



# Proposed Notwithstanding Ordinance

## Relief Requested (through NWO for):

### ZONING

- Variances for:
  - **Signage** (1411-39): from the total amount of signs and dimension sign limitations

	Type	Quantity	Square Footage
North	Scoreboard Back	1	2,304
	Scoreboard Back – PBS	1	360
South	Scoreboard Back	1	2,228
	Scoreboard Back – PBS	1	360
East	Canopy	1	22,400
	Halo Beam	1	3,840
	Steel Mesh	2	5,760
West	Canopy	1	22,400
	Halo Beam	1	3,840
	Steel Mesh	2	5,760
<b>Total</b>		<b>12</b>	<b>69,252</b>

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NORTH & SOUTH

**SCOREBOARD BACK - NORTH**

1 "Scoreboard Back - North"  
 Type: Stainless Steel  
 Lighting: TBD  
 Elevation (At top of sign): 626'  
 Size: 64' X 36' = 2,304 SF

**EXISTING PBS SIGNAGE - SCOREBOARD BACK - NORTH**

2 "Existing PBS Signage"  
 Type: Stainless Steel  
 Lighting: TBD  
 Elevation (At top of sign): 626'  
 Size: 60' X 6' = 360 SF

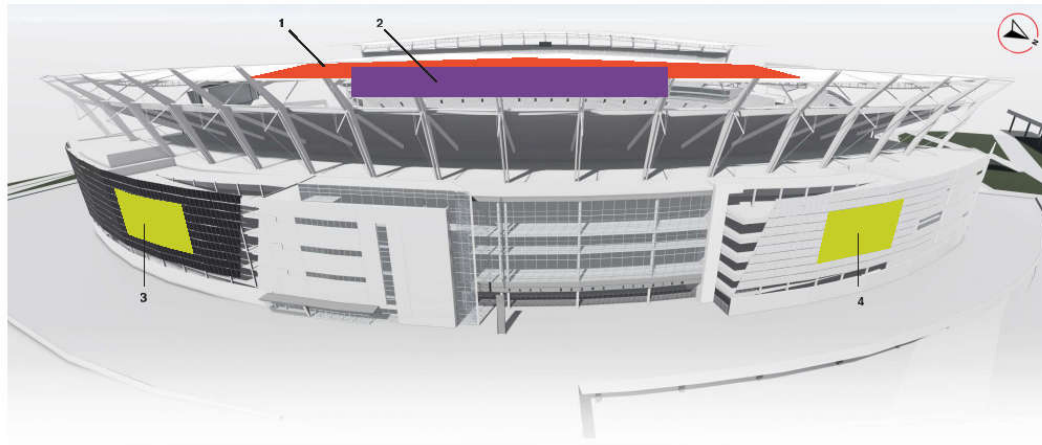
Exterior Stadium Signage – North Side

3 • Team Sponsor Stadium Signage – Exterior Signage Zoning

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**EAST & WEST**



**CANOPY - EAST**

1 "Canopy East"  
 Type: Banner or Similar  
 Lighting: Flood, LED or Similar  
 Elevation (At top of sign):  
 268' - 0" at highest point  
 Size: 64' X 350' = 22,400 SF

**HALO BEAM - EAST**

2 "Halo Beam East"  
 Type: Stainless Steel  
 Lighting: TBD  
 Elevation (At top of sign):  
 427' at highest point  
 Size: 160' X 24' = 3,840 SF

**STEEL MESH - EAST**

3 "Steel Mesh East - Left"  
 Type: Stainless Steel  
 Lighting: TBD  
 Elevation (At top of sign): 581' - 6"  
 Size: 80' x 36' = 2,880 SF

4 "Steel Mesh East - Right"  
 Type: Stainless Steel  
 Lighting: TBD  
 Elevation (At top of sign): 581' - 6"  
 Size: 80' x 36' = 2,880 SF

Grand Total: 32,000 SF

Exterior Stadium Signage – East Side

4 - Team Sponsor Stadium Signage – Exterior Signage Zoning



# 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)

## Analysis

- The proposed signage is unique to the City and the signage needs to be **appropriately scaled** to Paycor Stadium in order to be effective
- **Consistent** with surrounding land uses (commercial and industrial)
- Signage is **similar to those** of other NFL Teams and stadiums
- **Poses no adverse effects** to the surrounding area or to the public health, safety and welfare of the Central Business District and surrounding region
- Contributes to the **Cincinnati Bengals' future growth**

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## Consistency with *Plan Cincinnati* (2012)

### Compete Initiative Area

**Goal:** “Foster a climate conducive to growth, investment, stability and opportunity.”

**Strategy:** “Grow our own” by focusing on retention, expansion and relocation of existing businesses.

**Goal:** “Become nationally and internationally recognized as a vibrant and unique city.”

**Strategy:** “Provide support to businesses that focus on our City’s historic heritage of...the arts and other cultural traditions.”

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## Recommendation

**City Planning Commission recommends APPROVAL of the Notwithstanding Ordinance with the following conditions:**

- 1) The signage for the Stadium should be placed and dimensioned consistent within the locations and dimensions identified on the plans proposed in Exhibit D - Notwithstanding Ordinance (NWO) Application Part B2;
- 2) No more than one sign may be installed within each of the locations identified on the plans proposed in Exhibit D - Notwithstanding Ordinance (NWO) Application Part B2;

## Recommendation

- 3) The signage should be static and should not incorporate screens or other elements that flash or display video, animations, or moving images;
- 4) The illumination for the signage should be consistent with industry safety standards and avoid adverse impacts on adjacent properties; and
- 5) That, aside from the variances necessary to permit the installation of signs, the Stadium should remain subject to all other provisions of the Cincinnati Municipal Code, DD, "Downtown Development," zoning district.