MINUTES

MEMBERS PRESENT:                          Robert Peters – Vice-Chair
                                                Brinker Harding
                                                Jay Noddle
                                                Gerald Torczon
                                                Katie Underwood
                                                Philip Webb

MEMBERS NOT PRESENT:                      Timothy Holland –Chair
                                                Christian Christensen
                                                David Ciaccio
                                                Jeffrey Elliott
                                                Larry Jobeun

STAFF PRESENT:                            Todd Swirczek, City Planner
                                                Alan Thelen, City Law
                                                Clinette Warren/Rikki Flott, Recording Secretary

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PUBLIC MEETING:

Private Project:

<table>
<thead>
<tr>
<th>UD-14-004 (from May 15, 2014)</th>
<th>NAME: Omaha Tower_72nd &amp; Mercy Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gabrielle Ryan_Signworks</td>
<td>REQUEST: Waiver of Section 55-933(b) Monument and Ground Signs</td>
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</tbody>
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At the Urban Design Review Board meeting held on May 15, 2014, Gabrielle Ryan, Peter Nelson (Lund Company) and Tony Young (Lund Company) appeared before the Board in support of the request.

Ms. Ryan spoke about the revised sign plans that had been submitted to the Board. The proposed sign would be 29.5’ tall and the copy will be illuminated. Instead of two signs as originally proposed, the Board suggested one sign and also requested plans that depicted what the sign would look like on the property and also aerial views. She noted that, due to a variance of the sign budget from the Zoning Board of Appeals, the site is currently allowed 2,878 sq. ft. of sign budget of which 1,742 sq. ft. is being used. She stated that if the Board approved the proposed sign, the applicant would only install one sign and reduce the square footage of the sign.

Referring to the minutes of the May 15, 2014 meeting, Mr. Peters recalled that there are approximately 12 tenants in the building who wanted to be listed on the signage. In addition, the current signs are not noticeable and are ineffective.

Regarding the issues with the tenants, Mr. Nelson stated that the goal of the proposed sign is to keep the site as clean and uncluttered as possible while providing signage for the largest 3 or 4 tenants. He felt that the requested 25’ sign is commensurate with the size of the building.

There was some discussion about the regulations for individual monument signs. Mr. Holland Noddle was concerned about the precedent that would be set if an office building in the City was approved to install a 25’ tall sign identifying its tenants. He added that if the request was approved, 60% of the sign could be devoted to tenants and no tenant could occupy more than 10% of the sign which would make the proposed sign not proportioned. He felt that this may not be enough signage for the tenants and suggested that the issue be looked into.

Mr. Webb inquired as to whether the current owners would agree to the proposed sign with the restriction that no future monument signs be allowed. In response, Mr. Nelson stated that the owner does not necessarily plan to own the property for the long-term and was concerned that any restrictions for signage may limit the ability to sell the property to future owners. Mr. Holland Noddle was also concerned with what any future owner’s plan for signage may be.

Mr. Noddle suggested that the applicants consider reducing the size of the sign, bring back future signage expectations for the entire site, and determine whether the proposed signage meets all other guidelines with the exception of height.

In response to Ms. Ryan, Mr. Peters stated that the Zoning Board of Appeals has usually agreed with the recommendations of the Urban Design Review Board when granting appeals.
Mr. Noddle explained that there needed to be justification for the Board to grant approval of the sign, especially since other business would approach the Board in the future for the same request. He added that it may include the applicant agreeing to one or more concessions from the Board.

Mr. Harding stated that he did not believe restricting monument signage was enough of a defense for allowing a 25’ sign. He also felt that it would not deter other property owners from requesting the same type of waiver.

Mr. Peters raised another issue regarding whether the sign budget applied to the tower, the parking garage or both. The Board felt that the overall sign budget should be reduced. Mr. Swirczek stated that if the proposed signage were allowed there would still be another 1,760 sq. ft. of signage remaining which a future owner could choose to utilize.

Mr. Noddle suggested that the applicant appear at the August 21, 2014 meeting of the Urban Design Review Board after taking a comprehensive look at the entire plan.

Mr. Webb suggested that the applicant minimize the amount of signage that would allow the current occupants sufficient space and would also limit what a future occupant would be allowed to use. Ms. Underwood was in support of the taller sign instead of multiple smaller signs. The Board preferred to see some plans before the next meeting is possible which would provide some direction for the applicant and also assist them in making a decision at the next meeting.

Mr. Torczon moved to LAYOVER. Ms. Underwood seconded the motion.

AYES: Noddle, Peters, Torczon, Webb, Underwood

MOTION CARRIED: 5-0
Administrative Item:

Approval of May 15, 2014 Meeting Minutes.

The May 15, 2014 minutes will be approved at the next scheduled meeting.

It was the consensus of the Board to adjourn the meeting at 3:53 p.m.

Clinette Warren, Planning Department
Recording Secretary