



# TOLEDO-LUCAS COUNTY PLAN COMMISSIONS

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THOMAS C. GIBBONS, DIRECTOR



DATE: September 13, 2019

REF: M-15-19

TO: President Matt Cherry and Members of Council, City of Toledo

FROM: Toledo City Plan Commission, Thomas C. Gibbons, Secretary

SUBJECT: Request for Text Amendment modification of TMC§1103.0200 Downtown Overlay District, to include signage regulations.

The Toledo City Plan Commission considered the above-referenced request at its meeting on Thursday, September 12, 2019 at 2:00 P.M.

## GENERAL INFORMATION

### Subject

Request	-	Text Amendment modification of TMC§1103.0200 Downtown Overlay District, to include signage regulations
Applicant	-	Toledo City Plan Commission One Government Center, Suite 1620 Toledo, Ohio 43604

### Applicable Plans and Regulations

- Toledo Municipal Code Part Eleven: Planning and Zoning
- Toledo 20/20 Comprehensive Plan
- Downtown Toledo Master Plan

## STAFF ANALYSIS

The proposed text amendment to TMC§1103.0205 – *Design Guidelines*, is intended to add text regarding additional building signs in the Downtown Overlay District (DOD). Currently TMC§1103.0205(H) does not provide specific location criteria for additional building signs for ground floor tenants and/or occupants. In order to increase pedestrian streetscape visibility, the proposed text amendment will require additional building signs to be located between the first floor door or window lintel and the second floor windowsill. A copy of the proposed text amendment language is included as Exhibit “A”.

**STAFF ANALYSIS (cont'd)**

As mentioned in previous Downtown Toledo Master Plans (i.e. 2002), Design Guidelines for signs can help create a positive identity for individual businesses and a unified image for Downtown. Design Guidelines from the 2002 Downtown Toledo Master Plan included sign components such as size, location, materials, color, message and illumination. The proposed regulations are intended to protect the architectural character of the buildings in downtown as well as reduce the potential visual clutter from an overabundance of signage, which could detract from the city skyline, and the overall aesthetic of Downtown Toledo.

Staff recommends approval of the proposed text amendment because it corrects an inconsistency in the Zoning Code where the location of additional building signage for ground floor tenants and/or occupants is not specified. Furthermore, building signage for tenants and/or occupants has become more prevalent with development in the DOD and therefore the proposed text amendment will meet the challenge of a changing condition.

**PLAN COMMISSION RECOMMENDATION**

The Toledo City Plan Commission recommends approval of the text amendment modification of TMC§1103.0200 Downtown Overlay District, to include signage regulations, to the Planning and Zoning Code as shown in Exhibit "A", to the Toledo City Council for the following two (2) reasons:

1. The proposed text amendment corrects an inconsistency in the Zoning Code where the location of additional building signage for tenants and/or occupants is not specified within the Downtown Overlay District regulations (TMC§1111.0506(A) *Review and Decision-Making Criteria*); and
2. The proposed text amendment meets the challenge of a changing condition where building identification signage has become more prevalent with development in the Downtown Overlay District (TMC§1111.0506(A) *Review and Decision-Making Criteria*).

Respectfully Submitted,



Thomas C. Gibbons  
Secretary

Exhibit "A" follows

Cc: Lisa Cottrell, Administrator  
Ryne Sundvold, Planner

**Exhibit "A"**

(Proposed additions are shown in highlighted italics,  
proposed deletions are shown in strikethrough text)

**1103.0200 | -DO, Downtown Overlay District**

**1103.0205 Design Guidelines**

These guidelines are derived largely from the Design Guidelines chapter found in the 2002 Downtown Toledo Master Plan, as adopted by Ordinance 280-02.

**H. Building Identification Signs**

Signage shall comply with Part 13, Title 9, Chapter 1387, Signs Permitted in Zoning Districts, and the following regulations:

1. Each building within the -DOD is limited to one (1) building identification sign.
2. Additional building signs, including projecting, marquee, fascia or monument, shall be limited to tenants and/or occupants located on the ground floor. *Such signs shall be located between the top of the first floor door or window lintel and the second floor windowsill.*
3. No sign or part of a sign shall be located above the parapet of any facade. Roof mounted signs are prohibited.
4. Projecting signs are not allowed as building identification signage.