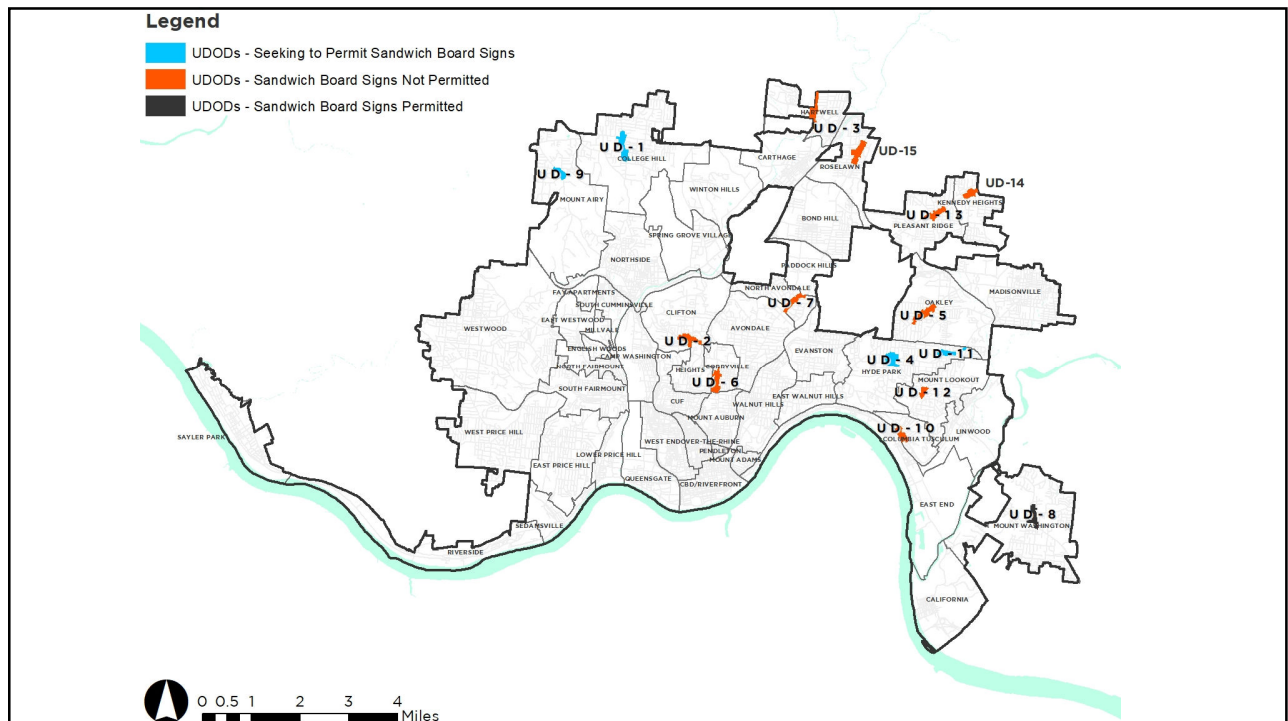


# Proposed Zoning Code Text Amendment to Permit Sandwich Board Signs in Urban Design Overlay Districts in College Hill, Hyde Park, and Mt. Airy

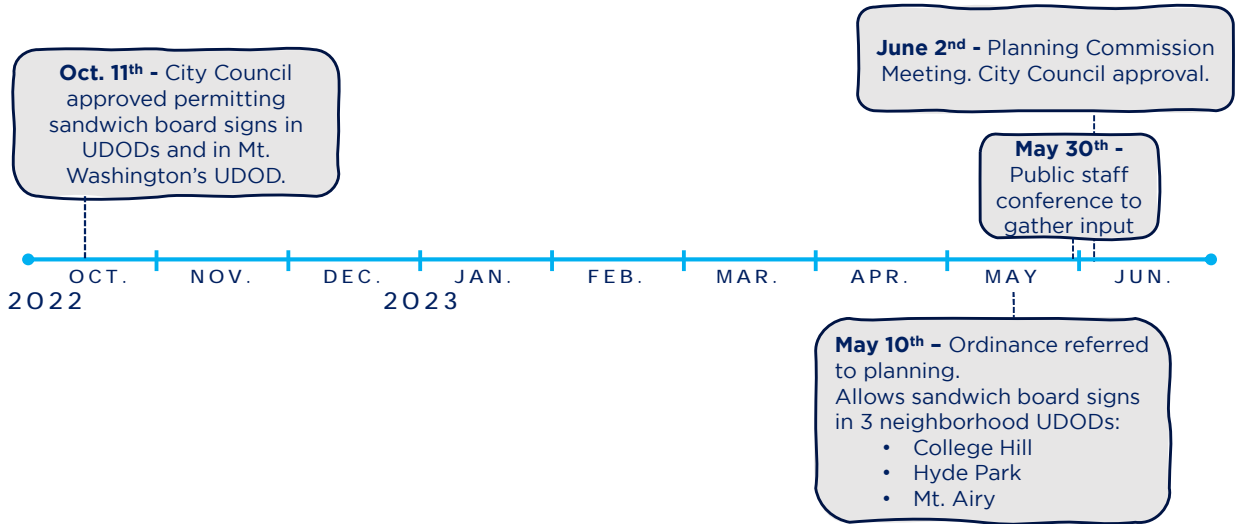
City Council | June 21, 2023

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# Background



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UD #1 - College Hill Business District	UD #9 - Mt. Airy Business District
UD #2 - Clifton Business District	UD #10 - Columbia-Tusculum Business District
UD #3 - Hartwell Business District	UD #11 - Hyde Park East Business District
UD #4 - Hyde Park Square Business District	UD #12 - Mt. Lookout Square
UD #5 - Oakley Square Business District	UD #13 - Pleasant Ridge Business District
UD #6 - University Village Business District	UD #14 - Kennedy Heights Business District
UD #7 - North Avondale Along Reading Road	UD #15 - Roselawn Business District
UD #8 - Mt. Washington Business District	

Urban Design Overlay District Standards  
Schedule 1437-09

	UD #1	UD #2	UD #3	UD #4	UD #5	UD #6	UD #7	UD #8	UD #9	UD #10	UD #11	UD #12	UD #13	UD #14	UD #15
S1		X	X	X	X	X	X	X	X	X	X	X	X	X	X
S2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
S3	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
S4	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
S5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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S6	X		X						X	X		X			
A1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
M1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
W1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
R1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
R2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
E1		X	X	X	X			X				X			
F1		X													X
N1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
N2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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# Public Comment

## Joint Notice:

**Public Staff  
Conference,  
May 30<sup>th</sup>**

- Notice mailed and emailed to all community councils with UDODs
- No attendees
- No additional correspondence

**City Planning  
Commission,  
June 2<sup>nd</sup>**

The screenshot shows the City of Cincinnati website. At the top, there is a navigation bar with links for BUSINESSES, RESIDENTS, VISITORS, SERVICES, GOVERNMENT, and HELP. Below this is the 'CITY PLANNING AND ENGAGEMENT' header. The main content area features a large banner with the title 'PROPOSED TEXT AMENDMENTS TO TITLE XIV "ZONING CODE OF CITY OF CINCINNATI" - SANDWICH BOARD SIGN REGULATIONS II'. Below the banner, there is a 'CITY PLANNING AND ENGAGEMENT MENU' with a dropdown arrow. To the right of the menu, the page title is repeated: 'Proposed Text Amendments to Title XIV "Zoning Code of City of Cincinnati" - Sandwich Board Sign Regulations II'. Below the title, there is a 'Background and Proposed Project' section. The text in this section states: 'On May 10, 2023, City Council referred the proposed text amendment to the Department of City Planning and Engagement to begin the approval process to permit sandwich board signs in three more neighborhoods – Mt. Airy, College Hill, and Hyde Park (see proposed ordinance below)'. A bullet point below this text reads: 'Proposed Text Amendment to allow Sandwich Board Signs in three additional Urban Design Overlay Districts – Mt. Airy, College Hill, and Hyde Park'.

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# Consistency with *Plan Cincinnati* (2012)

## Compete Initiative Area

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

**Strategy:** Growing our own by focusing on business expansion

## Live Initiative Area

**Goal:** Build a robust public life

**Strategy:** Developing inviting and engaging public spaces that encourage social interaction and creating a welcoming civic atmosphere

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# Neighborhood Plan Consistency

## College Hill Urban Design Plan (2001)

**Image and Appearance section:**  
“Develop unique street signs to attract pedestrians and motorists...”

## Hyde Park Square NBD Urban Design Plan (1984)

**Vehicular & Pedestrian Circulation Recommendation 8:**  
“Develop pedestrian level communication and identity signage...”

**Streetscape Recommendation**  
“provide pedestrian low-level signage for shopping opportunities”

## Hyde Park East NBD Urban Design Plan (1997)

**Marketing and Promotions Goal:**  
“Market the district... offering specialty retail stores”

## Mt. Airy NBD Urban Design Plan (1996)

**Business Development Goal:**  
“enhance the economic vitality of the existing businesses”

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# Analysis

- Community Councils proactively reached out
- If not adopted, sandwich board signs will remain prohibited
- Allow them in both Hyde Park UDODs



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# Recommendation

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

**APPROVE** the proposed text amendments modifying Title XIV, “Zoning Code of the City of Cincinnati” of the Cincinnati Municipal Code, by REPEALING AND REORDAINING the provisions of Section 1437-07 “Applications Subject to Review,” and Section 1437-09 “Development Standards in UD Overlay Districts,” to allow the placement of sandwich board signs in Urban Design Overlay Districts in the College Hill, Hyde Park, and Mt. Airy neighborhoods.