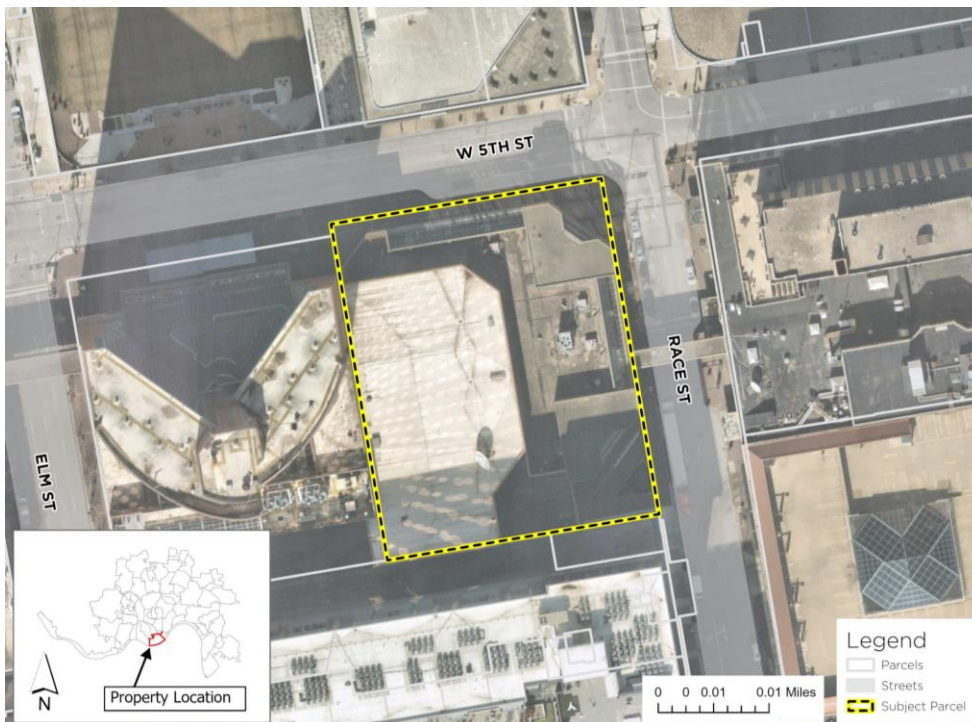


Proposed Notwithstanding Ordinance for Signage at 101 W. 5th Street in the Central Business District

Equitable Growth & Housing Committee
October 21, 2025

1



2

BACKGROUND

Background

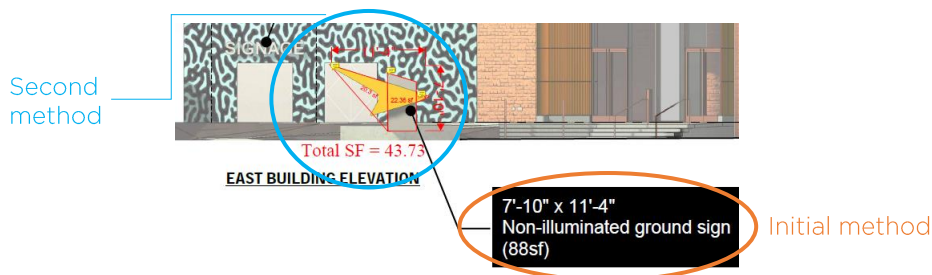
- Requested Notwithstanding Ordinance for signage package at 101 W. 5th Street (previously Saks building)
- Permits for part of signage package already approved
- Some proposed signs do not meet regulations of Cincinnati Zoning Code



Northwest Corner at 5th – Flight Club signage (permitted)

CLARIFICATION

- Language in staff report reflects the relief that *would have been required* through the zoning hearing examiner
- This Notwithstanding ordinance would set aside certain provisions of the zoning code relating to signage.
- The ground sign *is* compliant with the zoning code

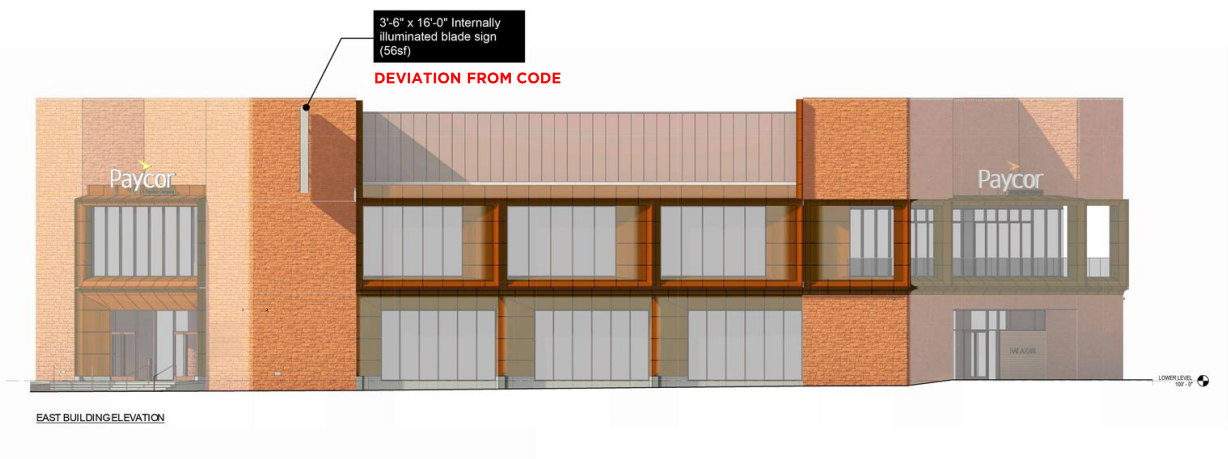


SIGNAGE PACKAGE OVERVIEW



7

SIGNAGE PACKAGE OVERVIEW



8

RENDERING | NORTHEAST CORNER AT 5TH AND RACE



city of
CINCINNATI
CITY PLANNING &
ENGAGEMENT

9

9

RENDERING | 5TH STREET FACADE



city of
CINCINNATI
CITY PLANNING &
ENGAGEMENT

10

10

RENDERING | RACE STREET FACADE

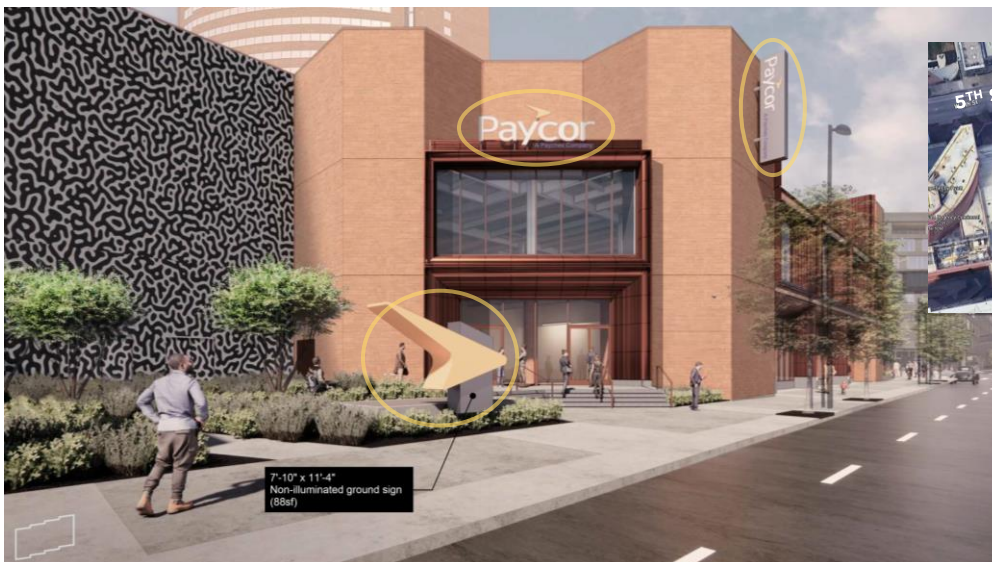


city of
CINCINNATI
CITY PLANNING &
ENGAGEMENT

11

11

RENDERING | SOUTH ENTRY PLAZA AT RACE



city of
CINCINNATI
CITY PLANNING &
ENGAGEMENT

12

12

DEVIATION FROM CODE

Location	Type	Code Requirements & Deviance
Northeast	Building Identification Sign	1411-39(f)(2): Letters must be affixed directly to the building façade Proposed letters not affixed directly to the building façade
East	Projecting Sign	1411-39(b)(3): Limited to a maximum height of 8 feet Proposed height of 16 feet
Southeast	Building Identification Sign	1411-39(f)(2): Letters must be affixed directly to the building façade Proposed letters not affixed directly to the building façade

ANALYSIS

Building Identification Signs (2)

- **1411-39(f)(2):** Letters must be affixed directly to the building façade
- Letters **not affixed** directly to the building façade
- **Analysis**
 - Does not create any safety issues
 - Aesthetically similar to sign if letters were affixed
 - More visible to pedestrians given building shape



ANALYSIS

Projecting Sign (1)

- **1411-39(b)(3)**: Limited to a maximum height of 8 feet
- **8 feet taller** than permitted by zoning code
- **Analysis**
 - More suitable for automobile wayfinding than the pedestrian scale set by Cincinnati Zoning Code
 - Precedent in the surrounding area, but most projecting signs in Downtown Development (DD) district are conforming



PUBLIC COMMENT & NOTIFICATION

- Notice sent to the Downtown Residents Council and property owners within 400 feet
- No comments received

PLAN CONSISTENCY

Plan Cincinnati (2012)

Compete Initiative Area - Consistent

- Foster a climate conducive to growth, investment, stability, and opportunity (p. 103)
- Focus on retention, expansion, and relocation of existing businesses (p. 104)

17

CONCLUSIONS

The Department of City Planning and Engagement typically does not support Notwithstanding Ordinances.

Found certain elements to be in the public interest because...

- Consistent with the surrounding land uses;
- Permit the usage of additional wayfinding in the Downtown Development (DD) zoning district;
- Consistent with *Plan Cincinnati* (2012).

18

RECOMMENDATION

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

APPROVE the Notwithstanding Ordinance with the following conditions:

1. The Signage Improvements must substantially conform to the plans attached as Attachment B to the ordinance.
2. The proposed outdoor digital display screen shall be moved to the interior of the building and at least two feet from any window if it is installed.
3. The ordinance shall not provide a deviation from any other laws of the City of Cincinnati, and the property shall remain subject to all other provisions of the Cincinnati Municipal Code and the DD, "Downtown Development," zoning district.