

Change of Zone 13004

ORDINANCE NO. _____

1 AN ORDINANCE designating certain property bounded by N. 7th Street on the
 2 east, R Street on the north, Canopy Street on the west and Q Street on the south
 3 (known as the "Railyard"), as a Special Sign District in accordance with the provisions of
 4 § 27.69.300 of the Lincoln Municipal Code and adopting special criteria for signs in said
 5 district.

6 BE IT ORDAINED by the City Council of the City of Lincoln, Nebraska:

7 Section 1. That the property known as the Railyard bounded by N. 7th Street
 8 on the east, R Street on the north, Canopy Street on the west and Q Street on the south
 9 and legally described as:

10 Lot 1, Block 5, West Haymarket Addition, Lincoln, Lancaster
 11 County, Nebraska,

12 is hereby designated as the Railyard Special Sign District pursuant to § 27.69.300 of the
 13 Lincoln Municipal Code.

14 Section 2. The Railyard is a mixed use redevelopment of a blighted and
 15 substandard area within the West Haymarket Redevelopment Area, as defined in the
 16 City's Lincoln Center Redevelopment Plan, being undertaken by TDP Phase I, LLC. It
 17 is adjacent to Historic Haymarket on the east and south, to the Downtown Post Office
 18 and Pinnacle Bank Arena to the north and northwest, and to other West Haymarket
 19 Redevelopment Area to the west.

1 Section 3. The Railyard Special Sign District supports the mixed use
2 redevelopment’s unique role as an entertainment district which serves as a transition
3 between Historic Haymarket and the Pinnacle Bank Arena and the associated West
4 Haymarket Redevelopment Area.

5 Section 4. The Railyard is configured as a reverse “C” shape of buildings, with
6 the open space adjacent to the refurbished railroad platform canopy and Canopy Street.
7 A principal feature of the open space will be a large video screen/digital display oriented
8 towards the north and the west, referred to as “The Cube.” The below sign regulations
9 are intended to permit and regulate the use of The Cube along with guiding the signs of
10 the Railyard for general compatibility with Historic Haymarket.

11 Section 5. All signs in the Railyard Special Sign District shall be erected and
12 maintained in compliance with the sign regulations of the underlying B-4 Central
13 Business District except as modified by the following additional express terms,
14 conditions, and requirements:

- 15 a. The following signs permitted in the B-4 District are prohibited:
- 16 i. Plastic-faced, interior-illuminated signs, except that
17 dimensional channel letters may be illuminated with neon
18 tubing or similar appearing light sources protected with
19 transparent, colorless covers;
 - 20 ii. Translucent awnings of plastic or vinylized materials with
21 interior illumination;
 - 22 iii. Horizontal banners or pennants parallel to the building;
 - 23 iv. Electronic changeable copy signs;
 - 24 v. Mobile signs;
 - 25 vi. Animated, moving, rotating, flashing, or noise-making signs.

1 b. The required spacing between projecting signs (in lieu of
2 freestanding signs) is reduced from 50 feet to 25 feet.

3 c. A “Railyard” identification sign is permitted on a structure spanning
4 between the north and south buildings, facing S. 7th Street. The area of this sign shall
5 not exceed 300 square feet.

6 d. The Cube shall serve as a digital display for motion and still graphic
7 art installations and is deemed not to be a sign within the Railyard Special Sign District,
8 provided that The Cube meets the following requirements:

9 i. The projection screens/faces of The Cube shall have
10 northerly and westerly orientations in order to limit visibility to
11 persons walking in the Haymarket Landmark District.

12 ii. Displaying of on or off premises advertising on The Cube is
13 prohibited except that distinguishable trademarks, logos, and
14 insignias are allowed on The Cube identifying special events.
15 No more than five (5) minutes of each hour of operational
16 time of The Cube shall be allocated for recognition of
17 sponsors of special events.

18 iii. Notwithstanding subsection 5.d.ii. above, programming on
19 The Cube may occasionally include entertainment or public
20 service broadcasts such as movies, television broadcasts,
21 and sporting events, including advertising ordinarily part
22 thereof.

23 e. The terms, conditions, and requirements of this ordinance shall run
24 with the land and be binding upon the Owner of Lot 1, Block 5, West Hayarket Addition,
25 and its successors and assigns.

26 f. The Owner of the Railyard shall sign and return the letter of
27 acceptance agreeing to the terms and conditions of the Railyard Special Sign District to
28 the City Clerk within 60 days following the approval of The Railyard Special Sign
29 District, provided, however, said 60-day period may be extended up to six months by

1 administrative amendment. The Clerk shall file a copy of the ordinance approving the
2 Railyard Special Sign District and the letter of acceptance with the Register of Deeds,
3 filing fees therefor to be paid in advance by the applicant.

4 Section 6. That this ordinance shall take effect and be in force from and after
5 its passage and publication in one issue of a daily or weekly newspaper of general
6 circulation in the City, according to law.

Introduced by:

Approved as to Form & Legality:

City Attorney

Approved this ___ day of _____, 2013:

Mayor