

# Boards & Commissions

## Urban Design Committee Agenda

### NOTICE

Notice is hereby given that the Urban Design Committee will hold a meeting on **Tuesday, January 10, 2017 at 3:00 p.m.** in the County-City Building, 555 S. 10th Street, Lincoln, Nebraska, in **Room 210** on the 2<sup>nd</sup> Floor. For more information, please contact the Lincoln City/Lancaster County Planning Department at 402-441-7491.

### AGENDA

**January 10, 2017**

1. Approval of UDC meeting record of [December 6, 2016](#).

\* [Memo from Ed Zimmer and Stacey Hageman](#)

#### DISCUSS AND ADVISE

2. [Telegraph District, Phase 2](#) (Speedway Properties) - ([UDR16090](#) & [UDC16091](#))
3. [11th & P, mixed use redevelopment](#) (Gill Peace & Urban Development Dept.) - ([UDR16089](#))

#### DISCUSSION

4. Draft of 2016 Annual Report of UDC
5. Staff Report & misc.

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TO: **URBAN DESIGN COMMITTEE**

FROM: Stacey Hageman + Ed Zimmer

RE: Meeting of January 10, 2017

DATE: January 4, 2017

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**ITEM 2: Telegraph District**

In January & February, 2015, the Historic Preservation Commission and Urban Design Committee jointly reviewed the initial phase of the Telegraph District redevelopment project. This month UDC is asked to review and advise on the second phase of the project. As plans have progressed, EADO (the developers) have elected not to seek historic designation on any of the existing buildings, so the review responsibilities are being addressed solely to the Urban Design Committee.

Two aspects of the Telegraph District project are included for your review, the first addressing Phase 2 of the work and the second a PUD (Planned Unit Development) for the overall district. Phase 2 will include creating commercial space and housing in the former Fisher Foods complex on S. 20<sup>th</sup> St. (M-N Streets) and building a new mixed use building (commercial and residential) on the SE corner of 21<sup>st</sup> and N Streets, with associated streetscape work. The Redevelopment Plan amendment for Phase 2 is included, along with architectural depictions of the planned work. The work appears very consistent with the overall vision for Telegraph District previously described to the Committee.



The PUD for Telegraph District would allow certain variations to the Lincoln sign code, including allowance for Telegraph District "branding" elements on buildings and streetscape elements, without counting against ordinary commercial signs. Closer spacing of pedestrian-oriented projecting signs would be allowed. Also, the existing non-conforming (legal) roof sign atop the LT&T warehouse at 330

S. 21<sup>st</sup> would be reclassified as simply an allowed, on-premise sign. Banners and various entryway signs for the district would be allowed, including two “center-type” signs incorporating electronic changeable message signs which would be permitted to advertise Telegraph District businesses.

Another key aspect of the PUD would be to modify the Downtown Design Standards for this area to require Urban Design Committee review of all new buildings and major remodeling projects (more than 50% of assessed valuation). Such review is already required for TIF-assisted projects but this PUD would make UDC the design board for all major improvements, whether TIF-assisted or not.

### **ITEM 3: Mixed Use Redevelopment (TIF) at northeast corner, 11<sup>th</sup> & P**

The Committee is asked to review and advise on a proposed redevelopment of two existing buildings, 200 N. 11<sup>th</sup> (Lincoln Commercial Club/Misty’s Building) and 216 N. 11<sup>th</sup>. The proposal includes interior and exterior renovations and restoration of the Commercial Club Building, including reopening of blocked-up windows, restoration of a cornice, and restoration of the upper-floor dining room/ballroom.



*Original 1912 rendering for Lincoln Commercial Club*

216 N. 11<sup>th</sup> Street is a four-story commercial building originating as a hotel annex in 1880, but now displaying a limestone, mid-20<sup>th</sup> century façade. That building would be renovated into a boutique hotel of approximately 35 rooms in 7 stories (3 stories being added) called “Kindler Hotel.”

The two projects would be linked on the third story so that the hotel might utilize the Commercial Club ballroom as a function room, and special suites created on the mezzanine above the ballroom could also be connected to the hotel.

The hotel is seeking streetscape improvements at its entrance on N. 11<sup>th</sup> Street for sidewalk dining and an inviting entrance. Also proposed is a skywalk connection to Q Place Garage, across the alley on the north. (As a point of interest, the 1903 Sanborn insurance atlas showed a 2<sup>nd</sup> floor bridge across that alley, linking the Windsor Hotel on the north to the Windsor Annex, originally at 216 N. 11<sup>th</sup>.)

The proposal offers considerable improvements to the Commercial Club, reversing disfiguring remodeling carried out in the past. The Kindler Hotel portion of the project would convert a nondescript façade into an elegant small hotel, with accompanying streetscape enhancements.

#### **ITEM 4: Urban Design Committee 2016 Annual Report**

The Committee can claim a very productive year. You met ten times, including three joint meetings with Historic Preservation Commission.

Particularly noteworthy were several projects that were clearly strengthened by your input, namely Antelope Square at 22<sup>nd</sup> & Q, the Hartley infill house at 28<sup>th</sup> & P, and the Zoo expansion. Your advice on the Zoo project was particularly meaningful as your concerns were received in the positive light in which they were offered and incorporated to the betterment of that important project.

In addition, the Committee reviewed several major redevelopment projects including the Telegraph District, the 48<sup>th</sup> & Holdrege and 48<sup>th</sup> & Leighton mixed-use projects, and the 9<sup>th</sup> & O hotels.

The 2016 annual report, detailing your contributions, is being drafted and will be delivered to you at or before your meeting.









West Elevation- 20th Street



North Elevation- N Street

**T. Telegraph District Phase 2: Telegraph Flats & Telegraph Lofts East**

**1. Project Area Description**

Phase 2 will include two building sub-phase areas with connecting streetscape enhancements:

- The Telegraph Flats subphase which includes three existing buildings located southeast of the S. 20<sup>th</sup> Street & N Street intersection and a surface parking area located immediately on the north side of N Street.
- Telegraph Lofts East subphase which will include a new building, constructed on the southeast corner of S. 21<sup>st</sup> & N Streets.

The Phase 2 Project area is approximately four acres, including public right-of-way. See map, right.

**Telegraph Flats Subphase:**

The former Fisher Foods industrial campus will be re-dapted and renovated into a new urban mixed-use neighborhood called Telegraph Flats. The "Fisher Foods" building (or the Dairy Building) on South 20th Street has a rich history. It was built in 1924 for Roberts Sanitary Dairy Company by J. R. Roberts who began delivering milk in Lincoln in 1906 from his herd of 60 dairy cows. He soon built a processing plant at 16th & N streets, then moved to this larger facility at 20th & N in 1924, as well as opening plants in Sioux City and Omaha. J. R. Roberts' father, Artermas, designed the 20th Street building at age 82. He was one of the earliest architects in Lincoln, arriving in 1870 and working here until his semi-retirement to Florida around 1907. He occasionally did projects for his sons in Lincoln until his death in 1944 at 102 years of age. Roberts Dairy became a division of



**Telegraph District Phase 2: Project Area, Context & Boundaries**

 Project Area

Prairie Farms-Hiland Dairy in 1981, a year after Fisher Foods bought the Lincoln property from Roberts Dairy. Fisher manufactured dehydrated soups at the facility.

Phase 2 will include all of the Telegraph Flats campus, except for the southern portion along M Street which will be redeveloped in a later phase. The Phase 2 Telegraph Flats area will include renovation of three existing buildings along with a new building expansion:

- The red brick Towel Building along N Street will be renovated into approximately four residential dwelling units and first floor retail uses.
- The yellow brick Dairy Building will be renovated and expanded into approximately 57 residential dwelling units and first floor retail uses. The

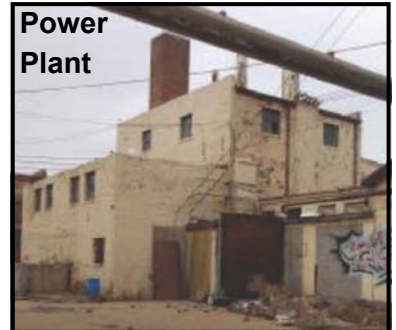
**Towel Building**



**Dairy Building**



**Power Plant**



**Rendering of the west elevation of renovated Dairy Building**



southern section and east addition of the Dairy building is in total disrepair and needs to be demolished. In its place, a new L-shape building expansion will be added to the south and east of the Dairy Building and stair step from one story to three stories in height.

A proposed four-foot vacation of S. 20<sup>th</sup> Street along the west side of the Dairy Building will allow the construction of residential stairway connections and balconies.

- The Power Plant Building will be renovated to provide amenities to the residents, including indoor and outdoor social areas, patios, commons, and open spaces.



**Above: Rendering of Telegraph Flats, looking SE from 20th & N**

**Telegraph Lofts East Subphase:**

A new building containing approximately 61,975 square feet, three stories high is proposed for the southeast corner of S. 21<sup>st</sup> & N Street. The corner was formerly an automotive dealership and human service center. The vacant lots to the south were previously used by the City’s Parks and Recreation Department for a general maintenance building, a community forestry maintenance building, a shops building yard and a fueling station; all of which have been relocated.

The new building, along with a potential complementary companion building across S. 21<sup>st</sup> Street to the west, will help form a center focus point for the Telegraph District. Telegraph Lofts East will be designed to enforce the aesthetic character of the District. The first floor will be designed to include approximately 20,650 square feet of retail/restaurant uses as well as live/work loft and multi-family housing, with an elevated continuous covered porch dock adjacent to S. 21<sup>st</sup>

**Below: Telegraph Lofts East site plan showing new building at 21st & N**



Rendering of Telegraph Lofts East on SE corner of 21st & N



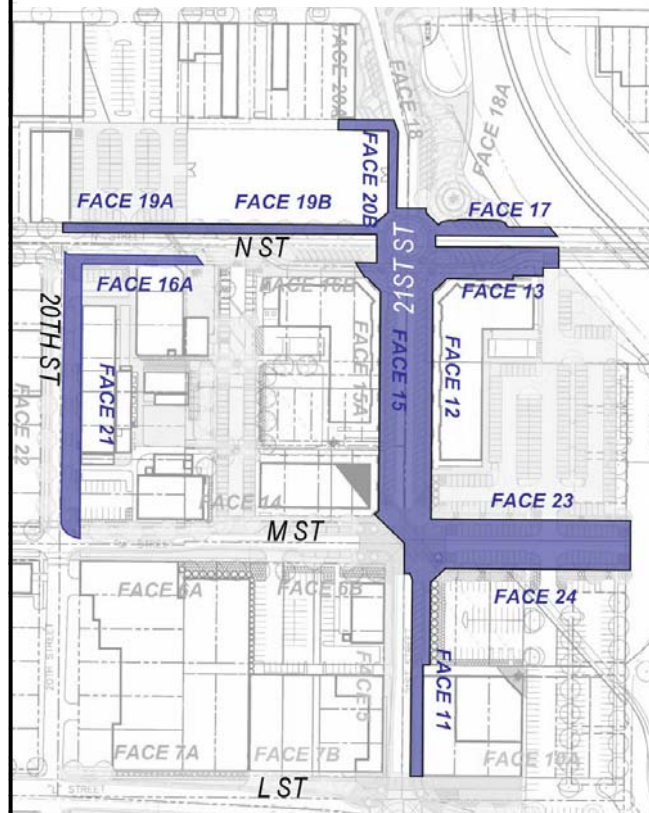
Street. Upper floors will contain approximately 46 residential units. The new building will include both underground parking and off-street surface parking.

**Streetscape Enhancements:**

Subject to available funds, the Telegraph Flats and Telegraph Lofts East subphases will be connected and abut new and renovated streetscape improve-

ments constructed within the Project Area, including, sidewalks, utilities, additional on-street parking, curb lines, brick pavers, street lighting, pedestrian lighting, planters and planting areas, District identification and logo markers and banners, bioswales and stormwater improvements and other related public improvements and infrastructure. The Phase

Block faces receiving streetscape improvements



Rendering looking SSW at 21st & N



Rendering looking E from 21st & M, toward Muni Bldg.



2 streetscape improvements will cover approximately 3,200 linear feet (.6 of a mile).

An enhanced screen wall is planned for the LES substation located on the northwest corner of S. 21<sup>st</sup> & N Street. The northeast corner segments of the enhanced screen wall will be designed to carry forward artistic aspects of the Constellation Studio’s east facade building wall.

The enhanced streetscape improvements will both complement Union Plaza as well as create a sense of place for the Telegraph District.

S. 20<sup>th</sup> Street right of way in the Project Area will be reconstructed to enhance the streetscape and shift all on-street parallel parking to the east side of the street. The streetscape improvements will add on-street parking on the east and west sides of S. 21<sup>st</sup> Street and the north and south side of N Street. A small segment of the N Street Cycle Track will be realigned to accommodate the additional on-street angle parking and pedestrian bump-out nodes near the intersection of S. 21<sup>st</sup> & N Streets.

**Zoning, Design Standards and Land Use:**

The site is zoned B-4 Lincoln Center Business District which includes Downtown Design Standards. As illustrated in *Existing Zoning* (above, right), the site is completely surrounded by the B-4 District with the exception of P-Public zoning on the east for the Antelope Valley channel.

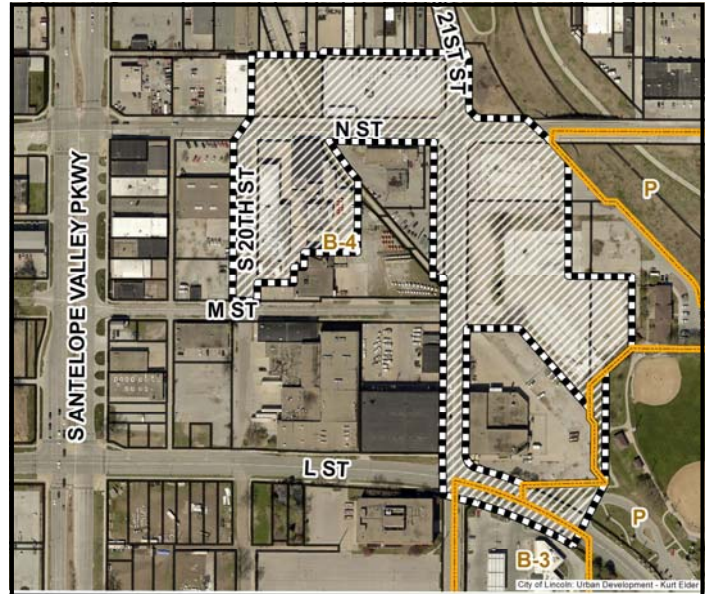
The Lincoln Downtown Design Standards will apply to the Telegraph District with proposed additional design standards for new buildings. Potential new standards may include:

- Punched window openings
- Integral decoration of brickwork, cast-stone, or limestone on street facades, and
- Articulation of long facades with windows, entrances, ornament, and/or variations in the parapet and/or roofline.

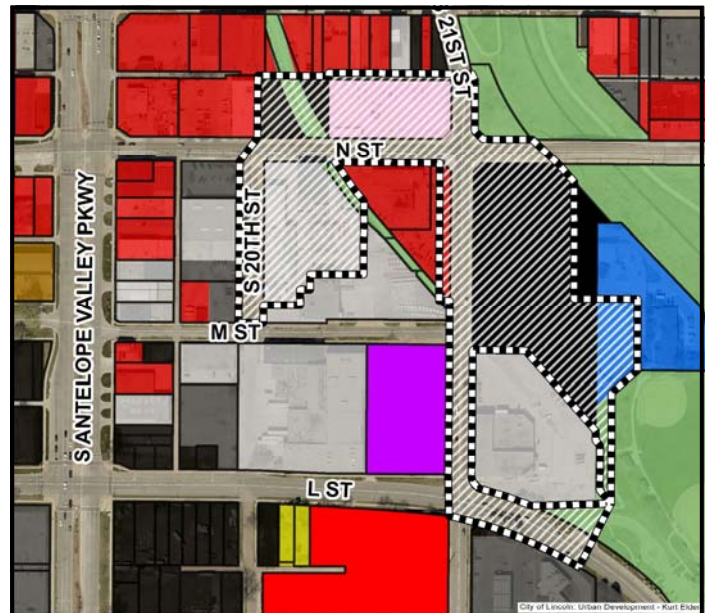
Adjacent land uses include commercial around Telegraph Flats and vacant parcels south of Telegraph Lofts East. See *Existing Land Use* (above, right).

**2. Statutory Elements**

- *Property Acquisition, Demolition, and Disposal:* No public acquisition of private property, relocation of



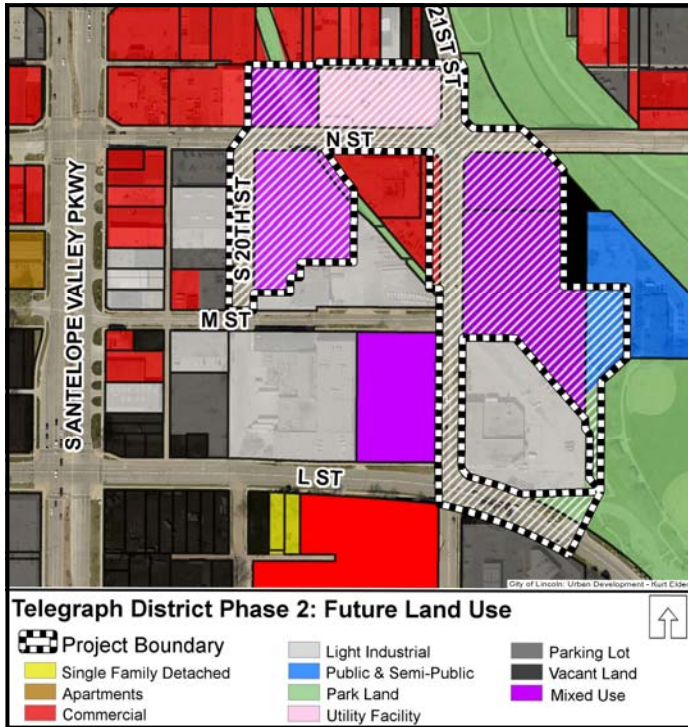
**Telegraph District Phase 2: Existing Zoning**  
 Project Boundary (checkered pattern)      Zoning (yellow outline)



**Telegraph District Phase 2: Existing Land Use**  
 Project Boundary (checkered pattern)      Light Industrial (grey)      Parking Lot (dark grey)  
 Single Family Detached (yellow)      Public & Semi-Public (blue)      Vacant Land (black)  
 Apartments (brown)      Park Land (green)      Mixed Use (purple)  
 Commercial (red)      Utility Facility (pink)

families or businesses, or the sale of property is necessary to accomplish this Project. The existing buildings will not be demolished although extensive internal and external demolition, including asbestos removal, will be necessary to completely renovate the structures.

- *Population Density:* The proposed development at the Project site contains approximately 107 residen-



3. Financing and Cost Benefit Analysis

As required by Nebraska Community Development Law (Neb. Rev. Stat. §18-2113), the City has analyzed the costs and benefits of the proposed Project including:

- **Tax Revenues:** The public investment of the projected \$2.8 million will leverage the private investment of approximately \$22.4 million. Upon completion of the Project, the assessed value of the property will increase by an estimated \$18 million. This will result in an estimated \$2,800,000 in Tax Increment Financing (TIF) over 15 years to help fund the public improvements. Thus for every City TIF dollar invested, there will be \$8 of private investment.

The Urban Development Department believes that the public improvements and enhancements proposed in this plan amendment would not occur “but for” the Tax Increment Financing generated by private redevelopment within the project area. Project improvements would not be achievable to the extent shown without TIF.

- **Public Infrastructure and Community Public Service Needs Impacts:** It is not anticipated that the Project will have an adverse impact on existing public infrastructure or City services. In fact, the new streetscape improvements include updated water lines, sidewalks, curb and gutters, on-street parking stalls, stormwater improvements, street lights, pedestrian lighting, and pedestrian crossings. These improvements will be made without expending utility funds or City general funds.
- **Employment Within & Outside the Redevelopment Project Area:** The Project will not have any adverse impact on employment within or outside the redevelopment project area. The Phase 2 new retail and commercial businesses will be adding additional employment to the area.
- **Other Impacts:** The reuse and renovation of the Fisher Food complex into Telegraph Flats revitalizes the area by bringing new residential opportunities to the southeast portion of downtown while maintaining the historic character of the complex. The current dilapidated and blighted area will become a vibrant, mixed-use district. Similarly, Telegraph Flats East will create a dynamic hub of activity for living and retail opportunities. The streetscape improvements will both tie the two subprojects together and create a walkable neighborhood linked to the first phase of the Telegraph District. The entire district will change from a blighted area with vacant buildings to a desirable, walkable neighborhood close to traditional downtown, bike trails and Union Plaza Park.

The Project will retain and create new jobs, increase business and tax base without adverse effect on either public

tial units which will result in a modest increase in population density.

- **Land Coverage:** Land coverage and building density will increase slightly with construction of Telegraph Flats East on a parcel which is currently vacant. However, three buildings previously on the project site were demolished so the future land coverage will not be as great as the past coverage. See *Future Land Use* (above).
- **Traffic Flow, Street Layouts, and Street Grades:** The City’s Public Works and Utilities Department has indicated that the Project is not likely to result in a significant increase in traffic and no turn lanes will be required.
- **Parking:** The Telegraph Flats subphase will include approximately 80 off-street surface parking spaces abutting the Towel, Dairy and Power Plant buildings as well as an improved surface parking lot (approximately 65 stalls) across N Street to the north. Telegraph Flats East will have approximately 65 parking stalls underneath the building and over 200 off-street surface parking stalls located southeast of the building. Additional on-street angle parking will be added along S. 21<sup>st</sup> Street and N Street.
- **Zoning, Building Code, and Ordinances:** Current zoning is B-4 with no re-zoning required. Applicable building codes will be met and, to the degree possible, downtown design standards.

or private entities. There will be a material tax shift because of the use of tax increment financing, but there will also be significant personal property tax and other municipal revenue generated for the immediate benefit of the community. The Project will facilitate the redevelopment of underutilized buildings without the incurrence of significant public cost.

The Project will create tax and other public revenue for the City and other local taxing jurisdictions. While the use of tax increment financing will defer receipt of a majority of new ad valorem real property taxes generated by the Project, the Project will include a substantial amount of personal property that will be on the property tax rolls upon its acquisition and installation. The personal property will generate immediate tax growth to all local taxing jurisdictions.

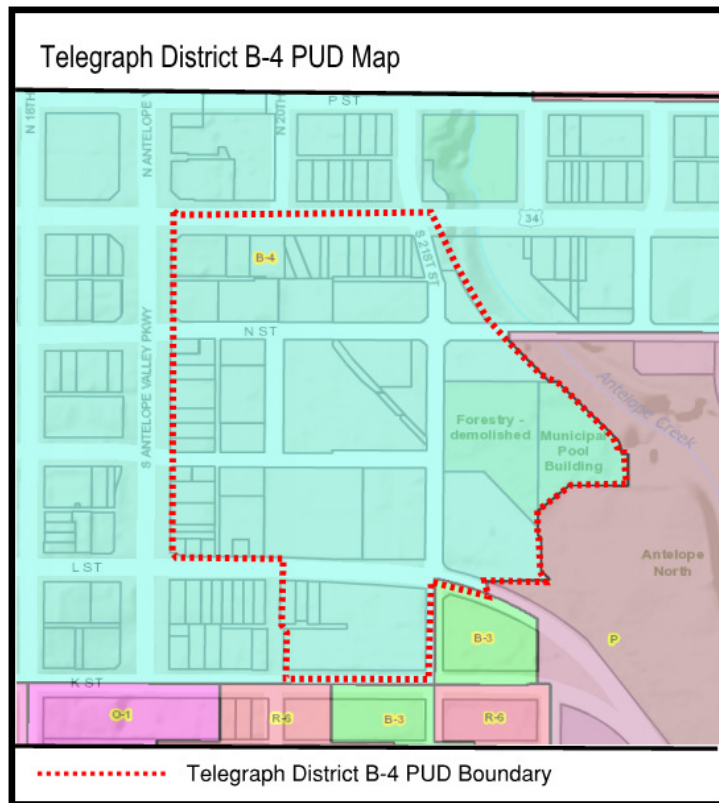
In addition to new personal property tax revenues, the Project will also contribute to municipal revenues through impact fees, excise taxes, fees, licenses, sales taxes, and other taxes that occur and are paid in the course of the normal operation of a business.

The Project should have a positive impact on private sector businesses in and around the area outside the boundaries of the redevelopment project. The Project is not anticipated to impose a burden or have a negative impact on other local area employers, but should increase the need for services and products from existing businesses.

## TELEGRAPH DISTRICT B-4 PLANNED UNIT DEVELOPMENT

**Purpose:** Telegraph District B-4 Planned Unit Development (“the PUD”) is intended to foster an urban mixed use area at the southeast corner of Downtown, including office, residential, retail, and other commercial activities in a vibrant and distinctive neighborhood, reflecting its historic utility and industrial roots combined with an innovative, high-tech vibe.

**District Boundaries:** See Telegraph District Map



The regulations of the B-4 Lincoln Center Business District shall apply except where modified, restricted or expanded by the PUD as follows:

1. **SIGNS:** All signs permitted in the underlying B-4 Business District are permitted, except as modified, restricted or expanded as follows:

- a. Definitions:**

- i. “Telegraph District” shall mean the mixed use commercial district shown on the attached “Telegraph District Map”.
    - ii. “Pedestrian Oriented Projecting Sign” shall mean a sign that is oriented to pedestrians, is perpendicular to the building façade, either projecting from a building façade, or attached to the underside of a marquee or canopy, and is 8 to 12 feet above a sidewalk or walkway.
    - iii. “Primary Identification Projecting Sign” shall mean a sign that is perpendicular to or not less than forty-five degrees from a building facade which identifies an on-premise occupant and is more than 8 feet above a sidewalk or walkway.

- b. Location, Height, Area, and Other General Requirements:**

- i. All Primary Identification Projecting Signs for occupants must be spaced a minimum of 25 feet apart. Pedestrian Oriented Projecting Signs shall not have a spacing requirement, but are limited to one per business entrance.
    - ii. In the Telegraph District, the maximum height of any freestanding sign (whether inside or outside the front yard) is 12 feet tall, unless said sign is a Streetscape Marker, Center Identification or Freestanding Gateway Feature.

- c. Telegraph District identifications on building facades:** Any building located in the Telegraph District is permitted to have a Telegraph District identification installed on each architectural elevation of the building. Such Telegraph District identifications may be illuminated and shall not exceed 100 square feet per architectural elevation. The Telegraph District identification shall be in addition to, and not limit or restrict, the Commercial Signs permitted by Chapter 27.69, Signs, Lincoln Municipal Code; provided

that, the Telegraph District identification shall count towards the permitted total wall sign area described in Section 27.69.030 (c) (2) of the Lincoln Municipal Code. Said Telegraph District identification will require sign permits, applications for which will be subject to the City's approval pursuant to Section \_\_\_\_\_ of the Telegraph District Redevelopment Agreement (Phase 2).

- d. Pedestrian Oriented Projecting Signs:** In addition to a permitted Primary Identification Projecting Sign for an occupant, an occupant shall be allowed to have a Pedestrian Oriented Projecting Sign in the vicinity of a first floor business entrance.
- i. A Pedestrian Oriented Projecting Sign shall not exceed 12 square feet in size.
  - ii. Pedestrian Oriented Projecting Sign may be attached to the building façade and not project more than 4 feet from the building façade.
  - iii. An occupant's Pedestrian Oriented Projecting Sign square footage shall reduce the allowed square footage of the occupant's Primary Identification Projecting Sign if they use both types of signs.
  - iv. There is no required spacing or positioning requirement between a Primary Identification Projecting Sign and a Pedestrian Oriented Projecting Sign for the same occupant on the same architectural elevation.

Exhibit 4 shows an illustration of the Pedestrian Oriented Projecting Signs.

- e. Telegraph District logo and identification:** Direction signs, bollards, cable barriers, planters, fencing supports, and other architectural structures on private property may be branded with the Telegraph District logo and identification. These architectural structures shall not exceed 42 inches high and may be illuminated. This branding shall not be considered commercial signs and shall not require individual sign permits. Telegraph District logo and identification are illustrated and shown on Exhibit 5.

- i. Open Space Structures such as canopies and gazebos may be branded with the Telegraph District logo and identification on top of the structure, to a maximum height of 18 inches and a maximum area of 30 square feet. These signs shall require sign permits.
  - ii. Telegraph District logos and identification shall be in addition to, and not limit or restrict, the Commercial Signs permitted by Chapter 27.69, Signs, Lincoln Municipal Code, except as specifically described in this PUD.
- f. Streetscape Markers:** Streetscape Markers are Telegraph District branding elements. Exhibit 1 shows illustrations of Streetscape Markers (Monopoles, Overhang Features, Ancillary Streetscape Structures and Banners).
- i. Exhibit 1 shows the general location of a permitted large Monopole in the Streetscape on the southeast corner of S. 21<sup>st</sup> Street and “O” Street.
  - ii. Exhibit 1 also shows the general locations of permitted smaller Monopoles and other Streetscape Markers that are allowed on private property.
  - iii. The Telegraph District Redevelopment Agreement permits Streetscape Markers at designated locations that are allowed within the public right of ways, public easements and/or City owned properties (“Streetscape”) as generally shown on Exhibit 1. When Streetscape space at a designated location is limited, restricted, or reserved as determined by the Director of Public Works Department, then additional Streetscape Signs may be partially or totally located upon abutting private property with said property owner’s written permission.
  - iv. Streetscape Markers may include changeable banners which highlight the Telegraph District, community and Telegraph District events, festivals, special events, and seasonal activities. Streetscape Marker banners will be approved by the City pursuant to the City’s banner permit process. Banners identifying specific businesses, sales or commercial products are prohibited.
  - v. The Streetscape Markers are not signs and shall be in addition to, and not limit or restrict, the Commercial Signs permitted by Chapter 27.69, Signs, Lincoln Municipal Code.

**g. Individually permitted signs and features:** The following unique signs will contribute to the distinctive character of the Telegraph District, combining traditional (at 330 S. 21<sup>st</sup>, the rooftop sign and the historic Lincoln Telephone and Telegraph painted wall sign on the north wall) and sleek, industrial, “pixelated” sculptural elements on 333 and 401 S. 21<sup>st</sup> or other branded features (as at the Dairy/Fisher Foods Building at 220 S 20th Street). The following are therefore permitted by this PUD:

- i. **330 Building:** In addition to any permitted sign for the S. 330 S. 21<sup>st</sup> Street Building, the current roof sign of S. 330 S. 21<sup>st</sup> Street (see Exhibit 3) shall be allowed as a lawful sign, subject to the following modifications:
  1. The Warehouse Roof Sign may be illuminated and may include the building occupant’s, or occupants’ and Telegraph District, names, logo and identifications;
  2. The Warehouse Roof Sign will use the existing support structure and may utilize the historical supplemental sign structure (currently located on the left side) for sign elements to extend above the dominant rectangular configuration, and may relocate the supplemental sign structure from the left side to the center of the sign. See Exhibit 3; and
  3. The Warehouse Roof Sign shall be in addition to, and not limit or restrict, the Commercial Signs permitted by Chapter 27.69, Signs, Lincoln Municipal Code.
  
- ii. **Dairy/Fisher Foods Building:** A rooftop sculptural element or other branded feature is permitted on the roof of the Dairy/Fisher Foods Building at 220 S 20th Street.
  1. The rooftop feature shall not be used for commercial purposes and is therefore not a sign.
  2. The rooftop feature shall not exceed 12 feet in height.
  3. The rooftop feature may be illuminated, kinetic, and display the Telegraph District logo and identification
  4. The final construction documents for said rooftop feature will be subject to building permit review and the City’s approval pursuant to Section \_\_\_\_\_ of the Telegraph District Redevelopment Agreement (Phase 2).

**h. Center Identification Signs and Freestanding Gateway Features:** The Telegraph District may include up to two Center Identification Signs and two Freestanding Gateway Signs, as illustrated and shown on Exhibit 2.

- i. The Center Identification Signs and Freestanding Gateway Features shall be in addition to, and not limit or restrict, the Commercial Signs permitted by Chapter 27.69, Signs, Lincoln Municipal Code.
- ii. Center Identification Signs must be located on private property. Freestanding Gateway Features may be located within private property or with the Streetscape. When Streetscape space is limited, restricted, or reserved as determined by the Director of Public Works Department, then the Freestanding Gateway Features may be partially or totally located upon abutting private property with said property owner's written permission.
- iii. The maximum height of Center Identification Signs and Freestanding Gateway Features shall be 25 feet. The maximum size of the sign area shall be 150 square feet in size.
- iv. If the Freestanding Gateway Feature expands over a driveway or street, then there will be a minimum clearance of 16 feet 6 inches.
- v. The Center Identification Signs and Freestanding Gateway Features may be illuminated.
- vi. Center Identification Signs may incorporate an Electronic Changeable Copy Sign as follows:
  - 1. An Electronic Changeable Copy Sign must be mounted and located below the district identification as generally shown on Exhibit 2; and
  - 2. The sign area of the Electronic Changeable Copy Sign shall not exceed 60 square feet and may be animated.
  - 3. Center Identification Signs may only present the following messages:
    - I. Public Messages: time and temperature, news, stock market, non-profit messages;
    - II. District Messages: up-coming or current Telegraph District events, occasions, or attractions; and
    - III. Commercial Messages: advertise and/or identify a business entity, products, services, or activities conducted within a Telegraph District's occupant's businesses.
- vii. Center Identification Signs and Freestanding Gateway Features may install changeable banners which highlight the Telegraph District, community and Telegraph District events, festivals, special events and seasonal activities. Streetscape banners will be approved by the City pursuant to the City's banner permit process and may be displayed for a maximum of 30 days.

**i. Prohibited Commercial Signs:** The following Commercial Signs are not allowed in the Telegraph

District:

- i. Mobile sign;
- ii. Rotating sign;
- iii. Internally illuminated translucent awning; and
- iv. Cabinet sign with predominantly acrylic or other translucent face.

**j. Administrative Amendments:** After the City Council has approved the Telegraph District PUD, the Planning Director is authorized to approve amendments as described in Section 27.60.060 of the Lincoln Municipal Code.

2. **DESIGN STANDARDS FOR OUTDOOR LIGHTING:** The Telegraph District has narrow rights of way which may hamper use of freestanding pedestrian lights in many locations. The inclusion of many residences in the District will make a well-lit pedestrian environment especially desirable. Consequently, Section 4.1 E, Section 5.1 B. and Section 9 A. of Design Standards 3.10 (Chapter 3.100, Design Standards for Outdoor Lighting) may not allow for proper pedestrian lighting and shall not apply within the PUD. Instead, the following standard shall apply:

**a. Pedestrian Lighting Standard:** Sidewalks and other pedestrian areas of public right-of-way in the Telegraph District may be illuminated from storefronts, illumination mounted on private property, or from pedestrian lights approved by the City and installed in the right-of-way, producing a light level not to exceed 2.0 foot-candles as measured on a vertical plane located at the street curb-line.

3. **THE LINCOLN DOWNTOWN DESIGN STANDARDS:** The Lincoln Downtown Design Standards shall apply to the Telegraph District, except as specifically modified, restricted or expanded by the PUD. The Telegraph District Design Standards augment the Lincoln Downtown Design Standards with certain specific exceptions and additions to create a distinct identity for the Telegraph District as a neighborhood within Downtown. The Telegraph District identity will combine existing buildings and new construction into a mixed-use commercial and residential, urban destination community. The existing industrial and commercial buildings which begin to establish the district character are the Lincoln Telephone and Telegraph warehouse (330 S. 21<sup>st</sup>), the LT&T office building (401 S. 21<sup>st</sup>), the LT&T garage (333 S. 21<sup>st</sup>), the Roberts Dairy/Fisher Foods complex at 220 S. 20<sup>th</sup> St., the Sanitary Towel Building at 2019 N Street, and the two-story brick commercial buildings at 2045 and 2055 O Street.

- a. **Minor remodeling** of existing buildings, (investing 50% or less of a property's assessed valuation), will be reviewed under the procedures of the Downtown Design Standards.
- b. **Major remodeling** of existing buildings, (investing more than 50% of a property's assessed valuation), shall meet the applicable Designs Standards that are feasible given existing site conditions, as reviewed by the Urban Design Committee. These projects shall contribute to the intent of creating a distinct identity for the Telegraph District as a neighborhood within Downtown.
- c. **New structures in Telegraph District** shall be reviewed for compliance with these standards by the Urban Design Committee.
- d. **Appeals of decisions** of the Urban Design Committee shall follow the process of the Downtown Design Standards.
- e. **New structures** in the district shall appear contemporary, but shall draw some of their design elements from the existing structures. **Required design elements include:**
  - i. Built-to within 13 feet of their front property lines (and on corner lots, shall be built-to within 13 feet of their front property lines);
  - ii. For the first 20 (twenty) feet above street level, durable brick masonry exteriors on any street frontage;
  - iii. Ample punched window openings as exemplified by the Warehouse (330 S. 21<sup>st</sup> St.) and Dairy/Fisher buildings (220 S. 20<sup>th</sup>);
  - iv. Integral decoration of brickwork, cast-stone, or limestone on street facades;
  - v. Articulation of long facades with windows, entrances, ornament, and/or variations in the parapet and/or roofline; and
  - vi. Continued expression on O Street and Antelope Valley Parkway of the pattern of 25' or 50' storefront units, even if combined into larger parcels.
- f. **Optional design elements on new structures include:**
  - i. Differentiation between principal (street) facades and secondary facades in materials, fenestration and/or ornament;

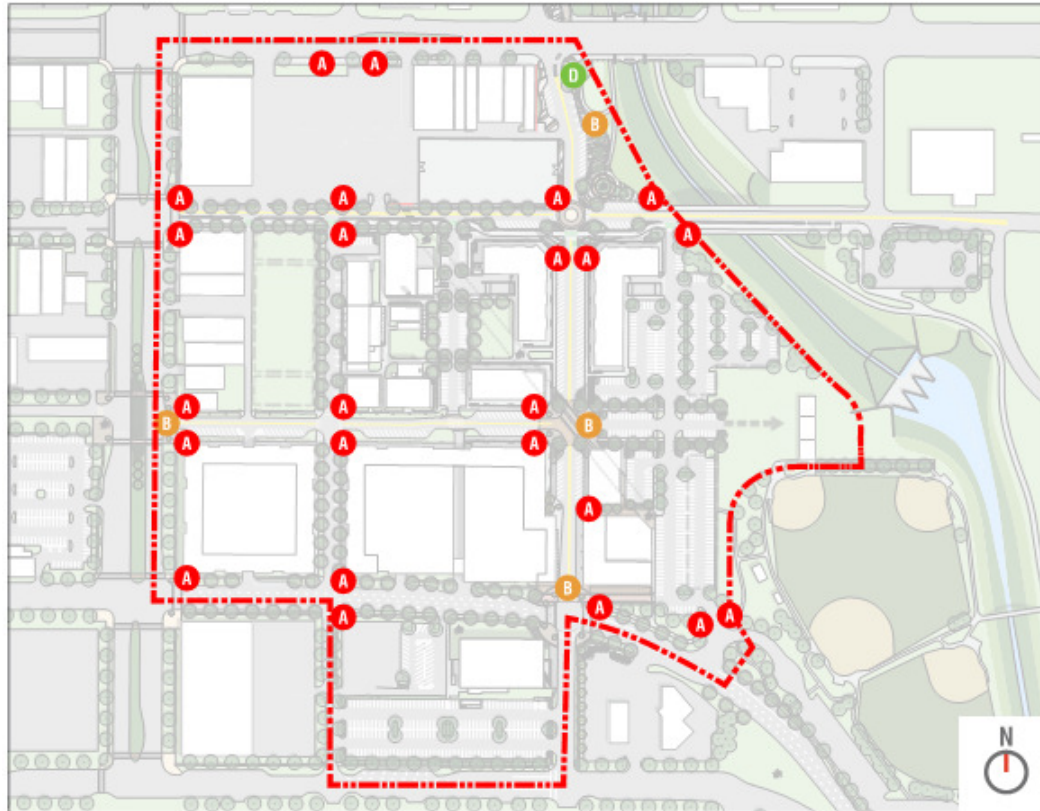
- ii. Frank expression of structural elements;
- iii. Exposed metalwork as structural, functional, or decorative elements;
- iv. Industrially-based, durable esthetic enhancements, typically of metal, on primary facades; and
- v. Painted wall signs or murals on secondary facades.

**THE FOLLOWING APPLIES THROUGHOUT THE TELEGRAPH DISTRICT PUD**

- 1. Any requirement in the Telegraph District PUD, except for non-permitted uses, may be amended by administrative amendment approved by the Planning Director. A site plan is required with the administrative amendment.**
  
- 2. Any material modifications to any design, specifications and locations may be amended by administrative amendment approved by the Planning Director.**

# STREETSCAPE MARKERS

EXHIBIT 1

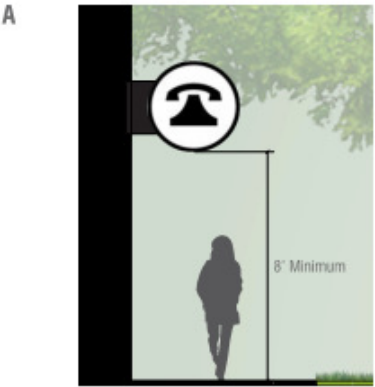
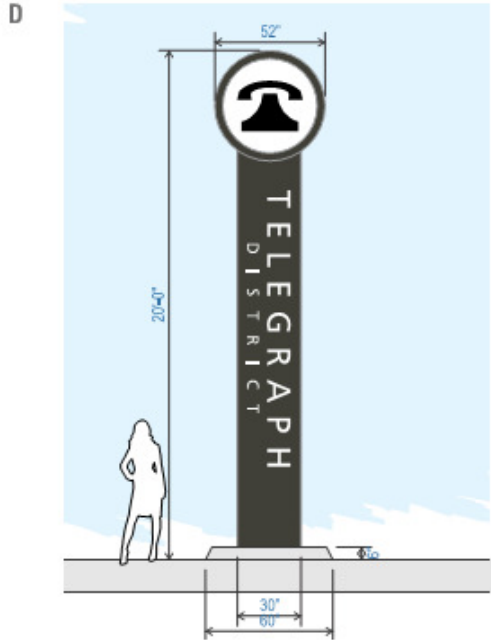
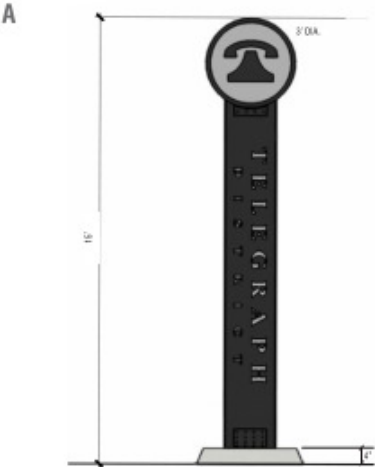


- A** STREETSCAPE MARKER (28)
- B** SUSPENDED BANNERS (4)
- C** LIGHT BANNERS (NOT SHOWN ON MAP)
- D** MONOPOLE SIGN (1)
- TELEGRAPH DISTRICT PUD

- These are preliminary designs, and the final designs may vary slightly, but overall size will not exceed the maximum specified.
- These features will be installed in the general areas marked on the map; the precise location will be identified and City approval sought before a feature is installed.
- Banners advertising special events will be placed at strategic locations spanning roadways. Administrative permits will be obtained as required by the City of Lincoln.

# STREETSCAPE MARKERS

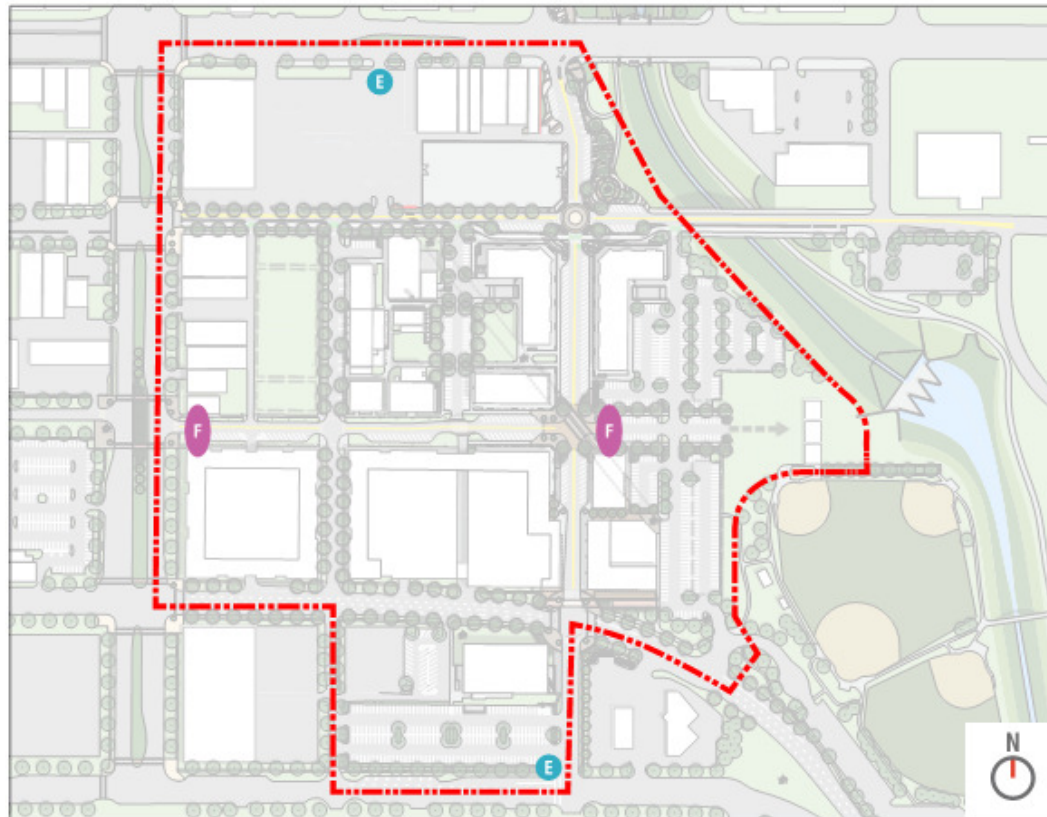
EXHIBIT 1



- These are preliminary designs, and the final designs may vary slightly, but overall size will not exceed the maximum specified.

# CENTER IDENTIFICATION SIGNS & FREESTANDING GATEWAY FEATURES

EXHIBIT 2



- E** CENTER IDENTIFICATION SIGNS
- F** FREESTANDING GATEWAY FEATURES
- - -** TELEGRAPH DISTRICT PUD

- These are preliminary designs, and the final designs may vary slightly, but overall size will not exceed the maximum specified.
- These features will be installed in the general areas marked on the map; the precise location will be identified and City approval sought before a feature is installed.

Telegraph District Freestanding Gateway Features Map (Final Build Out)

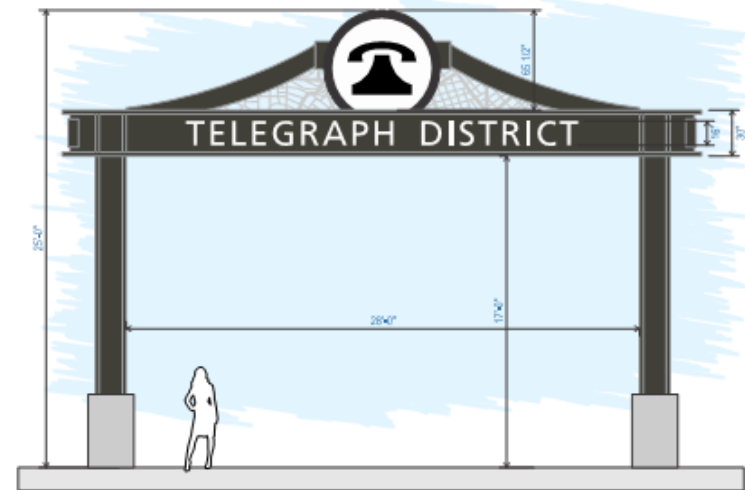
# CENTER IDENTIFICATION SIGNS & FREESTANDING GATEWAY FEATURES

EXHIBIT 2

E



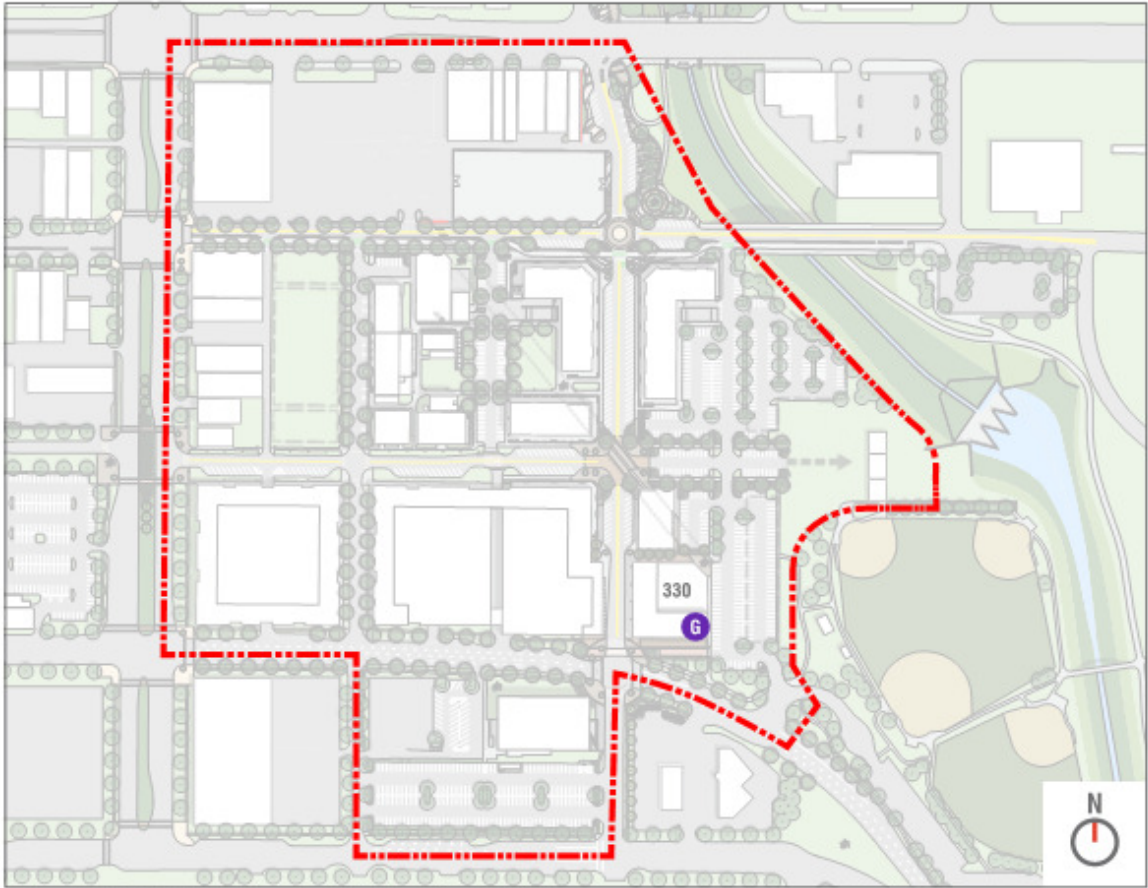
F



- These are preliminary designs, and the final designs may vary slightly, but overall size will not exceed the maximum specified.

# INDIVIDUALLY PERMITTED SIGNS

EXHIBIT 3



**G** ROOF SIGN (1)

**---** TELEGRAPH DISTRICT PUD

- 330 Building - Warehouse roof sign

Telegraph District Individually Permitted Signs Map (Final Build Out)

# INDIVIDUALLY PERMITTED SIGNS

EXHIBIT 3

G



- These are preliminary designs, and the final designs may vary slightly, but overall size will not exceed the maximum specified.

# PEDESTRIAN ORIENTED PROJECTING SIGNS

EXHIBIT 4



- These are preliminary designs, and the final designs may vary slightly, but overall size will not exceed the maximum specified.

# TELEGRAPH DISTRICT LOGO AND IDENTIFICATION EXAMPLES

EXHIBIT 5



Logo as used against a black field



Logo as used against a white field



Typeface is ITC Cheltenham Standard Boldface.

Year Built- 1925



Existing Condition



Historic Design Rendering

Draft Presentation

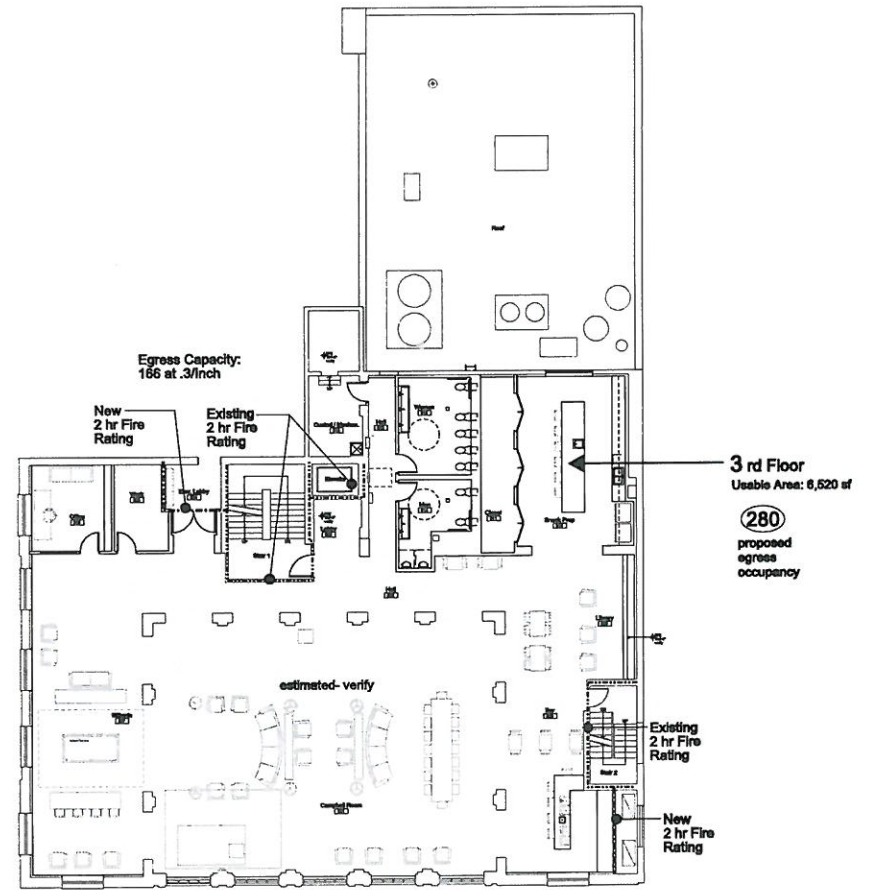
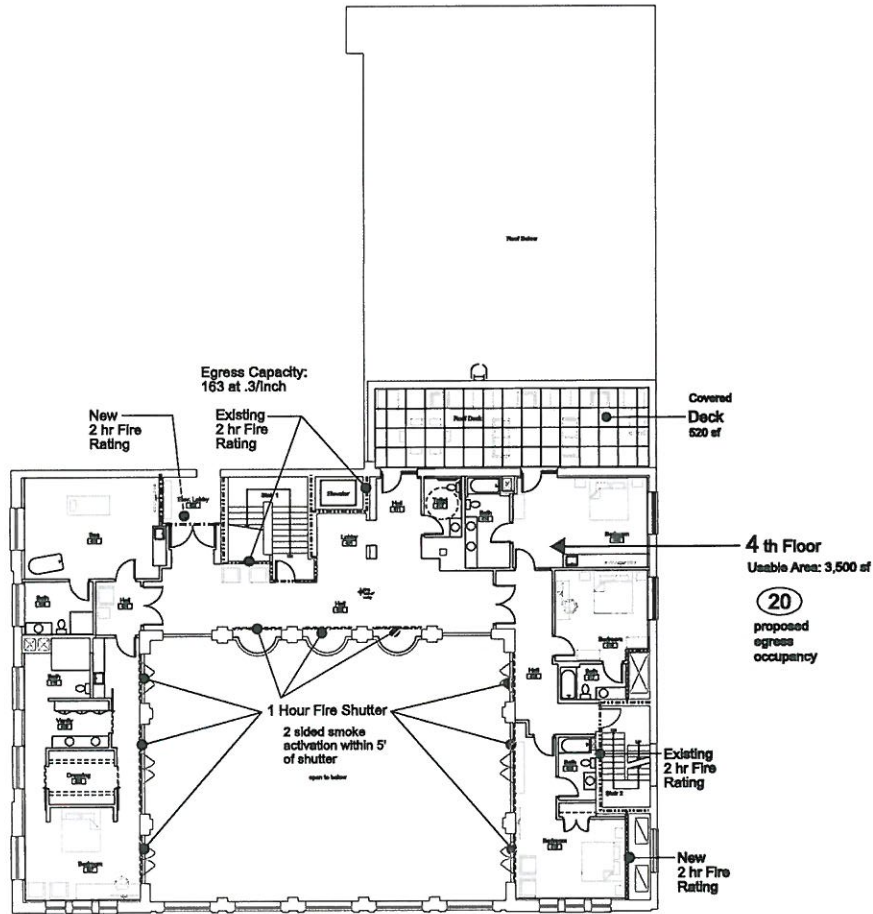


21 December 2016

**3** Commercial Club  
200 N. 11th

200 and 216 North 11th Street, Lincoln, NE 68508

**Block 36**  
Redevelopment



Draft Presentation

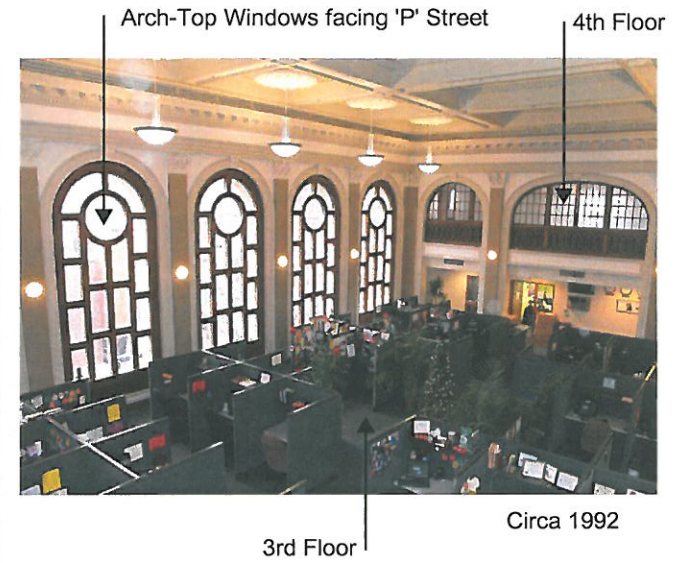


21 December 2016

2 Campbell Ballroom

200 and 216 North 11th Street, Lincoln, NE 68508

Block 36  
Redevelopment



← 3rd Floor

Draft Presentation

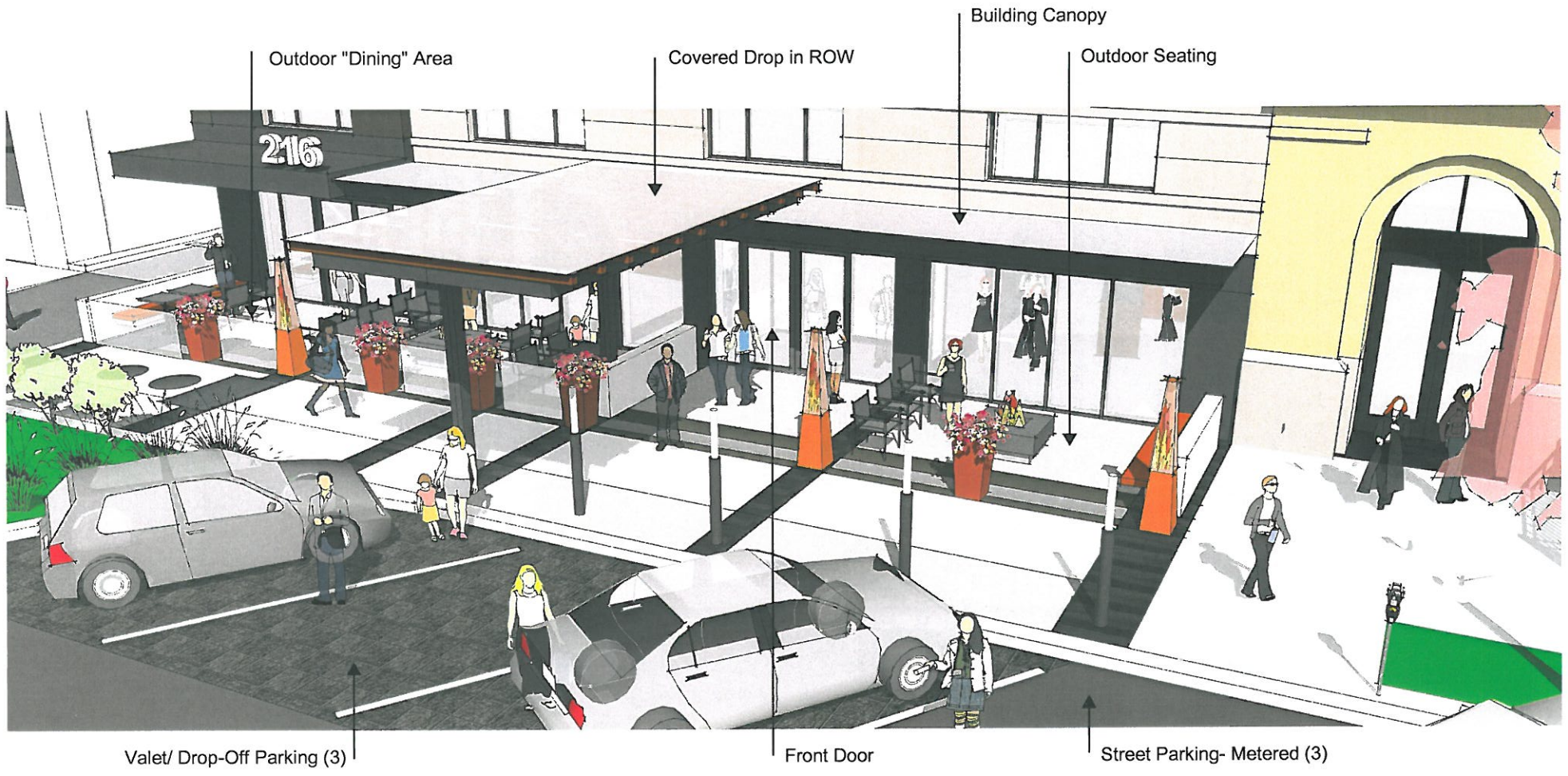


21 December 2016

**2** Campbell Ballroom

200 and 216 North 11th Street, Lincoln, NE 68508

**Block 36**  
Redevelopment



Streetscape Redevelopment- 11th St **Draft Presentation**



21 December 2016



200 and 216 North 11th Street, Lincoln, NE 68508

**Block 36**  
Redevelopment



1 the **KINDLER** hotel

Kindler Lobby Inspiration



Draft Presentation



21 December 2016

200 and 216 North 11th Street, Lincoln, NE 68508

**Block 36**  
Redevelopment



Que Place Parking Garage



**1** the **KINDLER** hotel  
216 N. 11th

**2** 200 N. 11th  
**Campbell Ballroom**  
3rd & 4th Floor

**3** **Commercial Club**  
200 N. 11th

11th Street

Draft Presentation



21 December 2016

200 and 216 North 11th Street, Lincoln, NE 68508

**Block 36**  
Redevelopment



**1** the **KINDLER** hotel  
216 N. 11th

**2** 200 N. 11th  
**Campbell Ballroom**  
3rd & 4th Floor

**3** **Commercial Club**  
200 N. 11th

Draft Presentation



21 December 2016

200 and 216 North 11th Street, Lincoln, NE 68508

**Block 36**  
Redevelopment



Draft Presentation



21 December 2016

**3** Commercial Club  
200 N. 11th

200 and 216 North 11th Street, Lincoln, NE 68508

**Block 36**  
Redevelopment