

Draft for Sign Criteria,
“The Railyard” adjacent Haymarket Landmark District

SUMMARY

The Railyard is a mixed use development bounded by N. 7th Street on the east, R Street on the north, Canopy Street on the west, and Q Street on the south. It is adjacent to Historic Haymarket on the east and south and to the Pinnacle Bank Arena to the northwest.

The Railyard is envisioned as a high-energy, welcoming mix of uses appealing to a wide range of Lincoln residents and visitors, offering food, drink, entertainment, and activities throughout the year. It bears a special relationship to both the Arena and to Haymarket, providing a transition between these two key community attractions. These special sign criteria reflect and support his unique role.

BACKGROUND

In 1982, the City of Lincoln designated the Haymarket Landmark District. This special historic and architectural area was envisioned to redevelop as mixed use area of shops, residences, offices, and services, building on and maintaining its historic resources. Project by project, this goal has become a reality. In 2011, the American Planning Association recognized Haymarket as a “Great American Neighborhood.”

In 2011, the electorate of Lincoln approved a ballot question authorizing funding mechanisms to build a municipal arena adjacent to Haymarket in the Burlington Railroad railyard. The overall project includes a new Amtrak station (completed in 2012), renovation of over 1,000 feet of historic railroad canopy, and several blocks of redevelopment in the former railyard.

A key block of private redevelopment between Lincoln Station and the U. S. Post Office, dubbed “The Railyard,” will include a reverse “C” shape of buildings, with an open space adjacent the canopy (and Canopy Street). A principal feature of that open space will be a large video screen/digital display oriented towards the north and west. These criteria are intended to permit and regulate content of that prominent display, along with guiding signs on the east and south faces of the project generally compatible with Historic Haymarket.

BASIC PRINCIPLES FOR “THE RAILYARD” SIGNS

1. Signs displayed on the Q Street and N. 7th Street facades of “The Railyard” will generally conform with the Special Sign Criteria of the Haymarket Landmark District.
 - Signs shall be scaled to individual storefronts.
 - Plastic-faced, interior-illuminated signs are not permitted on those facades, except for individual dimensional channel letters.
 - Translucent awnings of plastic or vinylized materials with interior illumination are not permitted on those facades.
 - Exterior-illuminated and exposed neon-tube (or similar appearing light sources) are encouraged.
 - Animated, moving, rotating, flashing, or noise-making signs are prohibited.
2. Signs displayed on the R Street, Canopy Street, or internal/”Yard” facades of “The

Railyard” development are not subject to the Haymarket Landmark District sign criteria, but instead are regulated by the Lincoln sign code and the redevelopment agreement which stipulates:

The following types of signs shall not be permitted:

- Signs such as die cut vinyl, gold or silver leaf, or paint.
- Boxed pillow or cabinet type. Boxed signs with raised letters will be considered on an individual basis and are subject to approval.
- Translucent backlit awnings.
- Horizontal banners or pennants.
- Animated, moving, rotating, flashing, or noise making.
- Electronic “Sale” signs, “Special Announcement” sign or other advertisement of any other kind on the exterior.
- Mobile Signs.

3. The Cube.

The primary purpose of The Cube is to serve as a digital canvas to display motion graphic and still picture art installations. The following terms and conditions shall apply to The Cube on a permanent and continuous basis:

- a. No vulgar or obscene language or graphics shall be displayed on The Cube at any time.
- b. Hours of operation for The Cube may vary depending on the amount of ambient light and the technology used to illuminate The Cube.
- c. The Cube shall not be illuminated nor sound activated between the hours of 2:00 a.m. to 9:00 a.m..
- d. The luminosity and sound activation of The Cube shall be controlled by Grantor so that it does not negatively affect surrounding tenants.
- e. The projection screens/faces of the Cube shall have northerly and westerly orientations in order to limit visibility to persons walking in the Haymarket Landmark District.
- f. Notwithstanding any provision herein, The Cube shall be available for use by Grantor and Grantee for Special Events, provided the content displayed on The Cube can be reasonably modified to compliment the Special Event.
- g. Grantor shall be prohibited from displaying any advertising on the Cube except that distinguishable trademarks, logos, insignias are allowed on The Cube identifying Special Events. No more than five (5) minutes of each hour of operational time of The Cube shall be allocated for Special Event sponsor recognition.