

October 21, 2025

**To:** Members of Equitable Growth and Housing Committee  
**From:** Sheryl M. M. Long, City Manager  
**Subject:** Ordinance – 101 W. 5<sup>th</sup> Street Notwithstanding Ordinance for Signage

202501853

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Transmitted is an Ordinance captioned:

**AUTHORIZING** the installation of permanent signage on the real property located at 101 W. 5th Street in the Downtown neighborhood, **NOTWITHSTANDING** the signage regulations contained in Section 1411-39, “Signs,” of Cincinnati Municipal Code Chapter 1411, “Downtown Development Districts.”

The City Planning Commission recommended approval of the proposed Notwithstanding Ordinance at its October 3, 2025, meeting with the following conditions:

1. Building identification signs should be placed and dimensioned consistent with the Signage Package.
2. The digital display screen should be moved to the interior of the building and at least two feet from the windows.
3. Aside from the variances necessary to permit the installation of signs, the development should remain subject to all other provisions of the Cincinnati Municipal Code, “Downtown Development” DD zoning district.

#### Summary

On September 12, 2025, a complete Notwithstanding Ordinance application was submitted to the Department of City Planning and Engagement for a signage package at 101 W. 5<sup>th</sup> Street by 3CDC. This request was made to allow for the installation of multiple signs that are not compliant with the signage regulations for the Downtown Development “DD” zoning district. The City Planning Commission voted to approve and forward the application to City Council after considering that the signage will permit additional wayfinding in the district and support the relocation of Paycor to Cincinnati.

The City Planning Commission recommended the following on October 3, 2025 to City Council:

**APPROVE** the Notwithstanding Ordinance with the following conditions:

1. Building identification signs should be placed and dimensioned consistent with the Signage Package.
2. The digital display screen should be moved to the interior of the building and at least two feet from the windows.

3. Aside from the variances necessary to permit the installation of signs, the development should remain subject to all other provisions of the Cincinnati Municipal Code, "Downtown Development" DD zoning district.

cc: Katherine Keough-Jurs, FAICP, Director, Department of City Planning and Engagement