

City Council Introduction: **Monday**, April 18, 2011
Public Hearing: **Monday**, April 25, 2011, at **5:30** p.m.

Bill No. 11-44

FACTSHEET

TITLE: **CHANGE OF ZONE NO. 11008**, from B-4 Lincoln Center Business District to B-4 Lincoln Center Business District with a Special Sign District designation, on property generally located at 2000 "Q" Street.

SPONSOR: Planning Department

BOARD/COMMITTEE: Planning Commission
Public Hearing: Consent Agenda: 04/06/11
Administrative Action: 04/06/11

STAFF RECOMMENDATION: Conditional Approval.

RECOMMENDATION: Conditional Approval (9-0: Gaylor Baird, Cornelius, Esseks, Francis, Larson, Lust, Partington, Sunderman and Taylor voting 'yes').

FINDINGS OF FACT:

1. This is a request by Assurity Life Insurance Company for a Special Sign District designation on property located in the B-4 Lincoln Center Business District generally located at 2000 "Q" Street.
2. The staff recommendation of conditional approval is based upon the "Analysis" as set forth on p.3-4, concluding that the proposed special sign district will prohibit wall signs and allow one additional freestanding sign allocated to either Q Street or Antelope Valley Parkway. The sign district will comply with all other provisions of the sign code. This proposal reduces visual clutter in a redeveloping area and is in conformance with the Comprehensive Plan and the Antelope Valley Redevelopment Plan.
3. On April 6, 2011, this application appeared on the Consent Agenda of the Planning Commission and was opened for public hearing. No one came forward to speak.
4. On April 6, 2011, the Planning Commission agreed with the staff recommendation and voted 9-0 to recommend conditional approval, as set forth in the staff report dated March 24, 2011.

FACTSHEET PREPARED BY: Jean L. Preister

DATE: April 11, 2011

REVIEWED BY: _____

DATE: April 11, 2011

REFERENCE NUMBER: FS\CC\2011\CZ11008

LINCOLN/LANCASTER COUNTY PLANNING STAFF REPORT

for April 6, 2011 PLANNING COMMISSION MEETING

- PROJECT #:** Change of Zone #11008
- PROPOSAL:** To approve a change of zone for a Special Sign District.
- LOCATION:** Generally located at Antelope Valley Parkway and Q Street
- LAND AREA:** 9.48 acres more or less
- EXISTING ZONING:** B-4 Lincoln Center Business District .
- CONCLUSION:** The proposed special sign district will prohibit wall signs and allow 1 additional freestanding sign allocated to either Q Street or Antelope Valley Parkway. The sign district will comply with all other provisions of the sign code. This proposal reduces visual clutter in a redeveloping area and is conformance with the Comprehensive Plan and the Antelope Valley Redevelopment Plan.

RECOMMENDATION: Conditional Approval

GENERAL INFORMATION:

- LEGAL DESCRIPTION:** Lot 1 and Lot 2, Assurity Addition, located in the SE 1/4 of Section 24-10-6, Lancaster County, Nebraska
- EXISTING LAND USE:** Assurity Headquarters and Parking garage are currently under construction

SURROUNDING LAND USE AND ZONING:

North:	P Public	University Parking lot
	R-6 Residential	Trago Park
West:	P Public	Parking lot
East:	B-4 Lincoln Center Business District	Union Plaza
	R-6 Residential	Apartments
South:	B-4 Lincoln Center Business District	Commercial and residential

HISTORY:

- July 2003 The City commissioned a Blight and Substandard Determination Study which was completed in April and adopted in July 2003.
- November 2004 The Antelope Valley Redevelopment Plan was adopted by the City Council.
- April 2009 City Council approved Phase 1 Antelope Valley Parkway Plaza Triangle Redevelopment agreement which included the Assurity property.

COMPREHENSIVE PLAN SPECIFICATIONS:

Commercial and industrial districts in Lancaster County shall be located so that they enhance entryways or public way corridors, when developing adjacent to these corridors. (Page 35)

Support development and implementation of the Antelope Valley project which is to provide neighborhood revitalization, transportation and transit opportunities and stormwater improvements on the east side of Downtown, the UNL campus and surrounding neighborhoods. As the Antelope Valley project progresses, ensure that new development is compatible with the existing Downtown and is pedestrian oriented.(page 37)

ANALYSIS:

1. Per Chapter 27.69.300 In any nonresidential district, occupants of 60 percent or more of the street frontage of any block face may petition the City Council for the formation of a special sign with the boundaries of an approved Redevelopment Plan. The subject property is covered by the approved Antelope Valley Redevelopment Plan.
2. Special sign districts can be characterized as an overlay district. All applicable zoning requirements still apply to the land within the district, only the applicable sign regulations are modified by the district. The applicable sign regulations can be made either more or less restrictive by the district.
3. In the B-4 zoning district, 150 feet east of 17th Street, businesses are allowed 1 freestanding sign per business per frontage or one center sign per arterial or collector street frontage. In this case the Assurity property is all under one ownership and functions as a single business, so it would not be classified as a center. A freestanding sign can be 50 square feet and 8 feet tall if located in the front yard. If it is located outside the front yard it could be 100 square feet and 8 feet tall. In addition to the free standing signs, a business in the B-4 district are entitled to have a wall sign that could be as large 500 square feet or 30% of the architectural elevation which ever is less.
4. If Assurity were to have several business at this location they would be entitled to both a center sign and 1 sign per business per frontage. Essentially the proposed sign district reduces the overall number of signs that could be permitted at this location.
5. The proposed sign district modifies the B-4 sign requirements allowing for 3 freestanding signs for a single business on two street frontages (instead of one sign per frontage). To compensate for the additional freestanding sign, Assurity has agreed not to use wall signs on their buildings. There are no other modifications proposed with this application other than the 1 additional sign.
6. Except as listed above, all signs in the special sign district must otherwise comply with all other applicable requirements of LMC and the Uniform Sign Code.
7. The Assurity complex serves as a cornerstone of the Antelope Valley area. The intent of the redevelopment of this sight is to remove blighted and substandard conditions, strengthen Downtown Lincoln and help shape and encourage future development within East Downtown and Antelope Valley. Assurity has provided to examples, attached to this report, of potential signs and locations to be used.

8. Restricting wall signage and adding 1 additional freestanding sign at this location will reduce visual clutter. The proposed freestanding signs are shorter and smaller than what would be allowed by right in the district, reducing the impact of an additional sign.

CONDITIONS OF APPROVAL:

Site Specific Conditions:

1. Wall signs are prohibited.
2. One freestanding sign in addition to free standings signs permitted in the B-4 zoning district may be allocated to either Antelope Valley Parkway or Q Street for the Assurity Building.

Standard Conditions:

3. The following conditions are applicable to all requests:
 - 3.1 All development and construction is to comply with the approved plans.
 - 3.2 Except as listed above, all signs in the special sign district must otherwise comply with all other applicable requirements of LMC and the Uniform Sign Code.
 - 3.3 This ordinance's terms, conditions, and requirements bind and obligate the permittee, its successors and assigns.
 - 3.4 The applicant shall sign and return the letter of acceptance to the City Clerk within 60 days following the approval of the change of zone, provided, however, said 60-day period may be extended up to six months by administrative amendment. The clerk shall file a copy of the ordinance approving the change of zone and the letter of acceptance with the Register of Deeds, filling fees therefor to be paid in advance by the applicant.

Prepared by:

Christy Eichorn, Planner
402-441-7603
Ceichorn@lincoln.ne.gov

March 24, 2011

CONTACT/APPLICANT: Bill Schmeeckle
Assurity Life Insurance Company
1526 K Street
Lincoln, NE 68508
402-437-3601

OWNER: Assurity Life Insurance Company
1526 K Street
Lincoln, NE 68508

CHANGE OF ZONE NO. 11008

CONSENT AGENDA
PUBLIC HEARING & ADMINISTRATIVE ACTION
BEFORE PLANNING COMMISSION:

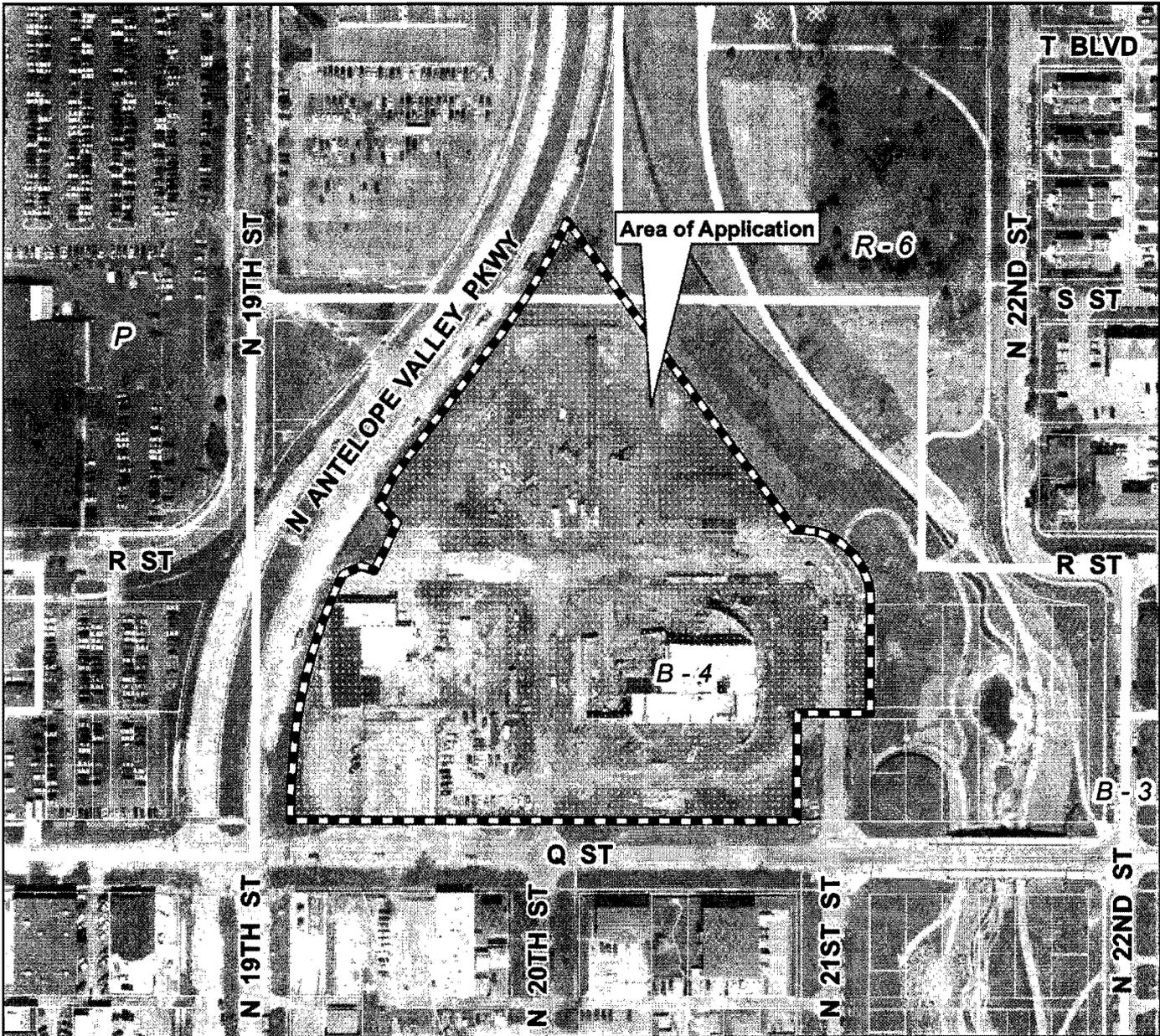
April 6, 2011

Members present: Gaylor Baird, Cornelius, Esseks, Francis, Larson, Lust, Partington, Sunderman and Taylor.

The Consent Agenda consisted of the following items: **CHANGE OF ZONE NO. 10028, CHANGE OF ZONE NO. 11008** and **STREET AND ALLEY VACATION NO. 11004.**

Ex Parte Communications: None

Taylor moved approval of the Consent Agenda, seconded by Francis and carried 9-0: Gaylor Baird, Cornelius, Esseks, Francis, Larson, Lust, Partington, Sunderman and Taylor voting 'yes'.



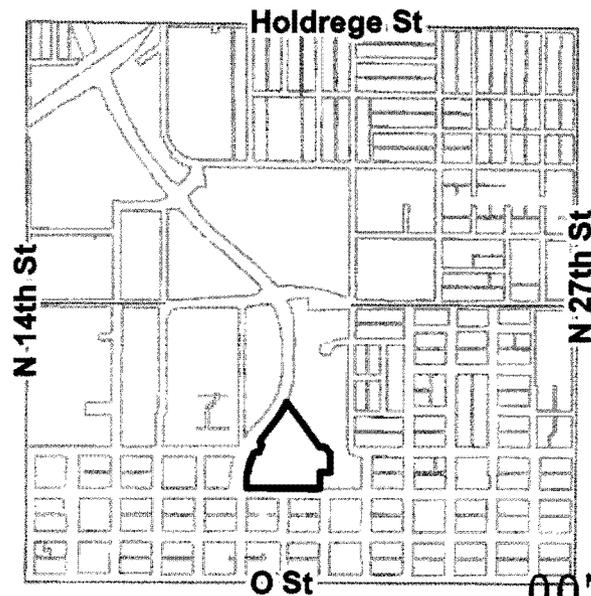
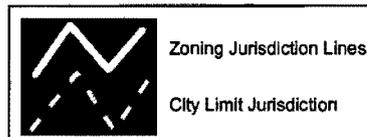
**Change of Zone #11008
B-4 Special Sign District
2000 Q Street**

2010 aerial

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. 24 T10N R06E



RECEIVED

MAR - 3 2011

Lincoln/Lancaster Co.
Planning Department

February 23, 2011

Christy Eichorn
Urban Development Department
555 S. 10th Street, Suite 205
Lincoln, NE 68508

Re: Special Sign District

Dear Christy:

As you know, Assurity Life is requesting the City to support a special sign district for our new project located at 2000 Q Street. A proposed signage layout is attached for your review and consideration. We actually have three access directions to the site. One from east on Q, one from south on 19th/Parkway, and one from the north of the Parkway. Cars can turn in coming from the north if they know and/or see a sign is present. In addition, this would also be part of the signage for the northern vacant parcel which will be developed in the future.

We really think this makes sense, Christy, and appreciate your support in getting a special sign district approved. Please let me know if you have any questions.

Sincerely,



William R. Schmeckle
Vice President
Chief Investment Officer

WRS:jm

Enclosure

Christy J. Eichorn

From: Bill Schmeeckle [BSCHMEECKLE@assurity.com]
Sent: Thursday, March 17, 2011 8:42 AM
To: Christy J. Eichorn
Subject: Assurity Signs

Hi Christy,

We are requesting an additional freestanding sign that would not otherwise be allowed in the B-4 zoning District. This additional sign would be the one located at the north entrance off of 19th street at what would have been R Street. In return we will be giving up the opportunity to have any wall signs on the premises. We are not asking for any exceptions to height, area or setbacks. I hope this helps Christy. Let me know if you need anything additional.

William R. Schmeeckle
VP - Chief Investment Officer
Assurity Life Insurance Company
4000 Pine Lake Road
Lincoln, NE 68516
402-437-3601 Office

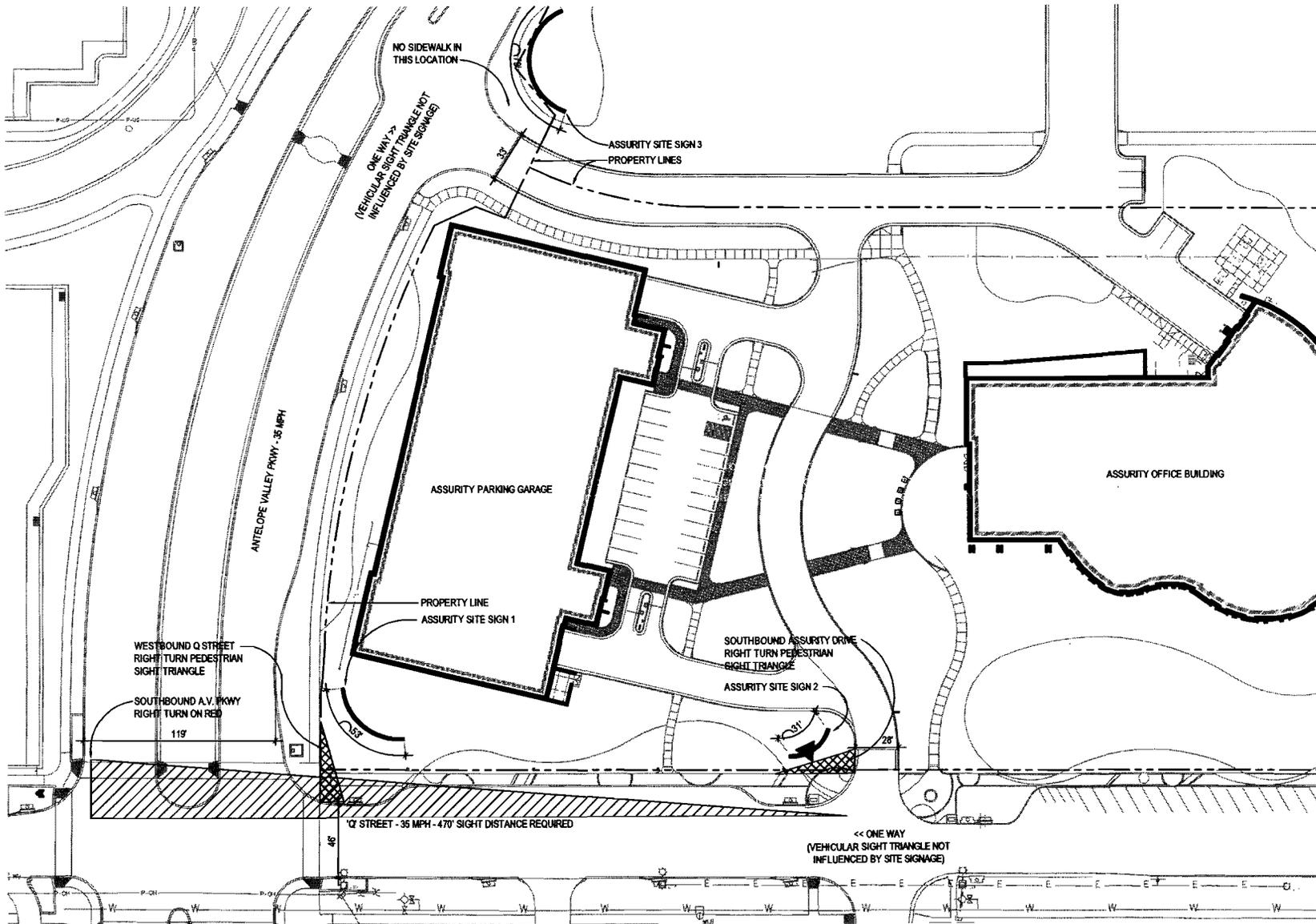


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Kansas City, Missouri



Assurity Life Insurance Company
Lincoln, Nebraska
TCEP No.: 710-001-08

Sign Location Plan
and Sight Triangles

Date: March 2011



ASSURITY SIGN LOCATION PLAN

SCALE: 1"=60'-0"

010



Exhibit # 1



Exhibit #2

