FACTSHEET

TITLE: Special Permit No. 1219N -
To allow Bryan Medical Center East Campus to construct wall signage larger than 50 square feet and amend their campus signage plan (48th & A Streets)

APPLICANT: Bryan Medical Center

RECOMMENDATION: Conditional Approval (9-0: Beckius, Hove, Edgerton, Finnegan, Harris, Joy, Washington, Corr, and Scheer voting 'yes').

STAFF RECOMMENDATION: Conditional Approval.

OTHER DEPARTMENTS AFFECTED: None present at hearing.

SPONSOR: Planning Department

REASON FOR LEGISLATION:
This is a request for a special permit per Section 27.63.080 Health Care Facilities – Non-Residential for a new campus sign plan for the Bryan Medical Center East Campus. The applicant is requesting five wall signs up to 200 square feet and one wall sign up to 150 square feet to allow identification of buildings within the campus with additional wall signage area allowed exceeding 200 square feet of wall sign per building facade in two instances associated with the Falkner Building and the new 5055 A Street building. All of the proposed new wall signs are oriented toward the interior of the campus except for signage on the north side of the 5055 A Street building. This special permit is being requested in conjunction with Text Amendment 17020 which is a related item that modifies the sign regulations pertaining to hospitals and post-secondary education facilities.

DISCUSSION / FINDINGS OF FACT:
1. This special permit request appeared on the Consent Agenda of the Planning Commission on December 6, 2017; however, it was removed from the Consent Agenda and opened for public hearing at the request of Commissioner Corr.

2. The staff recommendation of conditional approval of this special permit is based upon the “Analysis” as set forth on pp.2-3, concluding that the zoning for Bryan Medical Center East Campus and other such facilities is residential which limits the allowable signage in comparison to other districts. The proposal, while permitting additional signage for the growing hospital campus, still limits the square footages allowed. In addition, the specific proposed signs with the exception of the 5055 A Street building signage are oriented to the interior of the campus and are not exterior facing toward residential areas. In the case of the 5055 A Street, this building will be setback approximately 200 feet from A Street with significant landscaping and parking in front. Staff presentation is found on p.16.

3. Testimony on behalf of the applicant is found on pp.16-17. There was no testimony in support or in opposition to this application.

4. On December 6, 2017, the Planning Commission voted 9-0 to recommend conditional approval of this special permit.

FACTSHEET PREPARED BY: Geri Rorabaugh, Administrative Officer DATE: December 11, 2017

REVIEWED BY: David R. Cary, Director of Planning DATE: December 11, 2017
LINCOLN/LANCASTER COUNTY PLANNING COMMISSION STAFF REPORT
FROM THE LINCOLN/LANCASTER COUNTY PLANNING DEPARTMENT, 555 S. 10TH STREET, SUITE 213, LINCOLN, NE 68508

APPLICATION NUMBER
Special Permit #1219N

FINAL ACTION?
No

DEVELOPER/OWNER
Bryan Medical Center

PLANNING COMMISSION HEARING DATE
December 6, 2017

RELATED APPLICATIONS
TX17020

PROPERTY ADDRESS/LOCATION
1600 S 48th Street

RECOMMENDATION: CONDITIONAL APPROVAL

BRIEF SUMMARY OF REQUEST
This is a request for a special permit per Section 27.63.080 Health Care Facilities - Non-Residential for a new campus sign plan for the Bryan Medical Center East Campus. The applicant is requesting five wall signs up to 200 square feet and one wall sign up to 150 square feet to allow identification of buildings within the campus with additional wall signage area allowed exceeding 200 square feet of wall sign per building facade in two instances associated with the Falkner Building and the new 5055 A Street building. All of the proposed new wall signs are oriented toward the interior of the campus except for signage on the north side of the 5055 A Street building. This special permit is being requested in conjunction with Text Amendment 17020 which is a related item that modifies the sign regulations pertaining to hospitals and post-secondary education facilities.

JUSTIFICATION FOR RECOMMENDATION
The zoning for Bryan Medical Center East Campus and other such facilities is residential which limits the allowable signage in comparison to other districts. The proposal, while permitting additional signage for the growing hospital campus, still limits the square footages allowed. In addition, the specific proposed signs with the exception of the 5055 A Street building signage are oriented to the interior of the campus and are not exterior facing toward residential areas. In the case of the 5055 A Street, this building will be setback approximately 200 feet from A Street with significant landscaping and parking in front.

APPLICATION CONTACT
DaNay Kalkowski (402) 435-6000 or danay@sk-law.com

STAFF CONTACT
George Wesselhoft, (402) 441-6366 or gwesselhoft@lincoln.ne.gov

COMPATIBILITY WITH THE COMPREHENSIVE PLAN
The proposal is consistent with the Comprehensive Plan which recognizes hospitals as one of “the highest and most important community service land uses” and supports plans for further construction on medical campuses.

KEY QUOTES FROM THE 2040 COMPREHENSIVE PLAN
P. 8.6 - Health Care
- Hospitals represent one of the highest and most important community service land uses. Lincoln has a growing number of medical campuses such as Bryan LGH East and West, St. Elizabeth’s Regional Medical Center,
Madonna Rehabilitation hospital.

p. 8.7 - Health Care

- Any hospital expansion will need to take into consideration the impact on adjacent neighborhoods.
- Plan for further construction on medical campuses.

p. 8.9 - Community Colleges and Trade Schools and Universities

- Lincoln has multiple institutions of higher learning, with campuses located throughout the city.
- Support the necessary expansion of education facilities while remaining sensitive to surrounding neighborhoods.

ANALYSIS

1. This is a request per Section 27.63.080 Health Care Facilities - Non-Residential for a new campus signage plan for the Bryan Medical Center East Campus. Section 27.69.260 Nonresidential Health Care Facilities and Post-Secondary Schools provides provisions for signage such that a campus signage plan may be approved by City Council through Special Permit where modifications to the regulations are requested. The existing provisions of 27.69.260 include a wall sign limitation of 50 square feet and requires that all wall signs over 50 square feet shall be approved by Special Permit.

2. The proposal includes five new wall signs at 200 square feet or less in area and one new wall sign at 150 square feet or less. Four of the new wall signs will be located in the southwest part of their campus where the signs would largely be internally oriented. One of these signs involves the Falkner Building which already has an existing 100 square foot Bryan Heart sign. So in addition to this existing sign a new wall sign up to 200 square feet is also proposed. Two of the new wall signs will be located in the new expansion area in the northeast part of the campus. The latter two new signs would be associated with the new medical office building which will be setback approximately 200 feet from A Street. In this case, on the north facade of the building there will be two signs together which will equal up to 350 square feet. Specifically, a wall sign of up to 200 square feet including lettering on the north facade that will identify the building as the “5055 Building” and there will also be a wall sign of up to 150 square feet that will be the Bryan Health logo. In addition, as part of the new expansion area there will be two new freestanding signs at 50 square feet or less along A Street, three new directional signs, and two new marquee signs.

3. The request complies with Section 27.63.080 of the Zoning Ordinance. Non-residential health care facilities may be allowed by special permit in various districts. The proposal pertains to the campus signage plan. No new buildings or parking areas are proposed.

4. Related Text Amendment No. 17020 includes modifications to the signage regulations for Section 27.69.260 Nonresidential Health Care Facilities and Post-Secondary Schools to include marquee and directional signs for wayfinding and to allow additional square footage for freestanding signs and wall signs. Specifically, maximum freestanding sign area would be increased from 50 to 100 square feet while removing the distinction for whether the sign is on a major street or other street. In addition, the total square footage of wall signs would be increased from 50 square feet to 200 square feet or 30% of the total square footage of the architectural elevation. The City Council may still modify the campus sign plan to allow signage outside of the limits of the requirements.

5. Bryan Medical Center held a neighborhood meeting on November 7, 2017 to discuss the proposal. No opposition was expressed by the neighbors in attendance.

6. The proposal would not be detrimental to nearby residential areas as the signs are largely internal to the campus and set back significantly from the exterior property boundaries. In addition, while the proposed wall sign areas would be more than allowed in residential districts, the wall sign areas would still be significantly less than the maximum of other districts. In the O-3 district, which is a comparable district, a wall sign may be allowed up to 500 square feet.

7. The special permit is warranted because the intent of the additional signage is largely for building
identification within the large campus setting of Bryan East Campus. None of the proposed signs would be in close proximity to any adjacent residential use. The proposal is consistent with the Comprehensive Plan which recognizes that hospitals are an important land use and will continue to grow.

CONDITIONS OF APPROVAL: See attached.

EXISTING LAND USE & EXISTING ZONING: Hospital, R-2 Residential

SURROUNDING LAND USE & ZONING:

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<tr>
<th>Direction</th>
<th>Land Use</th>
<th>Zoning</th>
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<tr>
<td>North</td>
<td>Single Family Residential, Church</td>
<td>R-2 Residential</td>
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<tr>
<td></td>
<td>Fire Station</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>Single Family Residential, Duplex</td>
<td>R-2 Residential</td>
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<td>East</td>
<td>Single Family Residential, School</td>
<td>R-2 Residential, P Public</td>
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<tr>
<td>West</td>
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<td>R-2 Residential</td>
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</table>

APPLICATION HISTORY:

March, 2016  City Council approved Special Permit No. 1219M to permit Bryan Medical Center to construct a 93,286 square foot medical office building, parking and green space.

September, 2013 City Council approved Special Permit 1219L, which reduced the front yard setback from 25 to 6 feet on S. 48th Street and from 33.8 feet to 0 feet on Sumner Street.

May, 2002  City Council approved Special Permit 1219K to expand the School of Nursing to accommodate 250 students and increased the maximum building coverage from 38.2% to 42%.

June, 2001  City Council approved Special Permit No. 1219J, which increased building coverage on the site to 38.2%, and added a parking structure and medical offices.

August, 1997  City Council denied Special Permit No. 1219H, which would have allowed Bryan Hospital to increase the height and size of two signs.

August, 1997  City Council approved Special Permit No. 1219I for authority to expand the hospital campus in order to construct a parking lot generally located at 51st and Sumner Streets.

June, 1992  City Council denied Special Permit No. 1219F, which would have allowed Bryan Hospital permission to use the parking lot at Christ United Methodist Church during construction.

1992  Special Permits 1219 No. D, E, and G were approved by the Planning Commission granting Bryan Hospital employees, students and staff permission to use parking lots in the nearby vicinity to the hospital during construction of the medical office building.

1990  Special Permits No. 1219 B and C were approved by the Planning Commission granting Bryan Hospital employees, students and staff permission to use parking lots in the nearby vicinity to the hospital during construction of the medical office building.

January, 1990  City Council approved Special Permit No. 1219A granting Bryan Hospital authority to construct an outpatient and medical office building, to construct two multi-level parking structures, to enlarge the pre-existing energy plant, and to adjust height, area and yard requirements.

May, 1987  City Council approved Special Permit No. 1219 granting Bryan Hospital authority to construct a medical office building with a day care center and a separate parking deck.

June, 1981  City Council approved Special Permit No. 928 granting Bryan Hospital authority to enlarge and extend an existing health care facility, to adjust the front yard requirements along Sumner
Street, to construct additional parking areas, and to enlarge the School of Nursing and Center for Health Education.

May, 1979  This property was converted from A-2, Single-Family Dwelling District, to R-2, Residential District, during the 1979 Zoning update.

July, 1978  City Council approved Special Permit No. 822 granting Bryan Hospital authority to increase off-street parking facilities.

December, 1976  City Council approved Special Permit No. 565B granting Bryan Hospital authority to erect and maintain a bus passenger waiting shelter.

October, 1976  City Council approved Special Permit No. 565A granting Bryan Hospital authority to enlarge their facilities, increase their functions, and to increase the geographic area of coverage of the hospital campus.

August 16, 1971  City Council approved Special Permit No. 565 granting Bryan Hospital authority to enlarge the hospital.

APPROXIMATE LAND AREA:  34 acres, more or less

LEGAL DESCRIPTION:  See attached

Prepared by

George Wesselhofst, Planner
(402) 441-6366 or gwesselhofst@lincoln.ne.gov

Date:  November 22, 2017

Applicant/ Owner:
Bryan Medical Center
1600 South 48th Street
Lincoln, NE 68506
(402) 481-8983
Don.sheets@bryanhealth.org

Contact:  DaNay Kalkowski
1128 Lincoln Mall, Suite 105
Lincoln, NE 68508
(402) 435-6000
danay@sk-law.com
CONDITONS OF APPROVAL - SPECIAL PERMIT #1219N

Per Section 27.63.080 this approval permits a campus sign plan including 5 new wall signs at 200 square feet or less, 1 new wall sign at 150 square feet with a wall sign up to 200 square feet allowed on the north facade of the Falkner Building in addition to the existing 100 square foot Bryan Heart sign and a new wall sign up to 200 square feet allowed for the “5055 Building” in addition to a proposed new 150 square foot wall sign that will be for the Bryan Health logo, along with additional freestanding, directional and marquee signs as depicted on the Bryan Health-East Campus Signage Plan.

Site Specific Conditions:

1. Before receiving building permits the permittee shall cause to be prepared and submitted to the Planning Department a revised and reproducible final plot plan including 3 copies with all required revisions and documents as listed below:
   1.1 Sheet 1: Change the label to Bryan Health-East Campus Signage Plan Special Permit #1219N Sheet 1 of 1.
   1.2 Sheet 1: Delete the note regarding the landscape plan.
   1.3 Sheet 1: Add note that freestanding sign exact locations subject to verification for sight triangle distance compliance at time of sign permit.
   1.4 Sheet 1: Add legal description, north arrow, scale.

2. Before receiving building permits provide the following documents to the Planning Department:
   2.1 Verification from the Register of Deeds that the letter of acceptance as required by the approval of the special permit has been recorded.

Standard Conditions:

3. The following conditions are applicable to all requests:
   3.1 Before occupying the building, all development and construction shall substantially comply with the approved plans.
   3.2 The physical location of all setbacks and yards, buildings, parking and circulation elements, and similar matters be in substantial compliance with the location of said items as shown on the approved site plan.
   3.3 The terms, conditions, and requirements of this resolution shall run with the land and be binding upon the Permittee, its successors and assigns.
   3.4 The applicant shall sign and return the letter of acceptance to the City Clerk. This step should be completed within 60 days following the approval of the special permit. The City Clerk shall file a copy of the resolution approving the special permit and the letter of acceptance with the Register of Deeds, filing fees therefor to be paid in advance by the applicant. Building permits will not be issued unless the letter of acceptance has been filed.
Special Permit #: SP1219N
Bryan Medical Center East Campus
S 48th St & A St

Zoning:
R-1 to R-8 Residential District
AG Agricultural District
AGR Agricultural Residential District
O-1 Office District
O-2 Suburban Office District
O-3 Office Park District
R-T Residential Transition District
B-1 Local Business District
B-2 Planned Neighborhood Business District
B-3 Commercial District
B-4 Lincoln Center Business District
B-5 Planned Regional Business District
H-1 Interstate Commercial District
H-2 Highway Business District
H-3 Highway Commercial District
H-4 General Commercial District
I-1 Industrial District
I-2 Industrial Park District
I-3 Employment Center District
P Public Use District

One Square Mile:
Sec.32 T10N R07E

Area of Application
Zoning Jurisdiction Lines
Lancaster County Jurisdiction
November 8, 2017

HAND DELIVERY

David Cary, Director
Planning Department
555 South 10th Street
Lincoln, NE 68508

RE: Amendment to Special Permit No. 1219M, Bryan Medical Center East
Zoning Text Amendment for L.M.C. § 27.69.260

Dear David:

Our office represents Bryan Medical Center (“Bryan”), the owner of the Bryan Medical Center East campus at 1600 South 48th Street, Lincoln, Nebraska (“Bryan East Campus”). Bryan East Campus is subject to Special Permit No. 1219M (“Special Permit”) which permits its use as a nonresidential health care facility. The Special Permit includes a sign package for the Bryan East Campus. Bryan is requesting an amendment to the Special Permit to modify the sign package to allow wall signage larger than 50 square feet on the buildings within Bryan East Campus.

Bryan is specifically requesting five wall signs up to 200 square feet and one wall sign up to 150 square feet to allow identification of buildings within the campus. This signage will assist patients, their families and the public with the identification and location of the various buildings within Bryan East Campus. All of the building signage requested is oriented toward the center of Bryan East Campus, except for signage on the north face of the 5055 building which faces A Street. While a small portion of the signage will be visible from adjacent public streets, the main orientation is to the Bryan East Campus itself. This orientation helps minimize any adverse impacts on surrounding residential properties while assisting those entering the campus with way finding.

In addition to the Special Permit amendment, Bryan is also requesting a zoning text amendment for L.M.C. § 27.69.260. This section of the code addresses signage for nonresidential health care facilities and post secondary schools. In looking at the text with Planning Staff, it was determined that most of the users that fall within this section exist on large campuses and have larger scale buildings. The text amendment is requesting more square footage for wall signs as the current 50 square feet per sign allowed for wall signage is inadequate and not in scale with the size of the buildings. The text amendment is also requesting additional square footage for freestanding signs. In addition, the amendment clarifies that
marquee and directional signs are permitted for internal way finding. All signs will still be required to be shown on a signage plan that is designed to minimize adverse impact on surrounding properties, so Planning would continue to have the opportunity to require reductions if such signage will significantly impact surrounding neighbors.

Enclosed please find the following:

a. City of Lincoln Zoning Applications;

b. Application fee in the amount of $988 for the Special Permit Amendment, and $412 for the Zoning Text Amendment;

c. Copy of the Signage Plan;

d. Conceptual pictures showing the new wall signs; and

e. Amended zoning text for L.M.C. § 27.69.260.

Davis Design will be submitting plans for the amendment electronically. Representatives of Bryan held a neighborhood meeting last night to discuss the proposed amendments to the Special Permit sign package. No opposition was expressed by the neighbors in attendance.

If you have any questions regarding the enclosed or need any additional information, please feel free to contact me at (402) 435-6000 or Bob Norris with Nebraska Sign Company at (402) 476-6563.

Very truly yours,

DANAY KALKOWSKI
For the Firm

Enclosures
November 27, 2017

George Wesselhoft
Planning Department
555 South 10th Street
Lincoln, NE 68508

RE: Amendment to Special Permit No. 1219M, Bryan Medical Center East
    Zoning Text Amendment for L.M.C. § 27.69.260

Dear George:

We would like to provide additional information to supplement the submittal letter
delivered to the Planning Department on November 8, 2017. There are two situations where Bryan
Medical Center ("Bryan") is requesting additional wall signage under Special Permit 1219M that
would exceed the 200 square feet of wall signage per building façade proposed in the zoning text
amendment for L.M.C. § 27.69.260.

The first request involves the north façade of the Falkner Building. The north façade of
this building currently contains a 100 square feet Bryan Heart sign. Bryan is requesting an
additional wall sign of up to 200 square feet to place lettering on the north façade that would
identify the building as the “Falkner Building”. This sign will assist patients, their families and
the public with the identification and location of the Falkner Building within the Bryan East
Campus. The proposed size of the sign is in scale with the multi-story building and will be located
in the middle of the building to reduce its visibility from off campus.

The second request involves the north façade of the new medical office building. Bryan is
requesting a wall sign of up to 200 square feet to place lettering on the north façade that would
identify the building as the “5055 Building”, and also a wall sign of up to 150 square feet that
would be the Bryan Health logo. Again, the signage identifying the building as the “5055
Building” will help with wayfinding for patients, their families and the public, while the addition
of the Bryan Health logo is an added design feature for the building. This is a multi-story building
with an expansive north façade. The size and location of the proposed wall signs fit the scale of
the building and will not adversely impact adjacent land uses.

Very truly yours,

DANAY KALIKOWSKI
For the Firm
### Bryan East Campus Signs

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<th>Type</th>
<th>Size</th>
<th>No.</th>
<th>Notes</th>
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<td>FS-1</td>
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<td>6</td>
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<td>FS-2</td>
<td>85 SF OR LESS</td>
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<td>FS-3</td>
<td>50 SF OR LESS</td>
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<td>NEW SIGNS</td>
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<td>12 SF OR LESS</td>
<td>2</td>
<td>EXISTING</td>
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<td>DS-2</td>
<td>12 SF OR LESS</td>
<td>3</td>
<td>NEW SIGNS</td>
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<td>120 SF OR LESS</td>
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<td>EXISTING SIGNS MIN. 10'-0&quot; ABOVE GRADE</td>
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<td>MS-2</td>
<td>50 SF OR LESS</td>
<td>3</td>
<td>EXISTING SIGNS (EMERGENCY)</td>
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<td>MS-3</td>
<td>30 SF OR LESS</td>
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<td>NEW SIGNS, MINIMUM 10'-0&quot; ABOVE GRADE</td>
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<tr>
<td>WS-1</td>
<td>100 SF OR LESS</td>
<td>2</td>
<td>EXISTING SIGNS</td>
</tr>
<tr>
<td>WS-2</td>
<td>50 SF OR LESS</td>
<td>2</td>
<td>EXISTING SIGNS (AMBULANCE GARAGE)</td>
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<td>WS-3</td>
<td>200 SF OR LESS</td>
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<td>WS-4</td>
<td>150 SF OR LESS</td>
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<td>NEW SIGN</td>
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### Legend:
- **FS** = FREE STANDING
- **DS** = DIRECTIONAL SIGN
- **MS** = MARQUEE SIGN
- **WS** = WALL SIGN

**Note:** Minor adjustments to the square footage may be approved by the planning director.
Faulkner Building Concept B View No. 2: 40” Letters
Edwards Building 40” Letters & Smith Tower 46” Letters Concept A
Jones Tower Concept B View No. 2: 46" Letters
Bryan East Campus - Legal Description

Lots 116, 117 and 259 of Irregular Tracts in the Northwest Quarter of the Northeast Quarter of Section 32, Township 10 North, Range 7 East of the 6th P.M., Lincoln, Lancaster County, Nebraska; Lot 1, Bryan East Addition, Lots 1 - 33, inclusive, Block 3, Shurtleff's Piedmont Park; the vacated portion of Washington and Everett Streets west of the west line of Lot 1, Bryan East Addition, including the cul-de-sac at the west intersection of said streets, a triangle area of property bounded on the east by the west property line of Lot 1, Bryan East Addition, Everett Street on the south and Washington Street on the north, the vacated portion of 51st Street from the north line of Sumner Street to the south line of Lot 1, Bryan East Addition; and Lots 1-24, inclusive, Block 6, Shurtleff's Piedmont Park, all property being in Lincoln, Lancaster County, Nebraska;
SPECIAL PERMIT NO. 1219N

SPECIAL PERMIT NO. 1219N, TO ALLOW BRYAN MEDICAL CENTER EAST CAMPUS TO CONSTRUCT WALL SIGNAGE LARGER THAN 50 SQUARE FEET AND AMEND THEIR CAMPUS SIGNAGE PLAN, GENERALLY LOCATED AT 48TH AND A STREETS. December 6, 2017


Staff recommendation: Conditional Approval.

Corr disclosed the text amendment related to this item was discussed at a Mayor’s Roundtable meeting that she attended. No other ex parte communications were disclosed.

Staff Presentation: George Wesselhoft of the Planning Department stated this application to amend the special permit for the Bryan East Campus will add several new signs, two of which will exceed the regulated limit and will require City Council approval. Two of the new signs will be in the newly expanded area at the northeast of the site. Overall, the proposal will not be a detriment to any nearby residents because they are largely internal to the campus and the new buildings have large setbacks from streets.

Proponents:

1. DaNay Kalkowski, Seacrest & Kalkowski, 1128 Lincoln Mall, said this request is to amend the special permit because even if the associated text amendment passes, there are two instances where her client’s request will exceed the maximum limit. The main purpose of the signs is to assist with way-finding for patients, their families, people from out of town, or those in stressful situations. Having each building clearly identifiable will make it easier for people to determine where they are heading when they enter the site. Though the aspects of the signs sound large, they are in keeping with the size and scope of the buildings. A few of the signs are pulled down so they are not visible by area residents. On one tower, the sign is up higher due to the fascia of the building. The new building will include a sign and Bryan would also like to incorporate their logo on the north side, so it equals 350 on the north face of the new building.

Beckius said he understands the need for way-finding. He asked how the towers are named because he has concern about changing the ordinance to help with a fundraising effort. Kalkowski said she will defer to the applicant to answer that but noted the importance of having easily identifiable buildings.

2. David Reese, Vice President of Clinical & Support Services for Bryan Health, said that several of the buildings have longstanding names that were chosen to commemorate prominent citizens in the community who were affiliated in some way with Bryan. He reiterated the importance of providing easy markers to provide visitors with so they start out in close proximity to their destination. In answer to Beckius’ question, there are many aspects to choosing a name and fundraising is just one. It is an opportunity to honor a prominent person or volunteer who has done great work for Bryan.
Washington noted that the characters appear to be a different scale on the 5055 Building. She wondered if that is accurate, or if it just appears that way in the rendering. Reese said it could be because in graphic design terms, the black on white skews the scale. It will not be larger. Washington expressed her concern that the illumination will impact neighbors. Kalkowski said they held a neighborhood meeting to explain the changes. Washington asked if they showed the wattage of the signs. Reese said they did not; only about the sign and the fact that it would be lit and would face north.

3. Don Sheets, Director of Facilities at Bryan Health, said the larger appearance is related to the scale. The other buildings are eight stories so the same letters appear smaller. The lettering will be black with halo lighting from behind. Scheer asked if there would be lighting for parking. Reese said yes.

4. Bob Norris, Nebraska Sign Company, said a good sign for reference is located at the medical center on 40th & Pine Lake Road. There is no exposed light source. The letters are acrylic, which mutes the LED lights.

There was no testimony in opposition.

SPECIAL PERMIT NO. 1219N
ACTION BY PLANNING COMMISSION: December 6, 2017

Corr moved for approval, seconded by Finnegan.

Corr thanked Kalkowski for taking the initiative after finding an area where the regulations could be improved.

Beckius said this proposal is entirely appropriate.

Scheer commented that having clear signage is helpful for visitors.

Motion carried, 9-0: Beckius, Corr, Edgerton, Finnegan, Harris, Hove, Joy, Washington, and Scheer voting ‘yes’.

Note: This is a recommendation to the City Council.