

# Notwithstanding Ordinance at 50 W. 5<sup>th</sup> Street in the Central Business District

Equitable Growth and Housing | June 7, 2022

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# Proposed Notwithstanding Ordinance

Relief Requested through the NWO for:

- **Ground Floor Transparency** (1411-21)

## Vine Street (East) Elevation

- *“Requires that a minimum of sixty percent of interior facades along exterior facades abutting a sidewalk be transparent”*

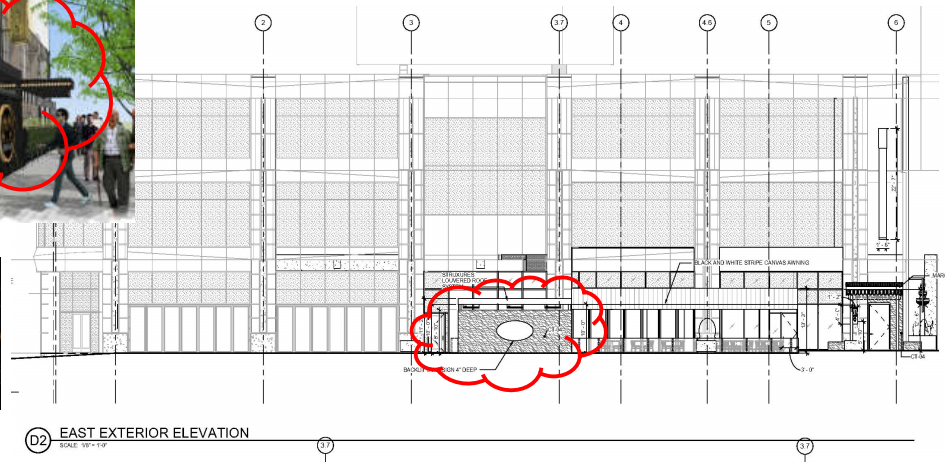
- **Signage** (1411-39)

## Race Street (West), W. 5<sup>th</sup> Street (South), and Vine Street (East) Elevations

- Size, location, and amount of signage

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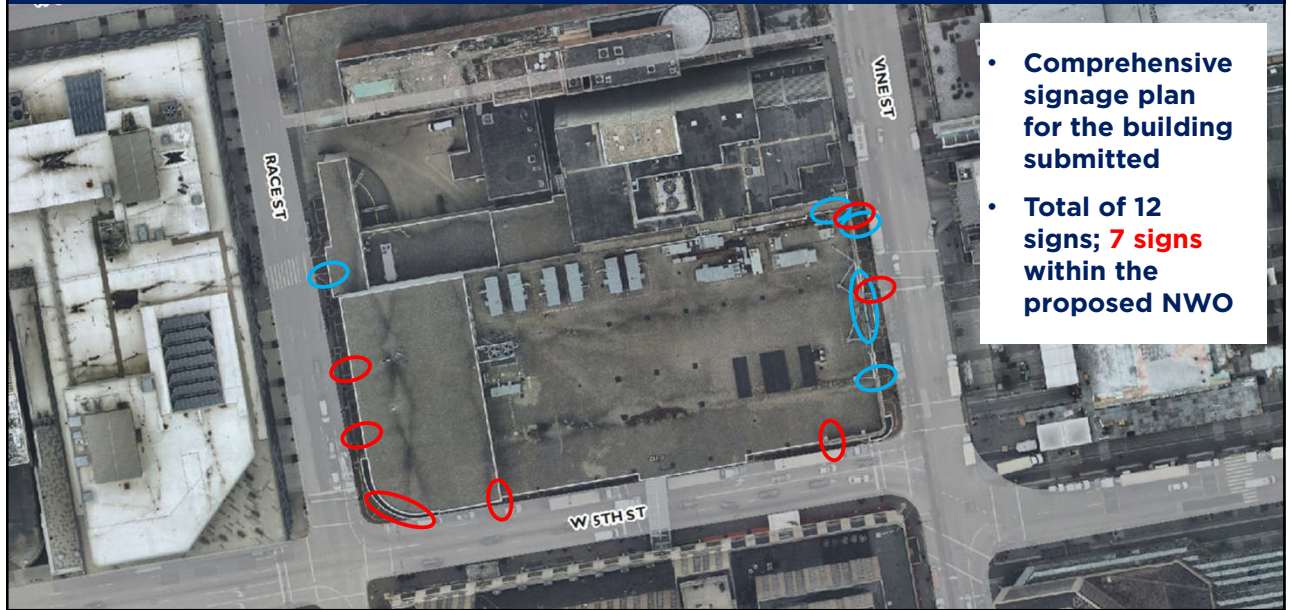
# Ground Floor Transparency



D2 EAST EXTERIOR ELEVATION  
SCALE: 1/8" = 1'-0"

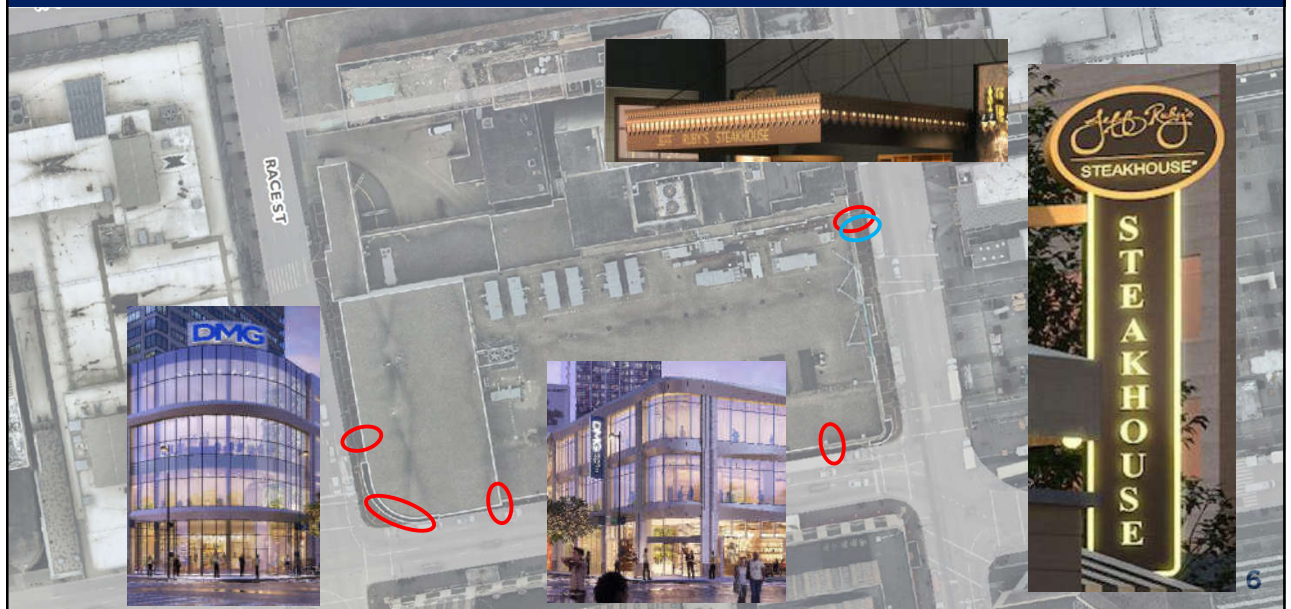
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# Proposed Signage



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# Proposed Signage



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SOUTHWEST VIEW OF FOUNDRY

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SOUTHEAST VIEW OF FOUNDRY

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## Analysis

### ***Section 111-5 of the Cincinnati Municipal Code***

The committee of council shall consider the following when making a recommendation to council:

- Whether the proposed application will not have an adverse effect on the character of the area or the public health, safety and welfare;
- Whether the proposed application is consistent with the purposes of this code and the zoning district where the subject property is located including but not limited to:
  - (see staff report for details)

## Consistency with Plans

### ***Plan Cincinnati (2012)***

#### **Compete Initiative Area**

**Strategy:** “Target investment to geographic areas where there is already economic activity”

#### **Live Initiative Area**

**Goal:** “Build a robust public life”

**Strategy:** “Develop and maintain inviting and engaging public spaces”

**Strategy:** Become more walkable by “increasing mixed-use, compact walkable development”

### ***Cincinnati 2000 Comprehensive Development Plan (1986)***

**The plan envisioned “a strong and concentrated employment, retail, hotel, and entertainment center”**

## Conclusions

The **Notwithstanding Ordinance** will permit signage and provide relief from a ground floor transparency requirement. The NWO has been found to be reasonable since the proposed NWO:

- Is consistent with surrounding land uses;
- Includes elements that complement the building design;
- Takes a comprehensive approach to building signage, creating a cohesive visual experience; and
- Is consistent with *Plan Cincinnati* (2012)

## RECOMMENDATION

The City Planning Commission recommends that City Council take the following action:

**ADOPT** the Department of City Planning and Engagement findings and conclusions based on the fact that it will not have an adverse effect on the character of the area or the public health, safety and welfare and is consistent with the purposes of the Cincinnati Municipal Code Section 111-5 and zoning district(s); and

**APPROVE** the Notwithstanding Ordinance for relief from the ground floor transparency and signage standards in the Downtown Development (DD) zoning district for a building located at 50 W. 5<sup>th</sup> Street in the Central Business District with the following conditions:

# RECOMMENDATION

(continued)

- 1) The development and signage of 50 W. 5<sup>th</sup> Street must substantially comply with the plans submitted in Exhibit B; and
- 2) The Notwithstanding Ordinance does not provide a variance from any other laws of the City of Cincinnati, and the property shall remain subject to all other provisions of the Cincinnati Municipal Code, DD, "Downtown Development," zoning district.