

## LINCOLN/LANCASTER COUNTY PLANNING STAFF REPORT

for May 26, 2004 PLANNING COMMISSION MEETING

- P.A.S.:** Change of Zone #04028 - Grand Theatre Special Sign District
- PROPOSAL:** To create a special sign overlay district within the B-4 Lincoln Center Business District, to be known as the Grand Theatre Special Sign District, in accord with LMC 27.69.300.
- LOCATION:** Between O and P Streets and N. 11<sup>th</sup> and N. 12<sup>th</sup> Streets, excluding the west 50 feet and the east 50 on O Street.
- LAND AREA:** Approximately 1.75 acres, more or less.
- CONCLUSION:** The proposal is in conformance with the Comprehensive Plan and consistent with the intent of LMC 27.69.300, which allows owners of property to petition for special sign criteria to enhance an area of particular historical, ethnic, cultural or entertainment atmosphere. The proposed special sign district involves such an area, enhances an explicit goal of the Comprehensive Plan, and warrants approval.

<b><u>RECOMMENDATION:</u></b> Approval of attached special sign district and criteria.
--

### **GENERAL INFORMATION:**

- LEGAL DESCRIPTION:** All of Block 41 of the Original Plat of Lincoln, except Lots 7, 8, 17, and 18.
- EXISTING ZONING:** B-4 Lincoln Center Business District.
- PROPOSED ZONING:** B-4 Lincoln Center Business District with Special Sign District Overlay.
- SURROUNDING ZONING AND LAND USE:**  
B-4 Lincoln Center Business District, mixed use commercial, entertainment, residential area.

### **HISTORY:**

- Feb 2004** The Urban Design Committee (UDC) reviews revised plans for Douglas Grand Theatre. Recommendation includes approval of proposed sign package, with emphasis on importance of signs to "enliven" O Street frontage. (Redevelopment Agreement between Center Associates and City of Lincoln

emphasizes UDC role as advisor to City on project design, City authority for design approval.)

**July 2003** UDC reviews and approves proposed design, including conceptual sign package, for Grand Theatre, in accord with 2003 Redevelopment Agreement.

**May 2002** Comprehensive Plan adopted, underscoring community's commitment to Downtown as "the City's principal cultural and entertainment center" and specifically stating "New entertainment attractions should be encouraged to locate Downtown" (p.F48).

#### **RELATED APPLICATIONS:**

None.

#### **ANALYSIS:**

1. The zoning permits occupants of 60% or more of a street frontage of any block face to petition the City Council for a special sign district in which unique sign criteria shall apply, restricting and/or expanding signs otherwise permitted. Douglas Theatre Company is constructing Douglas Grand Theatre, occupying 67% of the O Street block face between 11<sup>th</sup> & 12<sup>th</sup> Streets and 100% of the P Street block face between 11<sup>th</sup> & 12<sup>th</sup> Streets. Douglas Theatre Co. has petitioned for a special sign district. (Letter attached.)
2. LMC 27.69.300 indicates the purpose of a special sign district is "defining an area of particular historical, ethnic, cultural, or entertainment atmosphere..." This provision has been applied in the Haymarket Landmark District, which has been a special sign district, with unique sign criteria, since 1990. More recently, a special sign district was approved for the ballfield complex of Haymarket Park.
3. The design of Douglas Grand Theatre, prepared in collaboration between Douglas Theatre Company and the City of Lincoln, is intended to strengthen the entertainment uses and atmosphere of "P Street Marketplace," while respecting and reinforcing the "main street" character of O Street.
4. The design for Douglas Grand Theatre has been reviewed at several stages of development by the city's Urban Design Committee. Creating a distinctive, bold entrance on P Street and providing an attractive, pedestrian-friendly, human-scaled design for the O Street facade were essential design goals. The sign package proposed is an integral part of achieving those goals.

5. The proposed sign package includes four projecting signs on O Street, rather than the two per building facade allowed in the B-4 zoning district. It also includes 5 foot-tall letters on the P Street marquee, exceeding the 3-foot maximum height of the district for marquee-top signs.
6. The Urban Design Committee strongly recommended that four signs on the O Street facade, rather than two, would better achieve the design goal of a lively facade and provide a finer texture or articulation, increasing pedestrian interest. While the whole complex should and will read as a unified building, an important design goal was to de-emphasize the monolithic character (such as was formerly displayed on the neighboring "Centrum," prior to its remodeling as EnergySquare). The theatre building design and the four signs reflect the traditional O Street character of multiple storefronts and their signs.
7. The taller letters at the P Street entrance are better scaled to the entrance and facade designs of that primary facade.
8. The requested property includes only the Douglas Grand Theatre project. Regulations on neighboring properties would not be affected by this request. All signs ordinarily permitted in the B-4 Lincoln Center District would continue to be allowed within and adjacent to the proposed special sign district.
9. The proposed sign criteria for the Grand Theatre Special Sign District are as follows:
  - A. All signs ordinarily permitted in the B-4 Lincoln Center District are permitted in the Grand Theatre Special Sign District.
  - B. In addition, the O Street block face of the Grand Theatre Special Sign District is permitted to have up to four (4) projecting wall signs, of dimensions and cumulative area conforming to the underlying B-4 district.
  - C. In addition, the P Street block face of the Grand Theatre Special Sign District is permitted to have a sign up to five feet tall atop the marquee.
  - D. The project sign above the P Street entrance, for which a sign permit has already been issued, is included among the permitted signs in the Grand Theatre Special Sign District.

Specific designs for signs matching these criteria are provided for purposes of illustration; their specific designs may be modified as long as they conform to the district's sign criteria.

Prepared by:

---

Ed Zimmer, PhD, [ezimmer@ci.lincoln.ne.us](mailto:ezimmer@ci.lincoln.ne.us)

Historic Preservation Planner

April 20, 2004

**APPLICANT:** Dallas McGee  
Lincoln Urban Development Department  
808 P Street  
Lincoln, NE 68508  
(402) 441-7857

**CONTACT:** Ed Zimmer  
Lincoln Planning Department  
555 South 10<sup>th</sup> Street  
Lincoln, NE 68508  
(402) 441-6360

Area of Application

'P' St.

N. 11th St.

**B-4**

N. 12th St.

'O' St.

# Change of Zone #04028 11th & P Sts.

2002 aerial

Holdrege St.

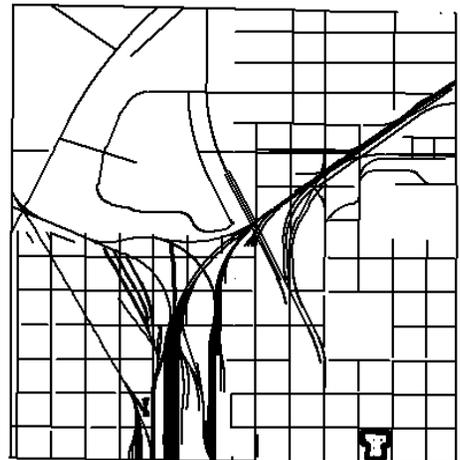
## Zoning:

- R-1 to R-8 Residential District
- AG Agricultural District
- AGR Agricultural Residential District
- R-C Residential Conservation 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. 23 T10N R6E



N. 1st St.



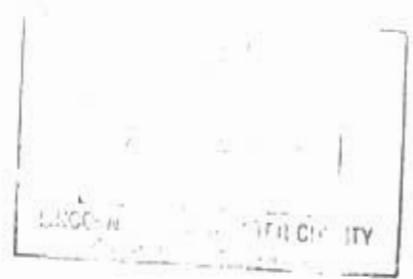
N. 14th St.

'O' St.



Theatre Company

Celebrating 50 Years of Bringing Hollywood to You



April 5, 2004

Marvin Krout, Director of Planning  
Lincoln-Lancaster County Planning Department  
555 South 10<sup>th</sup> Street  
Lincoln, NE 68508

Dear Mr. Krout:

Per Section 27.69.300(a) of Title 27 of the Lincoln Municipal Code, Douglas Theatre Company is requesting the establishment of a special sign district for The Grand Theatre at 1101 "P" Street. Our theatre will occupy 100% of the "P" Street frontage and 67% of the "O" Street frontage.

The granting of this district will allow us to proceed with the signage as shown on our plans as developed with the cooperation of the City's Urban Development Department, Erickson Sullivan Architects, and Michael Bott and Associates Architects.

The district we are requesting will allow four projecting signs on the "O" Street frontage and five foot letters mounted on top of the marquee parallel to "P" Street.

Actual drawings showing sign size and placement are being sent by Nebraska Neon Sign Company under a separate cover.

Thank you for your assistance in facilitating this request.

Sincerely,

Debby Brehm  
Vice President

**COPY FOR YOUR  
INFORMATION**

Cc: Dallas McGee

1100 P Street • PO Box 81848 • Lincoln, NE 68501 • Phone 402-474-4929 • Fax 402-474-4914

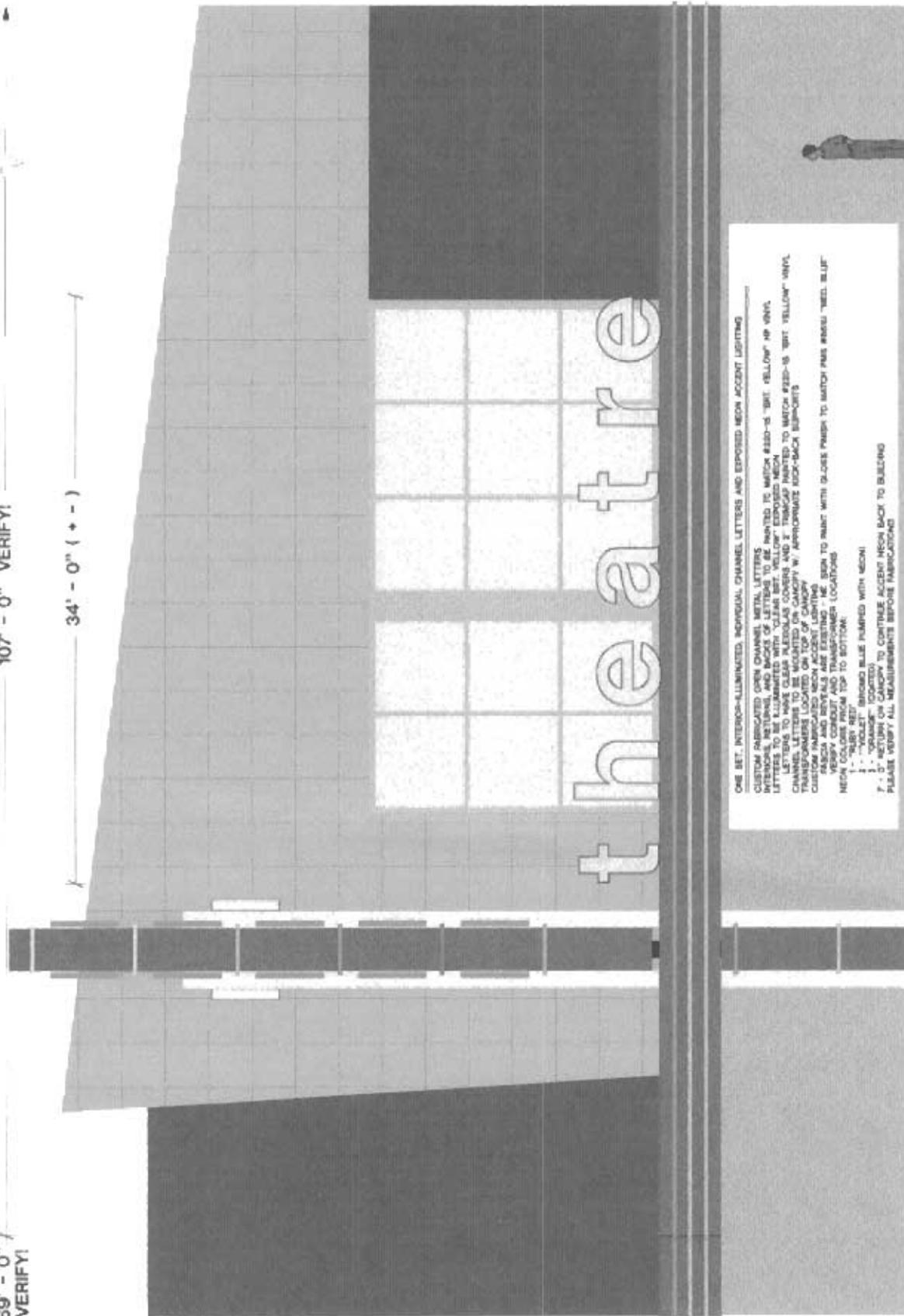
Oman / Lincoln / Bellevue

69' - 0" /  
VERIFY!

107' - 0" /  
VERIFY!

34' - 0" ( + - )

5' - 0" /  
3' - 7" /

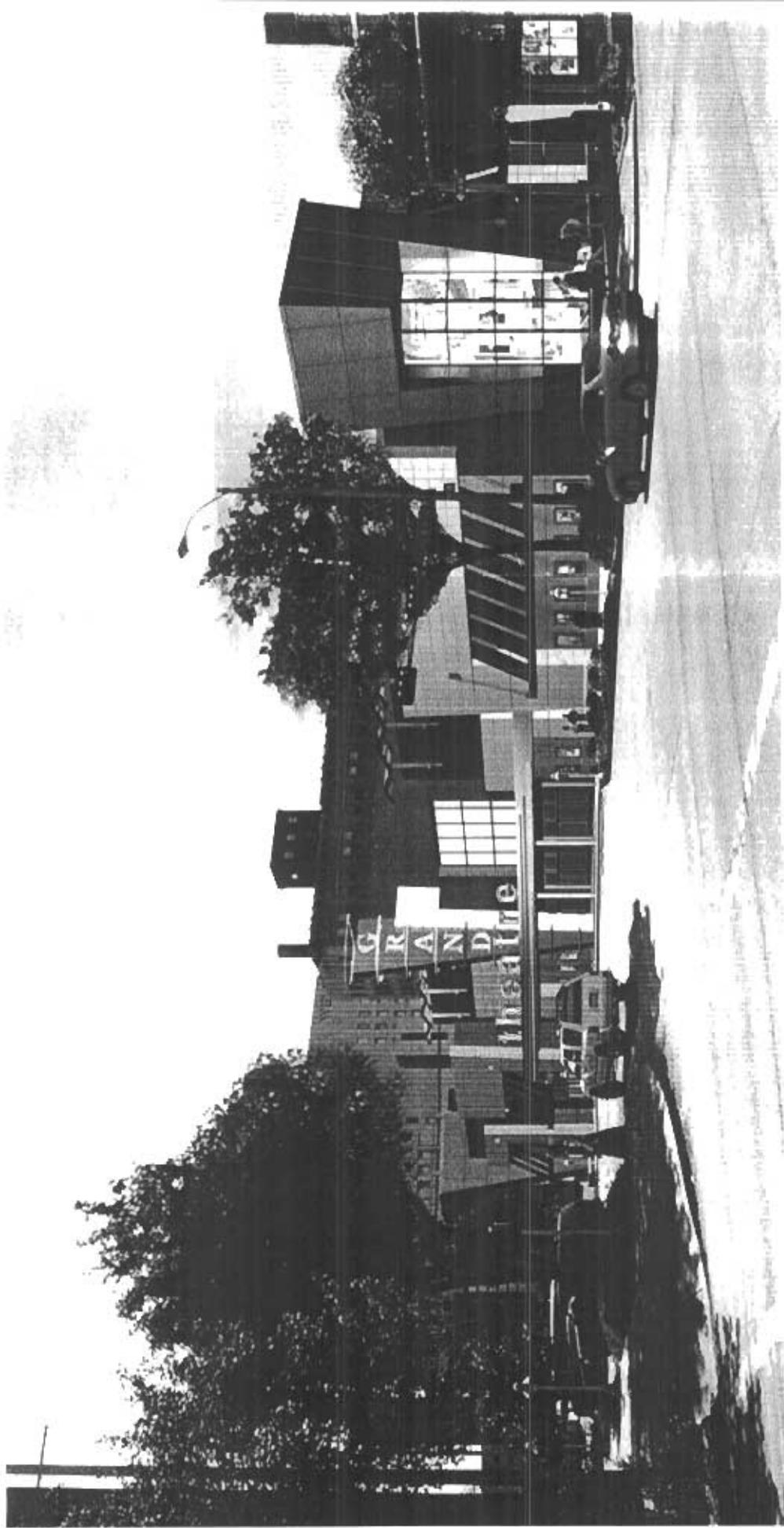


ONE SET, INTERIOR-ILLUMINATED, INDIVIDUAL CHANNEL LETTERS AND EXPOSED NEON ACCENT LIGHTING  
 CUSTOM FABRICATED OPEN CHANNEL METAL LETTERS  
 INTERIORS, RETURN, AND BACKS OF LETTERS TO BE PAINTED TO MATCH #820-15 "BKT. YELLOW" MP VINYL  
 LETTERS TO BE ILLUMINATED WITH "CLEAR BKT. YELLOW" EXPOSED NEON  
 LETTERS TO BE ILLUMINATED WITH "CLEAR BKT. YELLOW" EXPOSED NEON  
 CHANNEL LETTERS TO BE ILLUMINATED WITH "CLEAR BKT. YELLOW" EXPOSED NEON  
 TRANSPARENTS LOCATED ON TOP OF CANOPY  
 CUSTOM FABRICATED NEON ACCENT LIGHTING  
 DESIGN AND DETAILS TRANSLUCENT - BE DARK TO MATCH WITH GLASS PANELS TO MATCH #820-15 "BKT. BLUE"  
 NEON COLORS FROM TOP TO BOTTOM:  
 - "SLURF RED"  
 - "VIOLET"  
 - "VIOLET" (BROAD BLUE PUMPED WITH NEON)  
 - "VIOLET"  
 7' - 0" RETURN OF CANOPY TO CONTINUE ACCENT NEON BACK TO BUILDING  
 PLEASE VERIFY ALL MEASUREMENTS BEFORE FABRICATING

COMPUTER GENERATED DRAWING IS INTENDED TO BE AN APPROXIMATE REPRESENTATION OF ACTUAL COLORS AND IMAGES.

Nebraska Sign Company  
 1140 North 21st Street Ph. (402) 476-6663  
 P.O. Box 80856 FAX (402) 476-3461  
 Lincoln, Nebraska 68501

CLIENT	DOUGLAS THEATRE	BENNETT	HARD COPY	DATE
ADDRESS	GRAND THEATRE	SCHOENECK	SITE PLAN	
CITY	12TH & P	D4826 B	PHOTO	
STATE	LINCOLN	1/8" = 1' - 0"	CLIENT APPROVAL	
	NE	2/17/04	DATE	

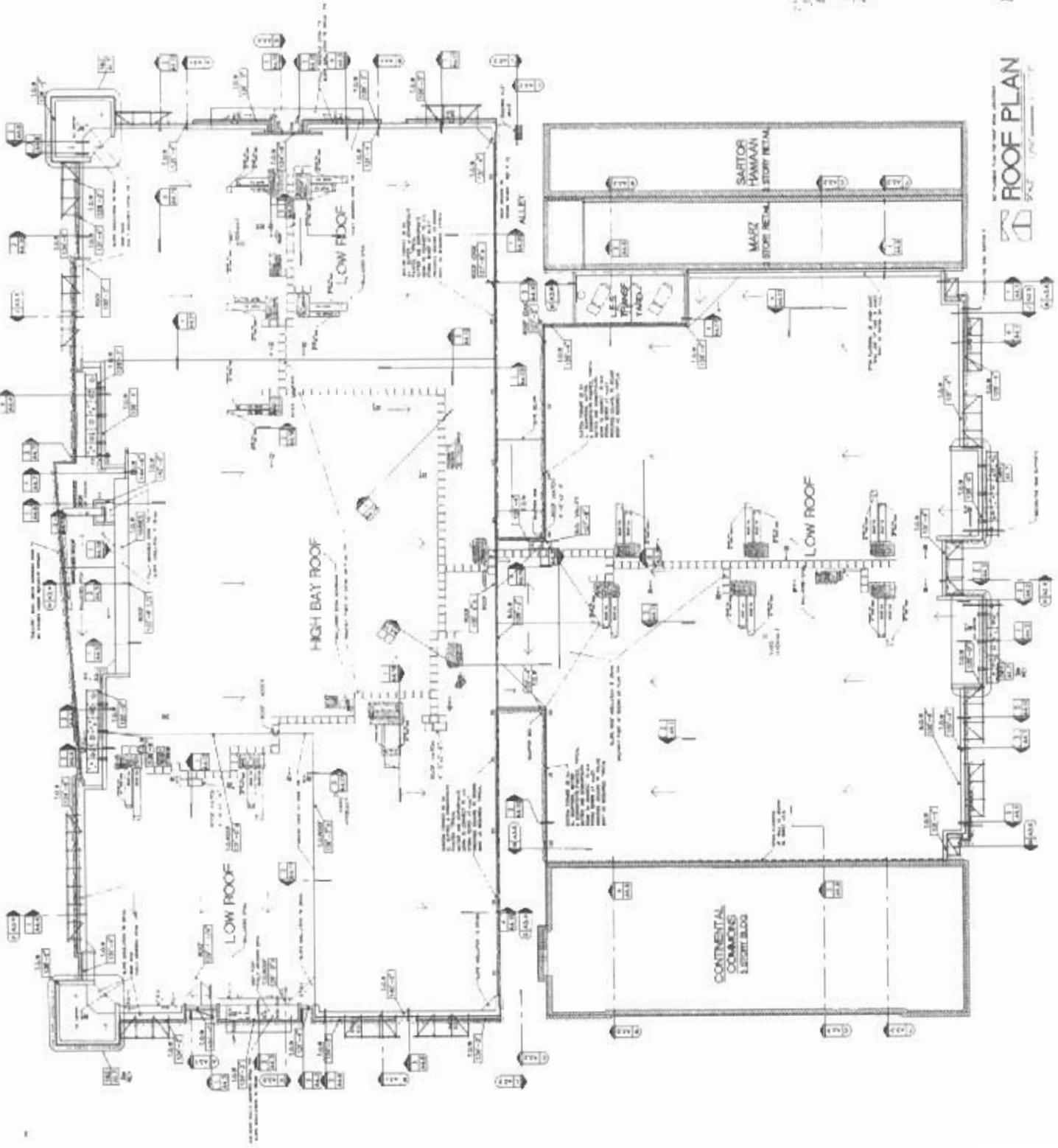


■ ■ ■ ■ ■  
■ ■ ■ ■ ■  
■ ■ ■ ■ ■  
■ ■ ■ ■ ■  
■ ■ ■ ■ ■

## 11th & 'P' Street View



ROOF PLAN



CLIENT  
ADDRESS  
CITY  
STATE

DOUGLAS THEATRE  
GRAND THEATRE  
12TH & P  
LINCOLN  
NE

SALESPERSON  
ARTIST  
SKETCH NO  
SCALE

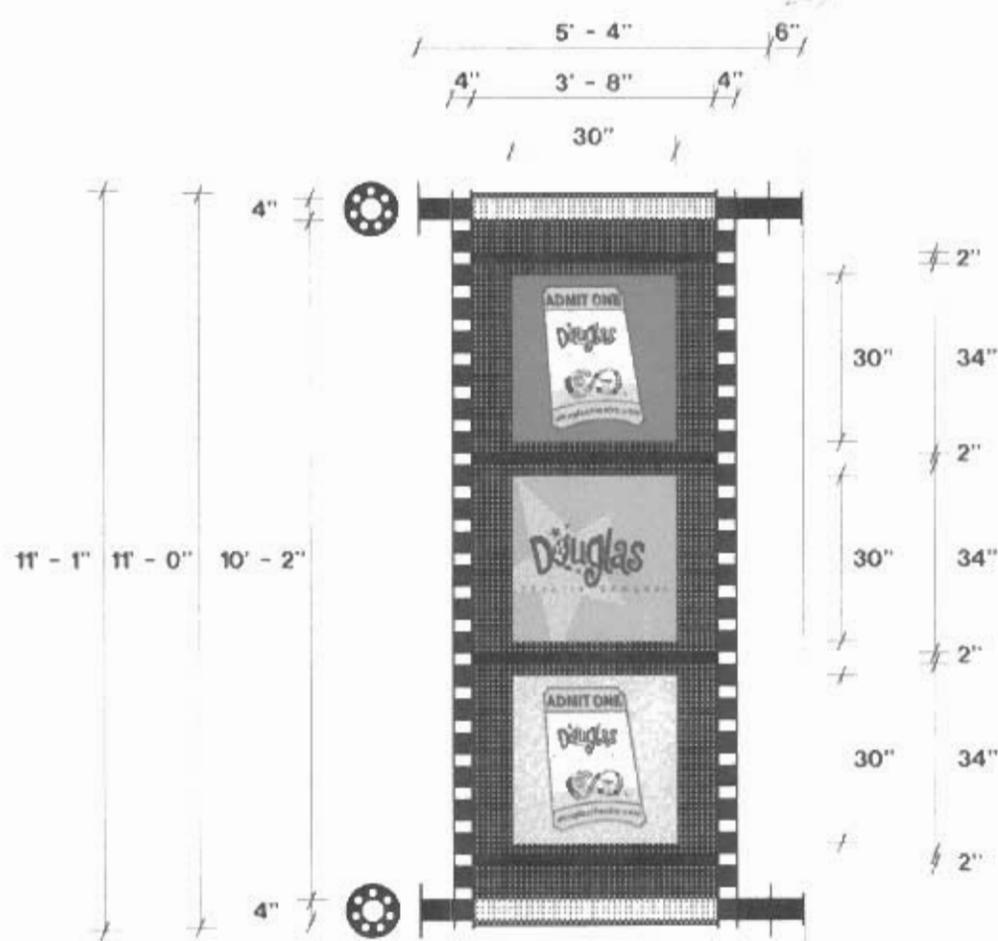
BENNETT  
SCHOENECK  
04825 C  
2/8 - 1 - 0  
DATE

X

HARDCOPY  
SITE PLAN  
PHOTO  
CLIENT APPROVAL  
DATE

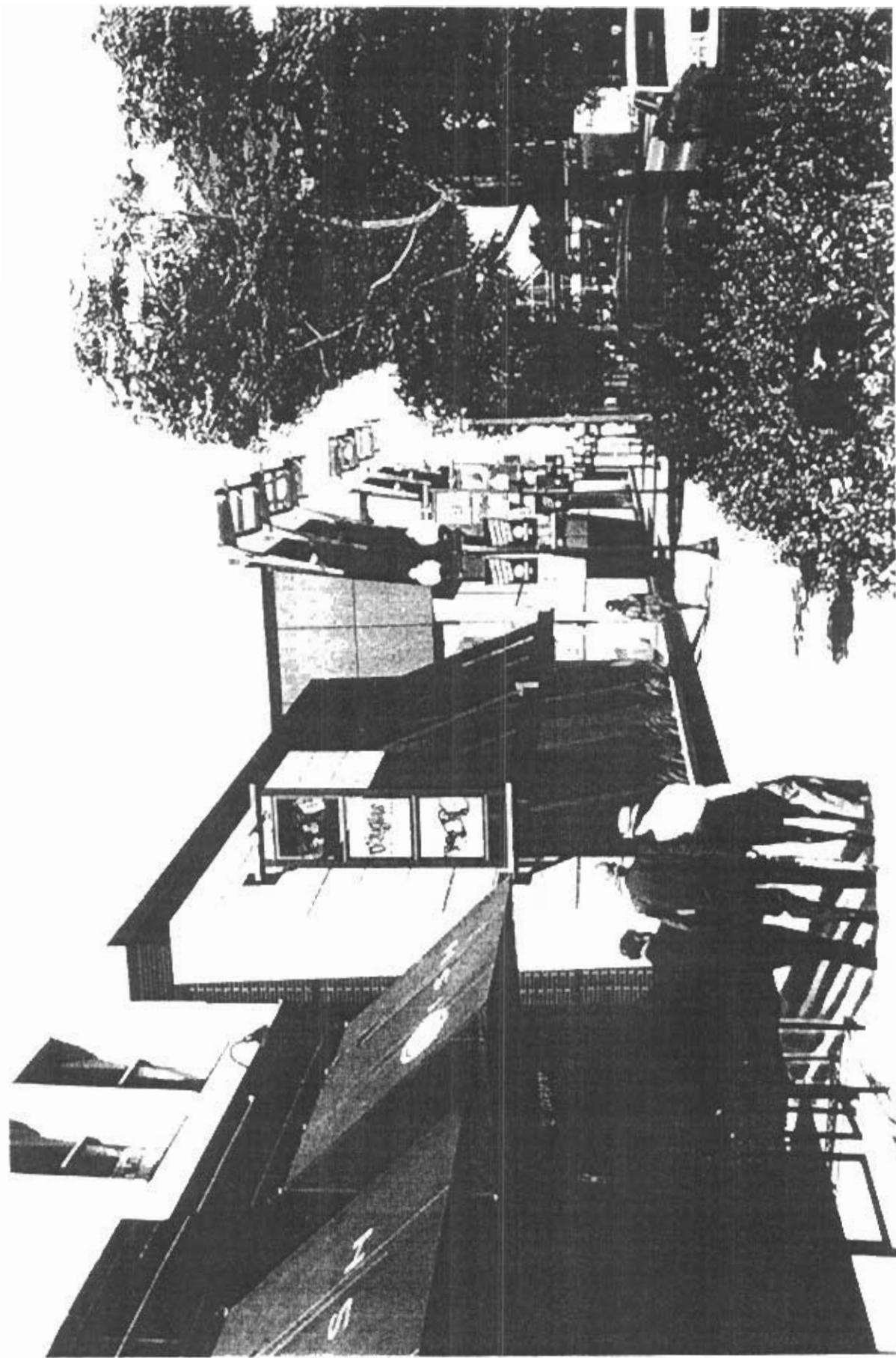
Nebraska Sign Company  
140 North 21st Street  
P.O. Box 80956  
Lincoln, Nebraska 68501

COMPUTER GENERATED DRAWING IS INTENDED TO BE AN APPROXIMATE REPRESENTATION OF ACTUAL COLORS AND DIMENSIONS

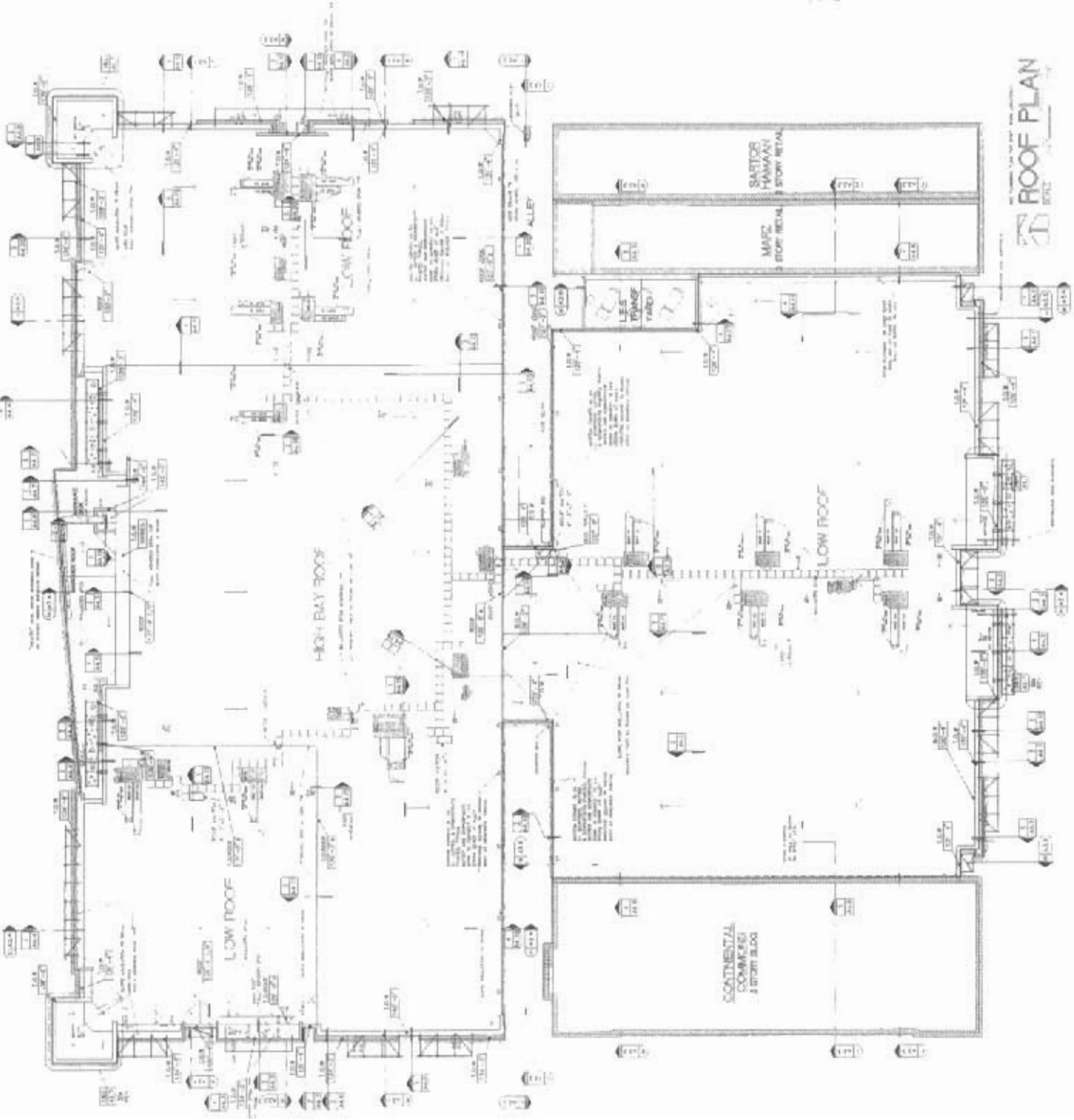


**FOUR, DOUBLE-FACE, NON-ILLUMINATED, BANNER TYPE PROJECTING SIGNS**

SIGN BACKGROUND TO BE 1/4" ALUMINUM ROUTED TO MATCH MCNICHOLS "LATTICE" PERFORATED METAL  
 STITCH WELD ALL SIDES TO STEEL FRAME  
 WRAP "LATTICE" PANEL AROUND 4"D STEEL SUPPORT PIPES TOP AND BOTTOM  
 VERTICAL PIECES TO HAVE 2"H X 3"W PUNCHED HOLES - 6" O.C.  
 ENTIRE PANEL TO BE POWDER COATED "BLACK"  
 3/8" T X 10" D STEEL PLATES WELDED TO END OF PIPE (BY OTHERS)  
 INSIDE PLATE SLIP FIT OVER PIPE AND WELDED  
 5" D X 4" W "COLLARS" WELDED TO 4 1/2" OD STEEL SUPPORT W/ 2"H X 3"W  
 HOLES PUNCHED AT 6" O.C. (BY OTHERS)  
 G.C. WILL SUPPLY PIPE  
 GRAPHICS TO BE DIGITALLY REPRODUCED ON VINYL SUBSTRATE AND APPLIED  
 TO ALUMINUM BACKGROUND - IMAGES AND COLORS TO BE DETERMINED  
 PLEASE SUPPLY HARDCOPY FOR PRODUCTION  
 INSTALL TWO ON NORTH ELEVATION AND TWO ON SOUTH ELEVATION



**"O" Street View**



ROOF PLAN