

City Council Introduction: **Monday**, August 13, 2012
Public Hearing: **Monday**, August 20, 2012, at **3:00** p.m.

Bill No. 12R-190

FACTSHEET

TITLE: A Resolution approving and adopting a the proposed **HOLDREGE/IDYLVILD REDEVELOPMENT PLAN**, requested by the Director of the Urban Development Department, located south of Holdrege Street between N. 34th Street and N. 37th Street.

STAFF RECOMMENDATION: A finding of conformance with the Comprehensive Plan.

ASSOCIATED REQUEST: Change of Zone No. 12018, Holdrege/Idylwild Redevelopment Planned Unit Development (#12-105).

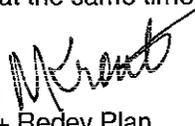
SPONSOR: Planning Department

BOARD/COMMITTEE: Planning Commission
Public Hearing: 07/25/12
Administrative Action: 07/25/12

RECOMMENDATION: A finding of conformance with the Comprehensive Plan (5-0: Esseks, Hove, Weber, Francis and Cornelius voting 'yes'; Gaylor Baird, Lust, Sunderman and Butcher absent).

FINDINGS:

1. This proposed Redevelopment Plan and the associated Change of Zone No. 12018, the Holdrege/Idylwild Redevelopment Planned Unit Development, and Street & Alley Vacation No. 12004, were heard at the same time before the Planning Commission.
2. The "Holdrege/Idylwild Redevelopment Plan" consists of three redevelopment activities including public improvements, a new fraternity and a mixed use development, as set forth on page 4. The Redevelopment Plan area is generally bounded by Holdrege Street on the north, N. 37th Street on the east, Apple Street on the south and N. 34th Street on the west.
3. The staff recommendation to find the proposed Redevelopment Plan to be in conformance with the 2040 Lincoln-Lancaster County Comprehensive Plan is based upon the "Analysis" as set forth on p.3-4. The staff presentation is found on p.5-6.
4. Testimony in support is found on p.6-8, and the record consists of a letter in support from the East Campus Community Organization (p.12-14).
5. There was no testimony in opposition.
6. On July 25, 2012, the Planning Commission agreed with the staff recommendation and voted 5-0 to find the proposed Holdrege/Idylwild Redevelopment Plan to be in conformance with the 2040 Comprehensive Plan (**Comprehensive Plan Conformance No. 12009**).
7. On July, 25, 2012, the Planning Commission also voted 5-0 to recommend conditional approval of the associated Change of Zone No. 12018, the Holdrege/Idylwild Redevelopment PUD, which is also being introduced on August 13, 2012, as Bill #12-105.
8. On July 25, 2012, the Planning Commission also voted 5-0 to find the proposed Street & Alley Vacation No. 12004, vacating North 35th Street between Holdrege Street and Starr Street, and the east 200' of the east/west alley between North 34th Street and North 35th Street, to be in conformance with the Comprehensive Plan. This street and alley vacation will be scheduled on the City Council agenda when the provisions of Chapter 14.20 of the Lincoln Municipal Code have been satisfied. It is anticipated that the street and alley vacation will be scheduled at the same time as the Redevelopment Agreement.

FACTSHEET PREPARED BY: Jean L. Preister
REVIEWED BY: Marvin Krout, Director of Planning 
REFERENCE NUMBER: FS\CC\2012\CPC12009+ Redev Plan

DATE: August 6, 2012
DATE: August 6, 2012

LINCOLN/LANCASTER COUNTY PLANNING STAFF REPORT

for JULY 25, 2012 PLANNING COMMISSION MEETING

- PROJECT #:** Comprehensive Plan Conformance No. 12009
- PROPOSAL:** To review as to conformance with the 2040 Lincoln-Lancaster County Comprehensive Plan, the proposed "Holdrege/Idylwild Redevelopment Plan" located south of Holdrege Street between N. 34th Street and N. 37th Street and to add three redevelopment activities including public improvements, a new fraternity, and a mixed use development. The Holdrege/Idylwild Redevelopment Plan area is generally bounded by Holdrege Street on the north, N. 37th Street on the east, Apple Street on the south, and N. 34th Street on the west.
- LOCATION:** An area generally located south of Holdrege Street, north of Apple Street along Idylwild Drive.
- LAND AREA:** 7 acres, more or less
- CONCLUSION:** The redevelopment plan is in conformance with the Comprehensive Plan.

<u>RECOMMENDATION:</u>	In conformance with the Comprehensive Plan.
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GENERAL INFORMATION:

LEGAL DESCRIPTION: See attached from redevelopment plan.

EXISTING ZONING: R-2, R-5, and R-6 Residential; and B-1 Local Business District

EXISTING LAND USE: Parking lots, two restaurants (dine-in and take-out), single-family dwellings, duplexes, multi-family dwellings, a fraternity, landscaped medians of Idylwild Drive, and Idylwild Park.

SURROUNDING LAND USE AND ZONING:

North: P Public Use District, East Campus, University of Nebraska-Lincoln

South: R-5 Residential: two single-family dwellings and one multi-family structure; R-2 Residential, one single-family dwelling, one duplex, three multi-family structures, and a fraternity

East: R-2 Residential, 19 single-family dwellings, one duplex

West: R-6 Residential: one multi-family structure; R-5 Residential: one multi-family structure; R-2 Residential: one duplex and 14 single-family dwellings.

ASSOCIATED APPLICATIONS:

Miscellaneous #12006 for the Holdrege/Idylwild Redevelopment Area Blight and Substandard Determination Study.

Change of Zone #12018 for a Planned Unit Development for a portion of this redevelopment area.

Street and Alley Vacation #12004 for N. 35th and an alley.

COMPREHENSIVE PLAN SPECIFICATIONS:

The 2040 Lincoln and Lancaster County Comprehensive Plan identifies this area as Urban Residential in the Future Land Use Plan. (p.1.9)

Discourage auto-oriented strip commercial development and seek opportunities for residential mixed use redevelopment and/or transit oriented development of existing commercial strips. (p. 5.14)

Develop infill commercial areas to be compatible with the character of the area. (p. 5.14)

Avoid encroachment into existing neighborhoods during expansion of existing commercial and industrial uses, and take steps to ensure expansions are in scale with the adjacent neighborhood, are properly screened, fulfill a demonstrated need and are beneficial to health and safety. (p. 5.14)

Mixed Use Redevelopment should:

Target existing underdeveloped or redeveloping commercial and industrial areas in order to remove blighted conditions and more efficiently utilize existing infrastructure. (p. 6.2)

Provide a diversity of housing types and choices throughout each neighborhood for an increasingly diverse population. Promote activities of daily living within walking distance, and provide sidewalks on both sides of all streets, or in alternative locations as allowed through design standards or review process. (p. 6.2)

Strive for commercial Floor Area Ratios of at least 0.5 within buildable areas designated for commercial development inside the project boundary (including public and semi-public buildings). This strategy encourages significant returns on public investment by developing high-quality properties with sustained value, long-term viable businesses to generate sales tax, and efficient use of land and infrastructure resources. (p. 6.6)

Refer to Pages 11-13 of the proposed Holdrege/Idylwild Redevelopment Plan for additional Comprehensive Plan references.

ANALYSIS:

1. This is a request to review the proposed Holdrege/Idylwild Redevelopment Plan and three redevelopment activities for a determination of conformity with the Lincoln and Lancaster County 2040 Comprehensive Plan.
2. This area is designated as Urban Residential, however, much of the area currently has commercial zoning and some commercial uses. Small commercial sites such as this are not mapped in the Comprehensive Plan. Small commercial or mixed use areas are not uncommon for older neighborhoods.
3. The proposed redevelopment plan is the same area as the blight study.
4. The redevelopment plan includes three redevelopment activities: public improvements, new fraternity improvements, and private mixed use improvements.

- 4.1 Public Improvements: general improvements to Idylwild Park, improvements to the planted medians of Idylwild Drive, and improvements to the curb and gutter on Idylwild Drive from Apple Street to Holdrege Street.
- 4.2 New Fraternity Improvements: demolition of current Alpha Gamma Rho fraternity and three residences (in process), and construction of a new fraternity and associated parking. The building will meet a higher level of design in terms of materials etc., will front to Holdrege Street, and the parking will be screened.
- 4.3 Private Mixed Use Improvements:
East Block: will demolish existing Valentino's parking lot and two residences. Development may include new restaurant, retail, office, and residential.
West Block: will demolish the existing Valentino's restaurant and two adjacent residential structures that are not a part of the redevelopment plan or blight study areas. Development may include commercial and residential uses and parking.
5. Historic Preservation Commission will review the redevelopment plan and offer comments July 19th. The Commission reviewed and approved the redevelopment of AGR fraternity house last year. The redevelopment plan includes demolition of two residential structures (duplexes) in the Landmark District at 1417 and 1423 Idylwild Drive. The demolition of those structures and the design of the east building of the current proposal will require design review by Historic Preservation Commission.
6. The proposed redevelopment plan accomplishes Comprehensive Plan goals such as redeveloping along an arterial with transit service (#42 Bethany runs along Holdrege), building at a higher floor area ratio (proposing three story buildings), accommodating mixed uses, and transitioning into the adjacent neighborhood. The proposed mixed use development will create additional destinations for neighborhood and university residents within walking distance. The development proposes minimal encroachment into the residential neighborhood while adding residential opportunities in the commercial area.

Prepared by:

Brandon M. Garrett, AICP
Planner

DATE: July 17, 2012

APPLICANT/CONTACT: Wynn Hjermstad
Urban Development Department
City of Lincoln
555. S. 10th Street, Ste. 205
Lincoln, NE 68508
(402)441-8211

**COMPREHENSIVE PLAN CONFORMANCE NO. 12009,
CHANGE OF ZONE NO. 12018
and
STREET & ALLEY VACATION NO. 12004**

PUBLIC HEARING BEFORE PLANNING COMMISSION:

July 25, 2012

Members present: Esseks, Hove, Weber, Francis and Cornelius; Gaylor Baird, Lust, Sunderman and Butcher absent.

Staff recommendation: A finding that the Redevelopment Plan is in conformance with the Comprehensive Plan; conditional approval of the PUD and a finding that the street and alley vacation is in conformance with the Comprehensive Plan.

There were no ex parte communications disclosed.

Staff presentation:

1. David Landis appeared on behalf of **Urban Development**, reminding that the Commission has agreed that this is a blighted and substandard area and that determination is moving forward. This Redevelopment Plan is project driven and is consistent with the Comprehensive Plan. This proposal includes the three-story AGR Fraternity and two new three-story buildings between 8,000 sq. ft. and 10,000 sq. ft. The area includes the two-block area on Holdrege from the existing Valentino's to Idylwild. Valentino's will be relocated. As part of the project, 35th Street and the east/west alley will be vacated.

Landis estimated an investment of \$11.3 million which should create TIF of \$1.7 million. The private investment is \$9.70 for every \$1.00 of public investment.

The area to the south on Idylwild and the park are also part of the project because we want this redevelopment to be good for the neighborhood as well as the developer. There is some infrastructure that needs to be improved. Urban Development has been working with the neighborhood and the developer to include this area to make sure that there are beneficiaries beyond just the investors in this case.

This Redevelopment Plan is consistent with the Comprehensive Plan because it includes the business and economy principles, the mixed-use development driving principles, the neighborhood and housing principles and the parks, recreation and open space principles. It is a benefit to the city. It will be good for the developer, and the mixed-use it brings will be good for this neighborhood as well as the city.

2. Steve Henrichsen of Planning staff presented the PUD and street and alley vacation requests. The PUD is generally on the south side of Holdrege including 35th Street and both sides of Idylwild. It includes the B-1 around the existing Valentino's, with the parking lot on east

side of 35th Street and Valentino's on the west. The four residential structures included will be demolished as part of the redevelopment. The PUD includes a maximum of 66,000 sq. ft. of commercial space and 40 new dwelling units. Henrichsen noted that these are maximum numbers and it would probably be nearly impossible to build both of those without a parking deck, so we are anticipating to see some kind of mix. The PUD also includes the fraternity on the east side of Idylwild so that the boundary of the PUD could include 3 acres. There is a change of zone, special permit, and zoning agreement on the fraternity, which are being incorporated into this PUD. None of the conditions of that special permit are changing. There is just one waiver being requested in order to keep the existing ground sign. The main focus for the PUD site plan is everything west of Idylwild Drive.

With regard to the street and alley vacation, Henrichsen explained that what is currently 35th Street today would be vacated. It appears there is support from the neighborhood association. There is also an east/west alley connecting with 35th Street. That portion west of this project will remain open to allow residents to access through the alley.

Henrichsen submitted that the proposed PUD and street and alley vacation are in conformance with the goals of the Comprehensive Plan in that the PUD includes a mix of uses; buildings placed closer to Holdrege; pedestrian-oriented; and very much mixed use. There are several waivers being requested, all of which are appropriate due to the mixed use, pedestrian-oriented redevelopment, and older neighborhood.

Esseks inquired about the review by the Historic Preservation Commission (HPC). Henrichsen stated that the HPC did review the plan as a whole and did recommend approval as proposed. Esseks observed that there may have been some demolition occurring prior to approval by HPC. Henrichsen explained that the demolition is occurring on the east side of Idylwild, which is the location of the fraternity which was reviewed many months ago by both the HPC and Planning Commission via the special permit application. The new action is on the west side of Idylwild.

Esseks inquired whether the Idylwild improvements and the park at the south end are receiving TIF money. Landis answered in the affirmative, stating that it is also contemplated that in a fever of charitable sensibilities, the developer will also make some non-TIF contributions toward the ongoing maintenance. Thus, some of the TIF will go to those blocks and there will be some assistance that has nothing to do with TIF occasioned by understandings with the developer who wants to contribute to the community.

Proponents

1. Mark Palmer of Olsson Associates appeared on behalf of the developer and expressed appreciation to the neighbors and city staff for working with them on this project. There are multiple parcels and multiple owners, so there have been a lot of moving parts and a lot to coordinate.

Palmer stated that the developer is in agreement with the conditions of approval on the PUD. The waivers are needed to gain the mixed-use redevelopment aspect.

2. Jordan Berger of WRK, the developer, showed images and reiterated appreciation to Planning, Public Works and Urban Development as well as the neighborhood. He also expressed appreciation to Valentino's in its donation to help fund the maintenance and make that park and boulevard special.

Berger explained that they are contemplating two three-story buildings built in phases. The first phase will be the east end. Valentino's will relocate within the Redevelopment Area. In an effort to keep their business open, their new building will be built in the first phase. The footprints are 8,000 sq. ft. and three-story. The PUD provides the flexibility to allow the developer to see what the market is going to bear. The developer is comfortable with the parking waiver and they have had meetings with the neighborhood. The sign waiver is requested to allow the relocation of the Valentino's historic pizza sign. The fraternity house will be in scale with the new buildings. They are contemplating mixed-use with residential, commercial and some retail.

Support

1. Mary Eisenhart, 1420 N. 37th Street, President-elect of the **East Campus Community Organization (ECCO)**, testified in support. The neighborhood is very supportive of the request to relocate and keep the pizza sign. She expressed appreciation to WRK and Valentino's for being willing to work with the neighborhood, which enthusiastically supports this proposal. Ann Bleed went door-to-door to make certain that all the people most concerned would be at the neighborhood meeting. At the last meeting, they voted by show of hands, and 95% raised their hand in support, with no one raising their hand in opposition. Eisenhart read excerpts from the letter submitted by Ann Bleed as President of ECCO and urged that these applications be approved. She pointed out that Valentino's is dedicated to remaining in the neighborhood and contributing toward development of the boulevard and the park. The neighborhood believes that this redevelopment would achieve all of the objectives of the Comprehensive Plan. ECCO has a long history of being a commercial and mixed-use area. Many of the homes are in a historic district and the Historic Preservation Commission has reviewed and approved this plan. The neighborhood supports the two arterials, which will be a way to link the neighborhood with Innovation Campus. This proposal will not decrease any R-2 zoning in the neighborhood, and would shift some high density to commercial zoning. The street and alley vacation is also supported by the neighborhood. They support the request for parallel parking along Holdrege Street, which might help to slow down traffic. There is a lot of pedestrian crossing there. Parking issues are huge in the neighborhood. With this plan, pedestrian crossings in the area will increase and the parallel parking may help to avoid some problems. The neighborhood also expresses appreciation to the Mayor for providing his support for this application.

2. Tony Messineo, 6730 Park Crest Court, appeared on behalf of **Valentino's**. They have been working with WRK for a little over a year. It has involved many negotiations, planning and realigning things and he is extremely pleased with the way the plans are proposed at this time. It is a great development for the area and a great fit for the neighborhood. He is excited that Valentino's can remain in the plan. They have had two great meetings with the neighborhood association, and their input has been incorporated into these plans. At the last meeting, there was unanimous support by the neighborhood. Valentino's is very pleased to contribute some

funds to the playground and park. This is a great fit for the neighborhood and he looks forward to the development.

There was no testimony in opposition.

Landis reappeared to state that this is a particularly well done project. We wish that other neighborhoods and developers worked as directly and as respectfully, and ultimately as successfully as they did in this case.

COMPREHENSIVE PLAN CONFORMANCE NO. 12009

ACTION BY PLANNING COMMISSION:

July 25, 2012

Hove moved to approve a finding of conformance with the Comprehensive Plan, seconded by Francis.

Esseks observed that this has been outstanding testimony from the neighborhood, from the owner of the major property, and from the architect and developer. The staff report is outstanding. He hopes to see more cases like this.

Cornelius stated that he is abundantly pleased with the albeit preliminary renderings that were shown. This is the fruit of the LPlan 2040 process starting to be born and it looks exactly like what he believes the LPlan Advisory Committee was trying to accomplish – these multi-story, mixed-use, street-facing buildings on arterials, with nodes and corridors. It looks just great.

Motion carried 5-0: Esseks, Hove, Weber, Francis and Cornelius voting 'yes'; Gaylor Baird, Lust, Sunderman and Butcher absent. This is a recommendation to the City Council.

CHANGE OF ZONE NO. 12018

HOLDREGE/IDYLWILD REDEVELOPMENT PLANNED UNIT DEVELOPMENT

ACTION BY PLANNING COMMISSION:

July 25, 2012

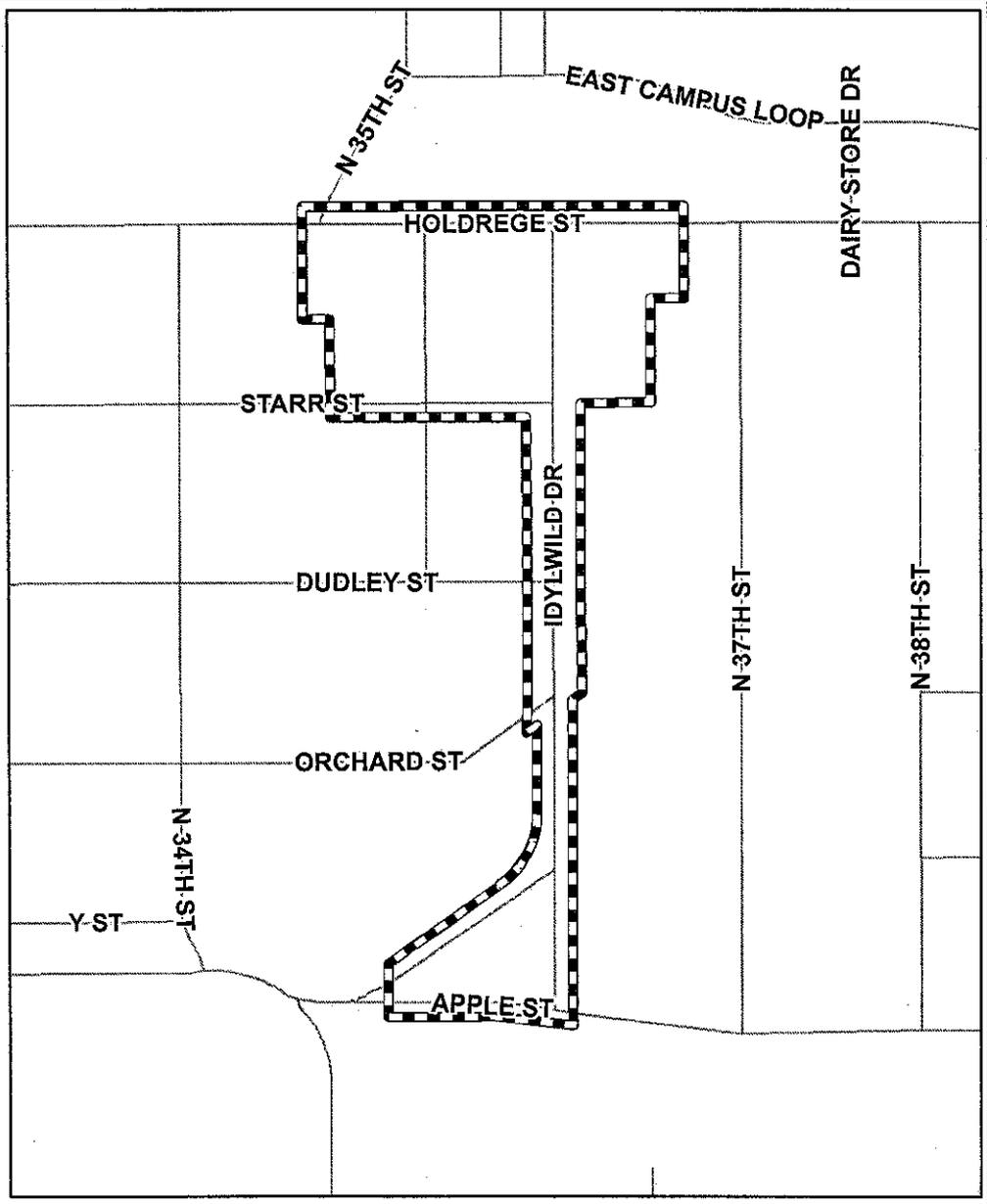
Hove moved to approve the staff recommendation of conditional approval, seconded by Francis and carried 5-0: Esseks, Hove, Weber, Francis and Cornelius voting 'yes'; Gaylor Baird, Lust, Sunderman and Butcher absent. This is a recommendation to the City Council.

STREET & ALLEY VACATION NO. 12004

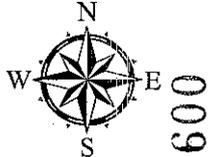
ACTION BY PLANNING COMMISSION:

July 25, 2012

Weber moved to approve a finding of conformance with the Comprehensive Plan, seconded by Francis and carried 5-0: Esseks, Hove, Weber, Francis and Cornelius voting 'yes'; Gaylor Baird, Lust, Sunderman and Butcher absent. This is a recommendation to the City Council.



2010 aerial



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(CPC12009)

Comprehensive Plan Conformance #12009 Holdrege and Idylwild Redevelopment Area

Appendix A: Legal Description

The Holdrege/Idylwild redevelopment area boundary is generally described as follows: An area within the City of Lincoln, Lancaster County, Nebraska that includes the following:

Paines Subdivision Lots 1-6; Idylwild Place Block 1, Lots 1-4 and 14-16; Idylwild Place 1st Addition Lot 3 and the north ½ of adjacent vacated alley; Woods Brothers University Addition Block 1, Lots 1-6; University Park Subdivision Lot 46; and the center boulevard medians and Idylwild Park, all within the right-of-ways of Idylwild Drive and Apple Street, as well as portions of the right-of-ways of Holdrege, Starr, and 35th Streets that are included within the Holdrege/Idylwild redevelopment area.



CITY OF LINCOLN
NEBRASKA

MAYOR CHRIS BEUTLER
lincoln.ne.gov

Urban Development Department
David Landis, Director
555 S. 10th Street
Suite 205
Lincoln, Nebraska 68508
402-441-7606
fax: 402-441-8711

June 13, 2012

Marvin Krout, Director
City of Lincoln-Lancaster County Planning Department
555 S. 10th
Lincoln, NE 68508

Dear Marvin:

Enclosed is the *Holdrege/Idylwild Redevelopment Plan*. Ten hard copies will be provided and a PDF will also be forwarded to your office.

Please forward the Plan to the Planning Commission for their earliest consideration and review for conformity with the Comprehensive Plan. My understanding is that it should be on the July 11, 2012 Planning Commission agenda.

If you have questions or need additional information, please contact me at 441-8211 or by e-mail at whjermstad@lincoln.ne.gov. Thank you.

Sincerely,

Wynn S. Hjermstad, AICP
Community Development Manager

cc: Dave Landis, Director, Urban Development
Jordan Berger, WRK, LLC

enc.

Testimony in Support of
Comprehensive Plan Conformance No. 12009
Change of Zone No. 12018, and
Street and Alley Vacation No. 12004 for the
The Holdrege/Idylwild Redevelopment Area

Submitted by Ann Bleed
President of the East Campus Community Organization
1315 N 37th Street, Lincoln

The East Campus Community Organization (ECCO) strongly supports approval of the Holdrege/Idylwild Redevelopment Area Comprehensive Plan Conformance 12009, the Change of Zone No. 12018, and the Street and Alley Vacation No. 12004 to vacate one block 35th Street.

Before going further, ECCO would like to express our thanks to both WRK and the Valentino's Corporation for being willing to work with ECCO to make this project one that, we believe, will enhance our neighborhood. The process of arriving at this position of enthusiastic support for this project started almost half a year ago and has included numerous discussions with WRK and two all-neighborhood meetings with the Valentino's Corporation and WRK. These neighborhood meetings were each attended by over forty neighborhood residents and property owners. The willingness of the developers to listen and take action to address our concerns is one of the reasons we are here today in strong support of this project. At our last neighborhood meeting I asked those in attendance if ECCO should support or oppose some, or all, of the project. The comments received were all very supportive of the project and a show of hands indicated almost unanimous support. No one suggested we should oppose the project or even a portion of the project. Based on this response, ECCO urges the Planning Commission to approve these applications.

ECCO believes that approval of this project would provide an excellent opportunity for the city to show that it is serious about implementing the recently adopted 2040 Comprehensive Plan. According to the Comprehensive Plan, the City's primary strategy for residential infill and redevelopment outside of the Greater Downtown is to encourage the redevelopment and reuse of sites and buildings in commercial areas to create new mixed use centers.

The Comprehensive Plan also states redevelopment should:

- occur on sites supported by adequate road and utility capacity;
- be located and designed in a manner compatible with existing or planned land uses;
- encourage substantial connectivity and convenient access to neighborhood services from nearby residential areas;
- promote activities of daily living within walking distance;

- provide sidewalks on both sides of all streets, or in alternative locations as allowed through design standards or review process;
- provide adequate facilities for plazas, or community gardens; and
- encourage public/semi-public uses.

The Comprehensive Plan also states that mixed use redevelopment should:

- encourage public investment in neighborhood infrastructure and services such as parks, pools, libraries, and neighborhood business districts;
- develop incentives to reduce the cost and risk of infill and redevelopment; and
- attract infill and redevelopment with complementary public improvements such as plazas and enhanced streetscapes; and
- target existing underdeveloped or redeveloping commercial and industrial areas in order to remove blighted conditions and more efficiently utilize existing infrastructure.

The Holdrege/Idylwild development would achieve all of these objectives. The Holdrege/Idylwild area has a long history of being a commercial, mixed- use center. The area includes the historic Valentino's restaurant and the historic Alpha Gamma Rho fraternity. Immediately adjacent to the area are the Farmhouse Fraternity, the University of Nebraska's East Campus, and both high and low density residential development. Many of the homes adjacent to this development are either in a historic district or are eligible for that status. However, many of the structures in the redevelopment area, as well as Idylwild Drive have significant blight. The Holdrege/Idylwild Area is supported by two arterials, Holdrege and 33rd Streets, and includes public space in the form of boulevards on Idylwild Street and the small Idylwild Park. The area is also near the new Innovation Campus. Clearly this area meets the Comprehensive Plan's basic criteria as a mixed-use area that meets the Comprehensive Plan's redevelopment objectives.

We also urge you to support the change of zone and street and alley vacation. The zone changes would not decrease any R-2 zoning in the neighborhood. The changes would shift some high density zoning to commercial zoning to allow a more useable residential/ commercial space. The street and alley vacation is not only supported by the neighborhood, but was actually suggested by the neighborhood. At one of the first meetings the neighborhood expressed their concern about the parking lot, and the traffic flow of people exiting the parking lot and traveling south through the neighborhood. It was the neighborhood that suggested closing off one block of 35th Street to make more room for parking and landscaping of the parking lot. In this area 35th is only two blocks long and is therefore not a through street. The block we asked to be vacated today is primarily used to access the Valentino's restaurant. By breaking the boulevard near Holdrege Street, traffic will be able to exit the new parking lot and go immediately to Holdrege Street. Both of these changes would reduce traffic flow south through the remaining block of 35th Street.

ECCO would also like to support the request for parallel parking along Holdrege Street. Allowing parking for these two blocks on Holdrege Street would be beneficial because:

- the additional spaces would provide additional parking for the development;
- the parked cars would provide a buffer between the sidewalk and the busy street; and
- the parked cars would tend to slow traffic in an area where there will be an increased number of pedestrians crossing Holdrege Street.

It is our understanding that one of the reasons that parallel parking is not allowed on arterial streets is because it slows down traffic flow. Holdrege is considered to be a minor, not a major arterial, and therefore can tolerate a somewhat slower traffic flow. In addition, there are already many pedestrians crossing Holdrege Street near the existing Valentino's restaurant even though there is a traffic light on Holdrege Street about four blocks east of the development. With this development there is no doubt that pedestrian crossings in the area will increase.

In conclusion, Holdrege/Idylwild Redevelopment is not only in conformance with the new Comprehensive Plan but would be a good example of the type of redevelopment the plan is trying to encourage. The street vacation would enhance the ability of the project to provide a better interface with the neighborhood and the project as a whole would eliminate blight, enhance the livability of Holdrege/Idylwild area, and provide much needed commercial services within walking distance of the residents of East Campus and students and faculty at the University of Nebraska East Campus. These enhancements would also help create a safe and pleasant neighborhood in which the University's East Campus and Innovation Campus could thrive.

For these reasons the East Campus Community Organization strongly encourages you to approve this application for TIF funds. We would also like to express our appreciation to Mayor Beutler for providing his support for this application.