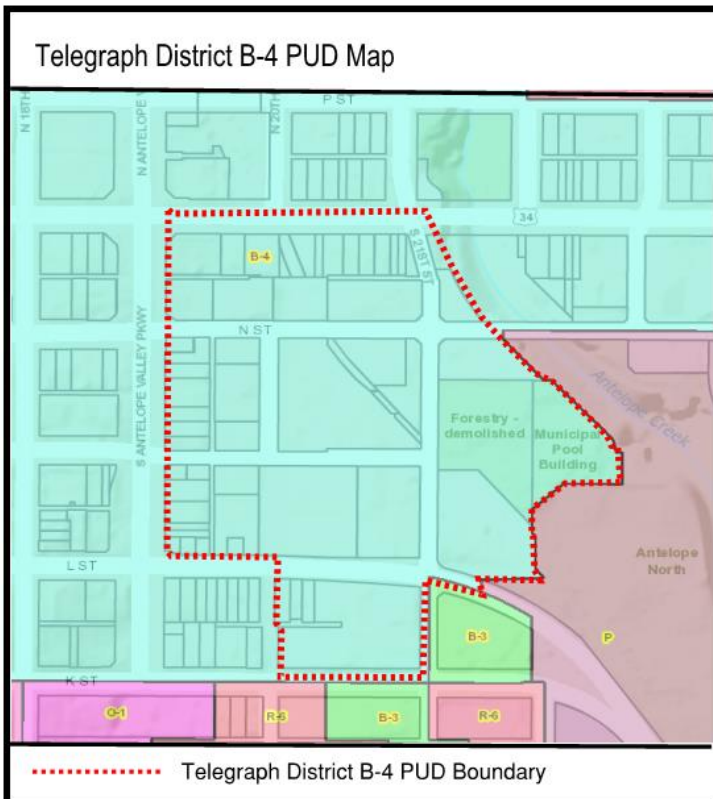


TELEGRAPH DISTRICT B-4 PLANNED UNIT DEVELOPMENT

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. 21st 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. 21st, 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. 21st 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. 21st Street Building, the current roof sign of S. 330 S. 21st 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. 21st), the LT&T office building (401 S. 21st), the LT&T garage (333 S. 21st), the Roberts Dairy/Fisher Foods complex at 220 S. 20th 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. 21st St.) and Dairy/Fisher buildings (220 S. 20th);
 - 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.

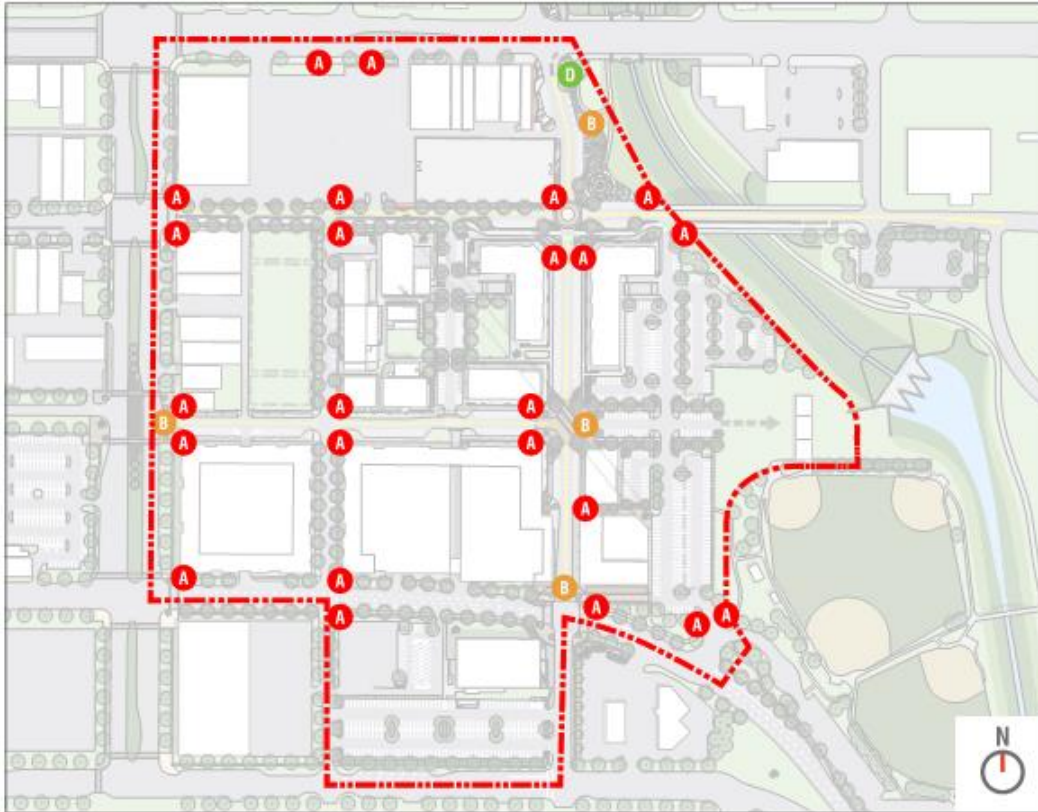
THE FOLLOWING APPLIES THROUGHOUT THE TELEGRAPH DISTRICT PUD

- 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

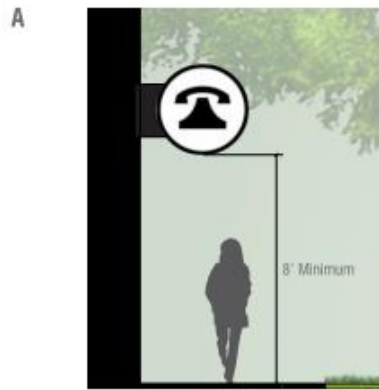


- A** STREETSCAPE MARKER (28)
- B** SUSPENDED BANNERS (4)
- C** LIGHT BANNERS (NOT SHOWN ON MAP)
- D** MONOPOLE SIGN (1)
- TELEGRAPH DISTRICT PUD

- 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

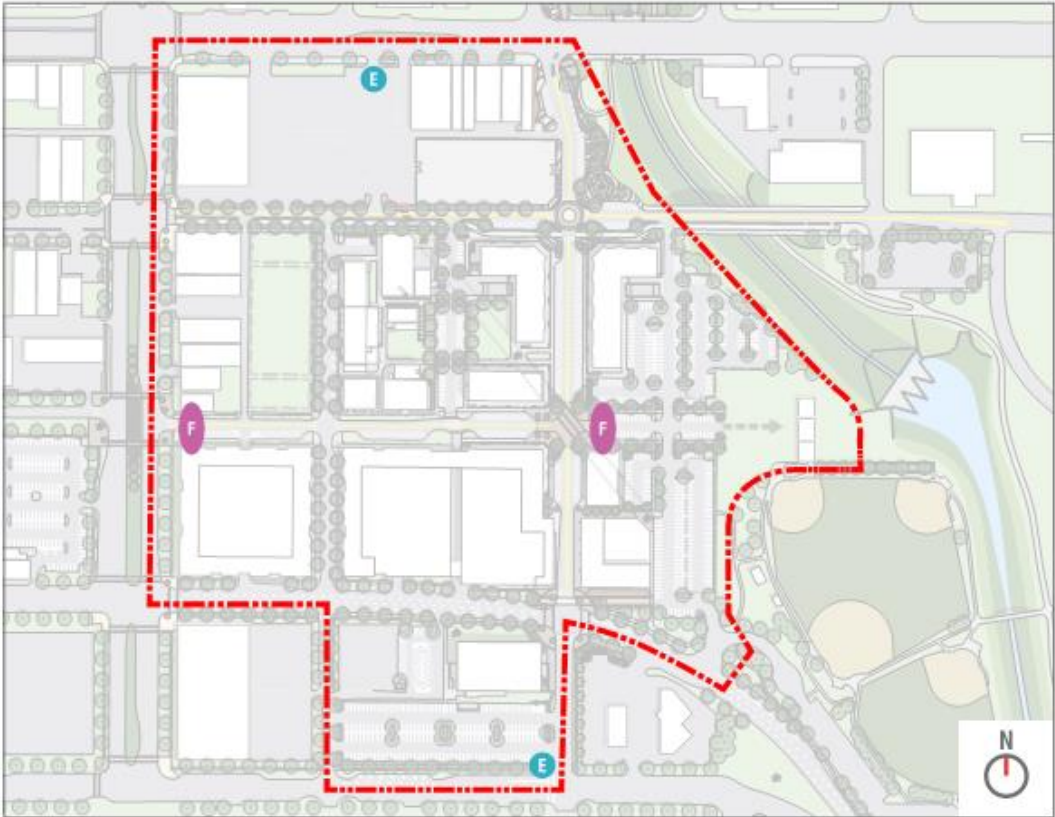
EXHIBIT 1



- 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)

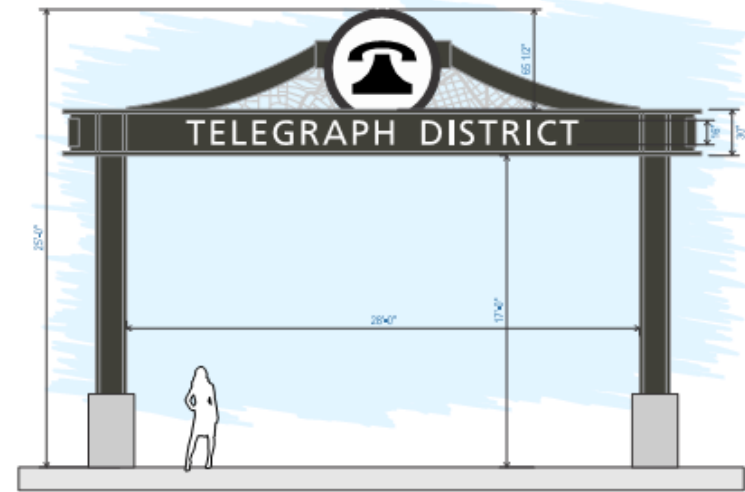
CENTER IDENTIFICATION SIGNS & FREESTANDING GATEWAY FEATURES

EXHIBIT 2

E



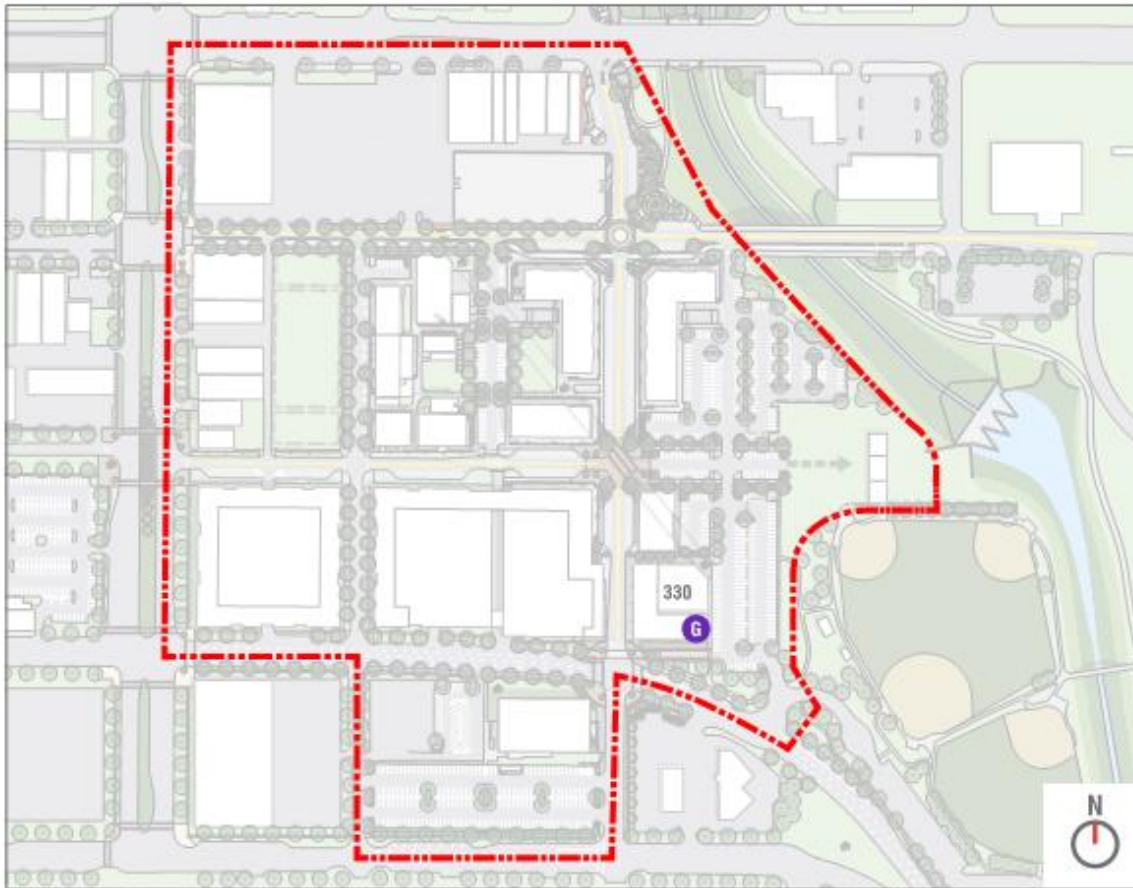
F



- 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.