MEMBERS PRESENT: Timothy Holland – Chair
     Robert Peters – Vice-Chair
     Jeffrey Elliott
     Craig Moody
     Anna Nubel (non-voting)
     Leanne Ziettlow

MEMBERS NOT PRESENT: Christian Christensen
     David Ciaccio
     Larry Jobeun
     Jay Noddle
     Gerald Torczon

STAFF PRESENT: Trina Westman, Urban Design Review Board Administrator
     Alan Thelen, City Law
     Clinette Warren, Recording Secretary

Certification of Publication: Urban Design Review Board Administrator certifies publication of this agenda in the Daily Record, the official newspaper of the City of Omaha on Monday, May 5, 2014.
At the Urban Design Review Board meeting held on May 15, 2014, Gabrielle Ryan and Peter Nelson (Lund Company) appeared before the Board in support of the request.

Ms. Ryan stated that Signworks was hired to replace the two existing signs with a multi-tenant monument sign. Mr. Nelson explained that there are currently 12 tenants in the building and that the new sign would help to meet the expectation of the tenants for exterior signage. He added that the current signs are not very noticeable and, thereby, ineffective. He felt that the signage being proposed was typical for the size of the building.

Ms. Ryan stated that the existing signage is 16’. The ACI overlay was placed on the site in 2012. Mr. Nelson stated that the 12’ sign that is allowed would make the letters approximately 6” – 12” tall and would not be clearly visible along 72nd Street.

Mr. Holland stated that the Board was concerned that two signs would be removed and replaced with two larger signs that are 2.5 sizes larger than what is allowed. He suggested replacing the two signs with just one sign. Ms. Ryan responded that two signs are preferred but they would be willing to accept just one sign if that were the only available option. He also explained that the monument sign will have three slots that will list the three largest tenants in the building at any given time. In response to Mr. Torczon, Mr. Nelson stated that he would ask the building owners if they would accept a waiver with the condition that no other signage be allowed on the building or site. Mr. Holland stated that the Board did not see a hardship that would justify a sign larger than what the code allows. He suggested a layover to give the applicant time to meet with the building owners about alternative designs. In response to Ms. Ryan, the Board stated that they were more in favor of one larger monument sign with the condition that no other signage be allowed on the building or on the grounds. It was also suggested that a site plan be submitted which shows the exact locations of the setback and property lines. Mr. Peters requested that elevations for the site also be submitted so that it could be determined whether a 30’ sign was necessary. Mr. Ciaccio was not in favor of the request since it would set a precedent for a business center sign in an area of less than 10 acres.

Mr. Holland requested that the applicant come back at the next meeting with plans that show the total sign budget for the building, counting the existing signage on top of the building, so that it could be compared with what was being requested.

Mr. Jobeun moved to LAYOVER. Mr. Elliott seconded the motion.

AYES: Ziettlow, Ciaccio, Elliott, Peters, Torczon, Jobeun, Holland

MOTION CARRIED: 7-0
At the Urban Design Review Board meeting held on May 15, 2014, Thomas Adams appeared before the Board in support of the request.

Mr. Adams proposed replacing the existing sign with a modern sign. The height of the existing sign is approximately 24’. He explained that the landscaping shown on the drawings are part of the proposal. Mr. Holland noted that there is a hardship since the entire front area of the site is for parking. In response to Mr. Holland, Mr. Adams explained that since there is already limited parking at the center, it was preferred that none of the existing parking stalls be removed. He also proposed adding electronic messaging to the sign. Mr. Peters inquired as to whether the applicant would be willing to compromise and begin the 12’ signage at approximately eye level/car roof level which would lower the height of the sign a couple of feet from what was being proposed. The applicant was in agreement with that plan. It was agreed that the maximum overall height of the sign would be 18’.

Mr. Peters moved to APPROVE the request as submitted, subject to the overall height of the sign being reduced to 18’ and the sign installation should include landscaping at the base; approval is based on the existing parallel and perpendicular parking stalls to the east and west of the proposed sign location. Mr. Jobeun seconded the motion.

AYES: Ziettlow, Ciaccio, Elliott, Peters, Torczon, Jobeun, Holland

MOTION CARRIED: 7-0
Change to Rules of Procedure:

| UD-14-006 |
|---|---|
| Planning Department | NAME: Proposed Changes to the UDRB Rules of Procedure |
| REQUEST: Change to allow for administrative review for projects having minimal civic impact |

At the Urban Design Review Board meeting held on May 15, 2014, Trina Westman, Urban Design Review Administrator, appeared before the Board in support of the request.

Ms. Westman explained that the Planning Department made changes to the Rules of Procedure to allow administrative review for projects having minimal civic impact. The information was reviewed by individuals from the Public Works Department and they are in agreement with the proposed changes.

Mr. Elliott moved to APPROVE. Mr. Ciaccio seconded the motion.

AYES: Ziettlow, Ciaccio, Elliott, Peters, Torczon, Jobeun, Holland

MOTION CARRIED: 7-0
Administrative Item:

Approval of April 17, 2014 Meeting Minutes.

Mr. Peters moved to APPROVE the minutes. Mr. Elliott seconded the motion.

AYES: Ziettlow, Ciaccio, Elliott, Peters, Holland

ABSTAIN: Torczon, Jobeun

MOTION CARRIED: 5-0-2

It was the consensus of the Board to adjourn the meeting at 3:36 p.m.

Clinette Warren, Planning Department
Recording Secretary