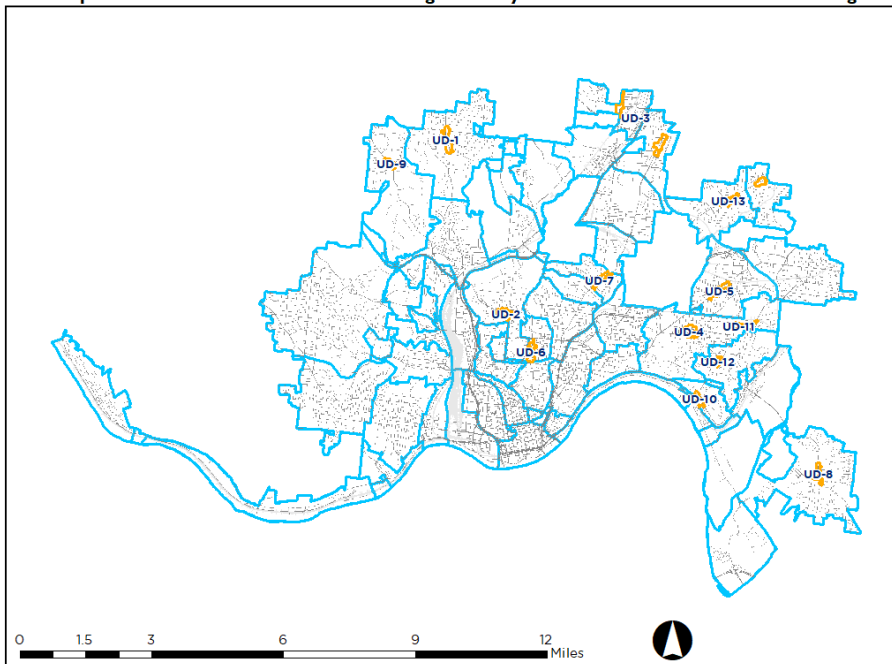


# Proposed Zoning Code Text Amendments to Permit Sandwich Board Signs in Urban Design Overlay Districts

Equitable Growth & Housing Committee | October 11th, 2022

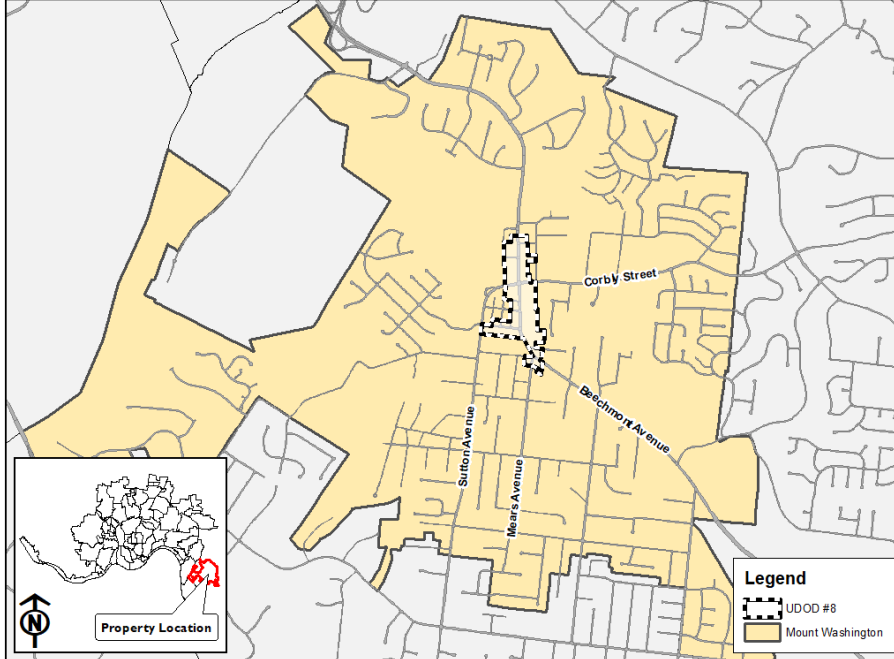
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Proposed Text Amendments to Urban Design Overlay Districts to Allow Sandwich Board Signs



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Proposed Text Amendments to Urban Design Overlay District #8 to Allow Sandwich Board Signs



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## Sandwich Board Signs

### § 1427-03-S “Sandwich Board Sign”

“Sandwich Board Sign” means a sign with two hinged, connected, or double-faced boards or other material that can be temporarily placed on the ground and is customarily placed on a sidewalk to advertise changing sales, specials, or products sold in the adjacent establishment.

(Ordained by Ord. No. 303-2006, § 1 (Exh. A), eff. Nov. 25, 2006)



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# Background

<b>Late 2021</b>	Concerns were first raised by the Mt. Washington community regarding the UDOD sandwich board regulations.
<b>Early 2022</b>	The Mount Washington Community Urban Redevelopment Corporation asked Vice Mayor Kearney to sponsor a text amendment permitting sandwich board signs in their UDOD
<b>August 2022</b>	City Council voted to refer the ordinance to the Department of City Planning and Engagement to carry out the approval process
<b>September 2022</b>	Public staff conference to gather input and Planning Commission Meeting.
<b>October 2022</b>	City Council (today).

# Amendments

## § 1427-26 “Sandwich Board Sign Regulations”

The following regulations apply to sandwich board signs (See § 1427-03-S), unless more specifically regulated elsewhere in this Chapter or by the District regulations applicable to the zoning district in which the sign is located:

- a) Only one sandwich board sign is permitted per retail business or service.
- b) Such a sign shall be displayed only during the business hours of the establishment.
- c) Each sandwich board sign shall be limited in size to a maximum total sign face area of 12 square feet and 6 square feet for any single face. A single sign face shall not exceed 3 feet in height and 2 feet in width.
- d) Sandwich board signs in the public right of way shall be in compliance with [§ 723-9 § 723-12](#) of the Municipal Code (~~Ordained by Ord. No. 181-1992, off. May 29, 1992~~).
- e) [Sandwich board signs shall not require a building permit or Certificate of Compliance.](#)

## § 723-9 “Sandwich Board Sign Regulations”

- (a) The owner or operator of a retail business or service is permitted to place one (1) free-standing sandwich board sign on the public sidewalk or sod strip in front of his business premises. Sandwich board signs shall not require a revocable street privilege, provided they adhere to the following requirements:
1. Sandwich board signs shall be placed either immediately adjacent to the building, or so that the sign's most distant point is no farther than three (3) feet six (6) inches from the curb. Notwithstanding the aforementioned, each sign must permit adequate pedestrian access;
  2. The owner or operator of a retail business or service displaying a sandwich board sign on the sidewalk shall maintain a policy of general liability insurance, naming the City of Cincinnati as an additional insured, in an amount of not less than \$500,000.00 to cover claims for injuries arising from or related to said sandwich board sign;
  3. Sandwich board signs shall be placed on the sidewalk or adjacent sod strip only during the business hours of the establishment and shall be removed at all other times;
  4. Notwithstanding any other provision of this section, the owner or operator of a retail business or service maintaining a sandwich board sign on the sidewalk or in the adjacent sod strip shall immediately remove said sign from the sidewalk upon notice given by any Cincinnati Police Officer or authorized employee of the city that the sign is unreasonably obstructing pedestrian traffic or has otherwise created a dangerous condition;
  5. The sign shall be constructed of sturdy material, so as to prevent damage during heavy winds or other inclement weather; and
  6. The sandwich board sign shall be no larger than two feet six inches (2'6") wide and four feet six inches (4'6") tall.

(Ornaded by Ord. No. 363-2009, § 1, eff. Jan. 16, 2010)

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[§ 723-9 § 723-12](#) of the

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## Amendments

### § 1437-07 “Applications Subject to Review”

- a) The Zoning Administrator has the duty to review the following permits in an established Urban Design Overlay District for compliance with the base requirements of the district:
- 1) Signs: Permits for the installation of all signs, [with the exception of sandwich board signs authorized pursuant to § 723-9.](#)
  - 2) Awnings: Permits for the installation of all awnings.
  - 3) Mechanical Equipment and Utilities: Permits for the installation of all exterior mechanical equipment and utility service connections.
  - 4) Replacement Windows: Permits for the installation of replacement windows.
  - 5) Exterior Renovation or Alterations of Existing Structures: Permits for exterior renovations, alterations, or additions.
  - 6) Eating and Drinking Establishments: Permits for Restaurants, Limited.

# Amendments

## § 1437-09 “Development Standards in UD Overlay Districts”

(a) Signs and Signage Standards:

S1. Prohibited Signs:

- All blinking, flashing, rotating or moving signs, except barber poles and theater marquees;
- Neon signs;
- Banners, portable or temporary signs [except sandwich board signs where permitted pursuant to Schedule 1437-09](#);
- Rooftop signs, signs or awnings extending above the roofline of the building, or signs or awnings that extend above the window sill line of the second floor of the building;
- Any advertising sign on or about an unoccupied building, except those related to the sale or rental of that building;
- All signs, handbills, or flyers on utility poles, except those installed by the city and state.
- All outdoor advertising signs, as that term is defined in Cincinnati Municipal Code Chapter 895.

[S6. Sandwich board signs are permitted, subject to the provisions of § 723-9 and § 1427-26.](#)

UD Overlay Districts as determined by the urban design plan prepared and adopted for each district. Refer to Schedule 1437-09 for applicability.

Urban Design 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
S6								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	X
R1	X	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	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	X
N2	X	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	X

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	

# Notice & Public Comment

City Planning and Engagement / Planning Projects and Studies / Active/Ongoing  
/ Proposed Text Amendments to Title XIV "Zoning Code of City of Cincinnati" - Sandwich Board Sign Regulations

## CITY PLANNING AND ENGAGEMENT MENU

- About City Planning and Engagement
- City Planning and Engagement Calendar
- City Planning Commission
- Community Engagement Meetings
- Maps, Data, and Resources
- Neighborhood Plans
- Plan Cincinnati
- Planning Projects and Studies
  - Active/Ongoing
  - Completed/Past
  - Other Resources
- Subdivisions and Lot Splits
- Historic Conservation
- Zoning Administration
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## Proposed Text Amendments to Title XIV "Zoning Code of City of Cincinnati" - Sandwich Board Sign Regulations

### Background and Proposed Project:

On August 8<sup>th</sup>, 2022, City Council referred the proposed text amendment to the Department of City Planning and Engagement to begin the approval process. The amendment modifies Title XIV "Zoning Code of the City of Cincinnati" by amending provisions of Sections 1427-26, "Sandwich Board Sign Regulations," 1437-07,"Applications Subject to Review," and 1437-09, "Development Standards in UD Overlay Districts," to allow the placement of sandwich board signs, which are currently prohibited, in designated Urban Design Overlay Districts.

### Public Meetings:

#### Virtual Community Engagement Meeting

- Tuesday, September 6th, 2022 at 4:00 PM
  - Notice

#### City Planning Commission

- Friday, September 16th, 2022 at 9:00 AM
  - Notice

#### City Council

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# Public Staff Conference

- Eight attendees** — Mt. Washington, Hyde Park, and Kennedy Heights.
- In support** — Sandwich board sign's impact on the vibrancy of the business district, importance as a tool for local business to reach customers, great for marketing and pedestrian character.
- Questions from other neighborhoods** — How does this impact their UDOD? Are they still prohibited?
- Mt. Washington CDC** expressed support.

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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

## The *Mt. Washington Comprehensive Plan* (2007)

### Economic Development Goal I

- Goal:** Create an identity for the Mt. Washington Business District
- Strategy:** Providing and maintaining unifying appearance enhancements to the MWBD... such as street banners, landscaping, lighting, art, and site amenities that define the area

## Analysis and Conclusions

The goal of the proposed text amendments to Title XIV “Zoning Code of the City of Cincinnati” is to **establish explicit regulations** within the code where it was previously unclear in order **to provide flexibility** to neighborhood Urban Design Overlay Districts to either **prohibit or permit the use of sandwich board signs according to their own discretion.**

## Recommendation

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

**APPROVE** the proposed text amendments to modify Title XIV, “Zoning Code of the City of Cincinnati” of the Cincinnati Municipal Code, by amending the provisions of Sections 1427-26 “Sandwich Board Sign Regulations,” 1437-07 “Applications Subject to Review,” and 1437-09 “Development Standards in UD Overlay Districts,” to allow the placement of sandwich board signs in designated Urban Design Overlay Districts, namely in Mount Washington.