone No.
City	MD State	21201 Zip Code	Towson City	MD State	21204 Zip Code
- ···		—·F	,	,	

Reviewed By <



Case No. 99-504-5PHXA

REU 09|15|98

Petition for Special Exception

to the Zoning Commissioner of Baltimore County

for the property located at 2920 E. Joppa Road

is the subject of this Petition.

which is presently zoned BL-AS

I/We do solemnly declare and affirm, under the penalties of

perjury, that I/we are the legal owner(s) of the property which

ESTIMATED LENGTH OF HEARING

_ Date 6-15-99

UNAVAILABLE FOR HEARING

This Petition shall be filed with the Department of Permits and Development Management. The undersigned, legal owner(s) of the property situate in Baltimore County and which is described in the description and plat attached hereto and made a part hereof, hereby petition for a Special Exception under the Zoning Regulations of Baltimore County, to use the herein described property for

l single face illuminated 12'x25' (300 sq. ft.) outdoor advertising sign per Section 450.4.11 BCZR.

Property is to be posted and advertised as prescribed by the zoning regulations.

I, or we, agree to pay expenses of above Special Exception, advertising, posting, etc. and further agree to and are to be bounded by the zoning regulations and restrictions of Baltimore County adopted pursuant to the zoning law for Baltimore County.

Contract Purchaser/Lessee:	<u>Legal Owner(s):</u>
Eller Media Co Charles Marino, Pro- Name - Type or Print Signature 3001 Remington Avenue (410)235-8 Address Telephone	Name (Type or Print) Signature AS A CO-EXECUTOR AS A CO-EXECUTOR Signature Goldman
Baltimore MD 212 City State Zip C	<u> </u>
Attorney For Petitioner:	X 640 Fifth Ave., 3rd F1. 212-265-2280 Address Telephone No.
Stanley Fine	New York, NY 10019
Name - Type or Print Signature	City State Zip Code Representative to be Contacted:
Rosenberg, Proutt, Funk & Greenberg, Company 25 S. Charles St.	LLP <u>William Monk, Inc.</u> Name
2115 First Maryland Bldg. (410)72 Address Telephone	
Baltimore MD 2120 City State Zip C	
	OFFICE USE ONLY



Petition for Variance

to the Zoning Commissioner of Baltimore County

for the property located at	2920	E.	Јорра	Road	
which is					

This Petition shall be filed with the Department of Permits and Development Management. The undersigned, legal owner(s) of the property situate in Baltimore County and which is described in the description and plat attached hereto and made a part hereof, hereby petition for a Variance from Section(s)

450.7.C.l.c - To permit a sign to be located $40^{\circ}\pm$ from a residential zone line in lieu of the minimum required 200'.

of the Zoning Regulations of Baltimore County, to the zoning law of Baltimore County, for the following reasons: (indicate hardship or practical difficulty) The residentially zoned area (D.R.16) is on the opposite side (south) of Joppa Road. No dwelling units are within 230' of the proposed billboard. An extensive wooded area separates the dwellings from Joppa Road and the board does not face the dwellings.

Property is to be posted and advertised as prescribed by the zoning regulations.

I, or we, agree to pay expenses of above Variance, advertising, posting, etc. and further agree to and are to be bounded by the zoning regulations and restrictions of Baltimore County adopted pursuant to the zoning law for Baltimore County.

Contract Purchaser/Lessee: Eller Media Cd./Charles Marino Pres. Name - Type or Print/ Signature 3001 Reminaton Avenue 4101235 - 8820Address Telephone No. Baltimore 21211 MD. Zip Code City State <u> Attornev For Petitioner:</u> Stanley Fine Name - Type or Print Signature : Rosenberg Proutt Funk & Greenberg LLP Company 25 S. Charles St. (410)727-66002115 First Maryland Bldg. Telephone No. Address Baltimore <u> 21201</u> MD Zip Code State

I/We do solemnly declare and affirm, under the penalties of perjury, that I/we are the legal owner(s) of the property which is the subject of this Petition.

Legal Owner(s):

7	Esta	ate of	Sol G	oldman	
Name - 1	ype or	Print /	le Au	World	
Signature	3 45	A 60-6	recorde		O-EXECUTOR
LOUISA	LITT	TZE	U	Jane (Zoloman
Name - T	ype or	Print			
X	640	Fifth	Ave.,	3rd F1.	212-265-2280
Address		· · · · · · · · · · · · · · · · · · ·	•		Telephone No.
4	New	York,		NY	10019
City				State	Zip Code

Representative to be Contacted:

William Monk,	Inc.	
Name	<u>,</u>	
222 Bosley Ave., Address	Ste. $B-6$	(410)494-8931
Address		Telephone No.
Towson	MD	21204
City	State	Zip Code

OFFICE USE ONLY

ESTIMATED LENGTH OF HEARING See SOLEX

UNAVAILABLE FOR HEARING Reviewed By

Date <u>6-75-99</u>

Case No. 99-504-574XA

REU 9/15/98

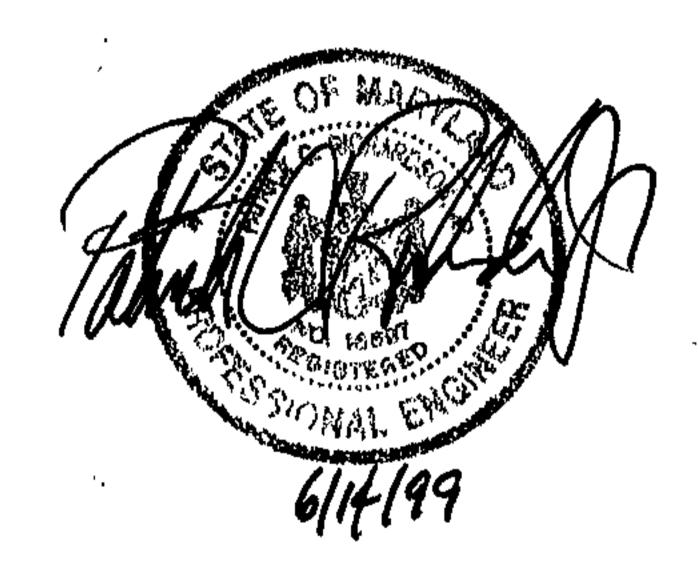


ENGINEERS • PLANNERS

ZONING DESCRIPTION 2920 JOPPA ROAD 9TH ELECTION DISTRICT BALTIMORE COUNTY, MARYLAND (SIGN EASEMENT AREA)

BEGINNING FOR THE SAME at point 261.00 feet, more or less, west of the intersection formed by the western right-of-way line of Harford Road, and the northern right of way line of Joppa Road; thence leaving said right of way line of Joppa Road and proceeding with the following bearings and distances, (1) North 02 degrees 40 minutes 26 seconds East 42.50 feet, (2) South 57 degrees 19 minutes 34 seconds East 15.00 feet, (3) South 32 degrees 40 minutes 26 seconds West 42.50 feet, thence running along the north side of Joppa Road, (4) by a curve to the left on a radius of 918.04 feet a distance of 15.00 feet, to the place of beginning.

Containing 637.50 square feet of land, more or less.



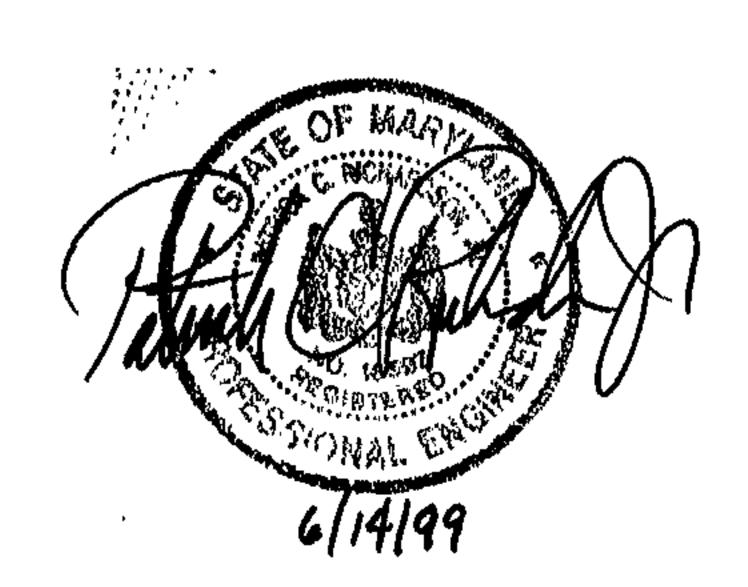


ENGINEERS • PLANNERS

ZONING DESCRIPTION 2920 JOPPA ROAD 9TH ELECTION DISTRICT BALTIMORE COUNTY, MARYLAND

BEGINNING FOR THE SAME at a point 270.00 feet, more or less, west of the intersection formed by the western right-of-way line of Harford Road, and the northern right of way line of Joppa Road; thence leaving said right of way line of Joppa Road and proceeding with the following bearings and distances, (1) North 29 degrees 05 minutes 33 seconds East 128.13 feet, (2) South 64 degrees 37 minutes 57 seconds East 268.53 feet, thence running along the west side of Harford Road, (3) South 28 degrees 33 minutes 40 seconds West 136.70 feet, (4) South 80 degrees 32 minutes 25 seconds West 35.48 feet, thence running along the north side of Joppa Road, (5) North 57 degrees 19 minutes 34 seconds West 183.05 feet, (6) by a curve to the right with a radius of 918.04 feet and a length of 58.83 feet on a chord with a bearing of North 59 degrees 09 minutes 43 seconds West 58.82 feet, to the place of beginning.

Containing 0.88 acres of land, more or less.





BALTIMORE COUNTY, MARYLAND OFFICE OF BUDGET & FINANCE MISCELLANEOUS RECEIPT No. 06790	
DATE 6-15-99 ACCOUNT 7-00/-6150	PROCESS ACTUAL TIME VIS/1999 A/15/1999 O9:41:50 REG WSOL CASHTER JRIU JHR DRAWER Dept 5 528 ZONING VERLET CALLON Rection 11
RECEIVED Wm. Monk.	- CR NO. 047903 Recell int (50.00 CR) 650.00 LK (00 CR) Baltimore County, Maryland
FOR: SPEX SPIE VON TO POTE	
DISTRIBUTION WHITE - CASHIER PINK - AGENCY YELLOW - CUSTOMER ***********************************	504-SPHXA CASHIER'S VALIDATION

The Zoning Commissioner of Baltimore County, by authority of the Zoning Act and Regulations of Baltimore County will hold a public healing in Towson Maryland on the property Identified herein as follows:

Case: #99-504-SPHXA 2920 East Joppa Road N/S Joppa Road, 270' W of Harford Road 9th Election District - 6th Councilmanic District Legal Owner(s): Estate of Sol Goldman
Contract Purchaser: Eller Media Company

Special Hearing: to approve an amendment to the site plan as approved in case number 90-314-SPHX. Special Exception: for 1 single-face; illuminated 12-foot by 25-foot outdoor advertising sign. Variance: to permit a sign to be located 62 (+/-) feet from a residential zone line in lieu of the minimum required 200 feet.

Hearing: Wednesday, August 4, 1999 at 2:00 p.m., in Room 407, County Courts Bidg., 401 Bosley Avenue.

LAWRENCE E. SCHMIDT

Zoning Commissioner for Baltimore County

NOTES: (1) Hearings are Handicapped Accessible for special accommodations Please Contact the Zoning Control of Co

at (410) 887-4386.

(2) For information concerning the File and/or **Rearing Contact** the Zoning Review Office at (410) 887-3391. JT 7/603 July 20

CERTIFICATE OF PUBLICATION

TOWSON, MD.,	7	22	, 1999
THIS IS TO CERTIFY, that the ar	nexe	ed adve	rtisement was
published in THE JEFFERSONIAN, a we			ı
in Towson, Baltimore County, Md., once		_	
weeks, the first publication appearing or	n	7/20	1999.

THE JEFFERSONIAN,

LEGAL ADVERTISING

CERTIFICATE OF POSTING

RE: CASE # 99-504-SPHXA
PETITIONER/DEVELOPER:
(Eller Media Co.)
DATE OF Hearing
(Aug. 4, 1999)

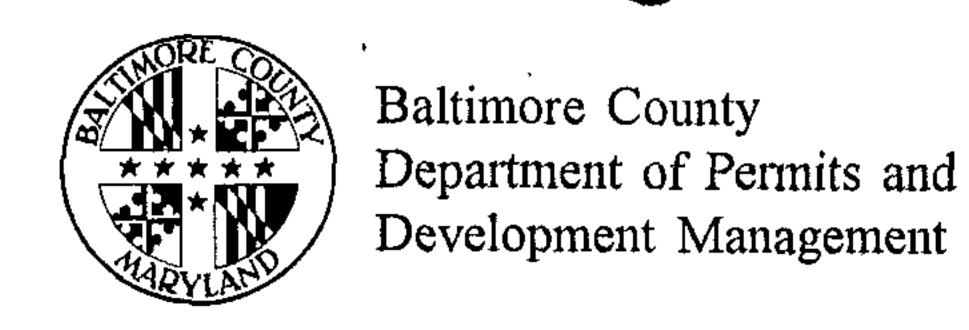
Baltimore County Department of Permits and Development Management County Office Building, Room 111 111 West Chesapeake Ave. Towson, Maryland 21204

ATTENTION: MS. GWENDOLYN STEPHENS

LADIES AND GENTLEMEN:

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Sincerely,
Dhom & St 11914
(Signature of Sign Poster & Date)
Thomas P. Ogle, Sr
325 Nicholson Road
Baltimore, Maryland 21221
(410)-687-8405 (Telephone Number)



Development Processing
County Office Building
111 West Chesapeake Avenue
Towson, Maryland 21204
pdmlandacq@co.ba.md.us

July 8, 1999

NOTICE OF ZONING HEARING

The Zoning Commissioner of Baltimore County, by authority of the Zoning Act and Regulations of Baltimore County, will hold a public hearing in Towson, Maryland on the property identified herein as follows:

CASE NUMBER: 99-504-SPHXA

2920 East Joppa Road

N/S Joppa Road, 270' W of Harford Road 9th Election District – 6th Councilmanic District

Legal Owner: Estate of Sol Goldman

Contract Purchaser: Eller Media Company

Special Hearing to approve an amendment to the site plan as approved in case number 90-314-SPHX. Special Exception for 1 single-face illuminated 12-foot by 25-foot outdoor advertising sign. Variance to permit a sign to be located 62 (+/-) feet from a residential zone line in lieu of the minimum required 200 feet.

HEARING: Wednesday, August 4, 1999 at 2:00 p.m. in Room 407, County Courts

Building, 401 Bosley Avenue

- Arnold Jablon, Director

C: Stanley Fine, Esquire Estate of Sol Goldman Eller Media Company William Monk, Inc.

NOTES: (1) THE PETITIONER MUST HAVE THE ZONING NOTICE SIGN POSTED BY AN APPROVED POSTER ON THE PROPERTY BY JULY 20, 1999.

(2) HEARINGS ARE HANDICAPPED ACCESSIBLE; FOR SPECIAL ACCOMMODATIONS PLEASE CALL THE ZONING COMMISSIONER'S OFFICE AT 410-887-4386.

(3) FOR INFORMATION CONCERNING THE FILE AND/OR HEARING, CONTACT THE ZONING REVIEW OFFICE AT 410-887-3391.

TO: PATUXENT PUBLISHING COMPANY

Tuesday, July 20, 1999 Issue - Jeffersonian

Please forward billing to:

Stanley Fine, Esquire Rosenberg, Proutt, Funk & Greenberg, LLP 25 S. Charles Street 2115 First Maryland Building

410-727-6600

NOTICE OF ZONING HEARING

The Zoning Commissioner of Baltimore County, by authority of the Zoning Act and Regulations of Baltimore County, will hold a public hearing in Towson, Maryland on the property identified herein as follows:

CASE NUMBER: 99-504-SPHXA

Baltimore, MD 21201

2920 East Joppa Road

N/S Joppa Road, 270' W of Harford Road

9th Election District – 6th Councilmanic District

Legal Owner: Estate of Sol Goldman

Contract Purchaser: Eller Media Company

Special Hearing to approve an amendment to the site plan as approved in case number 90-314-SPHX. Special Exception for 1 single-face illuminated 12-foot by 25-foot outdoor advertising sign. Variance to permit a sign to be located 62 (+/-) feet from a residential zone line in lieu of the minimum required 200 feet.

HEARING: Wednesday, August 4, 1999 at 2:00 p.m. in Room 407, County Courts

Building, 401 Bosley Avenue

LAWRENCE E. SCHMIDT

Museum Shart 50

ZONING COMMISSIONER FOR BALTIMORE COUNTY

NOTES: (1) HEARINGS ARE HANDICAPPED ACCESSIBLE; FOR SPECIAL ACCOMODATIONS, PLEASE CONTACT THE ZONING COMMISSIONER'S OFFICE AT 410-887-4386.

(2) FOR INFORMATION CONCERNING THE FILE AND/OR HEARING, CONTACT THE ZONING REVIEW OFFICE AT 410-887-3391.



County Board of Appeals of Baltimore County

OLD COURTHOUSE, ROOM 49 400 WASHINGTON AVENUE TOWSON, MARYLAND 21204 410-887-3180

FAX: 410-887-3182

Hearing Room - Room 48

Old Courthouse, 400 Washington Avenue

February 7, 2000

NOTICE OF ASSIGNMENT

CASE #: 99-504-SPHXA

IN THE MATTER OF: Estate of Sol Goldman, Legal Owner; Eller Media Co - C.P. 2920 E. Joppa Road 9th Election District; 6th Councilmanic

(8/23/99 -Decision of the D.Z.C. in which Petition for Special Exception was GRANTED; Petition for Special Hearing GRANTED; Petition for Variance relief GRANTED.)

ASSIGNED FOR:

WEDNESDAY, APRIL 12, 2000 at 10:00 a.m.

NOTICE:

This appeal is an evidentiary hearing; therefore, parties should consider the advisability of retaining an attorney.

Please refer to the Board's Rules of Practice & Procedure, Appendix C, Baltimore County Code.

No postponements will be granted without sufficient reasons; said requests must be in writing and in compliance with Rule 2(b) of the Board's Rules. No postponements will be granted within 15 days of scheduled hearing date unless in full compliance with Rule 2(c).

If you have a disability requiring special accommodations, please contact this office at least one week prior to hearing date.

WID by Retitioner 4/01/2000 Order to be usued

\Kathleen C. Bianco Administrator

cc: Appellant

: Peter Max\Zimmerman, People's Counsel\for Baltimore Co

Carole S. Demilio, Deputy People's Counsel

Counsel for Petitioner Petitioner

: Stanley Fine, Esquire

: Nathan Sterner XEller Media C. Louisa Little /Co-Executor of The

Estate of Sol Goldman

William Monk

Pat Keller, Director /Planning Lawrence E. Schmidt /Z.C. Arnold Jablon, Director /PDM Virginia W. Barnhart, County Attorney



Baltimore County Department of Permits and Development Management

Director's Office County Office Building 111 West Chesapeake Avenue Towson, Maryland 21204 410-887-3353

Fax: 410-887-5708

September 28, 1999

Stanley Fine, Esq.
Rosenberg, Proutt, Funk & Greenberg, LLP
25 S. Charles Street
2115 First Maryland Building
Baltimore, MD 21201

RE: Petitions for Special Hearing, Special Exception and Variance, Case No.99-504-SPHXA, Estate of Sol Goldman, 9th Election District

Dear Mr. Fine:

Please be advised that an appeal of the above-referenced case was filed in this office on September 10, 1999 by People's Counsel for Baltimore County. All materials relative to the case have been forwarded to the Baltimore County Board of Appeals (Board).

If you have any questions concerning this matter, please do not hesitate to call 410-887-3180.

Sincerely,

Arnold Jablon

Director

AJ:ggs

c: Estate of Sol Goldman
Eller Media Co.
William Monk, Inc.
Nathan Sterner
People's Counsel

OOSEP 30 AMIII: N7

Baltimore County, Maryland



OFFICE OF PEOPLE'S COUNSEL

Room 47, Old CourtHouse 400 Washington Ave. Towson, MD 21204

(410) 887-2188

PETER MAX ZIMMERMAN People's Counsel September 10, 1999

CAROLE S. DEMILIO
Deputy People's Counsel

Arnold Jablon, Director
Department of Permits and
Development Management
111 W. Chesapeake Avenue
Towson, MD 21204
Hand-delivered

Re: PETITIONS FOR SPECIAL HEARING, SPECIAL

EXCEPTION, AND VARIANCE

2920 E. Joppa Road, N/S Joppa, 270' W of Harford Rd,

9th Election Dist., 6th Councilmanic

Legal Owner: Estate of Sol Goldman }

Contract Purchaser: Eller Media Co. } Petitioners

Case No.: 99-504-SPHXA

Dear Mr. Jablon:

Please enter an appeal of the People's Counsel for Baltimore County to the County Board of Appeals from the Finding of Fact and Conclusions of Law dated August 23, 1999 of the Baltimore County Deputy Zoning Commissioner in the above-entitled case.

Please forward copies of any papers pertinent to the appeal as necessary and appropriate.

Very truly yours,

Peter Max Zimmerman

People's Counsel for Baltimore County

Audle S. Demilio

Carole S. Demilio

Deputy People's Counsel

PMZ/CSD/caf

cc: Stanley S. Fine, Esq., Rosenberg, Proutt, Funk, 25 S. Charles Street, Suite 2115, Baltimore, MD 21201, Attorney for Petitioners

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ROSENBERG PROUTT FUNK & GREENBERG, LLP

ATTORNEYS AT LAW A PARTNERSHIP MOLUDING A PROFESSIONAL CORPORATION 2115 ALLFRST BUILDING

> 25 SOUTH CHARLES STREET BALTIMORE, MARYLAND 21201

> > (4)0) 727-8800

STANLEY S. FINE E-MAIL; stoning@mig.com

PACS(MILE: (410) フをフィルカ

April 7, 2000

VIA FACSIMILE AND FIRST **CLASS MAIL**

Kathleen C. Bianco, Administrator County Board of Appeals of Baltimore County Old Courthouse, Room 49 400 Washington Avenue Towson, Maryland 21204

Re:

Case No.: 99-504-SPHXA

In the Matter of: Estate of Sol Goldman, Legal Owner; Eller Media Company - C.P. 2920 E. Joppa Road 9th Election District; 6th Councilmanic District

Dear Ms. Bianco:

Please be advised that this firm represents Eller Media Company, which is the Petitioner in the above matter. On behalf of our client, we hereby withdraw the Petitions for Special Exception, Special Hearing and Variance for consideration by the County Board of Appeals of Baltimore County. The withdrawal of these Petitions is made without prejudice.

Thank you for your cooperation in this matter.

Sincerely,

Stanley S. Fine

SSF:sac

cc:

Eller Media Company

People's Counsel (Attn: Carole S. Demilio, Esquire)

#128130 v) - KATHLEEN BIANCO LTR

00 APR ∞

75 70 70



County Board of Appeals of Baltimore County

OLD COURTHOUSE, ROOM 49 400 WASHINGTON AVENUE TOWSON, MARYLAND 21204 410-887-3180 FAX: 410-887-3182

April 12, 2000

Peter Max Zimmerman, People's Counsel for Baltimore County Room 47, Old Courthouse 400 Washington Avenue Towson, MD 21204

RE: In the Matter of Eller Media Co - C.P.; Estate of Sol Goldman -Legal Owner /Case No. 99-504-SPHXA

Dear Mr. Zimmerman:

Enclosed please find a copy of the Order of Dismissal of Petitions issued this date by the County Board of Appeals of Baltimore County in the subject matter in which the subject Petitions have been withdrawn and dismissed without prejudice.

Very truly yours,

Kathleen C. Bianco

Administrator

Enclosure

cc: Carole S. Demilio, Esquire
Nathan Sterner /Eller Media Co.
Louisa Little, Co-Executor of The Estate of
Sol Goldman
William Monk
Pat Keller, Director /Planning
Lawrence E. Schmidt /Z.C.
Arnold Jablon, Director /PDM
Virginia W. Barnhart, County Attorney

Case No. 99-504-SPHXA

SPH -To amend previously approved site plan in 90-314-SPHX; SE -to approve one single-face illuminated 12' x 25' (300 sf) outdoor advertising sign; VAR -to allow sign to be located 62' from residential zone ilo minimum required 200;.

EST OF SOL GOLDMAN /ELLER MEDIA

8/23/99 -D.Z.C.'s decision in which Petition for Special Hearing was GRANTED; Petition for Special Exception GRANTED; Petition for Variance relief GRANTED.

2/07/2000 - Notice of Assignment for hearing scheduled for Wednesday, April 12, 2000 at 10:00 a.m. sent to following:

Peter Max Zimmerman, People's
Counsel for Baltimore Co
Carole S. Demilio, Deputy
People's Counsel
Stanley Fine, Esquire
Nathan Sterner /Eller Media C.
Louisa Little /Co-Executor of The
Estate of Sol Goldman
William Monk
Pat Keller, Director /Planning
Lawrence E. Schmidt /Z.C.
Arnold Jablon, Director /PDM
Virginia W. Barnhart, County Attorney

- 4/06/00 -T/C from S. Fine, Counsel for Petitioner; Petitioner wishes to withdraw Petition at this time and prior to hearing. Will file letter indicating same. Mr. Fine has spoken with Ms. Demilio; will withdraw petition without prejudice.
- 4/07/00 -Letter from Stanley Fine, Esquire; Petitioner has withdrawn Petitions for Special Hearing, Special Exception and Variance without prejudice. Confirmed same with Ms. Demilio. Order of Dismissal of Petition to be issued.
- 4/10/00 -Original letter received by mail from Mr. Fine withdrawing Petitions. Order of Dismissal of Petition prepared and awaiting signature.

ROSENBERG PROUTT FUNK & GREENBERG, LLP

ATTORNEYS AT LAW
A PARTNERSHIP INCLUDING A PROFESSIONAL CORPORATION

2115 ALLFIRST BUILDING 25 SOUTH CHARLES STREET

BALTIMORE, MARYLAND 21201

(410) 727-6600

STANLEY S. FINE E-MAIL: stanley@rptg.com

FACSIMILE: (410) 727-1115

April 7, 2000

VIA FACSIMILE AND FIRST CLASS MAIL

Kathleen C. Bianco, Administrator County Board of Appeals of Baltimore County Old Courthouse, Room 49 400 Washington Avenue Towson, Maryland 21204

Re:

Case No.: 99-504-SPHXA

In the Matter of: Estate of Sol Goldman, Legal Owner; Eller Media Company – C.P. 2920 E. Joppa Road 9th Election District; 6th Councilmanic District

Dear Ms. Bianco:

Please be advised that this firm represents Eller Media Company, which is the Petitioner in the above matter. On behalf of our client, we hereby withdraw the Petitions for Special Exception, Special Hearing and Variance for consideration by the County Board of Appeals of Baltimore County. The withdrawal of these Petitions is made without prejudice.

Thank you for your cooperation in this matter.

Sincerely,

Stanley S. Fine

SSF:sac

cc:

Eller Media Company

People's Counsel (Attn: Carole S. Demilio, Esquire)

#128130 v1 - KATHLEEN BIANCO LTR

10/25/1999 10:06 BOARD OF APPEALS 4108873182 4108873180 TIME: NAME: FAX TEL

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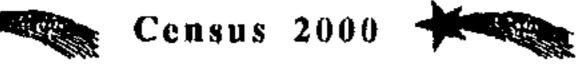
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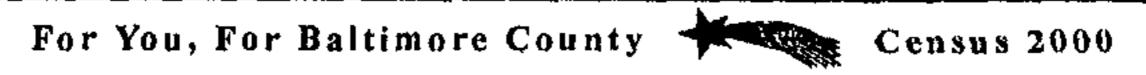
	For You, For Baltimore County
	Census 2000
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Date:	10-25-99	
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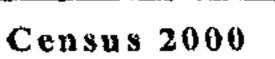
	County Board of Appeals
	400 Washington Ave., Rm. 49 Towson, MD 21204
hone:	Phone: (410) 887-3180
ax#	Fax # (410) 887-3182

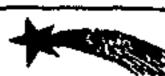
REMARKS: Urgent For your review Reply ASAP Please comment - PETITIONER'S EXH. 5G - PHOTO W/ ARROW TO SITE	· · · · · · · · · · · · · · · · · · ·
ALSO, I'VE FAKED the 1st & last 2 copies of ZONING COMMISSIONER'S OPINIONTO CONFIRM FACTS.	
- IF YOU NEED MORE INFO. YOU ARE WIELDAME TO COME IN TO REVIEW THE FILE OR CALL PEOPLES COUNSEL (Q) 410-887-2188 PETE ZIMMERMAN TOOK THE APPEAL ? HE CAN SHARE HIS CONCERNS OF THE GRANTING OF THESE PETITIONS.	













Baltimore County Department of Permits and Development Management

Development Processing
County Office Building
111 West Chesapeake Avenue
Towson, Maryland 21204
pdmlandacq@co.ba.md.us

July 30, 1999

Stanley Fine, Esquire Rosenberg, Proutt, Funk & Greenberg, LLP 25 South Charles Street 2115 First Maryland Building Baltimore, MD 21201

Dear Mr. Fine:

RE: Case Number 99-504-SPHXA, 2920 East Joppa Road

The above referenced petition was accepted for processing by the Bureau of Zoning Review, Department of Permits and Development Management (PDM), on June 15, 1999.

The Zoning Advisory Committee (ZAC), which consists of representatives from several Baltimore County approval agencies, has reviewed the plans that were submitted with your petition. All comments submitted thus far from the members of the ZAC are attached. These comments are not intended to indicate the appropriateness of the zoning action requested, but to ensure that all parties (zoning commissioner, attorney, petitioner, etc.) are made aware of plans or problems with regard to the proposed improvements that may have a bearing on the case. All comments will be placed in the permanent case file.

If you need further information or have any questions regarding these comments, please do not hesitate to contact the commenting agency.

Very truly yours,

U. Carl Biobarde la

W. Carl Richards, Jr. Zoning Supervisor Zoning Review

WCR:scj

Enclosures

C: Estate of Sol Goldman Eller Media Co. William Monk, Inc.

BALTIMORE COUNTY, MARYLAND

INTEROFFICE CORRESPONDENCE

TO:

Arnold Jablon, Director

Date: July 13, 1999

Department of Permits & Development

Management

FROM:

Bobert W. Bowling, Supervisor

Bureau of Development Plans Review

SUBJECT:

Zoning Advisory Committee Meeting

for July 12, 1999

Item Nos. 501, 502, 503, 504, 505, 507, 508, 509, 510, 511, 512, 513, 514, 516, 518, 519, 520, 521, 522,

523, 524,

and

Case Number 99-477-SPHA

Windsor Commons

The Bureau of Development Plans Review has reviewed the subject zoning items, and we have no comments.

RWB:jrb

cc: File

14 8/4 Eller



700 East Joppa Road Towson, Maryland 21286-5500 410-887-4500

July 21, 1999

Arnold Jablon, Director
Johing Administration and Development Manageme. Thaitimore County Office Building
Townon, MD 21201
MAIL STOP-1105

PE: Property Owner: SEE BELOW

Location: DICTRIPUTION MEETING OF JULY 6, 1997

Item Mo.: PEE BELOW Zoning Asanda:

Jonel aman:

Durangent to your request, the referenced to make the comments below the application of required to be corrected or incorporated into the final area. It is the property.

THE FOLLOWING ITEM NUMBERS:

501, 702, (.4) 505, 507, 508, 510, 511, 511, 511, 511. 515, 516, 527, 519, 520, 520, 524,

LEVIEWER: LT. ROBERT P. SAUERWALL

Pir: Marshal Office, PHONE 227-4881, Mt .. IF

| CC: 9:10

APPEAL

Special Hearing, Special Exception, Variance 2920 E. Joppa Road, N/S Joppa, 270' W of Harford Road 9th Election District - 6th Councilmanic District Estate of Sol Goldman, Legal Owner Eller Media Company, Contract Purchaser Case No. 99-504-SPHXA

Petition for Special Hearing, Special Exception, and Variance

Description of Property

Notice of Zoning Hearing

Certificate of Posting {Posted on 7/19/99 by Thomas P. Ogle, Sr.}

Certificate of Publication {Jeffersonian 7/20/99}

Entry of Appearance by People's Counsel

Petitioner(s)' Sign-In Sheet

Protestant(s)' Sign-In Sheet- n/a

Zoning Advisory Committee Comments

Petitioners' Exhibits: 1, 2, 3, 4, 5a, 5b, 5c, 5d, 5e, 5f,

5g, 5h, and 6

Protestants' Exhibits: n/a

Miscellaneous (Not Marked as Exhibits):

Letter from Timothy M. Kotroco to Stanley Fine, Esq. dated 8/23/99 Letter from Lawrence E. Schmidt to Stanley Fine, Esq. dated 6/14/99 Copy of Order in Case No. 99-242-XA Parital copy of zoning map NE 9-E

Deputy Zoning Commissioner's Order dated August 23, 1999

Notice of Appeal received on September 10, 1999 from People's Counsel

c:

People's Counsel of Baltimore County, M.S. 2010 Lawrence Schmidt, Zoning Commissioner Timothy Kotroco, Deputy Zoning Commissioner Arnold Jablon, Director of PDM

APPEAL

Petitions for Special Hearing, Special Exception, and Variance
N/S Joppa, 270' W of Harford Road, 2920 E. Joppa Road,
9th Election District - 6th Councilmanic District
Estate of Sol Goldman, Legal Owner
Eller Media Company, Contract Purchaser
Case No. 99-504-SPHXA

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Petitions for Special Hearing, Special Exception, and Variance
Descriptions of Property (2)
 -Notice of Zoning Hearing
Certificate of Posting (Posted on 7/19/99 by Thomas P. Ogle, Sr.)
~Certificate of Publication (Jeffersonian 7/20/99)
Entry of Appearance by People's Counsel
Petitioner(s)' Sign-In Sheet
Zoning Advisory Committee Comments
  Petitioners' Exhibits:
           Letter to Mr. William Walker, Donnell Advertising
           Corporation of Maryland, from S. Eric DiNenna, Zoning
           Literate Search - Effect of Outdoor Advertising Signs
            on Safety prepared by Erdman and Associates, Inc. dated
           March 24, 1993
           Baltimore County 200' scale zoning map NE 9-E dated January
            1986
            Baltimore County, OIT GIS Services Unit, title ID 07 1b2,
           dated March 1995
      -5A. Photos - view looking north toward site from Joppa Road
           Photos - surrounding land use: Joppa Road adjacent office
           building
     ~5℃. Photos- surrounding land use: Joppa Road - commercial uses
           -north side Joppa Road west of subject propery
           Photos - Joppa Road - view looking east towards Harford
           Road/Joppa Road intersection from billboard site
     ~5E. Photos - proposed Eller Media billboard location
      -5F, Photos - view south from billboard location across Joppa Road
      75G. Photos - existing trees serving as back drop to billboard to remain
     BH. remain PHOTOS - 2 SHERTS.
           Plat to accompany special exception, special hearing and
           variance application
Zoning-Commissioner-s-Order-dated-June-15,-1999-(Granted)-#99-242-XA
    (returned to PDM - NOT PARTOF THIS FILE)
  Deputy Zoning Commissioner's Order dated August 23, 1999 (Granted)
```

Stanley Fine, Esquire, ROSENBERG, PROUTT, FUNK & GREENBERG, LLP,
2115 First Maryland Building, Baltimore, MD 21201
Nathan Sterner, Eller Media Co., 3001 Remington Ave., Baltimore, MD 21211
Louisa Little, Co-Executor of The Estate of Sol Goldman,
640 Fifth Ave., 3rd Fl., New York, NY 10019
William Monk, 222 Bosley Ave., Suite B-6, Towson, MD 21204
People's Counsel for Baltimore County
Pat Keller, Director /PDM
Lawrence E. Schmidt, Zoning Commissioner
Arnold Jablon, Director /PDM
Virginia W. Barnhart, County Attorney

-Notice of Appeal received on September 10, 1999 from People's Counsel

RE:	PETITION FOR SPECIAL HEARING
	PETITION FOR SPECIAL EXCEPTION
	PETITION FOR VARIANCE
2920	E. Joppa Road, N/S Joppa Rd, 270' W of Harford Rd
9th E	lection District, 6th Councilmanic

Legal Owner: Estate of Sol Goldman Contract Purchaser: Eller Media Co. Petitioner(s) * BEFORE THE

* ZONING COMMISSIONER

* FOR

* BALTIMORE COUNTY

* Case No. 99-504-SPHXA

* * * * * * * * *

ENTRY OF APPEARANCE

Please enter the appearance of the People's Counsel in the above-captioned matter. Notice should be sent of any hearing dates or other proceedings in this matter and of the passage of any preliminary or final Order.

PETER MAX ZIMMERMAN

People's Counsel for Baltimore County

CAROLE S. DEMILIO

Deputy People's Counsel Old Courthouse, Room 47

400 Washington Avenue Towson, MD 21204

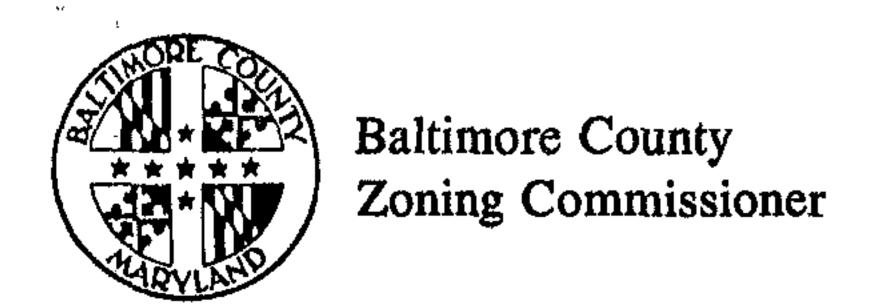
(410) 887-2188

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on this 15 day of July, 1999 a copy of the foregoing Entry of Appearance was mailed to Stanley S. Fine, Esq., Rosenberg, Proutt, Funk, 25 S. Charles Street, Suite 2115,

Baltimore, MD 21201, attorney for Petitioners.

Peter Max ZIMMERMAN



Suite 405, County Courts Bldg. 401 Bosley Avenue Towson, Maryland 21204 410-887-4386

Fax: 410-887-3468

June 14, 1999

Stanley Fine, Esquire Rosenberg Proutt Funk & Greenberg, LLC 25 South Charles Street, 10th Floor Baltimore, Maryland 21201

RE: PETITIONS FOR SPECIAL EXCEPTION & VARIANCE E/S Belair Road, 25' SW of the R/W for White Marsh Boulevard (8131 Belair Road) 14th Election District – 6th Councilmanic District Ernest P. Diegert, Owner; Eiler Media Co., Contract Lessee – Petitioners Case No. 99-242-XA

Dear Mr. Fine:

Enclosed please find a copy of the decision rendered in the above-captioned matter. The Petitions for Special Exception and Variance have been granted, in accordance with the attached Order.

In the event any party finds the decision rendered is unfavorable, any party may file an appeal to the County Board of Appeals within thirty (30) days of the date of this Order. For further information on filing an appeal, please contact the Zoning Administration and Development Management office at 887-3391.

Very truly yours,

LAWRENCE E. SCHMIDT

Zoning Commissioner for Baltimore County

LES:bjs

cc: Mr. Ernest P. Deigert

8131 Belair Road, Baltimore, Md. 21236

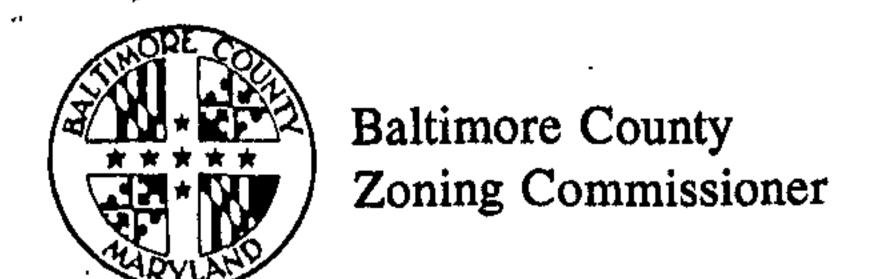
Mr. Charles Marino, President, Eller Media Company

3001 Remington Avenue, Baltimore, Md. 21211

Mr. Dennis Eckhart

39 Bangert Avenue, Perry Hall, Md. 21128

People's Counsel; Case File



Suite 405, County Courts Bldg. 401 Bosley Avenue Towson, Maryland 21204 410-887-4386

Fax: 410-887-3468

August 23, 1999

Stanley Fine, Esquire Rosenberg, Proutt, Funk & Greenberg, LLP 25 S. Charles Street 2115 First Maryland Building Baltimore, Maryland 21201

Re: Petitions for Special Exception, Hearing & Variance

Case No. 99-504-SPHXA
Property: 2920 E. Joppa Road

Dear Mr. Fine:

Enclosed please find the decision rendered in the above-captioned case. The Requests for Special Exception, Hearing and Variance have been granted in accordance with the enclosed Order.

In the event the decision rendered is unfavorable to any party, please be advised that any party may file an appeal within thirty (30) days from the date of the Order to the County Board of Appeals. If you require additional information concerning filing an appeal, please feel free to contact our appeals clerk at 410-887-3391.

Very truly yours,

Timothy M. Kotroco

Deputy Zoning Commissioner

Mustly Kotroco

TMK:raj Enclosure

Copies to:

Mr. Charles Marino, President Eller Media Co. 3001 Remington Avenue Baltimore, Maryland 21211

Mr. William Monk c/o William Monk, Inc. 222 Bosley Avenue, Suite B-6 Towson, Maryland 21204

BALTIMORE COUNTY OFFICE OF PLANNING & ZONING

OFFICE OF ZONING COMMISSIONER

S. ERIC DINENNA Zoning Commissions,

JAMES E. DYER
Deputy Zoning Commissioner



August 15, 1974

494 - 3351

494 - 3391

Mr. William Walker
Donnelly Advertising Corporation
of Maryland
3001 Remington Avenue
Baltimore, Maryland 21211

RE: Petition for Special Exception
N/S of Hollins Ferry Road, 1500'
E of Hammonds Ferry Road
N/S of Hollins Ferry Road, 675'
W of Bero Road 13th Election District
John E. MacLeod - Petitioner
NO. 75-24-X (Item No. 12)

Dear Mr. Walker:

I have this date passed my Order in the above referenced matter. Copy of said Order is attached.

Very truly yours.

S. ERIC DI NENNA

Zoning Commissioner

SED/sw

Attachments

cc: Mr. John E. MacLeod 815 Frederick Road Baltimore, Maryland 21228

APPEALS TO THE COUNTY BOARD OF APPEALS

- 1. Appeal must be in writing.
- Person or persons aggrieved must be named. (Improvement Associations are not proper persons.)
- 3. Appeal must be filed within thirty (30) days from the date of the final Order.
- 4. Fees for appeals are as follows:
 - a. Appeals from granting or refusing to grant a Reclassification, Districting or Special Exception \$70.00 plus the cost of posting.
 - b. Any other appeal from an act or refusal to act by the Zoning Commissioner - \$35.00 plus the cost of posting.
- 5. Checks for fees must be made payable to BALTIMORE COUNTY, MARYLAND.
- 6. The appeal must be addressed whether or not the hearing was before the Zoning Commissioner or the Deputy Zoning Commissioner as follows:

ZONING COMMISSIONER
County Office Building
Towson, Maryland 21204

7. For completed information see Section 500.10 and Section 501.8 of the Baltimore County Zoning Regulations.

S. ERIC DI NENNA Zoning Commissioner

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BALTIMORE COUNTY, MARYLAND

DEPARTMENT OF PERMITS AND DEVELOPMENT MANAGEMENT **TOWSON, MARYLAND 21204**

BUILDING PERMIT

PERMIT 4: B328816 CONTROL #: RA

DIST: i3

0 f

DATE ISSUED: 01/21/98 TAX ACCOUNT #:

CLASS:

FREC:

FLANS: CONST 0 FLOT 0 R FLAT 0 DATA 0 ELEC NO FLUM NO

LOCATION: HOLLINS FERRY RD

SUBDIVISION: 675' W/O BERO RD

DWNERS INFORMATION

NAME: BALTIMORE COUNTY ADDR: TOWSON MD 21204

TENANT:

CONTR: UNIVERSAL DUTDOOR INC

ENGNR: SELLR:

REMOVE EXISTING D/F BILLBOARD ON VACANT WORK:

PROPERTY. ALREADY DISMANTLED & REMOVED FROM PROPERTY FOR FUTURE USE. 12'X25'=

600SF

RLDG. CODE: BOCA CODE

RESIDENTIAL CATEGORY:

OWNERSHIP: PUBLICLY OWNED

PROPOSED USE: SAME & SIGN REMOVAL

EXISTING USE: VACANT PROPERTY & SIGN

TYPE OF IMPRV: WRECKING

USE: SIGN

FOUNDATION:

SEWAGE:

BASEMENT:

WATER:

LOT SIZE AND SETBACKS

SIZE:

FRONT STREET:

SIDE STREET:

FRONT SETE:

NC

NC

SIDE SETB:

SIDE STR SETE: REAR SETE:

NC

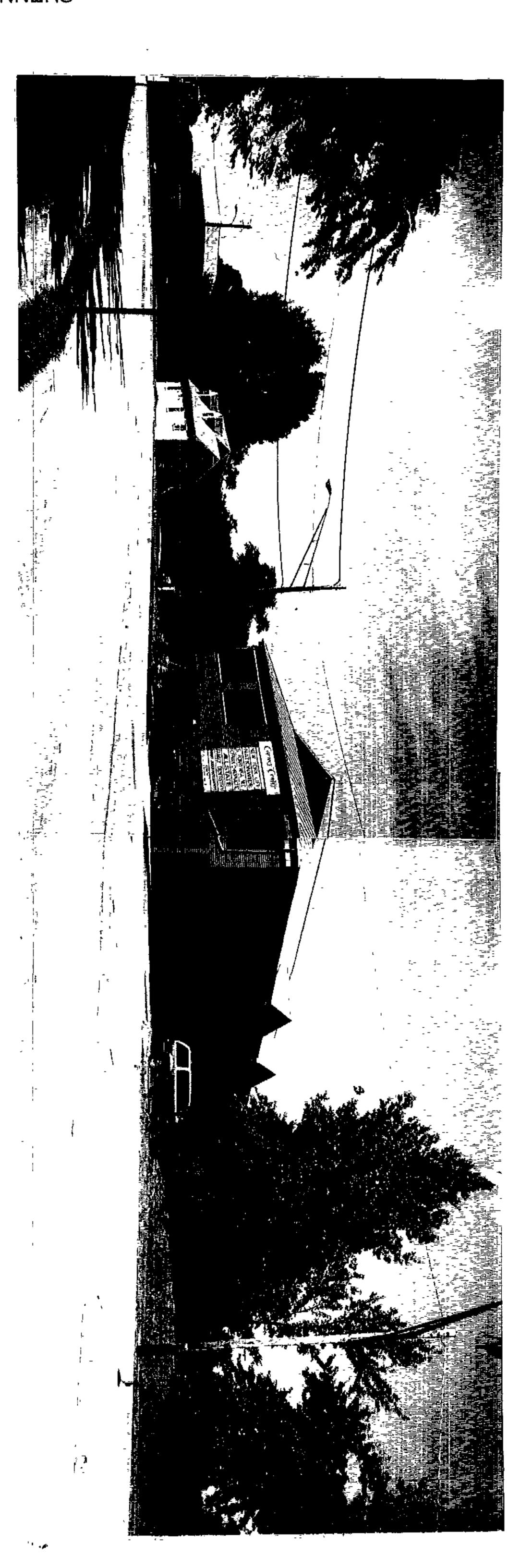
PETITION 1 JR ZONING RE-CLAS, IFICATION 75-24. (De 12) AND/OR SPECIAL EXCEPTION

TO THE ZONING COMMISSIONER OF BALTIMORE COUNTY:

I, or wester the MAGELE	Ξa'D	legal owner of the no	roportu cituato in Daltimona
County and which is described in	the description	and plat attached her	eto and made a part hereof
hereby petition (1) that the zoning	status of the l	serein described proper	ty he rechassified musuant
In the Zoning base of Baltimore		•	
	ance the	rllowing reasons:	NOHE TO SIL
, , ,	attol	THE PERSON S.	MAP:
	•	•	547
*	•	•	ELECTION
	•	•	DISTALCTA PATE SI-
	Soo ot:	kaalaas s	TYE
	nee at	tached description	VEATE S.
•			With a
	•	•	\$7.7°2
and 2) for a Special Exception und	dan tha anid Ba		_
art (2) for a Special Exception, und	der the said 20	ning Law and Zoning	Regulations of Baltimore
County, to use the herein describe	d property, for.	- FOUR 12 825	-LLLUMINATEU.
ADVERTISING STON		~~~~==#~~~ ~~~	
Property is to be posted and a	idvertised as pi	rescribed by Zoning Reg	ulations.
I, or we, agree to pay expenses	of above result	arifulim unifor Spec	ial Exception advertising,
posting, etc., upon filing of this pe	tition, and furt	her agree to and are t	o be bound by the zoning
regulations and restrictions of Balti County.	more County ac	dopted pursuant to the	Zoning Law for Baltimore
			· ', ', ', ', ', ', ', ', ', ', ', ', ',
Will-List 18:00		,7 *** *	
DAMELLY AND CORD OF MARK	رام. دار. الام. دار	0/2	
Demuelly ADIL Corp. of MARY Contract pr	in the second of		Legal Owner
Address 300/ FEDILVE TON AVE		Address SIS En	LEDEZICK ROAD
BATTIONS Marila	α		
BATIMORE, MARYLA	2121	JAGGION O	RE, MARYLAND, 2/228
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	**	·	- 
Petitioner's	Attorney	1	Protestant's Attorney
Address			
			·
ORDERED By The Zoning Con	amissioner of E	Saltimore County, this	12thday
f. July 1974	L_, that the sub	ject matter of this pe	etition be advertised, as
edanted oh tug SouthE PSM of Raff	imore County,	in two newspapers of ge	neral circulation through-
ut Baltimore County, that property	be posted, and	that the public hearing	be had before the Zoning
commissioner of Baltimore County	in Room 106,	County Office Building	g in Towson, Baltimore
ounty, on the 14th	day of	August	1974 at 1:00_ o'clock
_PM,			
		The state of the s	r of Baltimore County.
12'74 PM	<b>**</b>		~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
[ ] — 177 · · · ·	•	Zoning Commissione	r of Baltimore County,

(over)

Pursuant to the advertisement, posting of property, and public hearing on the above it appearing that by reason of the requirements of Section 502, 1 of the Ba.	
County Zoning Regulations having been met.	
······································	
thexadoxecologicalicationschanistical actions and the continex appearing that appression of -	<u> </u>
, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
· 	
a Special Exception for Four (4) Advertising Structuresshould	
IT IS ORDERED by the Zoning Commissioner of Baltimore County, this	
day of August, 197 4_, that Aborder einsides where the process and the common of	
the xmaxisheerbysee hasified from x xmax and x xmax and x	•
zenecombor a Special Exception for "Four (4) Advertisingshould be an Structures	
Granted, from and after the date of this Order, subject to the approval of a s	
the Department of Public Works and Zoning Commissioner of Baltin	
the Office of Planning and Zoning.	nore County
Pursuant to the advertisement, posting of property and public hearing on the	above petition
and it appearing that by reason of	
Green and organization of the contraction of the co	, 
* *	, .
	, <u>,</u> ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
the above re-classification should NOT BE HAD, and/or the Special Exception should	ould NOT BI
GRANTED.	
· · · · · · · · · · · · · · · · · · ·	•
IT IS ORDERED by the Zening Commissioner of Baltimore County, this	
of, 197, that the above re-classification be and the sa	me is hereb
DENIED and that the above described property or area be and the same is hereby co	ntinued as and
to remain azone; and/or the Special Exception	for
tancers and the same is ho	reby DENIER
	•
Zoning Commissioner of Balli	more County

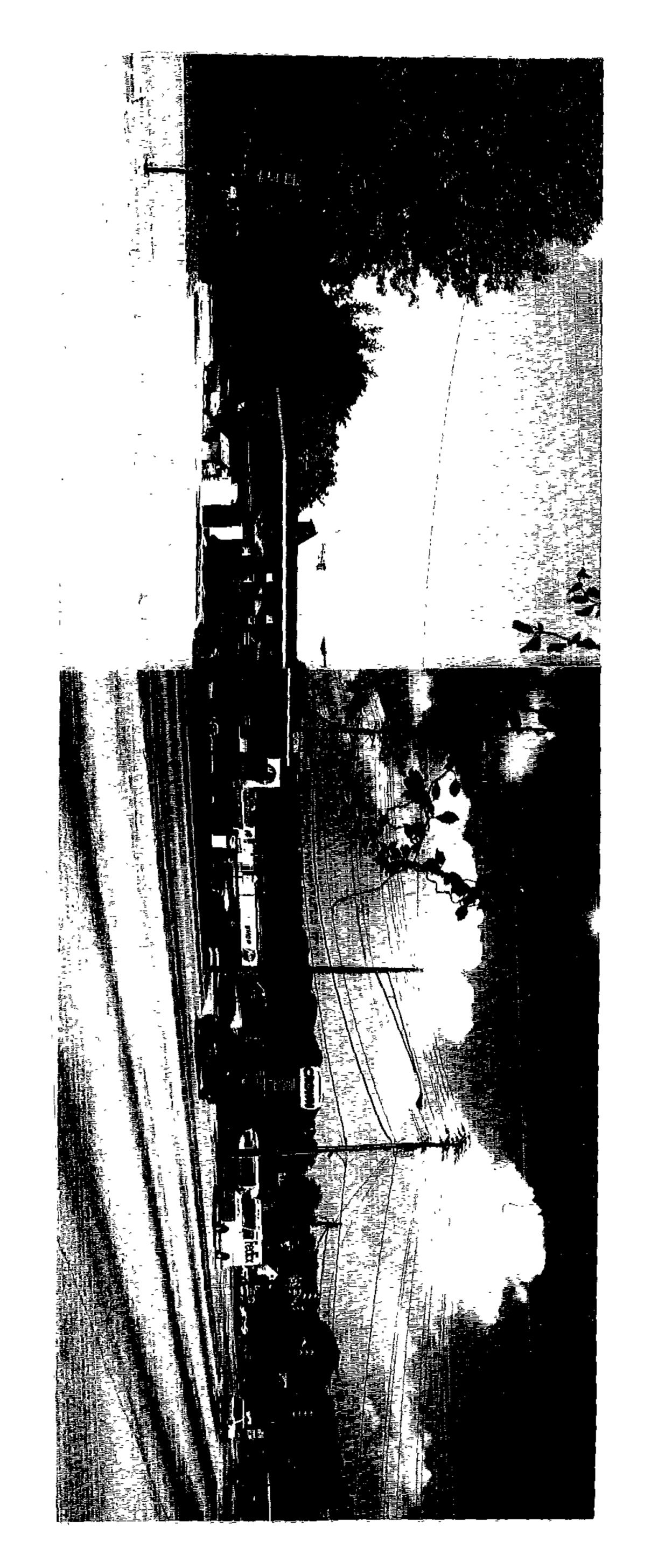


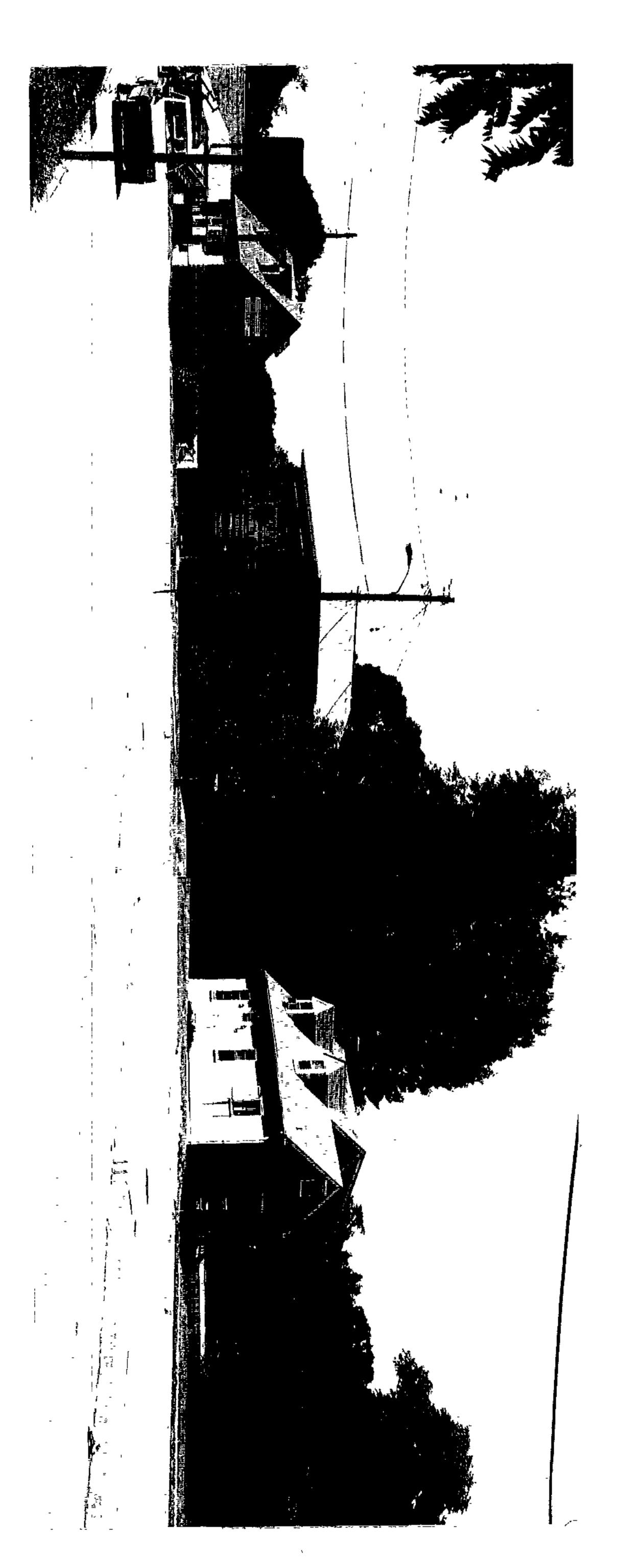
ETITIONER'S EXHIBIT

# SURROUNDING LAND USE: JOPPA ROAD ADJACENT OFFICE BUILDING



PETITIONER'S EXHIBIT 53





PETITIONER'S EXHIBIT 5

# JOPPA ROAD





50

# VIEW LOOKING WEST



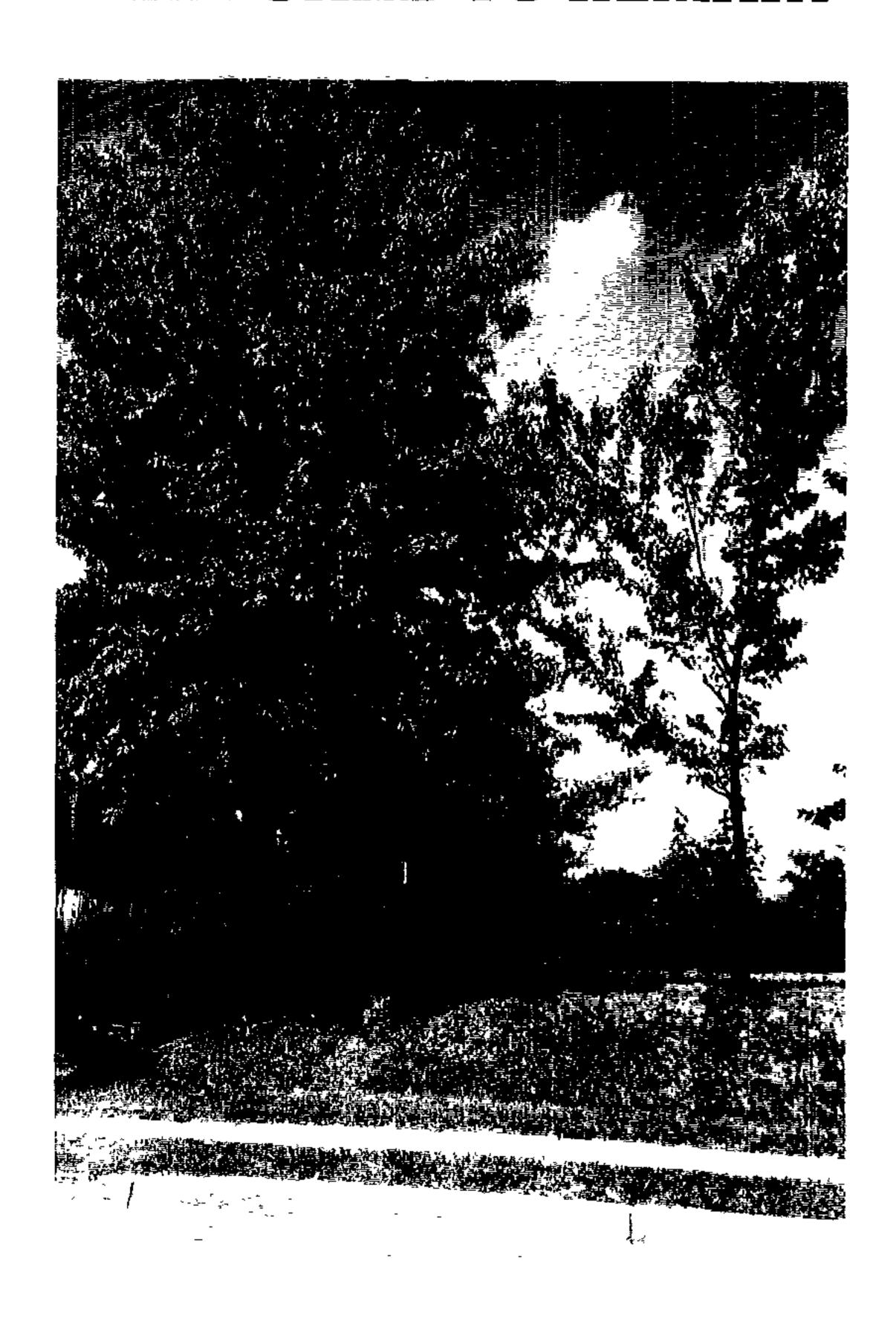
# PROPOSED ELLER MEDIA BILLBOARD LOCATION



PETITIONER'S EXHIBIT 56

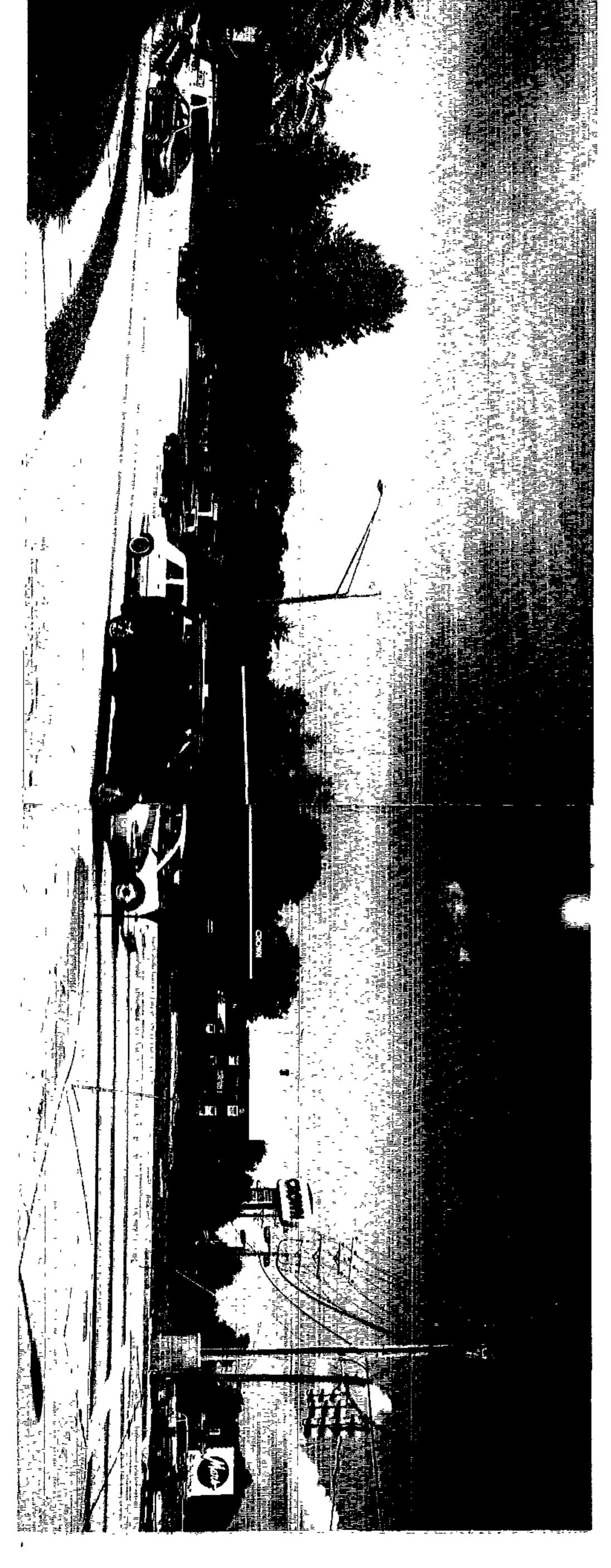
PETITIONER'S EXHIBIT 514

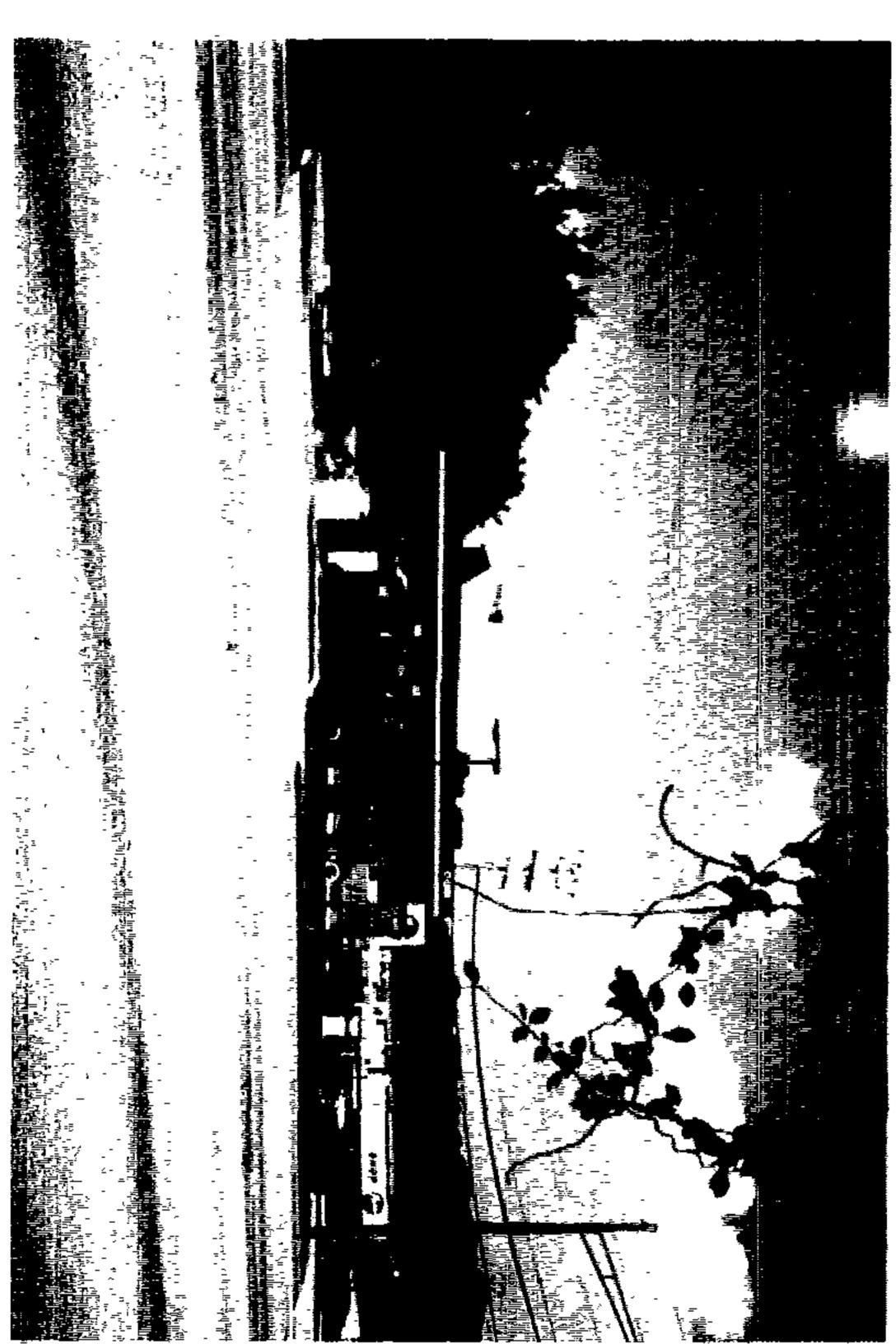
# EXISTING TREES SERVING AS BACK DROP TO BILLBOARD TO REMAIN



# PETITIONER'S EXHIBIT

# SING CROWN SING CROWN





# Literature Search

# Effect of Outdoor Advertising Signs on Safety

Prepared by: Erdman and Associates, Inc. March 24, 1993

#### METHODOLOGY

The Transportation Research Information System (TRIS) is a computerized information file maintained and operated by the Transportation Research Board (TRB) under the sponsorship of several agencies of the Federal Government. TRIS is the prime source of Transportation Research Information in the United States. Appendix A contains copies of descriptive literature about TRIS.

Information as of January 1993 indicates that there are a total of 365,999 records in the TRIS file. This is the latest information available concerning the size of the file. On March 23, 1993, Erdman and Associates, Inc. undertook a computerized search of the TRIS files in an effort to determine if research had been done which would establish a relationship between outdoor advertising signs and roadway operations and safety.

The TRIS file contains research from 1968 to the present and is updated monthly. In the course of the study, review of pertinent research documents indicated that research earlier than 1968 was available and had been cited in the later research. Although all of this published information was not available, several papers reporting research in the 1950's were located in the library of the Johns Hopkins University.

The results of the initial computerized literature search are summarized in Table 1:

### TABLE 1

Single Description	N	o. of Rec	cords
HAZARD		7,442	
SIGN		34,203	
ACCIDENT		30,326	
ROADSIDE		3,352	
DRIVER		26,416	
DISTRACT		<u> 187</u>	* <u>(8)</u>
	Total	101,926	(8)

Multiple Descriptors	No. of	Records
HAZARD WITH SIGN ACCIDENT WITH SIGN		21 *(0) 82 *(4)
ROADSIDE WITH SIGN		65 *(4)
DRIVER WITH DISTRACT DRIVER WITH DISTRACT WITH SIGN		13 *(2) 0 (0)
Τοt	al	181 (10)

^{*} Reviewed Title and Publication Date

^( ) Reviewed Abstracts of this Number of Reports

Although 101,926 of the records contained reference to at least one of the descriptors potentially associated with the subject being investigated, the paring of those descriptors indicated that only 168 of the records related signs with either hazards or accidents or roadside features. Thirteen other records linked drivers with distractions. The title and publication date of the 181 records which contained multiple descriptors were reviewed. In addition, the 187 records addressing distraction were included with the 181 paired records; the title and publication date of those 187 records were reviewed. In most cases the title of the paper indicated that research reported did not concern the effect of outdoor advertising signs upon road safety.

Research abstracts for the 18 records selected from the computerized search and review of titles were further evaluated. Abstracts of these 18 papers were reviewed by staff of Erdman and Associates, Inc. and four papers were found which at least closely addressed the subject of the effect of outdoor advertising on traffic safety. Those four papers are:

- 1. RELATION BETWEEN ROADSIDE SIGNS AND TRAFFIC ACCIDENTS: FIELD INVESTIGATION
  Holahan, CJ; Campbell, MD; Culler, RE; Veselka, C (Texas University, Austin)
  Transportation Research Board
  Transportation Research Record N683 1978 pp 1-3 4 Tab. 16 Ref.
- 2. DO BILLBOARDS CAUSE HIGHWAY ACCIDENTS Accident Reporter Feb 1974 4 pp Figs. Phots.
- 3. THE ROADSIDE DISTRACTION--HOW BIG A ROLE DOES IT PLAY IN ACCIDENTS
  Blanche, EE
  Blanche, (Ernest E.) and Associates
  Traffic Safety Monograph
- 4. THE TOP TEN DRIVER ERRORS Family v35 n4 1977 Monograph p28-30 6/19/1977))

## RESULTS OF LITERATURE REVIEW

The abstracts available from the TRIS file are included in their entirety in Appendix B. Briefly stated, the results indicate:

- 1. Reference 1 concludes that the "results indicate that a number of sign elements had a significant relation to accidents at intersections controlled by stop signs, but no relation was found between signs and accidents at intersections controlled by traffic signals."
- 2. Reference 2 found that "nothing was produced which would clearly indicate that billboards are the cause of distraction and the subsequent crashes."
- 3. Reference 3 concluded that "relation between accidents and distractions such as picnic areas, advertising signs, road booths, etc., was statistically negligible."
- 4. Reference 4 found that roadside distractions, including outdoor advertising signs, were not in the list of top ten driver errors.

A complete copy of the first reference has been obtained from the Library of the Johns Hopkins University. The entire text of that report is included in Appendix B. Copies of references 2, 3, and 4 were obtained from Associated Information Consultants, Inc., a firm which uses the University of Michigan Library as well as other sources. Copies of references 2, 3, and 4 have been obtained and copies of the entire text of those references are included in Appendix B.

# APPENDIX A

# WHY TRIS?

TRIS...the prime source of transportation research information in the USA

TRIS...designed to help you identify worldwide sources of transportation research information

TRIS...the unique online data base with transportation research in progress

TRIS...when you want to know who's doing what and where

TRIS...an effective way to diagnose your transportation research problems

TRIS...regularly used by transportation administrators, operators, academics, planners, designers, engineers, managers

TRIS...where you can find information to help you find solutions to local, state, and national transportation problems

TRIS...your data base, at your service — call (202) 334-2988

# FACTS ABOUT TRIS

# What is TRIS?

TRIS is a computerized information file maintained and operated by the Transportation Research Board, NRC, under the sponsorship of the Federal Highway Administration, the Urban Mass Transportation Administration, the National Highway Traffic Safety Administration, U.S Department of Transportation, the fifty state highway and transportation departments, the District of Columbia and Puerto Rico, the Motor Vehicle Manufacturers Association, the National Asphalt Pavement Association, the U.S.Army Corps of Engineers, and the Association of American Railroads.

# What Information is in TRIS?

TRIS contains information on various modes and aspects of transportation including planning, design, finance, construction, maintenance, equipment, traffic operations, management, marketing, and other topics. TRIS contains more than 250,000 abstracts of completed research and summaries of research projects in progress.

# Where does the information come from?

U.S. sources are the Federal Highway Administration, the Urban Mass Transportation Administration, the National Highway Traffic Safety Administration, U.S Department of Transportation, Congressional hearings and reports, the U.S. General Accounting Office, trade and professional associations, universities, research institutes and regional and state organizations. TRIS receives worldwide transportation information through its exchange with international bodies such as the International Union of Public Transport, the International Union of Railways, the International Road Research Documentation, the European Conference of Ministers of Transport, the Dutch Ministry of Transport, and others. More than 300 journals are scanned for selection of materials by TRIS and TLIB staffs.

# What is TLIB?

A valuable addition to the TRIS file is the Transportation Library Subfile, "TLIB". The Institute of Transportation Studies Library at the University of California, Berkeley, and the Northwestern University Transportation Library at Evanston provide TRIS a monthly tape of bibliographic citations of their new acquisitions. This tape is loaded monthly in the TRIS Online file at DIALOG and becomes part of the TRIS database. TLIB broadens the subject scope of TRIS through coverage of all modes of transportation, and provides an annual input of more than 11,000 records.

# TRIS Format

The TRIS Information file provides abstracts, index terms, and bibliographic citations (including availability) for records of completed research and a project summary, index terms, names and telephone numbers of the responsible individuals and their corresponding sponsoring agencies, names and telephone numbers of principal investigators and their corresponding performing agencies, and reports published, if pertinent, for ongoing research projects. The TLIB records in the TRIS file contain bibliographic citations and modified Library of Congress subject headings as index terms, but do not include an abstract.

# What services are available from TRIS?

### Literature Searches

The TRIS Information File is available online as DIALOG File 63. You can either have a search done by our Online Search Specialist by calling (202)334-2988 or conduct a search yourself (see "Connecting to DIALOG with a PC"). In either case, please feel free to call us for additional information.

#### **Topical Services**

Each month, the TRIS staff selects timely topics from recent searches for dissemination. Please contact Suzanne Crowther at (202) 334-3251 for additional information regarding these services.

#### **Customized Services**

Different types of services are available on request. Please call us for further information.

## **Publications**

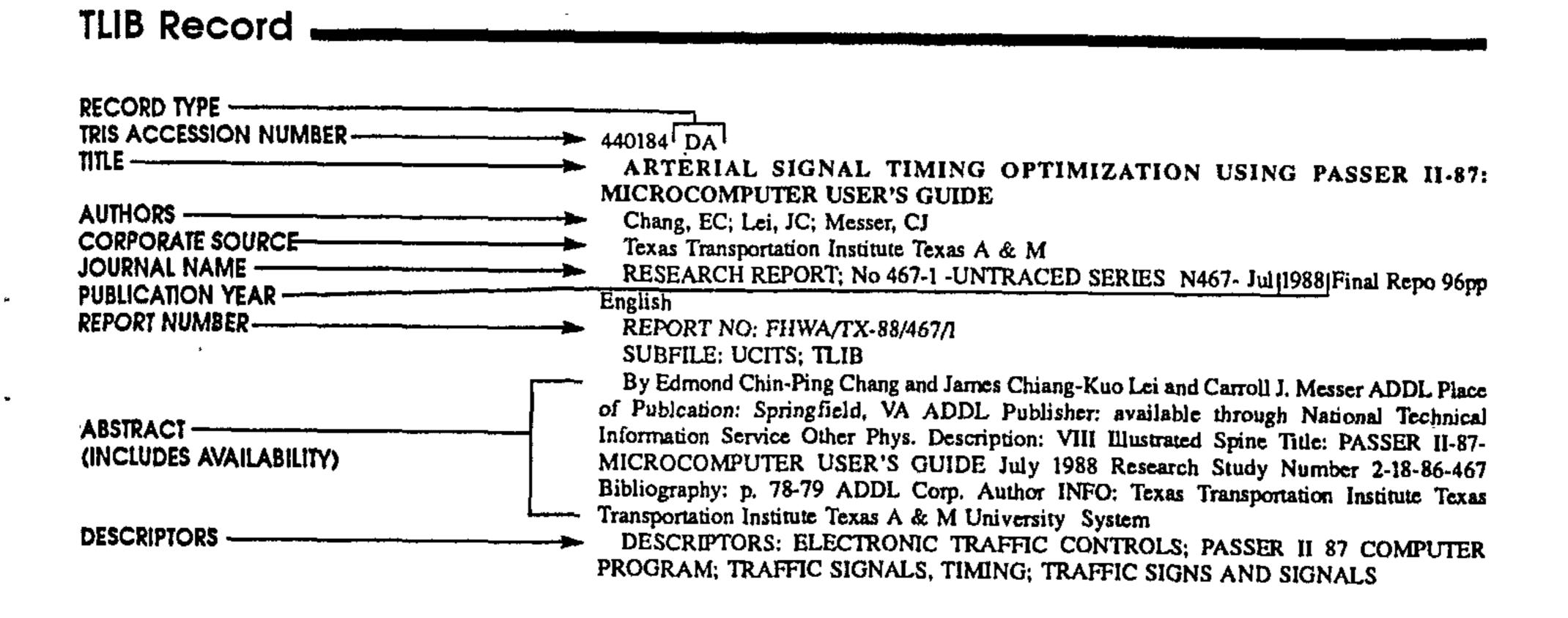
TRIS publishes two abstract bulletins, both of which are available by subscription. These are the semiannual "URBAN TRANSPORTATION ABSTRACTS" and quarterly "HRIS ABSTRACTS" on highway research. Call TRB Publications Office at (202) 334-3218 for subscription information.

# SAMPLE RECORDS

Journal Article	
RECORD TYPE	
TRIS ACCESSION NUMBER	469591 DA
TITLE	FIELD ANALYSIS OF RUTTING ON OVERLAYS OF CONCRETE INTERSTATE
	PAVEMENTS IN ILLINOIS
AUTHORS -	Carpenter, SH; Enockson, L
COPORATE SOURCE	Transportation Research Board
JOURNAL NAME	Transportation Research Record N1136 1987 pp 46-56 10 Fig. 9 Tab. 6 Ref.
PUBLICATION YEAR	SUBFILE: HRIS
AVAILABILITY	AVAILABLE FROM: Transportation Research Board Publications Office 2101 Constitution
	Avenue, NW Washington D.C. 20418
	Thirty-two overlay projects placed over portland cement concrete pavements were surveyed
	for the initial development of a comprehensive statewide pavement data base of which there
	overlay projects would be part. Ninety-two different uniform sections were visually surveyed to
	obtain performance data on the overlay projects. Design and construction data were collected
	IOF inclusion in the data base. The data were analyzed to develop regression relations between
	ruming and mixture properties of the asphalt concrete overlays. The analysis clearly shows the
	Importance of material properties to the development of nutting particularly the amelorical
ABSTRACT	parameters, eleven of the projects were cored for structural testing in the laborators. The
ADDIANO!	structural tests clearly show that the resilient modulus and indirect tensile strength been a strong
	relationship to the rutting that develops in the overlay during its life. The analysis in this paper
	clearly shows now a statistically sound examination of pavement performance can furnish data
	for an analysis that provides information that can be used to alter mix design and construction
	practices to address a specific problem. In this paper it is shown that permanent deformation
	can be controlled through proper material control; further, if the allowable limits on variability
	of the mixture coming out of the plant can be altered, performance can be altered. A judicious
	selection of median values and tighter plant control can reduce rutting potential. This paper appeared in Transportation Research Record No. 1136, Pavement Design.
DESCRIPTORS	DESCRIPTORS: ASPHALTIC CONCRETE; CONCRETE PAVEMENTS;
	CONSTRUCTION METHODS; CORE ANALYSIS; DATA ACQUISITION; DATA
	ANALYSIS; DEFORMATION; FIELD STUDIES; INDIRECT TENSILE TEST;
	LABORATORY TESTS; MIX DESIGN; MODULUS OF RESILIENCE; OVERLAY
	COURSE; PAVEMENT DESIGN AND PERFORMANCE; PAVEMENT PERFORMANCE;
	RUTS; VISUAL SURVEYS
Technical Report	
RECORD TYPE	
TRIS ACCESSION NUMBER	> 475192 DA
TITLE -	ROAD PROFILE STUDY. FINAL REPORT
AUTHORS	Cumbaa, SL
CORPORATE SOURCE	
	Louisiana Dept of Transportation & Development P.O. Box 94245, Capitol Station Baton
	Rouge Louisiana 70804; Federal Highway Administration 400 7th Street, SW Washington D.C. 20590
PUBLICATION YEAR-	Feb 1986 n.p.
REPORT NUMBER	REPORT NO: FHWA/LA-86/185; Rept No 185
CONTRACT NUMBER	CONTRACT NO: Study No 83-1P(B); IIP&R
	SUBFILE: HRIS
AVAILABILITY	·
	AVAILABLE FROM: National Technical Information Service 5285 Port Royal Road Springfield Virginia 22161
	This study was undertaken to evaluate the overall usefulness of the Rainhart profilograph as a
	roughness measuring device, and to determine its ability to profile the roadway surface.
	Comparison testing was conducted utilizing the profilograph along with the 10-ft. rolling
	straightedge and the Mays Ride Meter on both portland cement concrete and hot mix asphaltic
ABSTRACT -	concrete surfaces. The profiling ability of the profilograph was studied by testing it over a surface with known (induced) areas of roughness. It was found that the digital counters of the
<b>.</b>	profilograph are un-repeatable, and therefore not useable. The profilograph's graphical trace
	was found to be very repeatable, and when evaluated using a 0.1-in. blanking band, to correlate
	well with both the 10-ft, rolling straightedge and the Mays Ride Meter. It was determined that
	in most cases the profilograph produces a graphical trace which closely resembles the actual
	surface profile of the roadway. Recommendation for the development of profilograph
<b></b>	"roughness" specifications and for profilograph utilization are included in this report.
DESCRIPTORS ————————	DESCRIPTORS: MEASURING INSTRUMENTS; PAVEMENT DESIGN AND
	PERFORMANCE; PROFILOGRAPHS; ROAD PROFILE; ROUGHNESS; TESTING

# SAMPLE RECORDS

Research in Progress -	
RECORD TYPE	· · · · · · · · · · · · · · · · · · ·
TRIS ACCESSION NUMBER ————————————————————————————————————	- IMODIO III
INVESTIGATORS	IDENTIFICATION OF SPECIAL USE TRUCK TRAFFIC
SPONSORING ORGANIZATION-	INVESTIGATORS: Mason, JM; Middleton, D
	SPONSORING ORG: Texas State Department of Highways & Public Transp; Federal Highway Administration
PERFORMING ORGANIZATION ————	PERFORMING ORG: Texas Transportation Institute Texas A&M University College Station
	Texas 77843
CONTRACT NUMBER	CONTRACT NO: 2-18-84-420; HP&R
PROJECT START DATE	PROJECT START DATE: 8509
PROJECT TERMINATION DATE	PROJECT TERMINATION DATE: 8608
	SUBFILE: HRIS
	<del></del> ·
	The objectives of this project include locating and describing regions within the state of
ABSTRACT ———————	Texas impacted by trucks and other traffic generated by the timber, agricultural, and surface
	mining industries. In addition to these three industries, still others are being investigated. The
•	type of vehicles used in these industries, modal split, radius of influence, and trip generation
DESCRIPTORS	factors will be determined on a site-specific
DESCRIPTORS	DESCRIPTORS: AGRICULTURE; MINING; MODAL SPLIT; OPERATIONS AND
	TRAFFIC FLOW; RESEARCH PROJECT; TIMBERS; TRAFFIC; TRAFFIC FLOW.
	CAPACITY, AND MEASUREMENTS: TRIP GENERATION: TRUCKS



# JOURNALS SCANNED BY TRB FOR TRIS

January, 1989

AAMVA Bulletin

**AASHTO** Quarterly

Accident Analysis and Prevention

ACI Materials Journal

... ACI Structural Journal

Airports International

Alcohol, Drugs and Driving

Alcohol, Drugs, and Traffic Safety

American City & County

American Economic Review

American Transportation Builder

Appalachia

APWA Reporter

Arizona Review

ASCE Journal of Cold Regions Engineering

ASCE Journal of Computing in Civil Engineering

ASCE Journal of Construction Engineering and Management

ASCE Journal of Energy Engineering

ASCE Journal of Engineering Mechanics

ASCE Journal of Environmental Engineering

ASCE Journal of Geotechnical Engineering

ASCE Journal of Hydraulic Engineering

ASCE Journal of Irrigation and Drainage Engineering

ASCE Journal of Management in Engineering

ASCE Journal of Performance of Constructed Facilities

ASCE Journal of Professional Issues in Engineering

ASCE Journal of Structural Engineering ASCE Journal of Surveying Engineering

ASCE Journal of Technical Topics in Civil Engineering

ASCE Journal of Transportation Engineering

ASCE Journal of Urban Planning and Development

ASCE Journal of Waterway, Port, Coastal and Ocean Engineering

ASTM Standardization News

Australian Road Research
Aviation Week and Space Technology

Better Roads

Bus Ride

Canadian Geotechnical Journal

Canadian Journal of Civil Engineering

Canadian Journal of Earth Sciences

Cement, Concrete and Aggregates

City Transport

Civil Engineering

Commercial Carrier Journal

Community Transportation Reporter

Concrete International: Design and Construction

Concrete Quarterly

Constructor

Electronics

Engineering Journal

Engineering News Record

Environmental Science and Technology

Geotechnical Fabrics Report

Geotechnical Testing Journal

Geotechnique

Harvard Business Review

Hazmat World

Highway and Heavy Construction

Highway Safety Directions

Highways

Hot Mix Asphalt Technology

Human Factors

IEEE Spectrum

IMSA Journal

Indian Roads Congress Journal

Intermodal Age International

ITE Journal

Journal of American Insurance

Journal of Forestry

Journal of Protective Coatings & Linings

Journal of Safety Research

Journal of the Air Pollution Control Association

Journal of the American Planning Association

Logistics and Transportation Review

Management Science

Mass Transit

Metro Magazine

Michigan Roads and Construction

Microcomputers in Civil Engineering

Modern Railroads

Modern Railways

Modern Steel Construction

National School Bus Report

Nation's Cities Weekly

Northern Engineer

Oil & Gas Journal

Operations Research

**Parking** 

Parking Professional

Photogrammetric Engineering and Remote Sensing

Planning (formerly ASPO Planning)

Progressive Railroading

Public Roads

Public Works

Quarterly Report-Japanese Railway Technical Institute

Railway Age

Railway Gazette International

Railway Track & Structures

Research and Development

Right of Way

Roads and Bridges

School Bus Fleet

Science

Scientific American

Taxicab Management

Technological Forecasting and Social Change

Technology Review

Texas Transportation Researcher

Traffic Engineering and Control

Traffic Safety

**Trains** 

Transafety Reporter

Transpo

Transport Engineer

Transportation

Transportation:an Abstract Newsletter

Transportation Journal

Transportation Law Journal

Transportation Planning and Technology

Transportation Quarterly

Transportation Research: Parts A and B

Transportation Science

**TRNews** 

Tunnels and Tunnelling

UITP Revue

UMTRI Research Review

Urban Land

Urban Transportation Abroad

World Highways

# APPENDIX B

"' ?T 196654/5

196654/5 196654 DA

RELATION BETWEEN ROADSIDE SIGNS AND TRAFFIC ACCIDENTS: FIELD INVESTIGATION

Holahan, CJ; Campbell, MD; Culler, RE; Veselka, C (Texas University, Austin)

Transportation Research Board

Transportation Research Record N683 1978 pp 1-3 4 Tab. 16 Ref.

SUBFILE: HRIS

AVAILABLE FROM: Transportation Research Board Publications Office 2101

Constitution Avenue, NW Washington D.C. 20418

The purpose of this study was to investigate systematically the relation between roadside signs located nearest to urban traffic intersections and traffic accidents. Specific sign elements studied were total number, type (public versus private), size, and color. The dependent variable was the number of accidents during 1975 at 60 intersection approaches where the driver who entered the intersection from the direction selected was determined to be at fault in the police accident investigation report. The intersections were selected randomly from cross intersections in the city of Austin where at least one accident occurred during 1975. Results indicate that a number of sign elements had a significant relation to accidents at intersections controlled by stop signs, but no relation was found between signs and accidents at intersections controlled by traffic signals. Possible interpretations of the findings are considered, and some practical suggestions for reducing the effects of distracting signs at stop-sign intersections are advanced. /Authors/ This paper appeared in TRB Research Record No. 683, Road User Information Needs, Pedestrian Movement, and Bicycle Travel Patterns.

DESCRIPTORS: INTERSECTIONS; ROADSIDE; SAFETY; SIGNALIZED INTERSECTIONS;

STOP SIGNS; TRAFFIC ACCIDENTS; URBAN AREAS; WARNING SIGNS

?T 263223/5

263223/5 263223 DA

DO BILLBOARDS CAUSE HIGHWAY ACCIDENTS

Accident Reporter Feb 1974 4 pp Figs. Phots.

SUBFILE: HRIS

For many years, some people have felt that advertising billboards contributed to highway accidents by distracting the drivers of vehicles. The Highway Safety Research Center (HSRC) in North Carolina has stored on computer tapes officers' narratives from more than 200,000 traffic crashes. The Traffic and Transportation Department of the University of California at Los Angeles requested the HSRC to make a search to determine the role of advertising billboards in causing traffic crashes. Nothing was produced which would clearly indicate that billboards are the cause of distraction and the subsequent crashes. The growing use of officers' narratives points up the importance of the individual officer using great care in describing the factors involved in all types of traffic crashes.

DESCRIPTORS: ACCIDENT CAUSES; ACCIDENT INVESTIGATION; DATA STORAGE; DISTRACTION; INFORMATION SYSTEMS; OPERATIONS AND TRAFFIC FLOW; ROADSIDE

ADVERTISING; TRAFFIC ACCIDENT REPORTING

503349/5 503349 DA THE ROADSIDE DISTRACTION -- HOW BIG A ROLE DOES IT PLAY IN ACCIDENTS Blanche , EE Blanche (Ernst E.) and Associates Traffic Safety Monograph REPORT NO: HS-003 444 SUBFILE: HSL New Jersey Garden State Parkway studied. Relation between accidents and distractions such as picnic areas, advertising signs, phone booths, etc., was statistically negligible. DESCRIPTORS: ACCIDENT CAUSES; ATTENTION LAPSES; HIGHWAY POTENTIAL; NEW JERSEY

? ?T 521852/5

521852/5
521852 DA
THE TOP TEN DRIVER ERRORS
Family v35 n4 1977 Monograph p28-30 6/1977))
REPORT NO: HS-020 329
SUBFILE: HSL
AVAILABLE FROM: See publication

Between Jun 1971 and Sep 1975, 30% of all traffic accidents in Monroe County, Ill. were investigated by a research team from the Institute for Res. in Public Safety at Indiana Univ. to determine the most common driver errors. During stage one, involving more than 2,200 accidents, drivers were interviewed, vehicles were inspected, driving environment was assessed, skid marks and other physical evidence were measured, the cases were discussed and the causes of the accidents determined. In another phase, involving 420 cases, accident victims were persuaded to undergo an in-depth investigation. The vehicles involved were examined at a special research garage by automotive engineers, drivers were interviewed by psychologists or sociologists, and traffic engineers and accident reconstruction experts went to the scene of the accidents and examined all physical and environmental factors, calculated speed estimates and made detailed scale drawings showing the trajectories of the vehicles before, during and after the accident. In 92.6% of the accidents, human errors definitely or probably caused the accident, or at least increased the severity. In another 5.3% human error possibly contributed to the accident. The top ten driving errors, in order of frequency, were improper lookout (pulling into a street from an intersecting alley, street or driveway without looking carefully for oncoming traffic, pulling out to pass without checking for traffic in passing lane, and pulling out of parking space without looking back for oncoming cars), excessive speed, inattention, improper evasive action (no attempt to steer around an impending crash or attempt to steer but unable because brakes were slammed on (instead of pumping them) and front wheels locked), internal distraction (e.g. screaming baby, fighting children, adjusting radio, CB unit or tape player), inadequately defensive driving technique (sometimes following the rules of the road isn't enough), unjustified assumption (assuming there is no traffic coming in the other lane when a driver makes way for you in one lane to enter a major street from a driveway, assuming an oncoming vehicle with turn signals on will turn before he reaches you, assuming another vehicle is required to stop or yield at an intersection (when he is not), assuming another driver will stop or yield even though you know he does not have a sign), improper maneuver (driving the wrong way on a one-way street, turning from the wrong lane or proceeding straight in a turn lane), and overcompensation (accelerate or brake too fast or turn too quickly).

# Relation Between Roadside Signs and Traffic Accidents: Field Investigation

Charles J. Holahan, Michael D. Campbell, Ralph E. Culler, and Celia Veselka, University of Texas at Austin

The purpose of this study was to investigate systematically the relation between roadside signs located nearest to urban traffic intersections and traffic accidents. Specific sign elements studied were total number, type (public versus private), size, and color. The dependent variable was the number of accidents during 1975 at 60 intersection approaches where the driver who entered the intersection from the direction selected was determined to be at fault in the police accident investigation report. The intersections were selected randomly from cross intersections in the city of Austin where at least one accident occurred during 1975. Results indicate that a number of sign elements had a significant relation to accidents at intersections controlled by stop signs, but no relation was found between signs and accidents at intersections controlled by traffic signals. Possible interpretations of the findings are considered, and some practical suggestions for reducing the effects of distracting signs at stop-sign intersections are advanced.

The roadside environment in many urban and suburban areas is typified by a burgeoning visual complexity of advertising signs, neon lights, and gaudy billboards. Although some recent studies (1, 2) have evaluated the impact of such development from an essentially aesthetic perspective, surprisingly little research has examined the relation between this array of potential visual distractors in the roadside environment and traffic safety. This concern is underscored by three recent on-site accident investigation studies (3, 4, 5), which have estimated that a principal causal factor in 10 to 25 percent of automobile accidents was distraction.

A large body of research has examined perception of the target traffic stimulus (6,7) (e.g., the color, size, and lettering of road signs), but almost no inquiry has investigated perception of the target traffic signal as a function of distractors in its environmental background. Thus, traffic engineers possess considerable knowledge relevant to the construction of adequate traffic signs isolated from their environmental context, but very little is known about how to evaluate features of the background environment that may contribute to or reduce road sign effectiveness. Ordinances in most local communities regulate the placement, size, and light intensity of commercial signs; however, such regulations are often very vague. One local regulation (8), for example, prohibits "any change in light intensity, motion, or color which subconsciously fixates or attracts the eyes of the motorist when they should be driving."

Very little inquiry has been directed toward visual distractors and traffic accidents in field settings, and those data that do exist are both contradictory and open to methodological criticism. Two studies (9, 10) reported positive correlations between the presence of advertising devices and automobile accidents on multilane highways. Two other studies (11, 12) indicated a positive relation between traffic accidents and the number of elements in the roadside environment, such as commercial establishments, intersections, driveways, and traffic signals. Other evidence, however, has reported no relation between highway accidents and advertising signs (13, 14). Two recent laboratory investigations offer some support for the view that distracting stimuli decrease driving performance significantly under controlled conditions (15, 16), although both studies note that the performance decrements were small and

might not relate to a safety problem under actual driving conditions.

The present study is based on the results of the small number of available field studies. Signs were categorized in terms of a number of dimensions including (a) total number of signs, (b) type of sign (public versus private), (c) size of sign, and (d) color of sign. We hypothesized that increasing numbers of signs, larger size of signs, and greater similarity of color between signs and target traffic device would all relate positively to the number of traffic accidents.

#### **METHOD**

Sixty intersections were selected at random from a list of intersections within the city of Austin that had at least one accident during 1975. Both intersections controlled by traffic signs and those controlled by stop signs were studied. The stop-sign intersections were predominantly two-way stops, although some four-way stops were included in the sample. To control for extraneous variables, several criteria were used to restrict the sample. Only cross intersections, where two through streets intersected at a 90° angle, were examined. None of the intersections studied was characterized by unusual landscape features, such as an approach from a steep hill or visual obstructions due to natural or designed features. The sample was also restricted to intersections that had a recent 24-h traffic count of between 5000 and 30 000 vehicles; thus intersections of very high or very low traffic flows were eliminated.

A data sheet was developed to classify every sign observable at an intersection in terms of its type, size, and dominant color. Public signs were defined as signs erected by a governmental entity, such as street signs, restricted-parking signs, bus-stop signs, or bicycle-lane signs. Private signs were defined as signs erected by a nongovernment entity and included those on storefronts or in store windows. A small sign was defined as a sign whose size was equal to or smaller than a standard stop sign; a large sign was one that was larger than a stop sign. Signs were also categorized as either red or nonred, according to their dominant colors. Red signs had a red or partially red background, regardless of the letter color or any red letters or figures on a neutral background of white, black, brown, or clear (glass). All other signs were defined as nonred.

#### Dependent Variable

The dependent variable was the number of accidents during 1975 at 60 intersection approaches where the driver who entered the intersection from the direction selected was determined to be at fault in the police accident investigation report. The sample of intersection approaches investigated showed a range of from 1 to 12 at-fault accidents during the year. The distribution of accidents was positively skewed; 67 percent of intersection approaches had fewer than three accidents. The accident data were available from the urban transportation office and were derived from the reports of investigating police officers. For every accident, the data

listed the direction of the vehicles involved, time of day, probable cause, and responsible party. Accidents that occurred at night when signs were not clearly visible were excluded from the count, as were accidents that were apparently not related to distraction (e.g., driving while intoxicated or speeding). The remaining

Table 1. Mean number of signs under each distractor element for traffic-signal and stop-sign intersection approaches.

	Traffic Sig	nal	Stop Sign		
Distractor	Low Rate	High Rate	Low Rate	High Rate	
Elements	(N = 79)	(N = 66)	(N = 26)	(N = 33)	
Total signs	17.78	25.85	3.46	10.39	
Public	7.38	9.74	1.85	6.61	
Private	11.53	18.18	2.19	3.88	
Large	11.21	15.71	1.04	3.33	
Small	10.43	13.59	3.23	7.18	
Red	7.86	11.62	1.46	3.82	
Nonred	13.85	17.74	2.85	6.70	

Table 2. Zero-order correlations between distractor elements and at-fault accidents at traffic-signal and stop-sign intersection approaches.

	Traffic S	Signal		Stop Sign		
Distractor Eloments	Corre- lation	Degrees of Freedom	Prob- ability	Corre-	Degrees of Freedom	Prob- ability
Total signs Public Private	0.10	1 15	0.131	0.23	57	0.040
	0.09	1 15	0.171	0.17	57	0.100
	0.09	1 15	0.175	0.14	57	0.140
Large	0.10	1 15	0.137	0.22	57	0.047
Small	0.07	1 15	0.214	0.15	57	0.131
Red	0.12	1 15	0.107	0.13	57	0,170
Nonred		1 15	0.219	0.23	57	0.043

Table 3. Partial correlations between distractor elements and at-fault accidents when the influence of traffic flow is controlled at traffic-signal and stop-sign intersection approaches.

	Traffic Signal			Stop Sign		
Distractor Elements	Corre- lation	Degrees of Freedom	Prob- ability	Corre-	Degrees of Freedom	Prob- ability
Total signs	0.00	114	0.495	0.21	56	0.050
Public	-0.07	114	0.214	0.16	56	0.122
Private	0.02	114	0.424	0.14	56	0.156
Large	-0.01	114	0.478	0.21	56	0.058
Small	0.00	114	0.481	0.14	56	0.155
Red	0.05	114	0.308	0.11	56	0.212
Nonred	-0.04	114	0.335	0.22	56	0.050

Table 4. Partial correlations between distractor elements and at-fault accidents at stop-sign intersection approaches that have two or more accidents when the influence of traffic flow is controlled.

Distractor Elements	Correlation	Degrees of Freedom	Probability
Total signs	0.45	15	0.033
Public	0.11	15	0.337
Private	0.50	15	0.020
Large	0,59	15	0.006
Small	0.24	15	0.175
Red	0.07	15	0.400
Nonred	0.58	15	0.008

at-fault accidents were due primarily to drivers failing to yield the right of way or ignoring stop signs.

#### Procedure

Three undergraduate psychology students collected the data for the study. An observer stood at the right-hand curb, facing the intersection recording first at a point 61.0 m (200 ft) from the cross street. Every sign visible from that observation point within a 180° visual angle was classified along the three dimensions. The observer then advanced to a point 15.2 m (50 ft) from the cross street and recorded any additional signs within a 180° visual angle, but which had not been visible from the first observation point. The procedure was repeated for each of the other approaches to the intersection. (For a one-way street, observations were recorded only facing the same direction as vehicles traveling on the street.) All observations were conducted in the summer of 1975, during the day under good light conditions. The undergraduate observers received training from a skilled observer who served as a criterion observer. The sample intersections were observed only after each observer had achieved 90 percent agreement with the criterion observer. Periodic interrater reliability checks were conducted between each observer and the criterion observer throughout the study. Average agreement was 92 percent.

### RESULTS

Table 1 shows the number of signs under each distractor element observed at accident-intersection approaches for both intersections controlled by traffic signals and intersections controlled by stop signs. At the traffic-signal approaches, low accidents was defined as one or less annual accidents and high accidents as two or more annual accidents. For the stop-sign approaches, low accidents was defined as zero annual accidents and high accidents as one or more annual accidents. For all distractor elements the number of signs at high at-fault accident intersection approaches exceeded the number of signs at low-accident approaches.

Table 2 shows the zero-order correlation between each distractor element and at-fault accidents for both intersection approaches controlled by traffic signals and those controlled by stop signs. At traffic-signal approaches, no distractor dimensions demonstrated a significant relation with at-fault accidents. At stop-sign intersections, in contrast, three distractor elements—total signs, large signs, and nonred signs—demonstrated a significant positive relation to at-fault accidents.

A problem in interpreting the data in Table 2 is the possibility that the positive relation between number of signs and traffic accidents may reflect a positive correlation between both of these variables and rate of traffic flow. In order to discount the possible influence of traffic flow, the data were reanalyzed and controlled statistically for the influence of traffic flow. Table 3 shows the partial correlations, when the rate of traffic flow is controlled, between each distractor element and at-fault accidents for both traffic-signal-controlled and stop-sign-controlled-intersection approaches. For all distractor elements, especially for traffic-signal approaches, the partial correlations are somewhat weaker than the zero-order correlations, which indicates that part of the relation between signs and accidents is explained by traffic flow. Nevertheless, at the stop-sign approaches, total signs and nonred signs remain statistically significant and large signs show a very strong statistical trend (p = 0.058).

A particularly strong picture of the relation between

signs and traffic accidents emerges when we examine separately the sample of stop-sign approaches showing two or more annual accidents, controlling again for the effect of traffic flow. Table 4 shows the partial correlations when the rate of traffic flow was controlled, between each distractor element and at-fault accidents for stop-sign controlled approaches that had two or more annual accidents. Four distractor dimensions—total signs, private signs, large signs, and nonred signs—demonstrated a strongly significant positive relation with at-fault accidents.

Based on these findings, a summary picture of the relation between distracting signs in the roadside environment and traffic accidents can be presented. There is no evidence that signs presented a traffic safety problem at the intersections controlled by traffic signals. There was, however, evidence that signs were related to accidents at the intersections controlled by stop signs. The relation between the total number of signs and accidents was especially strong at stop-sign intersections characterized by a relatively high number of accidents. In addition, the present data indicated that the signs that predominated at these intersections were larger, private signs. The relation between nonred signs and accidents probably reflected both the influences of a diversity of colors in the distractor and the higher number of nonred signs in the environment.

The differential effects of signs on traffic signals and stop signs may be due to a number of factors. The present data do not directly address this issue, but we may speculate about some possible factors. Most important in the case of stop signs may be that distractors and target are of the same medium. Also, for most of the sites investigated, the placement of signals and stop signs relative to distractors differed. All stop signs were placed at the right-hand curb; however, almost all traffic signals were placed at mid-road on an extension arm. Thus, stop signs and distractors tended to be located together proximally in the visual field, but traffic signals tended to be located more distantly from distractors in the visual field.

The present results support a number of practical suggestions for traffic engineers concerned about reducing the effects of distracting stimuli in the roadside environment. In general, such feedback falls under two areas of application: (a) the establishment of appropriate ordinances to limit legislatively the effect of distractors, and (b) engineering decisions about design changes in the target signal oriented toward counteracting the potential negative effects of background distractors. These findings suggest the need for a wider range of engineering alternatives at some stop-sign intersections to counteract the effects of potential distractors, such as the design of a larger or brighter target traffic device or the employment of neutral background shields to contrast more effectively the target and its surrounding context. Where such design alternatives are not feasible at sites where a significant number of distractors are present, traffic signals should be employed rather than stop signs.

In summary, these results underscore the need for the traffic engineer to accept broader responsibility for the total traffic environment, including both the public roadway and the contingent environmental context in order to cope effectively with the dramatically increased

visual complexity of today's roadside environment.

#### ACKNOWLEDGMENTS

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# The Accident Reporter

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## Altention Chiefs of Police. Have You Responded To Questionaire?

In mid-January, the Highway Safety Research Center wrote to chiefs of police in municipalities throughout North Carolina announcing plans for a new series of traffic records workshops to be held this spring.

To date more than 75 cities have responded and many have indicated interest in participating in the proposed seminars.

To those who, have responded, HSRC extends appreciation for your interest and your courtesy. Response from those departments which have not responded would be most appreciated.

Last year, a similar series was attended by representatives of approximately 125 N.C. cities. Many of those who attended expressed a most avorable reaction to the information presented.

The proposed 1974 series will seek to upgrade the overall knowledge of the municipal officer in regard to the traffic records system as it exists in North Carolina, especially the data collection process and subsequent uses of such data.

Among the subjects to be covered in the proposed spring series are:

- Any problems resulting from use of the new standard accident report form introduced in January, 1973 for use by all North Carolina police agencies.

Traffic Accident Data) damage rating scale for use in those cities which have not already adopted and received training in the use of the scale. (The TAD scale is a pictorial guide used by on-scene investigators to assess vehicle damage. It already is used by the State Highway Patrol and many cities within the state, and formal training is most essential before its adoption.)

- Bringing about improved utilization of traffic records at the local level.

Accompanying the letter announcing the proposed series of seminars was a questionaire which HSRC requested that you fill out and return. If you have received your copy and have not returned it, please do so. If you have not received your copy, or have misplaced it, please write to Mr. Bill Hunter, U.N.C. Highway Safety Research Center, Chapel Hill, N.C. 27514.



# Do Billboards Cause Highway Accidents?

For many years, some people have felt that advertising billboards contribute to highway accidents by distracting the drivers of vehicles.

So far, there's no proof that the big signs cause traffic crashes — at least in North Carolina. And, the Highway Safety Research Center has taken a close look into the matter.

As previously reported, HSRC has stored on computer tape the officers' narratives from more than 200,000 traffic crashes in North Carolina.

The complete narratives for any specific type of accident can be retrieved quickly and easily by choosing from a "computer dictionary" words or phrases which might be used in describing a particular type of accident and inserting these words and phrases into the computer.

Several weeks ago. The Traffic and Transportation Department of the University of California at Los Angeles learned of HSRC's unique capability to search officers' narratives for information on specific types of accidents. The Director of the Department requested that HSRC make a search to determine the role of advertising billboards in causing traffic crashes.

HSRC Staff Associate Bill Hunter selected a number of words and phrases which would probably be used by an officer to describe an accident caused by the distraction of a billboard.

Among the words and phrases inserted into the computer were "sign." "eyes off the road," "billboard." "advertising," "looked away." and "distracted."

From such key words and phrases the computer produced a number of officers' narratives which indicate that people are being distracted while they are driving and that such distractions are causing accidents.

"However, nothing was produced which would clearly indicate that billboards are the cause of distraction and the subsequent crashes," says Mr. Hunter.

"The inattention factor (e.g., distraction from dropping a cigarette) does come into play in many accidents," he adds, "suggesting that perhaps more in-depth investigation may be needed in this area."

HSRC was pleased to respond to the request from UCLA. As more and more safety researchers learn of the HSRC's computer capability, more requests are being made for accident information.

"While the search of the narratives did not indicate that billboards are a big safety problem," says Mr. Hunter, "it did provide the UCLA researchers with a starting point — a point they had not reached before they made contact with HSRC."

The growing use of officers' narratives again points up the importance of the individual officer using great care in describing the factors involved in all types of traffic crashes, especially any unusual factors that seem to be pertinent.

WARNING: This material may be covered

Is there a police officer around who, as he filled out the standard accident report form, hasn't grumbled to himself, "I'll bet no other state requires all this stuff"?

Probably not. But cheer up. Virtually every state requires accident reporting, and accident reporting can't be done very well without those ever-present accident report forms.

In the matter of forms, North Carolina's new standard accident report form is as easy to use as other states and in some respects is considerably easier than those used in many states.

Over a period of time, HSRC accumlated accident report forms from many states, both urbanized and rural. A comparison of the accident report forms from other states with North Carolina's form shows many similarities and some significant differences.

The similarities extend to the basic information requested. Virtually all states want to know where the accident occurred, information on the driver, the types of accidents that occur, and all want officers to provide a diagram of the accident scene and a narrative explaining in his own words what happened.

Beyond these basic requirements, though, each state places different emphasis on different information. By far the most complex yet innovative form in use is from the State of New York, introduced in January, 1974.

The New York State form seeks very detailed injury information on both drivers and occupants and requires that the officer indicate very specifically the types of injuries suffered . . . e.g. puncture, bruises, shock, etc.

Very few of the states compared require the degree of research data required by the North Carolina form. Most do not seek to determine seat belt usage, TAD scale information and Vehicle Identification Numbers (VINs).

HSRC Staff Associate Dr. Donald Reinfurt believes the accident report from a state is a good indicator of its concern and advancement in the highway safety field.

"North Carolina is, of course, providing national leadership in several areas of traffic safety," says Dr. Reinfurt, "and our accident report form reflects a sophisticated use of accident data,"

North Carolina's form also reflects a more careful regard for organization and clarity of layout and appears

easier to use than do the forms from some other states.

All this won't stop the police officer from grumbling about having to fill in all those blanks and check those blocks, but perhaps it's some comfort to know that it could be a law worse.

In the days of the blue driver accident report form known unaffectionately as "the blue monster," traffic police officers often accepted the responsibility for assisting motorists involved in traffic crashes in filling out the form.

Providing this assistance was additional work for officers, of course, and perhaps many officers breathed sighs of relief when "the blue monster" was replaced January 1, 1974, with a revised version which did not require their assistance.

Introduction of the revised, simplified form has been hailed as a progressive step by officers and motorists alike, but introduction of the new form has not solved all the problems.

"Many motorists have come to expect assistance from police officers in filling out the driver accident report form," says Joe Register, Director of the Department of Motor Vehicles' Traffic Records Information Division. "Consequently a significant number of motorists do not obtain the information they need to fill out the form without assistance."

Is there a solution short of the officer assuming responsibility for filling out the form? Mr. Register suggests that officers inform all drivers of vehicles involved in accidents that they are responsible for obtaining the

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information required on the driver accident report form.

"The officer can make his point stronger by citing the specific law covering the providing of information and, thus, can avoid having to help the motorist later." says Mr. Register.

State law requires that any driver involved in a traffic collision must "give his name, address, operators or chauffeurs license number and the registration number of his vehicle to the driver or occupant of any other vehicle involved . . . or to any person whose property is damaged."

"This provision of the law should be stressed to all drivers involved in crashes," says Mr. Register, and, he adds, "it should be stressed that the information will be required not only by the Department of Motor Vehicles but by insurance agents and companies."

Mr. Register says the problem at present is not widespread and that the positive benefits resulting from streamlining the form far outweigh the problems.

A brief "educational period" is often required when any change is made in the way things have been done over a long period of time, says Mr. Register. "If officers will just remind motorists of their responsibilities and the requirements of the law, the problem will resolve itself in a short time."

# More Tips On Accident Investigation.

J. Stannard Baker, author of the textbook on accident investigation used by the North Carolina State Highway Patrol and other police agencies throughout the nation, states in his book that 100 hours of training is "not too much for an accident investigator."

However, Mr. Baker acknowledges that few police officers will receive that much training before they assume responsibilities for actual accident investigation. For that reason, he includes a series of "shortcuts" which the officer can use to do his job better. A few of these tips follow:

Experience can be gained more quickly, with or without an instructor, by practicing some of the things you may have to do while investigating.

Try making practice test skids to measure the slipperiness of various kinds of surfaces. Measure and record the skidmarks.

Spend an afternoon or two in an automobile "graveyard" carefully examining recently damaged vehicles

to try to determine from what direction they were struck; the damage to strong parts; how much, if any, the wheels have been moved from normal position; and whether any part of the vehicle gouged or scratched the pavement. Show your observations on a diagram of the vehicle.

Put some chalk marks on the pavement in an intersection. Then make a field sketch locating them. Follow this by drawing a scale diagram to show their position. (In past issues, The Accident Reporter has stressed that these should be referenced to permanent objects such as telephone poles, trees, etc.)

Try finding sight distances on a hill or curve or at a blind intersection. (Remember that a driver's eyes are only three and a half to four feet above the road surface.)

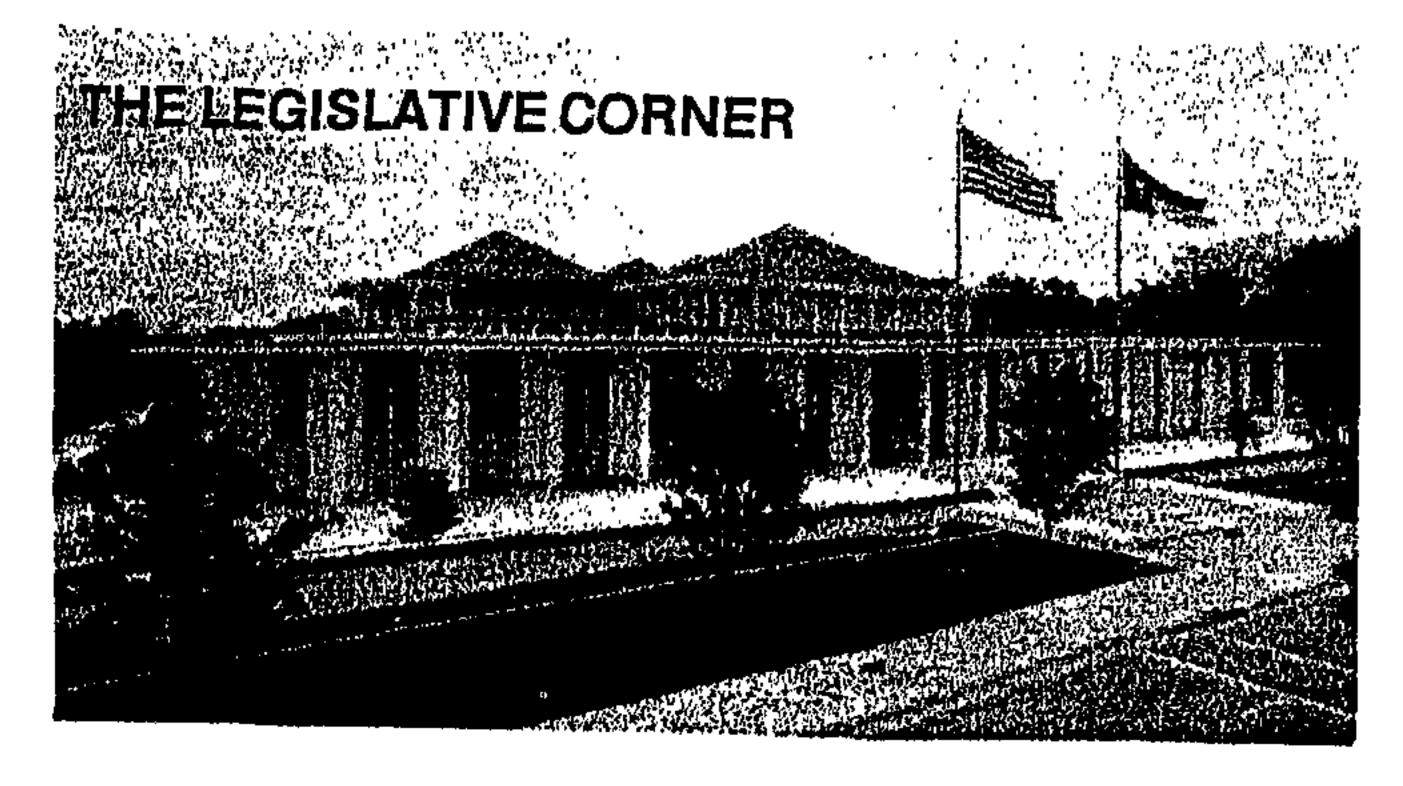
Acquaintance with specialists who may be able to help in investigating is also desirable. Photographers, surveyors, stenographers who can help with taking statements, and the peo-

ple in street or highway departments who have plots or maps of the locations in detail can be listed or sought out in case they may be needed. How far you go in enlisting the aid of such people will depend upon the policies of your organization.

Maintenance of equipment is important. To get to the scene of an accident and find that you have left something behind is inexcusable for a professional investigator. A few rules will help avoid such difficulties:

Keep investigating equipment in special boxes that are used for nothing else. Two boxes will usually serve for the main items of equipment: first, a case for papers, clipboards, pencils, tape measures, etc.; second, a case for photographic equipment. Large items, such as emergency equipment and a first-aid kit will be separate, of course.

After each investigation, check over equipment and supplies to see that they are replenished and in good repair for the next job.



Traffic safety is an issue that generates considerable interest, discussion and debate in the North Carolina General Assembly, and with the 1974 session now underway much interest is again being focused on this issue.

Police officers must enforce any new traffic laws enacted by the General Assembly. For that reason The Accident Reporter feels that officers will be particularly interested in regular reports on traffic safety legislation being considered by the legislature.

More importantly, because they are directly involved in the problems and progress resulting from traffic safety laws, police officers can serve to expand the perspective on safety problems for which legislation is being considered.

Therefore, for the next several issues, The Accident Reporter will seek to keep you informed regarding traffic safety legislation under consideration in the North Carolina General Assmbly.

Early in the 1974 session, several matters relating to traffic safety surfaced in discussions by both House and Senate highway safety committees. Among these were the following:

- The problem of "jacked up" cars. Legislators expressed considerable interest as to whether the current fad of raising the rear ends of vehicles made the vehicles less safe. Particular concern was expressed regarding the change in the center of gravity for vehicles which have been modified.

No data has been gathered which would indicate whether jacked up cars are less safe than unmodified

vehicles, but some legislators feel the fad could create safety hazards.

- Legislators are particularly interested in the reduction in traffic crash fatalities which accompanied the reduction of speed limits to 55 miles per hour. Although the evidence is not yet conclusive as to the long term benefits of reduced speed limits, there is a serious move underway in the General Assembly 10 make the 55 mph limit permanent in North Carolina.

- The enactment of a law requiring the use of seat belts also is a real possibility. Many legislators are impressed with the large body of information - provided by police officers on accident reports - which indicates that use of belts reduces significantly the chance of serious injury or death in a traffic crash. Legislators are concerned, however, about problems of enforcing a law requiring use of the belts.

Any suggestions from you officers who will have to enforce such a law? - Probably the administrative rul-

ing issued earlier by the Department of Motor Vehicles, which sought to prevent motorists from carrying extra containers of gasoline in their cars, will be enacted into law. Little opposition to such a law is expected.

- Also under serious discussion are proposals to require bicycles to travel on the left side of the road and to eliminate the use of "prayer for judgement continueds" when motorists are convicted of or plead guilty to traffic law violations.

No doubt more proposals will be advanced as the 1974 legislative ses-

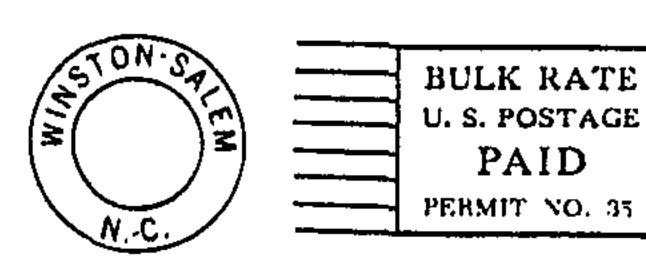
sion continues.

### The Accident Reporter

The University of North Carolina Highway Salety Research Center Dr. B.J. Campbell, Director

The Accident Reporter is a publication of the University of North Carolina Highway Safety Research Center. It is published monthly for police officers as a part of HSRC'S work in the accident records field for the North Carolina Office of Traffic Safety.

Those who wish to be placed on the mailing list or who have questions regarding editorial matter should write to: U.N.C. Highway Safety Research Center, Chapel Hill, N.C. 27514.



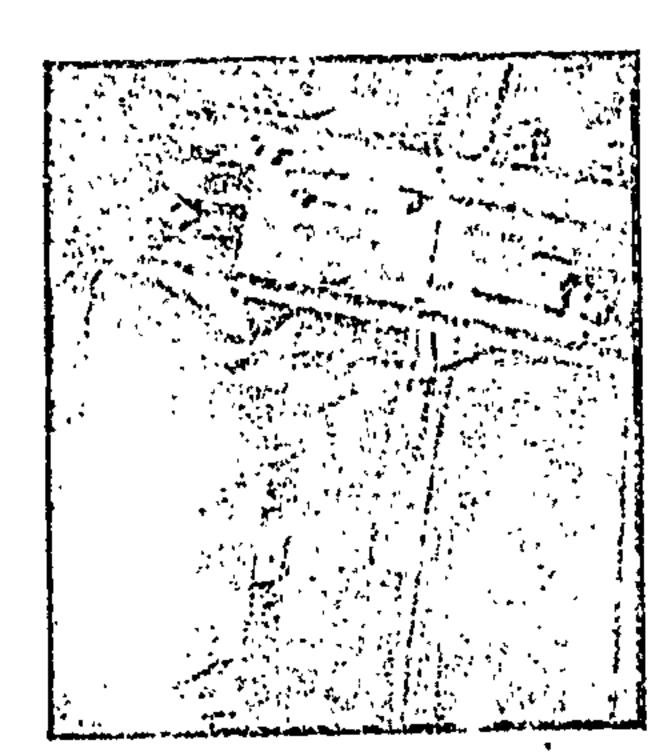
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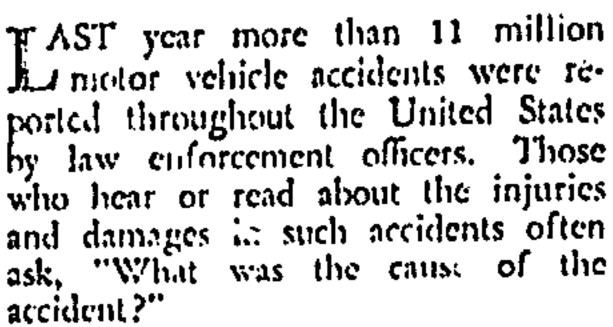
# DOTA CITAL None

Hav big a role does it play in accidents? A study conducted on the New Jersey Garden State Parkway comes up with some answers to that question.

by Ernest E. Bianche

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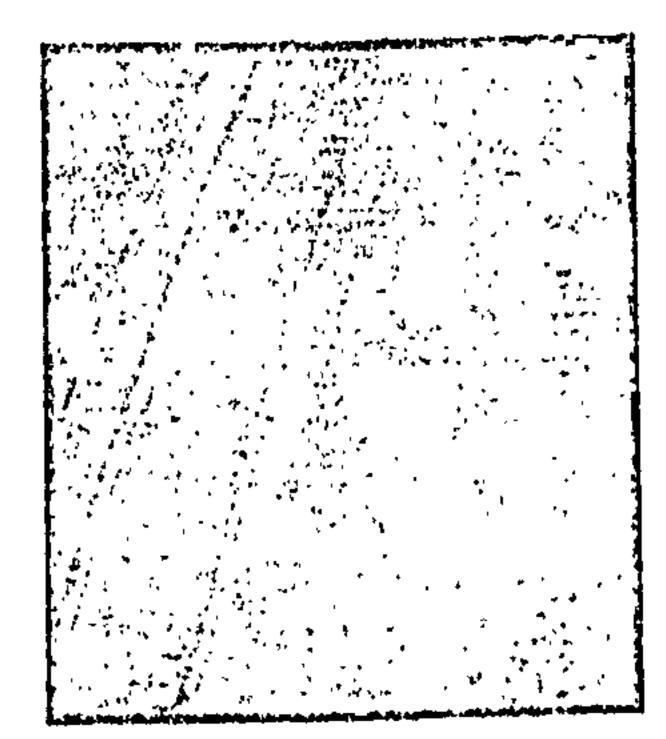




In a small percentage of all accidents the cause may have been one item or event, but in the overwhelming majority there may have been multiple causes. Even though there have been great improvements in vehicles and highways, as well as emphasis on driver instruction and traffic safety, accidents still occur on city streets, conventional highways and limited-access expressways.

Because of the number of variables that may enter into the cause of a given traffic accident, it is extremely difficult to determine whether, and to what degree, a single factor may have contributed. Great care must be exercised that many popular, though unproven and unlikely, factors of accident causation not be given undue weight in our search for real causes.

Traffic research over many years has



shown that accidents are related to the vehicle, the driver and his physical and mental condition, highway conditions, time of day, season of year, highway design and construction and the highway environment or roadside features.

because there are so many possible accident causes and related conditions, it was decided to conduct a thorough study of accidents on one of the safest limited-access highways in the United States, the New Jersey Garden State Parkway, which has the next-to-lowest number of highway deaths per 100 million vehicle miles of all turnpikes and expressways in the United States. This parkway is a limited-access, dualhighway extending 173 miles, the length of New Jersey, with a median strip from several feet in cities to about 600 feet a rural areas. Although the parkway is a toll road with toll barriers stra dling the roadway, there are some no foll sections.

With the assistance of Garden State Parkway Authority personnel, data which had been meticulously collected by Troop E of the New Jersey State Police on official accident reports and coded by statisticions were made available for three years, 1961-63. These reports described the 3,902 reported



accidents, listing all of the available facts and statements of those involved in each accident, as well as the reporting officer's comments after thorough examination and investigation.

But to know the "who, what, where and when," is not enough! It is important to know the "why."

In an attempt to determine the "why," it was decided to make a physical inventory of all design and construction features of the Garden State Parkway, as well as the roadside features (that is, those that could be seen from the roadway).

Three separate trips were made by a group of recorders and observers (including a parkway representative) in both directions of the 173-mile parkway. During the first trip the group recorded each on-ramp, offramp, toll barrier, bridge, overpass, service area, pienie area, telephone booth, water fountain, as well as official signs of all kinds, business signs (those on buildings or ground, intevertising a service, business or product available on the premises where the sign was located), and advertising signs (soudard, conventional-type billboards advertising a privice, business or product available elsewhere than the premises where the sign was lo-

Ernest E. Blanche, Ph.D., is chief research scientist of Ernest E. Blanche and Associatesiania

- The percentage of pavement occupied at these locations;
- Both the posted speed and the actual speed of vehicles at these loentions.

Gervais summarizes:

"The first assignment for the computer system will be to provide continuously up-to-date intermation to the operator controlling the field signals. He will in turn interpret this information and perform the proper control functions.

"It is hoped that this operation will result in a pattern of events and occurrences so that a program can be developed to process the original data and provide instructions to the computer to permit automatic operation of the signal system."

Beyond this point, Gervais hesitates to project.

But he emphasizes four points:

• Kathy could not exist, and could not be in operation, without man's controlling intelligence.

- She may, however, perform the task of traffic control much better than the men presently "teaching" her are able to do.
- She will save motorists on the freeway time and trouble.
- And before too many years have passed, Kathy will have lost her glitter. She will be challenged by newer, more sophisticated computers, and—in due time— she will be replaced.

### The Roadside Distraction

From Page 25

mathematically to accidents. This correlation study started with the computation of simple correlation coefficients, relating accidents to one variable at a time, regardless of the possibility of any association or interaction of that variable with other variables. Then the respective variables were grouped in a multiple correlation study to determine the mathematical relationship of accidents to a combination of variables.

Finally the partial correlation coefficients were compared to whate accidents to each variable separacely, after the interaction of that variable with all other variables had been removed by a precise mathematical technique.

Considering the partial correlation, each variable stands by itself inasmuch as all of the influences or association of other variables have been removed. The partial correlation coefficient, when squared, presents an index which may be considered as a percentage in reviewing the mathematical relationship between accidents and each individual variable. The table on page 25 presents the squares of the partial correlation coefficients (that is, percentages of mathematical association) for the individual years and for the three years combined.

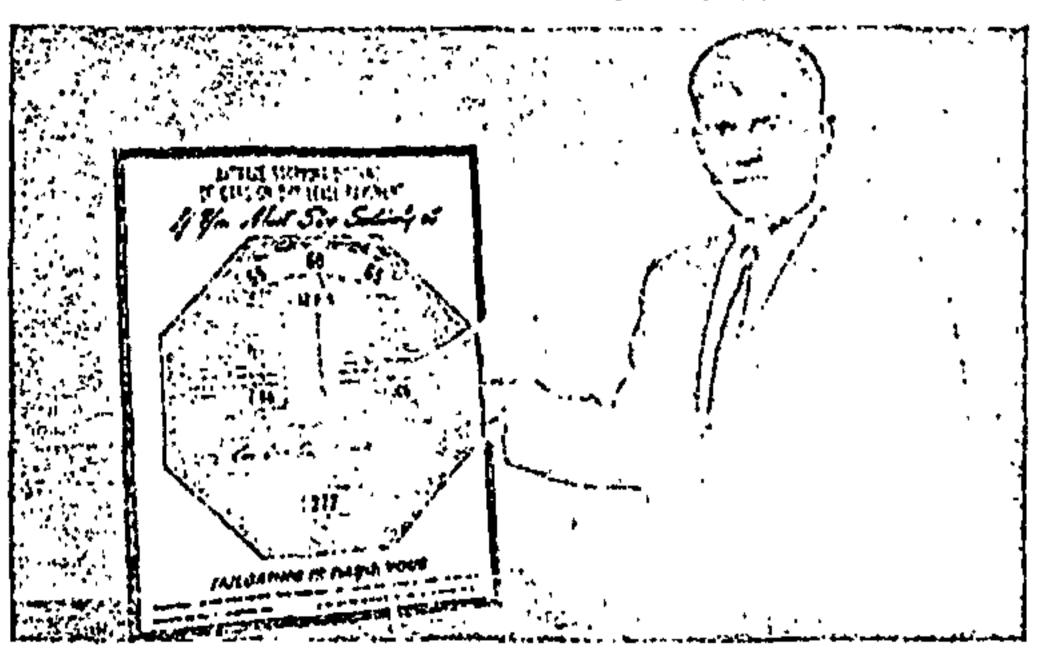
In reviewing the details of this table, it is clear that traffic volume shows the greatest mathematical association with accidents, meaning that when traffic volume increases, the number of accidents increases, and when traffic volume decreases, the number of accidents decreases. Values for highway construction features and highway design features are smaller, and the least values, actually negligible, are for such items as telephone booths and drinking fountains, official signs, business signs and advertising signs, either illuminated or non-illuminated, day or night.

In any correlation study, the resulting answer, though small in magnitude, may be significant. To determine the possible significance of each of the variables in the foregoing table, standard statistical tests of significance were conducted. These tests showed that there was a significant relationship between accidents and traffic volume on the Garden State Parkway, but no significant relationship between accidents and any of the highway or design features or any of the official signs, business signs and advertising signs.

Safety Council a special computation was made to determine whether the elimination of accidents for which the primary cause was given as "blowout," "worn tires," "mechanical failure" or "improper towing," would have a significant effect on the relationship of accidents to other variables.

Approximately eight per cent of the 3,902 accidents were so classified, and these were deleted. The correlation coefficients were not significantly different from the first set.

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A second computation was made after 118 accidents (three per cent of all), classified as "had been drinking, not tested," "had been drinking, tested" or "drunk," had been deleted. The correlation coefficients were unchanged.

and "drinking drivers" did not significantly affect the results because of the low percentages of all accidents—eight per cent and three per cent, respectively. However, it can be said that the results indicate that accidents due to vehicle failures appear to be randomly distributed, while accidents where drivers are suspected of drinking are distributed in the same fashion as most other accidents.

Thus, while it may not always be possible to determine the exact cause of each accident, based on the statistical analyses summarized above, it is possible to identify those variables where relationships to accidents have not been found.

### Prescribe for Safety

From Page 18

out, and many agree with a Florida G.P.: "These exams should be done by a physician other than patient's family physician. Every time I do a physical on one of my patients and have to turn him down as unfit medically to drive, I've lost a patient."

Roughly 7 per cent of participants checked none of the poll's three statements on medical exams, volunteering these reasons for their stand:

"My impression is that medical conditions other than color blindness or visual defects are a negligible factor" (a Connecticut G.P.).

"Most important factors—judgment, alertness, stability, coordination—are not measured in usual medical exam" (a California internist).

"This requirement would gain nothing—75 per cent of accidents are involved with alcohol ingestion, not physical impairment" (an Illinois G.P.).

"In my experience, the exam is too superficial to be of any meaning" (a Pennsylvania G.P.).

### Minnesota Pioneers Planning

From Page 10

sponsible officials where administrative authority is sufficient to accomplish necessary improvements.

As in the highway program, provision also should be made for periodic review and updating of study findings and condusions, especially in advance of regular legislative sessions.

Only by this route can any state hope to achieve balanced development of its total highway transportation system.

### A Man Named Smith

From Page 14

Rule No. 3—Make Sure They See You—This rule stresses the importance of communication. "To prevent other people—pedestrians and motorists—from setting up a conflict with you, you must make sure they see you. This is done with the horn, the lights and eye contact," Smith says. He feels that the use of the horn has become a lost art. It is used too little, and when it is used, it is not used correctly. He takes the case of the person sitting in the parked car who may or may not become a hazard to an approaching motorist.

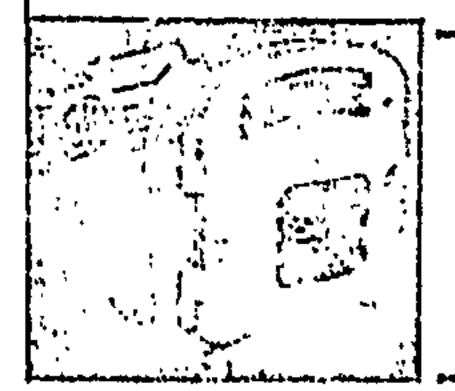
"I've had thousands of people tell me they don't believe in using the horn," Smith reports. "So what do they do with the guy in the parked car? They say, 'I watch him.' Well, good for you, you watch him. And I say, do you have some kind of whammy you put on him, do you hypnotize him, do you give him the Buck Rogers shock ray? Does watching that fellow relieve you of the need to communicate with him? And they answer, Well, I've been doing that for 25 years and I've been getting by pretty well.' Then I ask whether any of these people ever opened the door while they were being watched. 'Yes,' they answer, 'that's why I watch them. And when they open the door I swear and

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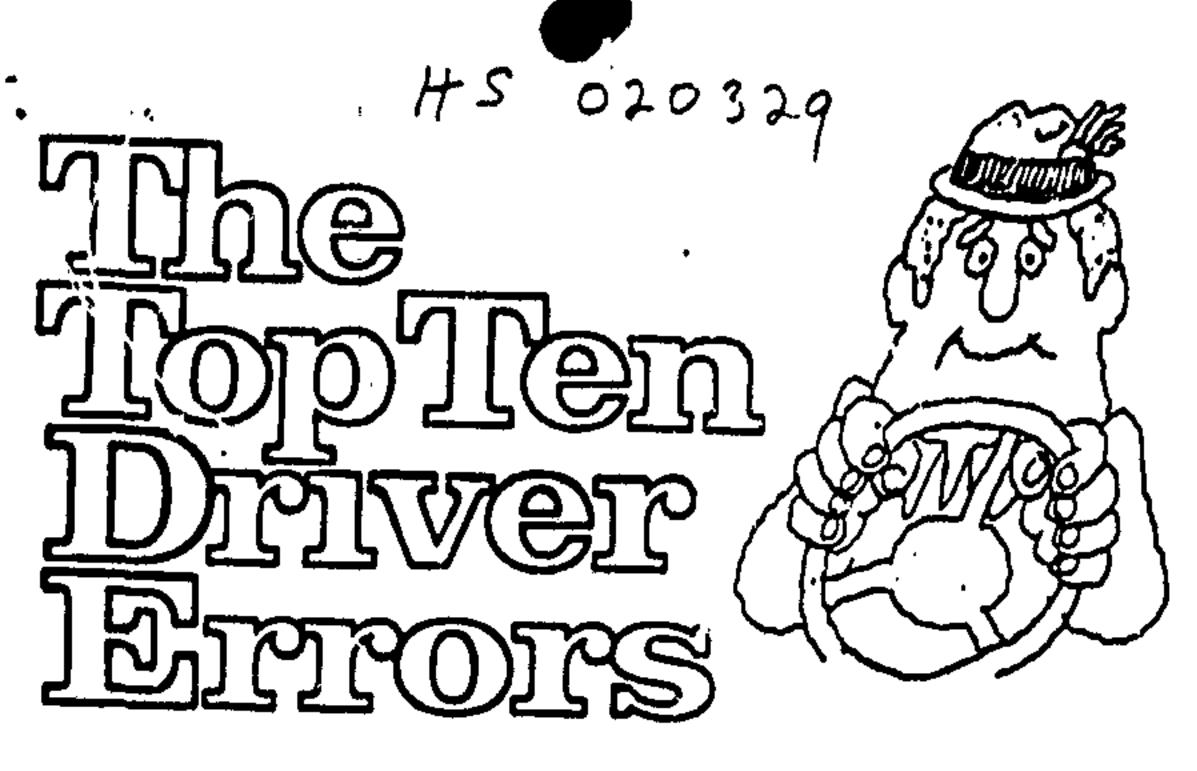
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"Most drivers like to talk about their experiences in an accident," says John Treat of Bloomington, Indiana. It's a good thing, too, because Treat and his team of accident investigators are probably the nosiest snoops ever to hit the highways.

The folks in Bloomington are used to it. "Between June, 1971, and September, 1975, we investigated about 30 per ceni of all the accidents in Monroe County," says Treat, who heads a research team from the Institute for Research in Public Safety at Indiana University. "People in this area got used to seeing us at the scene of accidents. Our investigators all wore bright orange jackets with reflective tape markings. We used four-door white sedans with red and yellow flashing lights on top and 'Highway Safety Research' printed on the side. Because we were from Indiana University, most people were happy to cooperate."

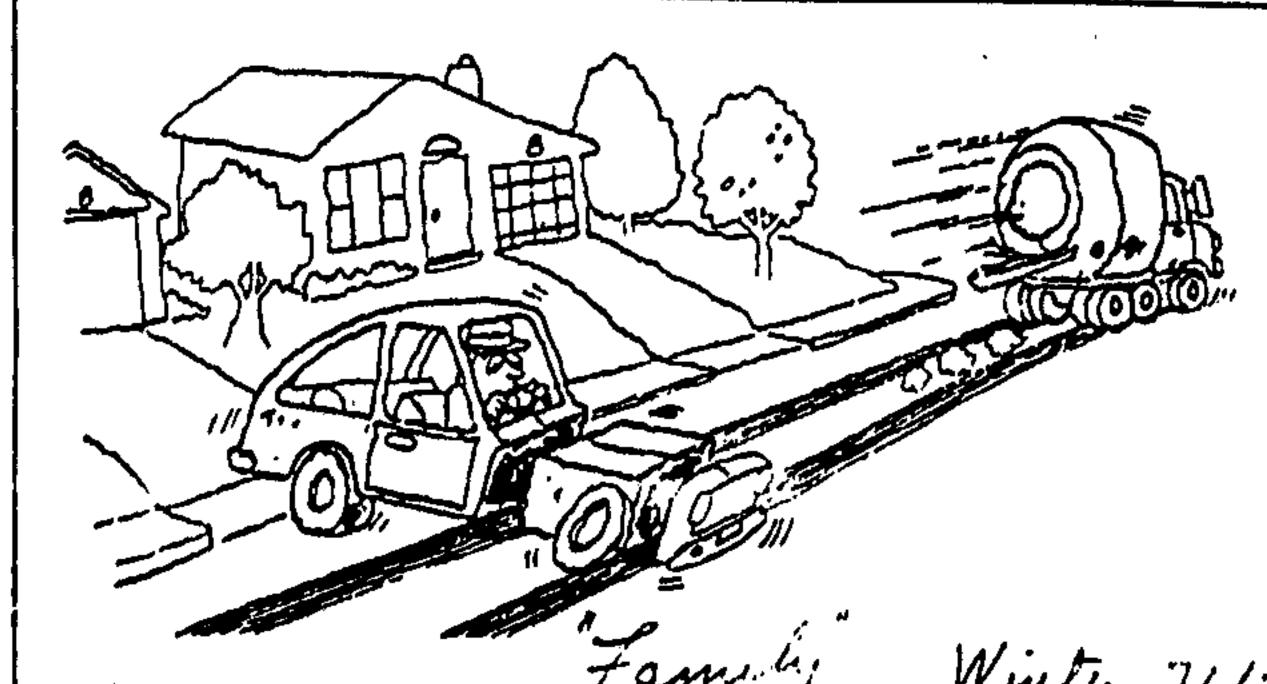
At each accident the investigators interviewed the drivers, inspected the vehicles, assessed the driving environment and measured skid marks and other physical evidence. Later, back at the lab, they discussed the case and rendered a verdict on the causes of the accident.

That was only stage one, involving more than 2,200 accidents. In 420 cases the investigators persuaded accident victims to undergo an in-depth investigation. The vehicles involved were hauled off to a special research garage where automotive engineers went over them with a fine-tooth comb. A psychologist or sociologist interviewed each of the drivers and administered dynamic vision tests and driver knowledge tests. Traffic engineers and accident reconstruction experts went to the scene and examined all physical and environmental factors, calculated speed estimates and made detailed scale drawings showing the trajectories of the vehicles before, during and after the accident,

The result: a detailed breakdown of the most common causes of accidents.

The final tally puts most of the blame on human driving errors. The in-depth investigators concluded that in 92.6 per cent of the accidents, human errors definitely or probably caused the accident, or at least increased the severity. In another 5.3 per cent investigators concluded that human error "possibly" contributed to the accident. That means only 2.1 per cent of the drivers definitely got a clean report card—they did all they could, but driving conditions or vehicle defects forced them into an accident.

The top 10 driving errors, in order of frequency, were: improper look-out, excessive speed, inattention, improper evasive action, internal distraction, improper driving technique, inadequately defensive driving technique, inadequately defensive driving technique, unjustified assumption, improper maneuver and overcompensation.



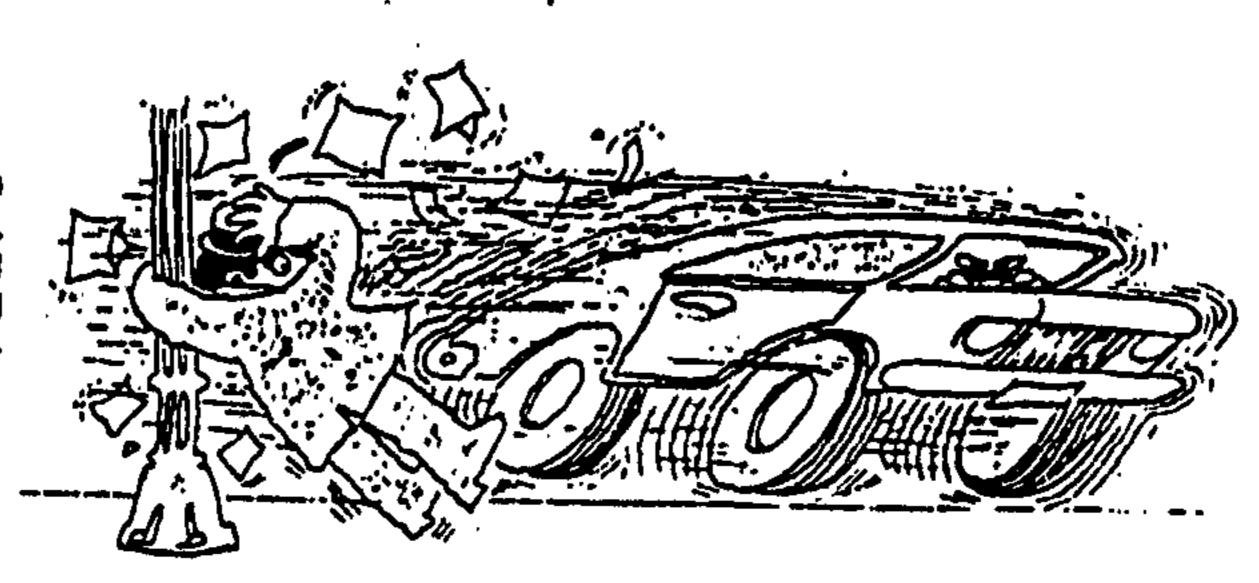
### IMPROPER LOOKOUT

Nearly one-sixth of all the accidents were caused by drivers who pulled into a street from an intersecting alley, street or driveway without looking carefully to: oncoming traffic. That's improper tookout. Other honers in this class include pulling out to pass without checking for traffic in the passing lane, and pulling out of a parking space without looking back for oncoming cars.

Winter 76/77 Val 35 #4

### EXCESSIVE SPEED

Lead-footed drivers chalked up an impressive number of accidents. Many barreled along without regard for the speed limit, but some of those who observed the posted limits still got into trouble because they were going too fast for the traffic or weather conditions.

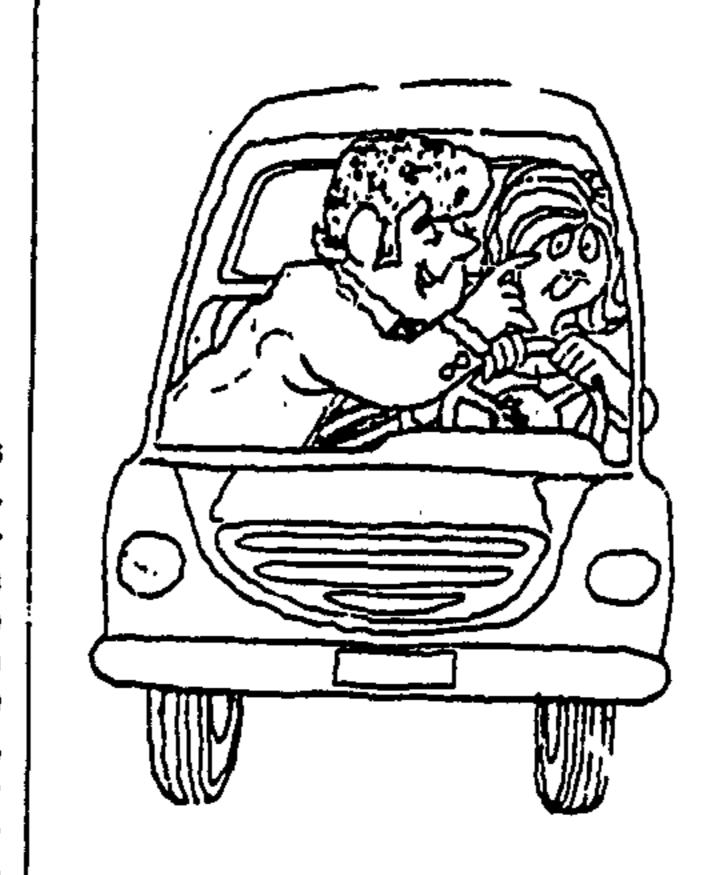


### INATTENTION

Daydreamers and deep thinkers should take a taxi or stay home. Driving requires full attention, indiana investigators put the finger on scores of inattentive drivers who were so deeply engrossed in thought that they failed to notice oncoming curves, warning signs, narrowing lanes, cars ahead slowing or stopping, or traffic approaching from a merging lane or intersecting street.

### MIMPROPER EVASIVE ACTION

Your car can do more than you think. For years experts have been saying that the average driver doesn't take advantage of his car's maneuverability in an emergency. The Bloomington study bears that dut. An astounding number of drivers did not even attempt to steer around an impending crash. Others tried to steer but couldn't because they had slammed on the brakes (instead of pumping them) and thus locked the front wheels. Proper braking, acceleration or other maneuvering could have prevented a number of other accidents.



### INTERNAL DISTRACTION

seductive passenger in the front seat can distract even the most careful driver. So can a screaming baby, two fighting kids or a funny joke from a passenger. In many cases the driver creates his own internal distraction by fiddling with a radio. CB unit or eight-track tape player. "Tape players were involved in more and more accidents as the study Progressed," reports John Treat. "The units are often mounted way over on the right side of the car near the glove compartment, so the driver has a long reach. Then he's got to sort through the tapes, find the right one and push it in." A smart driver will pull over to change tapes or have a passenger do it for him.

### IMPROPER DRIVING TECHNIQUE

Do you brake at the last minute before a turn? Do you wander out of
your lane as you come up to the
crest of a hill or around a curve in
the mountains? Do you stop too far
out into an intersection, or drive too
close to the center line or the edge
of the road? Those are improper
driving techniques. You may get
away with it for years, but someday
you'll zoom over the top of a hill
riding the center line and crash into
another car doing the same thing.
It happened in Bloomington—not
once, but many times.

### INADEQUATELY DEFENSIVE DRIVING TECHNIQUE

Sometimes following the rules of the road isn't enough. You may do everything right, yet get into trouble because you failed to watch out for careless drivers. Let's say you're at an intersection waiting for the light to change. A car comes barreling up in the cross street, hoping to get

through before the light changes to Als. Fix-it red. But he's obviously not going to make it; the light turns yellow while he's still 100 feet from the intersection. Would you wait to make sure he stops, or would you start up as soon as you get the green? A number of drivers in the Indiana study started right up, and the result was a crash. The defensive driver always looks for a car coming the wrong way on a one-way street, and for cars that don't seem to be slowing for a stop sign or light.

### UNJUSTIFIED ASSUMPTION

You're trying to make a left turn out of a driveway into a major street, but the traffic is so heavy that you're stuck there waiting for an opening. Finally a good samaritan in the right hand lane sees your plight and stops, motioning for you to pull out in front of him. You do and wham, you get hit by a car in the second lane. You unwisely assumed there was no other traffic coming. That was the most common unjustified assumption turned up by the Indiana University research team. Other common unwarranted assumptions include: assuming that an oncoming vehicle with turn signals on will turn before he reaches you; assuming that another vehicle is required to stop or yield at an intersection (when he is not); assuming that another driver will stop or yield even though you know he does not have a sign.

### IMPROPER MANEUVER

An improper maneuver is an obviously risky practice, such as driving the wrong way on a one-way street, passing in an intersection, turning from the wrong lane or proceeding straight in a turn lane.

### OVERCOMPENSATION

A number of accidents in the Indiana study were caused by drivers who overreacted. They accelerated or braked too fast or turned too quickly. A classic case is the driver who allows his right tires to drift onto the shoulder, and then loses control by attempting to get back on the road too abruptly,

(continued from page 18)

, my students brought in a lamp that had a defect in it and was giving her a shock. She was still using it, but said she was careful and quick.

in the first class I ever taught I had a woman say, "My dishwasher gives me a shock; will it hurt my children?" I thought she was putting me on - she wasn't.

I have since been asked: "I get a shock from my waffle iron; if I put it on a wooden board will that protect me?" Another woman wanted to know, "Why do sparks jump when my floor waxer touches the dishwasher?" (And she had been using the waxer for six years!) A friend recently asked me why she gets a zap from her clothes dryer when she is in her bare feet.

But the saddest example of this casual acceptance of electrical shock happened in Maryland recently when a little boy was found electrocuted under his house trailer. The newspaper account was very lengthy, but it wasn't until the very last paragraph that it said both the mother and father had experienced electrical shocks the week before. There was a defect in a wall receptacle. But they ignored the warning and paid a terrible price.

There is no such thing as a normal shock. Electrical shock is a warning that something is wrong. Very wrong. And it should not be ignored. What today is just a tingle to you can be a killer tomorrow for someone else. People are hard to fix. Don't take chances.

### One hand free

A good habit to form is to keep one hand free when using electrical equipment. For example, never touch your kitchen faucet while you have one hand on your blender or mixer. And never touch two electrical appliances at the same time.

The most abused part of a piece of electrical equipment is the power supply cord and plug. Check all

"the cords and plugs on your lamps and appliances. If any of the cords have cracked, brittle insulation or have hare wires showing, they need to be replaced.

If there are any senior citizens in your life, either parents or friends, you might consider checking the cords and plugs on their lamps. I have seen an inordinate number of very hazardous cords from lamps belonging to older people. Their lamps age right along with them. In fact, just recently the 6 a.m. news woke me with the story of an elderly lady taken to the hospital due to smoke inhalation; a fire had started in her hed from a short circuit in a bed lamp.

### **Extension cord cautions**

Another common area of abuse and potential danger is the careless use of extension cords. Quite frankly, their use should be avoided if at all possible. If you must use one, make sure it has at least as much load-carrying capacity as the power cord on the appliance. For example, don't use an ordinary lamp extension cord for such large appliances as freezers and refrigerators.

Last winter I had a student tell me a room heater was being used in her office on an extension cord that got so hot she couldn't touch it. That is a fire hazard.

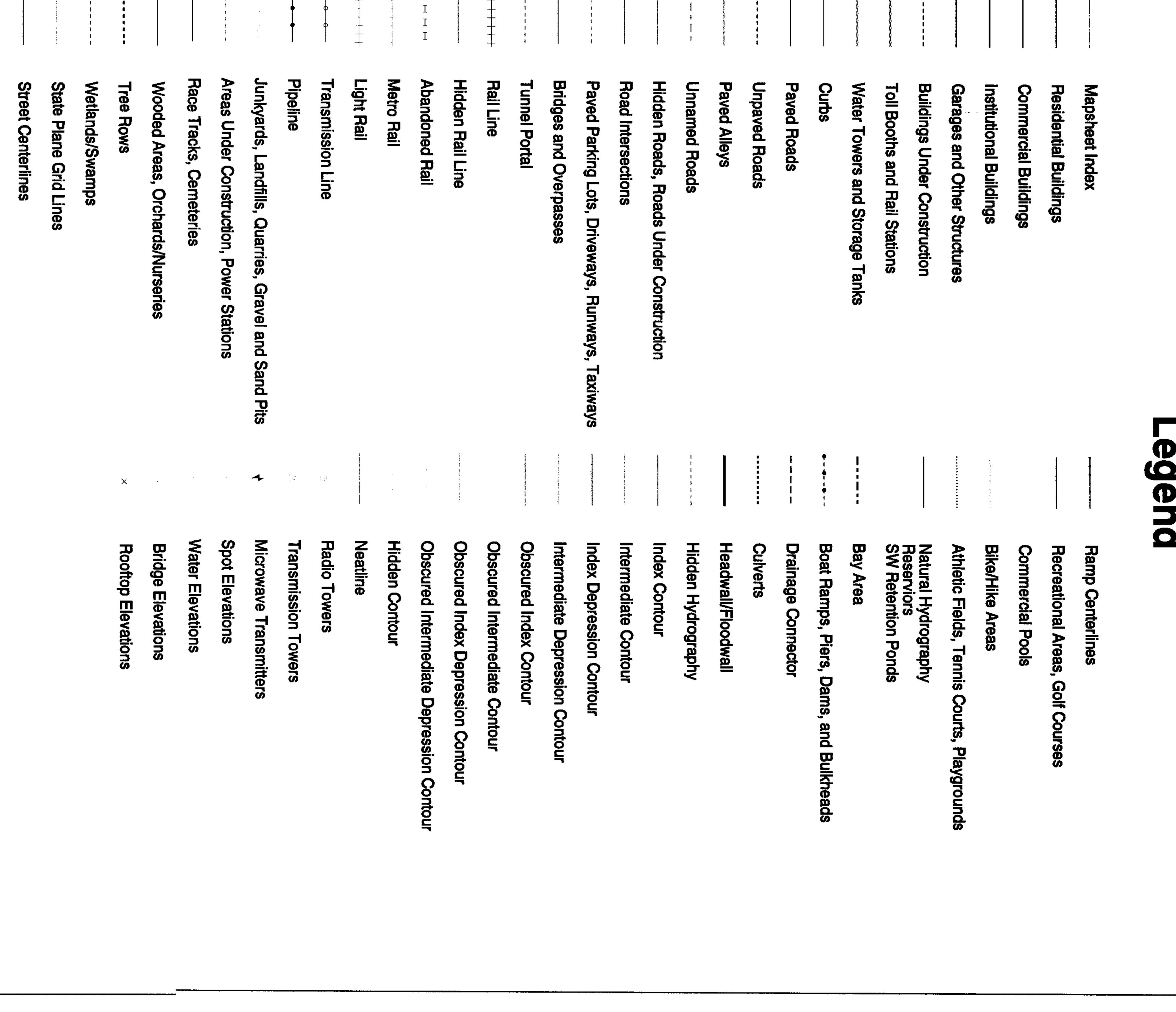
Always unplug an extension cord when it is not attached to an appliance. One student had a neighbor whose child was severely burned when he put the female end of the extension cord in his mouth while the other end was plugged in.

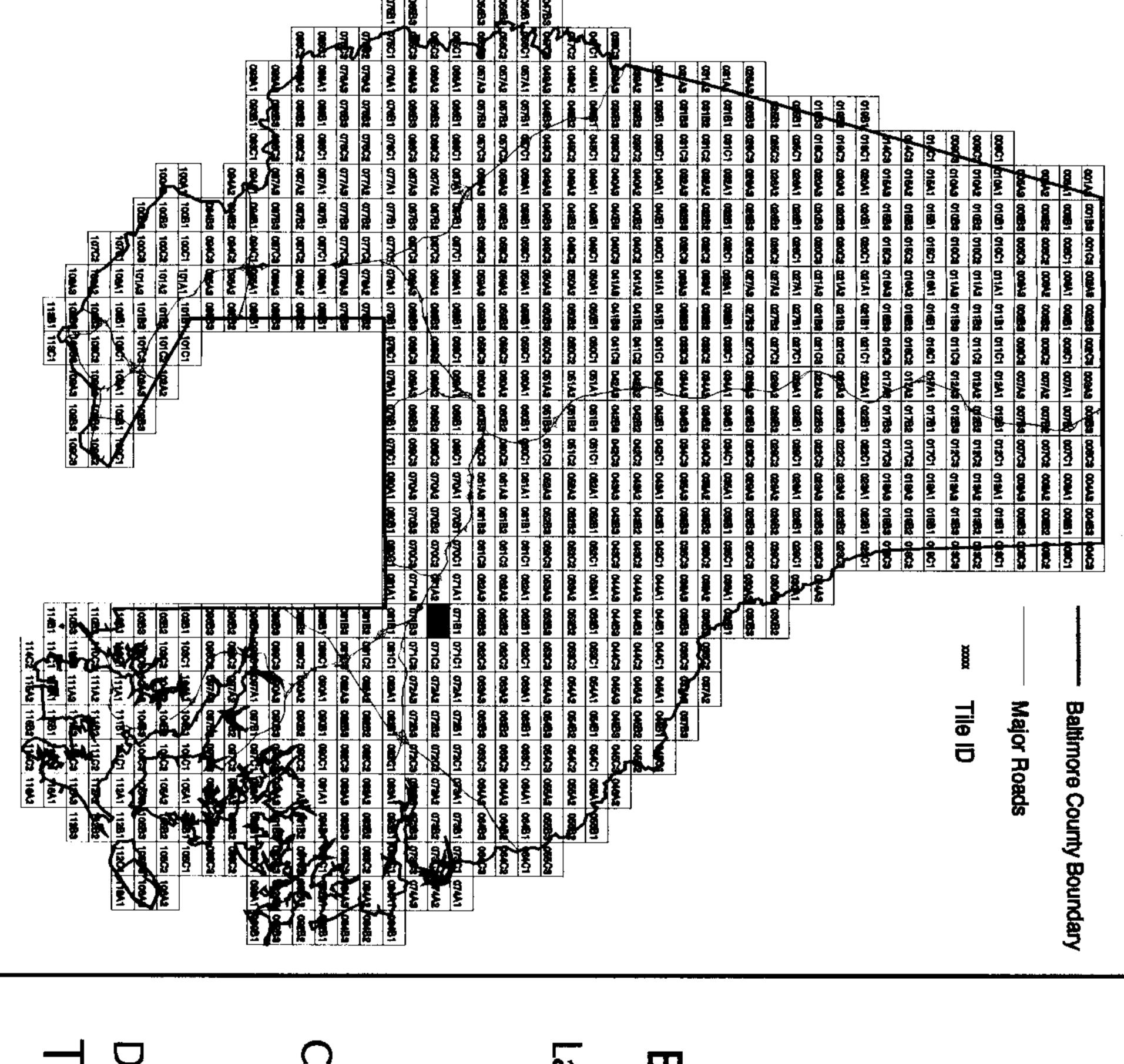
The federal government is trying to set safety standards for extension cords. But what kind of a law is going to keep people from leaving an unused extension cord plugged in or keep them from using a lamp extension cord on a room heater? In the privacy of our homes we can do anything, safe or otherwise. The government can't legislate common sense.

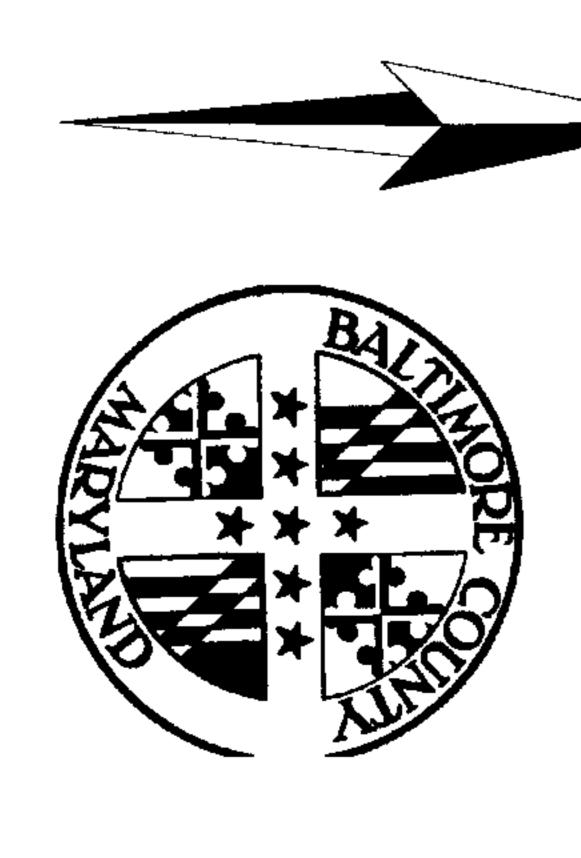
In a nutshell, it's up to us. 🖀

# METRICS PLOT










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
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
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ITTIONER'S EXHIBIT ____









PETITIONER'S EXHIBIT 5

VGINEERS . PLANNEF

# VIEW SOUTH FROM BILLBOARD LOCATION ACROSS JOPPA ROAD



PETITIONER'S EXHIBIT ___

### PETITIONER(S) SIGN-IN SHEET

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NATHAN J. STERNER	3001 REMINGTON AVE. BUMO 21211
WILL-IAM MONK	222 BOSLEY AVE
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### BALTIMORE COUNTY, MARYLAND

### INTER-OFFICE CORRESPONDENCE

TO:

Arnold Jablon, Director

Department of Permits and Development Management

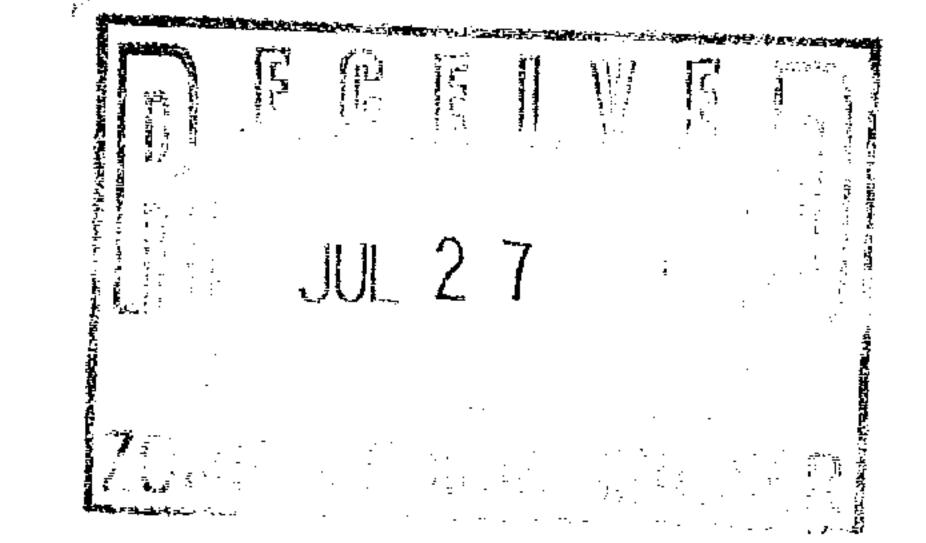
FROM:

Arnold F. 'Pat' Keller, III, Director

Office of Planning

SUBJECT:

2920 East Joppa Road



**DATE:** July 14, 1999

**INFORMATION:** 

Item Number:

504

**Petitioner:** 

Eller Media Company

Zoning:

BL-AS

Requested Action:

Variance and Special Exception

### SUMMARY OF RECOMMENDATIONS:

The petitioner requests a special exception for an illuminated 12 x 25-foot outdoor advertising sign, and a variance from Section 450.7.C.1.c of the BCZR to permit a sign to be located 62 feet from a residential zone line in lieu of the minimum required 200 feet.

The Office of Planning recognizes that high standards for signs enhance the aesthetic appearance of the community and the ability of the commercial sector to thrive in an attractive environment.

This office believes the control of outdoor advertising signs is essential in protecting the health, safety and welfare of the citizens of Baltimore County. In certain locations the unique scale and design of outdoor advertising signs clearly compromises public safety, since these signs are a distraction. The very purpose of an outdoor advertising sign is to attract the attention of motor vehicle operators in order to convey a commercial message.

The problem of competitive waste is of concern to the staff, particularly at the intersection of Joppa Road and Harford Road where there is already an abundance of signs. Excessively large signs serve to encourage some business owners to increase

signage in order to compete for the attention of passersby. This action results in an overall detrimental impact upon neighboring properties.

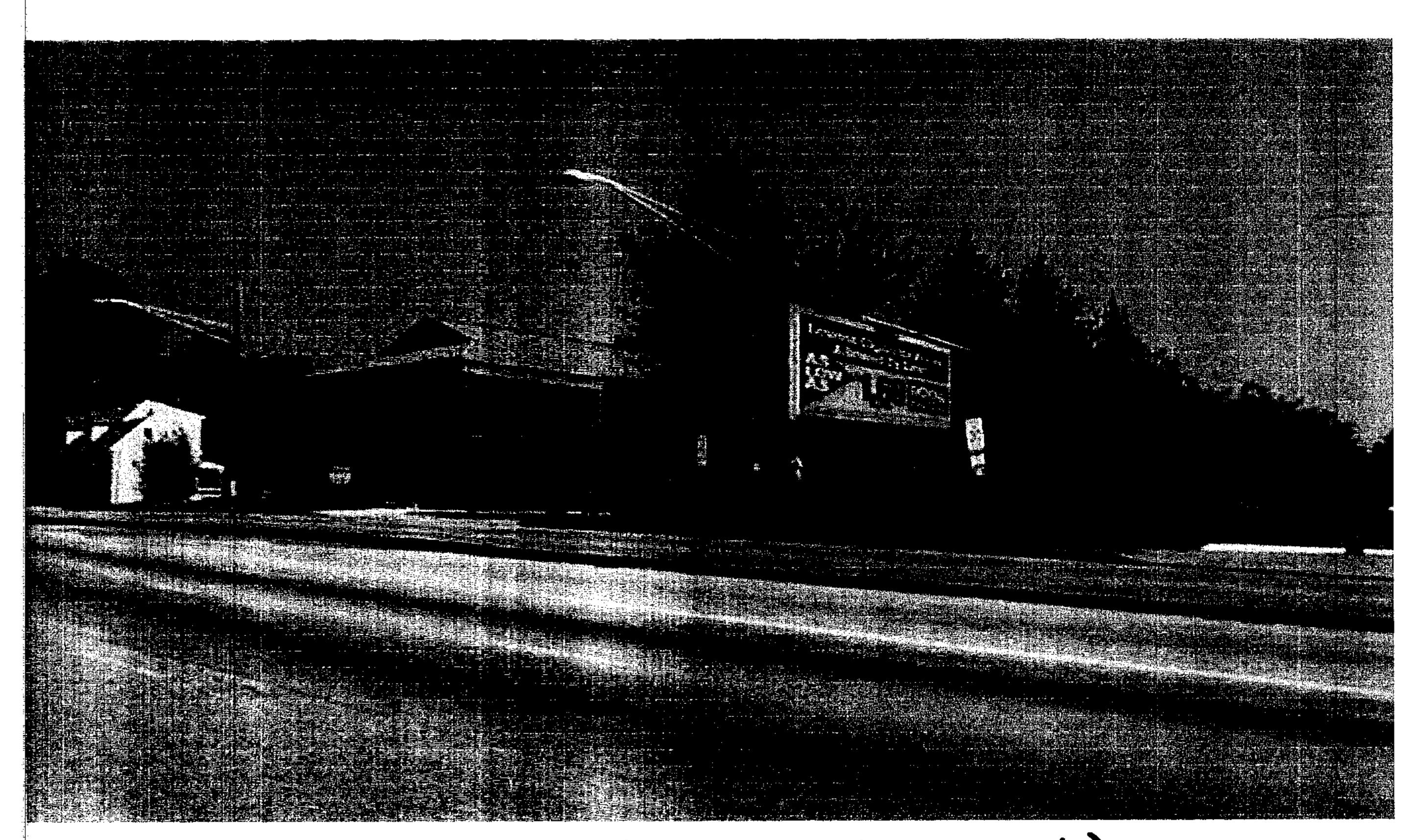
In the subject case, the Office of Planning opposes the applicant's request for the following reasons: 1) the sign would have a negative visual impact along this commercial corridor; 2) it is apparent that the applicant will have difficulty meeting the two-step test utilized in the consideration of any variance request; and 3) the proposal is inconsistent with the required finding in Section 307 of the BCZR that such request not have a detrimental impact upon neighboring properties.

**Section Chief:** 

AFK/JL



EXISTING SITE



PROPOSED SIGN (Probable result)