

CINCINNATI REDS™

Great American Ball Park, 100 Joe Nuxhall Way, Cincinnati, OH 45202-4109, Phone: 513.765.7000, Fax: 513.765.7342, www.reds.com

October 6, 2023

Stacey Hoffman
City Planning Division Manager
City of Cincinnati
Department of City Planning and Engagement
Two Centennial Plaza
805 Central Avenue, Suite 720
Cincinnati, OH 45202

Stacey:

The Cincinnati Reds, along with our partners BetMGM and Nation restaurants, have become the new tenant at 175 Joe Nuxhall on the corner of 2nd Street and Joe Nuxhall. We are transforming the old Galla Park restaurant into a new sportsbook and restaurant concept to serve the community.

This establishment will convert one of the primary corners of the Banks from a tradition of unsuccessful establishments to an exciting destination that will be beneficial to the other businesses, residents, and visitors of the Banks.

One of the important design elements for the site is the exterior signage that is proposed to face both 2nd Street and Joe Nuxhall. To be successful, it is imperative that the signage can be seen from 2nd Street and the adjacent sidewalks along Joe Nuxhall. It has been designed to be aesthetically pleasing while identifying the location as a new destination. We are aware that the proposed signage is larger than the established standards in the Final Development Plan but believe that we have a case for an amendment to the plan.

Specifically, we are requesting:

- **East Elevation (facing Joe Nuxhall Way):** Increased the signage size on top of the exterior awning in both square footage and maximum height. The awning that we plan to install will extend the length of the establishment on Joe Nuxhall, to provide the necessary coverage for external dining. The current proposed signage does meet the requirements for size and maximum dimensions if it were to be considered a wall sign. Additionally, if we could be granted the amendment, the signage would meet the regulations for typical 'street level wall mounted signage' in lieu of 'awning signage'.



WORLD SERIES CHAMPIONS: 1919, 1940, 1975, 1976, 1990 **NATIONAL LEAGUE CHAMPIONS:** 1919, 1939, 1940, 1961, 1970, 1972, 1975, 1976, 1990

- Awning Sign A: As designed is 30" tall and 42 s.f. Regulations state that it can be a max of 12" tall and 12 s.f.
- Awning Sign B: As designed is 12" tall and 29.5 s.f. The regulation states that it can be a max of 12.s.f.
- For the North elevation (facing 2nd Street), we are asking for an exception to allow a larger sign for the frontage. The frontage of the business along Second Street is 26'3", allowing for 26.25 sf of total signage. Second Street is a major thoroughfare with large vistas. The signage needs to be seen from passing traffic on both 2nd and 3rd streets. 26.25 s.f. of signage is not enough to accomplish this. We are asking that our total s.f of signage be increased to 52 sf.

We understand the importance of keeping items such as signage in reason. But we have seen the only two previous businesses fail at this very attractive location. Therefore, the track-record for the location is not good. One of the ways that we feel that we can overcome this history is to make sure that potential customers know exactly where the establishment is located. The nature of the sportsbook and restaurant business is that not every customer's intention is to specifically come to the establishment. A portion of the business is spontaneous, so identifying the location is paramount.

The signage that we are proposing is designed to create excitement and clearly differentiate it from the existing residential building. This location is unique, unlike other business locations in the Banks, so the signage must be of a size that permits motorists along 2nd Street to digest it in seconds. The roadway has four lanes at 2nd Street at Joe Nuxhall with the Street Car periodically obstructing the front portion of the establishment. This further aggravates the challenge of positive identification. Additionally, with the trees along both sides of the sidewalks on Joe Nuxhall, the sidewalk view is obstructed. Subsequently, if we are restricted to the current standards, we seriously doubt that the signage will be effective and will negatively impact the business.

Therefore, we are respectfully requesting an amendment to the Development Plan to permit the signage as requested. I have enclosed the \$1,500 check for the fee to have the review. Please let me know if you need any additional information.

Sincerely,



Timothy J. O'Connell
Senior VP for Facilities & Operations.