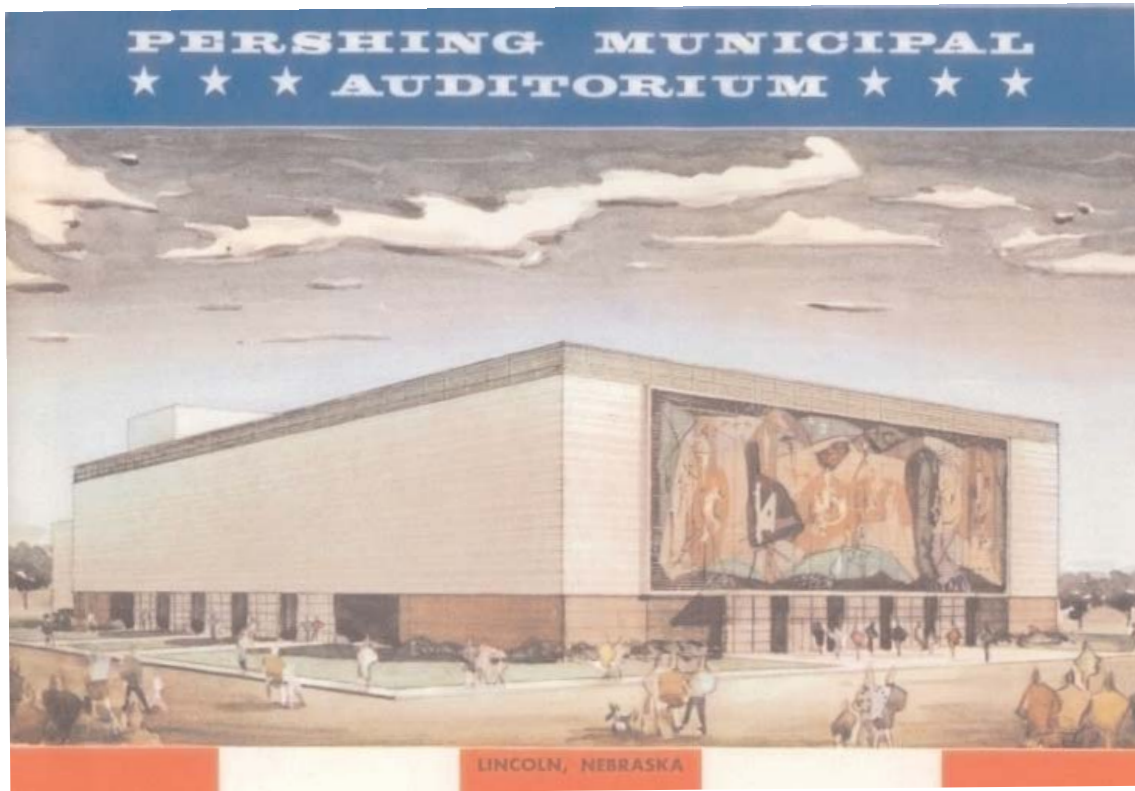


Pershing Adaptive Reuse and Site Study (PARS)



Report on Stakeholder Interviews

October 2008

Introduction

Lincoln's Pershing Center celebrated its 50th anniversary last year. As the City's long standing civic event venue, Pershing Center has hosted numerous concerts, sporting events, trade shows, and community activities. As grand a site as it has been for many generation of Lincolmites, Pershing Center is an aging facility. It continues to lose events to other newer and more contemporary local and regional facilities.

The City of Lincoln is actively pursuing the development of a contemporary arena in the West Haymarket district of Downtown. During our conversation with the community about a new arena, the most commonly asked question has been,

“What will become of Pershing Center when the new arena is built?”

Answering this question is not easy. The answer ultimately must come from the numerous visitors to Lincoln and local residents who have experienced Pershing Center over its five decades – those who cherish their memories of such events and care about the future of the building, the site, and the community.



In cooperation with the Pershing Center Advisory Board, a “Pershing Adaptive Reuse and Site” (PARS) Study was initiated in the summer of 2008. The purpose of this Study is two fold:

1. Identify realistic alternatives for the adaptive reuse of the Pershing Center building.
2. Identify realistic alternatives for the possible reuse of the site should the Pershing Center building be razed.

One task of the PARS Study is to complete in-person interviews with various Pershing Center “Stakeholders.” These stakeholders are individuals who representatives businesses, institutions, and organizations with a particular interest in Pershing Center because of their proximity to the facility, their possible involvement in its reuse, or an expressed or assumed stake in the building and site. A list of the stakeholders interviewed during this process is displayed on the page C.

A structured form was used for each interview, with set questions asked of all participants. This Report summarizes the results of these stakeholder interviews. It includes the summary of responses to specific questions along with comments and quotes. The Report is intended to reflect the expressed thoughts of those interviewed and is not meant to be a statistical sampling of the Lincoln community. The Report is meant to be just one of many sources of information available to the Pershing Center Advisory Board, local elected officials, and the community in contemplating the future of Pershing Center.

Stakeholders Interviewed

Bill Schmeeckle, Assurity

Jeff Searcy, Capitol Environs Commission

Pat Leach, Director, City Library

Julie Campbell, Director of Sales, Cornhusker Marriott Hotel

Terry Uland, Director, Downtown Lincoln Association

Rick Noyes, President, Downtown Neighborhood Association

Steve Hilton, Embassy Suites

Mike Sisk, General Services Administration

Tim Francis, Historic Preservation Commission

Troy Terwilliger, Director of Sales, Holiday Inn Downtown

Wendy Birdsall, President, Lincoln Chamber of Commerce

Bob Harris, Interim President, Lincoln Community Foundation

Deb Webber, Lincoln Arts Council

Library Board Sub-Committee

Gerry Oligmueller, Nebraska Department. of Administrative. Services

Jim Partington, Nebraska Restaurant Association

Jim Otto, Nebraska Retail Federation

Michael Smith, Director/CEO, Nebraska State Historical Society

Bob Ripley, Capitol Administrator, Office of the Capitol Commission

Mark Hesser, Pinnacle Bank

Bruce Wood, General Manager, Scottish Rite Temple - Masons

Fr. Doug Dietrich, St. Mary's Church

Deb Johnson, Updowntowners

Brad Hedrick, Windstream

Barb Bettin, President/CEO, YMCA

Julie Allen, Director, YWCA

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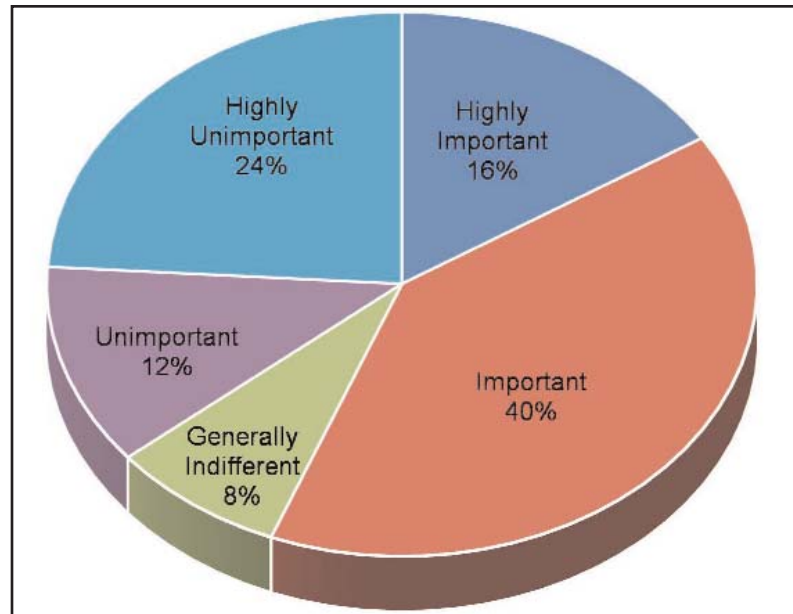
How important is it to you that Pershing Center remain in a public or community use?

When it opened its doors in 1957, Pershing Center became one of Lincoln’s premiere community facilities. During its fifty years of operations it has provided the residents of Lincoln and the surrounding region with many special memories. Pershing Center continues to be a City-owned and operated facility with a variety of events designed to attract and support community interests. As the facility transitions from its traditional role as a major local entertainment and sports venue for Lincoln, its future role as the site for community activities is drawn into question.

Among the stakeholders interviewed for this study, there was no clear sense as to the importance of keeping Pershing Center in a public or community use. While there was a higher proportion of people believing it is important to retain its use community-base, the strength of that support was offset by an almost equal number who felt its retention with a community use to be “Unimportant” or “Highly Unimportant.”

Keeping Pershing Center in a public or community use seemed to be related to both its present use and to its location on Centennial Mall. Its position on the Mall makes the existing Center – and any future use of the structure – a prominent element for the Downtown and the Capitol environs. Those believing

the long term community character of the Center is less important cited the need to be flexible in how we approach the adaptive reuse of the facility. Such a reuse scenario may require private activities as part of the mix.



Stakeholder Comments

- * “Really need public civic space. Arena might be too big for some events. Lincoln needs to have civic spaces.”
- * “Pershing Center location is a very favorable venue for community events. The initial effort of the City should be to find a public or community use for the building and/or site. While it is desirable to retain public use of the facility, the City should also recognize the fact other non-public activities may be consistent with the overall area and their introduction into the district should not be dismissed or discounted.”
- * “Great to keep as a community resource.”
- * “Preference is to keep it in government or civic use, but it is not overly important is an appropriate alternative use is found.”
- * “More important thing is that the building and/or site remain in active use.”
- * “Pershing Center remains an important facility for the community and resides on a prominent site. Retaining it in a community-based would be highly desired.”
- * “Stay public. All assumption for the rest of interview based on public use.”
- * “The reuse of Pershing Center offers a rare opportunity that needs careful and thoughtful consideration with an eye toward the future.”
- * “The Pershing Center sits on a “prime spot” and holds significant for Lincolniters. The City should make ever reasonable effort to preserve the building if possible although this does not mean preservation at all costs.”
- * “Would like to see City’s subsidy for Pershing Center eliminated and if a pri-



vate use can accomplish this goal he is fine with the Center not being a public or community use.”

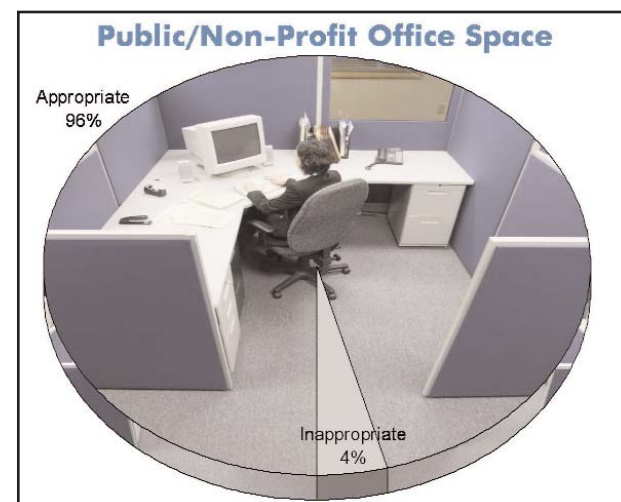
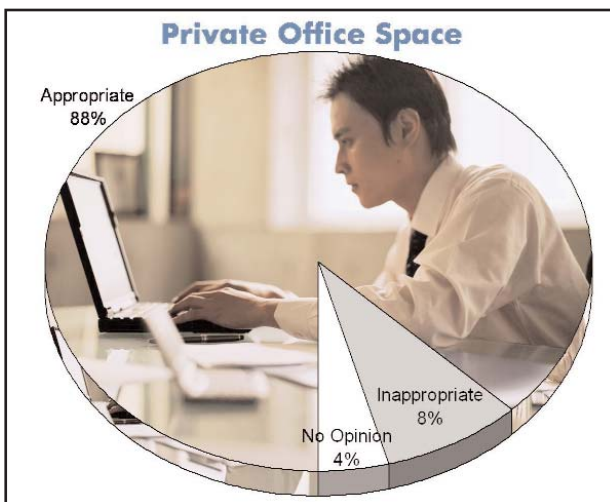
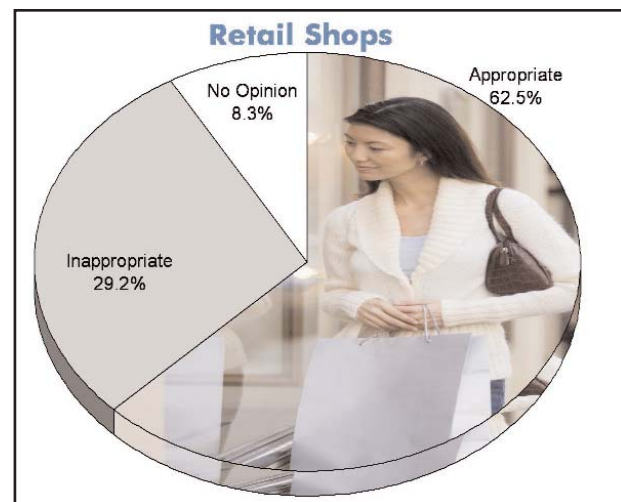
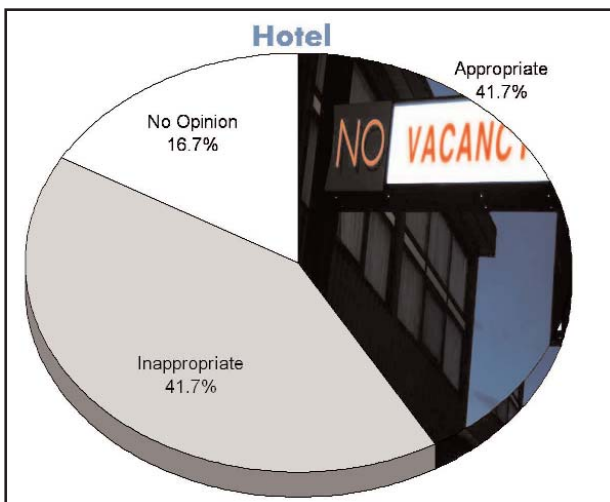
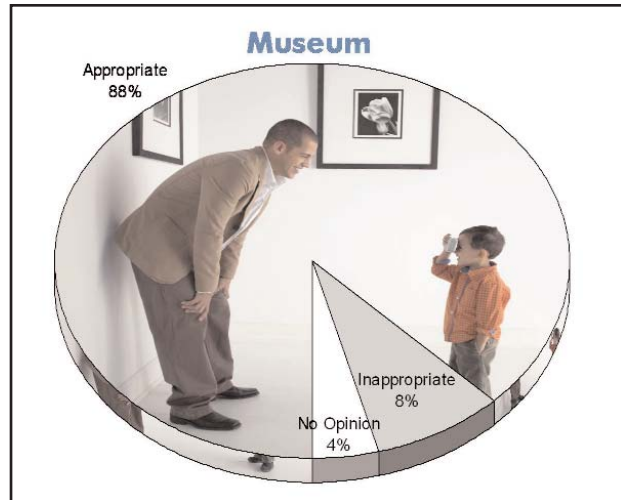
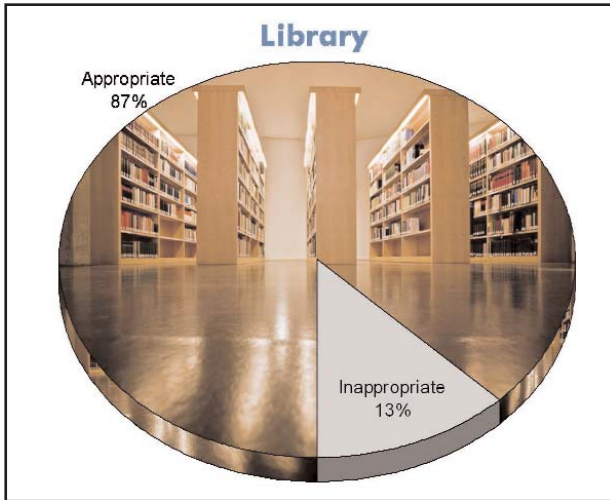
- * “Mostly concerned with getting the new arena built and feels Pershing Center could be used for either a public or private activities.”
- * “Helpful, brings people downtown.”

They attend Mass at the church. High point for year is Saturday of Boys State Basketball Tournament.”

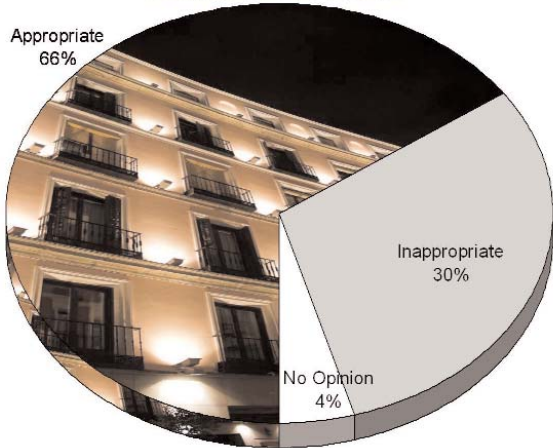
- * “New arena would allow this to become private.”
- * “The Pershing Center resides on a prime location and it would be desirable to place it back on the tax rolls. However, the character of the Mall area today is largely public and non-profit in nature. It would be equally desirable to maintain the Center in a use available to the public and community at large.”
- * “The current services it provides are important to City and lodging industry.”

2

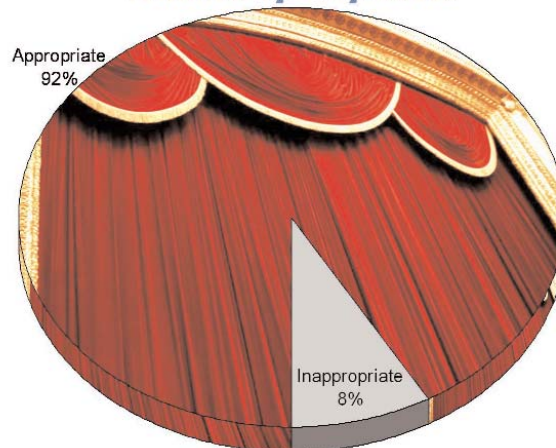
Do you consider the following uses “appropriate” or “inappropriate” -- that is, suitable, proper, befitting, or harmonious, -- for the adaptive reuse of Pershing Center?



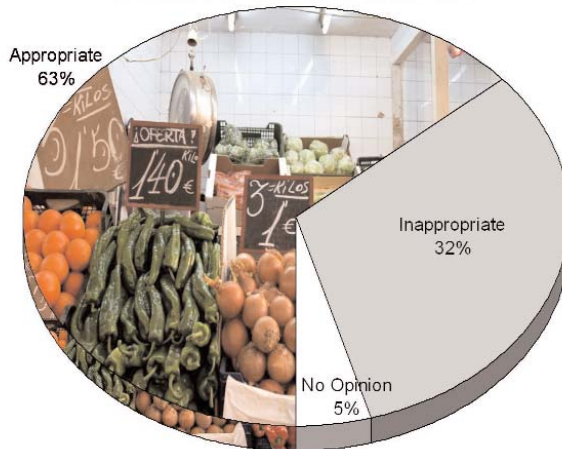
Residential Units



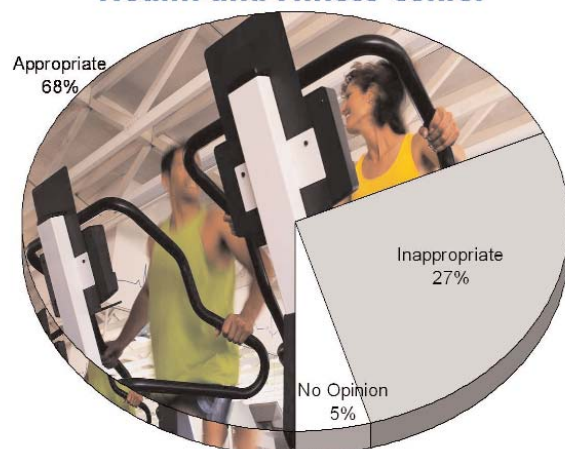
Community Playhouse



Indoor Farmer's Market



Health and Fitness Center

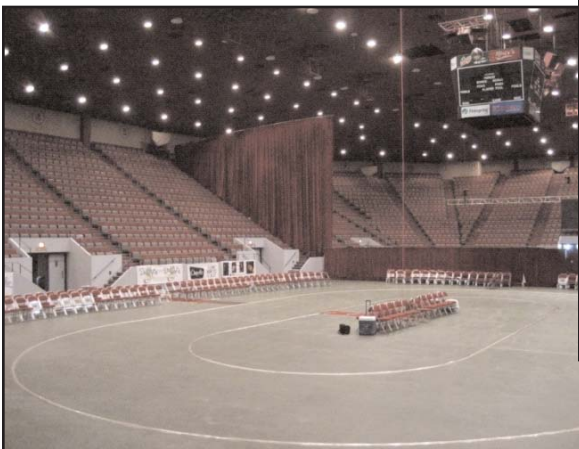


3

Are there other uses not mentioned above you would consider appropriate for the future of Pershing?

Stakeholder Comments

- * “Indoor water park. Indoor play area.”
- * “Uses should be consistent with a “down-town environment.” In general, these may individual educational, residential or office activities.
- * “Redevelopment.”
- * “Grocery store - people to walk toward the facility.”
- * “Youth facility. Library coupled with rec center. Linked with bus service
- * “Always youth groups looking for indoor sports venue - basketball, soccer, batting cages.”



4

Are there other uses not mentioned above you would consider inappropriate for the future of Pershing?

Stakeholder Comments

- * "Adult entertainment."
- * "Anything relating to automobile sales or servicing."
- * "Parking garage."
- * "Halfway house."
- * "Current use without upgrades (concern would be to keep using Pershing as arena without upgrading)."
- * "Drive-Through Bank; Retail or certain services; Fast food restaurant."
- * "Parking lot."
- * "Automobile repair."
- * "Another bar, sandwich shop, parking garage, state purchasing warehouse - not extension of state office."
- * "Parking garage; not a park (Antelope Valley too close)."
- * "Anything that doesn't generate sales tax. Producing asset."
- * "Recycle Center."
- * "Manufacturing/industrial; High traffic-generating retailing; Businesses with drive-through operations."
- * "Not torn down; Bar - not a high priority use."



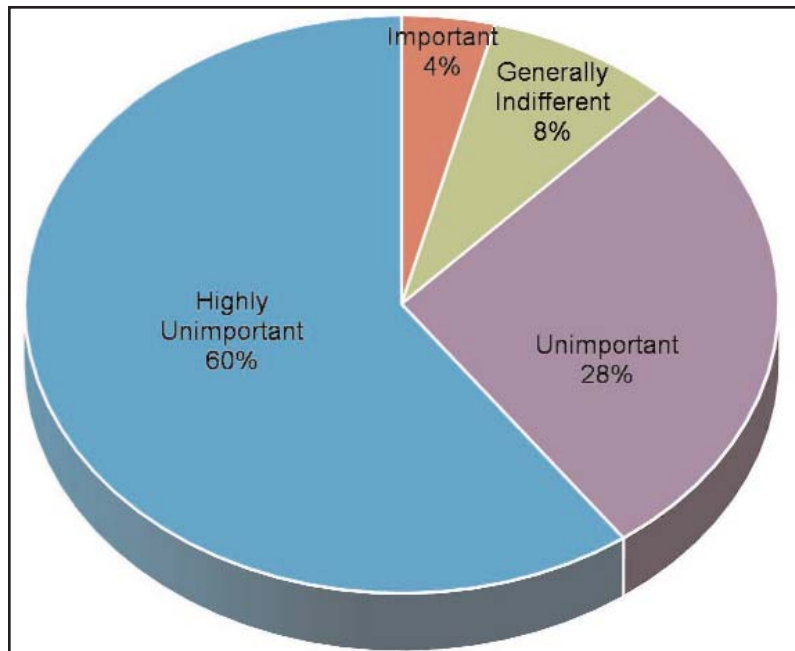
5

How important is it to you that the “second generation Pershing” be kept as a single use facility? i.e. there not be a mix of compatible uses? Why?

As it functions today, the Pershing Center is a “single use facility.” That is to say, the sole use of the building is for arena-style events, such as entertainment, sporting, or community activities. The Center was constructed as a single use facility (i.e., an arena) and has always been used in this way.

In the future when Pershing Center may no longer be an entertainment and sport venue, it is certainly conceived the Center could be home to a mixture of uses. There are no apparent zoning or regulatory requirements which would mandate the Center remain as a single use facility.

Among the stakeholders interviewed for this study, there was a strong sense that Pershing Center could serve as a location for a mix of compatible uses. About nine out of ten stakeholders indicated it was “Highly Unimportant” or “Unimportant” that the Center stay as a single use building. The response to this question does not necessarily mean the Stakeholders felt that a single use was not appropriate; but rather the community should give fair consideration to a future Pershing Center which housed either a single use or a mix of compatible uses.



Stakeholder Comments

- * “The emphasis should be on finding the best use or uses. If a mix of uses makes the reuse of the building more feasible, then that would be the way to go.”
- * “The key is for the City to be flexible in how the Center is reused. A grouping of compatible activities can be a positive addition to the location.”
- * “Restraining its reuse to a single activity is too limiting. We need to keep in mind the value of this site and not confine our thinking.”
- * “A existing building could lend itself well to a multi-use facility provided the uses were compatible and complementary.”
- * “Could provide vibrancy for area.”
- * “Publicly oriented uses are chosen then it could be multiple use.”
- * “A mix of uses could be a powerful option for the site, especially something which combines appropriate public and private activities.”
- * “As a prime location there should be an emphasis on getting the best possible uses for the building. If this includes a mix of uses then it should be viewed as a positive outcome.”
- * “More interested in finding an economically viable use than he is concerned with a single vs. a multiple use facility.”
- * “The community needs to be open to new ideas. If a mix of uses within Pershing Center is workable then it should be considered.”
- * “Stay arena.”
- * “Maintaining its single use status is not important, and in fact a mix of uses may enhance the economic viability of the structure. Uses should be compatible with one another and the area in general.”
- * “Multiple use creates efficiency. Grocery store.”

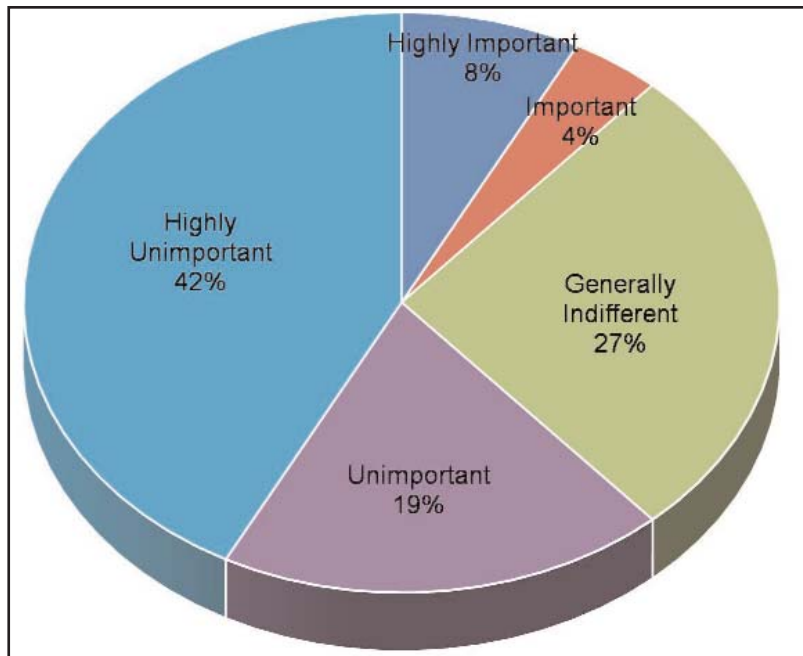
6

How important is it that Pershing Center’s appearance -- as a structure -- remain generally intact?

Pershing Center’s exterior facade we see today is well known to most Lincolniters. The building’s exterior appearance went through numerous changes as the structure’s design was being worked and reworked over the many years leading up to its construction and opening in 1957. The final overall design effectively created a rectangular container which in many ways stressed the functional character of the building.

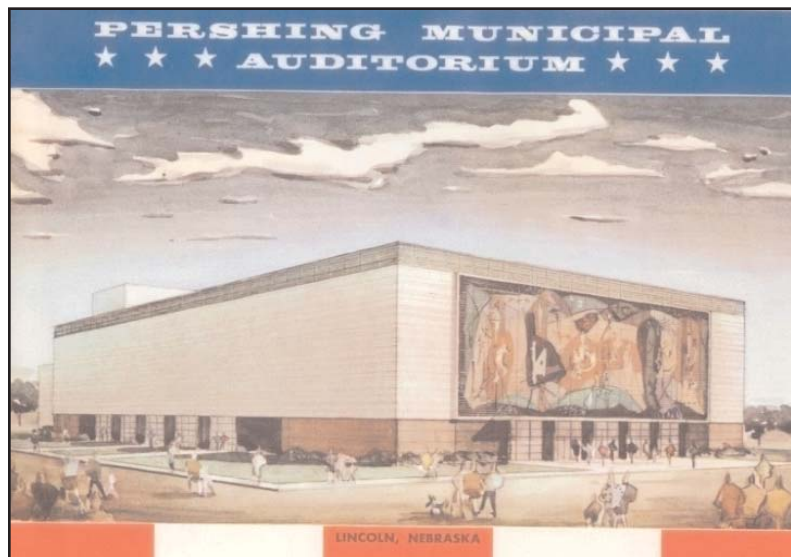
The western face of Pershing Center is unquestionably the most iconic. The building’s main patron entrance is on the west along Centennial Mall. The well known mosaic of entertainment and sports mural hangs above the entranceway. This mural embraces a great portion of the western facade. The northern and southern edges are adorned with relatively modest stone panels. The eastern exterior reflects the service nature of that portion of the building which contains the stage and primary performance area.

Among the stakeholders interviewed for this study, there was a general sense that the exterior appearance of the building need not remain intact as part of the building’s reuse. Eleven stakeholders felt it was “Highly Unimportant” to retain the present facade in tact, with an additional five indicating it was “Unimportant.” These two groups represented about two-thirds of those stakeholders interviewed. A relatively strong contingent – one in four – of the stakeholders were seemingly neutral. While retaining the Center’s present facade was not of paramount importance, the stakeholder comments reflected the need to remain sensitive to the building’s heritage and its location on Centennial Mall.



Stakeholder Comments

- * “Changes to the exterior appearance of the building should be considered so long as they are done appropriately.”
- * “While it is a prominent building on Centennial Mall, it is more important to Lincoln and the State keep the site vital rather than encumber its reuse.”
- * “The exterior appearance of the building should be generally kept in tact if possible.”
- * “Stay arena.”
- * “Likes exterior, quality, if reused then keep exterior in tact if possible.”
- * “The exterior of the Center is not that exceptional. Exterior changes – done appropriately – are fine.”
- * “The mural is of general community interest but the other sides of the building could be alerted or modified if done appropriately. Even the west wall could be altered if the survival of the mural were addressed.”
- * “West wall with mural should probably be kept in tact but the remaining building’s exterior could be modified.”
- * “Making suitable alterations to the buildings exterior is not a particular concern. If changing the exterior makes the facility more adaptable to alternative future uses then such alterations should be considered.”
- * “Maintaining the building’s exterior as it currently looks is not critical to him.”



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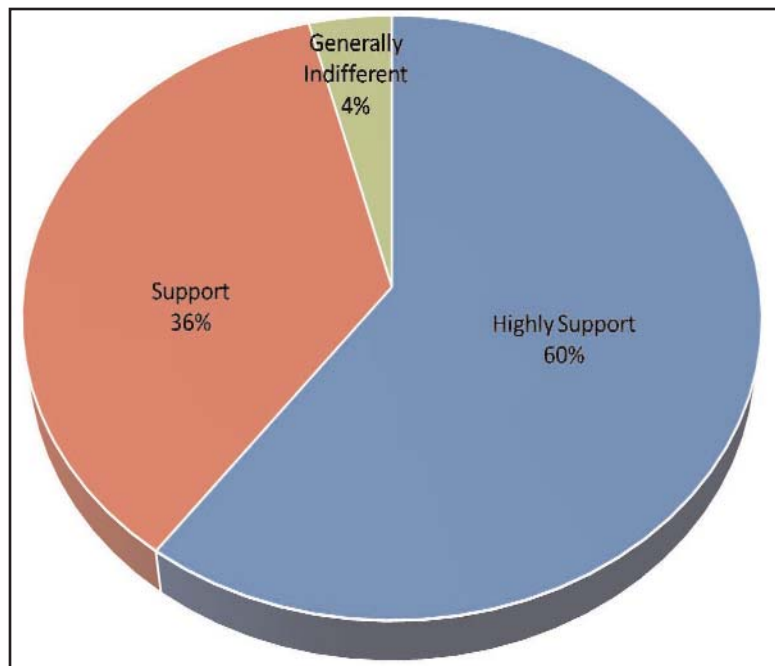
Do you support introducing natural light -- that is, adding windows or openings -- into the structure should the building's reuse benefit from such a change?

As a building designed to host a wide variety of performance and sporting events, the ability to control the flow of natural light into Pershing Center is extremely important. For example, the manner in which lighting - both natural and artificial - is used will greatly impact a patrons's experience at a musical concert. This ability has become even more significant over the last several decades as the use of lighting has become an integral tool in the concert environment.

For sporting events, managing natural and artificial light is at least equally critical. This is so for both the event's participants and the fans. In this case, a steady, unobtrusive, and controlled stream of light is vital. The intrusion of light glare can manifestly influence the performance of the players and impact the game's outcome.

Because of these needs, the architect's designing Pershing Center in the 1950's were careful to limit where and how natural light may enter the facility. The structure was planned to afford maximum control of lighting for the building's operator. In all likelihood the addition of natural light into the interior of the building would require the roof and/or walls of the structure be penetrated by windows or openings.

Among the stakeholders interviewed for this study, there was strong support for allowing the potential introduction of natural light into the building. In fact nearly three-fifths "Highly Supported" the introduction of natural light into Pershing Center if its reuse would benefit from such an action. And there was no expressed opposition among the stakeholders for such a design change to the Center.



Stakeholder Comments

- * “Understands need to introduce natural light into the facility to make other uses viable. Would be concerned about how the front facade would be treated under such a scenario.”
- * “Putting in windows and other means of introducing natural light seems acceptable if done appropriately.”
- * “The addition of windows and other means of introducing natural light into the structure seems suitable.”
- * “Getting natural light into the building seems appropriate, especially along the south side of the facility.”



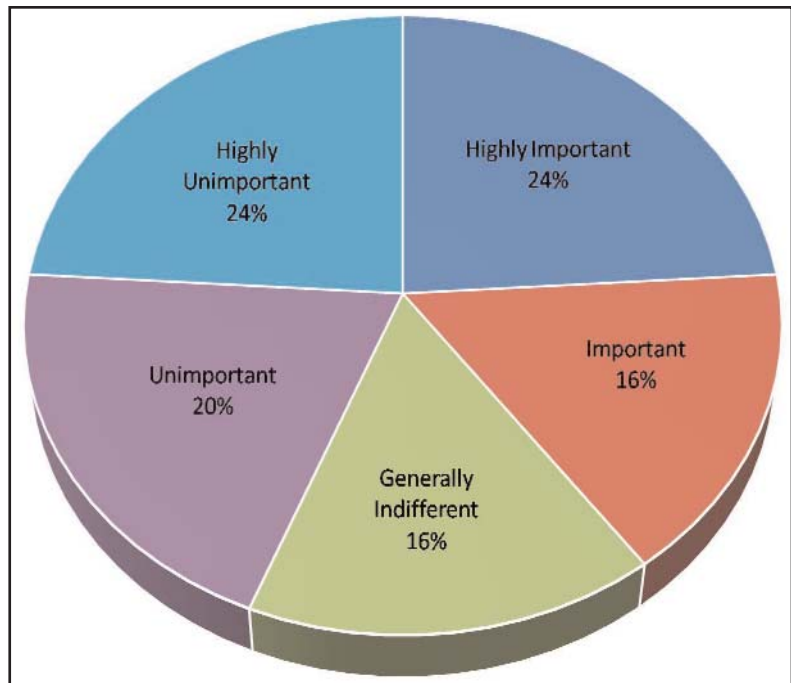
8

How important is it that the mural over Pershing’s main entrance be restored and kept as part of the reuse of the Pershing Center and/or site?

The mural inhabiting the western side of Pershing Center is perhaps the most recognizable and well known feature of the building. The mural is the creation of Leonard Thiessen and William Hammon of Omaha. Fabricated by the Cambridge Tile Company of Cincinnati, Ohio, the mural is comprised of more than 763,000 individual pieces of tile, all one square inch in size. There are some forty different shades of color used in the design.

The fabrication of the mural took about three months. It was created in one by two foot sections and shipped to Lincoln. The mural represents a panoply of the entertainment and sporting events the community anticipate the Center housing of the years. This includes basketball, circuses, rodeos, musical concerts, dancing, and community events.

Among the stakeholders interviewed for this study, there was no uniform sense of the importance of restoring the mural on the building or on the site. The stakeholders were almost equally split between those who felt it was “Highly Important or Important” verses “Highly Unimportant or Unimportant” to restore the mural as part of the building’s or site’s reuse. In addition, sixteen percent of the stakeholders fell in between these two categories and expressed a more neutral stance concerning the mural’s future.



Stakeholder Comments

- * “If it can be done.”
- * “The mural may be of greater concern to the community at large than to any potential entity wanting to reuse the building. Perhaps the could be removed and placed inside a rehabilitated Pershing Center, or a large scale photograph taken of the mural and the photographic could be integrated into the interior design of the building.”
- * “The mural is the signature piece of the building. It fronts the Mall and is an integral part of the building and its past.”
- * “The mural has become a City landmark and we should try to keep it.”
- * “Real neutral.”
- * “Retention (and restoration) of the mural is not a priority concern.”
- * “The mural is a local icon and a reasonable effort should be made to keep it intact.”
- * “Kept or moved indoor.”
- * “We should try to keep the mural if possible.”

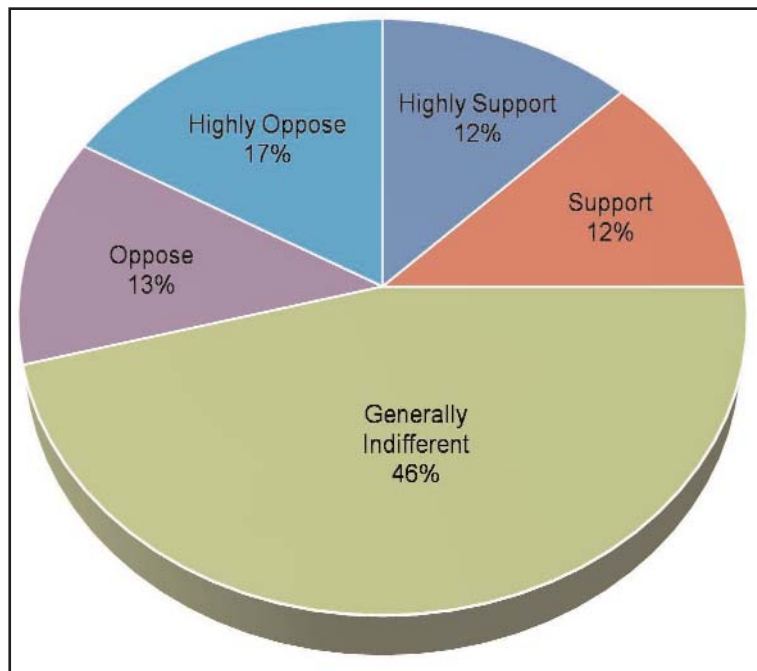


9

Do you support the restoration of the mural and it being moved to a new appropriate setting away from its existing site?

While no conformation has yet been made, it may be possible to move the Pershing Center mural to another location in Lincoln and to restore it to its inchoative condition. This possibility was poised to the stakeholders as an alternative should the reuse of Pershing Center preclude the mural remaining in place or should the Center be razed.

Among the stakeholders interviewed for this study, the response to this question was once again varied but with a strong inclination toward the neutral or uncertain position. Nearly half of the respondents expressed “General Indifference” to the relocating of the mural. Some expressed concern about the cost of moving the mural, as well as how the mural may be perceived within another context.



Stakeholder Comments

- * “Mural not a great piece of ‘art’.”
- * Mural could move with careful research. 1st choice stay at Pershing.
- * “The relocation of the mural does not hold much interest to me. The moving of the mural to a different site means it loses its context.”
- * “Cost must be a consideration in the mural being moved – how much would it cost? And who would pay for it?”
- * “Indifferent to idea.”
- * “Preferable but not essential.”
- * “Depends on where the mural would be moved to and the content in which it is placed.”
- * “Don’t put large dollars into restoration.”



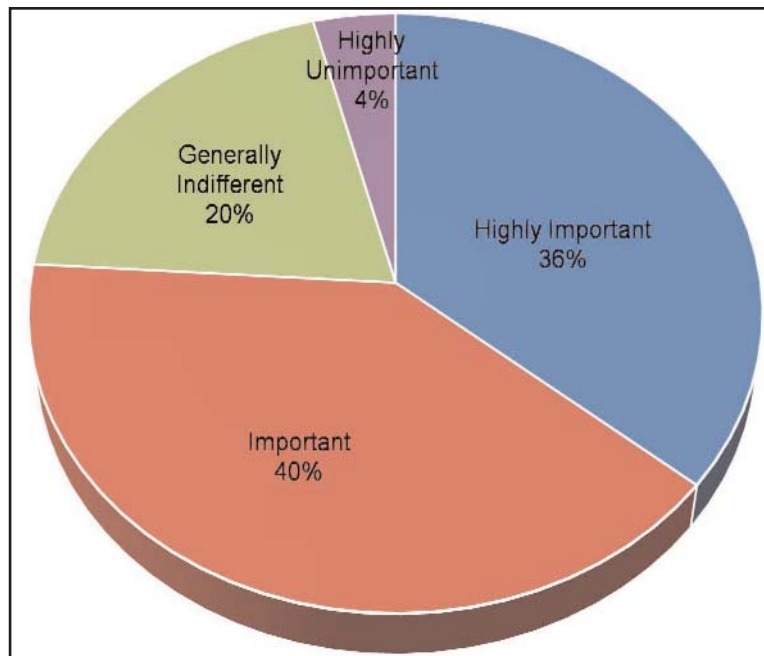
10

How important are the use of “green technologies” in the adaptive reuse of Pershing Center?

The potential adaptive reuse of Pershing Center offers the opportunity to utilize what is called “Green Technology” in its preservation. “Green technology” is a term encompassing a range of construction techniques, material utilization, and energy management intended to promote sustainable environmental practices. In addition to the positive environmental impacts of green technology, this concept offers long range operational cost savings to the building’s owners and tenants.

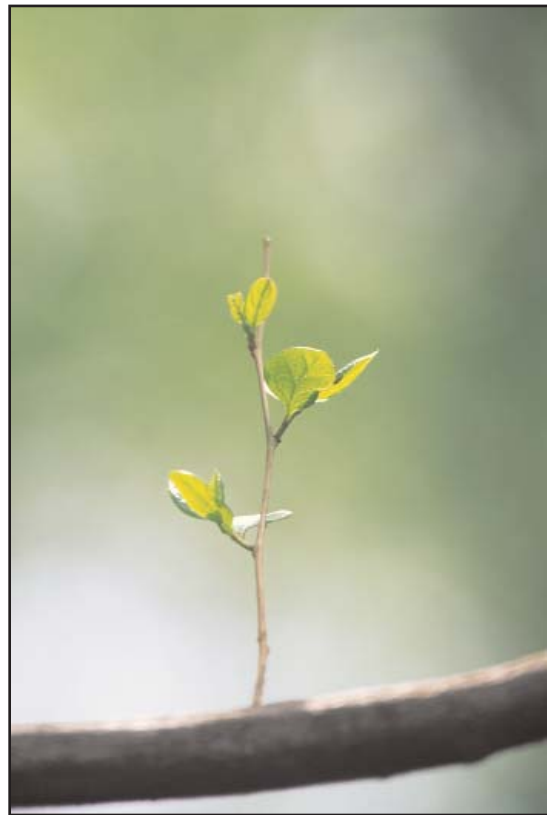
Green technology embraces a wide panorama of technologies which can be mixed to provide the host of positive outcomes. The sensitive reuse of materials already in the structure is one such technology. This approach accommodates the recycling of existing building products on site and reduces the need to purchase new materials as well as reduce the disposal of materials which have a remaining useful life. Energy systems using reduced energy usage or alternative energy sources can also be integrated into the adaptive reuse of a building such as the Pershing Center.

Among the stakeholders interviewed for this study, there was general support for the use of green technologies in the future of Pershing Center. Three out of four stakeholders expressed a belief green technologies were “Important” or “Highly Important” in the reuse of Pershing. Among the remaining stakeholders interviewed, five indicated they were “Generally Indifferent” with one expressing the thought the integration of green technologies in the building’s reuse was “Highly Unimportant.”



Stakeholder Comments

- * “The use of green technology in building design and reuse is important for our community and needs to become the standard, not the exception.”
- * “Using sustainability concepts in the buildings adaptive reuse is important if it is done right. Perhaps a green roof should be given serious consideration.”
- * “I am in favor of using green technologies. It is simple good practice.”
- * “Applying green technologies is positive as long as they are used appropriately.”
- * “Green technologies should be used where possible provided they can be used in an effective way that doesn’t burden the reuse with excessive costs.”
- * “We should try to do the best we can in meeting the goals of ‘green technologies.’ It may not always be possible but it should be part of the equation. Its position within the Capitol Environs makes it an important demonstration piece for such concepts so the public can see how they may be used.”
- * “Our core value is to work green.”



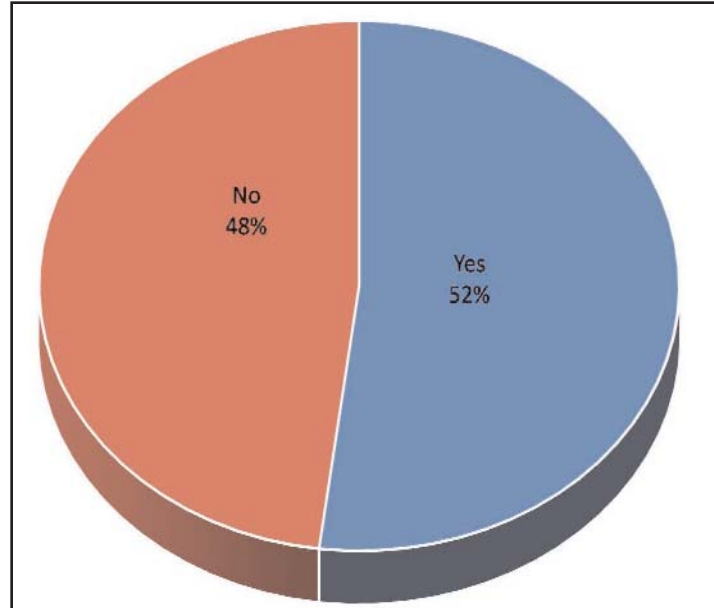
11

Would it concern you if Pershing Center were left vacant -- perhaps for several years -- until an appropriate reuse was found?

When older single use buildings come to the end of their functional life, the issue of transitioning them to a practical and economical feasible future use can be problematic. The building and/or its surroundings may limit the number of viable options to which the facility can be put. Moreover the economics of recycling the building will be impacted by a host of factors including the region's overall market for certain facility types, the economic climate at that time, and the ownership status of the building.

For Pershing Center the potential certainly exists that the structure could remain vacant for an extended period of time. This fact is a product of the character of the building (i.e., 1950's style auditorium), its location along Centennial Mall and the added sensitivity this places on how the building and site is readapted, and its status as a public facility.

Among the stakeholders interviewed for this study, there was a clear split between those believing a vacant Pershing Center would be a concern and those who believe it would not be a concern. For the twenty-five stakeholders interviewed, the response was almost evenly divided (i.e., thirteen "Yes" and twelve "No") as to whether a vacant Pershing Center would of concern. Among those believing it would be a concern, the feeling tended toward a sense that a vacant building of Pershing's size would place a negative shroud over the area and fuel the perception of a declining district. Those expressing less concern with a vacant Pershing Center felt the need to find an appropriate long term use for the building was more important.



Stakeholder Comments

- * “This would not be a very good situation for the Downtown.”
- * “A vacant building would simply invite trouble.”
- * “It’s more important that the long term use be the proper one from the start.”
- * “Figure out sooner. Lose vibrancy.”
- * Leaving the Center vacant for an extended period of time could be a reflection of the community’s inability to make a decision about Pershing’s reuse. This would be of great concern because it suggests the continuing lack of decision making ability. Fortitude inability.”
- * “Bad people drawn toward a vacant property. Maintenance? Will it be kept mowed, etc, if empty?”
- * Might be a reality - might be part of process.”
- * “The building shouldn’t be allowed to remain vacant. It should be put to some positive use as soon as possible.”
- * “No, if 3 or less years. Yes, if over 3 years.”
- * “Needs to stay an arena to house current events.”
- * “Up to 3 years - vacant.”
- * “Not vacant for too long. Longer vacant less chance for something good to happen.”
- * “The last thing Downtown needs is a vacant building like Pershing. City should move quickly to find a suitable user.”

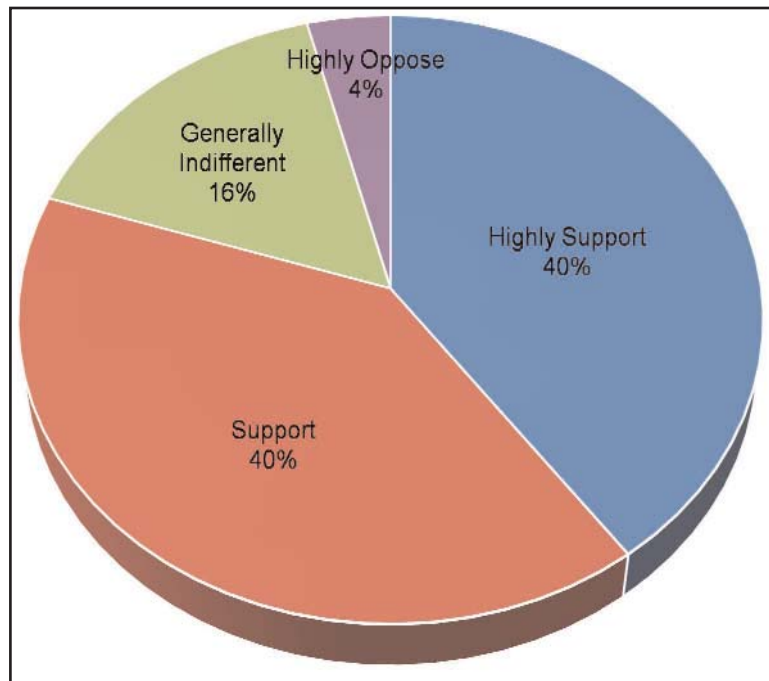


12

Do you support the City offering the private sector financial or other applicable incentives to ensure Pershing Center's adaptive reuse?

While Pershing Center is today owned by the City of Lincoln, its long term future may depend on the level of entrepreneur spirit within the community. The redevelopment of older structures - such as a Pershing Center - oftentimes can only occur when the public and private sectors work together. When public and private talents and resources are merged, the potential for a financially viable project notably increases. The blending of public and private assets is assuredly a potential in the case of Pershing Center, albeit the public sector incentives may be limited to a degree to such offerings as tax increment financing or specific programmatic support.

Among the stakeholders interviewed for this study, there was strong support for the City offering financial or other support to assure the adaptive reuse of Pershing. In all 80 percent of the stakeholders express "Support" or "Highly Support" for the public-private venture the reuse of Pershing Center may require. Among the remaining stakeholders, only one indicated they were "Highly Opposed" to such support, with the remaining four reflecting a general indifference.



Stakeholder Comments

- * “If a viable private use.”
- * “Stay arena.”
- * “Should try to find economically viable use.”
- * “The building and site are an important element for Downtown and the Capitol Environs District and if assistance can further an appropriate reuse then I would be in favor of doing so.”
- * “Public support and incentives have their place in the redevelopment process.”
- * “First choice is public use, use incentives if appropriate private use is found.”
- * “TIF is a most acceptable funding source.”
- * “Can Pershing block be blighted?”
- * “It will take public incentives if the building is going to be reused by the private sector.”
- * “Best to keep all financing options open for discussion.”
- * “In favor if non profits also were offered the same help. Non profits will need financial assistance.”
- * “Offer across the board. Concern is that non profits need financial assistance to make facility work for them.”
- * “There are situations when public support and incentives are appropriate.”

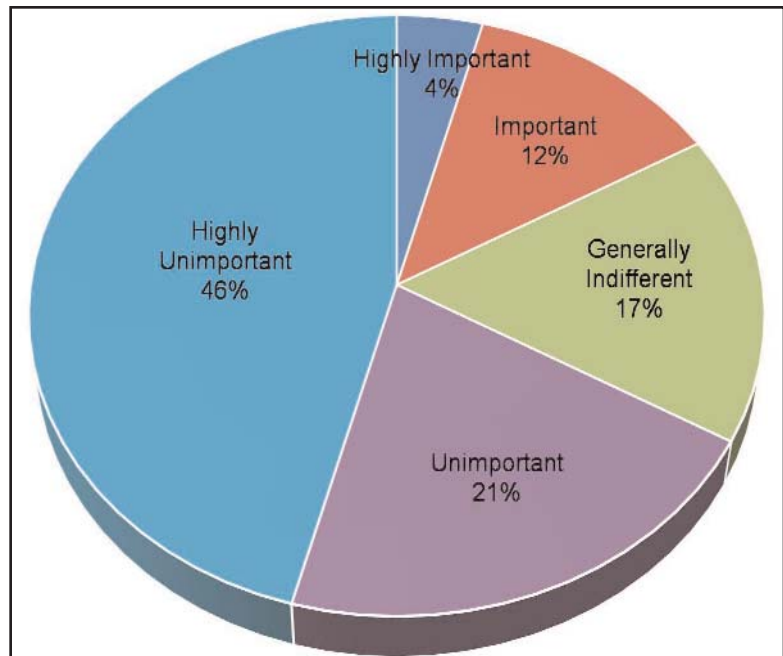


13

How important is it that Pershing Center remain even if an appropriate plan was put forward requiring the structure's removal?

The adaptive reuse of Pershing Center is viewed as the primary goal of the Pershing Adaptive Reuse and Site (PARS) Study. The PARS Study process has been structured to advance as many thoughtful and imaginative ideas as possible for how the Lincoln community would like to see Pershing Center remain in an active use. Under certain conditions, however, common sense may dictate that it may not be possible, feasible, or simply reasonable to assume the Center remain in tact. The possibility exists Pershing Center may need to be razed and the site itself redeveloped into an appropriate alternative use.

Among the stakeholders interviewed for this study, the stakeholders generally felt that if an appropriate plan were put forth for the site's reuse which required the removal of the building, this would be a suitable outcome. About seven in ten stakeholders felt keeping the structure was "Highly Unimportant" or "Unimportant" if removal of the building was part of a plan to place another compatible use of the site. Of the remaining respondents, four were "Generally Indifferent" towards keeping the building, three felt it was "Important" and one felt it was "Highly Important" the building remain even if an appropriate reuse of the site could be found.



Stakeholder Comments

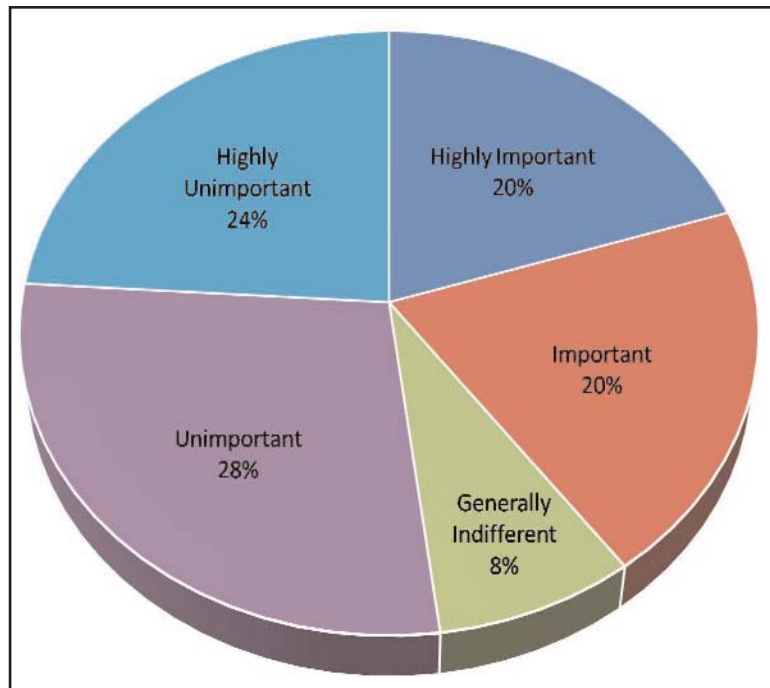
- * “Is there an economy in adaptive reuse or is there a better economy.”
- * “If it is necessary to raze the building to find a better use for the site then such an action would be acceptable.”
- * “The cost of rehabilitation will need to be factored into this decision.”
- * “Could tear it down if use appropriate. Parking no.”
- * “An appropriate use of the site is more important than retention of the building.”
- * “Would like to keep the mural but the building could go.”
- * “Pershing Center is a building which presents many challenges to refurbishing. Should it be determined an appropriate and feasible reuse isn’t possible, removal of the building and reconstruction on the site is an acceptable alternative.”
- * “Pershing is an signature structure along the Mall and has historical notability. But is also has a large footprint and is basically “a big box” with limited parking available to support uses which may occupy it in the future. Remodeling of the facility is most likely cost prohibitive for almost any practical and applicable uses. Assuming other reasonable options are considered and found to be unworkable, I can see the removed of the building and the site being redeveloped.”
- * “Stay arena.”
- * “Alternative uses for the site should be considered even if this requires the building to be removed.”

14

How important is it that none of the streets adjacent to Pershing Center be closed to create an expanded footprint for redevelopment of the site?

The adaptive reuse of the Pershing Center building and/or the site could be made easier if one or more of the adjacent streets were closed to allowed for an expanded development footprint. By reusing public ways along one or more of the sides of the Center, a large block of property could be created allowing for a greater variety of uses to possibly occur on the site. The disadvantage of a bigger development parcel is of course the loss of traffic capacity in the immediate vicinity of Pershing Center and for the Downtown as a whole.

Among the stakeholders interviewed for this study, the potential closing of streets adjacent to Pershing Center brought a mixed response. Thirteen of the stakeholders – or a little over half – seemed comfortable with potential street closures if it expanded the footprint available for development. Seven felt it was “Unimportant” to them if streets were closed, and six stated it was “Highly Unimportant” to them if closures occurred. At the other end of the spectrum five stakeholders indicated it would be “Highly Important” to them to not close any streets, with five noting it would be “Important” for all the streets to remain open.



Stakeholder Comments

- * “Closings of a specific street may be needed to provide the best possible footprint for development.”
- * “Must maintain traffic flow in the Downtown.”
- * “If a street is closed, Mall side would be best.”
- * “May be needed to facilitate redevelopment and reuse of the building and site.”
- * “Centennial Mall could be closed but not M or N Streets.”
- * “Close Centennial Mall but not "M" or "N" or 16th.”

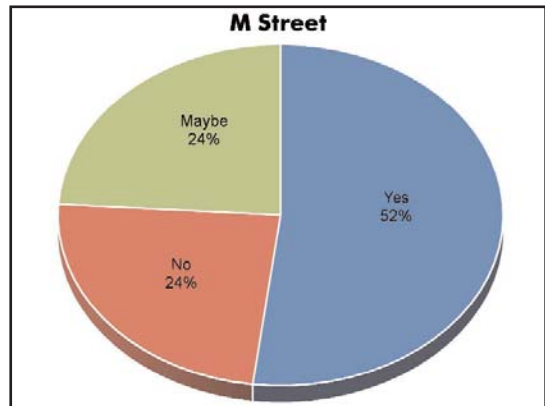
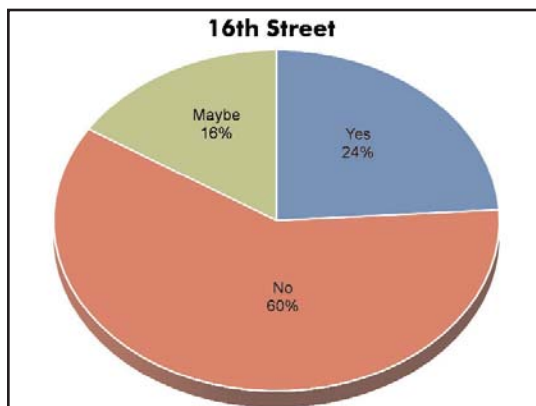
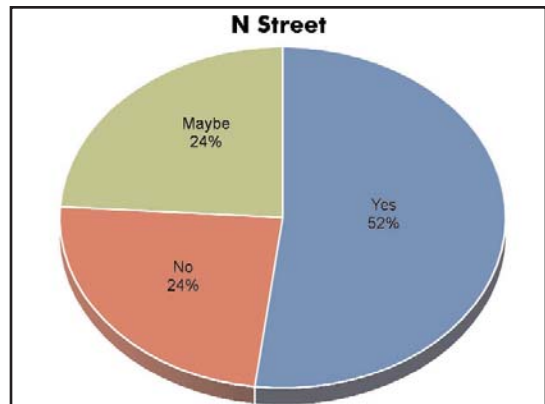
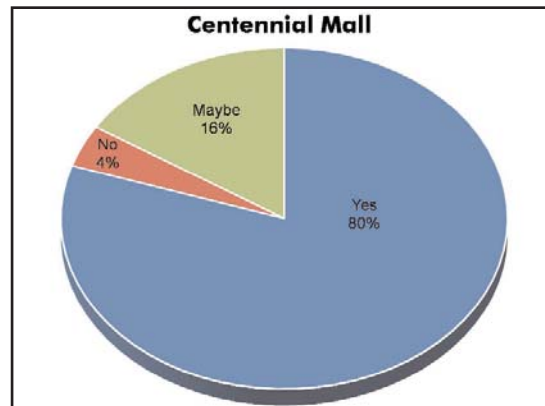


15

Would you consider the partial closing of adjacent streets if the reuse of the site could be enhanced?

A second alternative for creating an expanded redevelopment footprint is to partially close one or more of the four streets adjacent to Pershing Center. These four streets are Centennial Mall along the west, M Street along the south, 16th Street along the east, and N Street along the north. A partial closing would likely mean either the removal of some on street parking along these streets or the elimination of a traffic lane.

Among the stakeholders interviewed for this study, Centennial Mall was considered the most likely candidate for partial closing among the four adjacent streets. In all, four out of five stakeholders said they would consider a partial closure of Centennial Mall if the adaptive reuse of the Pershing Center and/or site could be enhanced by such an action. Only one stakeholder gave a negative response to this option, with the balance suggesting they “maybe” would consider this alternate. Slightly more than half (i.e., 13) of the stakeholders indicated a willingness to consider a partial closing of M and N Streets, and six noted they “maybe” could consider such a partial closure. Relatively strong opposition was expressed to any partial closure of 16th Street, with 15 stakeholders stating they would not consider a partial closing of this arterial.



16

What are your top three preferences for how the Center and/or site should be used in the future?

Stakeholder Comments

First Choice

Arts complex. 500 seat auditorium/ offices for arts community. Art studio, small to mid-size rehearsal space.

Entertainment - concerts, comedians, etc.

Sold for private use

New library

If building is torn down, then turn it into additional parking.

ROI - whatever idea provides best city and area return

Something staying in public use based on location

Community meeting space

International Interpretive Center

No specific uses suggested but look first to community uses.

Grocery store

Economic development

Public Educational Space

Indoor water park

Parking garage

Put it into a private use - get it onto tax rolls.

Public sector function/ activity relating to Centennial Mall

Library within two-thirds of building, with the balance being a mix of residential and retail

Keep as a smaller secondary arena

Aquarium

Convention/conference center.

Public Library

Second Choice

Private uses as second tier option.

Offices

Multi-use facility with community, office and retail uses possible

Multi use retail - grocery

Youth sports

Office

Museum (esp. one with hands-on and interactive activities; children's museum)

Library or museum

Adds something to fabric of City

Sports & Rec Center

Mixed use retail/ residential

Expanded YWCA

Library - replace Bennet Martin

Residential housing

Residential/Office Mix

Office and retail

Third Choice

A general mix use complex

Keep as smaller arena

Retail

Multi-Use Facility with residential unit , educational uses, and user amenities

Retail/restaurant

Make it a green space

Corporate, private or non profit (i.e. Assurity) in Antelope Valley

Educational uses

Library

Performing arts center

Community activities center

Keep as Pershing (Turbine Flats; 22 & Y example)

General use exhibition hall and conference space

Offices - private or public

17

Are there any other comments or observations you would like to make for the record about the adaptive reuse of Pershing Center and/or the site?

Stakeholder Comments

- * “Put it back on tax role. Keep building or tear it down - whatever is best deal.”
- * “Very supportive of Pershing. Activity at Pershing translates into people [downtown] on weekends and during the week. If use becomes mixed or private, we would really like to see part of the facility become a grocery store, residential or some sort of community activity center. Very supportive of activities like Ribfest that generate downtown foot traffic, etc.”
- * “Pershing Center events fill our parking lot (paid parking). We like Pershing Center.”
- * “The City should seriously consider selling Pershing Center; preferably for a potential private development.”
- * “The sale of Pershing Center is important and could be used to help pay for the new arena. The site is very attractive for private sector development and the City should make every effort to pursue private investment in the site.”
- * “The reuse of the block should address the full block and its immediate surroundings.”
- * “Pursue uses which reinforce Downtown strengths and the architecture of the Capitol Building.”
- * “Consider expanding the building to include a glassed-in area extend outward along the top. This extension could be use for receptions and community gatherings. Look at adjacent users – such as the American Quilting Center – as potential tenants in a multi-use facility.”
- * “Pershing should be converted to best use per City Master Plan. No concern about mosaic. No concern about structure.”
- * “However Pershing Center (or is the site) is used it should bring new businesses and economic opportunities to the community. As part of the redevelopment process, parking must be given serious consideration.”
- * “One possibility might be to sell Pershing to YMCA as a venue for their programs.”
- * “Concerned about keeping Eastern Star, FCCLA, FFA, girls volleyball tournament. Keep unique venues like Pershing. Without Pershing, what is the alternative venue for small to midsize event? YWCA's future is tied to Pershing reuse.”
- * “Appreciates the opportunity to participate in this process and applauds the City and Pershing staff on conducting this outreach to the community.”
- * “Greatest concern would be the City and/or a redeveloper taking on more than they could reasonably handle. This has the potential of being a major redevelopment project and the resources needed to effectively complete a viable project are significant. A mixture of uses may be the best approach to making the redevelopment economically feasible. The provision of adequate and reasonable priced parking must be a major consideration in the eventual reuse of the site. The HVAC systems will require virtual replacement which will impact the uses of financial profile.”
- * “The 150th anniversary of Nebraska is 2017. Maybe the adaptive reuse of Pershing could coincide with a reuse/remodel of the Centennial Mall.”
- * “Pershing needs to remain an arena to host USA Roller Sports National Championship, FFA, FCCLA, Eastern Star, State Athletic High School tournament site.”

Structured Interview Form

1. On a scale of 1 to 5, with 1 being “Highly Unimportant” and 5 being “Highly Important,” how important is it to you that Pershing Center remain in a public or community use? Why?
2. Do you consider the following uses as “Appropriate” (A) or “Inappropriate” (IA) – that is, suitable, proper, befitting, or harmonious – for the adaptive reuse of Pershing Center? or do you have “No Opinion?” (NO) Please note the term “Appropriate” in this case does NOT relate to whether (1) you favor the use; nor (2) if you feel the use is inherently viable from a political, economic, or business sense.
 - * Downtown City Library
 - * Museum
 - * Hotel
 - * Retail Shops
 - * Private Office Space
 - * Public/Non-profit Office Space
 - * Residential Units
 - * Community Playhouse
 - * Indoor “Farmer’s Market”
 - * Health and Fitness Center
3. Are there other uses not mentioned above you would consider “Appropriate” for the future of Pershing?
4. Are their other uses not mentioned above you would consider “Inappropriate” for the future of Pershing?
5. Again on a scale of 1 to 5, with 1 being “Highly Unimportant” and 5 being “Highly Important,” how important is it to you that the “second generation Pershing” be kept as a single use facility? i.e., there not be a mix of compatible uses? Why?
6. Again on a scale of 1 to 5, how important is it to you that Pershing Center’s appearance – as a structure – remain generally intact? That is, as few exterior changes make to its appearance as possible. Why?
7. On a scale of 1 to 5, with 1 being “Highly Oppose” and 5 being “Highly Support,” do you “oppose” to “support” introducing natural light – that is, adding windows or openings – into the structure should the building’s reuse benefit from such a change? Why?
8. On a scale of 1 to 5, with 1 being “Highly Unimportant” and 5 being “Highly

Important,” how important is it to you that the mural over Pershing’s main entrance be restored and kept as part of the reuse of the Pershing Center and/or site? Why?

9. On a scale of 1 to 5, with 1 being “Highly Oppose” and 5 being “Highly Support,” do you “Oppose” or “Support” the restoration of the mural over Pershing’s main entrance and being moved to a new appropriate setting away from its existing site? Why?
10. On a scale of 1 to 5, with 1 being “Highly Unimportant” and 5 being “Highly Important,” how important is it to you that the adaptive reuse of Pershing Center employ “green technologies?” Why?
11. Would it concern you if Pershing Center were left vacant – for perhaps up to several years – until an appropriate reuse was found? Why?
12. On a scale of 1 to 5, with 1 being “Highly Oppose” and 5 being “Highly Support,” do you “Oppose” or “Support” the City offering the private sector financial or other applicable incentives to ensure Pershing Center’s adaptive reuse? Why?
13. Again on a scale of 1 to 5, with 1 being “Highly Unimportant” and 5 being “Highly Important,” how important is it to you that the Pershing Center structure remain even if an appropriate plan was put forward requiring the structure’s removal and the site placed into another compatible use? Why?
14. Again on a scale of 1 to 5, how important is it to you that none of the streets adjacent to Pershing Center be closed to create an expanded footprint for redevelopment of the site? Why?
15. Would you consider the partial closing of any of these streets if the reuse of the site – with or without the Pershing Center structure remaining in place – could be enhanced? (“Yes,” “No,” “Maybe”, or “No Opinion”)
 - * Centennial Mall
 - * N Street
 - * M Street
 - * 16th Street
16. What are your top three preferences for how the Center and/or site should be used in the future?
17. Are there any other comments or observations you would like to be made for the record about the adaptive reuse of Pershing Center and/or the site?