



## Legislation Text

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**File #:** O-240-18, **Version:** 1

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Zoning & Planning Committee

**Amending Toledo Municipal Code, Part Eleven, Planning and Zoning Code, by enacting Subsection 1103.0205(H) regarding building identification signage in the DOD (Downtown Overlay District); and declaring an emergency.**

**SUMMARY & BACKGROUND:**

The text amendment to TMC§1103.0205 - *Design Guidelines*, is intended to add text regarding building identification signs in the Downtown Overlay District (DOD). Currently TMC§1103.0205 does not provide criteria for the regulation of building identification signs within the DOD. The proposed text amendment will provide regulations for building identification signs as shown in Exhibit “A”.

As seen across the entire country, city skylines are often defined and branded by the corporate graphics and/or signs located on high-rise buildings which sustain the local economy. When regulated properly, these signs can aide in the overall aesthetic of a cityscape, instead of creating visual clutter and distractions from architectural features. Often referenced as landmarks, building identification signs have the ability to impact the visual recognition of a city.

Upon review of other major metropolitan areas in the area, it was determined that most cities regulate building identification signs within the downtown and Central Business Districts (CBD). Whether through separate architectural review committees or Plan Commission approval, most cities provide specific criteria for building identification signs on high-rise buildings. As a result there is a need for providing criteria and the regulation for building identification signs in the DOD. Therefore, proposed text amendment corrects an oversight in the Zoning Code where building identification signage is not addressed or regulated within the Downtown Overlay District.

The proposed text amendment provides the following regulations for Building Identification Signs within the DOD Design Guidelines of TMC§1103.0205. First, each building within the DOD is limited to one (1) building identification sign per building. Second, in order to increase pedestrian streetscape visibility, additional building signs may be installed but shall be limited to tenants and/or occupants located on the ground floor. Third, no sign or part of a sign shall be located above the parapet of any façade, this includes roof mounted signs. Finally, projecting signs are not allowed as building identification signage. A copy of the proposed text amendment language is included as Exhibit “A”.

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. As described in the Master Plan, *“Of all the design elements used in commercial architecture, signs have the strongest impact on the quality and appearance of individual buildings and on the streetscape as a whole. Although signs can be designed and located to complement building architecture, they*

are often a major contributor to visual chaos”. 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 over abundance of signage which could detract from the city skyline and the overall aesthetic of Downtown Toledo.

On May 10, 2018 the Toledo City Plan Commission considered and recommended approval of the requested text amendment.

On June 13, 2018, Toledo City Council, Planning and Zoning Committee reviewed, and recommended approval of the requested text amendment.

NOW, THEREFORE, Be it ordained by the Council of the City of Toledo:

SECTION 1 That Toledo Municipal Code, Part Eleven, Planning and Zoning Code, be amended to read as follows:

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.
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.

1113.0100 | Sign Provisions Reference Table

Sign Provision	Zoning District Map Designation		Reference
	Existing District	New District	
Downtown Overlay District	None	-DOD	Sec. 1103.0205

1116.0100 | General Terms

1116.0112.2 Building Identification Sign A sign used to identify the building name, or name of a business located within the building, on a high-rise building greater than three (3) stories.

SECTION 2. That this Ordinance hereby is declared to be an emergency measure and shall be in force and effect from and after its passage. The reason for the emergency lies in the fact that same is necessary for the immediate preservation of the public peace, health, safety and property, and that this Ordinance must be immediately effective in order to provide for the orderly development of the area and to protect the land values in the area.

Vote on emergency clause: yeas \_\_\_\_\_, nays \_\_\_\_\_.

Passed: \_\_\_\_\_, as an emergency measure: yeas \_\_\_\_\_, nays \_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council

\_\_\_\_\_  
President of Council

Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor

I hereby certify that the above is a true and correct copy of an Ordinance passed by Council

\_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council