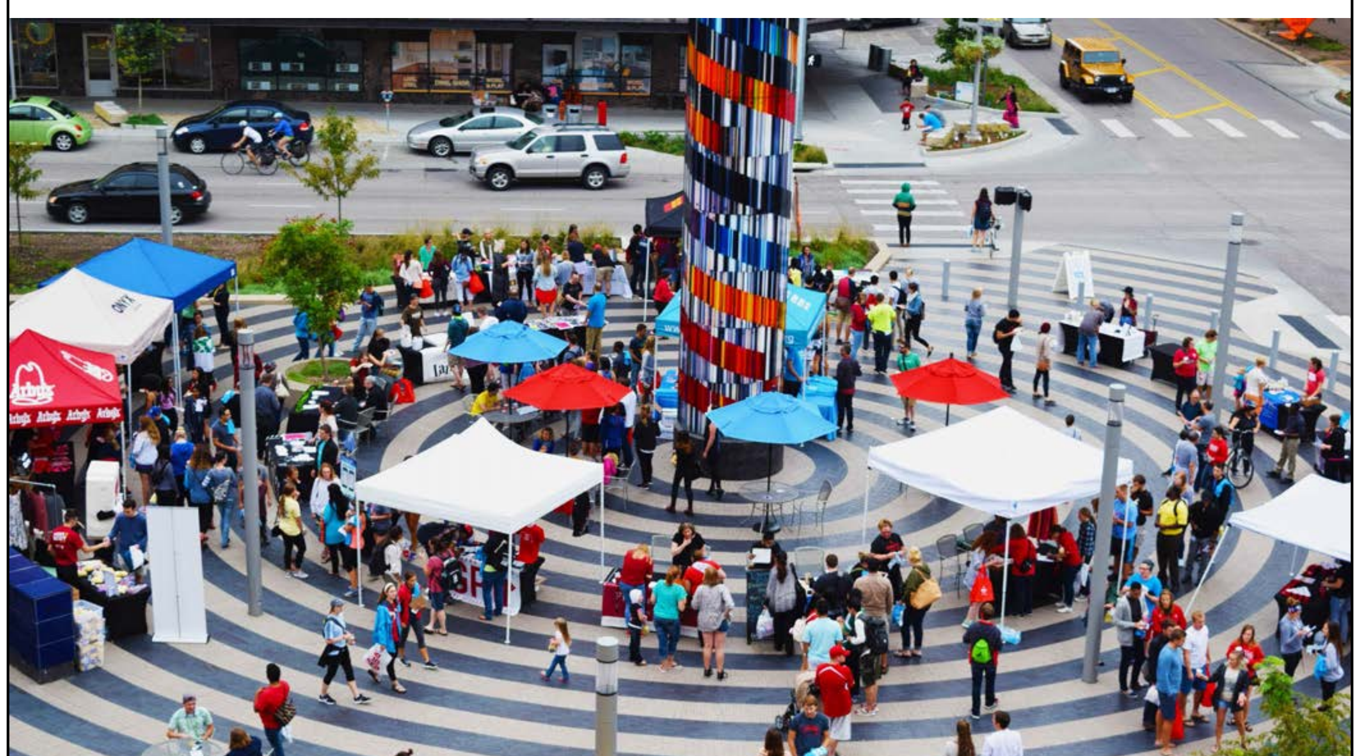
2018
Downtown Lincoln
Master Plan

Appendix


CROSSING
HAYMARKET
LOFTS

2018 LINCOLN DOWNTOWN MASTER PLAN
BACKGROUND REPORT

JANUARY 2018



Introduction

Downtown Lincoln is an exciting and vibrant place that has experienced significant change. Over the years, there have been significant public and private investments in new building construction, renovations, and infrastructure. In order to capitalize on these collective investments, further development in the Downtown should be realized and guided by an overall plan.

As a city of 280,000 residents, Lincoln has a thriving, mixed-use Downtown with approximately 27,000 employees and two million visitors annually. Downtown Lincoln is host to many premier destinations including the Historic Haymarket, Pinnacle Bank Arena, the architecturally significant State Capitol building, and the University of Nebraska-Lincoln Campus.

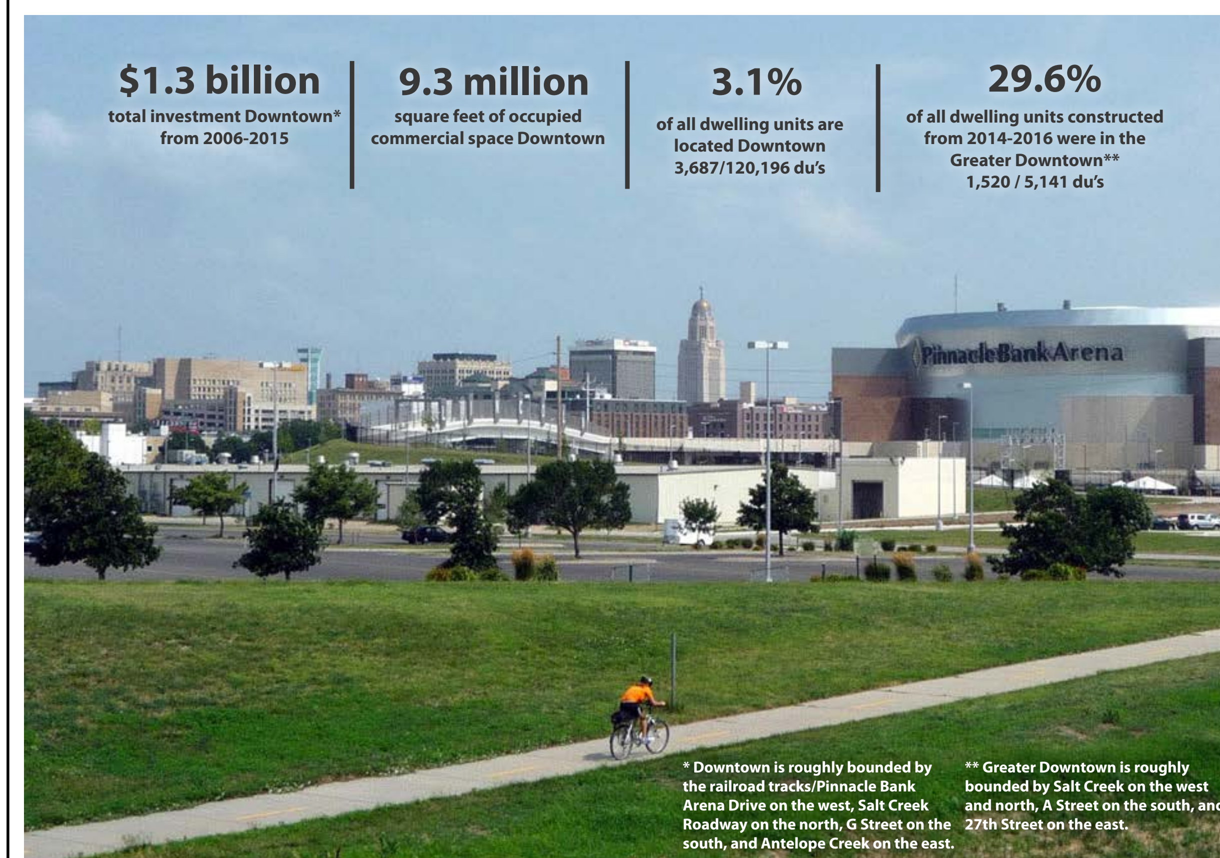
There is a major focus for new residential reuse, infill, and redevelopment within the Greater Downtown area. Approximately 1,500 new dwelling units were added downtown from 2014 to 2016. Many of these units were targeted at university students. The Lincoln-Lancaster County Comprehensive Plan envisions an additional 3,000 dwelling units in this core area by 2040.

Downtown has approximately 9.3 million square feet of occupied commercial space, making it the main hub of employment and entertainment in Lincoln.

The 2005 Lincoln Downtown Master Plan and 2012 Update have both served their purpose to guide the evolution of Downtown Lincoln. Numerous projects have been completed as recommended in the previous plans including the 16,000 seat Pinnacle Bank Arena and adjacent West Haymarket development, N Street Protected Bikeway, P Street Primary Retail Streetscape, Larson Building, Arbor Day Foundation Building, and Lincoln Community Foundation Tower Square.

The City now desires to consult with experts to assist with creating a new Lincoln Downtown Master Plan. This new plan is not an update to previous plans but is a standalone document that will guide public and private investments to elevate Downtown Lincoln as the premier urban neighborhood in the region.

This background report will review the projects from the 2005 plan and 2012 update, and provide a snapshot of downtown development in recent years.



Lincoln Downtown Master Plan

Adopted: September 2005

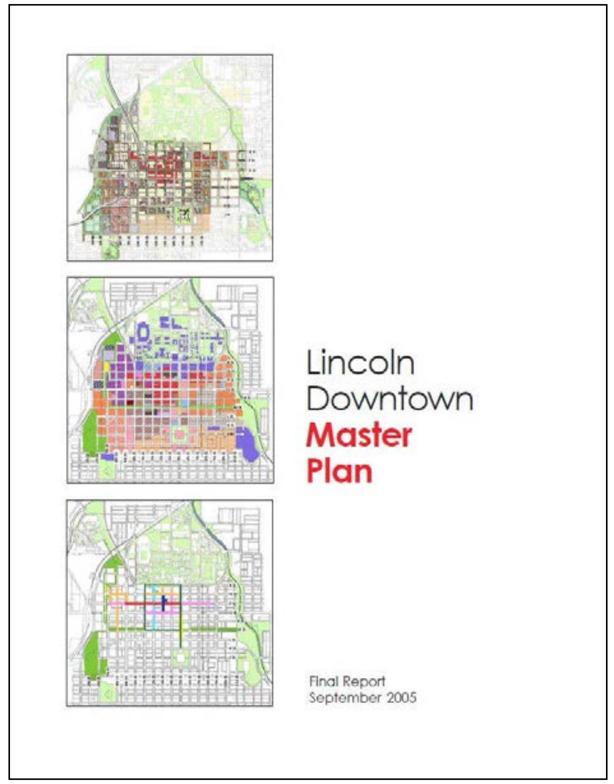
The 2005 Downtown Master Plan offered a vision for Downtown Lincoln's future. The plan included a short-term implementation plan consisting of priority "catalyst" projects, as well as a long-term vision to shape downtown over the subsequent 20 to 30 years. The plan was organized into three frameworks: land use, transportation, and public realm. Plan elements included a "retail corridor" at P Street, a civic square, streetscape enhancements, and circulation improvements for all modes of transportation including a "promenade" loop that connected the downtown core.

The plan included seven catalyst projects intended to stimulate new downtown development and private investment.

Identified catalyst projects:

A: Civic Square
B: Parking / Mixed Use at 13th & Q
C: Civic Square Office
D: P Street Infill Development
E: Arbor Day Foundation
F: K Street Power Station
G: West Haymarket

The catalyst projects and their current status are discussed on the following pages. Four of the projects have been fully implemented, while the remaining have been partially implemented or not started. All of the completed projects have used a mix of public and private financing, with Tax Increment Financing (TIF) being the key public financing element.



In addition to the catalyst projects, the 2005 plan included dozens of other projects and concepts. These ideas were part of the broader long-term redevelopment plan of downtown, and many have been implemented over the past several years. Several of these projects and concepts are discussed in this background report.

Catalyst project map from the 2005 plan. Note that projects F and G are west of the map boundary.

Lincoln Community Foundation Tower Square

2005 Catalyst Project:

Civic Square

Development of a new civic square near 13th & P.

Status:

Lincoln Community Foundation Tower Square, completed in 2014, is an 18,000 square-foot plaza with a 57-foot-tall, multicolor tower designed by artist Jun Kaneko. The plaza is regularly used for community gatherings including a summer concert series.

Civic Square proposal from 2005 plan

Larson Building

2005 Catalyst Project:

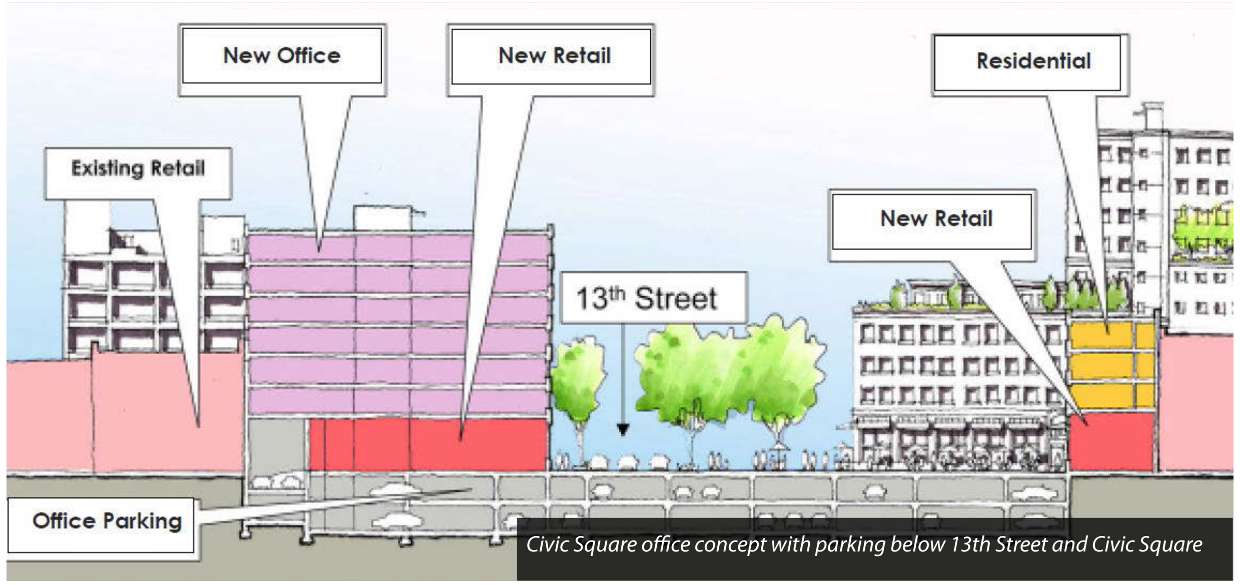
Parking/Mixed Use at 13th & Q

Structure to include residential units or a hotel, first-floor retail, and a public parking structure.

Status:

The Larson Building, completed in 2013, is 10 stories tall and includes 17,500 square feet of first-floor retail, six floors of parking with 650 public spaces, and three floors of apartments at the top that are primarily geared toward college students.

The combined Larson Building/Tower Square projects utilized approximately $1.7 million of TIF which leveraged $30 million of investment.



Civic Square office concept with parking below 13th Street and Civic Square

Fitness center and law office on site of proposed civic square office

2005 Catalyst Project:
Civic Square Office

Office structure with some retail, also to include underground parking.

Status:

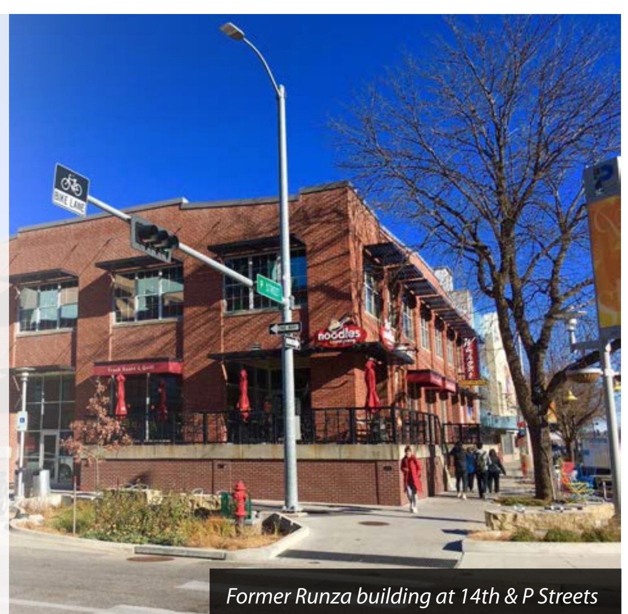
The building on the northwest corner of 13th and P Streets was converted into office space in 2006. Recent renovations have converted the space to a fitness center and law office. The project did not include underground parking.

2005 Catalyst Project:
P Street Infill Development

Renovation or redevelopment of several buildings along the P Street retail corridor, including the former Runza building, YMCA building, and Wells Fargo lobby. These buildings are identified as critical areas for first-floor retail to strengthen the retail "fabric" of P Street.

Status:

The former Runza building was renovated to include two restaurants with outdoor dining along with an upper level event space. A first-floor fitness center with windows facing the street was added to the YMCA building to help activate the streetscape. The Wells Fargo building has not been modified to include additional first-floor uses.



Former Runza building at 14th & P Streets

Arbor Day Foundation building at 12th & P Streets with first-floor retail

2005 Catalyst Project:
Arbor Day Foundation

Renovation of the office building and former theater with first-floor retail and a green roof.

Status:

The former theater space below the National Arbor Day Foundation offices was renovated in 2006 to include additional office space and a first-floor restaurant. The building also includes additional retail space along P Street that was completed in 2010. The P Street portion of the structure includes a green roof.

Arbor Day Foundation building prior to renovations

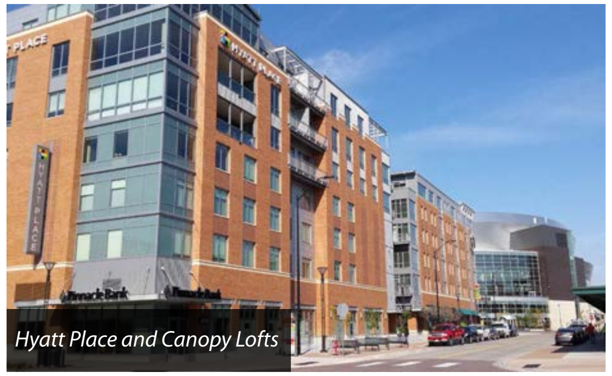
Existing records storage building

2005 Catalyst Project:
K Street Power Station

Renovation of the existing records storage building into multi-family residential.

Status:

The building's use as a records storage facility has remained. Redevelopment of this building into residential units was identified in the South Haymarket Neighborhood Plan adopted in 2016.


Hyatt Place and Canopy Lofts


HUDL Headquarters with first-floor retail

2005 Catalyst Project:

West Haymarket

Redevelopment of the railyard to include an arena and mix of residential and commercial uses.

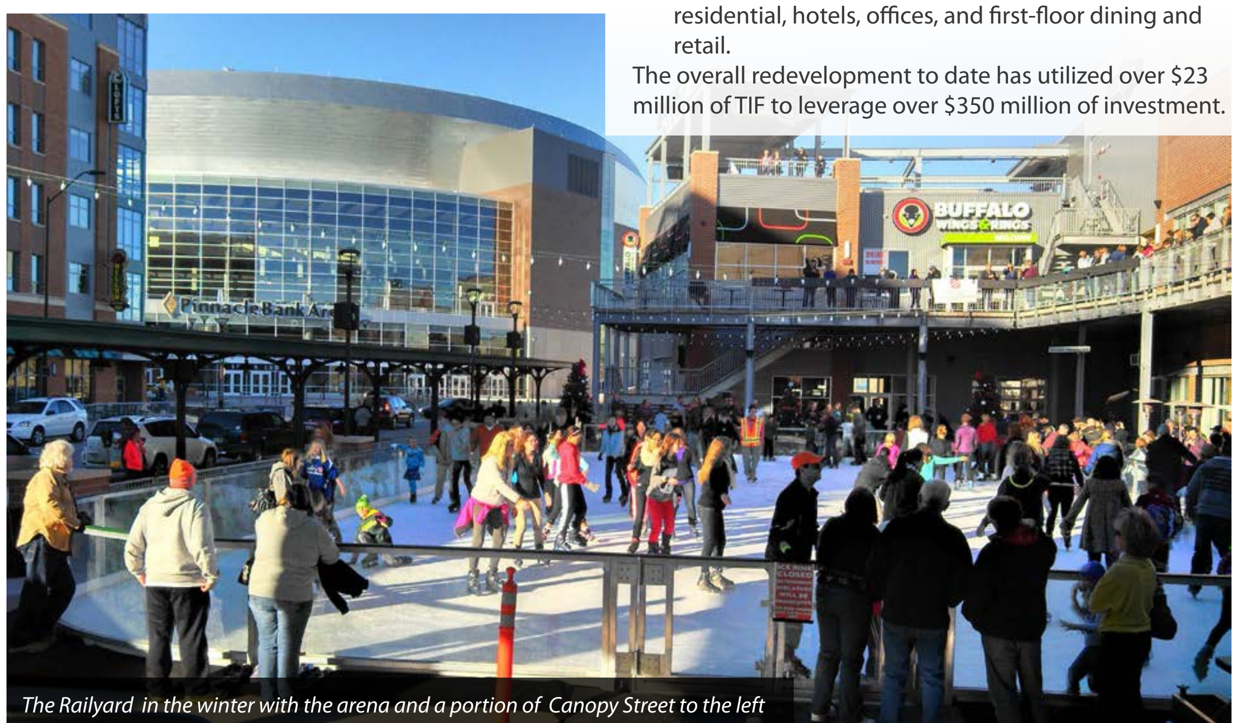
Status:

The West Haymarket Integrated Development Plan was completed in 2009. The plan contains a design framework and schematic layout for the West Haymarket area that includes an arena and entertainment district, mixed-use buildings including commercial, residential, and parking, the relocation of railroad tracks and reconstruction of N Street, a pedestrian bridge, and a central "canopy street" that incorporates the original rail station canopy.

Major elements of the plan including the relocation of railroad tracks, Pinnacle Bank Arena, Canopy Street, and the Railyard entertainment district were completed by 2013. Additional projects completed in the West Haymarket area include:

- Olsson Associates Headquarters.
- HUDL Headquarters.
- New Amtrak Station.
- Pedestrian bridge linking the Haymarket to a new festival space.
- Reconstruction of N Street / Pinnacle Arena Drive.
- Parking garages to accommodate over 3,000 vehicles.
- New and renovated mixed-use buildings including residential, hotels, offices, and first-floor dining and retail.

The overall redevelopment to date has utilized over $23 million of TIF to leverage over $350 million of investment.


The Railyard in the winter with the arena and a portion of Canopy Street to the left

Additional Projects in the 2005 Plan

Dozens of additional projects and concepts were included in the plan but not given a specific timetable for implementation. Several of these projects are listed below. Some of these projects have been completed, some could be considered for future implementation in the 2018 Downtown Lincoln Master Plan, and some may be no longer merit further consideration.

Project	***Status***
Establish P Street as the Primary Retail Corridor, roughly from 9th Street to Centennial Mall. A secondary retail corridor was identified to the blocks immediately north and south of P Street. Essential Retail Development Standards incorporating elements such as first-floor retail, build-to lines, and active edges would be applied to the retail corridor.	The concept was modified in the 2012 update, but P Street remains as a Primary Retail Corridor. Downtown Design Standards that include elements of the Essential Retail Development Standards were adopted in 2008.
Pedestrian loop "promenade" around the downtown core consisting of P, M, and 11th Streets, along with Centennial Mall. The promenade would include enhanced pedestrian amenities and bicycle facilities.	The specific locations of the promenade were modified in the 2012 update, but the overall concept remains. The cycle track was constructed on N Street as an element of the southern section of the promenade.
Streetcar route that would primarily travel along P and Q Streets between 7th Streets and the future Antelope Valley Parkway, along with a north-south connection to 7th and J Streets.	The specific route was modified in the 2012 plan. There are no plans in the near future to construct a traditional streetcar route. The concept of autonomous trackless vehicles, possibly in lieu of a traditional streetcar, merits further consideration as a downtown circulator.
Improvements to M Street to implement the "park block" concept, which would include green space for pedestrian activity and an additional one-way separated travel lane.	The southern portion of the promenade was shifted to N Street. The park block concept is no longer under consideration for M or N Streets.
Grade separated crossing of P Street over 9th and 10th Streets. This concept includes 9th and 10th Streets being lowered to create an underpass below P Street.	There are currently no plans to implement this concept.

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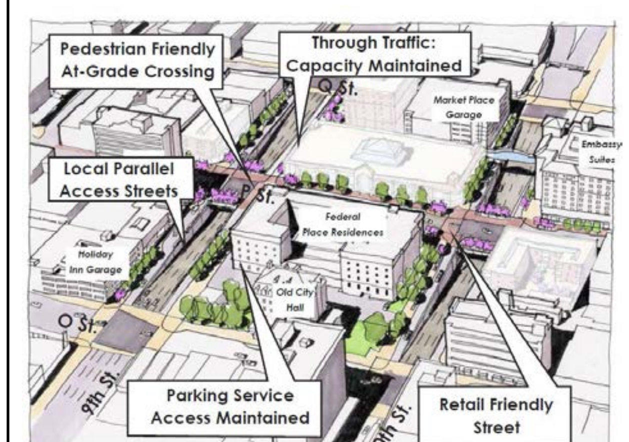
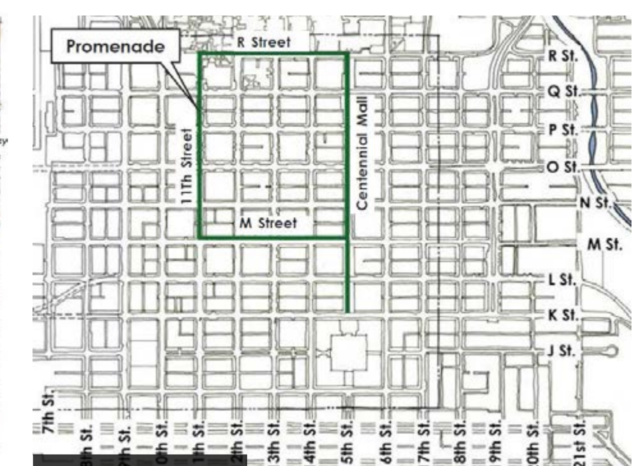


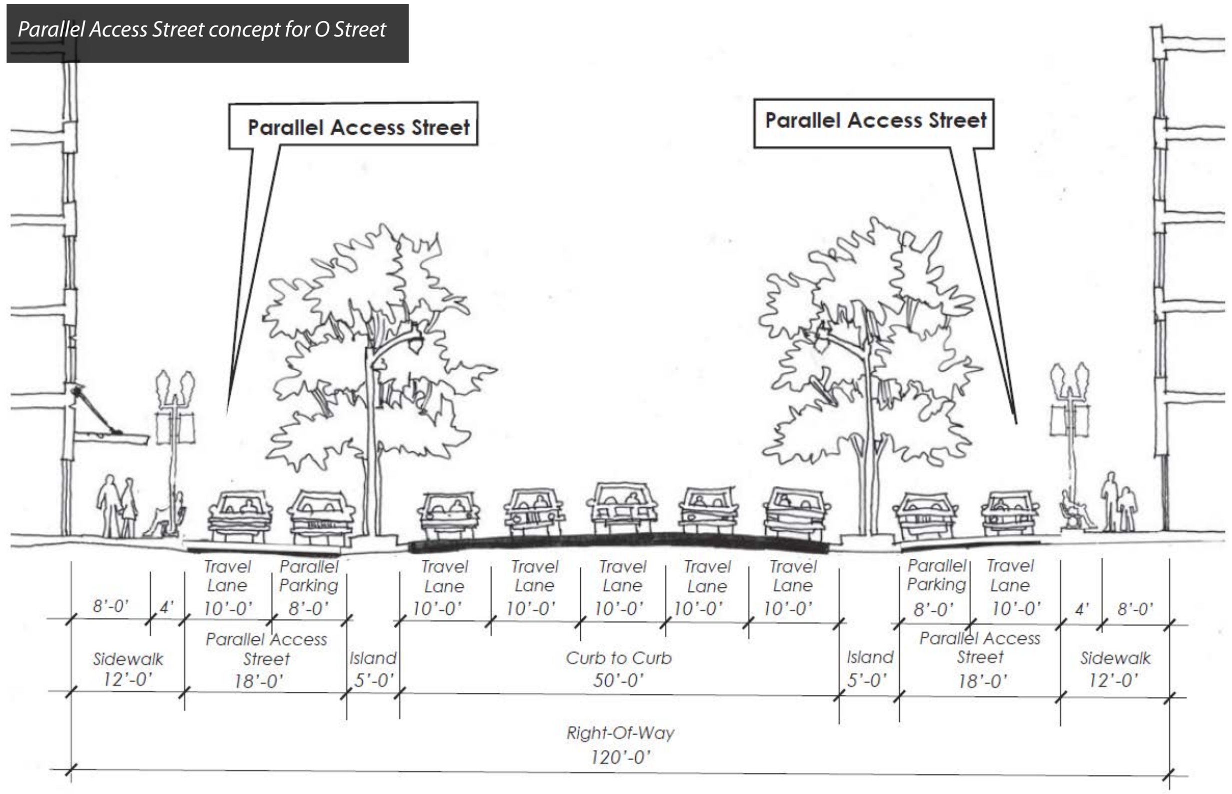
P Street grade-separated crossing concept



Promenade layout

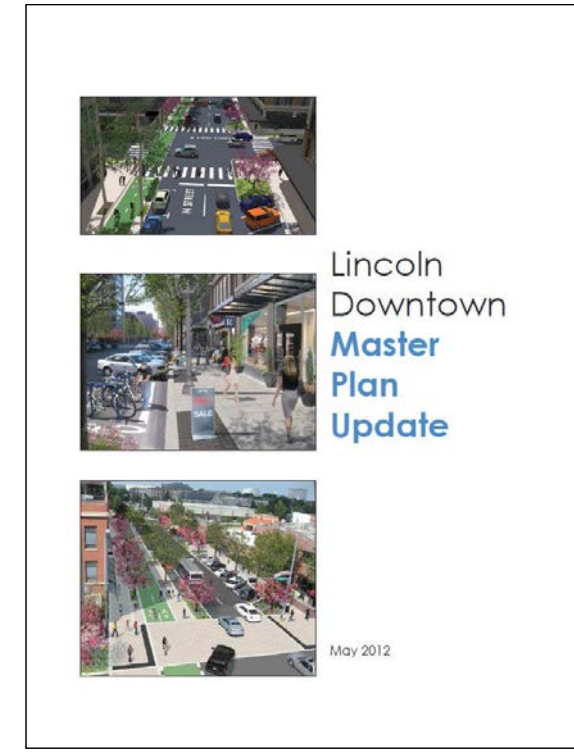
Project	***Status***
New two-way street segments on 13th Street between K and O Streets, and P Street between 9th and 10th Streets.	These segments have not been converted to two-way streets. 13th Street is currently being evaluated for conversion to two-way. The concept of two-way streets in certain areas of downtown remains under consideration for future implementation.
Parallel access streets on the O Street "retail boulevard". This concept includes a one-way, low speed street that is located between O Street and the sidewalk and provides access to on-street parking. The access street would be separated from O Street by a landscaped median.	This concept has not been implemented.
Vehicular street couplets on Centennial Mall between P and Q Streets.	This concept was not included in the recent Centennial Mall renovations.
Downtown shuttle bus to connect major destinations.	Star Tran operates a weekday shuttle bus that connects major downtown destinations.
Multi-modal transit center on Q Street between 12th and 13th Streets.	A downtown multi-modal transit center is still under consideration for future development.

Parallel Access Street concept for O Street



Lincoln Downtown Master Plan Update

Adopted: May 2012



The 2012 Downtown Master Plan Update modified several projects and concepts from the 2005 plan in order to reflect the changes that had happened in downtown since 2005.

Updated concepts in the 2012 plan included:

- Primary Retail Corridor refined to focus on P Street from 11th Street to Centennial Mall, and to also include 14th Street from O to Q Streets, forming a Retail "T" at 14th and P Streets.
- Promenade layout revised to include 14th Street instead of Centennial Mall and N Street instead of M Street. In addition, the protected north-south bikeways on 11th and 14th Streets were extended south to K Street.
- Proposed streetcar route simplified to focus on P and Q Streets between 7th Street and the future Antelope Valley Parkway.

The 2012 plan identified two "priority" projects, listed below. The plan also identified three "key" projects, which represent subsequent phases. The priority and key projects are discussed on the following pages.

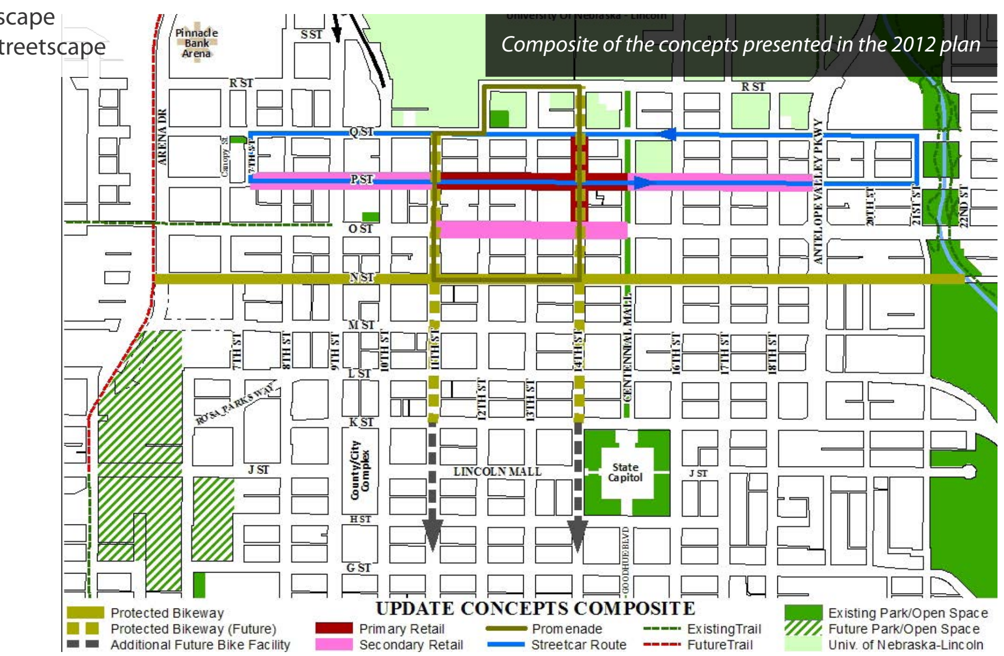
Identified priority projects:

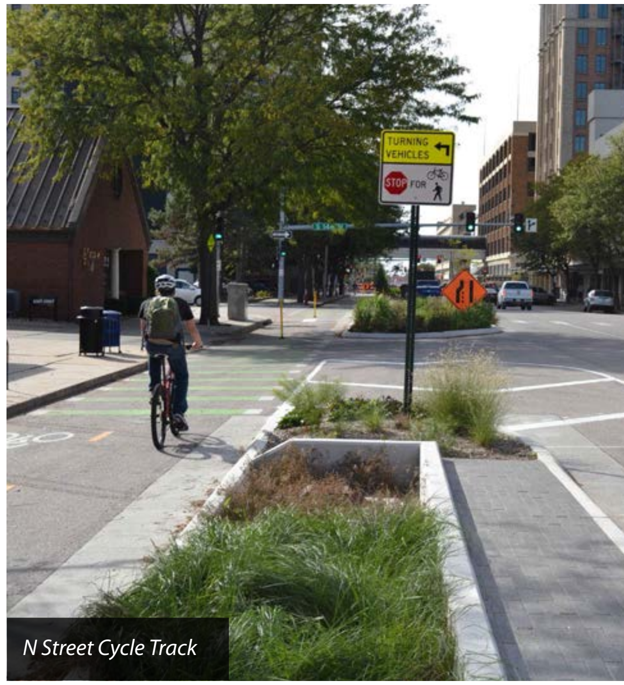
- N Street Bicycle Facility
- P Street Streetscape

Identified key projects:

- 14th Street Streetscape
- 11th Street Streetscape
- Secondary retail streetscape

Composite of the concepts presented in the 2012 plan





N Street Cycle Track

2012 Priority Project:
N Street Bicycle Facility

Two-way protected bicycling facility on N Street that would be part of the N Street segment of the downtown Promenade.

Status:

The N Street Cycle Track was completed in early 2016. It is a two-way protected bikeway that provides a connection from the West Haymarket to the Antelope Valley Trails, and runs for 17 blocks along the south side of N Street from Arena Drive to 23rd Street. Amenities include bioswales and additional landscaping, along with bicycle signals and enhanced markings at street crossings.

The project cost approximately $3.2 million. It utilized funds from a variety of public and private sources, including $1.5 million of TIF and a significant contribution from the Great Plains Trails Network.

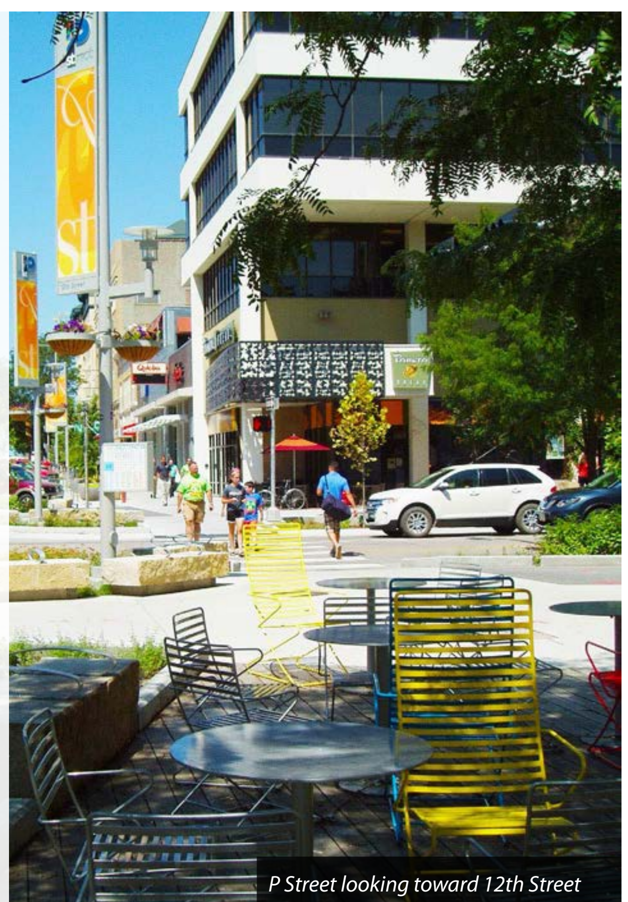
2012 Priority Project:
P Street Streetscape

Design and construct P Street streetscape enhancements from 11th Street to Centennial Mall and integrate the design with the Civic Plaza.

Status:

Streetscape improvements to P Street from 11th Street to Centennial Mall were completed in 2014. The project included reconstruction on the sidewalks and parking along P Street, sustainable landscaping, and additional pedestrian amenities such as signage, lighting enhancements, and furnishings.

The street width was reduced in some areas while maintaining three drive lanes to allow for more pedestrian activity along with outdoor dining and seating areas.



P Street looking toward 12th Street

2012 Key Project:
14th Street Streetscape

Streetscape enhancements to 14th Street that would create a Retail "T" Streetscape at 14th and P Streets. Elements include a protected bike lane, curb extensions and scored concrete crosswalks at key intersections, and improved landscaping.

Status:

Remains identified as a future project. An on-street bicycle lane is located on 14th Street between L and R Streets.

14th Street concept

2012 Key Project:
11th Street Streetscape

Streetscape enhancements to 11th Street following the improvements to 14th Street.

Status:

Remains identified as a future project. 11th Street south of K Street was renovated with enhanced pedestrian amenities. An on-street bicycle lane is located on 11th Street between C and Q Streets.

11th Street concept

2012 Key Project:
Secondary Retail Streetscape

Streetscape enhancements to Secondary Retail area: P Street from 7th to 11th Streets and Centennial Mall to Antelope Valley Parkway, and O Street from 11th Street to Centennial Mall.

Status:

Streetscape enhancements including new landscaping, seating areas, and parking realignment were completed in 2016 along P Street between Centennial Mall and Antelope Valley Parkway. The remaining areas identified in the plan have not yet been improved. The proposed City Centre redevelopment project at 10th and P Streets could result in adjacent streetscape enhancements.

Streetscape enhancement concept

Other Downtown Projects/Studies

A variety of other projects and studies not specifically mentioned in the master plan have occurred downtown since 2005. Several of the most notable are listed on the following pages.

Antelope Valley

The core project included drainage improvements to Antelope Creek that significantly reduced the floodplain area surrounding the creek. The project removed approximately 330 commercial and industrial structures from the floodplain, along with approximately 960 residential structures and 50 acres of the University of Nebraska-Lincoln campus.

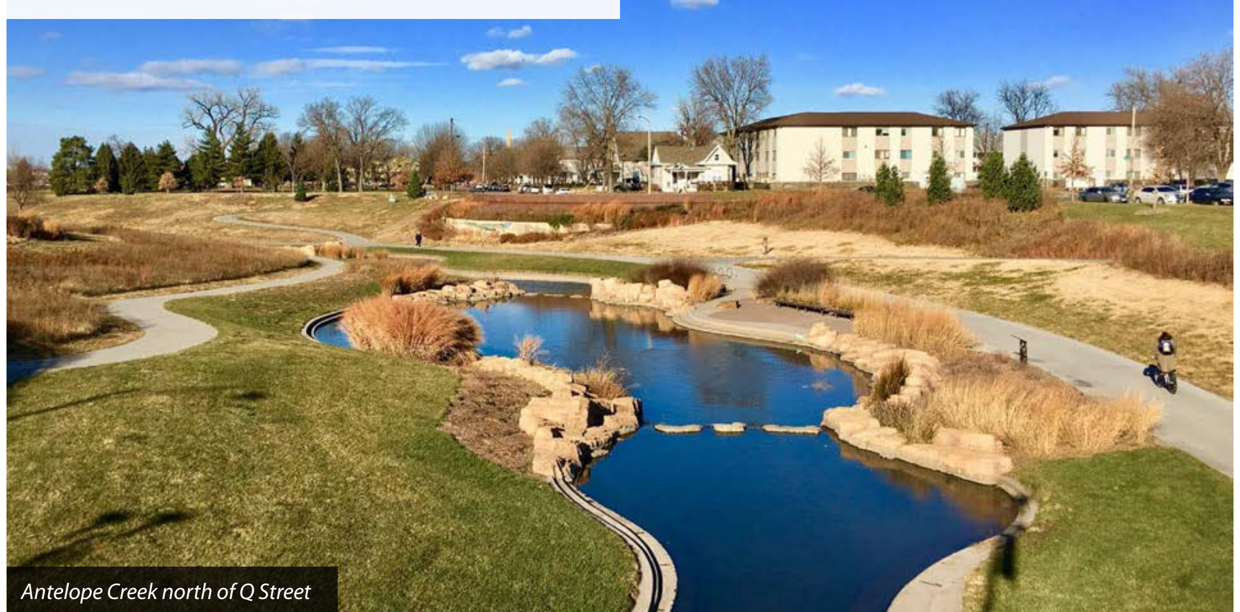
Improvements included a new, uncovered channel for Antelope Creek, construction of several new roads and bridges, a new public park adjacent to the channel (Union Plaza), and several new trails.

Road improvements included the construction of two new arterial streets (Antelope Valley Parkway and Salt Creek Roadway) and the addition/reconstruction of several bridges across Antelope Creek.

The project has resulted in significant redevelopment along the creek in areas formerly within the floodplain. Notable redevelopment projects adjacent to Antelope Creek that were made possible by the improvements include the Assurity Life Insurance building, Telegraph District, Aspen Heights, the 50-50 Building, and the University Health Center/College of Nursing on the west side of the creek, and Antelope Village on the east side of the creek.


Public art in Union Plaza


Assurity Life Insurance office building


Antelope Creek north of Q Street

Telegraph District

The Telegraph District is a mixed-use redevelopment of the former Lincoln Telephone & Telegraph Campus and adjacent properties. The project will include the renovation of nine buildings and construction of 14 new buildings, and include a mix of residential, office, and retail.

Phase I was completed in 2017. It included the redevelopment of a former office building and parking garage into a mixed use space containing office, retail, and parking. Phase 1 included $1.6 million of TIF that leveraged $15 million of private investment.

Phase II of the project will include Telegraph Flats, primarily consisting of buildings that were formerly used by Fisher Foods. The buildings will include retail and apartments. Phase II is expected to utilize $2.8 million of TIF to leverage $22 million of private investment.

Phase I renovated office


Telegraph Flats, Phase II proposed redevelopment to include apartments and retail

Centennial Mall

Renovation of Centennial Mall was completed in 2017 to coincide with the state's sesquicentennial. The mall was originally completed in 1967 and serves as a connection between the Capitol Building and University of Nebraska. Other public facilities such as the State Office Building and Federal Building are located along the mall. It is one of downtown's most popular gathering spaces.

Prior to renovation, much of the original landscaping and infrastructure was deteriorating, and the mall was losing its appeal as an inviting public space. The renovation included complete reconstruction of the mall with landscaping and pedestrian amenities, along with new thematic elements .

The City of Lincoln contributed approximately $3 million to the project. Additional funding was provided by the State of Nebraska along with private contributions.


Centennial Mall looking south

South Haymarket vision

South Haymarket Neighborhood Plan

The City of Lincoln, in concert with community stakeholders, developed the South Haymarket Neighborhood Plan to encourage and guide redevelopment in South Haymarket over the next 20 to 25 years.

The Plan was adopted in 2016 as an amendment to the 2005 Downtown Master Plan and includes a set of prioritized goals for the area's long-term success. A vision for an urban residential neighborhood is described in the South Haymarket Neighborhood Plan which identifies areas for significant residential development, business expansion, and interconnected open spaces.

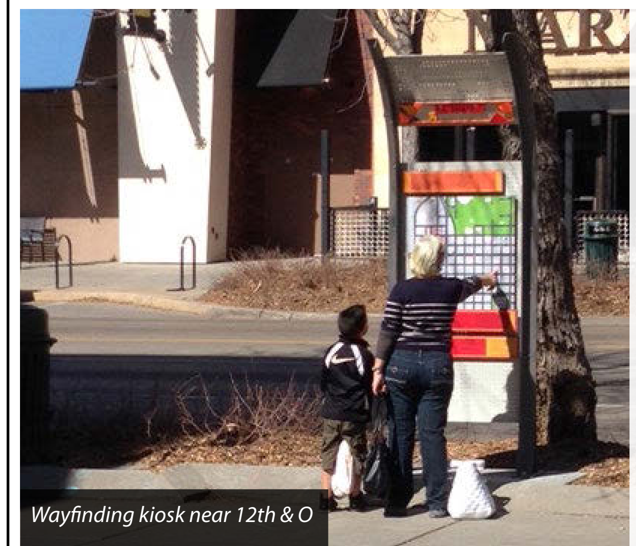
7th & N redevelopment concept

Bike Share

The City of Lincoln has worked with various stakeholders to develop a bike share program for downtown. The program is set to begin in early 2018 and will include 19 stations and 100 bicycles. Stations will be located throughout downtown, along with the University of Nebraska Main Campus, East Campus, and Innovation Campus.

Project installation cost is approximately $750,000, with $600,000 being funded through a Congestion Mitigation and Air Quality (CMAQ) grant provided by the Federal Highway Administration.

Bike share station



Wayfinding kiosk near 12th & O

Wayfinding Improvements

The development of Pinnacle Bank Arena and West Haymarket led to the creation of an improved wayfinding system in Downtown Lincoln. Vehicular signs throughout downtown and neighboring areas were updated to add new destinations, and a standard format for sign appearance was developed. Graphic branding based on location (Haymarket, Lincoln, or UNL) is located on the top of each sign.

In addition, pedestrian kiosks and wayfinding signs were added throughout downtown. The kiosks include a map with a legend of destinations. The pedestrian signs have a similar appearance to the vehicular signs, except they are smaller in scale and feature additional decorative details.

District Energy Corporation

The District Energy Corporation (DEC) is a nonprofit corporation founded by the City of Lincoln and Lancaster County. The mission of DEC is to provide low cost thermal heating and cooling services. Thermal heating and cooling uses 10-15 percent less energy than conventional systems.

The DEC operation serves approximately 2.8 million square feet of building space, including several City, County, and State facilities. DEC also serves many private redevelopment projects including much of the West Haymarket.

DEC operates four thermal energy plants. Energy produced at these plants is distributed to customers through insulated pipes. The newest plant was completed in 2013 and is located in the West Haymarket. Connection to DEC is a consideration for City-assisted projects and should be made when feasible.

DEC energy plant in West Haymarket near Arena Garage 2

Open space concept from campus master plan

UNL Projects

The University of Nebraska - Lincoln has completed many projects in recent years, including:

- Love Library North Learning Commons
- Knoll Residential Center
- Gaughan Multicultural Center
- New building for College of Business Administration
- Jorgensen Hall
- Memorial Stadium east expansion
- New building for Health Center / College of Nursing
- New cooling tower
- Updated campus master plan
- Vacation of 17th Street and 16th Street 2-way conversion


12th & P Streets

Concurrent Plans

There are several other master plan documents being developed on a concurrent track with the Downtown Lincoln Master Plan. These projects will have an impact on downtown and the outcomes and recommendations from these planning efforts will be reflected in the downtown plan.

- On-Street Bicycle Facilities Plan. The plan will identify a comprehensive system of off-road and on-road facilities that safely connect destinations and encourage bicycle travel.
- Downtown Lincoln Parking Strategy. A facilitated discussion on parking will be organized by City staff and the Downtown Master Plan project committee.
- State Campus Master Plan. The plan will identify the future vision for State facilities in Lincoln.

Miscellaneous Projects

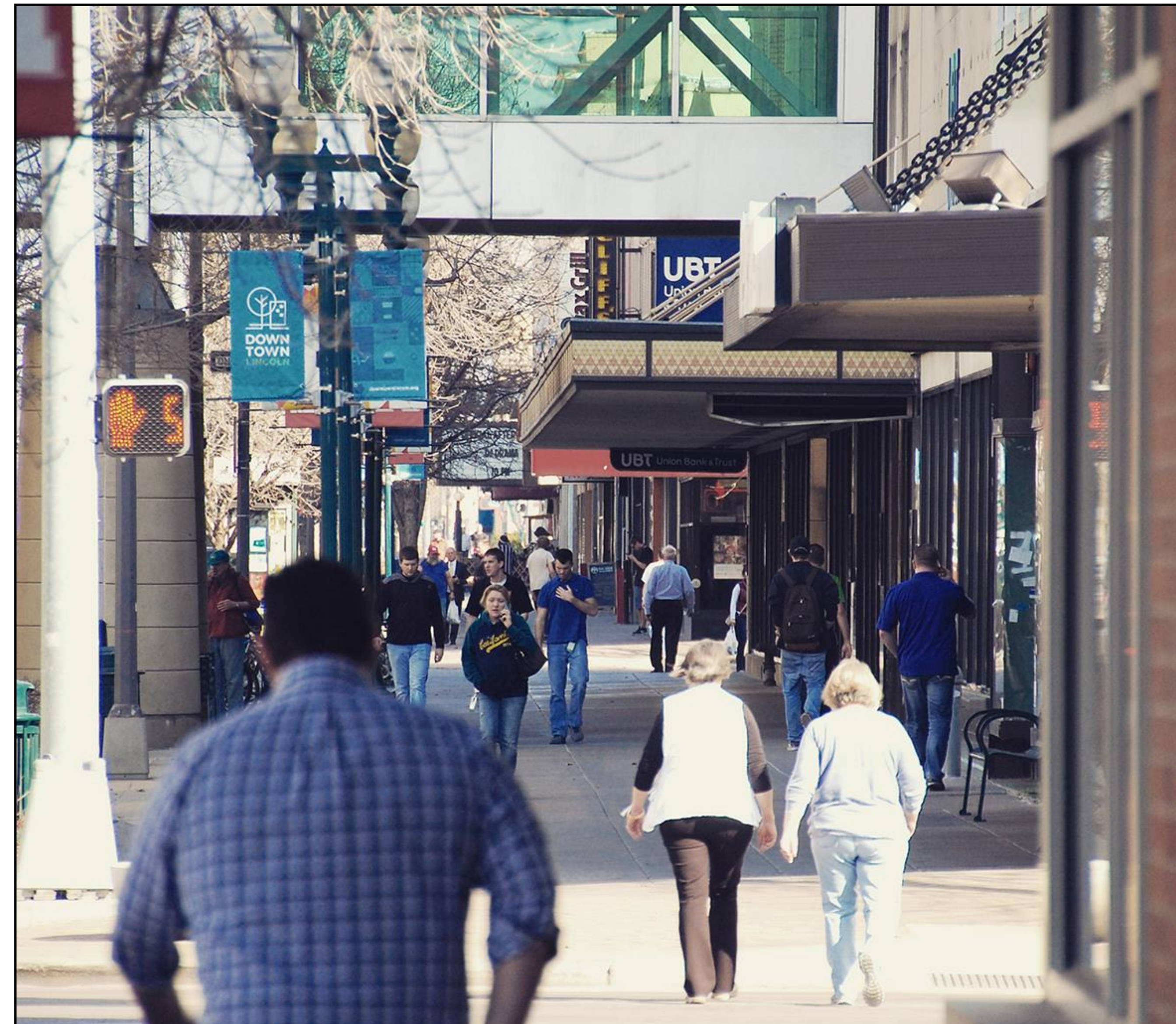
Dozens of other projects have been completed in Downtown Lincoln since 2005. A majority of these projects have utilized TIF to leverage significant private investments. An interactive map of all significant projects completed since 2005 can be found on the project website. Notable projects include:

- Latitude Student Housing Mixed-Use
- 8N Lofts Student Housing
- Hilton Garden Inn and Tool House Mixed-Use
- Marriott Courtyard Mixed-Use
- Sawmill Building
- Salvation Army Building Mixed-Use
- 3 Landmark Centre
- Lumberworks Garage and Canopy Row (in-progress)
- Kindler Hotel and Lincoln Commercial Club (in-progress)
- City Centre (proposed)
- 9th & O Redevelopment (proposed)


Redeveloped Tool House Building


Marriott Courtyard


Proposed City Centre redevelopment at 9th & P



DOWNTOWN LINCOLN MARKET ASSESSMENT

FINAL DRAFT August 2018

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INTRODUCTION

A Market Assessment was completed in spring 2018 to inform the Downtown Lincoln Master Plan, scheduled to be completed in late 2018. The Market Assessment analyzes data and existing conditions in Downtown Lincoln to help inform the recommendations and tactics that will be identified in the Master Plan. The Market Assessment is intended to be a standalone appendix to the Master Plan. Data was compiled using primary and secondary sources, including City of Lincoln documents and studies, economic agency strategies, real estate reports, Esri's Business Analyst, the U.S. Census Bureau, and other available sources.

What follows in this document?

The Market Assessment research is organized into four primary sections – *Live*, *Work*, *Play & Visit*, and *Downtown Development Forecast*. The *Live* section is an assessment of demographics, psychographics, mobility, and housing within Downtown's three key market areas (maps of Downtown and its market areas are provided on pages 9-10). The *Work* section is an assessment of the regional economy, the Downtown economy, and the Downtown office market. The *Play & Visit* section is an assessment of the retail sector, arts and culture, athletics, University of Nebraska-Lincoln (UNL), and visitor and convention conditions in Downtown. The *Downtown Development Forecast* offers a set of reasonable expectations for potential development in each real estate segment over the next ten years. When applicable, Lincoln is compared to peer cities[1] throughout these sections. Additionally, findings from the market research are summarized in the *Summary of Findings* section which immediately follows this introduction.

Downtown at a Glance[2]

Live				
Residents	Growth since 2010	Residents per acre	Median Age	Housing Vacancy
12,496	14%	11 (vs. 5, citywide)	21.7	15%

Work				
Workers	Workers per acre	Total Rentable Office Sq. Ft.	Office Vacancy	Avg. Asking Office Rent
41,274	37 (vs. 3, citywide)	3.94 million sq. ft.	13%	$17.30/sq. ft.

Play & Visit				
Total Establishments	Food & Drink Establishments	Total Rentable Retail Sq. Ft.	Retail Vacancy	Avg. Asking Retail Rent
204	147	1.6 million sq. ft.	12%	$15.19/sq. ft. NNN

Downtown's Impact on the City of Lincoln				
Downtown as a percentage of the city's…				
Land 1.9%	*vs.*	**Residents** **4.4%**	**Workers** **22.0%**	**Assessed Property Value** **4.9%**

[1] Peer cities include Champaign, IL; Des Moines, IA; Lansing, MI; Lexington, KY; Madison, WI; Omaha, NE; Raleigh, NC; Salt Lake City, UT; and Sioux Falls, SD. Peer cities were chosen based on a combination of factors including, those used in prior Lincoln studies, proximity, comparable size, presence of a state university and/or state capital. For additional details on peer cities, see page 10.

[2] Additional details and sources are provided in the Live, Work, and Play & Visit sections.

SUMMARY OF FINDINGS

LIVE

Existing Conditions:

Housing resurgence: Downtown has experienced a housing resurgence over the last five to seven years. The recent momentum is expected to continue projecting forward, however, there is a shift going on currently, from student-oriented housing developments (completed between 2012 and 2016) to market-rate housing that is underway and proposed.

There is evidence of saturation in the student segment, based on vacancy rates both on and off campus, and recent occurrences of off-campus housing shifting its target market from students to young professionals. Given Downtown's current imbalance between student and non-student housing (approximately two-thirds of residents are students), moving forward, policies and incentives should support non-student housing types in Downtown.

Activity concentrated in small areas: Housing development activity is concentrated in Haymarket (including South Haymarket) and along the P Street corridor. Very little activity is happening south of O and east of 9th, a very large proportion of Downtown. The concentration of housing development in small areas is what makes the Telegraph District on the southeastern edge of Downtown an important project – drawing activity to the opposite side of Downtown. Additionally, City Centre is an important project to bridge the 9th-to-10th Street divide between Haymarket and the core of Downtown.

Rising costs: While cost of housing has been a long-term key asset of Lincoln, the asset is dwindling, particularly in Downtown. Rising costs are especially the case in the greater Haymarket area, where the median sales price over the last two years is north of $500,000. Lincoln's median home value ($172,000) and rent ($1,300) rank middle-of-the-road amongst peer cities. Downtown's price points, especially for ownership units, are indicators of pent-up demand for Downtown housing.

Families: Lincoln as a whole is widely considered "family friendly" given cost of living, quality schools, etc.; however, at the moment, Downtown is not. There is a lot of ground to make up, and "competition" from other parts of the city with strong assets attractive to families. Suburban housing will continue to be a draw for residents as they age and grow their families. While there is market-rate housing coming on line in Downtown, the expectation is that these developments will primarily attract young, single professionals and retirees, rather than families.

The southern portion of Downtown (south of L Street to G Street) has potential to serve as an attractive location for families. It is lower-density, more affordable, further removed from UNL apartments and Downtown nightlife, while still being very connected to Downtown. South Downtown is right-sized for different unit types such as townhomes, courtyard multi-family, duplexes and triplexes, and compact single-family homes. However, any reinvestment needs to be balanced with efforts to maintain current residents and affordability. Price points in South Downtown are currently much lower than the core of Downtown and the Haymarket, and current residents are most vulnerable to displacement.

Future Possibilities:

Overall, development forecasting finds the non-student residential segment to be a strong investment opportunity driven by demographic and lifestyle trends that are poised to converge in Downtown Lincoln. Development of approximately 900 to 1,900 non-student-oriented units is achievable over the next ten years.

Nationally, Baby Boomer and Millennial markets are expected to continue to fuel population growth in urban environments. Furthermore, a nascent trend shows increasing numbers of young professionals moving from top-tier "superstar" cities to smaller markets in search of affordable living, quality of life, and civic involvement. Downtown Lincoln has the opportunity to capitalize on these trends as an "opportunity city." The Millennial, Gen Z, and Boomer markets are robust enough to support the above projections alone. It will be important for new development to provide diverse price points and unit types to accommodate a multi-skilled workforce and culturally-mixed demographics.

WORK

Existing Conditions:

The city's economic engine: Downtown is the most economically productive area of Lincoln acre-for-acre, with nearly 40 workers per acre, compared to 3 per acre citywide; and containing 29% of the city's office space but only 2% of the city's land area. UNL and the State government are the two major anchors – for Downtown and the region – together employing over 15,000 workers. Downtown's economic makeup is dominated by the public sector – more than one-in-three are employed in public administration, thanks to a mix of federal, state, and local government jobs.

Downtown also has a growing startup, tech, and innovation cluster. In Downtown, 16% of workers are employed in professional, scientific, technical services, and information. The tech and innovation cluster is a developing asset that should be (and is, according to local economic development strategies) prioritized moving forward. Currently, the two main components of the startup ecosystem are the Haymarket (where most businesses are located) and UNL (where talent is produced).

Stable, steady, and slow: Lincoln's economy can be characterized as stable and steady, but with slow growth. There are rarely booms or busts. During the Recession, the bottom didn't fall out as it did in some of Lincoln's peer cities (unemployment only reached 4.3%); however, since then Lincoln's economy hasn't boomed either (job growth has been lagging behind peer cities at only 6.6% over the last decade vs. an average of 11% growth in peer cities).

The community should be wary of hanging its hat on nation-leading low unemployment rates – while no doubt good for current residents, unemployment rates can be a barometer of access to talent and ability to grow for companies looking to locate or expand in Lincoln. Talent attraction and retention has regularly been identified as a chief economic challenge for the region. Lincoln and Nebraska as a whole have a "brain drain" problem, losing too many highly-trained and well-educated people to other cities and states. On a local level, the "brain drain" can be quantified through an evaluation of where UNL alumni currently live – 79% live somewhere besides the Lincoln metro.

Office space: Nearly one-third of the city's office space is located in Downtown. Since 2013, the amount of rentable space has increased 9% with the addition of over 300,000 square feet to the Downtown submarket. Overall, vacancies Downtown have been higher than citywide over the last five years. While citywide vacancy has been sub-10% over the last two years, Downtown's has bumped up from 12% to 13%. Some of Downtown's rise is due to space that was left to backfill as a result of Hudl's move into its new, 140,000-square-foot headquarters in the Haymarket, the biggest move in the Lincoln market in 2017.

Class A space has been tight relative to B and C space in Downtown. The Class A vacancy rate as of June 2018 was 9%, compared to 14% and 28% for B and C, respectively. This pattern is also in place throughout the whole Lincoln market. Companies looking for large amounts of Class A space may be required to find it via new construction, according to NAI FMA Realty's Second Half 2017 Market Report. Asking rates have been slowly increasing in Downtown for the last five years, and have more or less, mirrored citywide rates.

The Downtown office market is important to the success and growth of the startup, tech, and innovation cluster. As the NAI FMA Second Half 2017 Market Report noted, “companies increasingly want to locate in areas in which employees can experience the conveniences of an urban setting or have access to amenities such as restaurants, bars, shops, and entertainment options.”

Future Possibilities:

Overall, development forecasting finds the office segment to be a moderate opportunity for new investment. The anticipated range of absorption, based on both recent job growth and projections, is 382,000 to 682,000 square feet over the next ten years. For illustrative purposes, Downtown’s existing inventory of vacant office space is 522,691 square feet. The development forecast’s expected scenario would account for absorbing all of Downtown’s current inventory of vacant space. The projected absorption will come from both existing unused office space and new construction.

Nationally, companies are moving to where young skilled workers prefer to live and work. Downtowns are poised to be centers of creativity and innovation if they can offer a business climate and space conducive to the incubation and growth of small dynamic enterprises. Entrepreneurship and tech will be key to job growth in Downtown Lincoln moving forward, becoming even more important as Gen Z continues to enter the workforce – a tech-savvy population preferring entrepreneurial pursuits over more traditional collegiate pathways. An opportunity for Downtown Lincoln will be capturing new entrepreneurial, innovative, and tech businesses that are looking for non-traditional office formats in urban settings, such as co-working, incubators, maker spaces, and other creative forms of open floor plan office designs. In Downtown Lincoln, there is an opportunity to reimagine underutilized Class B and C spaces that have the highest vacancy rates, at 14% and 28%, respectively. There is an opportunity for owners of these underutilized spaces to rethink the designs of their internal spaces to these new formats in an effort to be more appealing to modern office users or other uses.

Play & Visit

Existing Conditions:

Multi-faceted entertainment options: Downtown’s “play and visit” market is driven by a strong food and drink sector, a wide array of art and cultural destinations, a burgeoning live music scene, and Husker athletics.

The food and drink sector: Downtown’s retail environment is more driven by food and drink than ever. Currently 147 out of 217 establishments (68%) are in the food and drink sector, which includes restaurants, coffee/tea shops, bars, and nightclubs. Twenty years ago, only 52% of all establishments were food and drink. Overall trends in the four major retail categories over the last two decades in Lincoln include: the steady growth of dining, especially between 2011 and 2014; shopping steadily falling to its lowest number of establishments over the last two decades; nightlife increasing by 73% since 1998; and art and entertainment remaining virtually flat for the last two decades.

Retail space: The retail real estate market in Lincoln has remained positive despite macro trends and national brand store closings disrupting retail nationally. Citywide vacancies are a tight, 4.8%. Downtown has a softer market, with a vacancy rate of 12% (consistent with where vacancy has stood over the last four years). The biggest trend in Downtown retail is food replacing food, with a number of restaurant closings in 2017 that were quickly replaced by new restaurant concepts, as observed by NAI FMA Realty in their First Half 2017 Market Report.

Additionally, there are a number of recently completed and in-progress developments that are incorporating retail into their projects. These include ground-floor retail in projects such as Hudl’s new headquarters, the Schwarz condominiums,

the 1222 P Street redevelopment, Canopy Row (where there will be an 8,000-square-foot grocery market), and the Telegraph District redevelopment.

Arts, culture, and music: Arts and culture provides a major economic benefit citywide, generating $99 million in total economic activity, and Downtown is the centerpiece of the arts and culture sector. Varied Downtown destinations include the Lied Center, the Sheldon Museum of Art, the University State Museum, the Children’s Museum, and the Bennett Martin Public Library. The live music scene is also a growing part of the arts and culture sector in Downtown. The cluster of venues around 14th and O Streets offer regular shows, the arena is a newer addition offering major national acts, annual multi-day festivals include Lincoln Exposed and Lincoln Calling which attract thousands for varied indie performances, and semi-regular events such as Jazz in June and Tower Jazz offer regular entertainment throughout the summer.

Athletics: Nebraska athletics also plays a critical role in the Downtown economy and visitor market. In 2016-17, nearly 1.3 million people attended home Husker events. Football accounts for more than half of these visitors, but men’s and women’s basketball, volleyball, and baseball also have strong attendance numbers. Downtown looks and functions completely different on home Husker football weekends. Nearly 90,000 people attend each home game, and another large amount come Downtown to take part in festivities. These fans have a major economic impact on Downtown – spending $69 per person (non-Lincoln residents) or $40 per person (local residents) off-site on gamedays.

Convention space: Downtown does not have a main convention center, and instead relies on a variety of smaller venues, primarily in hotels and on the UNL campus. Amongst Lincoln’s peer cities, Champaign, IL is the only one that also does not have a downtown convention center. Pinnacle Bank Arena and Marriott Cornhusker are the largest convention spaces in Downtown, however, both are still smaller than any of the dedicated centers in peer cities. Downtown has seven hotels with a total of approximately 1,200 rooms. Downtown’s number of rooms increased 45% between 2012 and 2014 with the opening of three new hotels (the Hilton Garden Inn, Hyatt Place, and Courtyard by Marriott). The near-complete, Kindler Hotel will add another 45 rooms, in a high-end boutique format that currently doesn’t exist in Downtown.

Future Possibilities:

Overall, development forecasting finds the retail segment to be limited to a continuation of unique and independent concepts. A demand for 112,000 to 190,000 square feet of new retail is anticipated in Downtown over the next ten years. Projected growth in residents and employees over the next ten years will not create the fundamentals or “critical mass” sought by most formula-driven national retailers. However, the unique and local-independent strategy builds off of Downtown Lincoln’s existing retail strength and differential market advantage, as well as taking advantage of global trends in the retail sector.

While the retail industry nationally is being disrupted and challenged by e-commerce and consumer behaviors, stores are adapting with success in urban environments. Retailers that have been most impacted by e-commerce are larger-format, national chains that typically aren’t found in downtowns. Retail that offers a unique experience has proven successful in urban environments. Examples of newer retail trends include multi-tenant shared spaces (e.g., a coffee shop/bike shop) and retail incubators. Also, food and drink continue to drive the retail sector in urban markets. Downtown Lincoln will continue to be a niche retail market, anchored by food and drink, and made up of local-independent and “experiential” stores.

Grocery: Regarding specific retail categories, a full-service grocery store is far and away the most desired new amenity for Downtown amongst stakeholders. Downtown Lincoln will soon have a grocery in the form of an 8,000-square-foot store on Canopy Street between N and O Streets in South Haymarket. While this grocery intends to serve residents throughout Downtown as a whole, it is located on the far western edge of Downtown. Given the footprint of Downtown Lincoln, a second small- or mid-sized grocery, located to serve the eastern portion of Downtown and its surroundings, remains a possibility. However, market fundamentals will likely need to change in order to attract a second grocer to Downtown.

Site requirements for small- to mid-sized grocers (those approximately 8,000 to 15,000 square feet) vary depending on the business model. However, all regional and national grocers generally consider population, income, and education levels. First and foremost, a large population is required within the primary trade area. In the case of a grocery in eastern Downtown Lincoln, the primary trade area will be relatively small, due to the presence of several groceries within two to three miles in all directions. In addition to population, most grocers locate in areas with above average household income and education levels. Currently, income and education levels fall below citywide averages. However, the soon-to-open grocery in South Haymarket is a significant addition to Downtown, and one that will help shed light on shopping patterns and Downtown's market potential for additional grocery space.

Downtowns, such as Lincoln's, that don't have the market fundamentals to support a large-scale grocery store are successful by providing a range of smaller groceries. Downtown Lincoln is on this track with its new Canopy Street market. While a second small- to mid-sized market is likely not feasible in the near-term, there are other opportunities to capture demand for grocery shopping in Downtown through unconventional formats. Existing specialty markets exist in and adjacent to Downtown, which could expand their offerings and variety as Downtown's population grows. A Downtown public market could capture some of this demand as well. In comparable downtowns, public markets are often in the 10,000 to 12,000 square foot range, which presents opportunities for several Downtown locations.

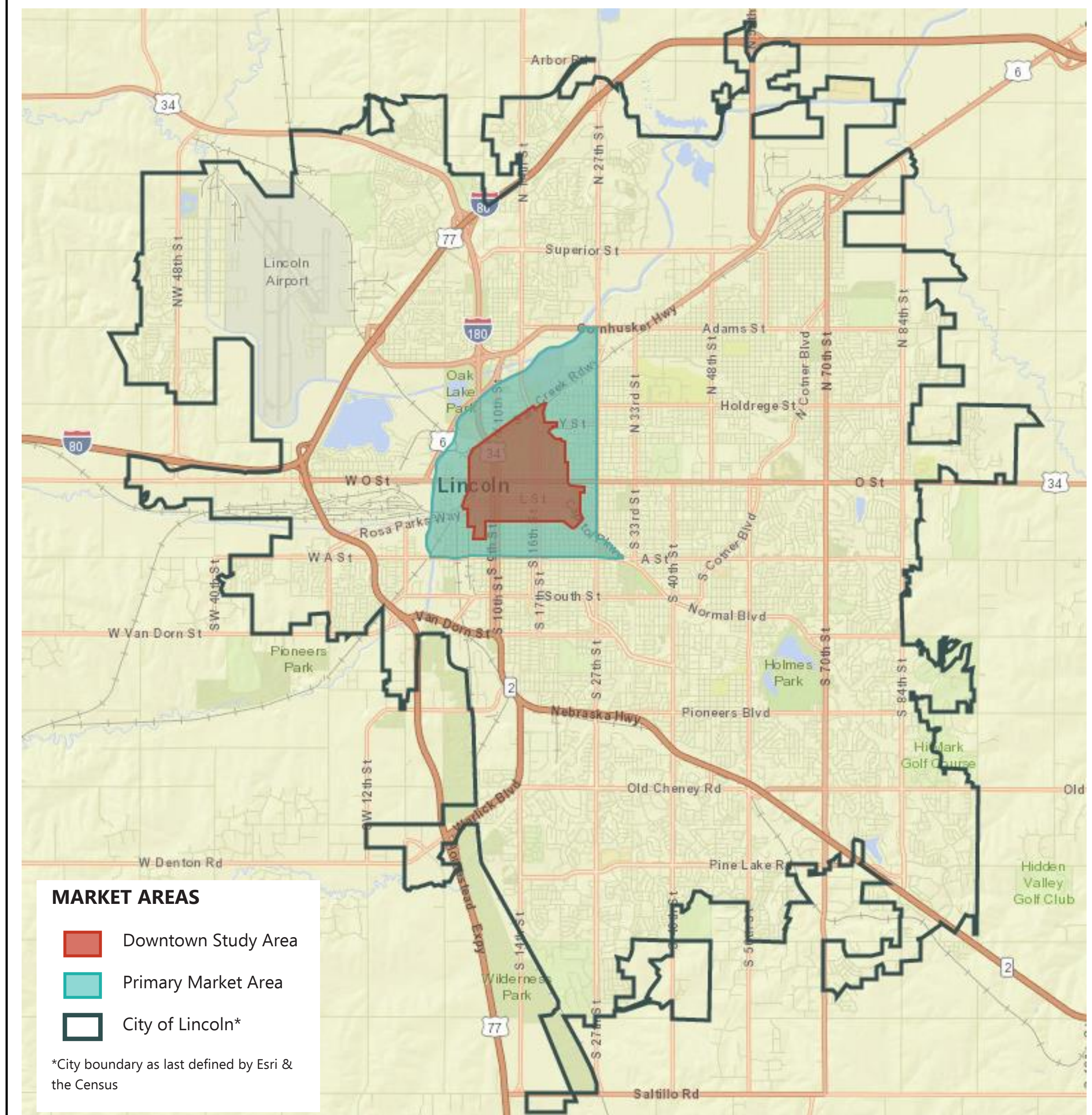
Hospitality & Convention Space: Overall, the hotel market in Downtown is soft, with occupancies averaging 66%. Anecdotal evidence indicates that Downtown's hospitality market has been soft for the last five to ten years, with mostly flat occupancy and daily rates. In addition, analysis of peer cities found that Lincoln already has a higher than average number of Downtown hotel rooms.

Downtown short-term opportunity (0-5 years) is to attract small, boutique additions to the market. One example of this is the new 45-room, Kindler Hotel, which will provide rooms in a different setting than Downtown's other hotels, broadening Downtown's options. Nationally, the lodging industry is diversifying, with an unprecedented number of hotel brands launching in recent years designed to attract an increasingly fragmented consumer base. Downtown's short-term opportunity – to attract additional unique, small-scale hotels – is aligned with this national trend.

Downtown Lincoln's mid-term opportunity (6-10 years) is dependent on the growth of Downtown employees and residents. Hospitality is likely to be a byproduct of these other sectors, and growth in residential and office sectors will elevate the demand in hospitality over time. In the mid-term, Downtown should conduct a detailed study that looks at hotel demand and convention center feasibility.

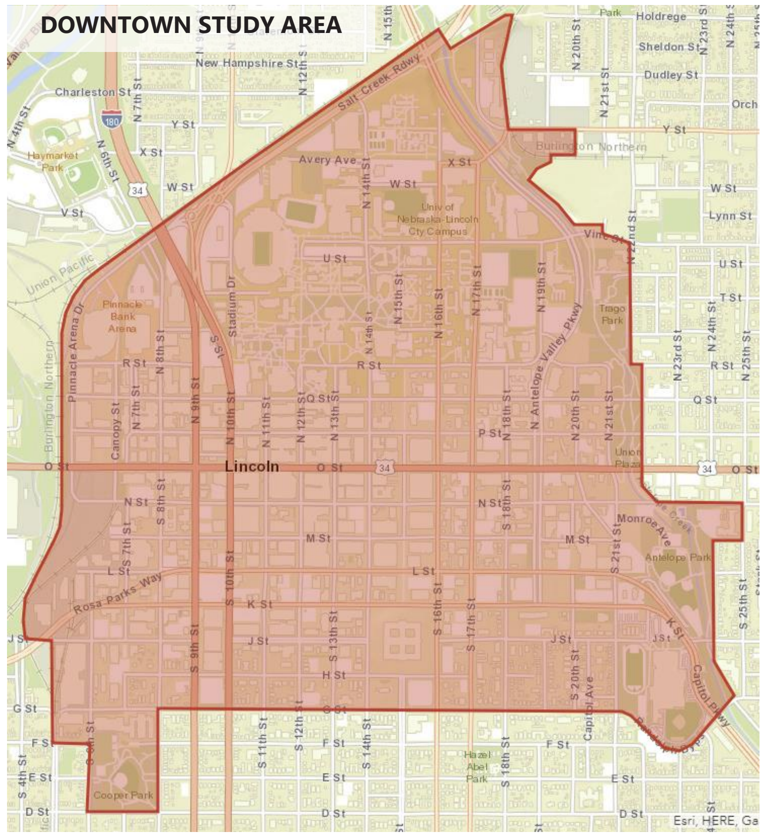
MARKET AREAS

Market Assessment data was collected, when available, for three Lincoln geographies – the Downtown Master Plan Study Area, the Primary Market Area, and the City of Lincoln. These three geographies are described in more detail and shown on the map below.



Downtown Study Area:

Shown in red, it consists of 1.7 square miles (1,107 acres). It is generally bound by Antelope Creek to the east, G Street to the south, the Burlington Northern and Union Pacific rail lines to the west, and Salt Creek Roadway to the north. It includes the UNL City Campus, the State Capitol and its surroundings, and the Haymarket and South Haymarket.



Primary Market Area:

Shown in blue, the Primary Market Area – Lincoln's urban core – consists of Downtown and its immediate surroundings. It is Downtown's captive market, including bordering neighborhoods with relatively easy walking/biking access to Downtown. The Primary Market Area is generally bound by 27th Street to the east, A Street to the south, and Salt Creek to the west and north. The Primary Market Area is nearly three times larger than the Downtown Study Area, at 5.05 square miles (3,232 acres).

City of Lincoln:

Outlined on the map, the City is 96.7 square miles in size. The City is an important market and point of comparison for Downtown. It is used throughout this report, as there is a wider array of data available at the City level compared to the customized, Downtown and Primary Market Area boundaries.

Peer City Comparisons:

Additionally, peer city comparisons are used throughout the Market Assessment. Peer cities include Champaign, IL; Des Moines, IA; Lansing, MI; Lexington, KY; Madison, WI; Omaha, NE; Raleigh, NC; Salt Lake City, UT; and Sioux Falls, SD. Peer cities were chosen based on a combination of factors, including those used in prior Lincoln studies, proximity, comparable size, and presence of a state university and/or state capital. Peer city downtown boundaries were customized. The goal when setting boundaries was to identify an area comparable to Lincoln's Downtown Study Area, and considering this, boundaries were determined based upon the following factors:

- Official neighborhood boundaries
- Downtown BID and other association boundaries
- Patterns of land use and density
- Locations of the business core and entertainment corridors
- Locations of the university and/or State capitol, if applicable
- Natural borders (i.e., rivers, lakes, highways, railroads)

LIVE

An assessment of demographics, psychographics, mobility, and housing within Downtown's three market areas

RESIDENTS

Population Growth

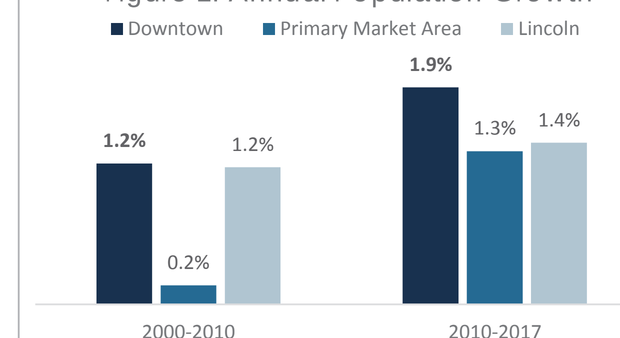
- Population change since 2000 is shown in Table 1 for the three market areas. Lincoln has seen steady population growth over the last two decades. Between 2000 and 2017, the city grew 24%. Growth is expected to continue through 2040. (As a comparison, Omaha experienced 15% growth between 2000 and 2017.) Recent projections have the city growing 33% by 2040, an increase of over 90,000 people from 2016 totals.
- As the city's population has grown, so has Downtown's. Since 2010, Downtown's population growth has outpaced citywide growth, at 1.9% per year (compared to 1.4% citywide), as seen in Figure 1.
- The Primary Market Area, while virtually stagnant during the 2000-2010 decade, has seen renewed growth since 2010 as well, growing at approximately the same pace as the city.
- In University of Nebraska's *Lincoln Vital Signs 2017 Report*, characteristics of the city's growth were evaluated over the last decade. The report found that Lincoln's growth rate of the youngest and oldest populations has outpaced working age populations; the city is becoming more racially and ethnically diverse, especially amongst its young residents (17 and under); and half of Lincoln's newcomers are age 18-24, presumably coming for post-secondary education.
- Downtown's resurgence in population growth since 2010 can partially be attributed to the macro-trend across the country, where downtowns are seeing rapid population growth. Compared to its peer cities, Downtown Lincoln's population growth rate this decade is actually at or slightly below average. Downtowns such as Madison and Salt Lake City have seen population booms this decade adding more than 3,000 new residents. Other downtowns such as Des Moines and Raleigh have seen large percentage growth, growing more than 25% since 2010.

Table 1: Population Change since 2000

	2000	2010	**2017**
Downtown	9,768	10,973	**12,496**
Primary Market Area	27,678	28,137	**30,778**
Lincoln	229,138	258,392	**283,989**

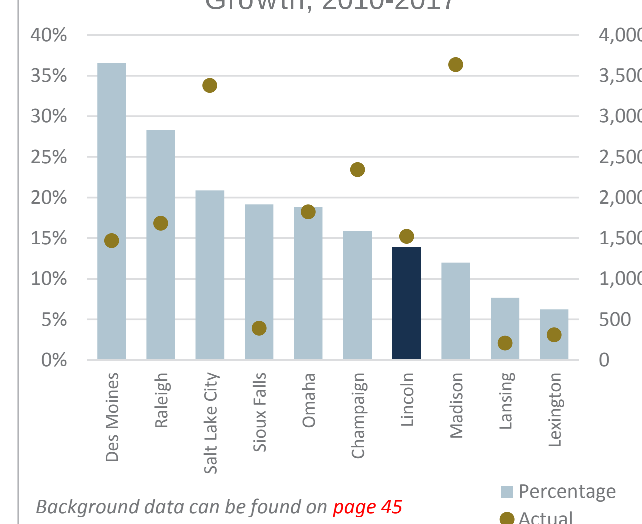
Source: Esri Business Analyst

Figure 1: Annual Population Growth



Source: Esri Business Analyst

Figure 2: Downtown Population Growth, 2010-2017



Background data can be found on page 45
Source: Esri Business Analyst

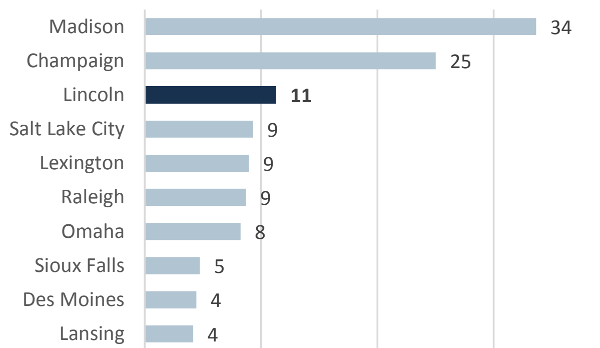
- Downtown has over 12,000 residents. Downtown's population data includes all students who live on the UNL City Campus. Downtown is the most densely populated of the three market areas.
- While Downtown only accounts for 1.9% of the city's total land area, it accounts for 4.4% of the city's population.
- Downtown has nearly 3,000 households. (College student housing is not considered "households" by the Census or Esri.)
- Downtown's population density also fares well compared to its peer cities; only Madison and Champaign have higher density.

Table 2: Residential Snapshot (2017)

	Downtown	Primary Market Area	Lincoln
Area (sq. mi.)	1.73	5.05	93.5
Population	12,496	30,778	283,989
Residents per Acre	11	10	5
Growth since 2010	14%	9%	10%
Households*	2,989	11,273	113,037
Household Size*	1.54	1.98	2.38
Median Age	21.7	24.6	33.6
Population 17 & younger	4.3%	13.0%	21.7%
Gender (women : men)	47% : 53%	46% : 54%	50% : 50%
Race/Ethnicity:			
White	77.6%	68.6%	83.2%
Asian	7.8%	9.8%	5.0%
Other	7.0%	11.2%	6.6%
Black	6.7%	8.9%	4.4%
American Indian	0.8%	1.6%	0.8%
Hispanic Origin	9.0%	13.9%	7.6%
Median Household Income	$17,028	$24,495	$53,288
Bachelor's Degree or higher	31.2%	29.3%	37.9%

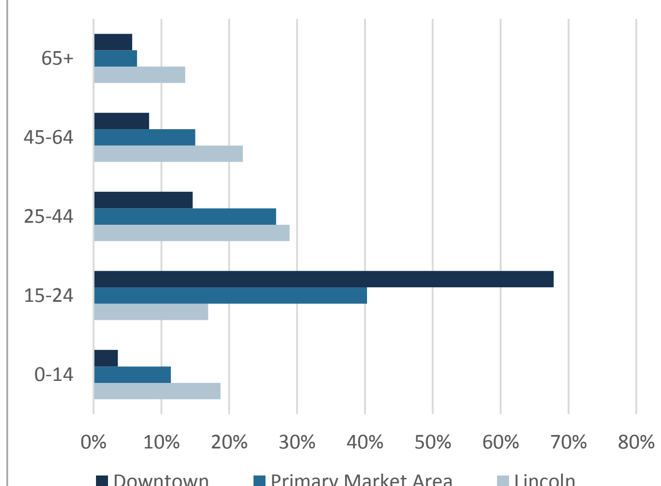
** Household data does not include college campus housing, which are classified as group quarters population.*
Source: Esri Business Analyst

Figure 3: Downtown Population Density (Residents per acre)



Background data provided on *page 45*
Source: Esri Business Analyst

Figure 4: Population by Age Group



Source: Esri Business Analyst

Demographics

- Downtown residents are significantly younger (the median age is 21.7) and average households are smaller (1.54 people per household) than citywide, both indicators of the large number of college students that live in Downtown. Sixty-two percent of households are people living alone, compared to 31% citywide.
- Downtown's median household income is also significantly lower than that of the city.
- There are very few families with children living Downtown – only 4% of the population is under the age of 18, compared to 22% citywide.
- The Primary Market Area shares some of the same characteristics with Downtown. The Primary Market Area is also denser, younger, and made up of smaller

households with fewer children than the city overall. The Primary Market Area is also the most ethnically diverse amongst the market areas. The Primary Market Area also has the lowest proportion of residents with a bachelor's or advanced degree.
- Both the Downtown and Primary Market Area are heavily impacted by the number of UNL students residing there.
- There are approximately 8,350 undergraduate or graduate students living in Downtown (including on campus), and approximately 11,500 living in the Primary Market Area.[3]
- Alternatively, in Downtown there were about 4,150 non-student residents in 2015.
- The prevalence of students is also reflected in Figure 4 – over two-thirds of Downtown's population (68%) is in the 15-24 age range – and in the comparatively low household incomes.
- While difficult to quantify residents that are "at-risk," Table 3 shows several indicators. Overall, the Primary Market Area has the highest proportion of at-risk households – over half are paying more than 30% of income on rent (in a geography that is predominately made up of renters), 23% are households with a disability, and 7% (highest of the market areas) speak little to no English.

Table 3: At-Risk Residents

	Downtown	Primary Market Area	Lincoln
Households below poverty level	**41%**	37%	15%
Renting households paying more than 30% of income on rent	**53%**	55%	49%
Households with disability	**22%**	23%	20%
Population that speaks English "not well" or "not at all"	**5%**	7%	3%

Source: Esri Business Analyst (based on Census ACS 2015 estimates); does not include on-campus student housing

Psychographic Segments

While the demographic data discussed above evaluates the population from a more quantitative perspective (i.e., population change, age, income, education), psychographic data evaluates households more qualitatively, by considering lifestyle, interests, aspirations, and cultural influences of different segments of the population. To better understand psychographics, Esri's Tapestry Segmentation system was used, which breaks households up into over 60 distinct "Tapestry" (or lifestyle) segments.

- "College Towns" is the largest psychographic segment in Downtown Lincoln, accounting for nearly half of all residents. Most of these are college students, while the rest are those that work at a college or in the services that support it. This market is busy with studies and part-time jobs but makes time for socializing and sports. They are not health-focused in their eating decisions. While they have limited incomes, they do make impulse buys and will splurge on things like fashion and technology. They are all about new experiences, seeking out variety in their lives. They are predominately renters, living either in student housing and dorms, or in off-campus, low rent apartment complexes. They prefer environments that are walkable and bikeable.
- "Young Professionals" is the second largest psychographic segment. This group is made up of millennials in their 20s and early 30s, often single. They work in varied fields including professional and technical occupations, as well as sales and administrative support roles. Income levels are below average, however, they are well-educated and economically mobile in the early stages of their careers. They primarily rent apartments and live alone or with roommates in non-family households. They are image-conscious and are often tapped into the local music

Table 4: Top 3 Psychographic Segments

Downtown	
1. College Towns	49%
2. Young Professionals	33%
3. Social Security Set	16%
Primary Market Area	
1. Young Professionals	54%
2. College Towns	32%
3. Hardscrabble Road	6%
Lincoln	
1. Young Professionals	18%
2. Rustbelt Traditions	13%
3. In Style	11%

Source: Esri Tapestry Segmentation Profile

[3] Extrapolations using Esri 2017 population estimates and 2011-2015 ACS Population Summary estimates for school enrollment

scene. They are diverse and favor more densely populated neighborhoods. Considering they rent and are in the early stages of establishing a career, they are one of the least settled of all the psychographics segments, willing to move for new opportunities.

- "Social Security Set" is the third largest psychographic segment in Downtown Lincoln. Most of these residents are older and dependent on low, fixed incomes. Many of these residents live alone in low-cost rental units. They favor urban neighborhoods within or near downtowns, which have access to public transportation, hospitals, community centers, and libraries.
- The Primary Market Area is also predominately made up of "College Towns" and "Young Professionals," which together account for 86% of the population. The third largest (albeit with a much smaller presence) is "Hardscrabble Road":
  - The "Hardscrabble Road" segment is primarily a family market, made up of married couples (with and without children) and single parents. They are younger, highly diverse, and less educated, and work mainly in service, manufacturing, and retail. Median household income is lower than national averages and almost one in three households are below the poverty level. A majority of these residents are renters, living in single-family homes or dwelling in buildings with 2-4 units.
- The city as a whole, as one would expect, has a wider array of psychographic segments. While the largest is "Young Professionals", it only accounts for 18% of the population citywide. Other well-represented segments include "Rustbelt Traditions" and "In Style":
  - The "Rustbelt Traditions" segment is the backbone of older industrial cities. Residents are a mix of married-couple families and singles living in single-family homes in older neighborhoods of the city. Most own their homes and have lived, worked, and played in the same area for years. The workforce is varied, but mostly white collar. Households have modest incomes, are family-oriented, and value time spent at home.
  - The "In Style" segment embraces an urbane lifestyle that includes travel, the arts, and other events. Most are professional couples or single householders, without children, therefore giving them time (and money) to focus on their homes and various interests. Residents are slightly older than average, with above average income levels. They are predominately homeowners, with most living in single-family homes or townhouses.

MOBILITY

- *Walk Score* is a patented system used to measure a location or neighborhood's walkability, bikeability, and transit accessibility based on a 0-to-100-point scale. *Walk Score* is now regularly used by real estate professionals when marketing properties for sale or rent.
- Downtown[4] is the most walkable neighborhood in Lincoln, qualifying as very walkable. Lincoln on the whole is not walkable, qualifying as a car-dependent city.

Table 5: Mobility

	Downtown	Lincoln
Walk Score	79	43
Bike Score	96	62
Transit Score	41	24

Source: Walkscore

- Downtown is also the most bikeable neighborhood in the city. Bikeability is the mobility category that Lincoln, as a whole, scores best in, with a citywide Bike Score of 62. Bike Score is determined by four components – bike lanes, hills, destinations and road connectivity, and bike commuting mode share. Downtown's Bike Score is bolstered by its well-connected street grid, access to off-street trails that connect to the region, and flat terrain.

[4] Walk Score defines Downtown as the area roughly bound by Q Street to the north, Antelope Creek to the east, G Street to the south, and 9th Street to the west.

- Two recent major initiatives are further bolstering bikeability in Downtown Lincoln. The N Street Cycle Track, the state's first protected bikeway, opened in 2016. It runs for 17 blocks along the south side of N Street, crossing Downtown and connecting the Haymarket area to the Antelope Valley trails. Second, the City just rolled out a brand new bikeshare program, BikeLNK, with stations throughout Downtown, the UNL East Campus, and the Innovation Campus.
- Downtown receives its lowest score in transit accessibility but is tied with the Hawley neighborhood for the highest in this category citywide. This illustrates room for improvement in transit access both Downtown and citywide.

Table 6: Mode of Transport to Work

	Downtown	Primary Market Area	Lincoln
Drove Alone	46%	57%	81%
Walked	33%	15%	3%
Carpooled	7%	13%	9%
Public Transit	6%	5%	1%
Worked at Home	6%	3%	3%
Biked	3%	5%	2%
Other	0%	1%	1%

Source: Esri Business Analyst

- Downtown's connectivity and accessibility is further illustrated through data on the mode of transportation that residents use to get to work. Downtown has the most widely distributed commute modes – less than half drive alone and one-third walk. Citywide, only 3% of residents walk to work. However, when it comes to bicycling, the difference is nearly non-existent – only 3% of Downtown residents bike to work compared to 2% citywide.
- Downtown Lincoln has a large footprint and major destinations are spread throughout. Asset connectivity was identified as a key recommendation in the *2015 Lincoln Community Vision:* "Connect UNL, the capital, Antelope Valley and other strategically important areas of the city through bike lanes, footpaths, landscaping, roadways and other means."

Housing

Citywide

- The city has a balanced mix of owner-to-renter-occupied and single-to-multi-family housing. The vacancy rate is low at 5%. The city has seen its housing stock rise 8% since 2010.
- Cost of living in the Lincoln metro remains below the national average, and the cost of housing is the chief reason for this. Overall cost of living in 2017 was 93% of the national average, while the cost of housing was 83% of the national average.[5] However, recent trends are showing the gap between Lincoln and national averages narrowing. The year prior, in 2016, housing was 79% of the national average, illustrating that housing costs are rising at a faster rate than they are nationally on average.
- Another measure of housing affordability is evaluating the percentage of household income that is dedicated to housing costs. Housing experts commonly use 30% as a cutoff, recommending households spend no more than this amount on housing. Therefore, anything above the 30% cutoff is considered "housing cost burdened." In Lincoln, nearly half of renter-occupied households are "rent burdened," paying more than 30% of their income to housing. The proportion for owner-occupied housing is significantly lower, at 18%.
- Zillow provides Home Value and Rental Indexes for individual cities, which is an up-to-date estimate of the median value. Lincoln's Home Value Index and Rent Index were approximately $172,000 and $1,300, respectively, as of April 2018. Both indices rank average compared to its peer cities.

Table 7: Housing Characteristics (2017)

	Downtown	Primary Market Area	Lincoln
Number of Units	3,529	12,791	119,545
Owner-Occupied	9%	13%	53%
Renter-Occupied	76%	75%	41%
Vacant	15%	12%	5%
Single-Family Units*	11%	24%	57%
Multi-Family Units*	90%	76%	43%
Growth in units since 2010	24%	10%	8%
Units per acre	3.2	4.0	2.0

*Source: Esri Business Analyst; *2015 estimates*

Table 8: Households paying more than 30% of income on housing

	Downtown	Primary Market Area	Lincoln
Owner-occupied	37%	25%	18%
Renter-occupied	53%	55%	49%

Source: Estimates based on 2015 Census ACS

Table 9: Home Values vs. Peer Cities

	Home Value Index
Salt Lake City	$343,240
Raleigh	$257,074
Madison	$246,306
Sioux Falls	$180,251
Lexington	$174,607
Lincoln	**$172,752**
Omaha	$165,867
Champaign	$138,099
Des Moines	$134,378
Lansing	$79,868

Source: Zillow

Table 10: Rent vs. Peer Cities

	Rent Index
Salt Lake City	$1,607
Madison	$1,536
Raleigh	$1,435
Omaha	$1,325
Lincoln	**$1,317**
Lexington	$1,243
Sioux Falls	$1,207
Champaign	$1,139
Des Moines	$1,132
Lansing	$874

Source: Zillow

[5] https://opportunity.nebraska.gov/files/research/accra.pdf

Downtown

- Downtown, as typical, is made up of predominately rental, multi-family units. Downtown has seen the most growth in number of units of all three geographies since 2010. According to 2017 Esri estimates, vacancy was 15%, likely due to the high number of new units that have recently come on line.
- Between 2014 and 2016, about 1,500 new units were added Downtown, according to Esri estimates. Furthermore, roughly 30% of all housing units constructed citywide during this three-year period were in the Primary Market Area, also based on Esri estimates.
- While Downtown has experienced a housing boom over the last several years, a majority of the new housing is designed for and dedicated to students.
- By many measures, Downtown is less affordable than the rest of Lincoln. Over half of renters and 37% of homeowners are paying more than 30% of their income to housing – both higher proportions that citywide.

Ownership Housing:

- Recently sold properties in Downtown were evaluated using Zillow's database. Between April 2016 and April 2018, there was a total of 77 sales. These sales were clustered in three general sub-areas of Downtown – "Central" (east of 9th Street and north of L Street), Haymarket (west of 9th, including South Haymarket), and "South" (south of L Street). Figure 5 illustrates these three sub-areas, and specific locations of recently sold homes in Downtown.

Table 11: Recently Sold Homes in Downtown (between Apr 2016 and Apr 2018)

Area	Count	Med. Sale Price	Med. Price/SF
Central	42	$248,250	$243
South	20	$57,500	$80
Haymarket	15	$503,000	$359

Source: Zillow

- Of the 77 sales, 66 were condominiums, 6 were single-family homes, 4 were senior co-op units, and 1 was a duplex/triplex unit.
- The Central sub-area saw the most activity, with 42 sales during this two-year stretch. These units are concentrated along the O Street corridor, between 10th and 14th Streets. Central sales were primarily in major condo buildings including CenterStone, Georgian Place, Lincoln Building, Lincoln Flats, and University Towers. The median sales price was $248,250, or $243 per square foot.
- The Haymarket area saw 15 sales during these two years. The Haymarket was the most sought-after area in Downtown, based on price. The median sales price was $503,000, or $359 per square foot. Three of these 15 condos sold for over $800,000 – new territory for Downtown Lincoln.
- The South sub-area remains the most affordable and diverse housing stock in Downtown. The South has a mix of ownership options in single-family homes, condos, senior housing, and duplex/triplexes. Many of these were marketed as investment properties, indicating that a number of properties are rentals. The median sales price ($57,500) and price per square foot ($80) in the South sub-area are significantly lower than the rest of Downtown.

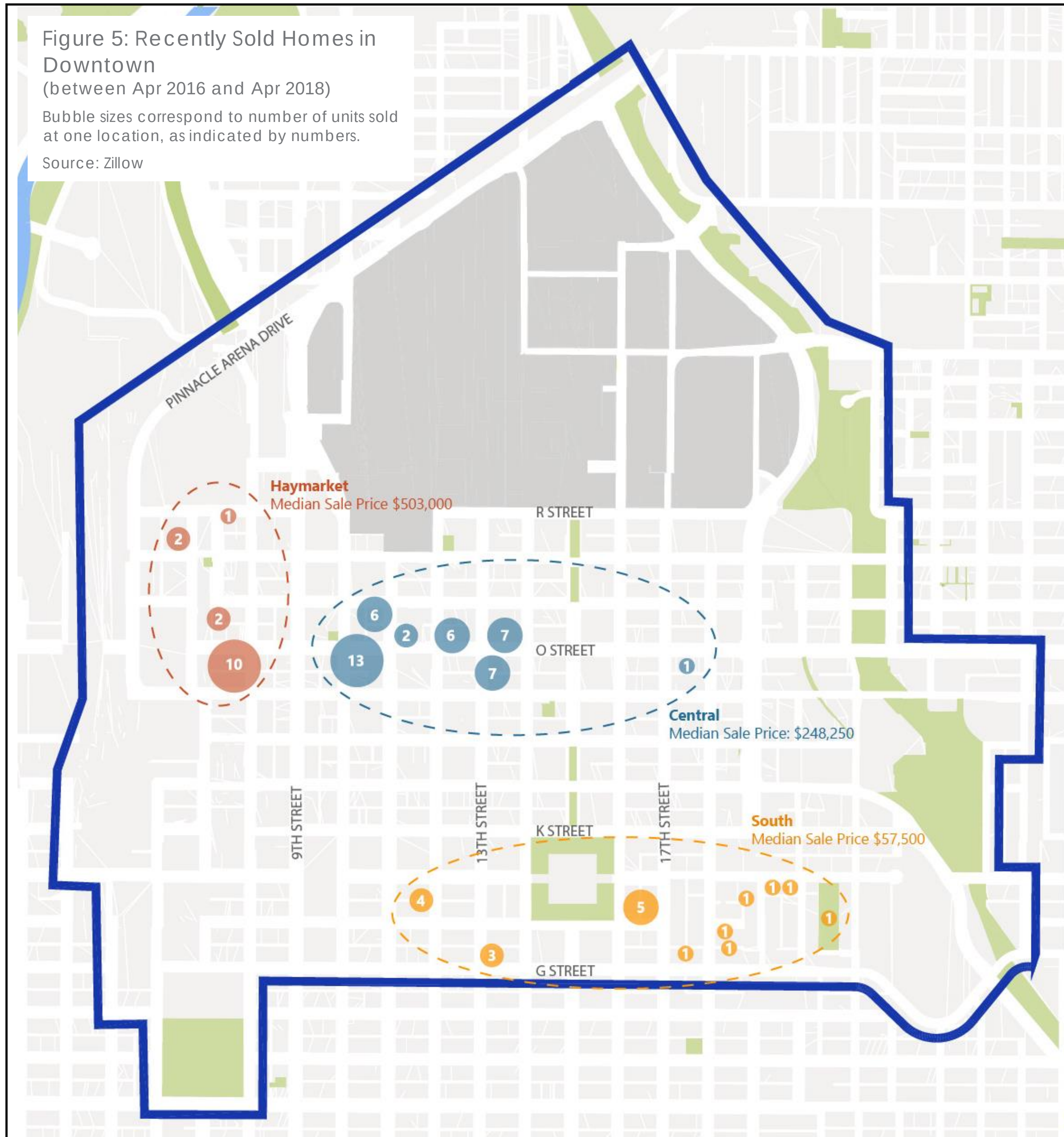


Figure 5: Recently Sold Homes in Downtown
(between Apr 2016 and Apr 2018)
Bubble sizes correspond to number of units sold at one location, as indicated by numbers.
Source: Zillow

Rental Housing – Student:

Off-campus:

- Most of the rental housing in Downtown is student-oriented.
- In 2012, there were 650 beds Downtown that were registered as rentals. In 2016, this number increased nearly five-fold to 3,200.[6]
- Almost all of the new housing in Downtown over the last five years has been student-oriented off-campus housing. These include 8N Lofts, Aspen Heights, Latitude Apartments, Prime Place Apartments (just outside the Downtown Study Area in North Bottoms), the 50/50, and Parkhaus. Together, these developments added a total of over 2,700 beds in and adjacent to Downtown.

Table 12: Major Off-Campus Student Housing Developments

Development	Open Date	# of Beds	Unit Types	Rent per bed
8N Lofts	2016	624	1-5 BR	$619-$1,050
Aspen Heights	2016	631	2-4 BR	$649-$849
Latitude	2015	576	Studio-4 BR	$649-$1,209
Prime Place*	2015	225	Studio-3 BR	$509-$810
The 50/50	2014	475	2-4 BR	$620-$715
Parkhaus	2012	192	2 or 4 BR	$545-$820

** Located just outside Study Area on the edge of North Bottoms*

- Canopy Lofts, which opened in 2013 with 203 beds, initially marketed to students, however is now shifting its focus towards young professionals. The building is transitioning 4-bedroom units into 2-bedroom units in an effort to boost lease rates.
- Off-campus student bedrooms (how they are often priced, rather than by unit) rent for a wide range, from the low $500s to over $1,000 per bed, with many in the $600-$700 range.
- With the announced enrollment goal of 30,000 students, there is an anticipated influx of about 4,000 new students over the next few years that many of these developments were responding to.
- While the earlier complexes to open on this list, such as Parkhaus, had a waiting list upon opening, the more recent developments have not immediately filled up.

On-Campus:

- The percentage of students living on campus is 30.1%, the lowest it has been over the last five years, and the continuation of a slow downward trend over the last four.[7]
- By the latest count in 2017, there were 7,201 students residing in school housing on City Campus (and another 642 on East Campus). This is lower than totals from the previous four years.
- With 2017 fall enrollment at 26,079, this leaves about 18,200 who live off-campus.
- UNL's campus housing occupancy percentage is 86%, with 965 vacant beds, as of spring 2018.[8] Apartment style housing had the highest occupancy rate of UNL's housing types (96%), while traditional style housing had the lowest (81%).
- There is a freshman on-campus living requirement, but after that, students have no restrictions. Ideally, students will live on campus for an extra year or two after their freshmen year – studies show these students perform better academically.

Rental Housing – Non-Student:

- Beyond the student-oriented rental housing, there is also a stock of general market-rate rental units. However, the quantity and availability of non-student rental units is much lower.

[6] http://www.dailynebraskan.com/news/dn-special-edition-off-campus-student-housing/article_90f76bca-8074-11e6-ba19-c3ba70a38e3f.html
[7] UNL Fact Book 2017-2018, pg. 90
[8] UNL occupancy data

- As of April 2018, a majority of available rental units were in the aforementioned "South" sub-area of Downtown (south of L Street). Secondarily, there were some located in Central Downtown as well. None were available at the time in Haymarket outside of the student-oriented and for-sale properties that were discussed above.
- In the South sub-area, rentals were available in the range of $0.72 to $1.24 per square foot. In the Central sub-area, they ranged from $1.05 to $2.06 per square foot.
- There are significantly more rentals available just outside of the Downtown Study Area, within the Primary Market Area – particularly in North Bottoms to the north, the area south of G Street down to A Street, and in Hawley and Clinton to the east.

Current & Proposed Development

There are several recently completed, underway, and proposed developments that are highlighted below, due to their impact on residential conditions and the housing market in Downtown. The in-progress developments noted below will add approximately 400 market-rate units to Downtown's housing stock.

- The Schwarz (recent-completion): The redevelopment of a historic warehouse in South Haymarket into residential condos and commercial. The project includes 14 high-end condos.
- 1222 P Street (in-progress): The renovation and expansion of an existing structure to include four stories of residential units above ground-floor commercial in a central Downtown location. The project will have 29 market-rate apartments on the upper floors, and 3,800 square feet of retail on the ground. The project involves a new, modern building behind the historic façade of the building. The project is expected to be completed by mid-to-late 2018.
- Canopy Row (in-progress): Currently under-construction and expected to be completed in fall 2018, the South Haymarket project includes a mix of 50 one- and two-bedroom apartments, over 10,000 square feet of office, and first-floor retail space including an 8,000-square-foot grocery store. These buildings are being designed to wrap the existing Lumberworks parking garage. The apartments will be aimed at both young urban professionals and retirees.
- Telegraph District (in-progress): The Telegraph District is a mixed-use redevelopment of the former Lincoln Telephone & Telegraph Campus and adjacent properties in the southeastern corner of Downtown. The project is divided into three phases. It will include the renovation of nine buildings, and include a mix of residential, office, and retail. Phase 1, completed in 2017, included office, retail, and parking. Phases 2 and 3 include residential (roughly 300 units) amongst other uses.
- 9th & O Redevelopment (proposed): A proposed 14-story mixed-use building that would include luxury condos, two hotels, conference centers, parking, and retail. The project's estimated costs are $80 to $100 million.
- City Centre (proposed): The proposed redevelopment of the Journal Star building site, that preliminarily would include nine stories of residential, office, retail, and parking. The project includes 245 market-rate apartments. Estimated costs are $80 to $100 million.
- The Raymond Brothers Redevelopment (proposed): The South Haymarket proposal includes converting the upper three stories of the historic, Raymond Brothers Building into residential units and the ground floor into 9,500 of commercial space.

WORK

An assessment of the regional economy, the Downtown economy, and the office market

The Regional Economy

- UNL and state government are anchors of the regional economy. Together, they employ over 15,000 workers. Both are catalysts for job growth through support and spinoff industries, and also create resilience through their stability.
- Beyond these anchor institutions, Lincoln has a diverse economic base with a strong presence in manufacturing, healthcare, finance and insurance, and technology. The diversity combined with two strong anchors has created a resilient and stable economy that shelters Lincoln from economic downturns.
- There is also a growing startup community, with a particularly strong presence in the Haymarket.

Table 13: Lincoln's Largest Employers

	2017	% of Total City Emp.
State of Nebraska	9,097	4.7%
Lincoln Public Schools	8,400	4.3%
University of Nebraska - Lincoln	6,487	3.3%
Bryan Health	3,500	1.8%
US Government	3,465	1.8%
City of Lincoln	2,648	1.4%
Saint Elizabeth Regional Medical Center	2,300	1.2%
Burlington Northern Railroad	2,000	1.0%
Madonna Rehabilitation Hospital	1,500	0.8%
Duncan Aviation	1,200	0.6%

Source: Nebraska Department of Labor, Lincoln Partnership for Economic Development, and Employers (via City of Lincoln, 2017 Comprehensive Annual Financial Report)

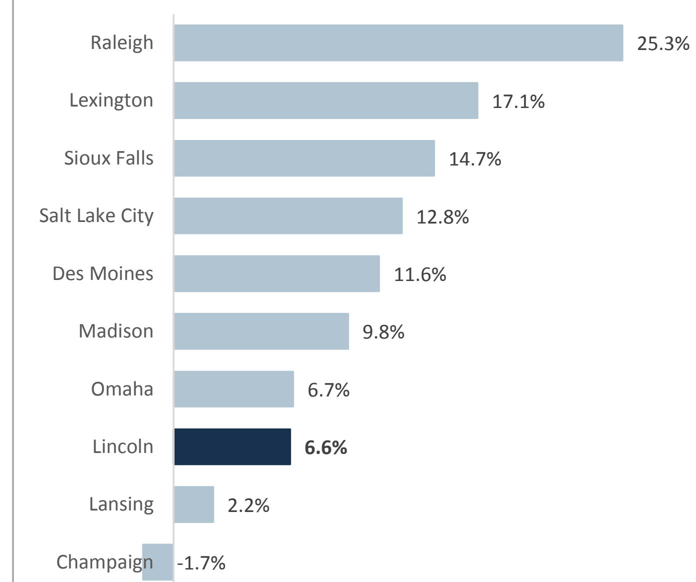
Employment Growth

- Over the last decade, the Lincoln metro area has experienced 6.6% employment growth.
- While Lincoln's job growth remained relatively stable during the Recession years, and generally doesn't fluctuate very much, it hasn't seen major growth either.
- This slow growth is brought to light when comparing Lincoln to its peer cities. Lincoln has underperformed in job growth over the last decade. Raleigh, Lexington, Sioux Falls, Salt Lake City, and Des Moines all experienced double-digit job growth over the last decade.

Unemployment

- Lincoln has regularly ranked at or near the top in the nation when it comes to unemployment, including during the Recession.
- The highest Lincoln's unemployment rose during the Recession was only 4.3%, compared to 7%+ for most of its peer cities.

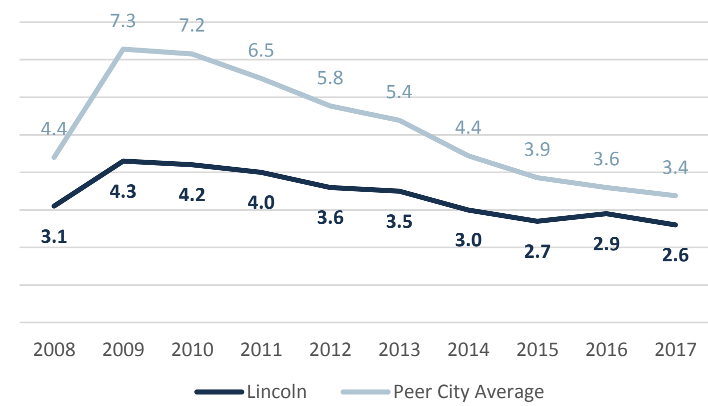
Figure 6: Total Employment Growth, 2008-2017



Note: For MSAs
Background data provided on *page 46*
Source: Bureau of Labor Statistics, LAUS

- Unemployment has dropped steadily since peaking in 2009, and in 2017 was at a 10-year low of 2.6%.
- However, Lincoln's peer cities have been closing the gap since Recession highs in 2009, and on-average had 3.4% unemployment in 2017.
- Low unemployment is clearly a community benefit for Lincoln residents, but can also point to the potential for a labor shortage. If companies cannot regularly find the labor they need as they grow and prosper, there is risk that they will move elsewhere. Unemployment rates that are very low can be damaging when it comes to attracting new businesses.

Figure 7: Unemployment Rate, 2008-2017



Background data provided on *page 46*
Source: Bureau of Labor Statistics, LAUS

Regional Economic Goals & Target Industries

- The *2015 Lincoln Community Vision* studied Lincoln's key assets and challenges and based on these identified recommendations to help the city become more globally competitive.
- Key assets included a diversified economic base, the school system and graduation rates, public-private partnerships, a burgeoning startup community, the Haymarket, and higher education.
- Key challenges included workforce attraction and retention, second-generation business starters and mentors, assimilation of newcomers, infrastructure, and coordination amongst its assets.
- The *2015 Lincoln Community Vision* identified four target industries that will best advance the city's global competitiveness – Finance and Insurance, Life Sciences, Advanced Manufacturing, and IT/Business Services. These are supported by niche focus areas that will best grow these target industries, which include big data analytics, digital manufacturing and design, robotic farming, and plant sciences, amongst others.
- To take advantage of assets, address challenges, and grow its target industries, three broad overarching goals were identified. The goals were (1) develop world-class workforce, talent, and infrastructure, (2) nurture a globally competitive entrepreneurial ecosystem, and (3) strengthen collaboration among key economic assets.

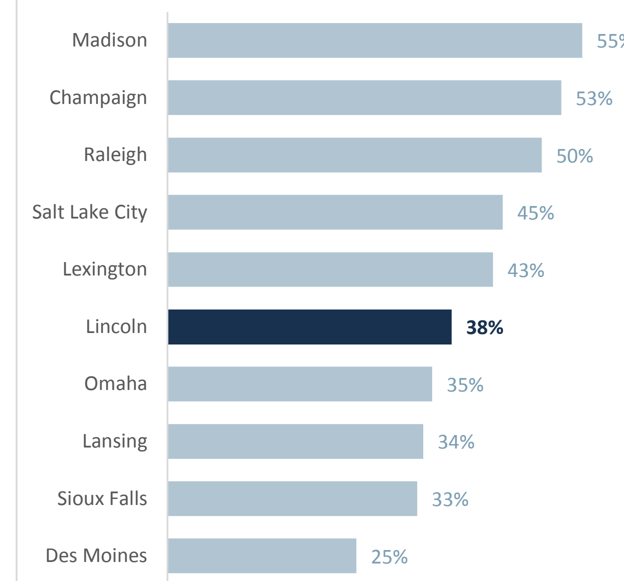
Workforce & Talent

- Talent attraction and retention is widely seen as one of the main determinants of Lincoln's economic success in the future.
- While in many ways low unemployment is a positive, it also may signal to employers that there is not enough talent available to them.
- In the *2015 Community Vision*, the first key challenge noted was workforce attraction and retention – and the need for Lincoln to improve its wages, job opportunities, and quality of life – and in turn this was identified as one of three overarching goals for the community (as noted above).

Educational Attainment

- Lincoln's workforce is educated to levels above state and national averages but ranks slightly below average compared to its peer cities.
- Degree attainment is a major indicator of quality of talent. In Lincoln, 38% of the population has a bachelor's or advanced degree.
- Having several different higher education choices with different specialties is a strength of Lincoln's and gives the city potential for boosting this number higher than where it stands today if properly leveraged.

Figure 8: Educational Attainment:
% of Pop. Bachelor's/Advanced Degree



Source: Esri Business Analyst

The Brain Drain

- Nebraska as a whole has a "brain drain" challenge – the problem that arises when too many highly-trained and well-educated people leave for opportunities elsewhere.
- The Nebraska Coordinating Commission for Postsecondary Education studies this topic, and in its 2018 Progress Report stated that the "out-migration of Nebraskans with at least a bachelor's degree continues to be a serious issue."[9]
- The best way to keep this talent local is to provide good, well-paying, and challenging jobs that utilize skills gained in college.
- Nebraska ranked 10th worst in the country in out-migration of people 25 and older with a bachelor's degree or higher from 2012 to 2016. As another indicator, a 2016 Brookings Institution report said Nebraska ranked 40th in "advanced industries" (those that rely on R&D and STEM).[10]
- The drain happens both amongst immediate graduates and also those who have been working but must leave in order to advance to their liking (two-thirds of those who left and had at least a bachelor's degree were 25 or older).[11]
- The brain drain can also be quantified on a more local level through an evaluation of where UNL alumni currently live. Of alumni with a mailing address on record, one in five lived in Lincoln as of 2016. Close behind is Omaha where 19% live. Non-Nebraska cities that attract UNL alumni include Denver and Kansas City (and secondarily, Phoenix, Minneapolis, and Dallas) – all major metropolises with large numbers of high-paying jobs.

Table 14: UNL Alumni

Total Living Alumni	196,962	
Alumni w/ Valid Mailing Address	176,636	
Live in Nebraska	96,151	54%
Top MSAs for Alumni		
Lincoln	**36,364**	**21%**
Omaha	33,352	19%
Denver	4,997	3%
Kansas City	4,553	3%

Source: NE Alumni Association; 2016 data

[9] http://www.omaha.com/news/plus/nebraska-s-brain-drain-problem-why-do-young-educated-workers/article_418e8465-538a-557f-b1c5-ba27a351e8ad.html#comments
[10] Ibid.
[11] Ibid.

The Downtown Economy

- Table 15 provides an overview of the number of businesses and jobs in each market geography.
- Downtown, including UNL, has over 1,700 businesses and 41,200 employees.
- As the per acre calculations show, Downtown is likely the most economically productive area of the city acre-for-acre. There are nearly 40 workers per acre, compared to 15 and 3 for the Primary Market Area and Lincoln, respectively. Downtown accounts for 22% of the city's workforce.

Table 15: Employment Snapshot (2017)

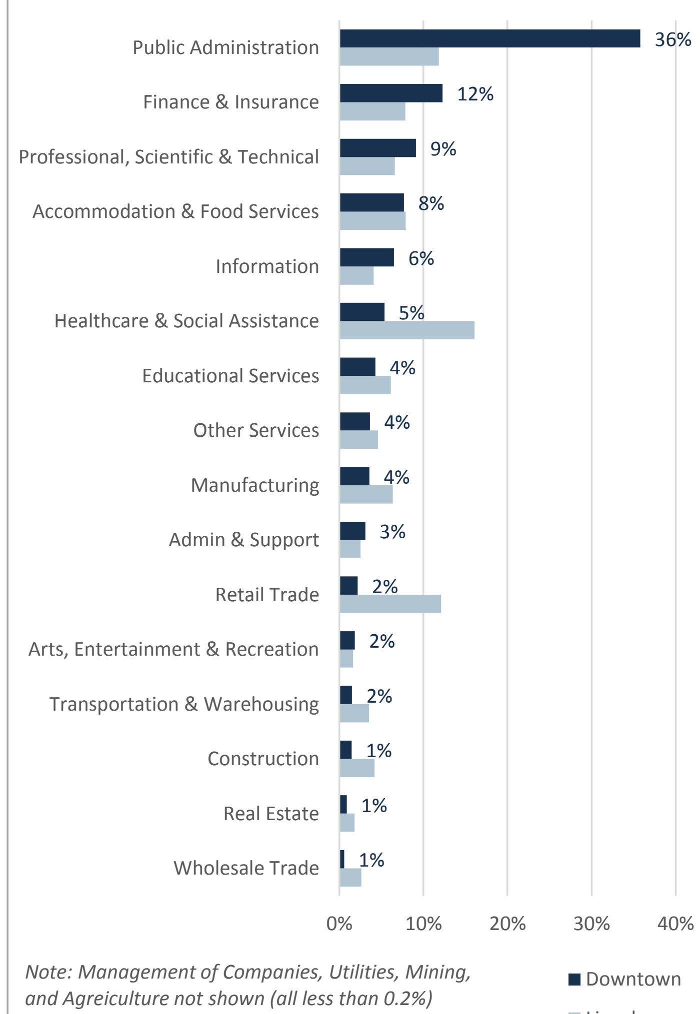
	Downtown	Primary Market Area	Lincoln
# of Businesses	**1,702**	2,140	10,505
# of Workers	**41,274**	47,617	187,717
Acres	**1,107**	3,232	59,840
Businesses per Acre	**1.5**	0.7	0.2
Workers Per Acre	**37.3**	14.7	3.1

Source: Esri Business Analyst

Top Industries

- Downtown, in a much more pronounced manner than the region (as discussed prior), is boosted by the presence of two economic anchors – UNL and state government – which both create, directly and indirectly, thousands of jobs.
- Of Lincoln's largest employers, shown in Table 13, 4 out of the top 6 have a large presence in Downtown – the State of Nebraska, UNL, the U.S. Government, and the City of Lincoln.
- More than one in three Downtown workers (a total of 14,700) are in the public sector.
- Outside of the public sector, other industries with a stronger presence in Downtown than the city as a whole are Finance & Insurance (12.3%, vs. 7.9% citywide); Professional, Scientific & Technical Services (9.1%, vs. 6.6% citywide); and Information (6.5%, vs. 4.1% citywide).
- Major citywide industries that don't have as strong a presence Downtown include Healthcare (5%, vs. 16% citywide) and Retail Trade (2%, vs. 12% citywide).

Figure 9: Jobs by Industry (2017)



Note: Management of Companies, Utilities, Mining, and Agreiculture not shown (all less than 0.2%)
Source: Esri Business Analyst

The Startup, Tech & Innovation Sectors

- Downtown Lincoln has a growing startup and tech cluster that will be critical to economic success moving forward.
- Lincoln is part of the "Silicon Prairie" – a take on the Silicon Valley – referring to the tech community that exists across several midwestern and plains states including Nebraska.

- In the first-ever ranking of Silicon Prairie cities (by Silicon Prairie News, in its *State of the Silicon Prairie* report), Lincoln ranked fourth out of 14 cities. Lincoln only trailed Ames, IA, Kansas City, and St. Louis, two of which are significantly larger in size.[12]
  - Noted strengths of Lincoln include having a community that has rallied around its startups. The report also stated that Lincoln is "clearly on the rise." On the flip side, Lincoln lacks corporate innovation, and needs another company to emerge next to Hudl, which has seen rapid growth over the past several years.[13]
  - Chief recommendations for Lincoln include not being too reliant on Hudl and continuing to build startup companies, creating better ties between startups, UNL and large corporations, and collaborating better with Omaha as a region.[14]
- The community's startup, tech, and innovation cluster is centered in Downtown Lincoln. There are several significant components of this Downtown startup ecosystem, currently and projecting forward, including:
  1. The Haymarket: The *2015 Lincoln Community Vision* calls out the Haymarket's role in establishing Lincoln's startup scene, stating "Dynamic startups clustered in the Haymarket provide a foundation to propel Lincoln's IT sector to the next level." The Haymarket is noted as a vibrant core and an enviable pillar to build off of, but it should be understood as a work in progress. The Vision then goes on to recommend that the Haymarket's preponderance of bars and restaurants should give way to a more diversified retail base that appeals to a broader age demographic.
  2. UNL: UNL is the talent producer regionally, churning out workers in STEM, creative sectors, and other sought-after fields.
  3. The Nebraska Innovation Campus: Just north of Downtown, in the Primary Market Area, the NIC is an under-development research campus designed to foster new partnerships between UNL and private sector businesses. At full build-out, the NIC will be a two million square foot campus with up to 7,000 people working, living and playing in an innovative environment.
  4. Incubators and Coworking Spaces: There are two coworking spaces in Downtown – FUSE Coworking in the Haymarket, and The Foundry (formerly the Nonprofit Hub) in central Downtown which has a focus on creating space for nonprofits. Additionally, there is Turbine Flats, a startup and small-business incubator, just east of Downtown in the Primary Market Area.
- The *2015 Lincoln Community Vision* noted the burgeoning startup community as one of Lincoln's key assets. It identified key recommendations, several of which are tied to the startup, tech, and innovation cluster and Downtown in general. Key recommendations are to, (1) adopt a global approach to business and talent recruitment, (2) invest in big data/predictive analytics, (3) connect UNL, the Capitol, Antelope Valley and other strategically important areas of the city through bike lanes, foot paths, landscaping, roadways, and other means, (4) expand internet infrastructure to include fiber to the home and every business, and (5) host an annual international entrepreneurial event related to sports tech.

[12] http://journalstar.com/business/local/report-ranks-lincoln-no-among-silicon-prairie-cities/article_fceb32e7-d71d-5580-be7b-8f45752a689c.html
[13] Ibid.
[14] Ibid.

Downtown Employee Characteristics

- Downtown's workers are characterized in Table 16.
- Overall, Downtown workers are diversified in age and gender, and less so in race and ethnicity.
- Downtown employees have higher educational attainment than citywide workers – 36% have a bachelor's or advanced degree, versus only 23% citywide.
- Additionally, Downtown workers have slightly better earnings. Half earn more than $40,000 annually, compared to 43% citywide.

Table 16: Downtown Workers

Age	
29 and younger	26%
30 to 54	51%
55 and older	23%
Gender	
Female	51%
Male	49%
Educational Attainment	
Less than H.S.	6%
H.S. or equivalent	24%
Some college/Associate degree	35%
Bachelor's/Advanced degree	36%

Annual Earnings	
$15,000 or less	16%
$15,000 to $40,000	34%
More than $40,000	49%
Race & Ethnicity	
White	93%
Black	3%
Asian	2%
Two or More	1%
American Indian	1%
Hispanic/Latino	4%

Source: Census, LEHD

Commute Characteristics

Table 17: Worker Commutes

Distance to Home	
Less than 10 miles	73%
10 to 24 miles	7%
25 to 50 miles	12%
50+ miles	8%
Where Workers Live	
Lincoln	70%
Omaha	5%
All Other	25%

Source: Census, LEHD

- Nearly three-quarters of Downtown workers live less than 10 miles from their job.
- The largest concentration lives just south of Downtown (as Figure 10 shows in dark purple). Overall, most Downtown workers live south, southeast, or east of Downtown.
- The concentrations of Downtown workers are similar to concentrations of where people in general live in Lincoln.

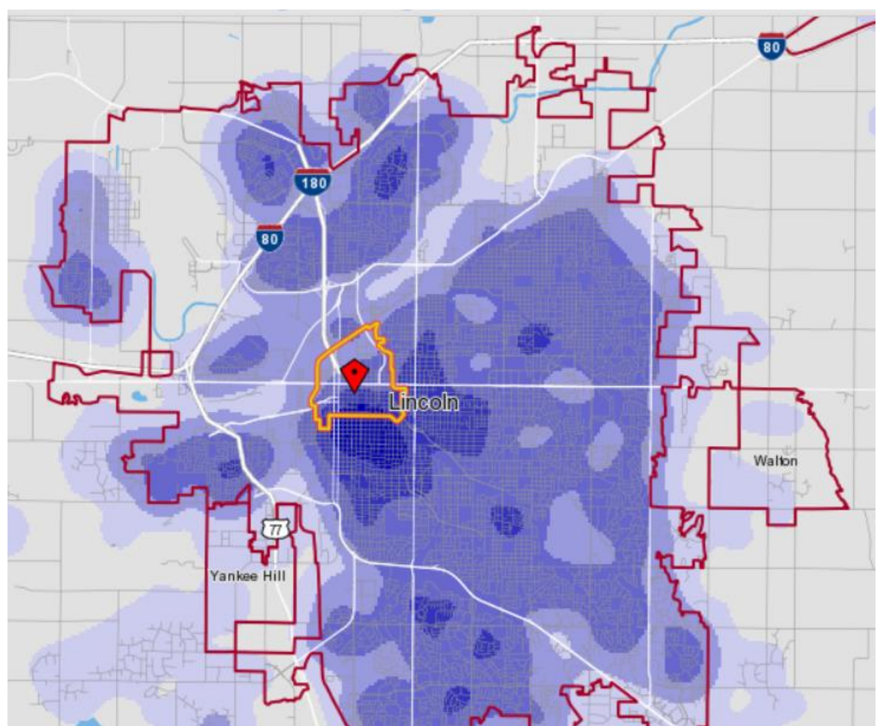


Figure 10: Home Location for Downtown Workers
Source: Census, LEHD (boundary as defined by Census)

Office Market Characteristics

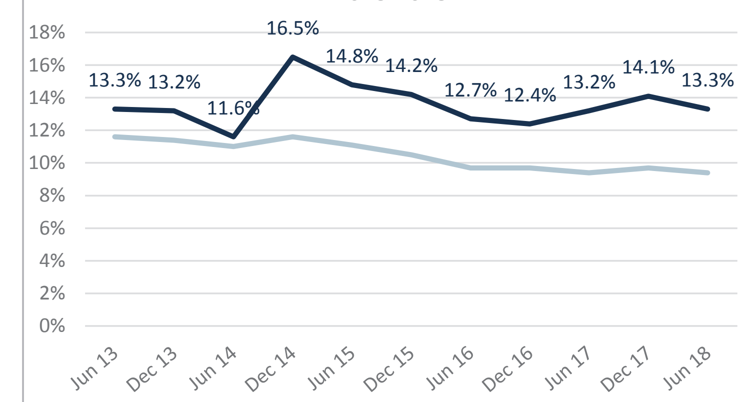
- The Central Business District (CBD), as defined by NAI FMA Realty, is similar to the Downtown Study Area but slightly smaller. The most significant difference is that the CBD's eastern border is 17th Street.
- Of the city's total office space, 28% is located in the CBD.
- Since December 2013, the amount of rentable office space has increased 10% (approximately 350,000 square feet).
- In the second half of 2017, the largest move in the Lincoln market was Hudl's into its new Haymarket headquarters. This affected occupancy numbers as it left Class B space to backfill in the CBD market.
- Approximately two-thirds of the CBD's office is Class B, 27% is Class A, and only 7% is Class C.
- In the CBD, Class A space has been tight, comparatively. This has also been the case recently at the citywide level. According to NAI FMA Realty's Second Half 2017 Market Report, companies looking for large amounts of Class A space may be limited to new construction.
- Overall, vacancy rates in the CBD have been higher than citywide over the last five years. Citywide vacancy has been sub-10% over the last two years, while the CBD's vacancy has increased to 13%. (Some of this is due to the space that opened up with Hudl's move.)
- Asking rates have been slowly increasing in the CBD for the last five years. They have more or less remained very similar to citywide asking rates. At last count in June 2018, average asking rates were $17.30 in the CBD submarket, and $18.22 in Lincoln overall.
- As noted in the aforementioned NAI FMA report, "companies increasingly want to locate in areas in which employees can experience the conveniences of an urban setting or have access to amenities such as restaurants, bars, shops, and entertainment options."

Table 18: CBD Office Market, June 2018

	Total Rentable SF	Total Available SF	% Vacant	Avg. Asking Rate ($/SF/Yr)
Class A	1,066,763	91,663	8.6%	$17.87
Class B	2,466,205	335,477	13.6%	$17.27
Class C	259,578	71,551	27.6%	$13.56
New	152,155	24,000	15.8%	$24.50
Total	3,944,701	522,691	13.3%	$17.30

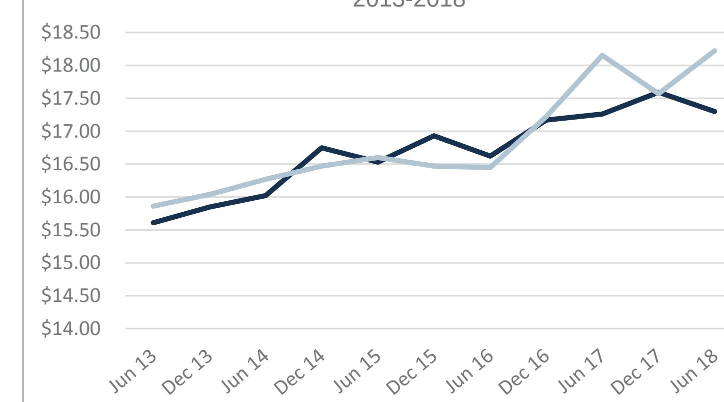
Source: NAI FMA Realty

Figure 11: Office Vacancy, 2013-2018



Source: NAI FMA Realty

Figure 12: Office Avg. Asking Rates ($/SF/Yr), 2013-2018



Source: NAI FMA Realty

Current & Proposed Development

The developments highlighted below, some of which were included in the LIVE section, will add new office space to the edges of Downtown (Haymarket and South Haymarket on the west, and Telegraph District on the east) once complete.

- Hudl/Nelnet (recent-completion): The construction of a new seven-story mixed-use building in the Haymarket with 140,000 square feet of office in addition to 10,000 square feet of ground floor retail. The project was completed in 2017.
- Telegraph District (in-progress): A mixed-use redevelopment of the former Lincoln Telephone & Telegraph Campus and adjacent properties in the southeastern corner of Downtown. The project is divided into three phases. It will include the renovation of nine buildings, and include a mix of residential, office, and retail. Phase 1, completed in 2017, included office, retail, and parking.
- Telesis Meadowgold (in-progress): The multi-phased redevelopment of the former Meadowgold manufacturing facility into a complex of mixed-use industrial, commercial, and residential buildings in South Haymarket. The completed Phase 1 includes 20,000 square feet of office space. Additional phases will include more commercial space.
- Canopy Row (in-progress): Currently under-construction and expected to be completed in fall 2018, the South Haymarket project includes a mix of 50 apartments, over 10,000 square feet of office, and first-floor retail space including an 8,000-square-foot grocery store. These buildings are being designed to wrap the existing Lumberworks parking garage.
- City Centre (proposed): The proposed redevelopment of the Journal Star building site, that preliminarily would include nine stories of residential, office, retail, and parking. The project's estimated costs are $80 to $100 million.

PLAY & VISIT

An assessment of the retail sector, arts and culture, athletics, University of Nebraska-Lincoln, and visitor and convention conditions in Downtown

Retail Conditions

Retail Inventory

- Downtown's retail inventory is shown in Table 19.[15] There is a total of 217 retail establishments in Downtown Lincoln. According to Esri estimates, the sector employs over 3,300 workers, accounting for 8% of all Downtown employees.
- The food and drink sector (including dining, nightlife, and coffee) is a critical component of the Downtown economy. There are 147 establishments that fall into this sector (68% of the total). Dining alone (97 establishments) represents nearly half of all of Downtown's retail. The food and drink sector employs over 2,300 people.
- The importance of the food and drink sector is also illustrated by an estimated $100 million in total sales for eating and drinking establishments.
- Esri estimates supply, demand, and leakage/surplus for various retail sectors. While demand from Downtown residents is only $5 million for the food and drink sector, supply (i.e., total sales) is $100 million. This means that residents from other parts of the city, Downtown workers, and visitors to Downtown make up nearly all of the sales ($95 million, or 95%) at Downtown's eating and drinking establishments. This illustrates the draw of Downtown's food and drink sector and its importance in attracting and entertaining non-Downtown residents.
- Downtown's retail environment is increasingly being driven by food and entertainment. Currently, 68% of establishments are in the food and drink sector, versus 32% in all other categories combined. Twenty years ago, only 52% were food and drink, versus 48% in all other.
- While it's true that Downtown's retail environment is more driven by food and drink than ever, it's important to also acknowledge that this has consistently represented a majority of retail establishments over the last 20+ years.
- Figure 13 shows changes over time for the four major retail categories – dining, shopping, nightlife, and arts &

Table 19: Retail Inventory

	Establishments	% of Total
Dining	97	45%
Nightlife	37	17%
Gift & Specialty	14	6%
Coffee/Tea/Smoothies	13	6%
Clothing & Shoes	11	5%
Theaters	8	4%
Art Galleries	6	3%
Books & Magazines	5	2%
Jewelry	5	2%
Museums	5	2%
Antiques	3	1%
Florists	3	1%
Grocery/Convenience	3	1%
Sporting Goods	3	1%
Escape Rooms	2	1%
Pawnshop	1	0%
Wine & Spirits	1	0%
TOTAL	**217**	

Source: Downtown Lincoln Association

Table 20:
Downtown's Food & Drink Sector

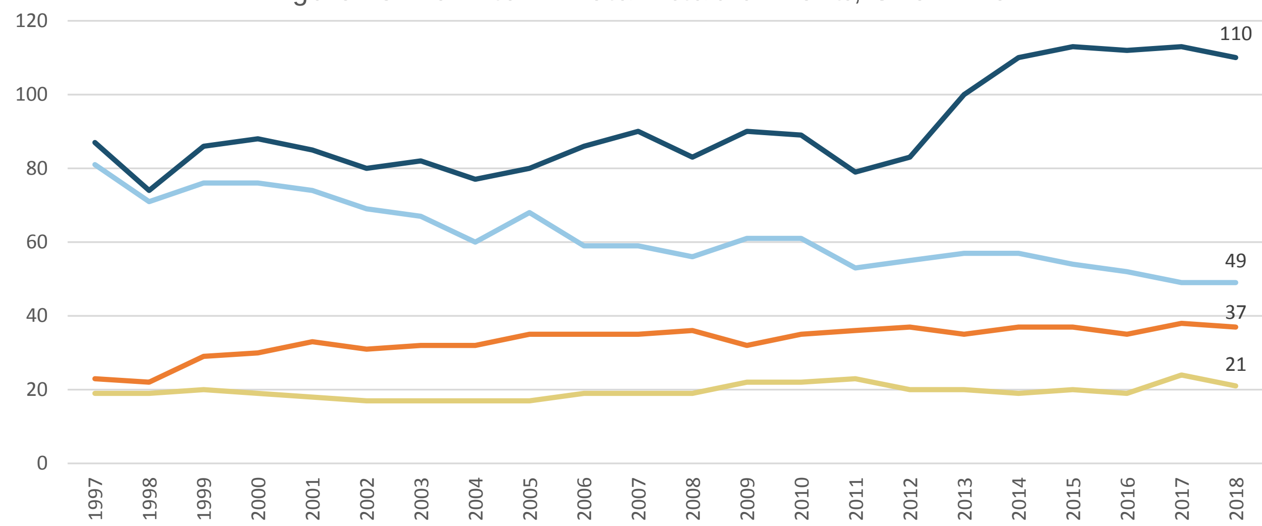
Number of Businesses	147
Number of Employees	2,350
Supply (Total Estimated Sales)	$100 million
Demand (from Downtown Residents)	$5 million
Sales Surplus*	$95 million

*A surplus of sales means that customers are drawn in from outside of Downtown; this is the amount of sales these non-Downtown residents support
Source: Esri Business Analyst; Downtown Lincoln Association

[15] A detailed year-by-year inventory table can be found on page 47

entertainment (which includes galleries, theaters, museums, and escape rooms). General trends include a growing dining sector (especially between 2011 and 2014), shopping steadily falling to its lowest point over the last two decades, nightlife increasing by 73% since 1998, and art and entertainment remaining virtually flat for the last 20 years.

Figure 13: Downtown Retail Establishments, Over Time



Source: Downtown Lincoln Association

Retail Real Estate Market Characteristics

- Overall, Lincoln's retail sector has remained positive despite macro disruptions to the industry and national brand store closings.
- The CBD has 1.6 million square feet of rentable retail space. A majority of this is Class B space.
- Downtown has introduced approximately 70,000 new square feet of retail space between 2013 and 2018.
- As of June 2018, retail vacancy in Downtown was 12%, compared to 4.8% citywide.

Table 21: CBD Retail Market, June 2018

	Total Rentable SF	Total Available SF	% Vacant	Avg. Asking Rate ($/SF/Yr)
Class A	234,004	35,004	15.0%	$21.61
Class B	996,619	86,435	8.7%	$13.63
Class C	348,235	38,527	11.1%	$7.39
New	33,053	33,053	100.0%	$21.91
Total	1,611,911	193,019	12.0%	$15.19

Source: NAI FMA Realty

- Downtown's retail vacancy has fluctuated the last five years between 8% and 14%, steadily higher than citywide rates which have slowly dropped from 6% to 4%.
- Asking rates at last count were $15.19/SF/Yr NNN, higher than the citywide average of $12.91.
- As reported by NAI FMA Realty in their First Half 2017 Market Report, "A trend in Downtown retail is food replacing food. The CBD saw a number of restaurants close in 2017 but had new restaurant concepts waiting in the wings to fill the vacancies."

Current & Proposed Development

- <u>Hudl/Nelnet (recent-completed)</u>: The construction of a new seven-story mixed-use building in the Haymarket with 140,000 square feet of office in addition to 10,000 square feet of ground-floor retail. The project was completed in 2017.
- <u>The Schwarz (recent-completion)</u>: The redevelopment of a historic warehouse in South Haymarket into residential condos and ground-floor retail.
- <u>1222 P Street (in-progress)</u>: The renovation and expansion of an existing structure to include four stories of residential units above 3,800 square feet of ground-floor retail in a central Downtown location. The project involves a new, modern building behind the historic façade of the building. The project is expected to be completed by mid-to-late 2018.
- <u>Canopy Row (in-progress)</u>: Currently under-construction and expected to be completed in fall 2018, the South Haymarket project includes a mix of 50 apartments, over 10,000 square feet of office, and first-floor retail space including an 8,000-square-foot grocery store. These buildings are being designed to wrap the existing Lumberworks parking garage.
- <u>Telegraph District (in-progress)</u>: A mixed-use redevelopment of the former Lincoln Telephone & Telegraph Campus and adjacent properties in the southeastern corner of Downtown. The project is divided into three phases. It will include the renovation of nine buildings, and include a mix of residential, office, and retail. Phase 1, completed in 2017, included office, retail, and parking. Phase 2 will include additional retail space.
- <u>Telesis Meadowgold (in-progress)</u>: The multi-phased redevelopment of the former Meadowgold manufacturing facility into a complex of mixed-use industrial, commercial, and residential buildings in South Haymarket. The completed Phase 1 includes 20,000 square feet of office space. Phase 2 will include a brew house.
- <u>9th & O Redevelopment (proposed)</u>: A proposed 14-story mixed-use building that would include luxury condos, two hotels, conference centers, parking, and retail. The project's estimated costs are $80 to $100 million.
- <u>City Centre (proposed)</u>: The proposed redevelopment of the Journal Star building site, that preliminarily would include nine stories of residential, office, retail, and parking. The project's estimated costs are $80 to $100 million.
- <u>The Raymond Brothers Redevelopment (proposed)</u>: The South Haymarket proposal includes converting the upper three stories of the historic, Raymond Brothers Building into residential units and the ground floor into 9,500 of commercial space.

Arts & Culture

Impact of the arts in Lincoln:

- In 2017, the Lincoln Arts Council partnered with Americans for the Arts on the *Arts and Economic Prosperity 5* report, an assessment of the arts and culture industry's impact on the economy.
- The report provides evidence that the nonprofit arts and culture sector is a significant industry in Lincoln, generating $99 million in total economic activity. This spending supports nearly 3,000 full-time equivalent jobs. Both of these numbers are higher than the median of similarly-sized cities involved in this same study, illustrating the strong presence of arts and culture in Lincoln comparatively.
- The *Arts and Economic Prosperity 5* report also looked at attendance and attendee spending. The total number of event attendees for Lincoln as a whole is approximately 2.3 million, of which 21% are non-residents.

- The total event-related expenditures for attendees is approximately $48 million. Non-residents spend significantly more (as can be expected) – with average per person spending of $43, compared to $15 for residents.
- The largest spending category for attendees, both residents and non-residents, is meals before/after the event, representing about half of dollars spent per person.
- While the above report and its findings regard Lincoln as a whole, Downtown is no doubt the arts and cultural center of the city, with a wide variety of non-profits, venues, and events, as discussed below.

Major Downtown Art & Cultural Destinations:

- Morrill Hall (University of Nebraska State Museum): The museum recently completed a renovation and is expected to hit over 90,000 visitors this fiscal year. It is anticipated that as many as 135,000 people may visit in 2019 due to a bump from the renovation. Annual attendance is then expected to settle down closer to 110,000 in 2020 and beyond, with a trajectory of 2-3% growth per year once a new baseline is established, based on past trends. Compared to the rest of the UNL campus, Morrill Hall has an active summer tourist season, with summer camps and the College World Series in Omaha driving a lot of summer business.
- Sheldon Museum of Art: The Sheldon's annual attendance is approximately 60,000. This does not include Jazz in June, which is discussed below in the Music section.
- The Lied Center: In fiscal year 2016, the Lied Center held 263 events with a total attendance of 176,873. Both of these were an increase over the year prior. The Lied Center is made up of a 2,259-seat main concert hall and a 250-seat black box theater, as well as several multipurpose spaces that are used for special events. (See the Convention Space section below for more information on its meeting space.)
- The Bennett Martin Public Library: The Downtown main library had 214,251 visits during fiscal year 2016-17. It was built in 1962, and it has been determined that it no longer meets the needs of the city and should be replaced with a new, 21st century library. A variety of studies have been completed over the last decade, and the community continues to move towards the goal of finalizing a site for the new library and ultimately building a new central library.
- Other Downtown art and cultural destinations for which attendance details were not available include the Children's Museum, the Great Plains Art Museum, and the Nebraska History Museum.
- Gallery Alley: Pedestrian enhancements to an alley that serves as a connection between the existing Haymarket and newly-developing areas of South Haymarket, south of O Street. Completed in 2015, the alley enhancements included repaving, enhanced lighting, and the addition of public art. Artistic elements included multi-color string lights to complement the electrical wires that are typically found in historic alleys, and murals on the adjacent buildings.
- Public Art: Downtown is home to a variety of public art including sculptures, monuments, fountains, installations, murals, and the Tour de Lincoln bicycle sculptures. Additionally, the aforementioned Sheldon Museum has a Sculpture Garden on its grounds and also curates a collection of outdoor public art spread across UNL's City and East campuses. With an eye towards the future, the Lincoln Parks and Recreation Department has inventoried locations on which public artworks may be located within the city. Potential art opportunities in Downtown include West Haymarket, the 12th Street Arts Corridor, Antelope Valley, Civic Plaza, and Centennial Mall.

Figure 14: First Friday Artwalk Galleries

- First Friday Artwalks: Held the first Friday evening of every month at galleries and businesses throughout Downtown. Participating galleries are shown in Figure 14.
- Capitol Building: In 2017, the Capitol had 99,000 visitors, per the Tourism Commission.

Live Music Scene

- Downtown's music scene is multi-faceted with hubs of activity at 14th and O Street and another in the Haymarket.
- 14th and O: The area around 14th and O Streets has a rich history of live music from a clustering of venues. These include the Zoo Bar, which offers live music on a nearly nightly basis, as well as a summer blues festival that draws about 8,000 to 10,000; the Bourbon Theatre, which hosts numerous shows a year with 900+ attendance; and Duffy's Tavern, which offers weekly live music and comedy shows. Additionally, there are two newer additions to this scene – 1867 Bar and Bodega's Alley, two bars that both offer semi-regular live music.
- The Haymarket: In the Haymarket, venues include Pinnacle Bank Arena, which hosts roughly 10-20 major national touring shows per year, and the Railyard in the Haymarket, which hosts several music festivals and shows during the summer.
- Annual Festivals: Downtown also offers two indie music festivals, Lincoln Exposed and Lincoln Calling. Lincoln Exposed, held in February, highlights the local music scene, hosting approximately 100 bands from Lincoln and attracting about 2,500 over a four-day stretch. Lincoln Calling is a fall festival that hosts bands from around the world at five different venues and on 14th Street between O and P Streets. It is held in September or October (depending on the Husker football schedule), for three days, attracting about 8,000 attendees.
- Weekly or Monthly Events: Additionally, there are other music events held on a weekly or monthly basis. Jazz in June, organized by UNL, is a free event held every Tuesday evening through June in the Sheldon sculpture garden on the UNL campus. It has about 4,000-5,000 attendees weekly and attracts national acts. The event also has a small farmers' market incorporated into it on the adjacent street. Tower Jazz is a free Tuesday evening event held at Tower Square during July and August, with a focus on local acts.

UNL Impact

Some of UNL's impact has already been discussed above in this PLAY & VISIT chapter. UNL destinations already mentioned include Morrill Hall, the Sheldon Museum of Art, the Lied Center, and Jazz in June. UNL also has a major impact on the entertainment and visitor market, primarily driven by athletics.

Athletics

- Athletics is a very significant part of the Downtown Lincoln tourism industry. Home sporting events attract over a million visitors per year to the Lincoln metro, and most of these events are located in or adjacent to Downtown.
- The estimates on economic impact and spending dollars are conservative, considering they are somewhat dated as well as the fact that they do not include the impact of fans who do not attend the games themselves but still travel to Downtown to watch and spend money on game days.
- In 2016-2017, nearly 1.3 million people attended home Husker events in Lincoln. Football accounts for more than half this total. Nearly 90,000 people attend each home football game.[16]
- In the two college revenue sports, football and men's basketball, Nebraska was the only Division 1 program to rank in the top 15 nationally in attendance in each.[17]

[16] Data provided by UNL Athletics
[17] Ibid.

- In 2016-2017, Nebraska athletic programs that ranked among the top 20 nationally in average home attendance included football, volleyball, baseball, men's and women's basketball, men's and women's gymnastics, wrestling, and soccer.[18]
- According to the *2013-2014 Economic Impact of the University of Nebraska Department of Athletics Report*, total off-site spending of football fans is as follows:
  - Non-metro attendees spent $69 per person, while local fans spent $40 per person. The largest category for both is food, at $23 and $21 per person, respectively.
  - Together, football fan spending was $43 million for the 2013-2014 year. (It was $17 million for all other sports combined, for a total of $60 million in fan spending, excluding concessions.)
  - The overall economic impact on the Lincoln metro area during the 2013-14 fiscal year was $245 million.
- Pinnacle Bank Arena, opened in 2013, has had a major impact on the (re)development of the Haymarket district. The arena holds approximately 140 events per year. The primary tenants are Cornhusker men's and women's basketball. Other year-round entertainment includes concerts, family shows, and touring acts. The arena is also available for private conventions, meetings, and parties. The seating capacity is 15,500 and the estimated annual attendance is 740,000.

Summer camps and conferences

- UNL hosted 109 camps and conferences during the summer of 2017. In total, 14,652 people attended these events. A majority of these events were youth events (71%), and 58% were internal to UNL.

Admission-hosted visits

- UNL sees about 25,000 people (including students and their guests) per calendar year for admissions-hosted visits.

Conventions & Lodging Market

Downtown Hotels

- Downtown has seven hotels with a total of approximately 1,200 rooms. There are 5,300 hotel rooms citywide.
- Hotels are concentrated in the Haymarket, where four are clustered within several blocks of each other.
- Several of these were built in the last five years – the Hilton Garden Inn in 2014, Hyatt Place in 2013, and Courtyard by Marriott in 2012. Additionally, the Graduate opened in 2017, after a rebranding and redesign with new ownership (from what used to be a Holiday Inn).
- In 2017, the average occupancy rate for Downtown hotels was 66% while the average daily room rate was $124. RevPAR, an industry standard calculating revenue per available room, was $82 in 2017. Downtown outperformed the city as a whole in all industry metrics shown in Table 23.

Table 22: Downtown Hotels

	Rooms	Type
Marriott Cornhusker	300	4-star
Embassy Suites	252	3-star
Graduate Lincoln	231	3-star
Courtyard by Marriott	155	4-star
Hyatt Place	111	3-star
Hilton Garden Inn	104	3-star
TownHouse Extended Stay	46	2-star
Total	**1,199**	

Table 23: Hotel Statistics (2017)

	Downtown	Citywide
Occupancy Rate	65.70%	57.90%
Average Daily Rate	$124.15	$88.35
RevPAR	$82.32	$51.17
Rooms	1,199	5,333

RevPAR = revenue per available room
Averages for Downtown hotels; citywide statistics provided by Lincoln CVB

[18] Ibid.

- There is evidence that occupancy, average daily rates, and RevPAR have been relatively flat over the past five to ten years for Downtown hotels. The introduction of three new hotels and 370 rooms between 2012 and 2014 impacts occupancy rates (and in turn, RevPAR), which typically dip when significant new supply is brought to market.

Current & Proposed Development

- Kindler Hotel (in-progress): Scheduled to open in 2018, the high-end, "boutique" hotel will include 45 rooms in a seven-story building located in central Downtown. As part of the project, the adjacent Lincoln Commercial Club is being renovated to include upper-floor event space and four residential units.
- 9th & O Redevelopment (proposed): A proposed 14-story mixed-use building that would include luxury condos, two hotels, conference centers, parking, and retail. The project's estimated costs are $80 to $100 million.

Current Convention Space

- Downtown does not have a main convention center, as many of its peer cities do (see Table 29 for list of convention centers in peer cities). Champaign is the only other of the peer cities that also does not have a downtown convention center. Salt Lake City and Raleigh have the largest downtown convention centers by a wide margin amongst peer cities and are among the top 50 nationally in size.
- Instead, Downtown Lincoln has a wide variety of venues that have the ability to host conventions and meetings of varied sizes.
- The two largest venues by a significant margin are Pinnacle Bank Arena (60,000+ square feet) and the Marriott Cornhusker (46,000 square feet). However, both of these are still smaller than any of the dedicated convention centers in peer cities, the smallest of which is the 71,000-square-foot facility in Sioux Falls.
- A majority of the available spaces in Downtown are in hotels. UNL also has several venues on-campus that are available. Hotels and UNL make up most of those listed in Table 23.
- In addition to those in Table 24, there are several others available in private properties throughout Downtown that were not captured in the data.
- The largest single "room" space available is the Pinnacle Bank Arena Floor. This is 30,000 square feet and can accommodate 1,000 people banquet-style or 3,800 theater-style (not including bowl seating).

Table 24: Downtown Convention & Meeting Spaces

Venue	Total Sq. Ft.
Pinnacle Bank Arena	60,000
Marriott Cornhusker	46,000
UNL Student Union	27,000
Embassy Suites	20,000
Lied Center	19,550
The Graduate	15,000
UNL Gaughan Multicultural Center	4,000
Courtyard by Marriott	2,800
Hilton Garden Inn	2,500
Hyatt Place	1,800

Source: Lincoln CVB

DOWNTOWN DEVELOPMENT FORECAST

Overview & Methodology

As a supplement to the market assessment, P.U.M.A. prepared development forecasts to help guide investment decisions. The forecasts establish a set of reasonable expectations for potential development in the market segments of residential, office, retail, and hospitality. The development forecasts provide both (1) order of magnitude expectations and (2) high/low development projections for the next ten years. Projections were completed specifically for non-student, market-rate residential. The student market is a relative constant and has been the large majority of recent Downtown housing development, and therefore, Lincoln has largely missed an opportunity to develop other forms of housing. Ten-year projections looking forward assume that there will be a shift from student-oriented residential development towards market-rate development in Downtown Lincoln.

A variety of sources and assumptions are implicit for each forecast, including the following:

- **Local Market Dynamics:** A variety of sources were utilized to obtain basic local parameters for establishing development forecasts. We looked at local market dynamics including job growth, development activity, demographics, in-migration, disposable income and other factors.
- **Influence of Global Trends:** P.U.M.A. brings extensive research and knowledge in global and national trends that are shaping cities. Trends, including demographics and lifestyles, are applied to the local market context to identify opportunities that may be unique to Downtown Lincoln.

Our overall summary of "order of magnitude" opportunities by real estate segment is provided in the box to the right. We characterize investment opportunities along a continuum that ranges from limited to strong.

This forecast is being completed during a robust part of the market cycle. Over the course of the next ten years, it is expected that the market will enter a downturn. Therefore, we are more confident in five-year projections – essentially half of the ten-year projections provided in Table 25 and on the following pages.

Table 25: Overall Downtown Lincoln Development Opportunities through 2028

Segment	Opportunity	Ten-Year Demand
Residential[19]	Strong	900 to 1,900 units
Office	Moderate	382,000 to 682,000 sq. ft.
Retail	Niche	112,000 to 190,000 sq. ft.
Hospitality & Convention	Niche	*0-5 Years:* Boutique Properties (less than 75 rooms each) *6-10 Years:* Conduct convention center feasibility study

Detail for each segment is provided in the following pages.

[19] Specifically for the non-student market.

Downtown Residential Forecast: Strong Opportunity

To determine the growth potential for residential development in Downtown Lincoln we looked at a variety of traditional and non-traditional measures, including Downtown workers, existing Lincoln residents that may be attracted to a Downtown location, and growth from in-migration from other cities. We assumed that the student market is more or less a constant and indications are that the market is naturally addressing the student niche. Therefore, the projections shown below are for non-student-oriented housing, an audience that the market has largely ignored in recent years until now.

Overall, our analysis finds non-student residential to be a strong investment opportunity driven by demographic and lifestyle trends that are poised to converge in Downtown Lincoln over the next ten years. Development of approximately 900 to 1,900 non-student-oriented units is achievable.

Assumptions & Analysis

Several traditional and non-traditional factors are incorporated into our forecast, including the following:

Table 26: Residential Analysis

Factor	Calculation	Anticipated Impact on Demand
Existing Lincoln Residents: Existing residents are currently the strongest potential segment for new Downtown housing. 31% of city households are one-person households.[20]	Attract from 1% to 2% of the city's one-person households (about 35,000) to Downtown condos, apartments, or houses over the next ten years.	Low (1%) = 350 units Expected (1.5%) = 525 units High (2%) = 700 units
New Lincoln Residents: Net migration to Lancaster County has averaged 1,700 new residents per year (from 2012 to 2017).[21]	Assuming 715 new households moving into the county each year (based on current average household size of 2.38[22]), or 7,150 over ten years, attract 3% to 5% over the next ten years to live Downtown.	Low (3%) = 210 units Expected (4%) = 285 units High (5%) = 360 units
Existing Workforce: Increase the percentage of Downtown workers that live Downtown – currently 2%.	Given Downtown's total workforce of 41,274[23], each additional percent of the Downtown workforce equals approximately 415 workers.	Low (0.5%) = 205 units Expected (1%) = 415 units High (1.5%) = 620 units
New Workforce: Attract 5% of new workers to live Downtown.	New Downtown workforce projections range from 2,544 to 4,544.	Low = 130 units Expected = 180 units High = 230 units
TOTAL ALL FACTORS[24]		**Low = 900 units** **Expected = 1,400 units** **High = 1,900 units**

[20] Esri Business Analyst
[21] U.S. Census Bureau, Population Division, Estimates of the Components of Resident Population Change
[22] Esri Business Analyst
[23] Ibid.
[24] Totals are rounded

Global Trend Impact – Urban Living & "Opportunity Cities"

Demographic trends in the U.S. continue to support downtown development. The population is growing both older (aging Baby Boomers) and younger (Millennials and the emerging Gen Z). Both Boomer and Millennial markets have fueled downtown population growth over the past decade and are poised to continue to populate urban environments. Furthermore, a nascent trend shows increasing numbers of young professionals moving from top-tier "superstar" cities to smaller markets in search of affordable living, quality of life, and civic involvement. College-educated Millennials – young adults aged 25 to 34 – are twice as likely to live within three miles of a city's downtown core, but skyrocketed urban housing costs in "superstar" cities have priced out the very demographic that is now the main driver of economic growth in America.

Downtown Lincoln has the opportunity to capitalize on these national trends as an "opportunity city." In 2017, the population of the core of the Millennial generation, those between the ages of 25 and 34, was 17% citywide and 10% in Downtown. The population of those between the ages of 55 and 74, a rough estimate of Baby Boomers, was 19% citywide and 9% in Downtown. Current proportions illustrate an opportunity for Downtown to expand its Millennial and Boomer markets, which, when combined with the emerging Gen Z, are robust enough citywide to support the above projections. Indeed, a shift is currently taking place – from student-oriented housing to market-rate non-student housing – that is expected to continue for the next ten years. It will also be important for new development to provide diverse price points and unit types to accommodate a multi-skilled workforce and culturally-mixed demographics. Results from the Downtown Master Plan's community-wide online survey show that ownership condominiums (29% of all responses) and ownership townhouses (18%) are the two most desired Downtown housing types.

Downtown Office Forecast: Moderate Opportunity

To determine a forecast for the Downtown office market, we looked at projected job growth, estimated Downtown capture rate for regional job growth, average square feet to be occupied per new Downtown job and how global trends are impacting the innovation niche.

Overall, our analysis finds the office segment to be a moderate opportunity for new investment over the next ten years. Projected absorption, based on both projections and recent growth, is 382,000 to 682,000 square feet over the next ten years. For illustrative purposes, Downtown's existing inventory of vacant office space is 523,000 square feet. The expected scenario would account for absorbing all of Downtown's inventory of vacant space. In addition, there is an opportunity to reimagine underutilized, outdated office space into modernized, non-traditional spaces that appeal to entrepreneurial, innovative, and tech businesses.

Assumptions & Analysis

Projected Job Growth: P.U.M.A. researched job projections from several sources and utilized these along with recent growth rates to identify an expected rate of 0.83% annual growth for the next ten years. Our indicators include:

- The Nebraska Department of Labor conducts long-term occupation projections for the Lincoln MSA. The 2014 to 2024 projection is 11.05% job growth, or 1.05% annual growth.
- Forbes.com projects 1.6% job growth.
- Between 2014 and 2017, the first several years of the Department of Labor's projection period, the Lincoln MSA has experienced 0.6% growth. This illustrates the "slow and steady" nature of the Lincoln economy, as discussed in more detail in the WORK section of the market assessment.

While there are more optimistic outlooks, such as Forbes', we remain tempered in our outlook given Lincoln's history of modest growth. For this reason, we arrived at 0.83% annual growth; the average of the Nebraska Department of Labor's 2014-2024 projected growth (1.05%) and the actual growth to-date during this time period (0.6%).

Downtown Capture Rate: To capture new jobs, we anticipated that Downtown would continue to attract jobs at the same proportion of its existing market share. The Downtown Study Area is home to 41,274 of the city's 187,717 workers, or 22% of the city's total job base[25]. We then applied the anticipated growth rate of 0.83% as the expected rate of growth for the 41,274 existing jobs. A strong case of 1.05% and limited scenario of 0.6% growth rates are also provided. Finally, we apply 150 square feet of space per new employee to each case, creating a range of anticipated absorption of 382,000 to 682,000 square feet of office space over the next ten years attributed to job growth alone. For illustrative purposes, the expected scenario would account for absorbing all of the existing 523,000 square feet of vacant office space in Downtown Lincoln.

Table 27: Office Analysis

Scenario	Existing Jobs	Job Growth Rate	New Jobs in 10 Years	Est. Absorption
Low	41,274	0.6% (low)	2,544	**382,000 sq. ft.**
Expected	41,274	0.83% (expected)	3,557	**533,000 sq. ft.**
High	41,274	1.05% (high)	4,544	**682,000 sq. ft.**

[25] Esri Business Analyst

Global Trends Impact – Non-Traditional Space:

Companies are now moving to cities where young skilled workers (Millennials and the emerging Gen Z) prefer to live and work. Downtowns are poised to be centers of creativity and innovation if they can offer a business climate and space conducive to the incubation and growth of small dynamic enterprises. While the public sector and UNL will continue to be critical anchors in the Downtown economy, they are both characterized as steady, low-growth sectors. Entrepreneurship and tech will be key to job growth. This becomes even more important as Gen Z continues to enter the workforce, a tech-savvy population preferring entrepreneurial pursuits over more traditional collegiate pathways.

An opportunity for Downtown Lincoln will be capturing new entrepreneurial, innovative, and tech businesses that are looking for non-traditional office formats in urban settings. Non-traditional formats include co-working, incubators, maker spaces, and other creative forms of open floor plan office designs.

Nationally, investors see creative space redevelopment opportunities, such as Class B/C buildings to tech space. These smaller-scale developments in mid-rise buildings have a mixed-use campus feel that "bring the outside in."[26] In Downtown Lincoln, Class B and C spaces have the highest vacancy rates, at 14% and 28%, respectively. Owners of these underutilized spaces have an opportunity to rethink the designs of their internal spaces to these new formats in an effort to be more appealing to modern office users.

[26] ULI Emerging Trends in Real Estate 2018

Downtown Retail Forecast: Niche Opportunity

To determine the development potential for additional retail in Downtown Lincoln, we looked at the disposable income anticipated from new employees and residents within Downtown. In addition, we looked at capturing additional spending from new residents likely to move within the "primary market area" identified within the Market Assessment.[27]

Overall, our analysis finds retail to be limited to a continuation of unique and independent concepts. Projected absorption is 112,000 to 190,000 square feet over the next ten years. For illustrative purposes, Downtown's existing inventory of vacant retail space is 193,000 square feet. The expected scenario would account for absorbing 78% of Downtown's inventory of vacant space.

Projected growth in residents and employees over the next ten years will not create the fundamentals or "critical mass" sought by most formula-driven national retailers. However, the unique and local-independent strategy builds off of Downtown Lincoln's existing retail strength and differential market advantage, as well as taking advantage of global trends in the retail sector.

Assumptions & Analysis

Table 28: Retail Analysis

Factor	Calculation	Anticipated Impact on Demand
New Downtown Employees: Downtown can capture disposable income generated by new Downtown employees	It is assumed that Downtown employees pay will be consistent with County averages ($42,715)[28]. Disposable income at 25%, with goal to capture 25% of disposable income within Downtown retailers. Goal to generate sales of $200 per square foot of retail space.	Low: 2,544 new employees support 33,958 sq. ft. of new retail Expected: 3,557 new employees support 47,480 sq. ft. of new retail High: 4,544 new employees support 60,655 sq. ft. of new retail
New Downtown Residents: Downtown can capture disposable income generated by new Downtown residents.	While Downtown median household income is $17,028[29], new residents are assumed to be majority non-students. Therefore, median household income citywide was used ($53,288[30]). Disposable income at 25%, with goal to capture 50% of disposable income within Downtown retailers. Goal to generate sales of $200 per square foot of retail space.	Low: 900 households support 29,975 sq. ft. of new retail Expected: 1,400 households support 46,627 sq. ft. of new retail High: 1,900 households support 63,280 sq. ft. of new retail
New County Residents: Downtown can capture disposable income from new residents in the Lincoln area.	Median household income of $53,288. Disposable income at 25%, with goal to capture 15% of disposable income within Downtown retail. Goal to generate sales of $200 per square foot of retail space.	Low: 4,893 households support 48,883 sq. ft. of new retail Expected: 5,750 households support 57,451 sq. ft. of new retail High: 6,608 households support 66,019 sq. ft. of new retail
TOTAL ALL FACTORS		**Low: 112,000 sq. ft. of new retail** **Expected: 151,000 sq. ft. of new retail** **High: 190,000 sq. ft. of new retail**

[27] See map and description on page 9 for "Primary Market Area" boundaries.
[28] Bureau of Labor Statistics, 2016 average
[29] Esri Business Analyst
[30] Ibid.

Grocery

Regarding specific retail categories, a full-service grocery store is far and away the most desired new amenity for Downtown amongst stakeholders. Downtown Lincoln will soon have a grocery in the form of an 8,000-square-foot store on Canopy Street between N and O Streets in South Haymarket. While this grocery intends to serve residents throughout Downtown as a whole, it is located on the far western edge of Downtown. Given the footprint of Downtown Lincoln, a second small- or mid-sized grocery, located to serve the eastern portion of Downtown and its surroundings, remains a possibility. However, market fundamentals will likely need to change in order to attract a second grocer to Downtown.

Site requirements for small- to mid-sized grocers (those approximately 8,000 to 15,000 square feet) vary depending on the business model. However, all regional and national grocers generally consider population, income, and education levels. First and foremost, a large population is required within the primary trade area. In the case of a grocery in eastern Downtown Lincoln, the primary trade area will be relatively small, due to the presence of several groceries within two to three miles in all directions. In addition to population, most grocers locate in areas with above average household income and education levels. Currently, income and education levels fall below citywide averages. However, the soon-to-open grocery in South Haymarket is a significant addition to Downtown, and one that will help shed light on shopping patterns and Downtown's market potential for additional grocery space.

Downtowns, such as Lincoln's, that don't have the market fundamentals to support a large-scale grocery store are successful by providing a range of smaller groceries. Downtown Lincoln is on this track with its new Canopy Street market. While a second small- to mid-sized market is likely not feasible in the near-term, there are other opportunities to capture demand for grocery shopping in Downtown through unconventional formats. Existing specialty markets exist in and adjacent to Downtown, which could expand their offerings and variety as Downtown's population grows. A Downtown public market could capture some of this demand as well. In comparable downtowns, public markets are often in the 10,000 to 12,000 square foot range, which presents opportunities for several Downtown locations.

Global Trends Impact – Changing Consumer Behaviors:

Advances in technology continue to impact the nature of the retail industry and the shape of brick-and-mortar stores that are critical to downtowns. The convenience and ease of e-commerce is stimulating increases in online sales; however, the majority of retail transactions still occur in traditional stores. In 2015, e-commerce sales grew nearly 15%, but still only accounted for 7.5% of total retail sales in America. Ninety percent of all retail transactions still occur in a physical store. Brick-and-mortar stores provide the sort of visual navigation and tactile experience that will be difficult to replicate online, making the in-store experience unique in that it offers consumers the ability to physically engage with their chosen brand and brand ambassadors. Furthermore, retailers that have been most impacted by e-commerce are larger-format, national chains that typically aren't found in downtown environments.

Nonetheless, the retail industry is being disrupted and challenged. Stores are adapting with success in urban environments. Retail that offers a unique experience has proven successful in urban environments. Examples of newer retail trends include multi-tenant shared spaces (e.g., a coffee shop/bike shop) and retail incubators. Also, food and drink continue to drive this sector in urban markets. Downtown Lincoln will continue to be a niche retail market, anchored by food and drink, and made up of local-independent and "experiential" stores.

Downtown Hospitality & Convention Forecast: Niche Opportunity

Overall, the hotel market in Downtown is soft, with occupancies averaging 66%, as shown in Table 23. Anecdotal evidence indicates that Downtown's hospitality market has been soft for the last five to ten years, with mostly flat occupancy rates and average daily rates. In addition, our analysis of peer cities found that Lincoln already has a higher than average number of Downtown hotel rooms.

Downtown Lincoln's short-term opportunity (0-5 years) is to attract small, boutique additions to the market. One example of this is the new Kindler Hotel, opening in 2018, with 45 rooms in a high-end boutique setting. The Kindler will provide rooms at a different price point and in a different environment than Downtown's other hotels. Nationally, the lodging industry is diversifying, with an unprecedented number of hotel brands launching in recent years designed to attract an increasingly fragmented consumer base.[31] Downtown's short-term opportunity – to attract additional unique, small-scale hotels – is aligned with this national trend.

Downtown Lincoln's mid-term opportunity (6-10 years) is dependent on the growth of Downtown employees and residents. Hospitality is likely to be a byproduct of these other sectors, and growth in residential and office sectors will elevate the demand in hospitality over time. In the mid-term, Downtown should conduct a feasibility study that looks at hotel demand and convention center feasibility, as discussed in more detail below.

The Fundamentals of Convention Centers

Based on best practice research, downtowns that sustain convention centers share some common characteristics:

- Hotel capacity & headquarter hotel
- Complimentary meeting space
- Regional convention competition
- Airport access
- Number of existing major attractions, amenities and events
- Significant MSA population

Convention Center Fundamentals for Downtown Lincoln

The following table provides data on convention center fundamentals for Lincoln's peer cities, excluding Salt Lake City which is an extreme outlier, and Champaign which does not have a downtown convention center.

- Hotel Capacity & Headquarter Hotel: Downtown Lincoln fares well in its existing number of hotel rooms when compared to peer cities with a convention center. The key will be to keep a quality and mixed hotel inventory that is either attached or adjacent to a center. However, Downtown Lincoln obviously does not yet have an attached headquarter hotel for a convention center.
- Above Average Existing Meeting Space: Downtown Lincoln currently has a large supply of existing meeting space via the hotel market. The square footage of Downtown Lincoln's hotel meeting space is 88,100 square feet, compared to the peer city median of 65,020 square feet. This is significantly higher than its peer cities. When factoring in UNL and Arena space, Downtown Lincoln's existing meeting space becomes 198,650 square feet. There may be ways to maximize this above average supply of existing space before investing in a convention center.
- Regional Convention Competition: The Omaha Convention Center poses significant competition to the Lincoln market. According to the Journal of Convention & Exhibition Management, "general findings suggest that while secondary

[31] ULI Emerging Trends in Real Estate 2018

convention destinations have advantages, they are not likely to be attractive to the more lucrative national and international gatherings unless they have an airport with direct flights from most major markets."[32]

- Regional Airport Competition: Related to the above point, the area's primary regional airport is in Omaha. Convention planners frequently cite the importance of a nearby airport. Lincoln Airport sees approximately 300,000 passengers annually, significantly lower than all its peer cities except for Lansing.
- Attractions, Events, Businesses and Downtown Vibrancy: Convention centers follow the efforts of downtown vibrancy planning and are one piece of the greater revitalization puzzle. There must first be significant options for retail, restaurants, parks, walkability, and other amenities to attract visitors. Walkability to offerings is of particular importance to convention attendees.
- Significant MSA Population: Metro population is an important barometer for the both the size and success of convention centers. With an MSA population of 318,820, the Lincoln metro is smaller than most its peer cities.

Table 29: Peer City Downtown Convention Centers

	MSA Population**	Annual Airport Passengers	Convention Center Facility	Total Conv. Center Sq. Ft.	Num. of Downtown Hotel Rooms	Sq. Ft. of Downtown Hotel Event Space*	Sq. Ft. of Convention Space per Hotel Room
Raleigh	1,243,720	11.6 million	Raleigh Convention Center	500,000	1,312	27,660	381
Omaha	782,460	4.6 million	CenturyLink Center	346,000	3,181	122,066	109
Madison	634,269	1.9 million	Monona Terrace Community & Convention Center	250,000	1,894	71,542	132
Des Moines	611,755	2.6 million	Iowa Events Center	226,000	2,127	65,091	106
Lansing	470,348	373,000	Lansing Center	124,000	256	10,000	484
Lexington	495,193	1.3 million	Lexington Convention Center	106,000	861	65,020	123
Sioux Falls	247,315	1.1 million	Sioux Falls Convention Center	71,000	497	22,700	143
Median	**611,755**	**1.9 million**		**226,000**	**1,312**	**65,020**	**132**

Note: Salt Lake City and Champaign were excluded from this analysis due to extreme outlier data.
* Non-convention center. Downtown hotel event space is sourced directly from hotels and includes exhibition, meeting and ballroom space.
** US Census, American Community Survey 5-year estimates (2012-2016); for Des Moines-West Des Moines MSA, Lexington-Fayette KY MSA, Lansing-East Lansing MSA, Omaha-Council Bluffs NE-IA MSA, Raleigh NC MSA, Sioux Falls SD MSA, Madison WI MSA, and Lincoln NE MSA.

Conduct a full convention feasibility study: Before taking any action, it is recommended to conduct a full convention feasibility study. While no two cities are identical and there is no silver bullet, initial research indicates that given the 1,197 rooms in Downtown Lincoln and a median of 132 square feet of convention space per hotel room in peer cities, Lincoln would need a convention center of approximately 150,000 square feet. However, it remains imperative to conduct an in-depth feasibility study first.

[32] Journal of Convention & Exhibition Management: Convention Site Selection Criteria Relevant to Secondary Convention Destinations
https://www.researchgate.net/publication/233298141_Convention_Site_Selection_Criteria_Relevant_to_Secondary_Convention_Destinations

DETAILED SUPPORTING DATA

Downtown Population Growth (2010-2017)

	2017 Population	2010 Population	2010-2017 Growth	Percentage Growth
Des Moines	5,483	4,015	1,468	37%
Raleigh	7,640	5,955	1,685	28%
Salt Lake City	19,554	16,176	3,378	21%
Omaha	11,539	9,714	390	19%
Sioux Falls	2,425	2,035	1,825	19%
Champaign	17,126	14,782	2,344	16%
Lincoln	12,496	10,973	1,523	14%
Madison	34,018	30,381	3,637	12%
Lansing	2,908	2,701	207	8%
Lexington	5,275	4,965	310	6%

Source: Esri Business Analyst

Downtown Population Density (residents per acre)

	Downtown Population	Size (sq. mi.)	Acres	Density
Madison	34,018	1.58	1011.2	34
Champaign	17,126	1.07	684.8	25
Lincoln	12,496	1.73	1107.2	11
Salt Lake City	19,554	3.28	2099.2	9
Lexington	5,275	0.92	588.8	9
Raleigh	7,640	1.37	876.8	9
Omaha	11,539	2.19	1401.6	8
Sioux Falls	2,425	0.8	512	5
Des Moines	5,483	1.93	1235.2	4
Lansing	2,908	1.09	697.6	4

Source: Esri Business Analyst

Total Employment Growth, 2008-2017 (MSAs)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2008-2017
Lincoln	163,726	162,263	164,129	166,021	170,197	171,729	171,463	171,579	172,733	174,460	6.6%
Omaha	437,478	431,265	442,340	446,279	451,901	455,533	458,607	460,980	462,431	466,926	6.7%
Sioux Falls	126,428	123,156	127,212	128,434	131,299	134,737	137,846	140,763	142,977	144,958	14.7%
Des Moines	302,223	299,755	304,203	303,520	306,706	316,495	326,079	328,050	332,220	337,168	11.6%
Champaign	115,078	111,039	115,092	112,033	110,739	109,642	111,447	113,491	113,988	113,104	-1.7%
Lexington	223,553	217,235	235,427	238,240	242,353	245,477	246,638	247,100	251,891	261,782	17.1%
Madison	347,919	341,654	337,387	341,310	344,162	348,961	357,039	364,475	372,070	382,085	9.8%
Lansing	232,639	220,186	221,184	219,712	219,185	221,991	226,209	230,560	236,579	237,809	2.2%
Salt Lake City	565,634	540,628	531,472	535,444	553,338	572,690	583,029	595,824	615,750	638,234	12.8%
Raleigh	534,660	516,665	539,208	549,109	568,545	583,551	603,911	624,446	650,277	669,681	25.3%

Source: Bureau of Labor Statistics, LAUS

Unemployment Rate, 2008-2017

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Lincoln	3.1	4.3	4.2	4.0	3.6	3.5	3.0	2.7	2.9	2.6
Omaha	3.7	5	5.1	4.8	4.4	4.1	3.6	3.3	3.4	3
Sioux Falls	2.8	4.9	4.8	4.3	3.8	3.2	2.9	2.6	2.3	2.7
Des Moines	4	6	5.8	5.5	5	4.7	4.1	3.6	3.4	2.9
Champaign	5.5	8.4	8.3	7.8	7.3	7.5	5.9	5.1	5.1	4.5
Lexington	5.1	8.4	7.9	7.3	6.2	6.1	4.9	4	3.7	3.8
Madison	3.7	6.2	6.4	5.7	5.2	5	3.9	3.4	3	2.4
Lansing	6.6	10.9	9.8	8.3	7.3	7.2	5.9	4.5	4	4.1
Salt Lake City	3.4	7.1	7.7	6.6	5.3	4.4	3.7	3.4	3.2	3.1
Raleigh	4.8	8.6	8.6	8.2	7.4	6.3	5.1	4.8	4.3	3.9
Peer City Average	*4.4*	*7.3*	*7.2*	*6.5*	*5.8*	*5.4*	*4.4*	*3.9*	*3.6*	*3.4*

Source: Bureau of Labor Statistics, LAUS

Detailed Retail Inventory

Sub Cat	'97	'98	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18
Art Galleries	7	7	8	7	6	5	5	5	5	7	7	6	9	9	11	8	8	7	8	7	9	6
Theaters & Performing Arts	6	6	6	6	6	6	6	6	6	6	6	7	7	7	7	7	7	7	7	7	7	8
Museums	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	5	5	4	5	5
Escape Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	3	2
Nightspots	23	22	29	30	33	23	21	21	21	21	21	21	21	21	21	23	35	37	37	35	38	37
American	16	14	16	17	15	14	10	9	9	8	9	9	10	10	9	10	16	18	19	24	17	20
Asian	6	6	7	7	8	6	6	6	6	6	5	5	5	5	5	6	5	6	8	7	7	10
Bar & Grill	10	8	9	9	10	13	14	11	11	11	10	9	9	9	9	10	12	14	17	15	18	14
Cajun & Creole	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2
Coffee, Tea, Smoothies	7	6	7	7	7	7	9	6	8	11	12	11	13	12	12	12	11	11	11	10	14	13
Continental	1	1	1	2	1	1	2	3	3	2	4	3	3	3	3	3	4	5	5	4	4	5
Deli & Bakery	12	10	11	11	10	10	9	10	11	16	18	15	15	15	11	11	16	16	16	14	14	13
Fast Food	6	5	5	5	4	4	5	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Greek & Mediterranean	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	3	3	3	5	4	3
Indian	2	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2
Italian, Pizza	11	9	10	10	8	8	8	9	9	8	8	7	8	8	6	6	7	8	7	7	7	8
Mexican	3	3	6	6	7	4	6	6	7	8	8	7	10	11	8	8	10	11	9	7	9	6
Global	0	0	0	0	0	0	0	0	0	0	1	2	2	1	0	0	0	0	0	0	0	0
Sweets & Treats	10	8	10	10	9	7	7	6	6	6	6	6	6	6	6	7	8	10	10	11	11	11
Vegetarian & Salads	0	0	0	0	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	3	0
Antiques	9	7	7	8	10	6	6	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3
Books & Magazines	9	6	7	6	5	5	6	5	5	5	5	5	6	6	5	5	5	5	5	5	5	5
Clothing & Shoes	13	14	14	12	10	7	8	8	10	9	11	10	9	9	8	9	14	14	12	10	10	11
Florists	2	2	4	3	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3
Furniture	2	2	2	4	0	0	1	1	1	1	1	1	2	2	0	0	0	0	1	0	0	0
Gift & Specialty	23	21	22	22	23	26	23	19	22	21	19	16	18	18	16	17	18	18	17	18	14	14
Grocery, Convenience, Markets	3	3	3	4	5	4	3	3	5	4	4	4	5	5	5	5	4	4	3	3	3	3
Hardware Stores	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0
Jewelry	8	7	8	7	7	7	6	6	6	6	5	5	6	6	5	7	5	5	5	5	5	5
Music/Video Stores	5	5	5	5	5	5	5	5	5	3	3	4	4	4	3	2	1	1	1	1	1	0
Pawnbrokers	3	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
Sporting Goods & Apparel	2	1	1	2	3	3	3	3	4	1	1	1	1	1	1	1	1	1	1	2	3	3
Wine & Spirits	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
TOTALS	**'97**	**'98**	**'99**	**'00**	**'01**	**'02**	**'03**	**'04**	**'05**	**'06**	**'07**	**'08**	**'09**	**'10**	**'11**	**'12**	**'13**	**'14**	**'15**	**'16**	**'17**	**'18**
ART & ENTERTAINMENT	**19**	**19**	**20**	**19**	**18**	**17**	**17**	**17**	**17**	**19**	**19**	**19**	**22**	**22**	**23**	**20**	**20**	**19**	**20**	**19**	**24**	**21**
NIGHTLIFE	**23**	**22**	**29**	**30**	**33**	**23**	**21**	**21**	**21**	**21**	**21**	**21**	**21**	**21**	**21**	**23**	**35**	**37**	**37**	**35**	**38**	**37**
DINING	**87**	**74**	**86**	**88**	**85**	**80**	**82**	**77**	**80**	**86**	**90**	**83**	**90**	**89**	**79**	**83**	**100**	**110**	**113**	**112**	**113**	**110**
SHOPPING	**81**	**71**	**76**	**76**	**74**	**69**	**67**	**60**	**68**	**59**	**59**	**56**	**61**	**61**	**53**	**55**	**57**	**57**	**54**	**52**	**49**	**49**
ALL BUSINESSES	**210**	**186**	**211**	**213**	**210**	**197**	**198**	**186**	**200**	**199**	**203**	**194**	**205**	**207**	**191**	**195**	**212**	**223**	**224**	**218**	**224**	**217**

Source: Downtown Lincoln Association

Smart Cities Memo

Smart Cities

Smart Cities is a myriad of devices that communicate with each other to deliver a variety of different benefits – the range of scale and connectivity and complexity can vary greatly and lead to a variety of different outcomes. Prioritizing a vision and goals and establishing an organizational platform will ensure focus of efforts and optimal benefit and coordination across sectors. When we think of Smart Technology, we focus on what we can see – what shows up in the streets and buildings, but it is really the infrastructure that we do not see that is the glue that binds all this together. This is where investment should start. In some ways the quality and performance of the hidden infrastructure is more important than the individual buildings that it serves. In addition, the development of a Smart City is more than just incorporating technology into the physical landscape – the data collected is only useful if its organized, analyzed and used in daily operations to make the City more resilient, sustainable and efficient. Additional details and principles for creating a Smart City can be found in the appendix.

rior to incorporating smart city technology into the public realm, it is important that the city create a vision, organizational structure and data platform. A strategic vision can provide policy-makers the ability to PRIORITIZE decisions about how their city grows versus relying on the market or engineers that are focused on the efficiency of one sector, rather than the livability of cities. A focused vision, goals and organizational structure can also help attract investors, partners and vendors.

Smart Cities are complex, so the ability to identify and prioritize goals at the onset will help to identify an overall structure to meet your specific goals. This Smart City structure should evolve and learn continuously and include participation of each City department and local agency.

This begins by convening the right group of leaders from various city departments in a collaborative discussion to discuss:

1. What does "Smart City" mean to this place?
2. What technology is already in place and how does it benefit the City today?
3. What are the future goals of Smart City?
4. How do we develop strategic vision and policies that guide how we incorporate smart city technology.

Demonstration projects will help the City test potential partnerships, develop cost-benefit analyses, and educate and engage the community. However, building the physical infrastructure prior to having the organizational structure in place can affect cost, schedule, efficiency and effectiveness of that infrastructure.

This could be done in a 3-tiered approach:

1. Top-down: assign a lead "Innovation Officer" in a position to encourage departments to make change and break down silos;
2. Bottom-up: assign a "Data Manager" to work with staff across departments to ensure that the system is set up properly from the beginning;
3. Expert consultant: hire a consultant(s) that specializes in the desired tech/software to ensure that the new tech doesn't interfere with the daily operations of the City departments – and that it is done in a timely and efficient manner.

Components of Smart City Infrastructure

Economics:	respond to development and population growth, cost savings
Environment:	air and water quality, energy and resources, waste management
Equity:	education, government transparency, access
Resilience:	maintenance and monitoring, predictive analysis, emergency response

Overarching Smart City Principles

1. ***Enhance the performance and decrease costs of City operations.***
   - Monitor and optimize trash and recycling pick up
   - Safety and security
   - Monitor and regulate irrigation strategies specific to reduce water use
   - Optimize energy use throughout downtown
   - Smart lighting should be tied to solar calendar to gradually turn on and off in sync with sunrise and sunset during all seasons.
   - Utilize LED lighting
2. ***Enhance the users experience.***
   - 'Smart Objects' should not clutter the public realm and take away from human experience (beware of 'smart kiosks' as really becoming digital billboards).
   - Coordinate and prioritize bicycle and autonomous shuttle movements.
   - Free Public Wi-Fi provided amenity and access for all residents. Since most people use their phones as wayfinding tools, free wi-fi could limit the need for digital signage and smart kiosks cluttering the public realm as well as decrease maintenance and programming costs?
   - Monitor city-wide parking, both on-street and off-street, to optimize parking strategies.
   - Provided real-time, city wide parking availability.
   - Coordinate future autonomous shuttle routes and parking strategies.
   - Monitor and regulate irrigation strategies specific to various landscape species to optimize plant health.
   - Insert fun (maybe all the lights in Haymarket or on P-Street can glow red when the Cornhuskers score!)
   - Reduce traffic congestion with real-time traffic routing based upon weather, construction, and events.
3. ***Promote public health and safety***
   - Design human centric lighting to align human biorhythms.
   - Monitor air quality and ground conditions to understand trends and take action as necessary.
   - Monitor city-wide parking, both on-street and off-street, to minimize circling vehicles and air pollution.
   - Real time reporting for emergency responders to maximize understanding of situation.

Music in Downtown Lincoln Memo

THEMES AND KEY FINDINGS

- There aren't other "music districts" comparable to what we're proposing in Lincoln. Most other similar districts are arts-centered, rather than music-focused. Lincoln could be ahead of a larger trend, as there is more and more talk about music being an economic driver in today's economy.
- There is a growing "Music Cities" movement with a growing body of literature. Beyond the likes of Nashville or Austin, cities, including small and medium ones, are now proactively supporting the development of the music ecosystem. There are several think tanks, non-profits, and for-profits that are dedicated to expanding the understanding of what makes a Music City and how music can be an economic development tool. These organizations are also putting more thought into bridging the gap between music and urban planning/policy making.
- It is becoming increasingly clear that a vibrant local music economy fuels job creation, talent retention and attraction, broader economic growth, and tourism. It also helps build a city's brand on a regional and national scale.
- Most case studies are either macro – to become a "Music City" on a citywide level – or micro – single-ownership entities/organizations dedicated to all things music. No examples in the middle ground – a multi-block, multi-owner "district" – were discovered, meaning Lincoln could be leading the charge with the establishment of a music-focused district.

FORT COLLINS MUSIC DISTRICT

What is it?

- Opened in September of 2016, the Ft. Collins Music District is a 57,000-square-foot campus encompassing five buildings, taking up roughly a half a city block, situated between the city's downtown and the college campus.
- The District houses several open community gathering spaces, musician rehearsal spaces, co-working and office spaces, conference rooms, a community radio station and several retail incubators, as well as several apartments for visiting musicians. These spaces facilitate what the three "pillars" the District focuses on – the Craft of Music, the Business of Music and the Community of Music.
- The Music District was created by local nonprofit and philanthropic entity, the Bohemian Foundation. The Bohemian Foundation was started in 2001 by billionaire Pat Stryker; it funds music and arts-related programming and initiatives in Larimer County, Colorado as well as nationally and internationally.

Takeaways for Lincoln

- The Music District was careful in not replicating already established, reputable music industry staples such as the city's wealth of recording studios, like the Blasting Room (which opened in 1994 in Ft. Collins by members of Black Flag, the Descendants and ALL). The campus also doesn't house any venues, as the city already had a variety of small-capacity to auditorium-theater-size rooms for live events. (Note: its parent organization, the Bohemian Foundation, does operate several venues within Ft. Collins.)

- Still young in its operation, so the impact on the local community has not yet been quantified.
- While under single ownership, the Ft. Collins Music District does provide useful intel into what elements are needed to help fuel a local music ecosystem.

FORT COLLINS DOWNTOWN ARTERY

What is it?

- An approximately 14,000-square-foot arts hub in Downtown Ft. Collins featuring a café, bar, three venues, artist studios and residency spaces, and three Airbnb rentals.
- The Artery offers art classes, a summer camp, and art openings. Additionally, the community can book events of all kinds in the spaces (comedy, trivia, burlesque, music, theater, etc.).
- The Artery offers a monthly membership, with $5-$20 monthly fees and various levels of access, including free concerts, discounted and free beverages from the café, etc. (More info can be found at: https://www.downtownartery.com/membership)
- The Artery has a board, but is an LLC, not a non-profit. (It also is considering becoming a B Corp.) Recently hired a new managing director, Andrew Schneider, who also runs Create Places, an economic and workforce development nonprofit he co-founded, which provides support to increase creative and arts-related employment in Northern Colorado.

Takeaways for Lincoln

- The Ft. Collins Music District provided the connection to the Artery – it is clear that the more "formalized" arts and music spaces like The Music District see the benefit of what the Do-It-Yourself community can provide.
- The Artery acts as an incubator space for artists and musicians. It is an all-ages venue and anyone can book an event there, creating a launch pad for newer musicians and artists to get some practice getting patrons in the door.
- Low ticket sales are traditionally considered a "loss" for music venues, and the Artery seems to offset some of that cost with its café/coffee shop. Because of this, it can take bigger chances (and in turn, losses) on new and unknown acts, more so than a "formalized" venue; which allows for experimentation by the arts community in the kinds of events it puts on.
- In the same way that the Downtown Artery and the Ft. Collins Music District Lincoln work together, Lincoln could benefit in a similar way by finding and connecting with its own DIY community leaders locally. Using its own already-established events like Lincoln Calling, there could be a partnership with the DIY/local music community to cultivate local talent and create a pipeline of locals to the bigger festival stage.

OMAHA SLOWDOWN

What is it?

- The Slowdown is a physical music venue offshoot of successful indie record label Saddle Creek. Label partners, Jason Kulbel and Robb Nansel, looked into opening a club in their hometown of Omaha in the early 2000s. The project came to life in 2007, after its initial location was blocked by neighborhood groups. Along with millions of dollars from the two owners, the City also stepped in, creating a TIF District that brought another $1.3 million to the Slowdown.

- Along with the venue, the Slowdown is also home to the Saddle Creek Records headquarters, a nonprofit movie house, retailers such as Urban Outfitters, a coffee shop, and bars/breweries.

Takeaways for Lincoln

- The Slowdown filled a gap for a bigger venue in Omaha. Larger acts can now come through with a venue big enough to book them. It also builds the city's resume as a tour stop, which in turn can lead to destination concerts, where tourists from around the region will come to Omaha just for music events.
- The Slowdown was a leader in the redevelopment of Omaha's Downtown and City officials realized that early on. It has attracted new art galleries, restaurants, cafes and other businesses, and is a good example of what can happen when a City sees value in its local music scene and helps cultivate it.
- The redevelopment and renovations of old buildings also attracted tech sector businesses looking for new office space in Omaha.
- The club itself was able to attract a larger booking agency out of New York, Knitting Factory Entertainment, who was hired on in 2016 to do booking. (This means a larger network of acts and bigger acts will come through Omaha.)
- The Slowdown added cultural capital to the city, which is a draw for working professionals in other sectors.

BOISE TREEFORT

What is it?

- Treefort is an annual, multi-day music, arts, film, fitness and tech festival taking place in the spring at various venues in the Downtown Boise area.
- It is unique in that it began as a solely funded operation via philanthropist Lori Shandro, who is also a producer of the festival.
- Treefort has received awards from the City for being a cultural ambassador.
- Run by Duck Club Presents, a promotion/concert booking/talent buying company overseen by local touring musician, Eric Gilbert, along with Shandro.
- Treefort puts heavy emphasis on local talent, while also bringing in international acts.
- Because of initial monetary support from Shandro, Treefort has been able to be "picky" about sponsorship, putting emphasis on smaller local businesses and entities that have less capital, allowing them to participate in the festival as supporters.

Takeaways for Lincoln

- After initial success of the first few years, the tech sector came to fest organizers and asked to be a part of it (hence the creation of "Hackfort" at Treefort). This sector saw a potential in the cultural capital created by the fest as a draw for tech workers to come to Boise.
- City awarded the fest a cultural ambassador award several years in a row, which gave the fest a bigger platform and more coverage of what was happening in Boise in general on a national level.
- Treefort has led to some permitting changes in the City, such as in catering, which used to have a limit of days in a row a catering permit could be pulled but has been extended because of Treefort's requests.

- The festival hosts dozens of musicians over the course of several days, many of whom are local and regional. This gives local acts a bigger audience and a chance to grow.
- Treefort has given Boise legitimacy as a tour stop and put it on a national stage for major touring acts. The fest usually falls the week after SXSW in Austin, so many musicians build tours around these dates (attracting more national acts to Boise).
- It has become one of the biggest weeks/weekends of the year for many Boise businesses including hotels and retailers.
- Treefort created stronger community connections between the music/arts community and businesses and organizations not typically involved in the music community (e.g., the El Korah Shrine club has become one of the premiere venues of the fest).

OAKLAND ZOOLABS

What is it?

- Zoo Labs is a non-profit artist accelerator and professional development community.
- Zoo Labs is an 8,000 SF facility in West Oakland. It has four apartments, two offices, three recording studios, lots of working space, whiteboard walls, an outdoor garden, a kitchen, and a rotating art exhibit curated by a nearby gallery.
- Its flagship program is the Zoo Labs Music Residency. The residency is two weeks long, with four per year. Each day is filled with mentor-led sessions and workshops in the morning (more about the business) and eight hours of creation time in the studios in the afternoon and at night. During studio time, artists work with professional sound engineers and in-house state-of-the-art equipment. On the last day – Release Day Pitch and Concert – each team pitches their business model and newly recorded work; and end the night with performances. An outcome is often artists get mentors, capital, and partnerships through this process. After the Residency, artists will continue to be able to book Zoo Labs' recording studios and work spaces.
- The residency is free. Artists agree to share 10% of their publishing income from songs made during the residency. The large majority of Zoo Labs funding comes from grants, family foundations, and individual contributions. Some tech companies are investors in the residency. Zoo Labs has a staff of seven.
- "The residency was really born out of this need to give artists a creative space to do their thing, and, on top of that, give them strategic business skills and mentorship to be able to propel their products forward." – Founder, Vinitha Watson
- While the starting point is music, Zoo Labs sees artists and bands as startups, and brings many elements of the tech incubation world to music: "Zoo Labs uses startup tools to incubate musicians" (https://www.sfgate.com/technology/article/Zoo-Labs-uses-startup-tools-to-incubate-musicians-4885706.php).

Takeaways for Lincoln

- The "10% of publishing income" from songs that artists make during their residency is a mutual benefit – Zoo Labs is just as invested in the success of the artist once they are out of the program as they are when the residency is taking place. This also has the potential to create lasting relationships between local and national artists and Zoo Labs.

- With a focus on the business of music, musicians who are part of the residency walk away with financial skills and ways to plan more long-term for a career in music. Business acumen is not something generally associated with artists, so for music as a business to be taught to working musicians is a benefit to any music community.
- As the more traditional music "industry" becomes less and less relevant, Zoo Labs also offers musicians a chance to learn about branding themselves, how to market their music, and other skills that once were housed under a record label's A&R department, but over the few decades have become the artist's job.
- Creates a long-term relationship with working artists – artists who have been part of Zoo Labs residency programs have come back to teach other musicians in the program. There is also the benefit of free recording time in Zoo Labs' studio for all past musicians who have been in the residency, as the studio recording space is free as long as the musicians are working on a long-term project.
- Zoo Labs has grown each year in the number of artists it is able to serve.
- Long-term sustainability is unknown, as Zoo Labs is a non-profit and relies on individual donations, grants, family foundations, and the publishing income from graduates of the program's music.

CHICAGO'S FORT KNOX STUDIOS & 2112 INCUBATOR

What is it?

- Fort Knox Studios is a 160,000-square-foot rehearsal, production, and recording facility, which is home to over 300 bands, artists, and entrepreneurs.
- For music, it has 120,000 square feet of professional rehearsal and production suites, over 100 rehearsal suites available by the hour/day/month, 10+ engineering studios, and a 1,000-square-foot showcase/performance room. For film/video/photo, there is a 6,500-square-foot sound stage.
- For businesses in the industry, there's 2112, the 20,000-square-foot business incubator. 2112 is Chicago's first incubator focused on the development of business and entrepreneurs in music/film/video, and creative industry-focused technology. 2112 offers an enrichment program, workspaces, and office space for a monthly membership. It also offers educational programming and weekly events, one-on-one mentor hours with industry professionals, lounge, kitchen, conference and breakout rooms, and 24/7 access to members.

Takeaways for Lincoln

- Success in the first year as a music incubator led Fort Knox & 2112 to expand to filmmaking, proving that there is a need for spaces like this, even in a city as historically artistically vibrant as Chicago.
- What Chicago can do in 160,000-square-feet, Lincoln could easily accomplish in less than half – but Lincoln also has the room to expand if an incubator space took off.
- On that note, affordable real estate in Lincoln could be a draw for outside investment in the arts community.
- Fort Knox & 2112 is looking to expand into other cities – Lincoln could position itself as a viable candidate for this expansion by offering space, a cohesive arts community, and local government

support. This would allow for an already successful model to be replicated to match the needs of Lincoln, while being inclusive of the scene and amenities already being utilized by the arts community.

- The intersection of tech and arts has made Fort Knox & 2112 attractive to universities – DePaul University joined the space in 2017 and has cited its students' ability to interact with the business side of creative industries as a driving force.

AUSTIN'S MUSIC SCENE

What is it?

- Started by local journalists, a publisher and booking agent in 1987, South By Southwest (SXSW) has grown from a music conference to a film, interactive media, music festival, and conference.
- SXSW has gone on to break now-internationally known acts like Amy Winehouse, The White Stripes, Janelle Monáe, Katy Perry, Kid Cudi, and more.
- SXSW is the highest revenue generating event for Austin (outside of University of Texas events), with an economic impact of $325 Million in 2016.

Takeaways for Lincoln

- SXSW has become just as well-known as a space for its groundbreaking work in the tech sector as it has for breaking new musicians.
- SXSW books out hotels and other accommodations months in advance for the city. It has also elevated Austin's food and restaurant scene.
- SXSW has inspired dozens of other interactive music/art/tech festivals across the country.
- SXSW has ultimately not done as well for local musicians – the city is now facing housing affordability issues, and incomes and jobs for musicians don't match up to the economic impact for the city as a whole.

RECOMMENDATIONS FOR LINCOLN

In speaking with Spencer Munson, Lincoln is on the right track to support a more economically viable music and arts scene and possibly, a music district. He shares that the City itself has been very supportive of festivals like Lincoln Calling (a nationally-focused music event) and Lincoln Exposed (an all-locals festival), blocking off streets and utilizing parks for events. He does a lot on a relatively small budget for typical music festivals and says that the low ticket price ($50 for a three-day festival) has been great, but hopes to see more financial support from the business community and local colleges. Right now, Lincoln Calling is 30-40% local acts, but would like funding to be enough where he could book 100% national acts. The support for the local scene comes from Lincoln Exposed, which is 100% local and includes more than 100 bands and acts specific to Lincoln.

He sees the success of Omaha's scene (helped along in the national spotlight by Saddle Creek Records' presence, which is part of the Slowdown Club development) as a bonus rather than competition and says collaborations between the two cities' music scenes is already happening but could benefit greatly if Lincoln was more "on the map" for its own music and arts scene. Munson says Lincoln already has the recording studios, practice spaces, venues, and support of all ages arts a city needs, and a music district or more financial support of these national-focused events could go a long way.

Munson shares that the lack of buy-in from colleges like UNL, Doane University, and Nebraska Wesleyan University is adverse to growth. He sees an opportunity for colleges to use the music and arts scene as a recruitment tool for prospective students, while bolstering the idea that Nebraska is a diverse place that welcomes all people. He says students could be offered discount tickets to festivals and events, which could greatly add to turnout. In return, he'd like to see the colleges – especially UNL, with its proximity to Downtown – offer some financial support to the festivals and events. Munson also believes that retaining talent after college is possible if young professionals see Lincoln as a place with its own viable cultural capital.

Recommendations for supporting an arts scene and/or creating a music district:

- *Utilize what is already happening in the arts and music scene in Lincoln as an economic development benefit* – There is a framework in place, it just needs additional funding and support. Colleges could partner with the festivals to attract more young people to the city, local companies could sponsor festivals as a way to attract workers and students to Lincoln, and additional support of non-profit organizations that serve young people interested in the arts, like Rabble Mill (a nonprofit focused on arts and wellness programming for young people, which came out of the work of a journalism and events entity formerly known as Hear Lincoln.)
- *Take advantage of affordable real estate* – Plenty of Downtown building owners already rent space to bands and musicians for practice spaces at an affordable rate. Keeping some of that intact will keep musicians in the city itself.
- *Keep housing affordable* – Right now, renting or owning is accessible to people across the economic spectrum in Lincoln. If that remains the case as the city grows, there are long-term benefits of keeping artists in the city.
- *Collaboration with larger venues Downtown* – There is already a great network of bars and music venues in Lincoln for music, but local theaters and the Lied Center for Performing Arts would offer the ability to attract bigger acts.
- *Easier permitting process from the City for events* – The current liquor permitting process and paperwork is cumbersome, time-consuming, and out of sync with Lincoln's current day needs, which keeps other entities from branching out and creating more arts and music events in Lincoln. (Denver's Office of Special Events is a great example of streamlining the process.)
- *Make Downtown Lincoln the center of events* – Munson says he is meeting with the Mayor in a few weeks to discuss moving the annual Lincoln Arts Festival from SouthPointe Pavilions Shopping Center to Downtown.

One-Way/Two-Way Conversions Memo

FELSBURG HOLT & ULLEVIG
connecting & enhancing communities

November 16, 2018

David R. Cary, Director
Lincoln/Lancaster County Planning Department
555 S. 10th Street, Suite 213
Lincoln, NE 68508

Reference: Downtown Lincoln, One-Way to Two-Way Conversions

Dear Mr. Cary:

This memo summarizes the discussions as part of the 2018 Lincoln Downtown Master Plan regarding potential conversions of streets from one-way to two-way operation. It reflects the combined input of the consultant team and City staff from the Planning, Urban Development, and Public Works/Utilities Departments. When discussing mobility, it is most important to mention that a major goal of the plan is to attract additional residents and visitors downtown. Therefore, it is critical to improve downtown for pedestrians, bicycles, bus/shuttles/ride share, delivery vehicles, and personal vehicles.

Across the United States, many downtown streets were converted from two-way streets to one-way streets in the 1950's and beyond to move vehicular traffic into and out of downtown as quickly as possible during the morning and evening peak hours. Many large cities across the U.S. are successfully converting one-way streets back to the traditional two-way streets.

Ample data exists confirming that two-way streets:

- balance traffic flow
- reduce traffic speeds which can improve the pedestrian walking environment
- increase economic benefit of the street
- have limited reductions in vehicular capacity

Two-way streets increase the economic benefit of the street due to improved exposure and access of ground floor uses such as retail and commercial businesses, parking structures, and other land uses. O Street is a great example of a successful two-way street in Downtown.

Many of the north-south one-way streets in Downtown have excess, available capacity due to the existing and projected traffic volumes (less than 10,000 vehicles per day). Since many of these streets carry less than 6,000 vehicles per day they are expected to have favorable operations with one lane in each direction and left turn lanes at garage entrances and the signalized intersections.

A phased approach would be utilized for street conversions in the Downtown. The conversions would logically begin with 12th and 13th Streets since all but three to four blocks are currently two-way. The segments of 11th and 14th Streets from Q Street to K Street would be the next likely candidates for conversion. A detailed traffic analysis would be completed prior to any conversions to verify acceptable operations. In addition to traffic signal hardware and timing changes, geometric modifications may also be necessary to accommodate turning movements where none exist today.

Other streets, such as 16th Street and 17th Street, with 6,000-10,000 vehicles per day should also be evaluated for conversion to two-way operations on a segment by segment basis, with due consideration for

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David Cary
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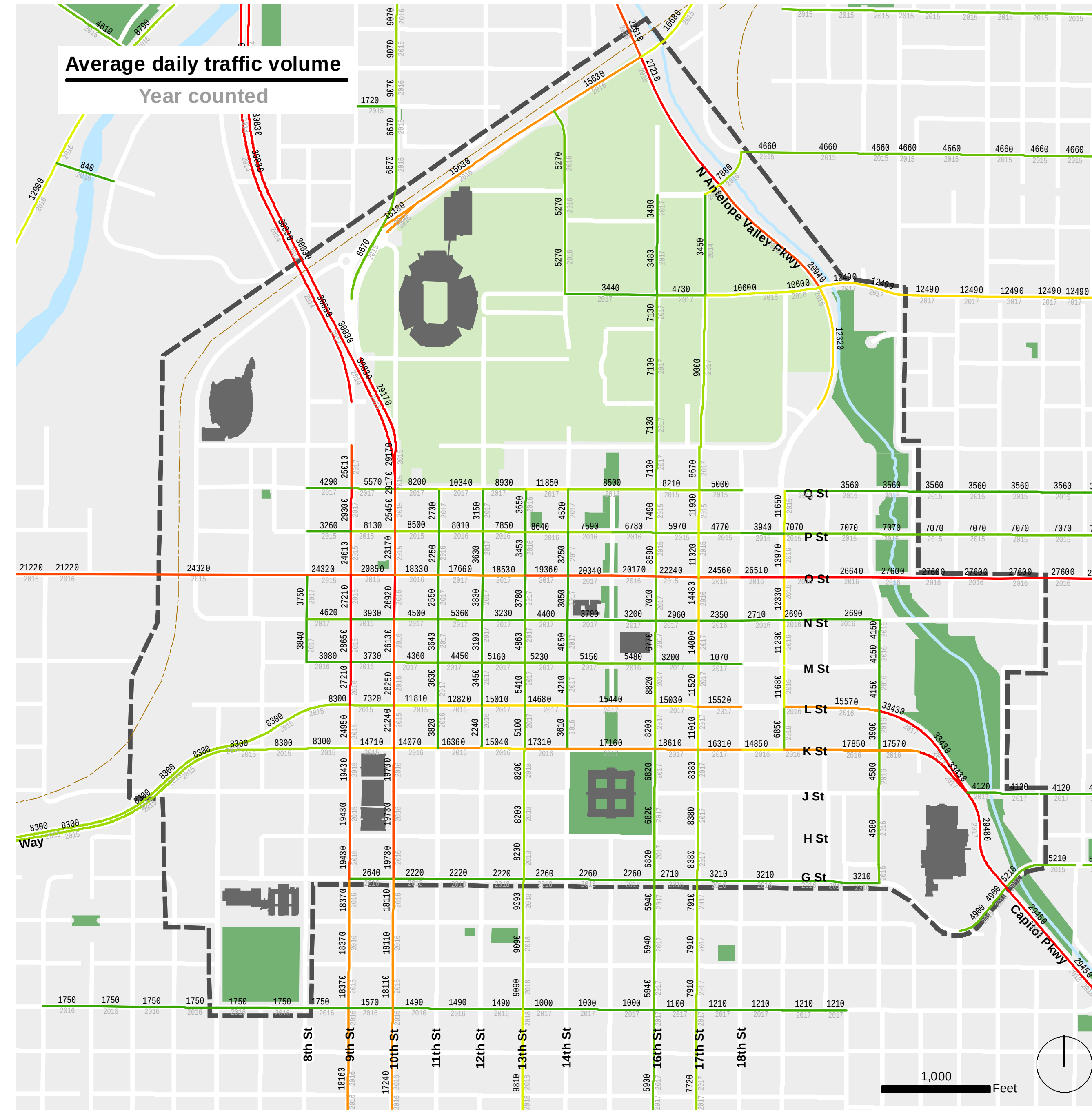
queueing between intersections, turning conflicts with pedestrians and bicycles, as well as ability to serve peak parking garage traffic.

The major Downtown streets that carry significant volumes (>10,000 vehicles per day) are recommended to remain one-way, streets such as 9th, 10th, K and L Streets.

Sincerely,

FELSBURG HOLT & ULLEVIG

Rick Haden
Associate



Meetings List

Planning Commission Briefing	Jan 31
Pedestrian/Bicycle Advisory Committee (PBAC)	Feb 13
Steering & Project Committees	Feb 26
Dwntown Lincoln Association (DLA) Board	Feb 27
Vibrant Economy Working Group	Feb 27
Cecil Steward	Feb 27
Meeting with Local Developers	Feb 27
Public Realm & Urban Design Working Group	Feb 27
Housing & Livability Working Group	Feb 28
Planning Commission Briefing	Feb 28
Jennifer Brinkman/UNL	March 2
KZUM Interview	April 3
South of Downtown Comm Dev Org	Apr 10
Transportation Solutions Working Group	Apr 10
Dr. Illich/SCC	Apr 10
Downtown Experience Working Group	Apr 10
State Staff	Apr 10
UNL Staff & Faculty	Apr 10
Community Open House/Global Trends	Apr 10
Entrepreneurial/Founders Group Discussion	Apr 11
Steering Committee	Apr 11
Project Committee	Apr 11
Mike釘Enternacht	Apr 24
Matt Wegener/Turbine Flats	Apr 25
Mike Madcharo	May 2
Library Board	May 15
Design Charrettee	May 22-23
DLA Board	May 22
Steering Committee	May 22
Downtown Residents Focus Group	May 22
Neighborhood Outreach Meeting	May 22
SPARKLY Committee	May 23
General Services Administration (Federal) Staff	May 23
Library Board and Foundation for LCL Board	May 23
Bike Plan Team	May 23
Planning Commission Briefing	May 23
Community Open House	May 23
Project Committee	May 24
Library Briefing	Aug 21
Project & Steering Committees	Aug 22
Convention & Visitors Bureau	Aug 23
Lincoln Bike Plan Meeting	Aug 23
Planning Commission Briefing	Aug 29
Neighborhood Roundtable	Sep 10
Complete Streets Committee	Sep 18
Nebraska American Institute of Architects	Sep 21
Nebraska Dept of Transportation (NDOT)	Sep 24
Kent Seacrest	Sep 28
F Street Community Center Presentation	Oct 25
City Council Briefing	Oct 29
Project & Steering Committees	Oct 30
Community Open House	Oct 30
Planning Commission Briefing	Nov 14
Lied Center Staff	Nov 19
DLA Executive Committee	Nov 20
Planning Commission Hearing	Nov 28
City Council Hearing	Dec 17

Meeting Materials

Jan. 31, 2018 1:15 p.m.	Planning Commission Briefing County City Building Room 113 - 1st Floor 555 S 10th St, Lincoln, NE

BRIEFING NOTES

NAME OF GROUP:	PLANNING COMMISSION
DATE, TIME AND PLACE OF MEETING:	Wednesday, January 31, 2018, 1:15 p.m., Council Chambers, County-City Building, 555 South 10th Street, Lincoln, Nebraska.
MEMBERS IN ATTENDANCE:	Tom Beckius, Tracy Edgerton, Deane Finnegan, Maja Harris, Chris Hove, Christy Joy, Dennis Scheer and Sändra Washington; (Tracy Corr absent).
OTHERS IN ATTENDANCE:	David Cary, Steve Henrichsen, Paul Barnes, Andrew Thierolf and Teresa McKinstry of the Planning Dept.; Kristen Humphrey of Public Works & Utilities; Roger Figard of the Railroad Transportation Safety District (RTSD); and other interested parties.
STATED PURPOSE:	Briefing on **"Downtown Master Plan Update"** by Planning Dept. staff and **"Cornhusker Railroad Transportation Safety District (RTSD) Project Overview"** by Public Works & Utilities staff, RTSD staff and Planning Dept. staff.

Chair Dennis Scheer called the meeting to order and acknowledged the posting of the Open Meetings Act in the back of the room.

David Cary thanked everyone. He believes both of these topics are very exciting. The first is the Downtown Master Plan Update. This project is just getting underway. The second topic is an overview of the Cornhusker Highway RTSD project.

DOWNTOWN MASTER PLAN UPDATE

Paul Barnes stated that the last Downtown Master Plan was adopted in 2005. There was an update in 2012. There have been a significant number of projects from those two master plans that have been accomplished. This plan update is an effort that is being worked on as a partnership between the City of Lincoln and the DLA (Downtown Lincoln Association). This plan moving forward for 2018 and beyond, will be a standalone plan. This is what's next for Lincoln and building on the successes and acknowledging there are several other efforts going on at the same time. There is the On-Street Bicycle Facilities Plan. The State is doing a Campus Master Plan. There will be the Downtown Lincoln Parking Strategy. There is the downtown parking discussion. We hope to adopt the plan sometime later this year. The master plan team is core

staff from the Planning Dept., Urban Development and DLA. Then there is the steering committee. We have invited other department representatives. It will be more of a technical committee to review concepts and the vision. Then there is a project committee that reaches out to key downtown stakeholders such as the University of Nebraska, business owners and residents. Then there is the consultant team. It will be led by PUMA, short for Progressive Urban Management Associates. They have done work in Lincoln and with the DLA. They are known in the industry as the downtown gurus. Civitas is landscape architecture and urban design firm. These companies are both based out of Denver. Also within their firm are staff that are working on types of smart city technology. Then there is FHU (Felsburg Holt & Ullevig) as a consultant as well. They bring the transportation side of this project.
The first category is land use and redevelopment capacity. Downtown is an urban neighborhood. There is housing, retail, places to shop and places to go. PUMA will look at market studies to see what kinds of residential Lincoln can support, what it should look like, market rates and many other details. They will also look at strategies to continue to encourage mixed use redevelopment. There is also a technology and smart cities piece. We are already involved in bringing gigabyte technology to Lincoln. The question is what the next piece should be.

Another category is transportation. There will be a conversation about the downtown driverless shuttle. We want to bring that concept to this process. We will coordinate on this piece. The next is to have a conceptual idea of two way streets. We want this to be a high level conversation. As one of the outcomes of this effort, we would like to know what the community wants to look at in more depth.

Another big topic is public realm. This will be a discussion regarding public spaces, including hardscape, greenspace and water features. Streetscape designs will be looked at.

An important section is implementation. We want to have this discussion with all our stakeholders. We will also look at the timing and phasing of these projects. As we go through this process, there may be ideas for future topics that come up.

Andrew Thierolf presented the city website for this project. The keyword 'downtown' takes you to the site: http://www.lincoln.ne.gov/city/plan/long/downtown/downtown.htm. There is also a link on the Planning Dept. homepage. There isn't a lot of information now as this is just being started. We will continue to add information to the site as things progress. There will be a public meeting schedule, a comment board and a survey, amongst other items.

The background report is the first document related to this plan. It walks through the different projects and identifies the progress. In 2005, seven catalyst projects were identified. Many of those have been completed, some never materialized. It also looks at the 2012 update of the plan. Two projects were identified and it walks through the status of those projects. It

discusses various projects that have happened since 2005. A companion to that is the story map. Most major projects in the downtown area are included. You can click on the map and an individual project. It talks about the project and gives some details. It gives a look at what has gone on downtown since 2005. He would recommend reviewing the website and the document for a broad overview.

Barnes continued that right now, we are in the process of finalizing the EO (Executive Order) for the contract with the consultant. Their first visit will be at the end of February 2018. We will meet with the various committees and then start discussion with some of the working groups. The groups are pretty much the same as focus groups. There are key topics we will discuss. PUMA has a presentation they call a global trends package where they have done a lot of research on downtown environments across the globe. At their visit in April, PUMA will be doing a Global Trends Presentation. There will be a charrette in June. There will be community open houses, an online survey, information added to the web and more Planning Commission briefings. Information will be provided to the Planning Commission as it develops. We will also invite Planning Commissioners to the open houses.
Hove questioned if the group will review entertainment policies as part of this. Barnes replied that with the recent decision of the City and the City Council, we believe that is pretty fresh and don't need another consultant to dive into that policy. There were consultants who reviewed that topic already.

Washington wondered about the conversion of one-way streets to two-way and how much the public will be involved in that conversation. Barnes thinks there are already ideas regarding some streets that can be looked at. He believes there are already discussions that are happening with business owners. That would be one of many topics that would be discussed. Cary added that the current Downtown Plan calls for 13th Street to be two-way through downtown. We have also had recent discussions with Public Works & Utilities and there is interest in studying that. He believes there is a lot of evidence supporting that some downtown streets can benefit from going two-way. We want to tap into the mood of the community and see if there is interest. We would like Public Works & Utilities to take the lead on this.

Finnegan questioned if structured conversation was considered instead of open houses and wide discussions. Barnes doesn't believe that specific concept has been part of the conversation

Harris stated that at the last Planning Commission briefing, commissioners heard about Urban Development and the plan to get more bang for the buck. Is this being used or considered? Barnes thinks it would be great if it could be. Downtown is more dense and active than any other part of the City.

CORNHUSKER RTSD PROJECT OVERVIEW

Roger Figard is the Executive Director of the RTSD. On behalf of the district and board members, it is our pleasure and we thank the Planning Commission for giving us the opportunity to share and update you on where this project is. The RTSD is excited to partner with the City on the next steps. As you know, Lincoln-Lancaster County has a long history of planning, over 60 years. The community wants to know about the vision for the future. We wanted to make sure that a RTSD project collaborates and coordinates with the vision of the City. We have signed an interlocal agreement.

Cary stated this is a collaborative effort. RTSD has been the leader. The first step was a study, the Planning and Environmental Linkages (PEL) study. This is a federal study to identify a lot of items and issues that will come up ahead of those steps being taken. So when you get to the process, it is more understood. The findings were very solid and will be used moving forward. It doesn't get into all of the effects this project will have on the area moving forward. Kudos to Public Works & Utilities as well for being the major funder of this. The Planning Dept. is providing funding as well. Today we want to talk about the planning phase. Cornhusker Highway cuts through this area. It is identified as a major entryway in the Comprehensive Plan. Similar to what has been done to the airport entryway, we want to take a look at what this can look like as well. We want to have conversations with the public. We have a design and consultant team on board now. Kris Humphrey is the RTSD Project Manager. Rick Herrick from Olsson Associates is the lead consultant. Ken Boone is from OA Design Studio. We also have Benesch on board for some technical work.

Kris Humphrey stated that back in mid-2015 to mid-2016, we worked on the PEL study. This allows us to have an informed decision making process. This is under the FHWA (Federal Highway Administration) and the DOT (Department of Transportation). We looked at the railroad corridor between 27th and 48th Streets, Holdrege to Superior Street and focused on the rail corridor. There are crossings at 33rd Street, 44th Street and Adams Street. The first thing we did is look at what the project goals would be: safety, traffic and congestion, mobility and multi-modal and LRTP (Long Range Transportation Plan) compatible. We knew that this wouldn't be an easy task. One of the metrics we use is an exposure rating. For 33rd St. and Adams, that is about 1.3 million. This is one of the highest in the State of Nebraska. The number needs to be greater than 50,000 for the State to consider. Then we looked at all of the constraints. There are a lot of businesses in the area. There is a grain elevator that has its own unique needs. Deadman's Run is on the south side. The Corp. of Engineers along with Public Works Watershed and the NRD (Lower Platte South Natural Resources District) are doing a study of Deadman's Run. There is floodplain north of the railroad tracks. There are a lot of parks in the area. We knew this wouldn't be easy. There are a lot of pieces to this. The good news is there are no environmental red flags. Once we get into the environmental phase, this will be looked at in much greater detail. We started with many different alignment alternatives. We whittled

it down to two alternatives. The only difference between the two scenarios is how Adams St. connects to Cornhusker Hwy. The course of the next year will be exciting. We started discussions with the City and add the subarea plan. All this information is on the website: www.33rdcornhusker.com. There is the subarea plan boundary, the corridor enhancement boundary and the NEPA (National Environmental Policy Act) study area.

Cary continued that we had the PEL study. There are years of studies yet. For a project of this size, we are looking at this probably not being completed until 2025. We are going to look at the land uses with a consultant and layout land uses and the strategy. We will also look at the corridor so we can have a vision for the long term. In that perspective, they like to get a lot of input and end up with a strategy that can be implemented. The corridor plan will talk about the aesthetics of Cornhusker Highway in particular. They will look at the right-of-way and areas for improvements. This will set expectations for private development. There is an advisory committee that has been put in place. This will be all encompassing. By the time we get to the charrette stage, there could be more people involved. The administrative team is members of the RTSD board, Roger Figard, Deb Schorr, Cyndi Lamm and himself. The idea with the subarea study is to talk about economic development. That is not the only driver, but we go into this with the idea that this area is underutilized from what it could be. There is an ongoing effort to get a lot of land in the Deadman's Run area out of the floodplain with the improvement. What we have here is a combination of major efforts and a lot of opportunity. We want to take all this into consideration and come up with a vision we can all agree on.

Humphrey stated that the schedule for the PEL study has been completed. The planning, environmental analysis and preliminary engineering will take about three to four years. The final design will take about one year. The right-of-way acquisition will take around two to three years. The utility relocations will take about one year, with construction taking around two to three years. The anticipated completion date is around 2025 - 2026. The first open house will be on February 22, 2018 at the Center for People in Need from 5:00 p.m. – 7:00 p.m. We are planning on having a few charrettes in 2018 and an informational open house in late 2018.

Figard added that he thinks it is important to know that this is a project that has real viability. The RTSD and their partners are at a place that show this has the potential to become a real project. Cary added that we will be back early in the planning process to let you know what is going on. We will ask for direction on adopting this as part of the Comprehensive Plan.
Hove wondered about the railroad and any details regarding an overpass. Figard would expect the railroad to tell us the entire corridor needs to be taken care of. Closing at grade crossings provides the best safety improvements. That brings the need for more improvements. The tracks are BNSF Railway. They have operating agreements with Union Pacific and Amtrak

Scheer inquired if rail numbers are the same or down. Figard thinks they are down a little from the past, but still very active. 65 trains a day were noted in the PEL study.

Beckius thinks the neighborhoods are looking forward to a solution. He has first-hand experience in how difficult it can be to have to wait for a train during your commute. Figard believes it is important to have the solutions fit the neighborhood.

Scheer finds this exciting. These are the projects that change Lincoln.

There being no further business, the meeting was adjourned at 2:15 p.m.

Feb. 26, 2018
3:30 p.m.

Project Committee Meeting
Lazlo's Haymarket
210 N 7th St, Lincoln, NE

2018 LINCOLN DOWNTOWN MASTER PLAN COMMITTEE OVERVIEW

Project Committee

Monthly Meetings, 1 -1.5 hours each, invited to the Charrette in May and all public events

The Project Committee is comprised of a range of stakeholders to serve as public representation that ensures findings and direction of the Downtown Master Plan are meeting the needs of the Downtown community and the Lincoln community at large. The committee will receive, review, discuss, and comment on findings of each phase of the study process.

The Project Committee will meet approximately monthly as work product becomes available for review and comment, and as public engagement events are scheduled. The Consultant will participate in the Project Committee meetings either in person (as site visits allow) or via an electronic device as needed. The final meeting of the Project Committee will occur prior to the Plan moving forward for formal approval and adoption by the Lincoln-Lancaster County Planning Department and the Lincoln City Council.

Steering Committee

Monthly Meetings, 1 - 1.5 hours each, invited to the Charrette in May and all public events

The Steering Committee is comprised of members of the Core Staff Team from the Downtown Lincoln Association, Urban Development Department, Planning Department, along with representatives from the Lincoln Public Works & Utilities Department, the Parks & Recreation Department, the Mayor's Office, the Lincoln Police Department, UNL, and the Chair of the Project Committee. The Planning Director is chair of the steering committee.

Steering Committee meetings will occur monthly and are expected to last 1 to 1.5 hours. The main purpose of the Steering Committee is to discuss findings from previous work efforts and meetings, and to plan for upcoming meetings and events.

Stay informed on upcoming meetings and plan materials at lincoln.ne.gov keyword: downtown

Working Groups

One 90-minute meeting in either February or April, invited to the Charrette in May and all public events

Each Working Group will be comprised of downtown stakeholders and experts on a particular topic. The purpose of the Working Groups is to identify challenges and opportunities, develop priorities, and gain "ownership" in the Master Plan process from a variety of constituencies. Participants will be provided with background on recent planning efforts and be asked to brainstorm on improvements and set priorities. Improvements and priorities from each of the Working Groups will then be compiled and analyzed.

The Working Groups are organized around the following topics:

- Vibrant Economy (including office, retail, education and other investment sectors)
- Public Realm & Urban Design (including parks and open space, pedestrian and bicycle connectivity, historic preservation & urban design)
- Transportation Solutions (including balanced mobility for pedestrians, bicycles, vehicles and transit, autonomous shuttles and parking management)
- Downtown Experience (including marketing, branding, events, arts and culture, safety and social services)
- Housing and Livability (including market-rate, workforce and affordable housing, student housing and amenities that create a livable downtown.

Charrette

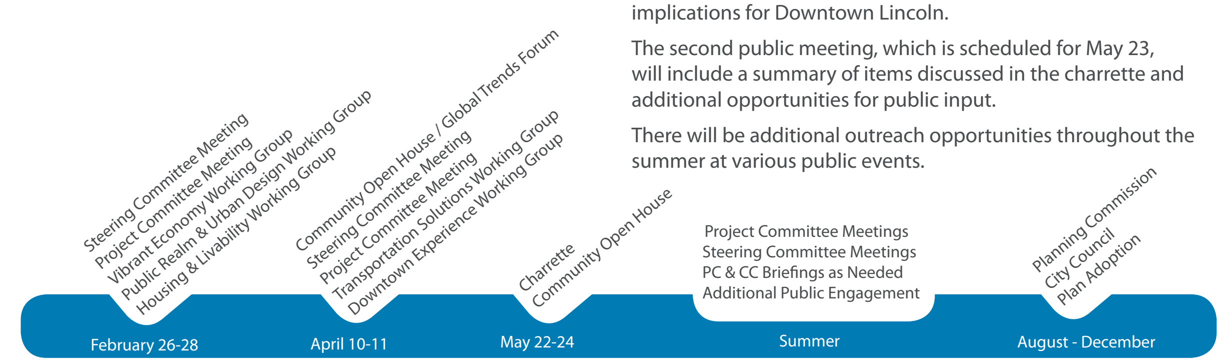
The two-and-a-half-day charrette in May will include City and DLA staff, Steering Committee, downtown stakeholders, and Working Group members to create and identify a downtown vision, physical framework, public infrastructure needs, and action plan to "elevate Downtown Lincoln's status as a successful urban neighborhood for the 21st Century." Participants aren't expected to attend for the entire event, but specific times and opportunities for input will be identified.

Public Events

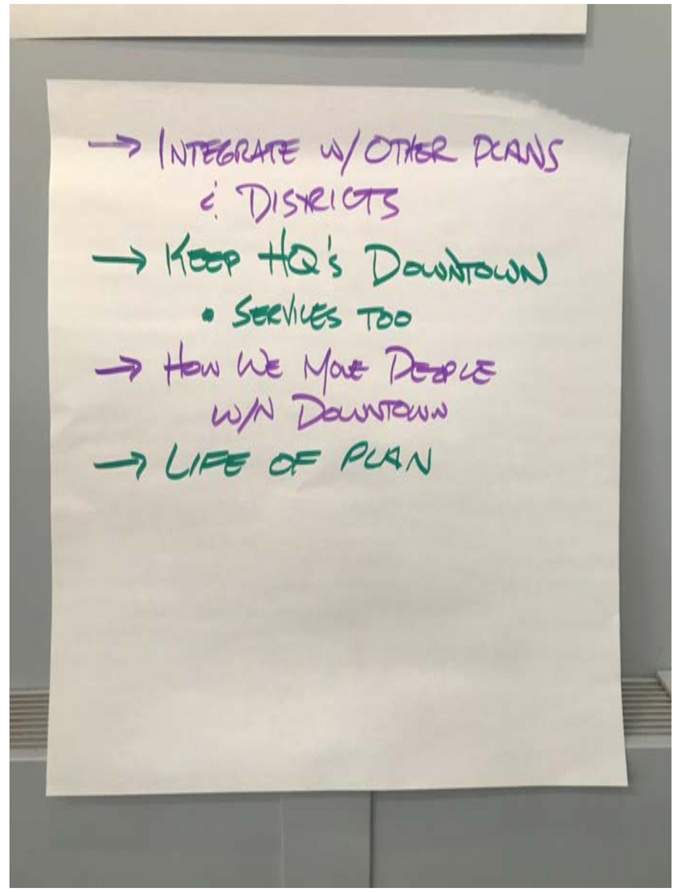
There will be two public meetings in addition to the Planning Commission and City Council hearings. The first public meeting, which is scheduled for April 10, will include background on the Downtown Master Plan effort and provide opportunities for public input on a variety of topics. The consultant will present research on Global Trends Affecting Downtowns and discuss implications for Downtown Lincoln.

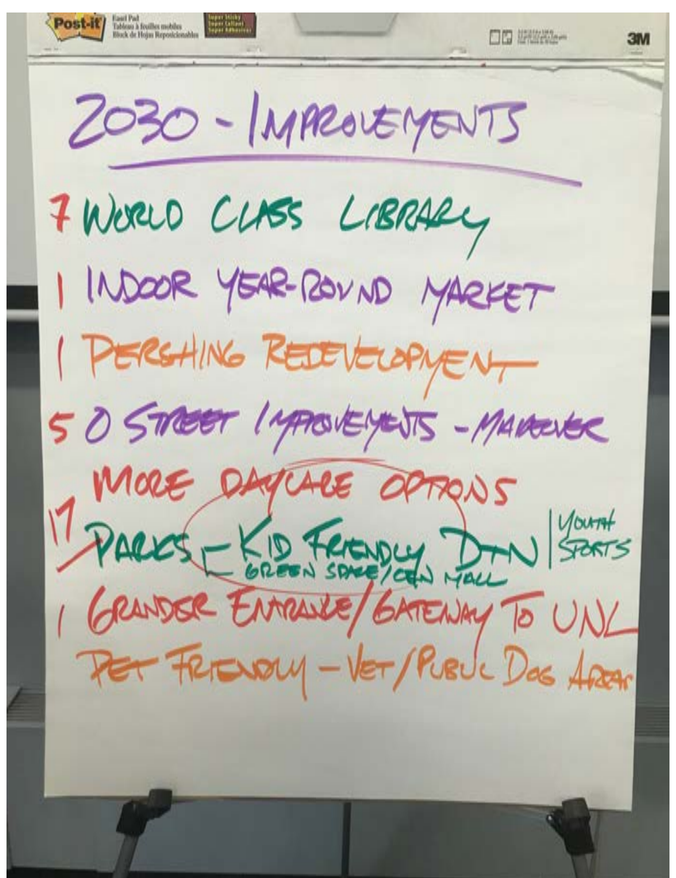
The second public meeting, which is scheduled for May 23, will include a summary of items discussed in the charrette and additional opportunities for public input.

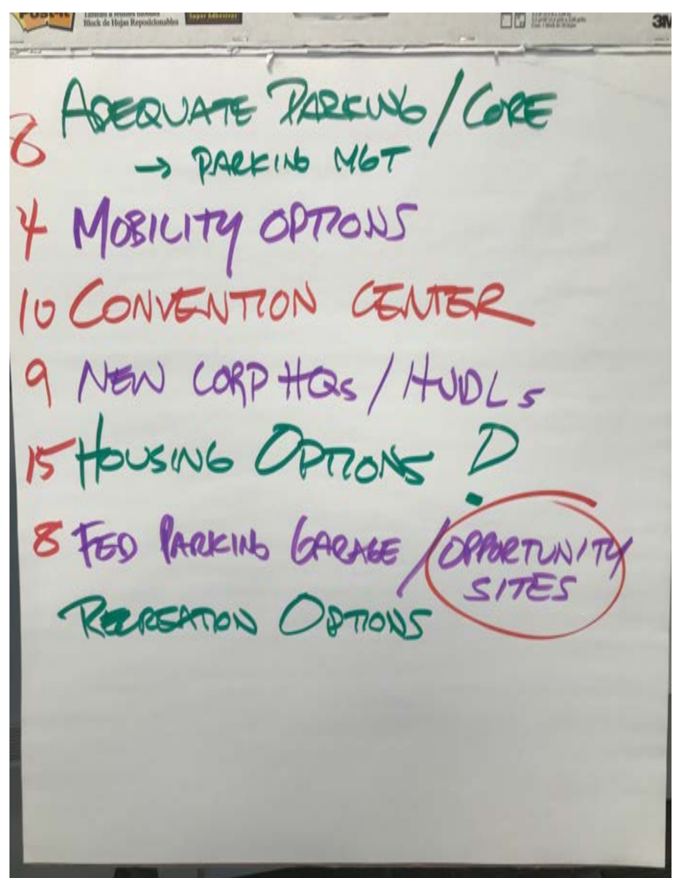
There will be additional outreach opportunities throughout the summer at various public events.



Project Managers Paul Barnes, Lincoln-Lancaster County Planning Dept: (402) 441-6372, pbarnes@lincoln.ne.gov
JJ Folsom, P.U.M.A. (consultant): (720) 255-2462, jj@pumaworldhq.com

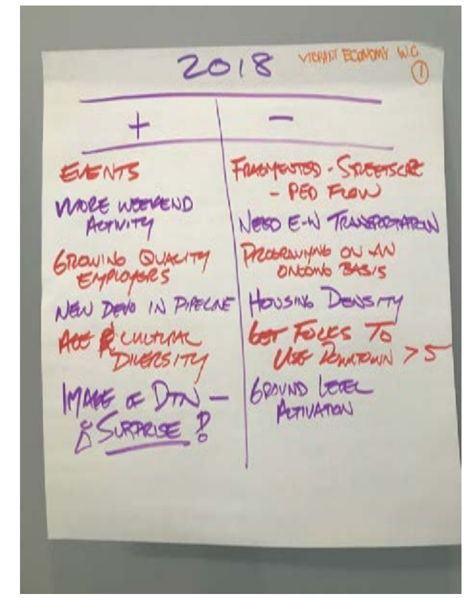


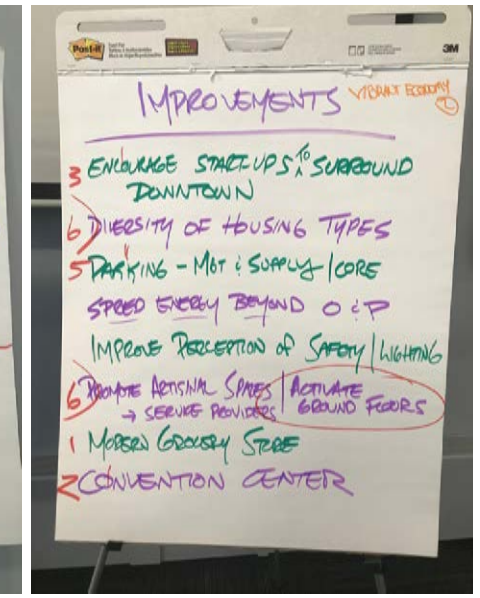


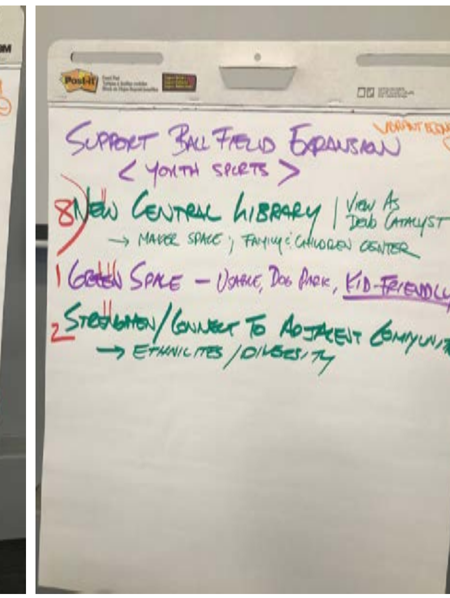


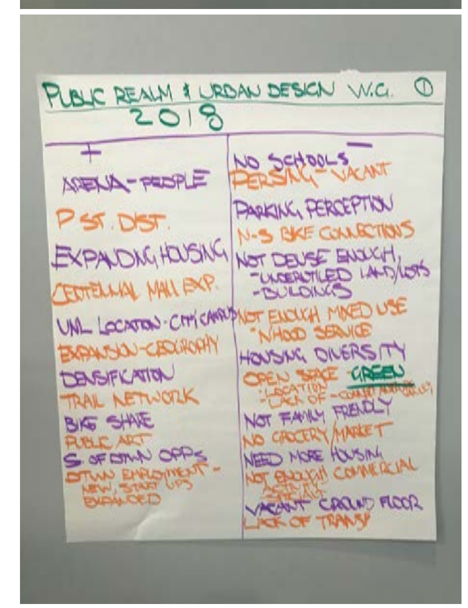
Feb. 27 & 28, 2018

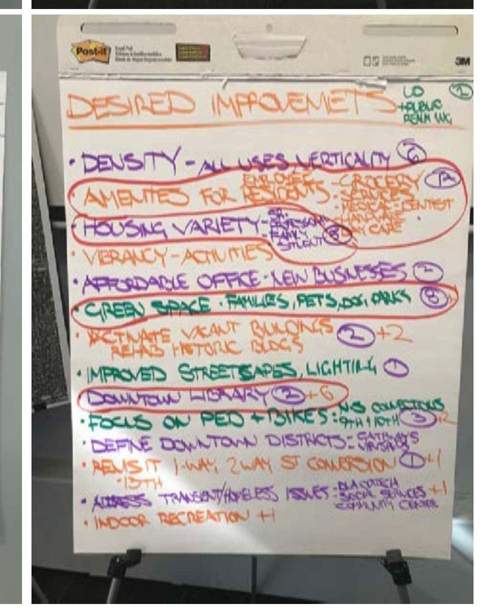
Vibrant Economy Working Group
Public Realm & Urban Design Working Group
Housing & Livability Working Group

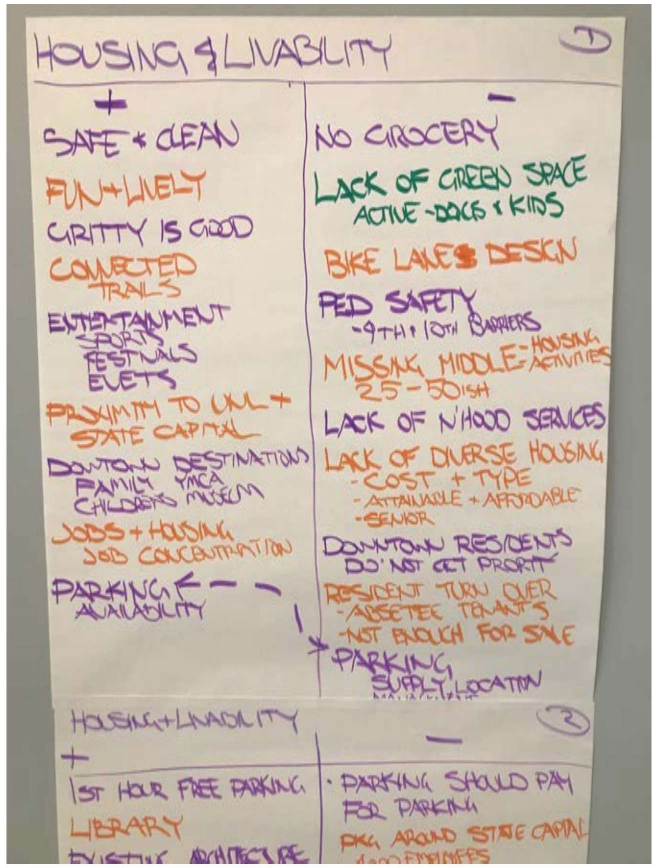


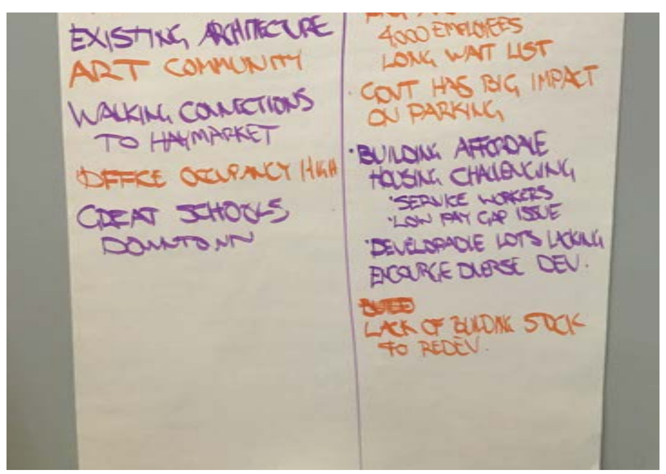


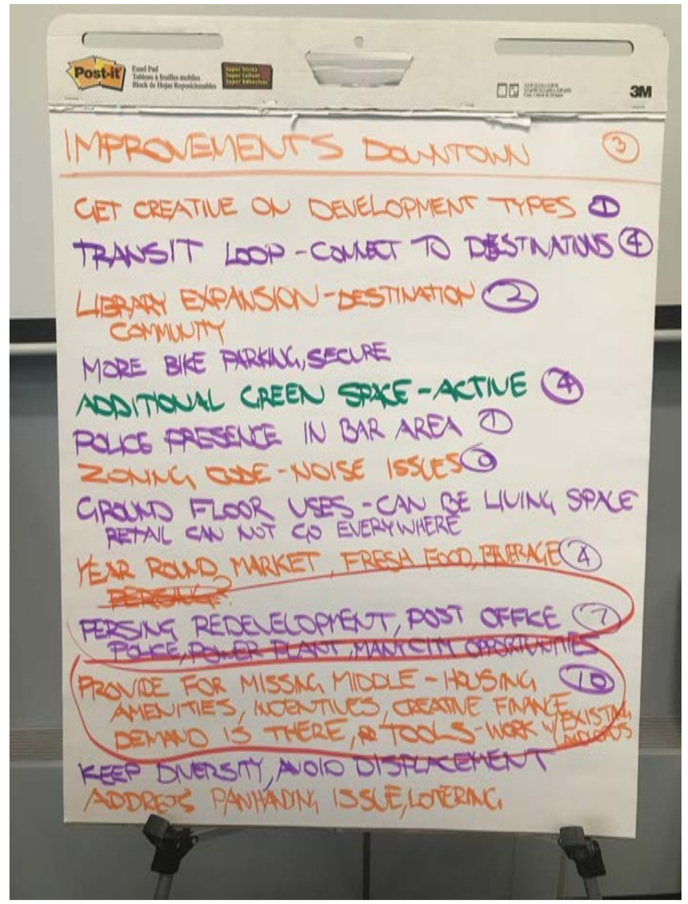


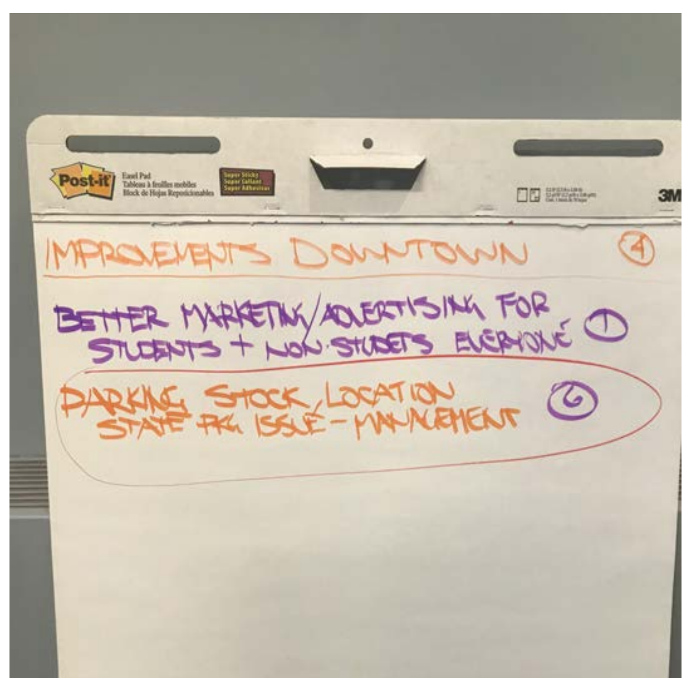





HOUSING & LIVABILITY
+
SAFE & CLEAN
FUN + LIVELY
GRITTY IS GOOD
CONNECTED TRAILS
ENTERTAINMENT SPORTS FESTIVALS EVENTS
PROXIMITY TO UNL + STATE CAPITAL
DOWNTOWN DESTINATIONS FAMILY YMCA CHILDREN'S MUSEUM
JOBS + HOUSING JOB CONCENTRATION
PARKING AVAILABILITY
−
NO GROCERY
LACK OF GREEN SPACE ACTIVE - DOGS & KIDS
BIKE LANES DESIGN
PED SAFETY -9TH & 10TH BARRIERS
MISSING MIDDLE - 25 - 50ISH
LACK OF N'HOOD SERVICES
LACK OF DIVERSE HOUSING -COST + TYPE -ATTAINABLE + AFFORDABLE -SENIOR
DOWNTOWN RESIDENTS DO NOT GET PRIORITY
RESIDENT TURN OVER -ABSENTEE TENANTS -NOT ENOUGH FOR SALE
PARKING SUPPLY LOCATION
HOUSING + LIVABILITY
+
1ST HOUR FREE PARKING
LIBRARY
−
PARKING SHOULD PAY FOR PARKING
PKG AROUND STATE CAPITAL


EXISTING ARCHITECTURE
ART COMMUNITY
WALKING CONNECTIONS TO HAYMARKET
OFFICE OCCUPANCY HIGH
GREAT SCHOOLS DOWNTOWN
4000 EMPLOYEES LONG WAIT LIST
GOVT HAS BIG IMPACT ON PARKING
BUILDING AFFORDABLE HOUSING CHALLENGING
SERVICE WORKERS
LOW PAY CAP ISSUE
DEVELOPABLE LOTS LACKING
ENSURE DIVERSE DEV.
LACK OF BUILDING STOCK TO REDEV.


Post-it
3M
IMPROVEMENTS DOWNTOWN
GET CREATIVE ON DEVELOPMENT TYPES
TRANSIT LOOP - CONNECT TO DESTINATIONS
LIBRARY EXPANSION - DESTINATION COMMUNITY
MORE BIKE PARKING, SECURE
ADDITIONAL GREEN SPACE - ACTIVE
POLICE PRESENCE IN BAR AREA
ZONING CODE - NOISE ISSUES
GROUND FLOOR USES - CAN BE LIVING SPACE RETAIL CAN NOT GO EVERYWHERE
YEAR ROUND MARKET, FRESH FOOD, BEVERAGE
PERSHING REDEVELOPMENT, POST OFFICE
PROVIDE FOR MISSING MIDDLE - HOUSING AMENITIES, INCENTIVES, CREATIVE FINANCE DEMAND IS THERE
KEEP DIVERSITY, AVOID DISPLACEMENT
ADDRESS PANHANDLING ISSUE, LOITERING


Post-it
3M
IMPROVEMENTS DOWNTOWN
BETTER MARKETING/ADVERTISING FOR STUDENTS + NON-STUDENTS EVERYONE
PARKING STOCK, LOCATION STATE PKG ISSUE - MANAGEMENT

Feb. 28, 2018
2:30 p.m.

Planning Commission Briefing
County City Building
Room 113 - 1st Floor
555 S 10th St, Lincoln, NE

BRIEFING NOTES

NAME OF GROUP:	PLANNING COMMISSION
DATE, TIME AND PLACE OF MEETING:	Wednesday, February 28, 2018, 2:30 p.m., Council Chambers, County-City Building, 555 South 10th Street, Lincoln, Nebraska.
MEMBERS IN ATTENDANCE:	Tom Beckius, Tracy Corr, Tracy Edgerton, Deane Finnegan, Maja Harris, Chris Hove and Christy Joy; (Dennis Scheer and Sändra Washington absent).
OTHERS IN ATTENDANCE:	David Cary, Paul Barnes and Teresa McKinstry of the Planning Dept.
STATED PURPOSE:	Briefing on **"Downtown Master Plan Update"** by Planning Dept. staff.

Vice-Chair Tracy Corr called the meeting to order and acknowledged the posting of the Open Meetings Act in the back of the room.

David Cary stated that this briefing is on the Downtown Master Plan. The consultant was in town for the last couple of days. He believes we are off to a good start. There has been great attendance at the meetings. He thinks it is a good time to do this. The consultant team has proven to be the right people for this job.

Paul Barnes explained that the last couple of days have been very busy with meetings and events. The consultants have headed back to Denver. The steering committee was the kick off. The Mayor attended the meeting. The second meeting was a larger stakeholder group with downtown interests, along with staff. They held the meeting downtown to generate more interest in the downtown area. Yesterday there was a meeting at the Downtown Lincoln Association (DLA). Then there were three working groups. They were Vibrant Economy, Public Realm & Urban Design and Housing & Livability. The DLA is a partner in this project. Brad Seagall with P.U.M.A., the consultant, met with local developers. He heard it was a very productive meeting. We will receive a summary of all the meetings and events in a week or so. Seagall and Cary also met with Mayor Beutler. We did a tour of the study area yesterday. He thinks along with the walking tour, the consultant has a good feel of the downtown area. As we started the meeting, we wanted to explain how the committee's role fits with the overall process. This information is available on the city website, keyword "downtown". There was a steering committee and a project committee. There was a lot of enthusiasm and energy. The last Downtown Master Plan was in 2005. He believes there are a lot of new ideas. He posed

two questions to commissioners. What are your expectations of the Downtown Master Plan and what are two desired improvements you would like to see in downtown?

Finnegan stated that regarding expectations, she has seen many plans over the years and doesn't want to see it sit on a shelf and be forgotten.

Edgerton likes the emphasis on diversity and getting input from different sectors. She wants to make sure we get input from people who aren't present. She wants to make sure everything is critically evaluated. Barnes noted that we have already received interest from people who want to be involved in the process.

Beckius would like this to be a guidebook that tells us how to involve every segment of our population into downtown and make sure it is a desirable place for all members of our community.

Corr wants to make sure we reach for the next level and don't stagnate. Barnes noted that we added in the RFP (Request For Proposals) how we make this a city for the 21st Century. Corr believes we are getting there with the autonomous shuttle and bike share. Barnes stated that the consultant noticed those items.

Hove sees that we need to continue to focus on the vibrancy of the downtown area. He doesn't want to see downtown get left behind. We are fortunate that we continue to focus on the downtown area.

Joy stated that one of the things she thinks about is that the downtown serves the entire state. People come in from the county and the entire state. Everyone needs to be addressed.

Harris wants to see the trend report. She expects it to incorporate ride sharing, driverless technologies and ways to alleviate parking congestion. She wants to see a big playground that will pull in people to play and run errands. She lives downtown with a small child and it is one of the most limiting challenges. If you are going to have people choose to live downtown, you have to have places for kids. She expects to think about the financial viability of shops. It is horrible to park around the Capitol Building. They either need a ride sharing option or more places to park. She anticipates the South Haymarket will be addressed. She wants to see the O Street bars addressed also. They were there before we had everything else and she wants to make sure they are included.

Finnegan stated that regarding improvements, she would like to see traffic movement addressed. If we can find a good traffic movement for downtown, it would be nice. It is nice that there is a lot of foot traffic, but it slows down traffic movement. She goes to St. Petersburg

Florida a lot. They have turned downtown into a great place that you want to go. It is fun with a lot of activities. We need to make sure that we have a good mix downtown.

Edgerton thinks about how public transit ties in, how to better use it and make it more appealing.

Beckius would like to see explored if there are more players to be brought in, such as developers who don't do anything downtown. He thinks when we talk about conversations, he would imagine those developers already develop in downtown. He would like have conversations with developers that don't currently develop in downtown and ask them why. Hove believes it is all national players that build downtown. Beckius would like to find out what is problematic about downtown for them. He would really like to see affordable housing in downtown. He would like to see options. There is city owned property that could be used for this.

Corr stated that in her opinion, it seems that over the past year, she has noticed more homeless people in the traditional downtown area. This needs to be addressed.

Hove agrees with parking concerns from other commissioners. There has to be a way to have better parking so we can attract people who don't live downtown. Perhaps a shuttle service could be implemented.

Corr stated that when you come to an event downtown and park in a garage, there is only one lane to exit. She doesn't understand why traffic can't move better.

Joy would like to see improvements on retention programs that help keep people in the downtown area. She reiterated Beckius's comments on affordable housing.

Harris would like to see a playground with lots of fun easy things around like coffee shops, places to eat, a community. That is how every European city is designed. Americans love to go to those places. European cities are centered around squares. She thinks that is what downtown is. We need to create the buzz for the natural gathering places. She would like to see ride sharing addressed. She struggles with the driving question. Parking places and garages are taking the space of something that could be a lot more fun. Anytime we encourage mixed use is a good thing.

Barnes noted there are a lot of themes from this conversation that came up in the discussions we have already had. Staff met with the DLA. The number one desired improvement was a kid friendly downtown. Also noted were a convention center, supporting additional start ups and headquarters and having a variety of housing options.

The Vibrant Economy working group had 12 attendees. Their desired improvements were a new downtown library, active ground floor space, a diversity of housing and better parking management and supply.

The Housing and Livability working group had 14 attendees. The number one desired improvement was housing for the middle. They would like to see additional catalyst and redevelopment projects, parking stock and management, green space and an enhanced transit loop.

The Public Realm working group had 14 attendees. Their number one desired improvement was having amenities and services to support downtown residents such as a grocery store and dentist. They also noted a desire for green space that is family and pet friendly.

The next consultant visit will be in April. We will continue with working groups. We will have discussions with UNL (University of Nebraska Lincoln) and Nebraska state staff. There is a community open house and global trends presentation on April 10, 2018 at the Rococo Theater. There will be another project committee meeting at the Kiechel Art Gallery. We are trying to give the consultants exposure to our downtown.

Beckius wondered if the consultants are looking at what we would consider an expanded version of downtown. Barnes would say yes. As we toured the area with them, we noted neighborhoods that influence downtown. He believes that will be part of the work.

Cary thinks the consultant team is already looking how to consider the housing stock around downtown and how it all plays into one another. How do the wider pieces fit together?

Beckius asked what the boundary is of the downtown study. Barnes replied that the boundary was part of the RFP process, which was driven by the last study. It doesn't mean you don't look further beyond the boundaries.

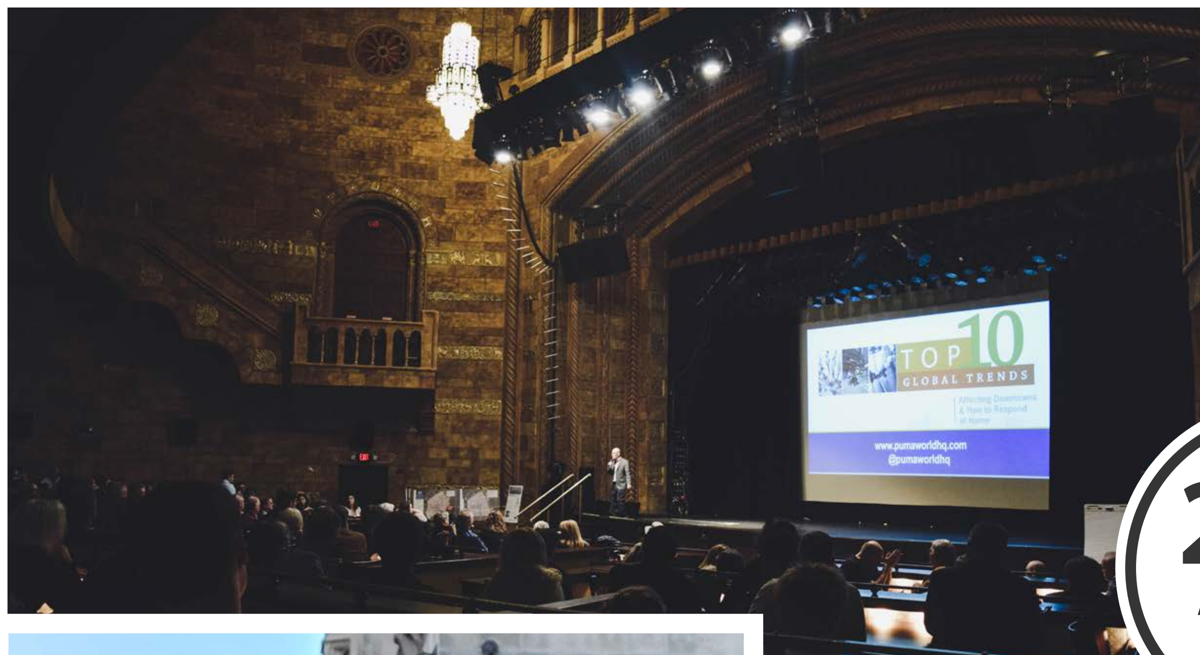
Beckius would like to see normal Lincolnites not associated with downtown, involved in the committees. Barnes believes that could be part of our outreach. Cary believes a wider net could include others as well. Barnes added that city staff will be available to meet with groups as requested.

There being no further business, the meeting was adjourned at 3:10 p.m.

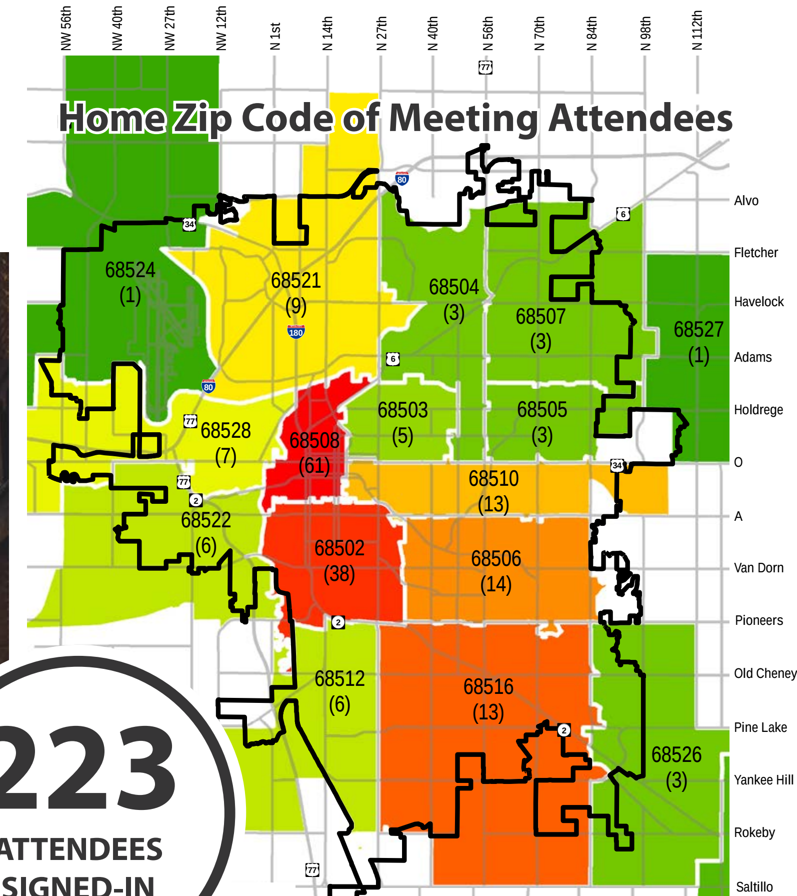
Apr. 10, 2018 6:00 - 8:00 p.m.	Community Open House and Global Trends Presentation Rococo Theatre 140 N 13th St, Lincoln, NE

COMMUNITY OPEN HOUSE SUMMARY OF PUBLIC INPUT

April 10, 2018 | Rococo Theatre | 6:00 - 8:00 pm



The open house included a presentation on Global Trends for Downtowns and the implications for Lincoln. The presentation is available on the project website. Following the presentation, attendees were able to visit several break-out stations about specific topics. The stations included maps and other information, and provided an opportunity for attendees to share input with staff. The following pages include a summary of the public input received at each break-out station.



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ATTENDEES SIGNED-IN

Transportation and Parking Break-Out Station

Parking and Vehicular Circulation

What do you like about driving in the Downtown area?
- Travel time to downtown from anywhere in Lincoln.

What would you change about it?
- Travel time from SE Lincoln to Downtown.
- Better getting Downtown from SW Lincoln (West A St. area to Haymarket).
- Better timed lights when heading North from K St.-O St. on 14th .
- 13th Street should be two-way from K St. to UNL (3).
- Convert One-ways to Two-ways (2).
- P St. bottleneck at Antelope Valley with 17th St. closed M St.

Do you think parking in the Downtown is adequate?
- Parking is cheap.

If not, where is more parking needed?
- Cost of special event parking too high.
- Raise on-street rates.
- Provide residential parking on-street after hours.
- Later enforcement of meters for turnover.
- Southeast downtown/Capitol area needs more parking (State has hundreds on a waiting list).
- Federal garage is a waste of space, needs to be replaced.

Bicycle and Pedestrian Circulation

What do you like about biking and walking in the Downtown area?
- N Street Bikeway.
- Bike share plan.
- Painted bike lanes let vehicle drivers know to watch for bikes and bicyclists know where they belong (not on sidewalks).

What would you change about it?
- 14th St N-S signal timing.
- Easier way to walk from schools to downtown.
- Time traffic lights for pedestrian/ bicyclist traffic (2).
- Additional secured bicycle storage downtown, secured lockers, well lit and approachable (2).
- Add two-way bike lanes on 13th Street (3).
- Jogs in 11th Street bike lane.
- More bike lanes.
- Why are certain streets signed as bike routes, more info about what that means?
- Bikeways that move. "N Street doesn't work for me". Elevated ped/bike ways. Elevated ped crossing to Haymarket.
- Direct Bike Ln/Route RABs?
- No dockless bike share companies, creates lots of problems.
- N-S trail (west).
- Jamaica north trail extends 100+ miles to Marysville, KS. Can't we complete 3 blocks to N Street?
- Protected bike lanes.
- Ped crossing at 9th & 10th Streets (3).

Existing Transit Routes

What do you like about StarTran's bus service in the Downtown area?
- Support autonomous shuttle proposal-similar to elevators without operators.
- I like that some of the routes go straight to campus. I take 49 from 70th Street.

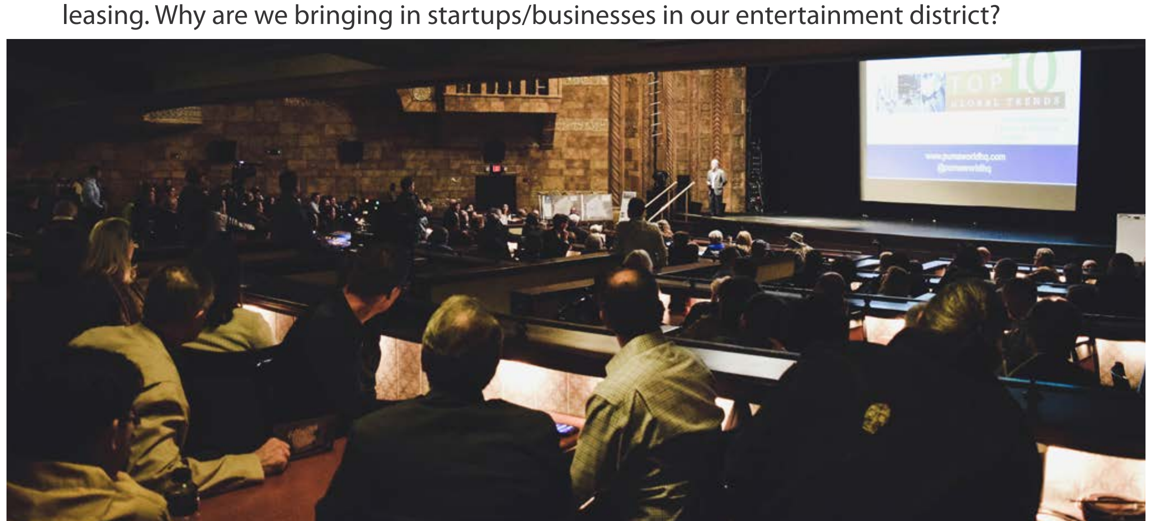
What would you change about it?
- Continuous open air DT/Haymarket Trolley on Weekends.
- Trolleys- free rides.
- Downtown multi-modal hub, local & interstate buses, bike lockers & other travel info.
- Bus available 7 days.
- Oma > LNK Shuttle.
- Accommodating Shuttles.
- Omaha to Lincoln bus or train transportation for husker gamedays (downtown Omaha > Lincoln Downtown (2).
- More ways to transfer bikes on public transit.
- 13th Street should be a trolley from UNL to at least South St preferably Indian Village.

Other Comments:
- Street Performers
- Don't turn Lincoln into an over-crowded compact city like other big cities!!! Mistake. Be careful, build out, not up.

Economic Development/Innovation Break-Out Station

Ideas for Retail & Services

- Daily needs:
  - Grocery store.
  - Drycleaners.
  - Doctors' offices.
  - Green open space.
  - More places for kids to play.
  - Daycare.
  - Dog daycare/bar.
  - Hair and beauty salons.
- Unique and creative retail:
  - Multicultural open-air market (or closed air) if we can find the space.
  - Public market – small rentable spaces for entrepreneurs.
  - Pop-up shipping container shops (24th and Lake – in Omaha?).
  - Small shops with hip and stylish clothes.
  - Use alleys as spaces.
  - Need more retail incentives.
  - Fill empty storefronts.
  - More retail, dining, bars, breweries in neighborhoods adjacent to downtown proper.
  - Retail trucks.
  - Bowling alley.
- More diverse dining options:
  - Overall, a more open environment for unique dining options (e.g., food trucks) and housing (e.g., additional dwelling units, tiny houses). Our city policies seem fairly restrictive and resistant to these types of things.
  - Food courts (different varieties).
  - Deregulate food trucks.
  - Night market (food trucks).
- New central library with meeting space.
- Addressing manageable/rentable spaces for the young/millennials to spread wings in small business. If they are turning away from college, then they are our new business owners that need space in our downtown. (The rent is too high.).
- Places inside businesses to hang bikes while eating or shopping.
- The Railyard has huge potential but suffers from poor management, programming and leasing. Why are we bringing in startups/businesses in our entertainment district?



Ideas for Jobs/Innovation

- Lincoln is a music city – can we work on developing a specified area that is designated for music/art. It truly already exists.
- Rooftops:
  - Rooftop green spaces.
  - Rooftop lounge.
  - Outdoor working spaces – rooftops?
- Shared offices.
- Work/live spaces.
- How can we make our downtown businesses more accessible to millennials to open smaller home-grown businesses? That way we can keep our talent in our own town.
- Perimeter parking with shuttle or tram type service (especially the Haymarket).
- 13th Street trolley – UNL to Indian Village (and beyond).
- Winter Haymarket – temporary shops with crafty things for the holidays.
- Joint use of churches/faith-based orgs.
- More business friendly – taxes are too high; disincentivizes.
- How will opportunity zones be affected?
- Make downtown brighter and well lit so it feels safer.
- Support small businesses.
- New downtown central library.
- Internship/volunteering opportunities.

Housing and Downtown Amenities Break-Out Station

Desired Amenities downtown

- Secure, well-lit bike parking – also indoor bike parking in office and residential buildings.
- Full service grocery store.
- Improved transit – multi-modal hub.
- Indoor entertainment, bowling, corn hole, (similar to Punch Bowl social).
- Recreation center/gym.
- Outdoor basketball courts.
- Affordable housing -provide incentives for developers to build.
- Green space/play areas for children, festival space for music events – amphitheater – ideally in central downtown.
- Additional small scale/boutique retail.
- Community garden.
- Dog park.
- Improved lighting for pedestrians throughout downtown.
- Downtown police station.
- 21st century library.
- Gas station.
- Shade throughout downtown – tress and shad structures.
- Design for ethnic variety.
- Medical offices, dental, chiropractic.
- Programming of existing open space – particularly Centennial Mall and Tower Plaza.

Housing Needs & Improvements

- Housing type preference voting exercise: amongst eight housing types, (1) townhomes and (2) historic lofts/rehab were the top two receiving votes.
- Need a wider range of housing options. Specifically:
    - Ownership housing under $250,000 (and under $150,000.
    - Affordable housing – more and better located.
    - Need private courtyard housing options – ability to bring the family, the dog downtown.
    - Active senior housing options (especially in close proximity to UNL campus) and multigenerational "independent living".
    - Housing options for UNL graduate students – most campus housing isn't built for this and the new off-campus private developments cater to undergraduates.
- Plan for children and the elderly:
    - "Plan for children, and you plan for everyone".
    - "If you make it work for young and old, it will work for everyone"
    - Families are the roots of community.
- Integrate downtown with south of downtown neighborhoods (those between K and A St.).
- 15th & Centennial corner – a good example of housing.

Urban Design Break-Out Station

- There should be good transit service from the airport to downtown as a way to introduce downtown to visitors.
- Coming in from the airport and I 80, it is easier to miss downtown than to miss Haymarket. It is a simple right turn off of 9th St. into Haymarket but must make a left turn into downtown. 9th and O Street should have wayfinding and gateway elements to encourage the turn into downtown and UNL.
- 9th and 10th are pedestrian barriers between downtown and Haymarket. 9th St travel lanes should be reduced and pedestrian space and crossings should be increased.
- Create a safe and legible downtown for seniors.
- Revitalize Streets south of O Street, more like P Street.
- Need more/ better open space downtown.
    - More family amenities.
    - Dog parks and dog friendly businesses.
    - Walkable, comfortable open space with shade and trees.
    - Introduce the downtown community gardens.
    - Create active open space for sports.
    - Re-design/ Improve Tower Square.
- Bike Facilities
    - Create secure places to lock / park bikes for the day to attract more daily bike users/ commuters.
    - Create better bike connections to south of Downtown.
    - Bike facilities should be incorporated into new Library site, supportive facilities.
- Transportation
    - Create more attractive transportation facilities to encourage better use.
    - Can Haymarket become an active transportation hub?

City of Lincoln Downtown Master Plan

April 10, 2018

PUMA's Global Trends Report

- Initially created in 2007 to inform the Downtown Denver Area Plan
- Now developed in partnership with the University of Colorado Denver
- IDA President's Award for value to downtown development field

Master of Urban and Regional Planning

P.U.M.A.

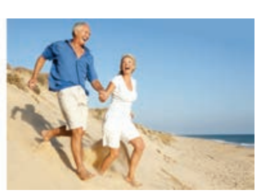
P.U.M.A.

DEMOGRAPHICS

① Changing American Demographics

Baby Boomers - 75 million born 1945 to 1962

- Sheer numbers supported labor markets, entitlements & consumption
- College education rates increase 5x
- Living longer & healthier, but creating increasing demands on health care system
- Recession caused more to "age in place"
- Empty nest looking to downsize, urbanize



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① Changing American Demographics

Gen X – 66 million born 1963 to 1978

- Savvy, self-reliant & skeptical
- Ability to multi-task & transfer skills
- Have the most disposable income, largest group of homebuyers, most have kids
- Moving into leadership positions

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① Changing American Demographics

Millennials – 75 million born 1979 to 1996

- Growing up with technology
- More optimistic, tolerant, open-minded
- Diverse – majority minority rises from 43 to 60 of 100 largest cities since 2000
- Redefining adult milestones – deferring home buying, marriage, living with parents

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① Changing American Demographics

Gen Z – 70+ million born after 1996

- Gen Z are more realistic & cautious, yet inspired to change the world
- Less oriented to college, but more entrepreneurial
- Savers, may be more materialistic
- By 2018, children under 18 will be majority-minority, by 2042 there will be no racial majority in the U.S.

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② Education, Talent & Jobs

The Premium of a Highly Skilled Workforce

- Game changer in economic development
- Since 2000, young college educated population grew twice as fast within 3 miles of major city centers
- Millennials today comprise 40% of workforce, 50% by 2020, 75% by 2025
- Educational institutions are economic anchors, stabilizers
- Women account for 60% of degrees

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③ Rise of the Mid-Tier City

Advantages of Opportunity Cities

- Increasing costs, particularly housing, pushing Millennials out
- Talent attracted by lower costs, quality of life and opportunity to be engaged in "city building"
- Ties to education a big plus
- Strategies to become "18 hour" cities by adding new vitality

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LIFESTYLES

④ Changing Consumer Behaviors

New Patterns in Consumption

- Impulse replaced by deliberate spending
- Ecommerce now 8.0% of retail sales & influences majority of purchases
- Gen X and Millennials driving sales
- Preferences for local, authentic & emotional connections to products
- Sharing economy flourishing

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5 Shifts in Transportation & Mobility

Behaviors Shifting Away From Cars

- Driving miles decreased since 2006
- 60% of 18-year olds have licenses, Millennials buy 30% less cars
- Bike share programs growing faster than any mode of transport in history of planet
- Quality public transportation is critical
- Walkable real estate = value premium

6 Housing & Livability

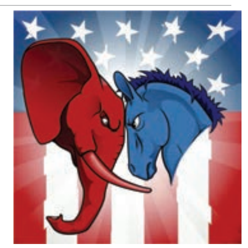
Downtowns Become Neighborhoods

- Both Millennials and Boomers drawn to downtown living -- Gen Z should keep pipeline robust
- 66% rent premium in walkable places
- Amenities are critical to attract/keep residents – parks, schools, retail
- New housing types for diverse cultures and aging populations

7 Regionalism

Cities Propel Growth & Innovation

- Per capita US debt: 2007: $29,000 2018: $63,000+
- Feds broke and dysfunctional
- Today average Rep 93% more conservative than average Dem, average Dem 94% more liberal
- Investment in infrastructure, education & innovation to come from regions



COMPETITION

8 Shift in Global Wealth

The World's Largest Economies: 1850 to 2050

1850	1950	2018	2050
China	United States	United States	China
India	United Kingdom	China	United States
United Kingdom	Germany	Japan	India

8 Shift in Global Wealth

America's Grip On Its Destiny Diminishes

- Global middle class: 1.8B in 2009 to 4.9B by 2030; 66% in Asia
- China's global share of car sales: 2000 < 1%; 2016 > 30.8%
- India growing faster, will have largest & youngest workforce in 10 years
- Emerging economies feature low debt, strong central governments – will invest in infrastructure and innovation

9 Continued Advances in Technology

Key advances shaping cities

- Mobile connections: 9B by 2020
- Explosion in apps for real-time information
- Influencing office & living design to blend work/social space, less sq.ft. per person
- Autonomous vehicles: Game changers?
- Clusters of innovation key to growth

10 Social Equity

Diversified City = Diversified Economy

- Economic & environmental pillars of sustainability widely understood
- U.S. income inequality most extreme since 1920s – top1% own 35% of wealth, lower 50% own 2.5%.
- Rising tide of civic activism promoting equity in schools, wages, housing
- Can/should downtowns lead?

CONCLUSIONS

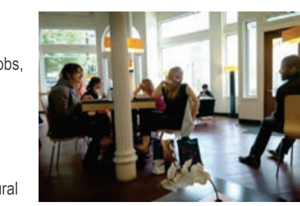
Trends favorable for vibrant downtowns

- America's population growing younger, older & more diverse
- Increasingly connected & competitive world
- Emergence of new "opportunity cities"
- Global growth making investment in cities more attractive
- Innovation & investment more reliant on regional initiative
- Plan for economic & cultural diversity

IMPLICATIONS FOR LINCOLN

Demographics...

- Capture the young skilled workforce
  - ✓ Be welcoming with information on jobs, housing & services
  - ✓ Creative incentives – student debt?
- Create an environment that appeals to diverse populations
  - ✓ Embrace tolerance & be multi-cultural
  - ✓ Establish pathways to leadership



IMPLICATIONS FOR LINCOLN

Demographics...

- Develop meaningful opportunities for "city building"
- Foster education
  - ✓ Partner with UNL
  - ✓ K-12 options to keep/attract families
- Multiple generations "aging in place"
  - ✓ Amenities for downtown living

IMPLICATIONS FOR LINCOLN

Lifestyles...

- Mobility options – complete streets
  - ✓ Walkable, bikable, transit-rich
  - ✓ Age-friendly Universal Design standards
- Promote the sharing economy
- Support authentic and unique retail

IMPLICATIONS FOR LINCOLN

Lifestyles…

- Encourage housing with diverse price points and unit types
- Keep it fun, entertaining & interesting
  - ✓ Multiple cultures & languages
- Advocate for regional investment
  - ✓ New education and policy roles
  - ✓ Benefits of downtown to the region

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IMPLICATIONS FOR LINCOLN

Competition…

- Foster/promote entrepreneurship
  - ✓ Flex space, creative incentives, innovation zones
  - ✓ Prepare for Gen Z
- Innovative public/private financing tools
- Be technologically relevant
  - ✓ Speed and security
  - ✓ Apps to keep tech-savvy engaged

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IMPLICATIONS FOR LINCOLN

Competition…

- Capitalize on adaptive reuse
- Sustainability part of the downtown brand
  - ✓ Relevant to younger generations
- Be a leader in social equity issues
  - ✓ Downtowns can bring private sector perspective, balance

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Bottom Line:
Never in our lifetimes have converging trends favored downtowns like they do today.

www.pumaworldhq.com
@pumaworldhq

ON-LINE SURVEY HIGHLIGHTS

600 Responses

- 44% come downtown weekly (outside of work)
- 36% are downtown employees
- 31% age 25 – 34
- 22% age 35-44

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ON-LINE SURVEY HIGHLIGHTS

What words best capture you vision for downtown in 2030?

- Vibrant
- Walkable
- Accessible
- Entertainment
- Innovative
- Parking

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ON-LINE SURVEY HIGHLIGHTS

What brings you downtown?

- Restaurants and Bars (82%)
- Concerts and Movies (58%)
- UNL Sporting Events (32%)

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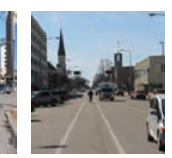
ON-LINE SURVEY HIGHLIGHTS

While downtown, how do you most often get around?

- Walk (67%)
- Drive (28%)
- Bike (4%)



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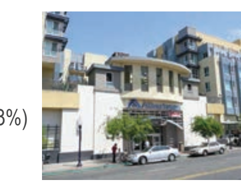
ON-LINE SURVEY HIGHLIGHTS

What "amenities" would make living downtown more attractive?

- Full service grocery store (80%)
- Additional parking (46%)
- Improved safety all times of the day (43%)
- Parks and playgrounds (38%)



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ON-LINE SURVEY HIGHLIGHTS

What is the SINGLE MOST important improvement to achieve your vision for downtown?

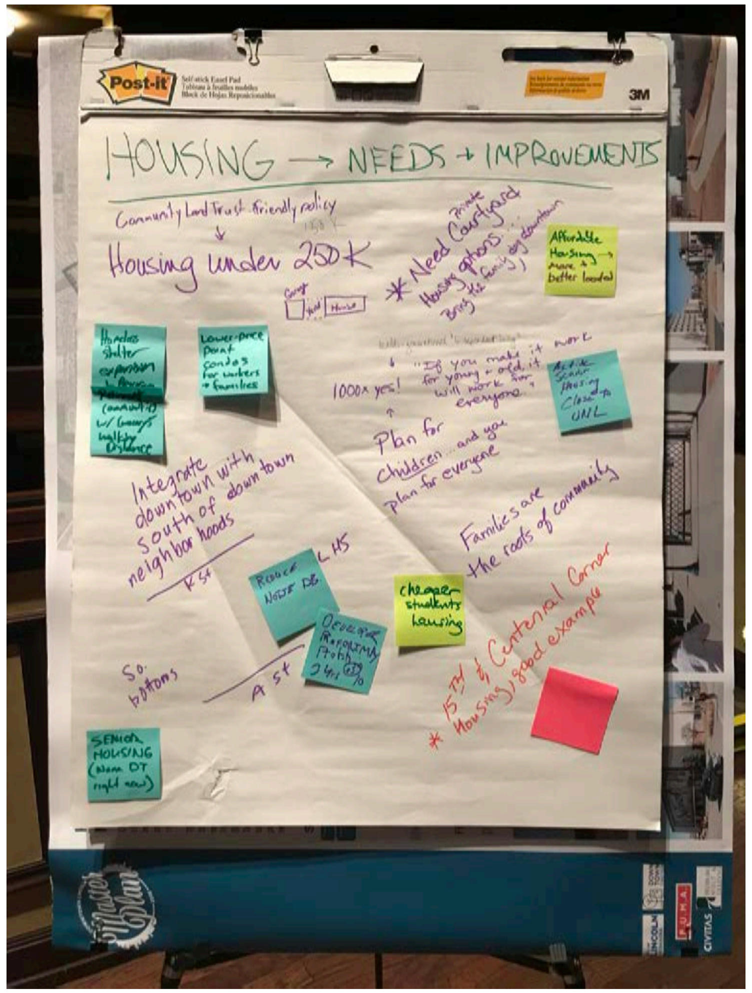
- Redevelop unused/vacant land: i.e. Pershing Center, Post Office (15%)
- Improve the parking experience (12%)
- More entertainment and events on weekends and evenings (11%)
- More neighborhood retail and services (grocery, daycare, medical, etc. (9%)

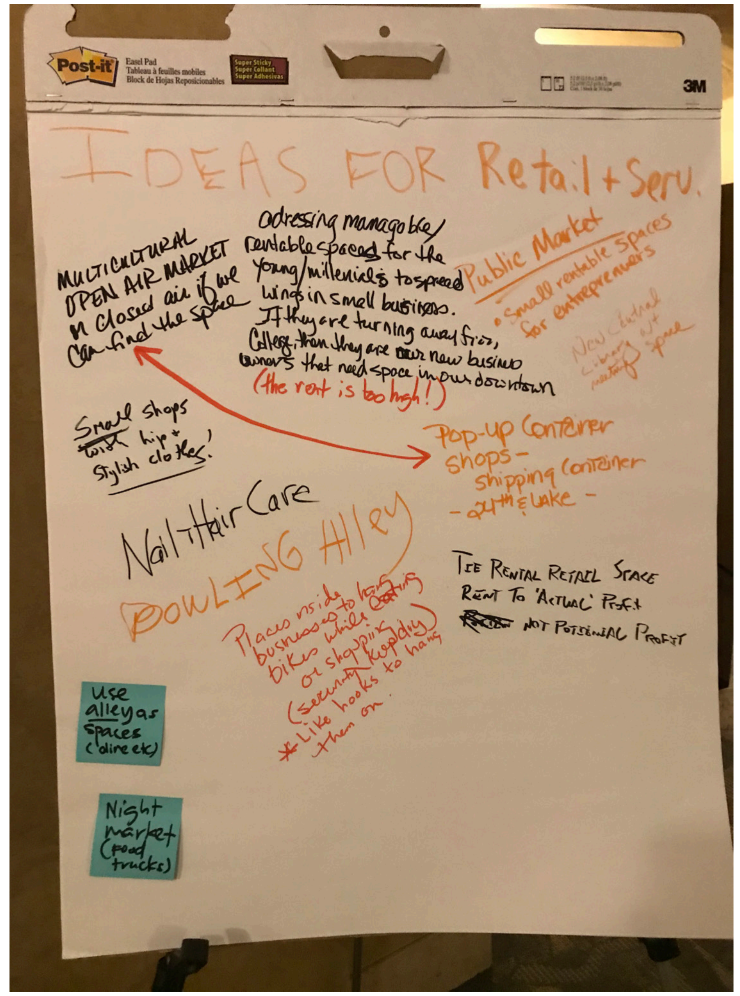
P.U.M.A.

BREAK-OUT TABLES

- Economic Development/Innovation
- Urban Design/Streetscape/Open Space/Parks
- Transportation & Mobility
- Downtown Living

CIVITAS P.U.M.A.


HOUSING → NEEDS + IMPROVEMENTS
Community Land Trust friendly policy
Housing under 250K
* Need private Courtyard Housing options... bring the family downtown
Affordable Housing → more + better located
Homeless shelter expansion
Lower-price point condos for workers + families
1000x yes!
"If you make it work for young + old, it will work for everyone."
Active Senior Housing Close to UNL
Plan for children... and you plan for everyone
Integrate downtown with south of downtown neighborhoods
K St
Families are the roots of community
LHS
cheaper students housing
So. bottoms
A St
15th & Centennial Corner Housing good example
SENIOR HOUSING (None DT right now)


IDEAS FOR Retail + Serv.
MULTICULTURAL OPEN AIR MARKET or closed air if we can find the space
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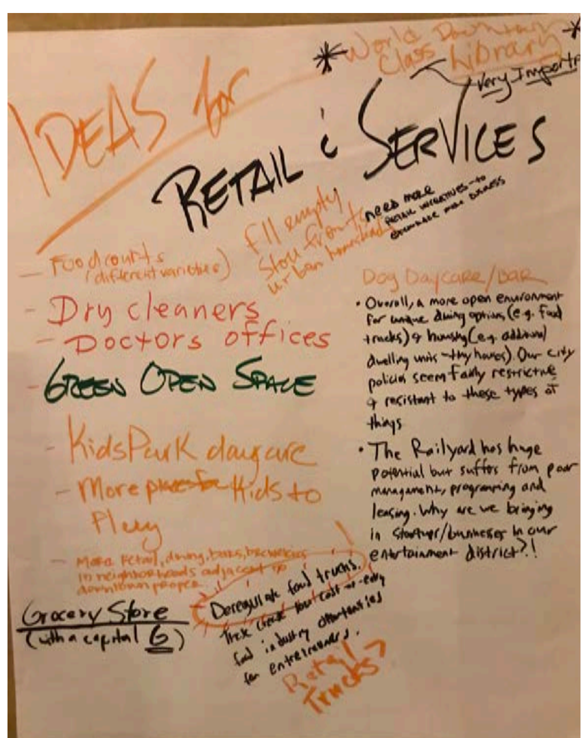
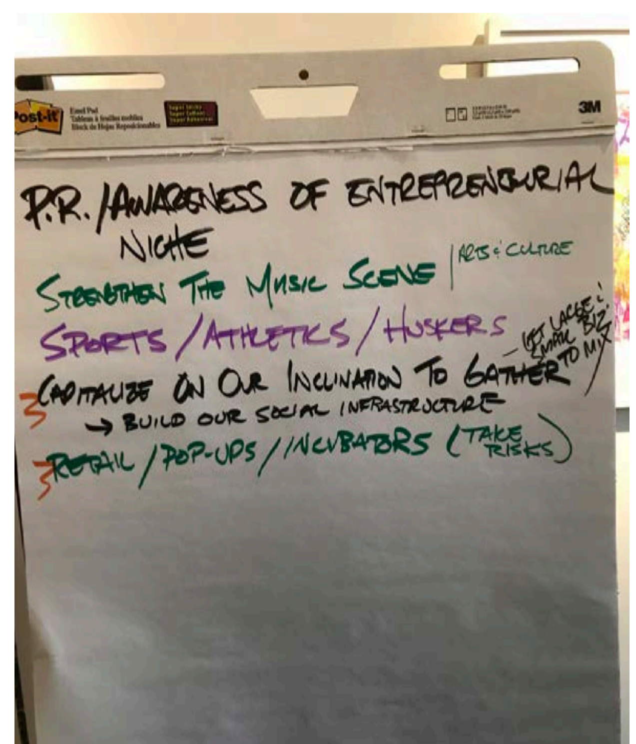
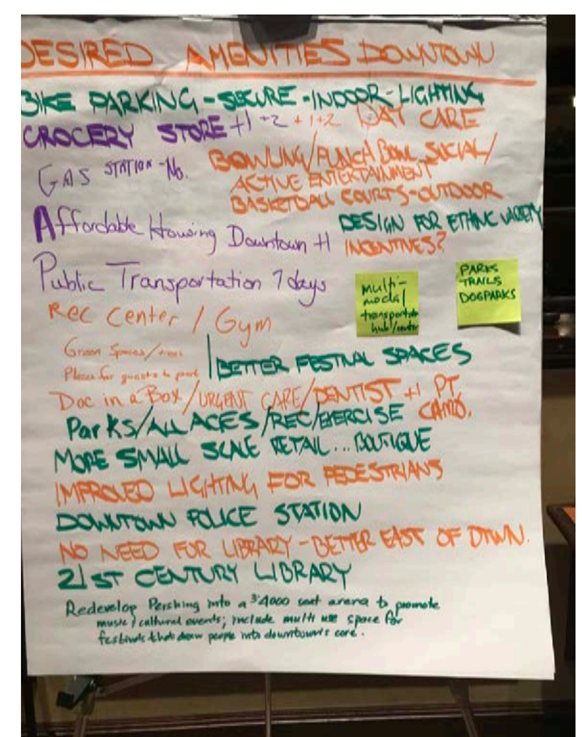
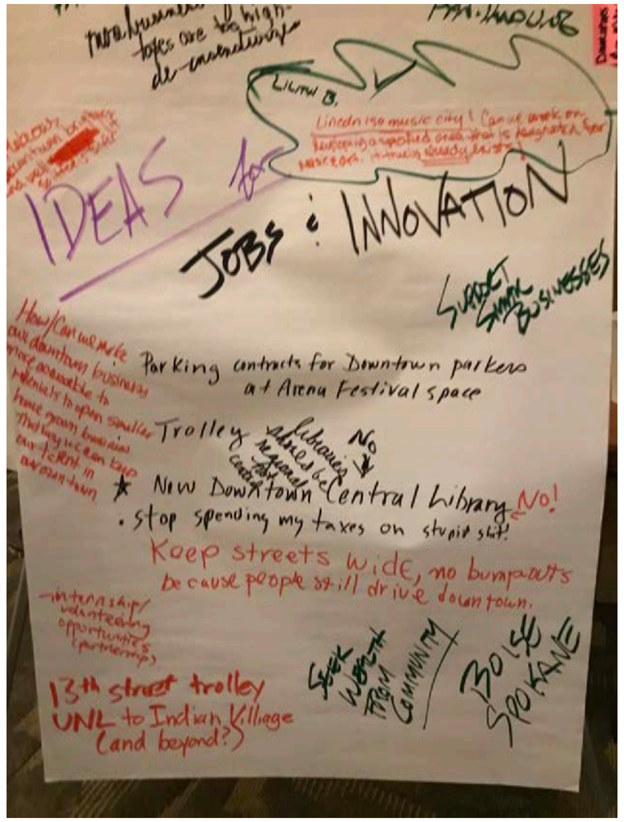
(the rent is too high!)
Public Market
• Small rentable spaces for entrepreneurs
Small shops hip + stylish clothes!
Pop-up Container shops - shipping container - 24th & Lake -
Nail + Hair Care
BOWLING Alley
Places inside businesses to hang bikes while eating or shopping (security keep dry)
* Like hooks to hang them on
TIE RENTAL RETAIL SPACE RENT TO 'ACTUAL' PROFIT NOT POTENTIAL PROFIT
Use alley as spaces (dine etc)
Night market (food trucks)

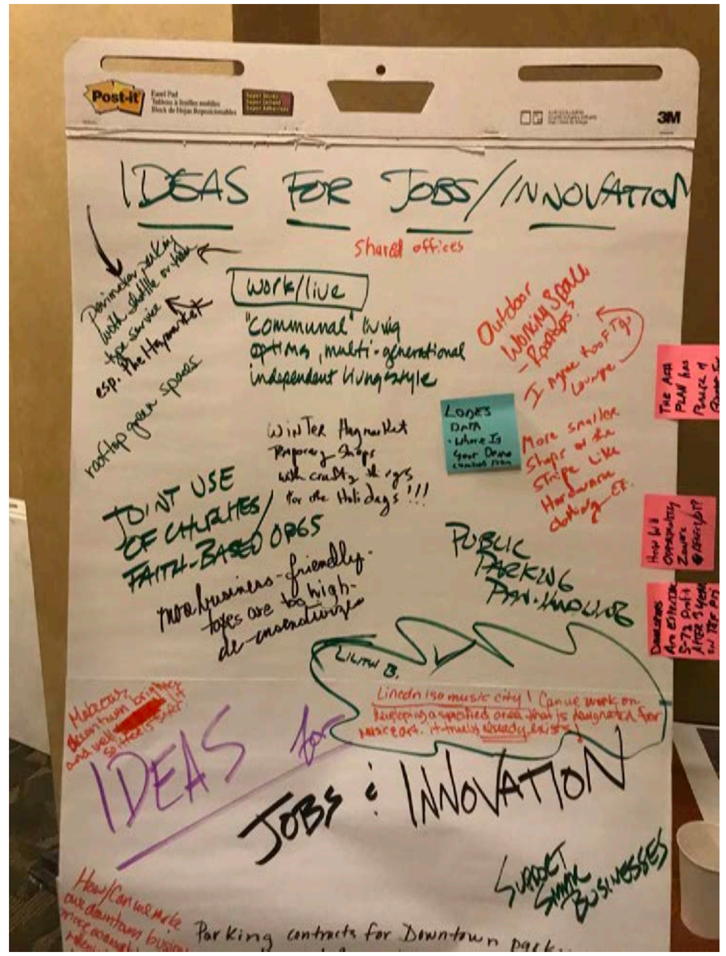

DOWNTOWN LIVING
Master Plan
COMPACT SINGLE-FAMILY
DUPLEX/TRIPLEX
TOWNHOMES
LOW RISE APARTMENTS/CONDOS
LIVE-WORK UNITS
MID-RISE APARTMENTS/CONDOS
LOFTS/HISTORIC REHAB
HIGH-RISE APARTMENTS/CONDOS
VOTE HERE
GERMANTOWN MILL LOFTS
LINCOLN
P.U.M.A.
CIVITAS
PURPOSE OF THE DOWNTOWN

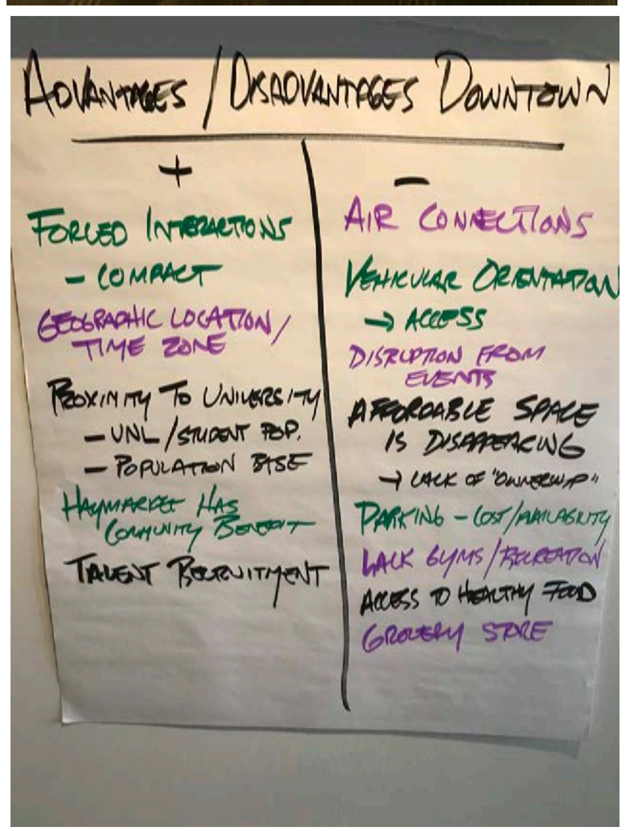

IDEAS for RETAIL & SERVICES
* World Class Downtown Library - Very Important
Fill empty storefronts
need more retail incentives to encourage new business
- Food courts (different varieties)
Dog Daycare/Bar
- Dry cleaners
- Doctors offices
- Green Open Space
• Overall, a more open environment for unique dining options (e.g. food trucks) & housing (e.g. additional dwelling units - tiny homes). Our city policies seem fairly restrictive & resistant to these types of things
- KidsPark daycare
- More Kids to Play
• The Railyard has huge potential but suffers from poor management, programming and leasing. Why are we bringing in startups/businesses to our entertainment district?!
Grocery Store (with a capital G)
Deregulate food trucks.
Retail Trucks?

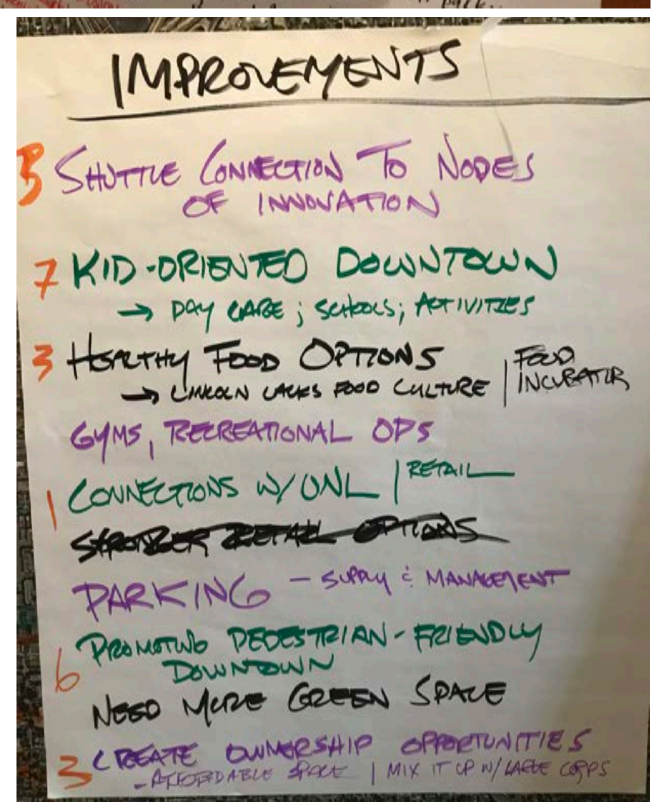

P.R. / AWARENESS OF ENTREPRENEURIAL NICHE
STRENGTHEN THE MUSIC SCENE | ARTS & CULTURE
SPORTS / ATHLETICS / HUSKERS
CAPITALIZE ON OUR INCLINATION TO GATHER
→ BUILD OUR SOCIAL INFRASTRUCTURE
RETAIL / POP-UPS / INCUBATORS (TAKE RISKS)
GET LARGE & SMALL BIZ TO MIX


DESIRED AMENITIES DOWNTOWN
BIKE PARKING - SECURE - INDOOR - LIGHTING
GROCERY STORE +1 +2 +1 +2
DAY CARE
GAS STATION - No.
BOWLING/PUNCH BOWL SOCIAL/ACTIVE ENTERTAINMENT
BASKETBALL COURTS - OUTDOOR
Affordable Housing Downtown +1
DESIGN FOR ETHNIC VARIETY
INCENTIVES?
Public Transportation 7 days
multi-modal transportation hub/center
PARKS TRAILS DOGPARKS
Rec Center / Gym
BETTER FESTIVAL SPACES
Doc in a Box / URGENT CARE / DENTIST +1 PT
Parks/ALL AGES/REC/EXERCISE CAMP.
MORE SMALL SCALE RETAIL... BOUTIQUE
IMPROVED LIGHTING FOR PEDESTRIANS
DOWNTOWN POLICE STATION
NO NEED FOR LIBRARY - BETTER EAST OF DTWN.
21ST CENTURY LIBRARY
Redevelop Pershing into a 3-4000 seat arena to promote music / cultural events; include multi use space for festivals that draw people into downtown's core.









Apr. 11, 2018
9:00 - 10:00 a.m.

Project Committee Meeting
Kiechel Art Gallery
1208 O St, Lincoln, NE

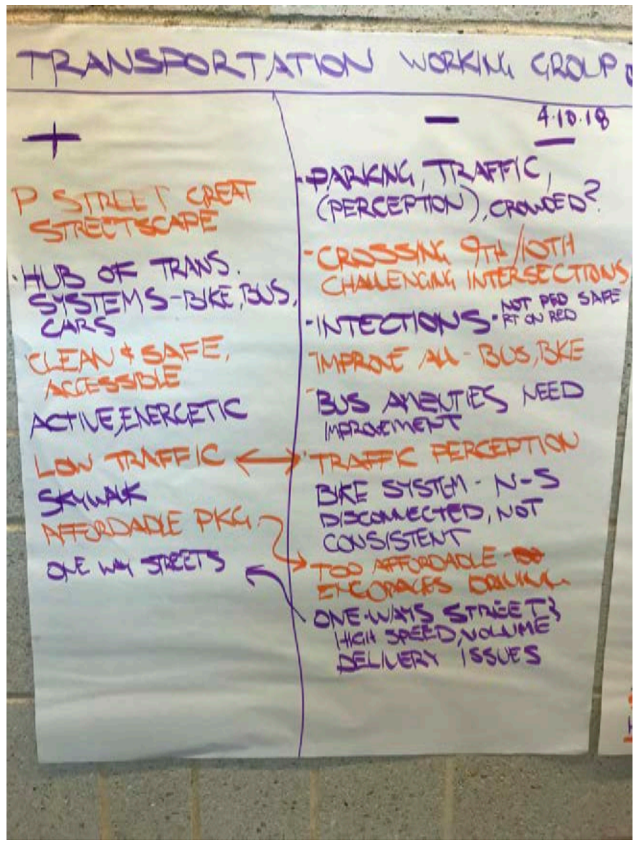
Downtown Lincoln Master Plan | Working Groups, Committees, Boards Themes & Summary Notes

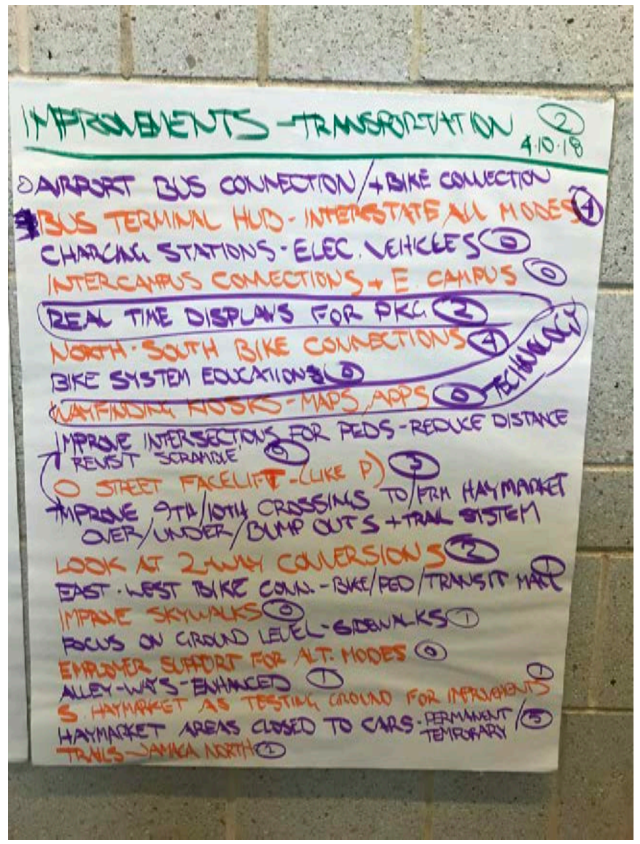
February 26-28/April 10-11 | Prepared by Progressive Urban Management Associates

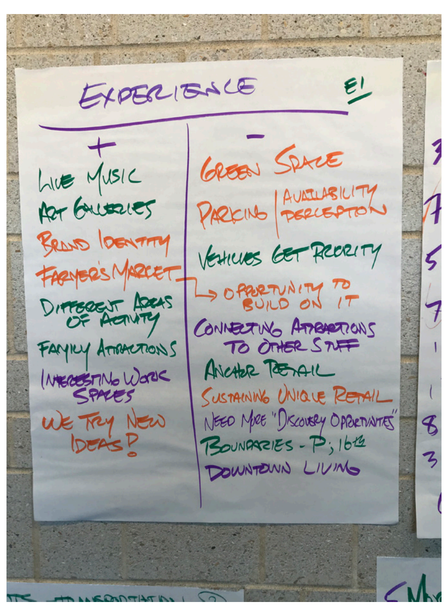
Committee and Working Group meetings with a total of 125 participants were held on February 26-28 and April 10-11. Groups included: 1) Project Committee, 2) DLA Board, 3) Vibrant Economy Working Group, 4) Public Realm & Urban Design Working Group, 5) Housing & Livability Working Group, 6) Transportation Working Group, and 7) Downtown Experience Working Group.

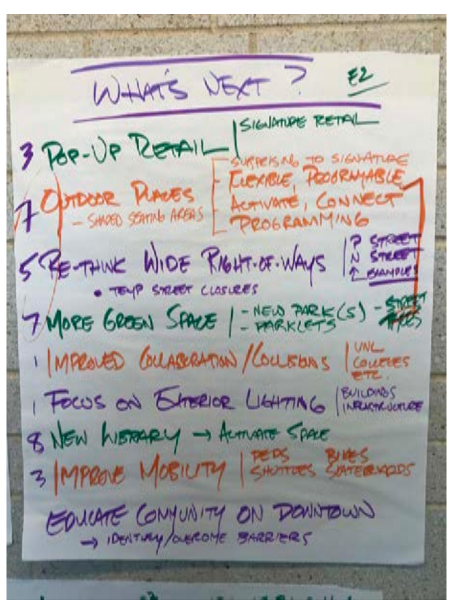
Common Themes/ Highest Rated Improvements:

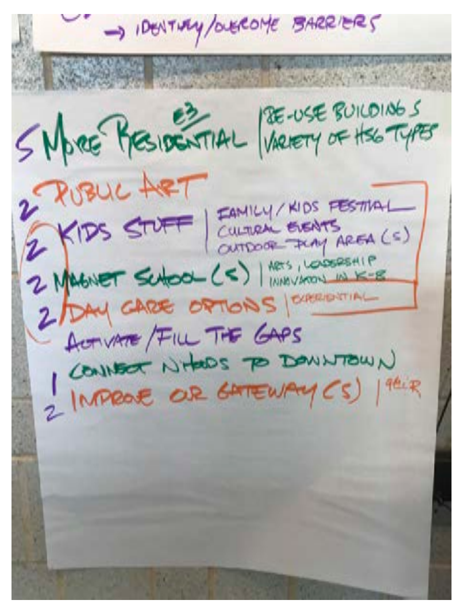
Group	**Improvements to Downtown** (# of votes)
Project Committee (27 attendees)	• Livable (15) • Innovative (11) • Destination (11) • Safe (9)
DLA Board (34 attendees)	• A kid-friendly downtown – parks/playgrounds/green space; places for youth sports; activation of Centennial/Lincoln Malls; more daycare options (17) • Housing options (15) • Convention center (10) • New corporate HQs (like Hudl's) (9)
Vibrant Economy Working Group (11 attendees)	• New central library – a family center, community center, with meeting, gathering, and maker spaces; a development catalyst (8+2) • Parking management and connectivity between (i.e., shuttles) (5+2) • Activation of ground floors – more artisanal spaces/small spaces; service providers (6) • A diversity of housing downtown for all ages and all types (6)
Public Realm/Urban Design Working Group (14 attendees)	• Amenities and services – grocery, medical, hardware, daycare (12) • Green space – family- and pet-friendly (8+1) • New central library (2+6) • Greater general density (6)
Housing & Livability Working Group (14 attendees)	• Housing for the missing middle (10) • Catalyst projects – Pershing, post office, police station, blocks 2 and 3 redevelopments (7) • More parking options and better management (6) • *Tie:* Transit loop; additional active green space; year-round market (4)
Transportation Working Group (12 attendees)	• Intersection treatments for pedestrians – e.g., connections across 9th and 10th (9) • Car-free zones in Haymarket (5) • New and improved bus terminal hub (4) • North-south protected bike lanes (4)
Downtown Experience Working Group (13 attendees)	• Activating our outdoor spaces – more flexible and programmable outdoor spaces; rethink the wide ROWs; more green space (19) • New and enhanced Library – with activated space (8) • Kid-friendly downtown – festivals and cultural events; outdoor play areas; unique schooling options such as magnet schools; daycare options (6)

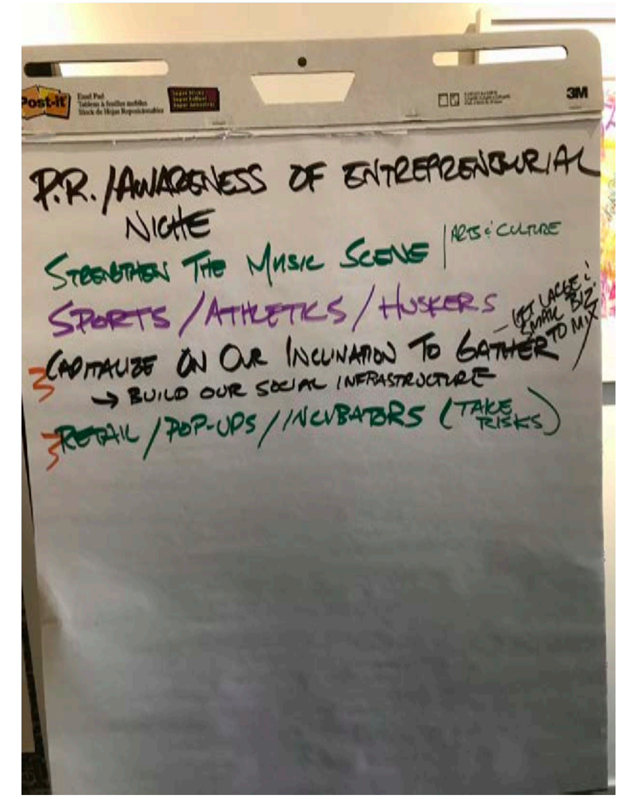

TRANSPORTATION WORKING GROUP
4.10.18
+
-
P STREET GREAT STREETSCAPE
HUB OF TRANS. SYSTEMS - BIKE, BUS, CARS
CLEAN & SAFE, ACCESSIBLE
ACTIVE, ENERGETIC
LOW TRAFFIC
SKYWALK
AFFORDABLE PKG
ONE WAY STREETS
PARKING, TRAFFIC (PERCEPTION), CROWDED?
CROSSING 9TH/10TH CHALLENGING INTERSECTIONS
TRAFFIC PERCEPTION
BIKE SYSTEM - N-S DISCONNECTED, NOT CONSISTENT
ONE-WAYS STREETS HIGH SPEED, VOLUME DELIVERY ISSUES


IMPROVEMENTS - TRANSPORTATION
4.10.18
AIRPORT BUS CONNECTION / + BIKE CONNECTION
BUS TERMINAL HUB - INTERSTATE ALL MODES
CHARGING STATIONS - ELEC. VEHICLES
INTERCAMPUS CONNECTIONS + E CAMPUS
REAL TIME DISPLAYS FOR PKG
NORTH - SOUTH BIKE CONNECTIONS
BIKE SYSTEM EDUCATION
LOOK AT 2-WAY CONVERSIONS
IMPROVE SKYWALKS
FOCUS ON GROUND LEVEL - SIDEWALKS

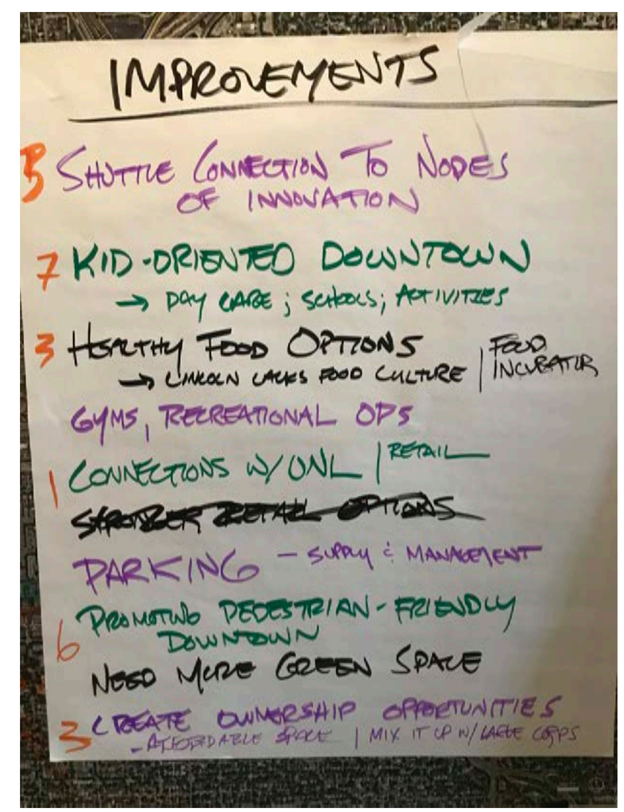

EXPERIENCE
E1
+
-
LIVE MUSIC
ART GALLERIES
GREEN SPACE
PARKING
FARMER'S MARKET
VEHICLES GET PRIORITY
ANCHOR RETAIL
SUSTAINING UNIQUE RETAIL
DOWNTOWN LIVING


WHAT'S NEXT?
E2
SIGNATURE RETAIL
3 POP-UP RETAIL
OUTDOOR PLACES
5 RE-THINK WIDE RIGHT-OF-WAYS
7 MORE GREEN SPACE
1 IMPROVED COLLABORATION / COALITIONS
1 FOCUS ON EXTERIOR LIGHTING
8 NEW LIBRARY → ACTIVATE SPACE
3 IMPROVE MOBILITY
EDUCATE COMMUNITY ON DOWNTOWN


→ IDENTIFY/OVERCOME BARRIERS
E3
5 MORE RESIDENTIAL
RE-USE BUILDINGS
VARIETY OF HSG TYPES
2 PUBLIC ART
2 KIDS STUFF
2 MAGNET SCHOOL(S)
2 DAY CARE OPTIONS
ACTIVATE / FILL THE GAPS
1 CONNECT N'HOODS TO DOWNTOWN
2 IMPROVE OUR GATEWAY(S)


P.R. / AWARENESS OF ENTREPRENEURIAL NICHE
STRENGTHEN THE MUSIC SCENE
ARTS & CULTURE
SPORTS / ATHLETICS / HUSKERS
3 CAPITALIZE ON OUR INCLINATION TO GATHER
→ BUILD OUR SOCIAL INFRASTRUCTURE
3 RETAIL / POP-UPS / INCUBATORS (TAKE RISKS)


ADVANTAGES / DISADVANTAGES DOWNTOWN
+
-
FORCED INTERACTIONS
- COMPACT
GEOGRAPHIC LOCATION / TIME ZONE
PROXIMITY TO UNIVERSITY
- UNL / STUDENT POP.
- POPULATION BASE
HAYMARKET HAS COMMUNITY BENEFIT
TALENT RECRUITMENT
AIR CONNECTIONS
VEHICULAR ORIENTATION
→ ACCESS
DISRUPTION FROM EVENTS
AFFORDABLE SPACE IS DISAPPEARING
PARKING - COST/AVAILABILITY
LACK GYMS / RECREATION
ACCESS TO HEALTHY FOOD
GROCERY STORE

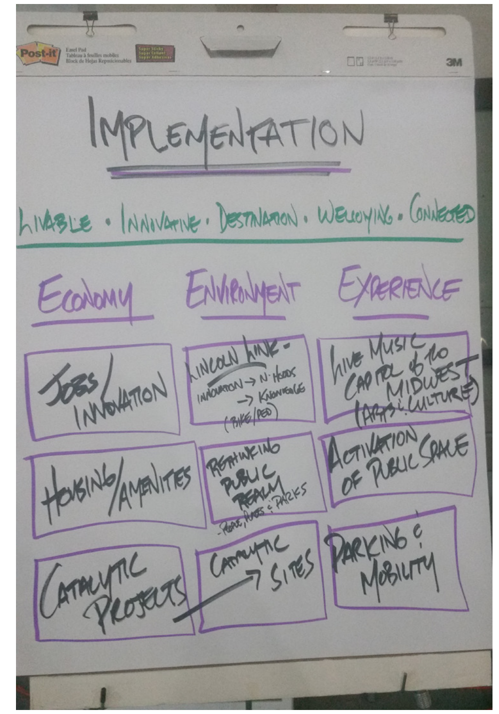

IMPROVEMENTS
3 SHUTTLE CONNECTION TO NODES OF INNOVATION
7 KID-ORIENTED DOWNTOWN
→ DAY CARE; SCHOOLS; ACTIVITIES
3 HEALTHY FOOD OPTIONS
FOOD INCUBATOR
GYMS, RECREATIONAL OPS
1 CONNECTIONS W/ UNL
RETAIL
PARKING - SUPPLY & MANAGEMENT
6 PROMOTING PEDESTRIAN-FRIENDLY DOWNTOWN
NEED MORE GREEN SPACE
3 CREATE OWNERSHIP OPPORTUNITIES

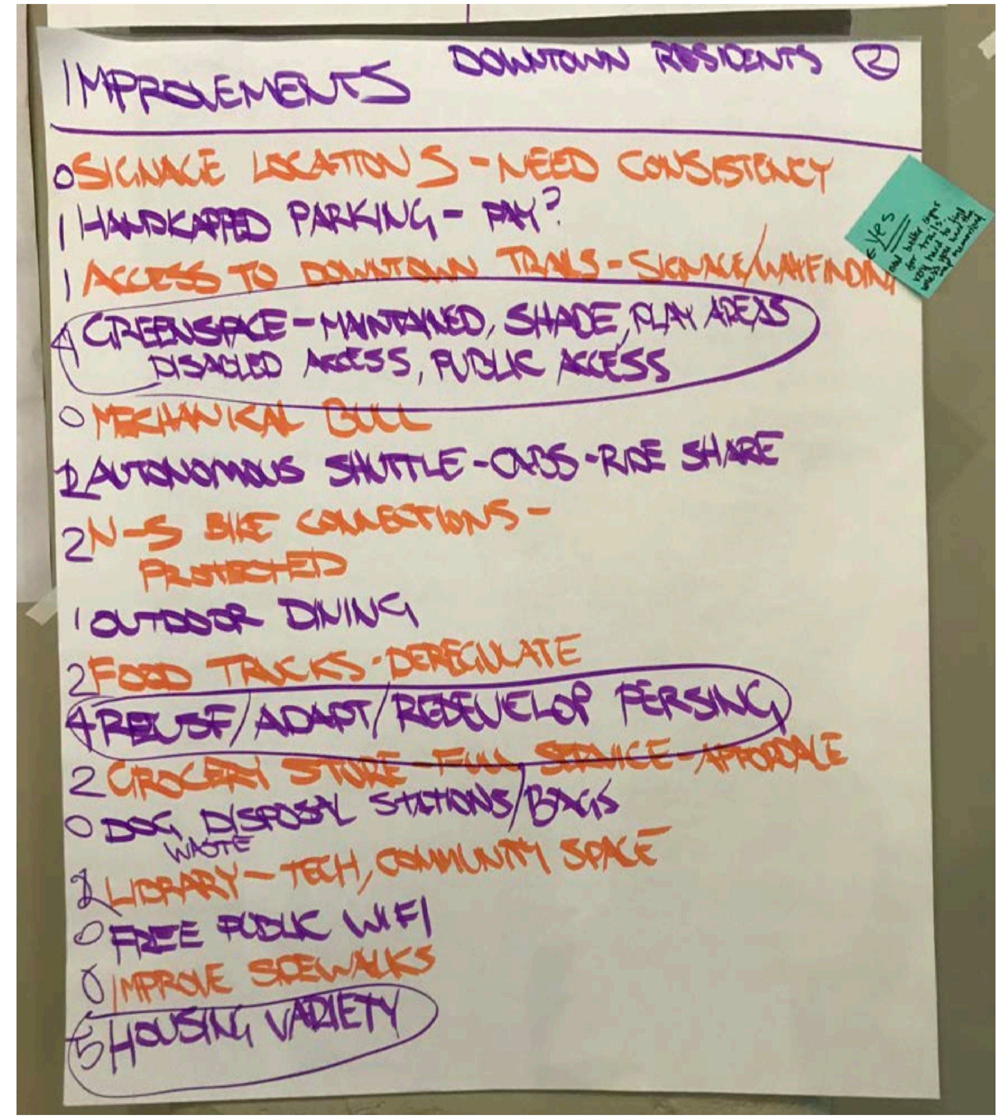
May 22, 2018
1:30 - 5:00 p.m.

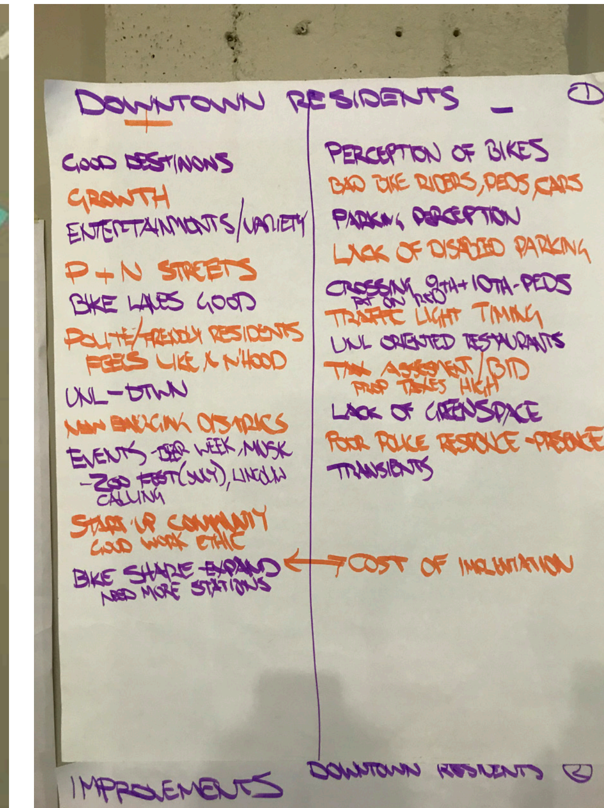
Open Studio
Telegraph District
330 S 21st St, Lincoln, NE

May 23, 2018
8:30 a.m. - 6:00 p.m.

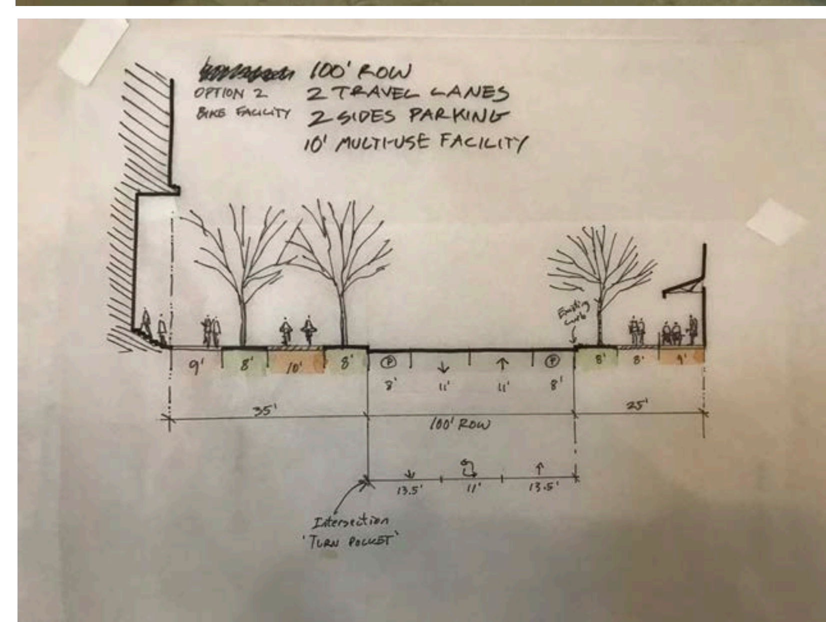
Open Studio
Telegraph District
330 S 21st St, Lincoln, NE

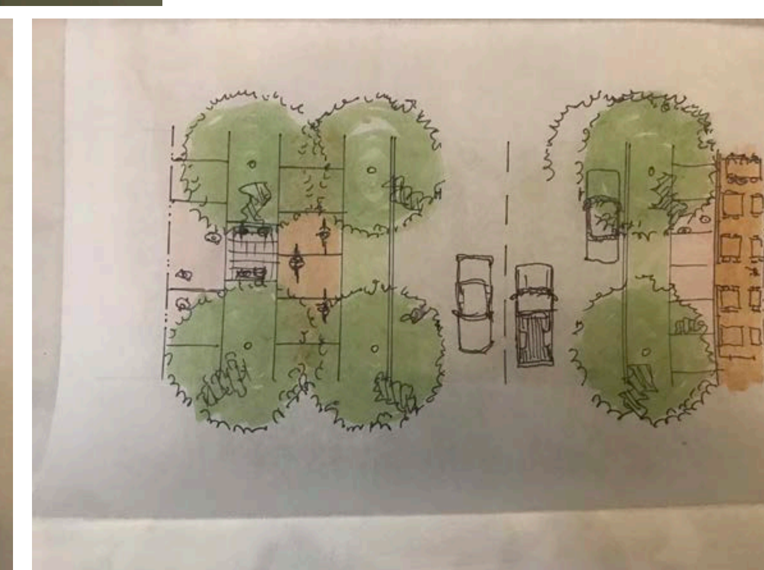



IMPROVEMENTS
DOWNTOWN RESIDENTS 2
0 SIGNAGE LOCATIONS - NEED CONSISTENCY
1 HANDICAPPED PARKING - PAY?
1 ACCESS TO DOWNTOWN TRAILS - SIGNAGE/WAYFINDING
4 GREENSPACE - MAINTAINED, SHADE, PLAY AREAS
DISABLED ACCESS, PUBLIC ACCESS
0 MECHANICAL BULL
2 AUTONOMOUS SHUTTLE - CABS - RIDE SHARE
2 N-S BIKE CONNECTIONS -
PROTECTED
1 OUTDOOR DINING
2 FOOD TRUCKS - DEREGULATE
4 REUSE/ADAPT/REDEVELOP PERSHING
2 GROCERY STORE - FULL SERVICE - AFFORDABLE
0 DOG WASTE DISPOSAL STATIONS/BAGS
2 LIBRARY - TECH, COMMUNITY SPACE
0 FREE PUBLIC WIFI
0 IMPROVE SIDEWALKS
5 HOUSING VARIETY
YES


DOWNTOWN RESIDENTS + - 1
GOOD DESTINATIONS
GROWTH
ENTERTAINMENTS/VARIETY
P + N STREETS
BIKE LANES GOOD
POLITE/FRIENDLY RESIDENTS
FEELS LIKE A N'HOOD
UNL - DTWN
NEW EMERGING DISTRICTS
EVENTS - BEER WEEK, MUSIC
- ZOO FEST (JULY), LINCOLN CALLING
START UP COMMUNITY
GOOD WORK ETHIC
BIKE SHARE - EXPAND
NEED MORE STATIONS
PERCEPTION OF BIKES
BAD BIKE RIDERS, PEDS, CARS
PARKING PERCEPTION
LACK OF DISABLED PARKING
CROSSING 9TH + 10TH - PEDS
TRAFFIC LIGHT TIMING
UNL ORIENTED RESTAURANTS
TAX ASSESMENT/BID
PROP TAXES HIGH
LACK OF GREENSPACE
POOR POLICE RESPONCE - PRESENCE
TRANSIENTS
COST OF IMPLEMENTATION
IMPROVEMENTS
DOWNTOWN RESIDENTS 2


100' ROW
2 TRAVEL LANES
1 SIDE PARKING
35' PARK
NEED MORE BIKE RACKS


OPTION 2
BIKE FACILITY
100' ROW
2 TRAVEL LANES
2 SIDES PARKING
10' MULTI-USE FACILITY
100' ROW
Intersection
Turn Pocket



May 23, 2018 11:30 a.m.	Planning Commission Briefing County City Building Room 113 - 1st Floor 555 S 10th St, Lincoln, NE

BRIEFING NOTES

NAME OF GROUP: PLANNING COMMISSION

DATE, TIME AND PLACE OF MEETING: Wednesday, May 23, 2018, 11:45 a.m., City Council Chambers, Room 112, County-City Building, 555 South 10th Street, Lincoln, Nebraska.

MEMBERS IN ATTENDANCE: Tom Beckius, Tracy Corr, Tracy Edgerton, Deanne Finnegan, Chris Hove, Maja Harris, Christy Joy, Dennis Scheer and Sändra Washington.

OTHERS IN ATTENDANCE: Paul Barnes, Tom Cajka, Andrew Thierolf, George Wesselhoft and Teresa McKinstry of the Planning Department; Dallas McGee of Urban Development; Brad Segal and Daniel Makela from Progressive Urban Management Associates (P.U.M.A.); Chris Parezo from Civitas; and other interested parties.

STATED PURPOSE: Briefing on **"Downtown Master Plan".**

The Open Meetings Act was noted as being posted in the room.

Paul Barnes stated that some of the consultant team is in town today to give an update on the Downtown Master Plan Update. At this time, we are actively working on the charrette. There is an open house tonight.

Brad Segal appeared. He is from Progressive Urban Management Associates. He has over 30 years experience and has worked in Lincoln in the past. He has had the thrill of watching the downtown area evolve and grow over the years. Some of the information he has today is real time information. He wants to give an update on where they are at in the process. He is hoping that Planning Commission members come to the open house tonight. It will be held from 6:00 p.m. – 8:00 p.m. at 330 S. 21st Street.

Segal continued that he has four items to present: the schedule/charrette, input overview, market assessment update and framework diagrams. A lot of input has been received at this point. In terms of project schedule, we are about halfway through the whole process. We had an open house at the Rococco Theater in April. We have had an online survey. There is a neighborhood outreach specialist on the team. She has spent her time going to neighborhoods. She is spending about 15 hours in the adjacent neighborhoods talking to a multitude of groups. Today and tomorrow will conclude the extensive outreach. We will work through the summer and the Planning Dept. will continue the outreach. We will be back in late summer, early fall.

There are a variety of stations set up at today's charrette. Tomorrow will be a project committee that will debrief City staff. We have had almost 2,000 inputs from a variety of sources. The Project Steering Committee completed ideas for the overview. Ideas fall under livable, innovative, destination, welcoming and connected. We want to address family friendly, competitive, entertaining, safe and clean and walkable and accessible, along with other priorities. Then we got into the working group's priorities. There are some exciting opportunities for Lincoln at this time. Ideas being mentioned are a new central library, activating ground floors, diversity of housing, amenities and services and activating green space. The number one priority was a kid friendly downtown. Lincoln is one of the first communities that will be testing a new autonomous shuttle this summer. That is exciting. Making downtown more pedestrian friendly and bicycle issues are all priorities.

There was an open house in April. Transportation, housing and downtown amenities were discussed. Economic development and innovation was discussed with relation to what is next. As far as urban design issues and opportunities, there is a lot of public space in this downtown and we feel we can be more inventive. There was an online survey. Almost 2,000 responses were received. The website is plandowntown.com. We learned from the survey that 46 percent come downtown weekly outside of work, 35 percent are downtown employees. We asked people online to give three words describing downtown. The responses align with what we saw from the Steering Committee. Words such as vibrant, innovative, accessible, safe and walkable were used. The number one draw for coming to downtown was restaurants and bars, concerts and movies, UNL sporting events and museums and galleries. Most people walk once they come downtown. There is a strong emerging bike culture here. We asked what sort of amenities would make downtown more attractive for living. Full service grocery was the most listed. Parks and playgrounds, additional parking, improved safety and a new modern library were on the list. We gave folks about 15 specific projects to improve downtown. Redevelopment of unused and vacant land such as Pershing or the Post office was number one.

Daniel Makela will present highlights from the market assessment and talk about background research. The market assessment is a big part of the initial planning. We have an initial draft completed. We look to finalize it over the next month. The goal here is to inform the master plan. We try to organize these into intuitive sections. These can get pretty data heavy. Downtown at a glance is 12,496 residents. The area is less than two percent of the City's land, but over four percent of the City's residents and 22 percent of Lincoln's workers. Downtown has seen a residential resurgence in the last decade. We do a lot of peer city comparisons. Nationally, downtowns are doing well right now. We think there is opportunity for more growth. A big trend is rising costs. Lincoln has long been affordable. We mapped home sales in downtown from the last two years. There are distinct pockets of activity. In the Haymarket, median sales price are north of $500,000.00. Central downtown is around $250,000.00 and south of downtown is $57,500.00. We looked at family data. Numbers back up what we heard, that downtown could be more family friendly. Regionally, Lincoln has a very steady and stable economy. There is great unemployment rates. But also, the booms aren't as large. Downtown is an economic engine. 36 percent of workers are in the public section. 16 percent of workers are in the startup and the tech cluster. The survey noted how many people go downtown for retail and bars. Dining and nightlife is increasing. Shopping downtown is dwindling. That is a national trend. Lincoln has a multifaceted art culture. Convention space is the third item. Lincoln has no convention space. We want you to think about existing conditions.

Chris Parezo stated that it is our job is to take a holistic look at downtown and start to think about a strategy about where investments might be made. The area is little more than a mile across. This is an easily walkable downtown. We are aware of various historic sites and districts downtown. There are a lot of new projects since 2005 such as Pinnacle Bank Arena, O Street and the plaza and the N Street Bikeway. The Near South neighborhood is the only neighborhood linked to downtown. We also look at the building footprints. The core of downtown is relatively built out. There are some gaps along the periphery. Primary landmarks are Pinnacle Bank Arena, Memorial Stadium, Lied Center, UNL (University Nebraska Lincoln), State Capitol Building and Lincoln High School. We also looked at the street network. O Street is the downtown front door. We are looking at the possibility for two way streets downtown. We know from history than two way streets help retail traffic.

Finnegan wondered what the response has been regarding two way streets. Parezo answered that there was one person who was very vocal that it won't work. They have heard from the City that they are open to converting some streets if it makes sense. We are starting to look at the options and trying to figure where the two way streets would make sense. Because of logistics of how one way couples come in and out of downtown, how they are converted needs to be considered.

Parezo continued that land use is being looked at, along with parks and open space. A lot of people want park space and dog parks downtown. We consider how to get creative with those ideas. We are also taking a look at parking and vacant lots. You can see downtown has a lot of parking supporting businesses. There isn't a lot of parking in the southern portion. There are significant amounts of under-utilized land. The majority of streets are 100 feet for right-of-way. 54 percent of land in the Downtown is privately owned. 43 percent is right-of-way and 3 percent is parks space. There are a lot of conditions downtown. We are working with traffic engineers. We would like to see about taking out a lane and give it back to pedestrian greenspace. With regard to urban design framework thinking, we have a lot of energy centers occurring downtown such as around Pinnacle Bank Arena and south. There are major connections to downtown such as 9th St. and 10th St., and K St. and L St. One theory is how do we build on the energy of the periphery of downtown? The other idea is what do is we create a catalytic move in the middle of downtown. The third idea is smaller ideas in numerous locations. One of the things we started thinking about was the different areas of downtown.

Washington is curious about paired streets. She sees 16th St. and 17th St. as major pairs. Parezo is well aware of 16th St. and 17th ST. We know those are major routes in and out. Washington stated that one of the things she wonders about is 16th St. and 17th St. being removed on campus. She doesn't see them as big a barrier as Antelope Valley Parkway. Parezo responded that the team is aware that those streets carry a lot of traffic.

Finnegan wondered if they see the library as a potential anchor east of the Capitol. Parezo answered that they haven't dove into that topic yet.

Parezo continued that downtown is complex, there are a lot of different areas and nuances. He showed drawings of the different areas. There are blocks that might be an area of catalytic development. Telegraph District is starting to get a lot of momentum. What about Pershing? There is an area that the State is looking at for a geothermal site. There are various ideas to consider. West of Centennial Mall, we are exploring ideas of vacant land. Another idea is where 12th Street connects to the campus. There could be space for a small grocer.

Harris would like to know about an example of a street conversion. Parezo replied we are thinking a street could become a two-way street. This would calm traffic and create pedestrian connections. Creating a bike facility is an idea as well. Another idea is what if 13th St. had a bikeway and 12th St. was two-way with parallel parking. Harris questioned if 12th St. is a more obvious two-way street. Parezo doesn't have a candidate at this point. These are the points we are debating. We heard 13th St. has a lot of utilities in it. There are many restrictions on moving curbs and planting trees. 12th St. has a little more opportunity. 11th St. has recently come back on the table for discussion.

Corr questioned if a bike route was installed on 11th St. or 12th St., do you remove the route on 14th St.? Parezo replied we are still looking at that. We are working with the bike committee. Many ideas are still being debated

Scheer stated that 11th St. in downtown has 120 feet of right-of-way. Perhaps these could be taken advantage of. There is some historical reference to 11th Street as well. It was the original introduction to the University.

Washington likes the idea of doing something different with 13th St. She likes the idea of anything that looks at how to create vibrancy, without excessive gentrification. She worries about the neighborhoods south and southeast of downtown. She doesn't want to create more unaffordable housing, but she can see the attraction to creating holistically, a better downtown. Her one comment is that for her, there is a disconnect between the density of student housing and the other goals. She worries we are creating a downtown that is catering to 19 and 20 year olds. This isn't family friendly. Transient students don't have the same commitment to downtown as someone who lives there. There is an excessive amount of partying happening downtown. Parezo shares the same concerns about the neighborhood to the south. In the Midwest, cities with good schools and affordable housing, people will start moving when word gets out. We see that with tech companies.

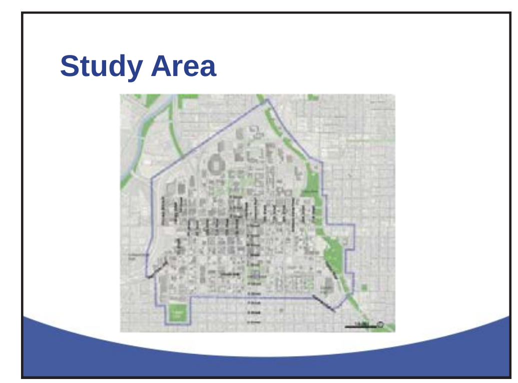
Harris is curious about a convention center. A convention center is a catalyst. But then it has spurts of no activity and whatever it draws in, has to be supported when the center isn't buzzing with people. She inquired about the success rate of convention centers. Segal responded they are doing a high level analysis of that. We want to tread carefully. It is hard for a convention center not to be just a big box. It can be a difficult structure. There are a lot of investment opportunities to come out of this. We are trying to do a quick analysis and what would be the appropriate size. Lincoln does have meeting spaces. We will look at 100,000 to 150,000 square feet. Locational decision will be key. We want to make sure this plan provides the analytic background to make a good decision on this.

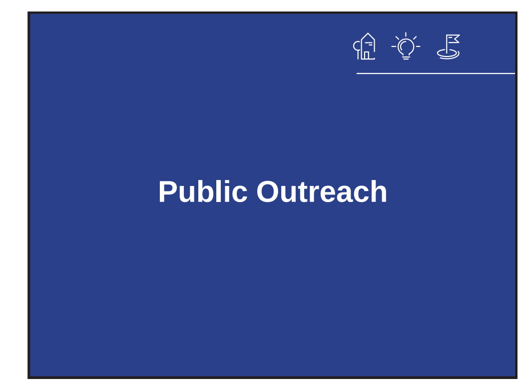
Segal continued that they are meeting with neighborhoods and doing an assessment of infrastructure in the existing neighborhoods. Part of the solution is through community development. Ultimately, in Lincoln and any city we are working in, community development relates to the health of the city. A city like Lincoln provides opportunity and more value and we need to know how to preserve this.

There being no further business, the meeting was adjourned at 12:50 p.m.

October 25, 2018
6:30 - 7:30 p.m.

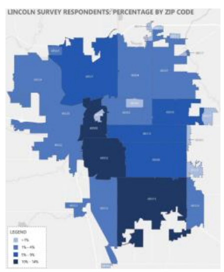
Community Open House
F Street Community Center
1225 F St, Lincoln, NE





Online Survey

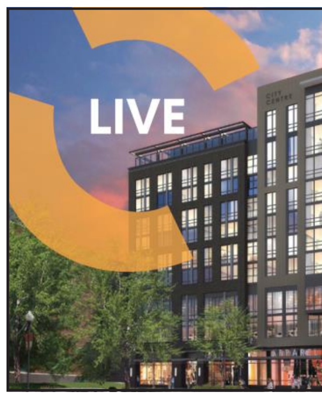
1,746 Responses



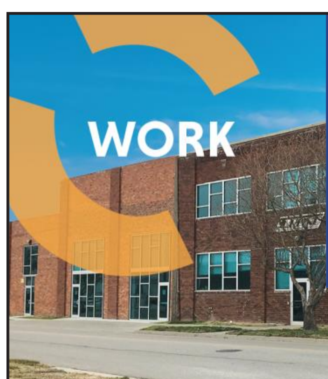
Common Themes

- ✓ Vibrant, Livable, Kid Friendly
- ✓ Wider range of housing options
- ✓ More greenspace: shaded, seating, accessible
- ✓ New Central Library
- ✓ Revitalize O Street
- ✓ Designate an area for music and art
- ✓ Activate Pershing site
- ✓ Diversity of businesses

Market Assessment & Development Forecast



Strong residential demand. Approximately 900 to 1,900 non-student units over next 10 years.



Moderate office demand. Approximately 382,000 to 682,000 SF over next 10 years.

There is currently 523,000 SF of vacant office space downtown.

Niche retail demand Approximately 112,000 to 190,000 SF over next 10 years. There is currently 193,000 SF of vacant retail space downtown.

Hotel demand primarily boutique properties (less than 75 rooms)

Additional feasibility study needed to determine demand for convention center.

Plan Themes

The Center of Opportunity

- Increasing costs, particularly housing, in 'superstar cities' pushing Millennials out
- Young Professionals moving from large cities to smaller markets
- In search of affordable living, quality of life, civic involvement
- Lincoln should capitalize on trends and position itself to be an 'Opportunity City'!

The Center of Opportunity

- Millennials, Gen Z, and Baby Boomers are drawn to downtown living
- Develop critical amenities to attract and keep residents (parks, services, unique retail)
- Encourage new housing types for diverse cultures and aging populations
- Downtown should be appealing to diverse populations, young and old

Catalyst Projects

Community Commons

- Uses appropriate for this block – "Civic & Mixed-Use"
- Design and Layout Recommendations
- Surrounding blocks describe catalyst effect

Community Commons

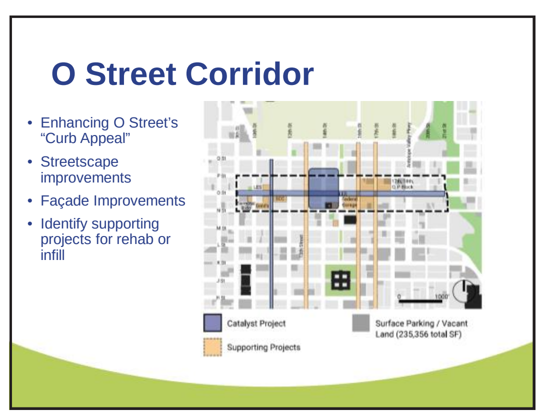

Community Commons


Community Commons

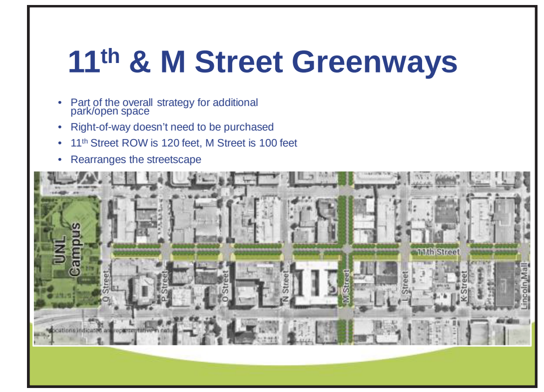

Community Commons

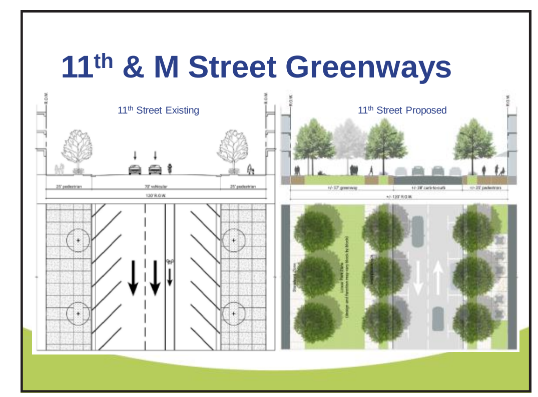

West Park
Further refinement of public spaces shown in South Haymarket Plan


West Park
Further refinement of public spaces shown in South Haymarket Plan

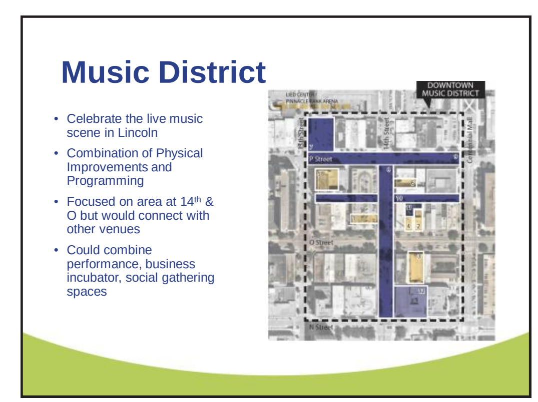

O Street Corridor
Enhancing O Street's "Curb Appeal"
Streetscape improvements
Façade Improvements
Identify supporting projects for rehab or infill
Catalyst Project
Surface Parking / Vacant Land (235,356 total SF)
Supporting Projects

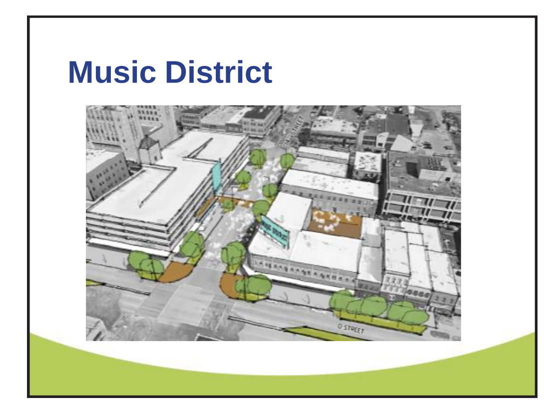

O Street Corridor
Enhancing O Street's "Curb Appeal"
Streetscape improvements
Façade Improvements
Identify supporting projects for rehab or infill


11th & M Street Greenways
Part of the overall strategy for additional park/open space
Right-of-way doesn't need to be purchased
11th Street ROW is 120 feet, M Street is 100 feet
Rearranges the streetscape
UNL Campus


11th & M Street Greenways
11th Street Existing
11th Street Proposed


11th & M Street Greenways


Music District
Celebrate the live music scene in Lincoln
Combination of Physical Improvements and Programming
Focused on area at 14th & O but would connect with other venues
Could combine performance, business incubator, social gathering spaces
DOWNTOWN MUSIC DISTRICT


Music District

Additional Projects

Projects from 2005

Finish Recommended Projects Including:

- West Haymarket Blocks
- P Street Streetscape
- K Street Building
- Two-Way Traffic on 13th
- Downtown Shuttle
- Multi-Modal Transportation Center

Additional Projects & Key Sites

- LPD Maintenance Facility – J Street
- Southeast Community College – O Street
- Two New Public Parking Garages
- StarTran Property – J Street
- Underused Blocks (9th, 10th, M & N; 9th 10th, L & M)
- Federal Garage Block
- JPA Land
- Bennett Martin/YWCA
- Post Office
- One-Way to Two-Way Street Conversion

Mobility Opportunities

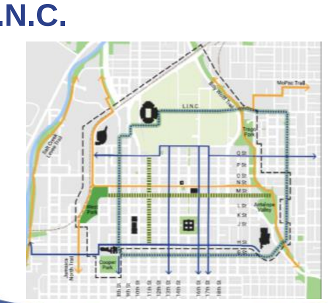
- 13th Street One-Way to Two-Way, K to O
- Phase Other Streets
- 9th, 10th, K & L Remain One-Way

Mobility Opportunities

Future 13th Street Bike Lanes
Consolidate 11th & 14th

Future 16th & 17th Bike Lanes
- OR -
Consolidate on 16th if Two-Way

L.I.N.C.



Next Steps

You're Invited!

- Draft plan available online (November)
- Planning Commission Hearing (end-November)
- City Council Hearing (mid-December)

Questions?

www.plandowntown.com

October 29, 2018
4:15 - 5:15 p.m.

City Council Briefing
County City Building
Room 113 - 1st Floor
555 S 10th St, Lincoln, NE

MINUTES

PRE-COUNCIL MEETING
Monday, October 29, 2017
4:15 p.m.
Bill Luxford Studio, Room #113

Downtown Master Plan

Members present: Jon Camp, Roy Christensen, Carl Eskridge, Jayne Raybould and Bennie Shobe; (Leirion Gaylor Baird and Cyndi Lamm absent).

Others present: David Cary, Paul Barnes, Andrew Thierolf and Teresa McKinstry of the Planning Department; David Landis, Hallie Salem and Dallas McGee of Urban Development Dept; Mark Lutjeharms with Public Works & Utilities; Tom Huston; Brad Segal and J.J. Folsom from Progressive Urban Management Associates (PUMA); Terry Uland from Downtown Lincoln Association (DLA); Pat Leach from Lincoln City Libraries; and Nancy Hicks of the Lincoln Journal Star.

Chair Shobe called the meeting to order at 4:15 p.m. The Nebraska Open Meetings Act was acknowledged.

David Cary thanked the members for the opportunity to share the draft concepts of the Downtown Master Plan process. The consultant team and local staff are here today with a presentation. This is the full kickoff of the findings. Today is an overview of the plan. Our coordination with DLA has been fruitful.

Paul Barnes reiterated that staff is very excited about this plan. He played a video titled: 2018 Downtown Lincoln Master Plan – Center of Opportunity.

Brad Segal from PUMA appeared. His firm is based in Denver. Part of our job is to be the economist and see where downtown is going and relate that to different trends that are going on. We are working with Civitas on this project. The whole center of opportunity theme is a reflection of trends that are shaping cities and puts Lincoln on trend to be competitive with peer cities. We feel this plan will appeal to millennials, Gen Z, baby boomers and others inclined to downtown living. We keep an inventory of different demographic lifestyle trends. We update this information periodically. We are finding a trend throughout the country of second tier cities that are capitalizing on reverse migration from the larger cities. We are finding the cost of living is starting to wear on millennials and Gen Z. These populations are looking for smaller cities, many in the heartland. We want to attract many different

populations. If Lincoln can be positioned for this, we feel there is a competitive advantage. This plan looks at how we can make downtown Lincoln a neighborhood. The market has been bringing some of this vitality on its own. Many of the physical improvements such as two way streets and greenways, all of those are oriented into moving downtown into more of a neighborhood with the intention that this will appeal more to a workforce. There is an emphasis on diverse housing, policies to make it happen and different amenities. Services are outlined and making sure downtown is inviting to all groups. This is achieved through different uses and physicality.

Tom Huston explained that the effort to reach the community has been pretty broad. There were over 2,000 people that participated in the effort. We had five working groups with over 80 members that reviewed various aspects. We made presentations to Planning Commission, Downtown Lincoln Association and Urban Design Committee. We held three community houses and a design charrette. There was an online survey that gathered over 1,700 responses. PUMA went out to the adjacent neighborhoods and talked to them. We have received input from a lot of people.

Barnes would like to go through the catalyst projects. He showed the study area. It is roughly similar to the 2005 Downtown Master Plan.

The first catalyst project is the Pershing block. The majority of responses want to see more utilization of underutilized sites. An RFP (Request For Proposals) has been published. The plan outlines different orientation of buildings, as well as land uses. This is along Centennial Mall and the N Street Bikeway. Those are key significant features of this site. The plan is to guide what could happen once we start to look at proposals.

The next project is West Park. There are two different options shown. This is in South Haymarket. We heard a lot from people about open space and how it would make downtown more livable for them. A lot of people have a strong interest in a dog park.

The O Street Corridor is another project. A lot of people were excited about the transformation of P Street. O Street is considered by a lot to be the front door to Downtown. This would be a combination of improvements. There are quite a few ash trees that must be removed. There are sidewalk improvements, façade improvements, areas for redevelopment and infill.

The 11th and M Street Greenways would increase open space. This looks at two streets downtown and what can be done in the existing right-of-way. The idea is that we would shift the curb on the west side of the street to allow for installation of linear green space in the existing right-of-way. M Street today would be a different design. It would connect South Haymarket to Antelope Valley with a procession for enhanced walkway and greenspace.

The next project is celebrating the local music scene downtown. This centers around 14th and O Street. This builds on and celebrates the live music scene that we have today. This could be a combination of some improvements along 14th Street, but also a matter of programming and marketing. We have also heard that people are interested in a more kid and family friendly downtown and the art scene can be part of this.

Another big topic has to do with mobility. There are a few recommendations. One is one-way versus two-way street concept. The 2005 plan recommended 13th St. be converted. In looking at that, that could be a near term project. The rest of the streets would be looked at in phasing over time. This doesn't include the highest traveled streets such as 9th St., 10th St., K St. and L St. We have been coordinating with the Lincoln Bike Plan. The LINC is a pretty bold idea. One example would be the Cultural Trail in Indianapolis. It has been an economic development tool. We already have some facilities in place such as the Antelope Valley Trail on the east side.

Camp asked for more information about streets being looked at to be converted into two-way streets. Barnes responded that the approach at this point is look at 13th St. in the near term. The second phase would look at 11th St., 12th St., 14th St., and possibly M St. and N St. The further out strategy would be to look at P St., Q St., 16th St. and 17th St. Camp believes that was looked at in the past and was not a popular idea. Sioux Falls has a nice trail with a lot of artwork in the falls area and would be an example to learn from.

Dallas McGee would like to think back 13 years ago. 2005 was when the last master plan was completed. That plan was very instrumental in developing a plan for downtown. It included many different projects, short term and long term. There was talk about building an arena. The 2005 plan talked about building it in the BNSF railyards. We now have the Pinnacle Bank Arena. The plan also said you need to develop supporting uses around it. We have three hotels, over 160 residential units, offices, and we have new retail. There is now a much needed downtown grocery store. The plan also talked about looking at P St. and encouraging more retail. That streetscape has been enhanced. Many new projects have been built. There is a lot of development that has followed the City investment. The 2005 plan also said to connect the bikeway system. We now have a protected bikeway on N Street. Adjacent to that are a number of student housing projects. The power of that plan lies in its bold vision, and leadership and partnerships. There has been $1.3 billion dollars of investment since 2005. The final chapter of this plan addresses implementation. It identifies short terms actions, partners and responsibilities. It suggests funding sources and supportive policies. Finally, it addresses a tracking system to evaluate how it is doing.

Terry Uland thinks we have a plan that will generate a lot of good work. This has been a very collaborative process. Working with the DLA and City has been very fruitful.

Barnes noted that everyone is invited to the event at the Railyard tomorrow night. The video will be shown on the Cube. We will move into the public market and review plan material. The draft plan will be released in mid-November. It will appear before Planning Commission in late November and before City Council in mid-December.

Christensen would like staff to talk about the Federal parking garage shown in the plan. Barnes stated that we have heard there was an interest to see more along Centennial Mall. We had conversation with the GSA (U.S. General Services Administration) about their property. The idea is we should continue these conversations and look at something to activate the space.

David Landis believes everyone would like to see better uses on this block. We approached the GSA about three years ago. They would like a better secure way to move judges and prisoners into the Federal building. There were many terms involved to buy the garage and build them a new one. Developers have begun to see that block as connected to many surrounding blocks. It would require someone to negotiate a better deal. Given current parking plans, we will not exhaust parking resources, but once a second garage is identified, resources will be exhausted. Two recent projects are feeling out developers for ideas. They have included two floors of parking.

Camp believes funding for all of this is key. Landis responded that this is all conceptual. Camp believes parking leads the way. We have to have flexibility. He thinks we need to walk carefully. The last desire to go to two-way streets really flopped. Segal personally thinks if 13th St., 14th St., 12th St. and 11th St. went two-way, it would make a lot of sense. He shares Camp's caution. Camp believes the one way pairs work. Cary added that this is how the plan is set up. We want to take a look, but be cautious and deliberate. 13th St. is the first look. We want to have a plan that states a vision.

Shobe wondered about time frames. Barnes stated that the Master Plan is looking at a time frame of ten to twelve years. A lot of those projects and concepts would happen near, mid or long term. Mid-term could be 18 months to five years. Beyond five to ten years would be long term.

Camp was glad to see affordable housing noted in the plan. He heard on television about how as a whole, America is going to a higher level of renting. He thinks that might be occurring more in larger metropolitan areas. He questioned how that fits in. Cary responded that affordability is a big topic. Rental housing is a trend here in Lincoln as well. We have experienced 40 percent of all new units are multi-family or rental Citywide. In the last three years, we are seeing a higher rate of that, almost 44 percent. It is a trend. That is part of what this plan talks about. We are trying to make downtown the neighborhood we want to attract people with different housing choices. Green space is a part of this, the art and music district, trying to create projects and the living experience that people want to have. Camp noted there was an article about Lincoln in the New York Times.

Eskridge wondered how this ties in with millennials and transportation. Millennials don't necessarily want to have their own vehicle. That might also change our parking needs. He questioned if staff has any thoughts on the topic. Segal remembers that if we had done this planning 15 years ago, parking would be THE issue. It is much farther down the list now. With younger generations, they are looking for different ways to get around. It is a trend. We need to provide more options.

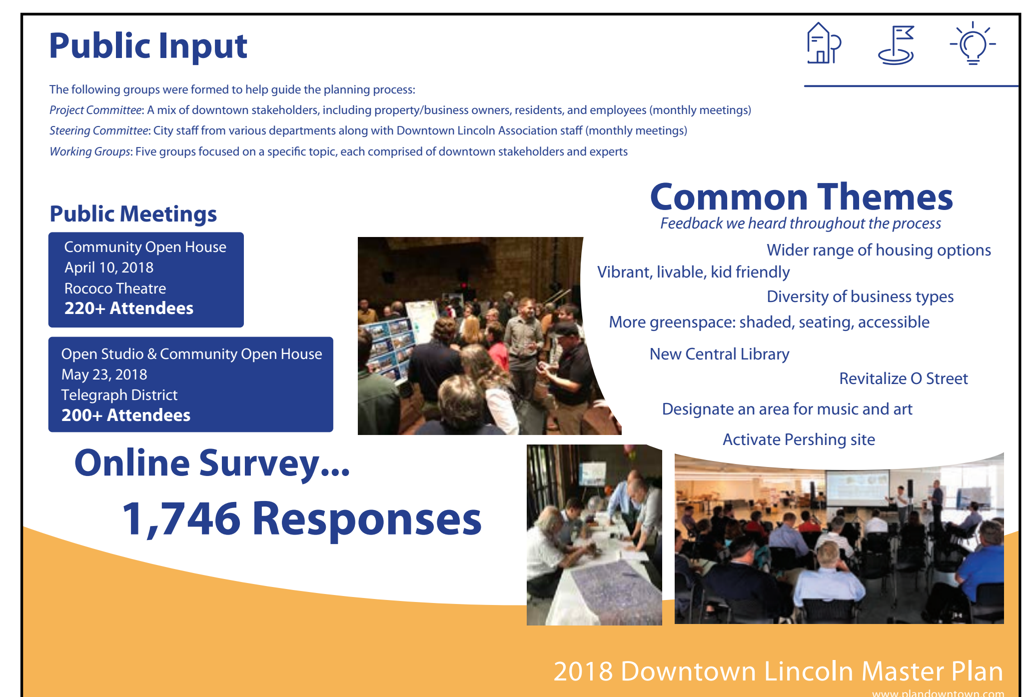
The topic was concluded at 5:15 p.m.

Respectfully submitted,

Teresa McKinstry
Planning Department

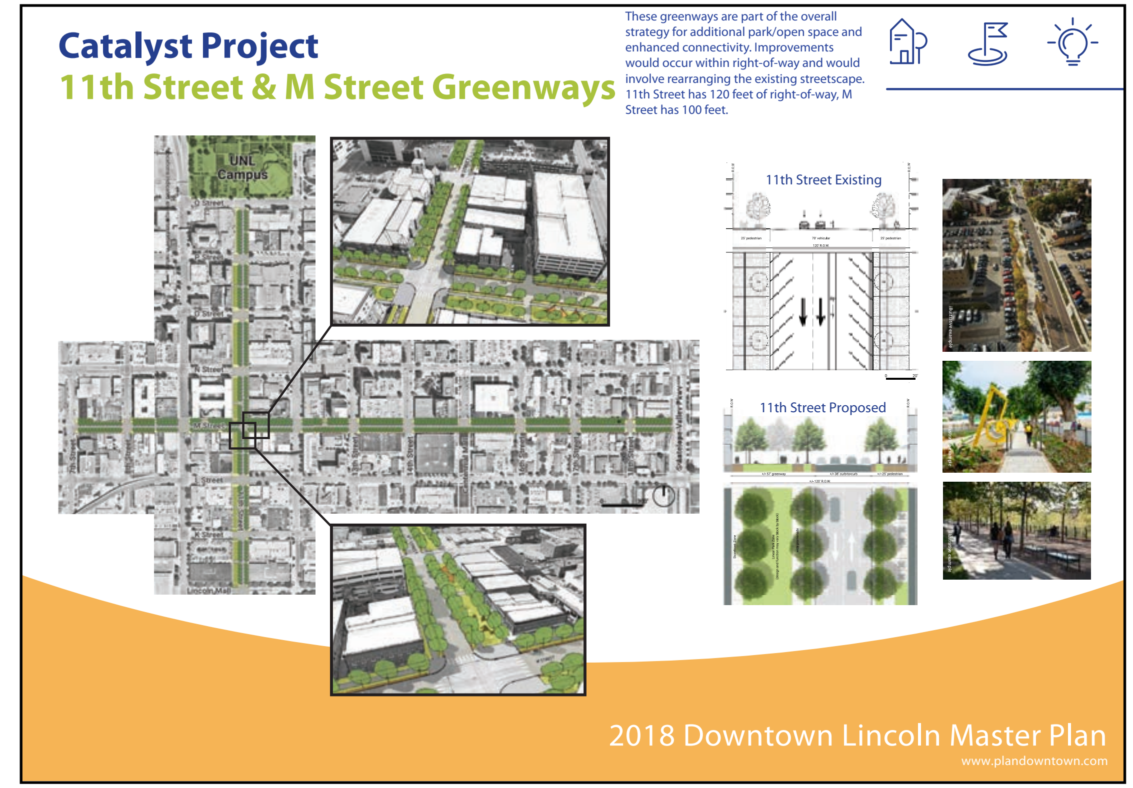
October 30, 2018
6:00 - 8:00 p.m.

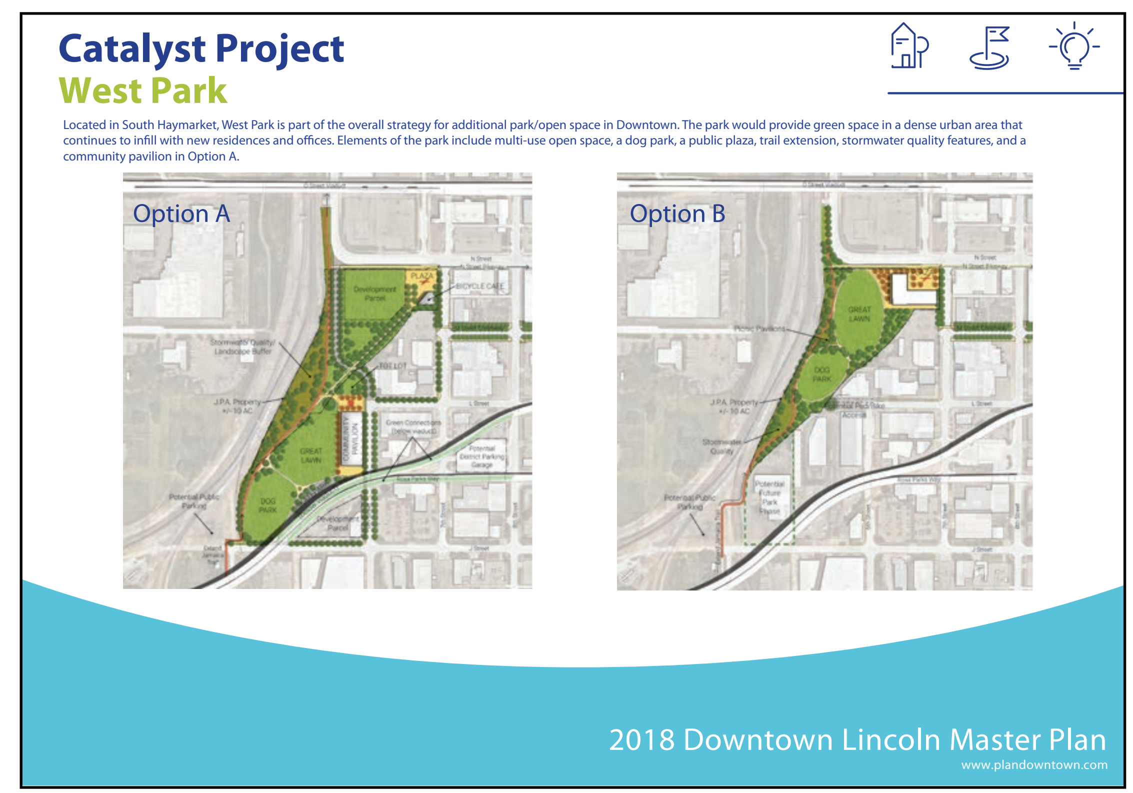
Community Open House
Railyard & Public Market
350 Canopy St, Lincoln, NE




Market Assessment & Development Forecast
LIVE
Strong residential demand. Approximately 900 to 1,900 non-student units over next 10 years.
WORK
Moderate office demand. Approximately 382,000 to 682,000 SF over next 10 years.
There is currently 523,000 SF of vacant office space downtown.
PLAY & VISIT
Niche retail demand. Approximately 112,000 to 190,000 SF over next 10 years. There is currently 193,000 SF of vacant retail space downtown.
Hotel demand primarily boutique properties (less than 75 rooms)
Additional feasibility study needed to determine demand for convention center.
2018 Downtown Lincoln Master Plan
www.plandowntown.com


Catalyst Project
Create a Community Commons
Pershing Block and Surrounding Area
2018 Downtown Lincoln Master Plan
www.plandowntown.com


Catalyst Project
11th Street & M Street Greenways
These greenways are part of the overall strategy for additional park/open space and enhanced connectivity. Improvements would occur within right-of-way and would involve rearranging the existing streetscape. 11th Street has 120 feet of right-of-way, M Street has 100 feet.
UNL Campus
11th Street Existing
11th Street Proposed
2018 Downtown Lincoln Master Plan
www.plandowntown.com


Catalyst Project
West Park
Located in South Haymarket, West Park is part of the overall strategy for additional park/open space in Downtown. The park would provide green space in a dense urban area that continues to infill with new residences and offices. Elements of the park include multi-use open space, a dog park, a public plaza, trail extension, stormwater quality features, and a community pavilion in Option A.
Option A
Option B
2018 Downtown Lincoln Master Plan
www.plandowntown.com

Catalyst Project
Celebrate Local Music Scene

A combination of physical improvements and programming that build on the success of the existing live music scene in Lincoln. The focus for a music district is on the 14th & O area, but the it would also connect with other areas. The district could combine performance, business inclubator, and social gathering spaces.

CATALYTIC PROJECT
CELEBRATE THE LOCAL MUSIC AND ARTS SCENE

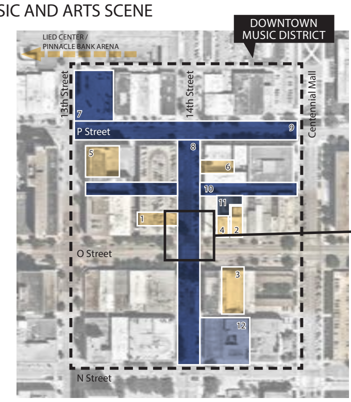
MUSIC DISTRICT ELEMENTS:

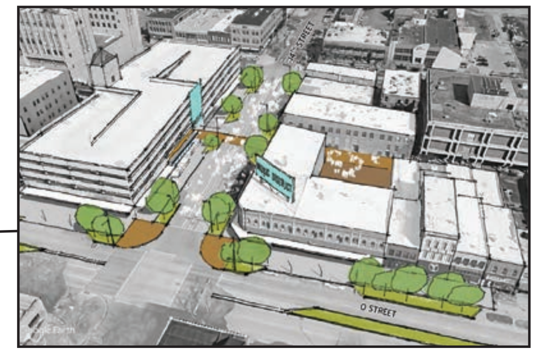
VENUES

1. 1867 BAR
2. BODEGA'S ALLEY
3. BOURBON THEATRE
4. DUFFY'S TAVERN
5. ROCOCO THEATER
6. ZOO BAR

FLEXIBLE OUTDOOR PERFORMANCE SPACES

7. TOWER SQUARE
8. 14TH STREET (N TO P)
9. P STREET (13TH TO CENTENNIAL MALL)
10. ALLEYS (13TH TO CENTENNIAL MALL)
11. PARKING LOT (DUFFY'S / BODEGA'S)
12. BENNETT MARTIN LIBRARY SITE (POTENTIAL FUTURE USE FOR PORTION OF SITE)





2018 Downtown Lincoln Master Plan
www.plandowntown.com

Catalyst Project
O Street Corridor

Enhancing O Street's "Curb Appeal", which could include streetscape improvements, facade and sign programs, and the identification of supporting projects for rehab or infill.

2018 Downtown Lincoln Master Plan
www.plandowntown.com

Mobility

One-Way vs. Two-Way Streets

Many Downtown streets were converted from two-way to one-way in the 1950's as a way to move vehicular traffic into and out of Downtown as quickly as possible during peak hours. Many cities across the U.S. are converting one-way streets back to two-way.

Ample data exists showing that two-way streets balance traffic flow, improve the pedestrian walking environment, and typically reduce traffic speeds without reducing vehicular capacity. Two-way streets increase the economic benefit of the street due to better exposure and access to ground floor uses.

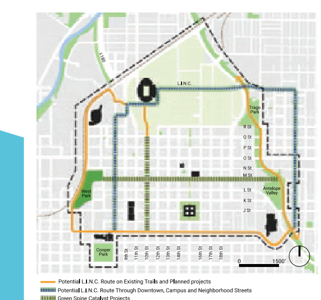
Many of the one-way streets in Downtown are not necessary for vehicular capacity based on existing and projected traffic volumes. These streets are expected to operate satisfactorily under two-way operation with one lane in each direction and left turn lanes at the signalized intersections. Prior to implementation streets should be analyzed on a block-by-block basis with due consideration for queing between intersections, turning conflicts, and ability to receive peak parking garage exit traffic.

EXISTING VEHICULAR OPERATION

PROPOSED VEHICULAR OPERATION

The L.I.N.C.

The LINC (Linking Innovation, Neighborhoods, and Campus) is envisioned as a multi-use path that stiches together landmarks, schools, spaces, and distinct neighborhoods that make up Downtown Lincoln. The LINC creates a continuous, off-street multi-modal path that prioritizes pedestrians and bicycles.



Lincoln Bike Plan

The Lincoln Bike Plan is a parallel planning effort to the Downtown Master Plan. The Lincoln Bike Plan identifies an on-street network that builds on the City's trail network and provides safe and low-stress bicycle commuting and recreational opportunities. Although the Lincoln Bike Plan is a community-wide document, special consideration was given to coordinate recommendations for facilities in Downtown with the Downtown Master Plan.

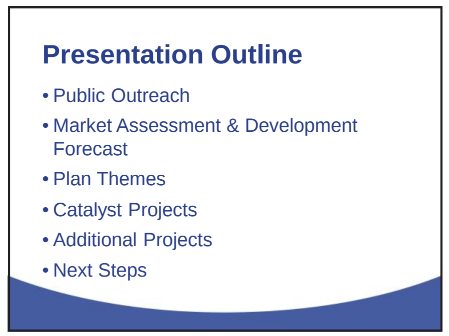
The on-street bike facilities in Downtown are anticipated to evolve over time as streets are converted from one-way to two-way, as the catalyst projects of the Downtown Master Plan are implemented, and as the bicycling demand in Downtown strengthens to support higher quality facilities.

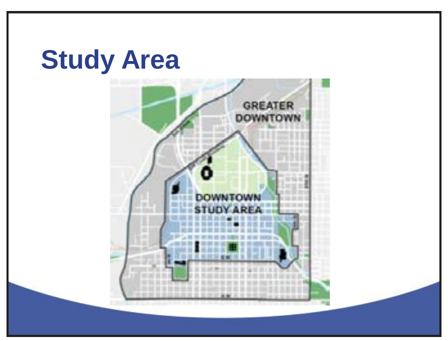
For more information visit: lincolnbikeplan.com.

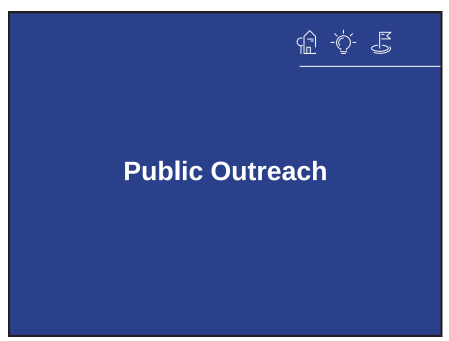
2018 Downtown Lincoln Master Plan
www.plandowntown.com

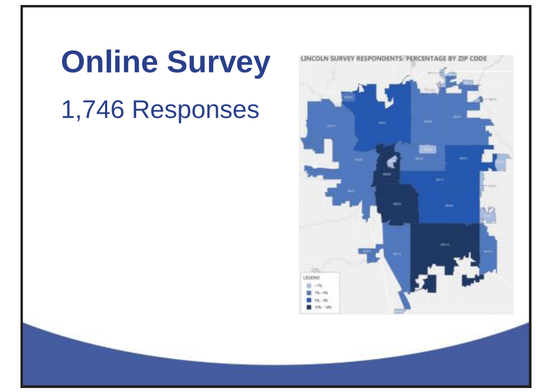
November 14, 2018
11:45 a.m. - 12:45 p.m.

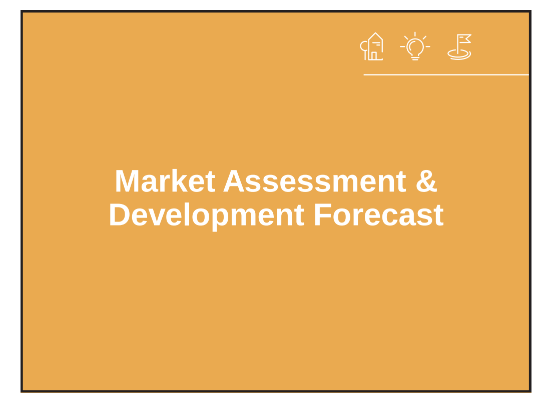
Planning Commission Briefing
County City Building
Room 113 - 1st Floor
555 S 10th St, Lincoln, NE

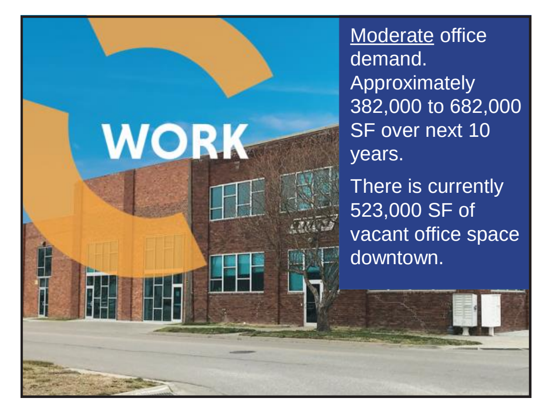


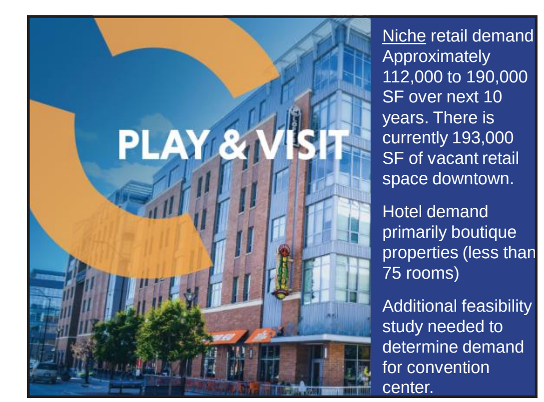


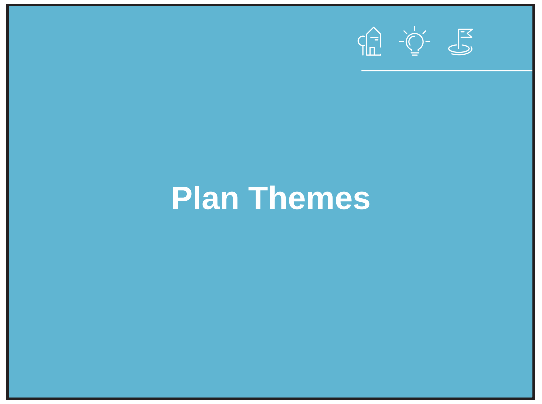






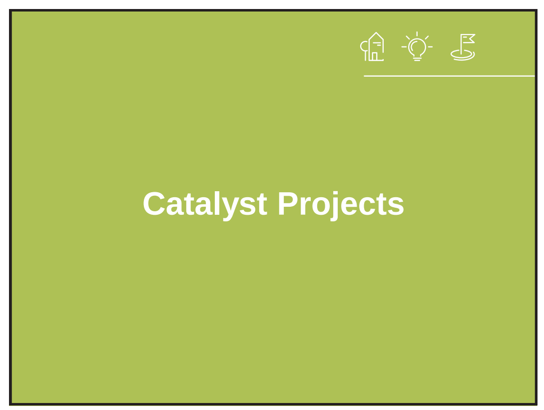


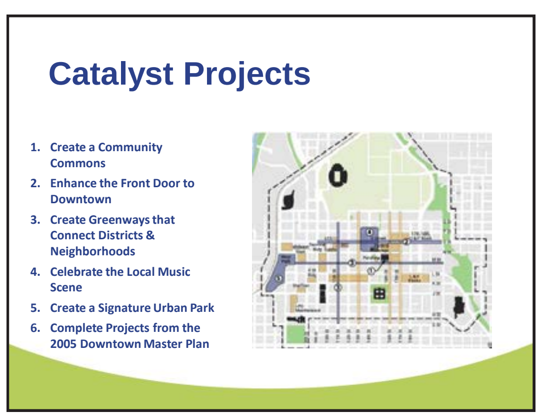


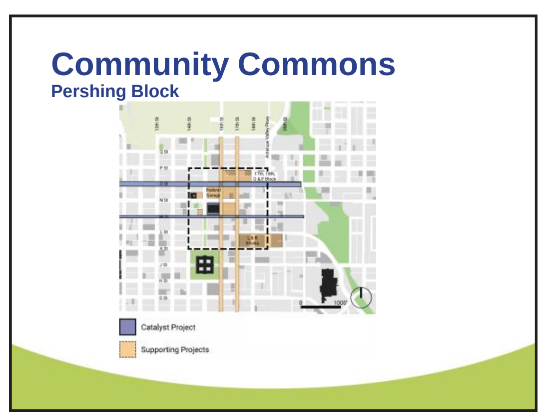

Plan Themes

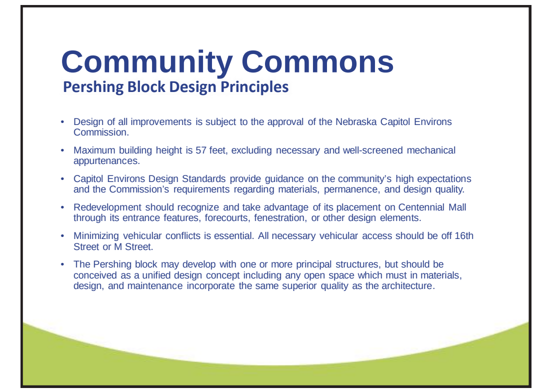

The Center of Opportunity
• Increasing costs, particularly housing, in 'superstar cities' pushing Millennials out
• Young Professionals moving from large cities to smaller markets
• In search of affordable living, quality of life, civic involvement
• Lincoln should capitalize on trends and position itself to be an 'Opportunity City'!

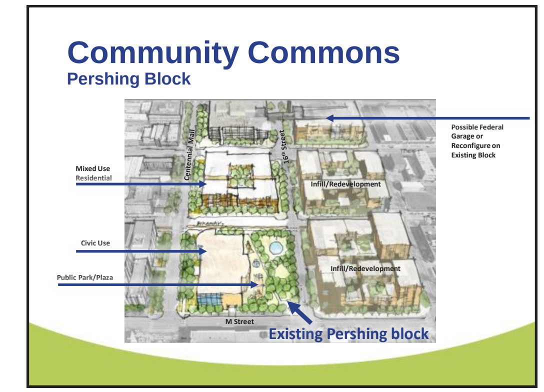

The Center of Opportunity
• Millennials, Gen Z, and Baby Boomers are drawn to downtown living
• Develop critical amenities to attract and keep residents (parks, services, unique retail)
• Encourage new housing types for diverse cultures and aging populations
• Downtown should be appealing to diverse populations, young and old

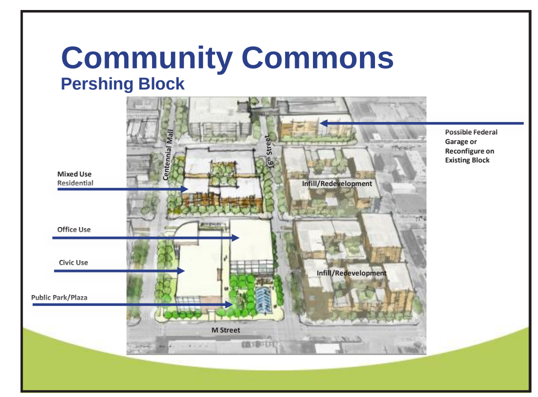

Catalyst Projects

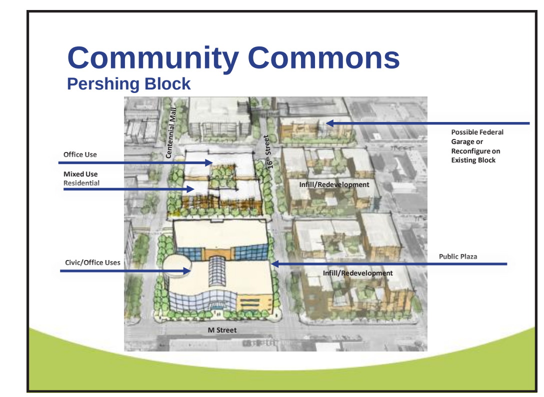

Catalyst Projects
1. Create a Community Commons
2. Enhance the Front Door to Downtown
3. Create Greenways that Connect Districts & Neighborhoods
4. Celebrate the Local Music Scene
5. Create a Signature Urban Park
6. Complete Projects from the 2005 Downtown Master Plan


Community Commons
Pershing Block
Catalyst Project
Supporting Projects


Community Commons
Pershing Block Design Principles
• Design of all improvements is subject to the approval of the Nebraska Capitol Environs Commission.
• Maximum building height is 57 feet, excluding necessary and well-screened mechanical appurtenances.
• Capitol Environs Design Standards provide guidance on the community's high expectations and the Commission's requirements regarding materials, permanence, and design quality.
• Redevelopment should recognize and take advantage of its placement on Centennial Mall through its entrance features, forecourts, fenestration, or other design elements.
• Minimizing vehicular conflicts is essential. All necessary vehicular access should be off 16th Street or M Street.
• The Pershing block may develop with one or more principal structures, but should be conceived as a unified design concept including any open space which must in materials, design, and maintenance incorporate the same superior quality as the architecture.


Community Commons
Pershing Block
Existing Pershing block


Community Commons
Pershing Block


Community Commons
Pershing Block


Community Commons
Pershing Block


Community Commons
Pershing Block

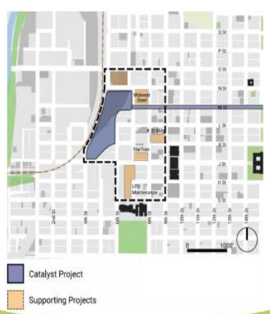
West Park
Option 1

- Plaza at the south end of Canopy Street
- Mixed use development site along N Street.
- Properties in the area of 4th to 6th and J to L Streets, to be included in the park.
- Lumber building becomes indoor pubic market or community space.
- Multi-purpose open space
- Skate park beneath Rosa Parks Way
- Extend Jamaica North Trail
- Urban dog park
- Stormwater quality and flood storage.
- New street provides publicly accessible edge
- Off-street parking at the southern end of the dog park (might also serve skate park).

West Park
Option 2

- Plaza at the south end of Canopy Street
- Mixed use development site along N Street.
- Utilize existing JPA-owned land for park and open space.
- Multi-purpose open space
- Extend Jamaica North Trail
- Urban dog park
- Create a public pedestrian/bike access point to the park at the west end of L Street.
- Stormwater quality and flood storage
- Off-street parking at the southern end of the dog park (might also serve skate park).
- Consider future park development in the area of 4th to 6th, J to L Streets.

West Park



O Street Corridor

- Enhance O Street's "Curb Appeal"
- Streetscape improvements
- Façade Improvements
- Identify supporting projects for rehab or infill

O Street Corridor
Streetscape Improvements

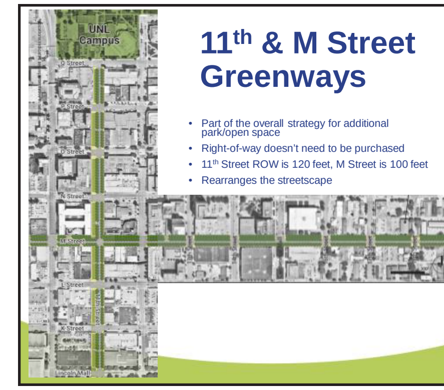
- Cohesive street tree plan
- Enhanced pedestrian and street lighting
- Planting areas and medians
- Improved pedestrian crossings
- Entryway Enhancements
- Up-lighting on buildings

O Street Corridor
Facade Improvements

- Lighting
- Awnings and overhangs
- Signage
- Window displays

O Street Corridor

11th & M Street Greenways



- Part of the overall strategy for additional park/open space
- Right-of-way doesn't need to be purchased
- 11th Street ROW is 120 feet, M Street is 100 feet
- Rearranges the streetscape

11th Street Greenway

11th Street Greenway

Amenities May Include:

- Native gardens
- Extended plazas for outdoor dining
- Smaller play equipment for children
- Flexible lawn space
- Interactive public art
- Bicycle corrals

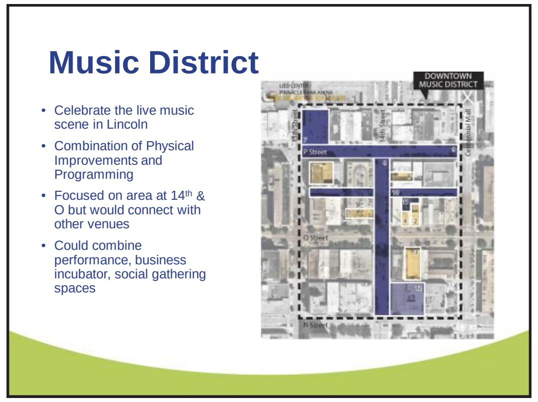
M Street Greenway

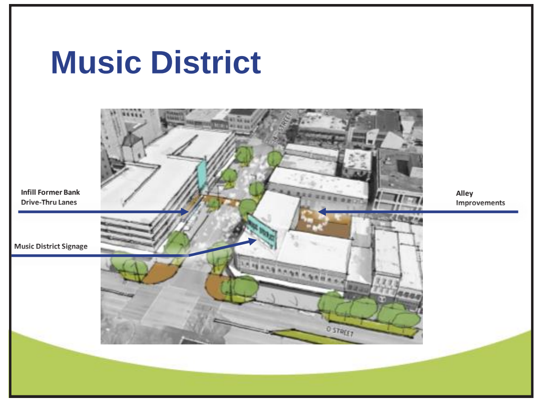
*M Street varies between 2 or 3 vehicular lanes and turn lanes with a mix of angled, parallel or no parking

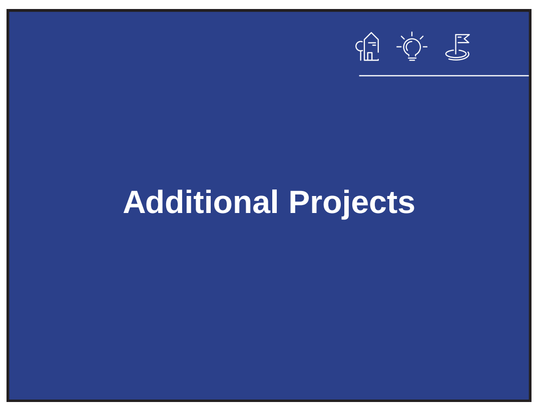
M Street Greenway

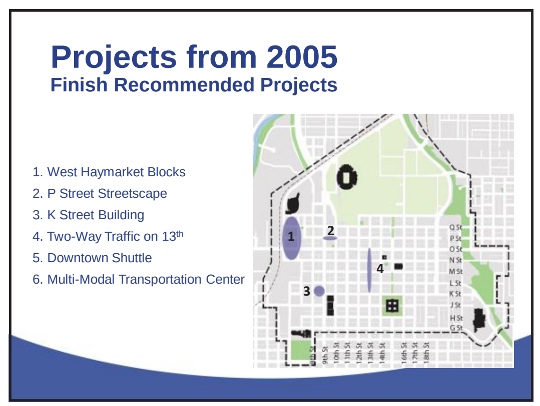
Amenities May Include:

- Linear procession of trees
- Extended storefront cafes
- Formal or community gardens
- Public art
- Smaller green spaces with benches

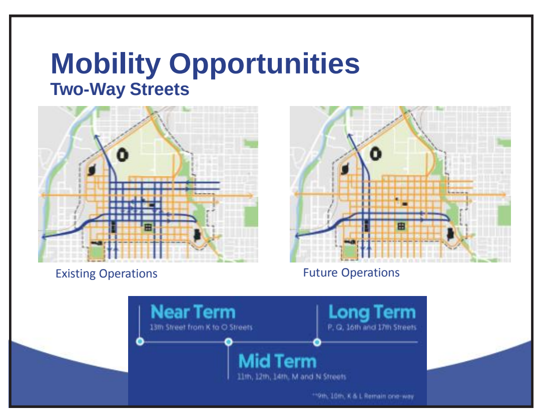

Music District
Celebrate the live music scene in Lincoln
Combination of Physical Improvements and Programming
Focused on area at 14th & O but would connect with other venues
Could combine performance, business incubator, social gathering spaces
DOWNTOWN MUSIC DISTRICT


Music District
Infill Former Bank Drive-Thru Lanes
Music District Signage
Alley Improvements


Additional Projects

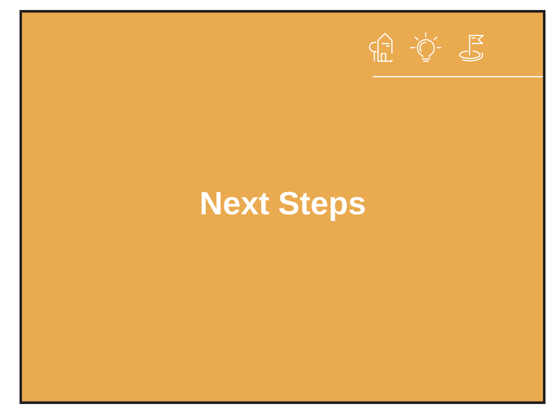

Projects from 2005
Finish Recommended Projects
1. West Haymarket Blocks
2. P Street Streetscape
3. K Street Building
4. Two-Way Traffic on 13th
5. Downtown Shuttle
6. Multi-Modal Transportation Center

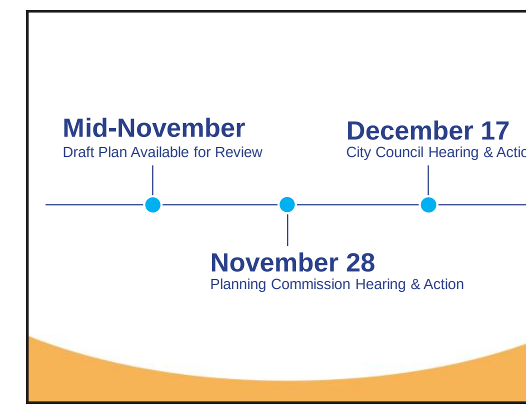

Additional Projects & Key Sites
LPD Maintenance Facility – J Street
Southeast Community College – O Street
Two New Public Parking Garages
StarTran Property – J Street
Underused Blocks (9th, 10th, M & N; 9th 10th, L & M)
Federal Garage Block
JPA Land
Bennett Martin/YWCA
Post Office
One-Way to Two-Way Street Conversion

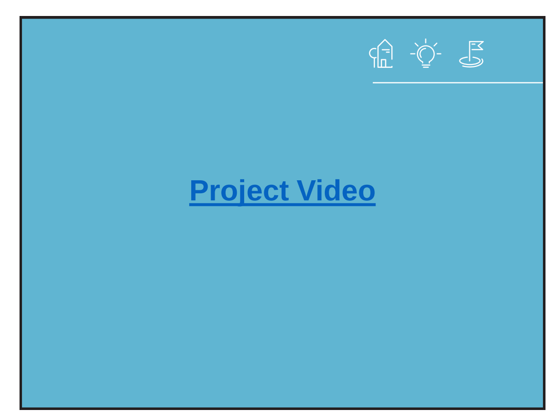

Mobility Opportunities
Two-Way Streets
Existing Operations
Future Operations
Near Term
Mid Term
Long Term

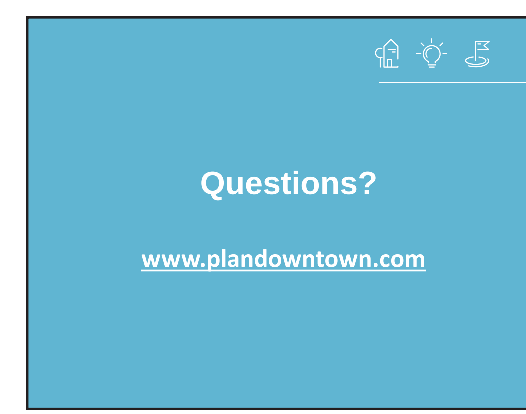

Mobility Opportunities
Bicycle Facilities
Future 13th Street Bike Lanes
Consolidate 11th & 14th
Future 16th & 17th Bike Lanes
- OR -
Consolidate on 16th if Two-Way


L.I.N.C.
Linking Innovation, Neighborhoods & Campus


Next Steps


Mid-November
Draft Plan Available for Review
December 17
City Council Hearing & Action
November 28
Planning Commission Hearing & Action


Project Video


Questions?
www.plandowntown.com

Finnegan said she recalls this project being discussed with past Mayors. This space has always been in question and she intends to support this item.

Corr agreed with her fellow Commissioners. It is clear that project fits the goals of the Comprehensive Plan.

Motion carried, 8-0: Beckius, Campbell, Corr, Edgerton, Finnegan, Harris, Joy, and Washington voting 'yes'; Scheer declared a conflict of interest.

Commissioner Scheer returned to the chambers.

COMPREHENSIVE PLAN AMENDMENT 18003, TO AMEND THE COMPREHENSIVE PLAN TO INCLUDE THE "DOWNTOWN LINCOLN MASTER PLAN" BY REFERENCE, GENERALLY BOUNDED BY G STREET, PINNACLE ARENA DRIVE, SALT CREEK ROADWAY AND ANTELOPE CREEK;
PUBLIC HEARING: **November 28, 2018**

Members present: Beckius, Campbell, Corr, Edgerton, Finnegan, Harris, Joy, Scheer and Washington.

Staff Recommendation: Conformance with the Comprehensive Plan.

There were no ex parte communications disclosed. [At a later time during the Public Hearing, Corr disclosed that she attended a Mayor's Neighborhood Roundtable meeting where this topic was presented].

Staff Presentation: Paul Barnes, Planning Department, stated Staff is excited to present the 2018 Downtown Lincoln Master Plan. It represents over a year's worth of work including outreach and discussion. Planning Commission has been involved in the process and has been briefed regularly, most recently on November 14, 2018. The plan covers a wide variety of topics and incorporates community vision within a defined area. The history of having a plan dates back to 1974, with several subsequent efforts since then. This plan was done in partnership with the Downtown Lincoln Association (DLA) and with a consultant hired to help us with market assessment, development forecasting, and global trend forecasting. The public and stakeholders have been involved throughout the process. The plan is called the "Center of Opportunity" which builds on the national trends showing that many are moving from expensive cities to smaller opportunity markets like Lincoln.

Terry Uland, DLA, 206 S. 13th Street, stated the DLA has submitted a letter in support (see Exhibit "1") of this plan and has warmly welcomed the partnership formed with the City. He thanked the City and the consultants for their transparency and public outreach throughout the process. This was the top of the line in terms of collaboration.

The plan provides a workable, successful vision and builds on the 13 years of successful growth since 2005. The Board of Directors of DLA endorses this plan and respectfully urges the Planning Commission to do the same.

Andrew Thierolf, Planning Department, said this plan would be added to the 2040 Comprehensive Plan by reference if approved. The plan outlines a number of catalyst projects including the Community Commons on the Pershing block, O Street enhancements, linear greenways along 11th Street and M Street, the West Park area south of the Haymarket, and highlighting the local music scene, and completing projects from the 2005 plan.

The mobility aspect of the plan has gotten a lot of attention recently. The plan proposes to evaluate the efficiency of the one-way streets and to consider their conversion to two-way streets. The current configuration can be confusing and potentially dangerous. Two-way traffic can balance traffic flow, reduce speeds, and provide economic benefit by improving access to businesses. 9th, 10th, K and L Streets will be excluded from the review since they remain appropriate one-way streets. All others would be considered according to a phasing plan and implemented incrementally, if it makes sense to do so after analysis.

Finnegan asked how this will be publicized since past changes have been difficult for the public. Thierolf said that the streets will be considered in one-way pairs, as necessary. The strategy is to look at downtown as a network.

Harris asked the cost of addressing the remaining one-way portion of 13th Street. **Mark Lutjeharms, Public Works**, said Public Works endorses this concept with caveats. There is a hierarchical process for assessing the changes, beginning with less impactful areas and working up to streets like 16th/17th. This will also require more detailed traffic studies to ensure the right streets are converted. In addition to the positive benefits, it will be important to look at other details such as delivery vehicle flow, parking, retrofitting of traffic signals, and changes in curbs, among other things. It will be an intensive effort. Harris asked what funding mechanisms are available for such a project. Barns said there are several potential funding sources mentioned in the plan.

Corr asked about the maintenance of the new green spaces. Barnes said at this master plan level, concepts are outlined. Once they become official projects, they enter into the public process and that level of detail is worked out and incorporated into the plan as it is designed. The specific responsibilities are yet to be decided. It is a balancing act to incorporate the greenspaces downtown since parks are also planned in areas of growth at the edges of the city.

Edgerton asked staff to touch on the conceptual path that runs around downtown. Barnes said the concept is a shared path for pedestrians and bicycles that would encompass downtown, connecting surrounding neighborhoods with downtown and its various districts. The discussion has included the use of existing facilities to connect, including trails. Other cities have done this, incorporating a cultural aspect, and they have been very well received and have served as an economic engine. Similar to other items discussed today, this would have an entire public process and more detailed planning when it moves to the status of a project.

Corr wondered about the future of the skywalks. Barnes said the history of the skywalks is mentioned but there is no recommendation one way or the other. That matter is under discussion between public and private entities.

Proponents:

Tom Huston, 233 S. 13th Street, Suite 1900, said he served as the chair of the steering committee. The outreach process for this plan was impressive and there was very good input from multiple parties, including the public. One reason he got involved was because many of those projects from the 2005 plan were accomplished and it is remarkable. A goal is to focus efforts and encourage investment in downtown and that has been a successful endeavor. The master plan is a key ingredient to that success.

Angie Tucci, 122 N. 11th Street, #404, said she has been a downtown resident for seven years and has served as a DLA board member. She also served on the steering committee. As someone who lives, works and plays downtown, she and her family are impressed by the amount of growth and encouraged by the proposed catalyst projects. Reviving the library and expanding the arts and music scenes are important. She is excited and proud to be a downtown resident.

Nancy Gade, 1000 Evergreen Drive, said that she is a member of the DLA. Her family company has an interest in downtown. She moved downtown in 1983 and has seen its evolution. A good plan looks both forward and backwards and continues to support past investments. She loves that downtown is defined as multi-dimensional, with concentrated diversity. These projects have the power to be transformational. Conversations with the public will continue. She is happy the focus on cars is diminishing. As a citizen, she has confidence in City staff that concerns will be addressed.

Michele Tilley, 1314 O Street, said she is a new downtown resident and loves it. She is also here as a Lied Center employee. She proposed that a designated arts district be included in the master plan to connect with other districts (see Exhibit "2). The Lied

Center serves as an anchor to many including Sheldon, the Great Plains Museum, Kiechel, to name a few. We believe the designation of a district will be a perfect solution to round out the connectivity of the downtown district.

Washington asked if an arts district is not included at this point. Tilley said there the music district at 14th and O Streets is called out, and an arts district would be a natural zipper between Union Plaza and the Haymarket.

Campbell asked if this was brought up to the task force. Barnes said there have been conversations with the Lied Center regarding this designation and the concept is mentioned in the plan in the discussion about the contributing facilities, their contribution and how to recognize them in a district. Tilley said it would be a perfect fit. An arts district does bring people downtown, makes it a more satisfying place to live, revitalizes areas, and draws people from out of town. The music district is called out for the area at 14th street, but it stops there. There is a wealth of arts in the area, so why not give it a designation.

There was no testimony in opposition.

Staff Questions:

Corr asked staff how they feel about the arts district designation. Barnes said it is welcomed. The City hopes to be involved in the university's campus master plan. The area mentioned is between campus and downtown and could easily blossom into a full-fledged district. Beckius thought the district was already inclusive of the idea. Barnes said the facilities are included and acknowledged. Cary said that there have been discussions with the Lied Center and language was added that was onboard with what is a strong idea. There is also that relationship with the campus plan, to be updated soon, and staff feels there should be coordination.

COMPREHENSIVE PLAN AMENDMENT 18003
ACTION BY PLANNING COMMISSION: **November 28, 2018**

Corr moved Approval; seconded by Finnegan.

Beckius thanked staff, community leaders, and the public for the feedback. The plan sets forth clear priorities with avenues for achieving them. It is aspirational, but also takes into account the challenges of implementation. It has been an open and honest discussion. This is a valuable document to guide implementation and he looks forward to seeing the process as the years pass.

Harris appreciated how fun the process was with the inclusion of the public and public meetings held in vibrant locations. She is excited about the music district. The local music scene has grown organically here and is a treasure. She is excited to promote it to people who are not from here. She offered a practical suggestion that a designated rideshare pick-up and drop-off location would help traffic flow, be more convenient, and safer.

During approval of the minutes at the regular Planning Commission meeting of December 12, 2018, Harris proposed the following clarification to her statement. The revised minutes were approved by Planning Commission by a vote of 8-0; Commissioner Joy absent.

"Harris later clarified that she is aware that Uber drivers are technically permitted to drop off in the designated taxi area outside Duffy's. Her suggestion is to create a separate ride sharing spot that is not shared with taxi cabs. The reason, she stated, is that ride sharing is an inherently different business model than the taxi business, and successful ride sharing depends upon the ability to make frequent short stops in order to pick up and drop off passengers. Conversely, the taxi model is based upon waiting in place for passengers, and as a result, Uber and Lyft drivers are often not able to park in the taxi area outside Duffy's because it is occupied by taxis. A separate designated ride sharing spot would benefit patrons of the bar scene and increase public safety."

Corr commented that this is a well fleshed out plan. She is happy to hear that so many people were involved and that the process was better than ever. We are learning as we go. She supports the change in the one-way streets.

Joy thanked everyone for making this a fun and educational process with excellent outreach and participation. There are ways to be fiscally responsible with this plan and to look at opportunities to encourage private investment to achieve continued success.

Washington said she encourages thought about the greenspaces and the amenities that can be provided. People living downtown deserve access to parks and a pedestrian-friendly environment. If that means converting streets, that is fine.

Scheer said these plans are based on a solid foundation. Process is the key for addressing concerns. The amount of data compiled in this plan is impressive and these projections very often turn out to be true, so he has very few concerns about what will happen. We have a great track record for being accurate in our assumptions.

Motion carried, 9-0: Beckius, Campbell, Corr, Edgerton, Finnegan, Harris, Joy, Washington and Scheer voting 'yes'.

COMPREHENSIVE PLAN AMENDMENT 18003 - APPLICATION OF THE PLANNING DIRECTOR TO AMEND THE 2040 LINCOLN-LANCASTER COUNTY COMPREHENSIVE PLAN TO INCLUDE THE "DOWNTOWN LINCOLN MASTER PLAN" BY REFERENCE, ON PROPERTY GENERALLY BOUNDED BY G STREET ON THE SOUTH, PINNACLE ARENA DRIVE AND 5TH STREET ON THE WEST, SALT CREEK ROADWAY ON THE NORTH, AND ANTELOPE CREEK ON THE EAST - CLERK read the following resolution, introduced by Carl Eskridge, who moved its adoption:

A-91410 WHEREAS, the Planning Department Director has applied to amend the 2040 Lincoln-Lancaster County Comprehensive Plan to incorporate the Downtown Master Plan as a subarea plan on property generally bounded by G Street on the south, Pinnacle Bank Arena Drive and 5th Street on the west, Salt Creek Roadway on the north, and Antelope Creek on the east; and

WHEREAS, the Lincoln City-Lancaster County Planning Commission has recommended approval of the 2018 Downtown Master Plan.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Lincoln, Nebraska that the 2018 Downtown Master Plan, on file in the office of the Planning Director and incorporated herein by reference is adopted as an approved subarea plan.

BE IT FURTHER RESOLVED that one printed copy of the 2018 Downtown Master Plan shall be filed in the office of the Planning Director for use and examination by the public.

BE IT FURTHER RESOLVED that the 2040 Lincoln/Lancaster County Comprehensive Plan be amended in the following manner:

1. Amend the "On-Going Comprehensive Plan Activities" section on page 12.16 to replace the Downtown Master Plan, 2005 (including the 2012 Downtown Master Plan Update) with the following Plan in the list of approved subarea plans.

• Downtown Lincoln Master Plan, December 2018

BE IT FURTHER RESOLVED that any other references in said plan which may be affected by the above-specified amendments be, and they hereby are amended to conform to such specific amendments.

Introduced by Carl Eskridge

Seconded by Raybould & carried by the following vote: AYES: Christensen, Eskridge, Gaylor Baird, Lamm, Raybould, Shobe; NAYS: None; ABSENT: Camp.

Online Survey Summary

DOWNTOWN LINCOLN SURVEY SUMMARY

In partnership with the City of Lincoln and the Downtown Lincoln Association, Progressive Urban Management Associates (P.U.M.A.) prepared an online survey to gather information from a broad audience about their experience and desires for Downtown Lincoln. Between March 15, 2018 and July 31, 2018 there were **1,746 responses**.

KEY FINDINGS

Who took the survey?

Approximately 92% of survey respondents live in the city of Lincoln. The largest age group among respondents is 25-34 (32%). Respondents represent a broad income distribution, and the majority of survey respondents identify as women (56%).

How do survey respondents interact with Downtown Lincoln?

14% of respondents visit Downtown daily or live Downtown, while 47% visit once a week or more. When visiting within Downtown, 67% of respondents walk, while 26% drive. Outside of work, respondents primarily visit Downtown for:

- Restaurants and bars (83%)
- Concerts and movies (57%)
- UNL sporting events (31%)

What has improved in Downtown Lincoln over the past 5 years?

Respondents were asked to rank how important various factors have been to improving Downtown Lincoln over the last 5 years. The factors rated 'very important' were:

- West Haymarket and the Arena development (53%)
- High speed internet access (53%)
- New restaurants and retail (53%)
- New businesses and jobs (52%)
- New parking facilities (48%)

What do survey respondents think will improve Downtown Lincoln for the future?

When given one choice from a list of 16 options, the enhanced services that were selected as most important for improving the overall Downtown experience are:

- Redevelop unused and vacant sites, such as Pershing Center, etc. (17%)
- More neighborhood retail and services, such as grocery, daycare, doctors' offices, veterinarian, etc. (12%)
- More events and entertainment options to draw people on weekends and evenings (10%)

The most desired new amenities that would make Downtown Lincoln a more attractive neighborhood to live in include:

- Full-service grocery store (83%)
- Additional parking (43%)
- Parks and playgrounds (43%)

SURVEY RESULTS

Question 1: How important have the following factors been in improving Downtown Lincoln over the past 5 years?

	Very Important	Important	Somewhat Important	Not Important
West Haymarket and the Arena development	53%	29%	13%	5%
High Speed Internet Access (Fiber)	53%	29%	13%	5%
New restaurants and retail	53%	33%	11%	2%
New businesses and jobs	52%	36%	10%	2%
New parking facilities	48%	29%	17%	6%
New arts and cultural events	44%	34%	16%	5%
New housing options	31%	34%	24%	11%
The N Street Cycle Track and other new bike lanes	26%	24%	27%	23%
UNL campus improvements	19%	34%	32%	14%
Centennial Mall renovation	17%	34%	36%	13%
The P Street District redesign	16%	36%	37%	12%
Tower Square	12%	32%	39%	18%

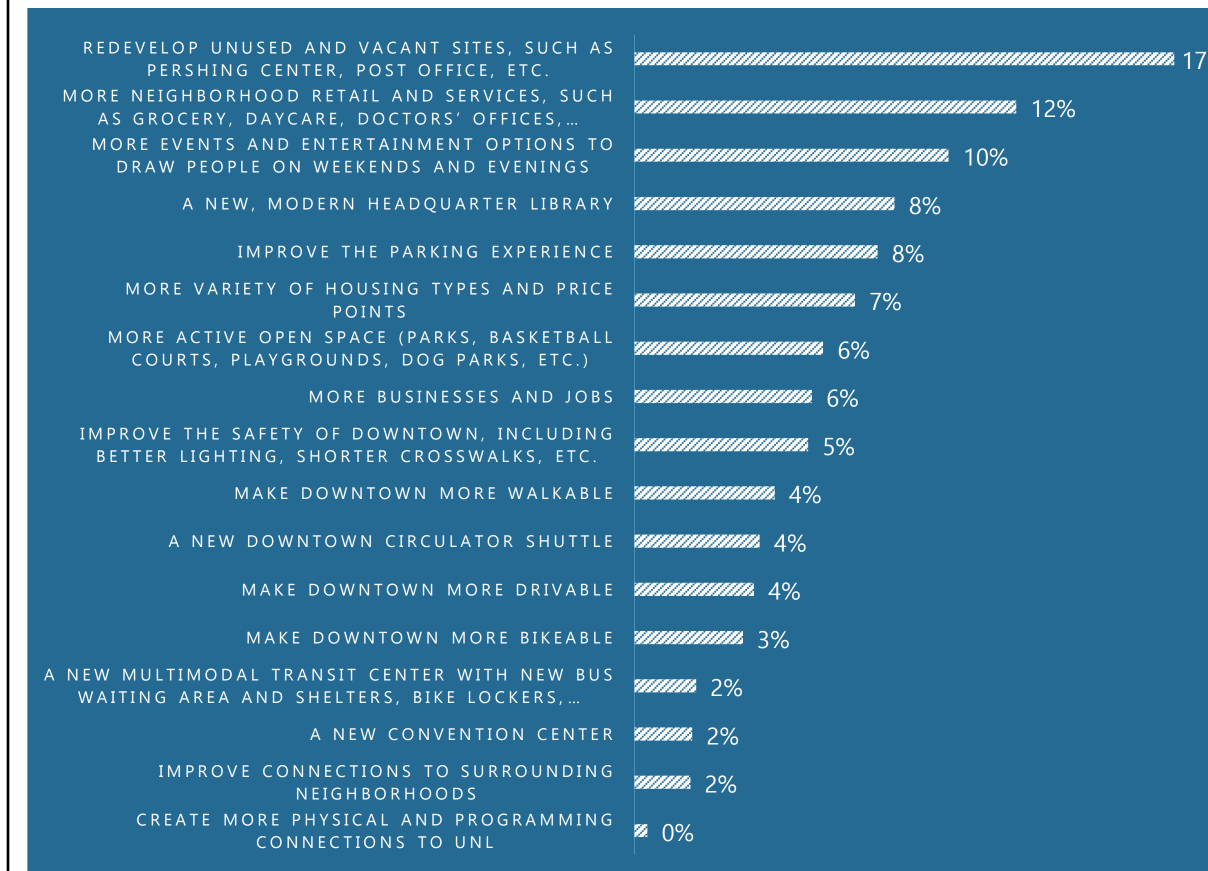
Question 2: Looking to the future, what three words best capture your vision for Downtown Lincoln in the year 2030?

The top five responses were **vibrant**, **accessible**, **safe**, **walkable**, and **parking**.

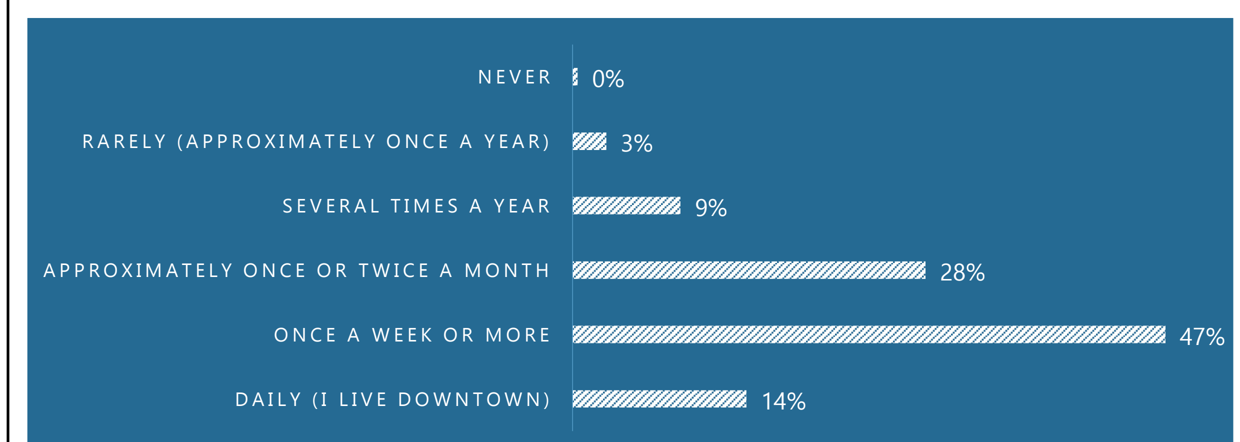
Question 3: To achieve your vision for Downtown Lincoln, how important are the following?

	Very Important	Important	Somewhat Important	Not Important
Redevelop unused and vacant sites, such as Pershing Center, Post Office, etc.	69%	24%	5%	2%
Make Downtown more walkable	56%	31%	10%	3%
More events and entertainment options to draw people on weekends and evenings	48%	34%	14%	4%
Improve the safety of Downtown, including better lighting, shorter crosswalks, etc.	48%	35%	14%	3%
More neighborhood retail and services, such as grocery, daycare, doctors' offices, veterinarian, etc.	47%	29%	17%	7%
Improve the parking experience	44%	27%	21%	8%
More businesses and jobs	40%	42%	15%	3%
More variety of housing types and price points	39%	27%	23%	11%
More active open space (parks, basketball courts, playgrounds, dog parks, etc.)	36%	30%	22%	12%
A new, modern headquarter library	34%	24%	23%	19%
Make Downtown more bikeable	31%	25%	25%	19%
Improve connections to surrounding neighborhoods	30%	40%	24%	6%
A new Downtown circulator shuttle	29%	33%	26%	12%
A new multimodal transit center with new bus waiting area and shelters, bike lockers, restrooms, and indoor waiting room	28%	34%	27%	11%
Make Downtown more drivable	27%	29%	26%	18%
Create more physical and programming connections to UNL	16%	29%	38%	17%
A new Convention Center	12%	22%	32%	34%

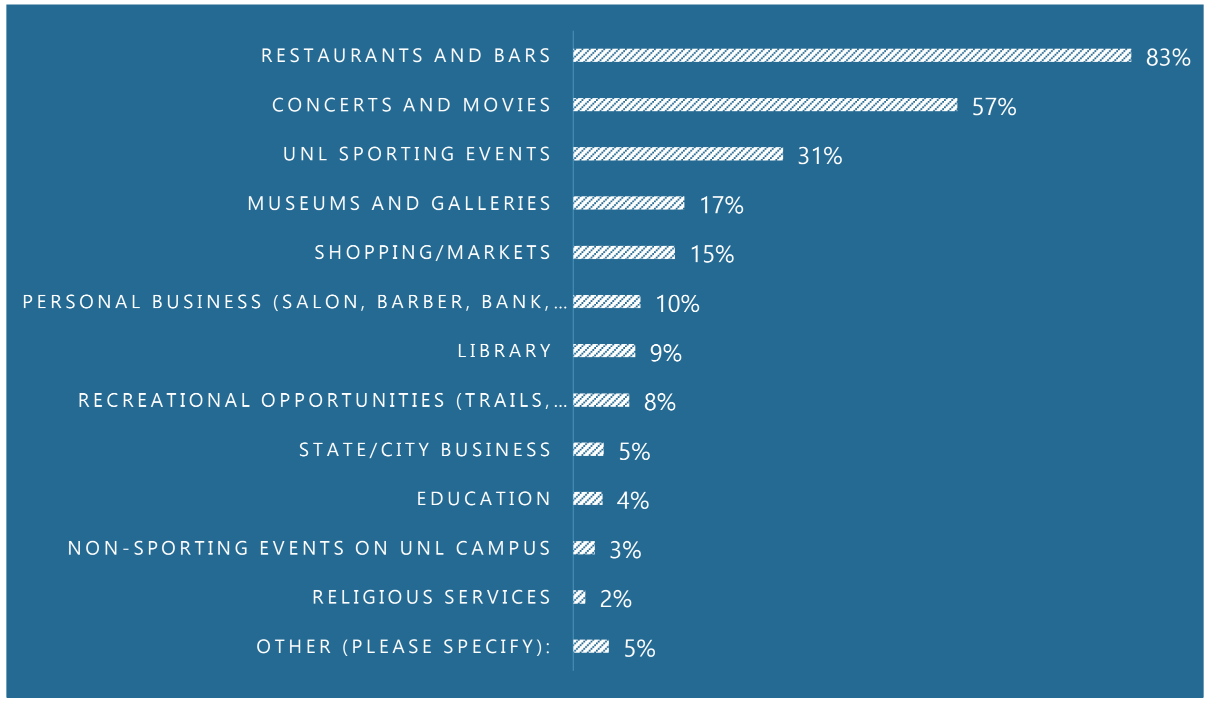
Question 4: Of the improvements listed in the prior question, which ONE action will be MOST important?



Question 5: Outside of work, how often do you come Downtown?



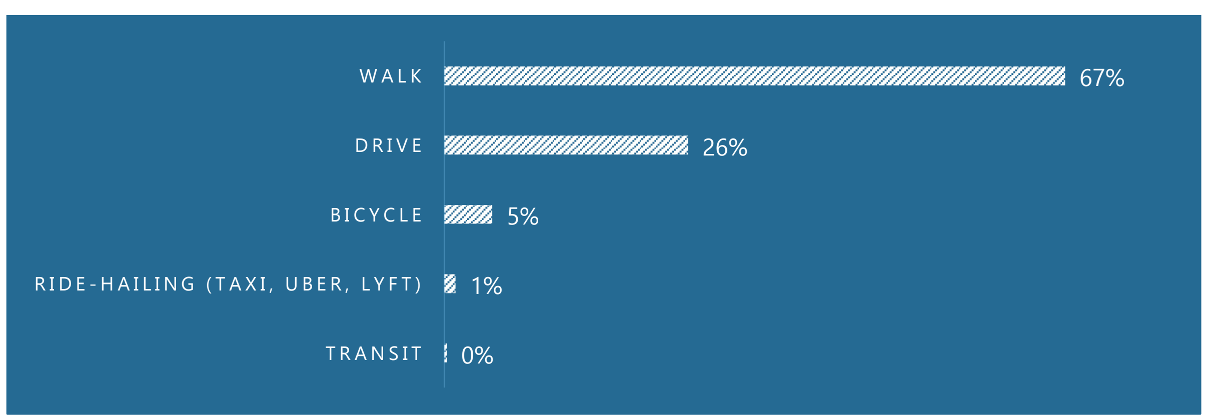
Question 6: Outside of work, what most often brings you Downtown?



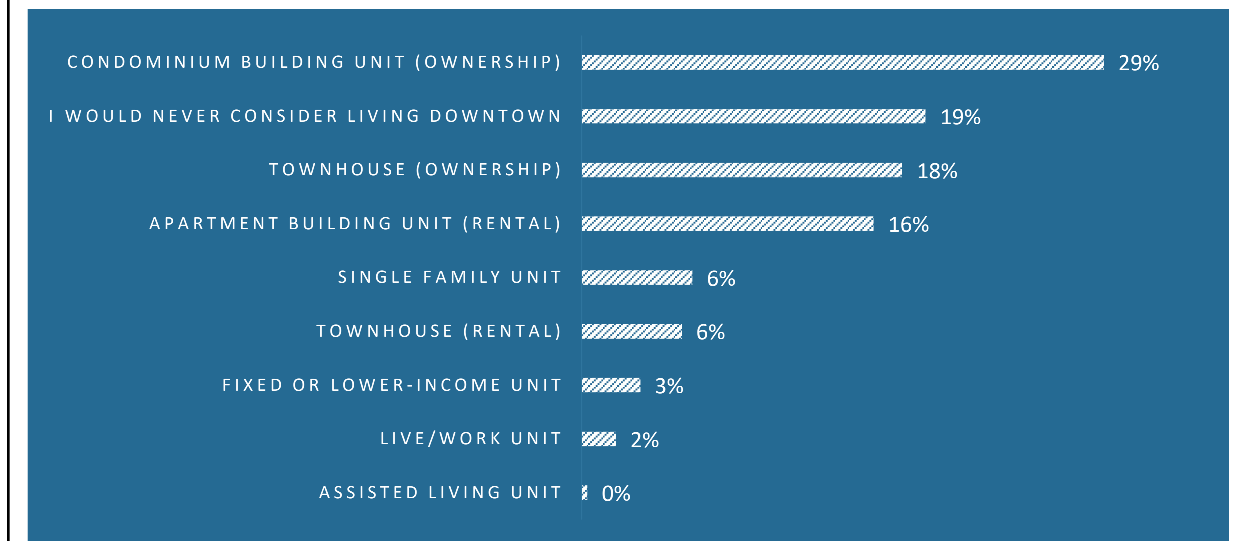
Popular responses in the 'Other' category include:

- Farmer's Market
- Local businesses (coffee shops, bookstores)
- YMCA

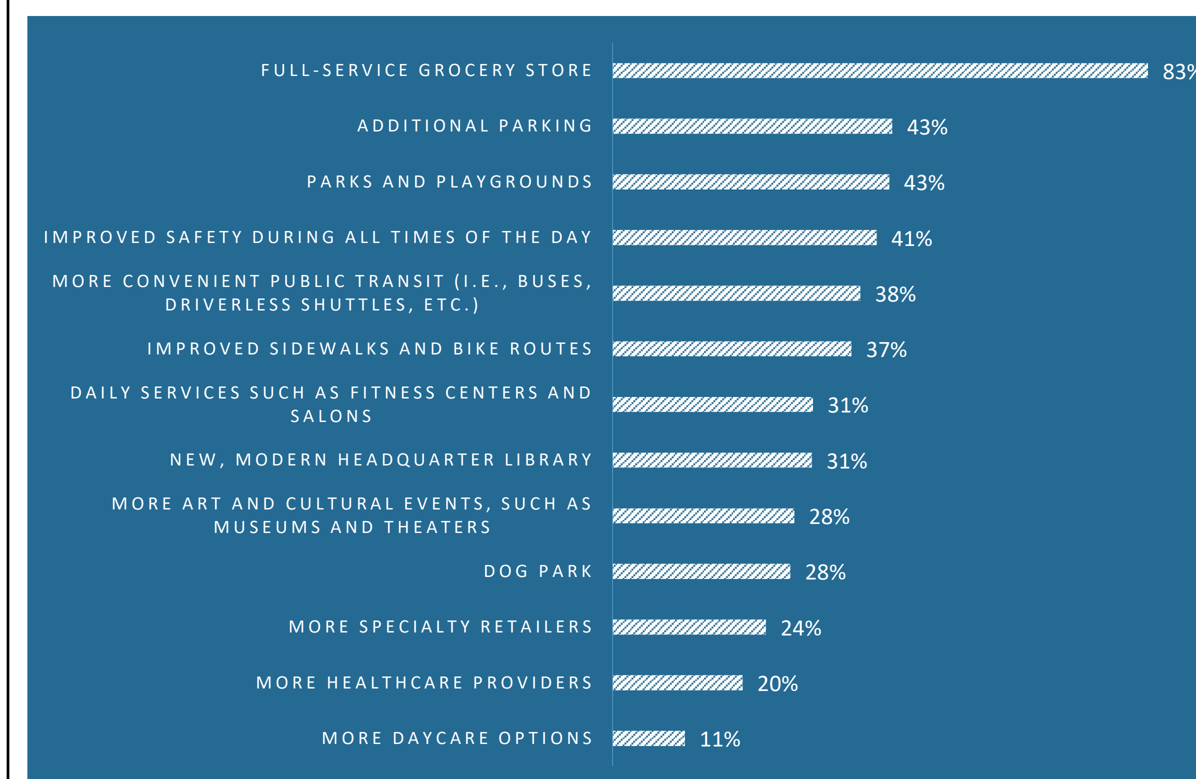
Question 7: While Downtown, how do you most often get around?



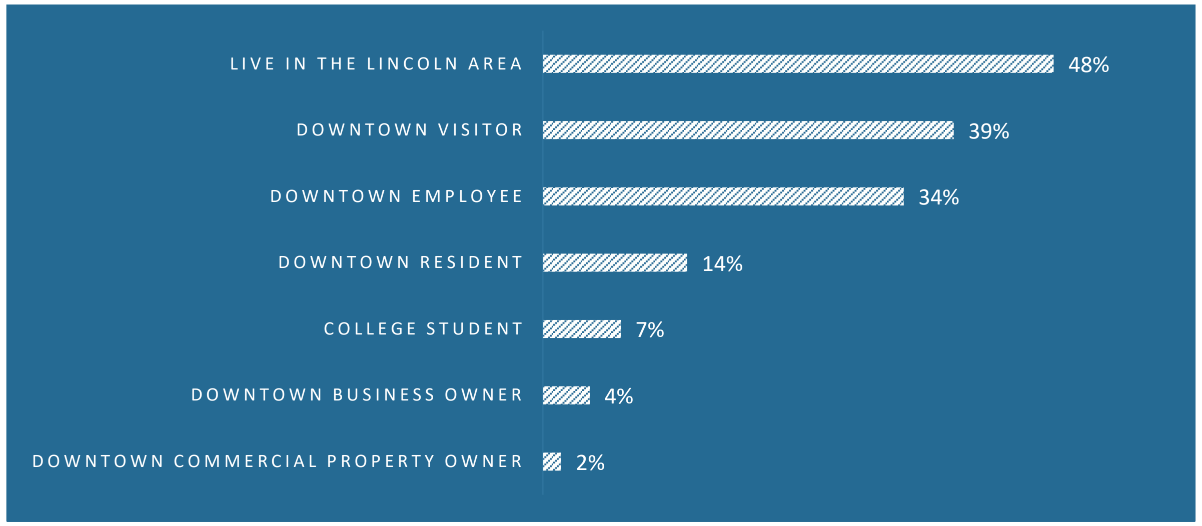
Question 8: If you were to consider living Downtown, what type of housing would you most desire?



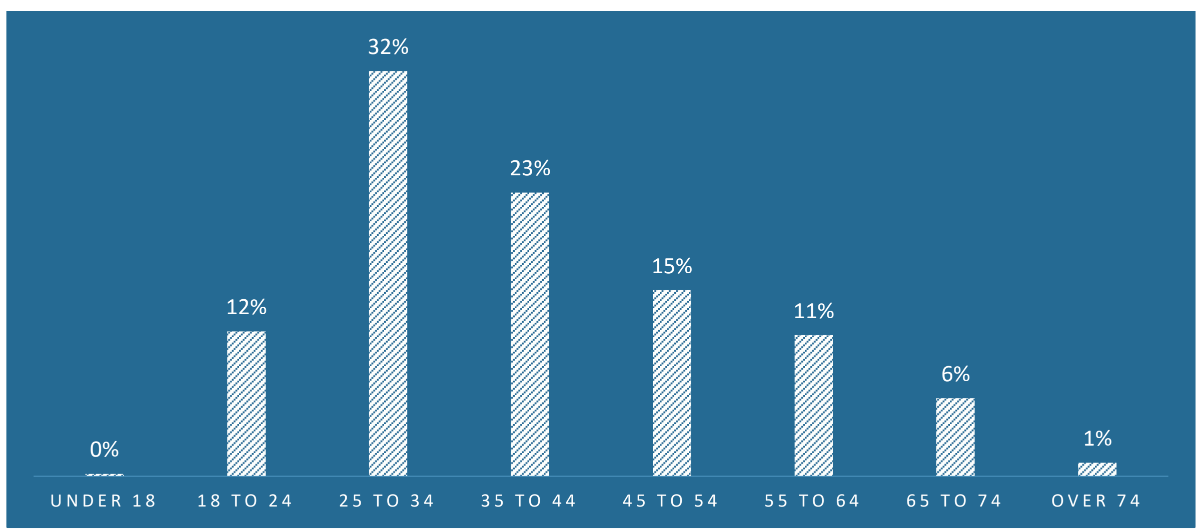
Question 9: What new amenities would make Downtown Lincoln a more attractive neighborhood for you to live in?



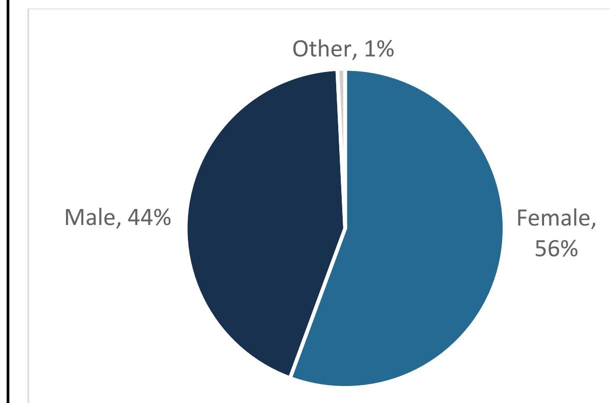
Interest in Downtown Lincoln



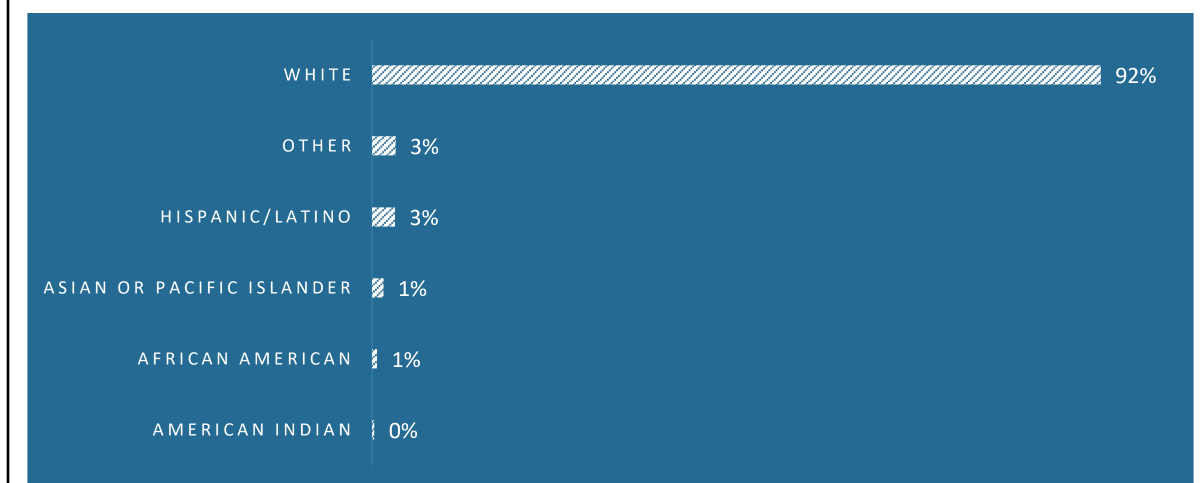
Age



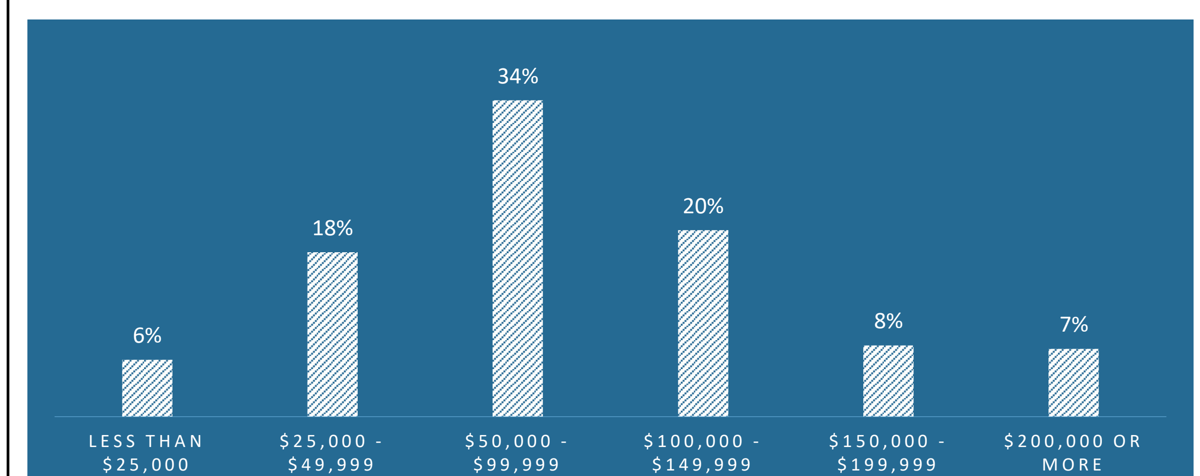
Gender



Race and Ethnicity

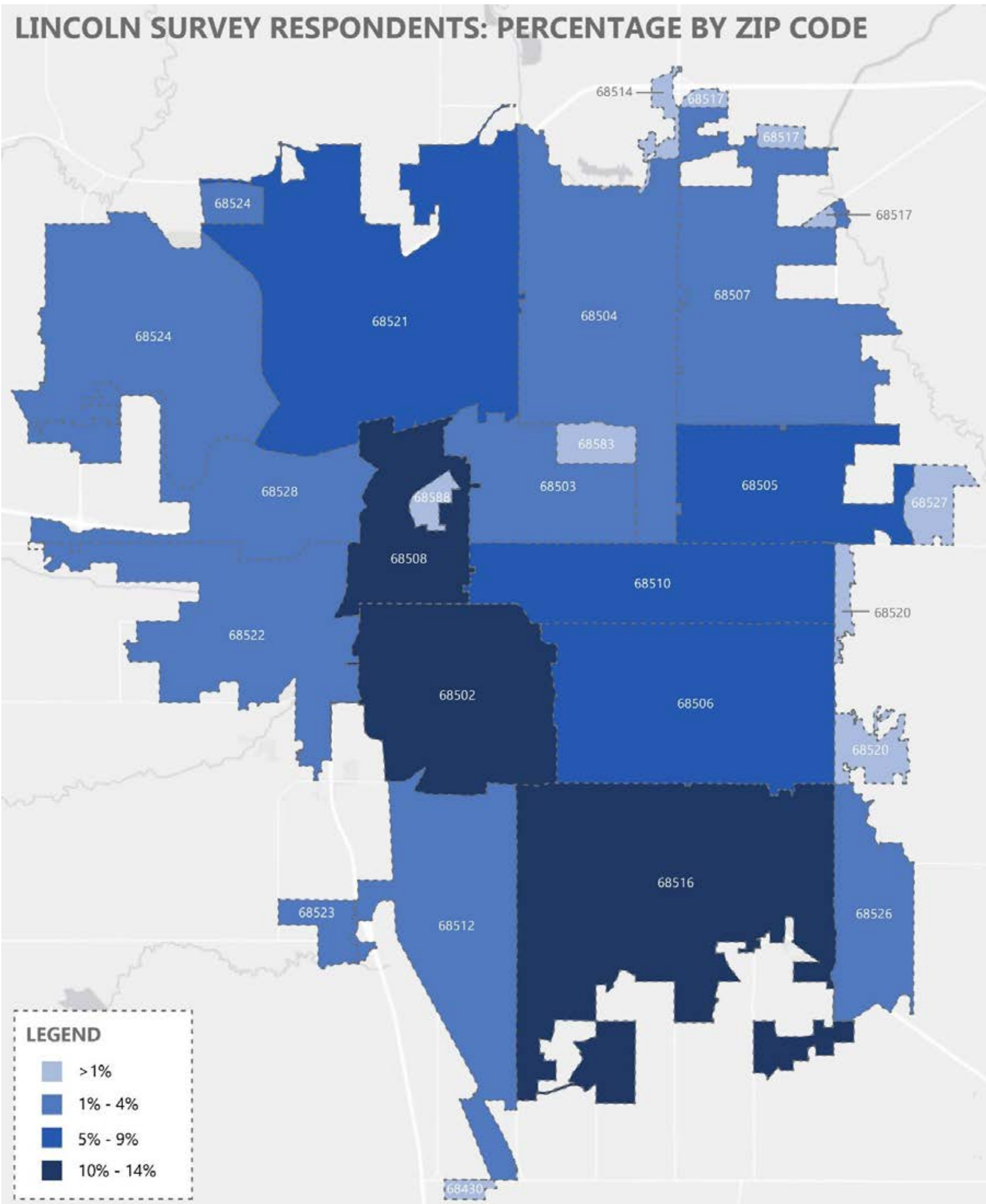


Annual Household Income



Zip Code

Survey respondents provided 96 unique zip codes for their primary residences, largely within the city of Lincoln (approximately 92%). The most common zip codes provided were 68502 (14%), 68516 (14%), 68508 (11%), 68506 (9%), and 68510 (9%).



CROSS TABULATIONS

Interest in Downtown Lincoln

- Survey respondents who are college students indicated they are more interested in physical and programming connections to UNL, a new multimodal transit center, more events and entertainment options than other respondent groups.
- Downtown residents, more than other respondent groups, indicated they are significantly more interested in neighborhood retail and services, more active open space, a new Downtown circulator shuttle, and more variety in housing types and price points.
- When asked to select one improvement to Downtown, the most popular choice for commercial property owners and Downtown residents was more neighborhood retail and services. Downtown business owners, employees, visitors, and residents of the Lincoln area prioritized redevelop unused and vacant sites. College students selected more events and entertainment options as the highest priority improvement for Downtown Lincoln.
- Downtown business owners, residents, employees, visitors, and residents of the Lincoln area indicated they would desire to-own condominium building units if they were to consider living Downtown. Commercial property owners equally desire to-own townhouses and condominiums, while college students would prefer to-rent apartment building units.

Age

- In general, the priorities of Millennial and Gen-Z respondents (under 34) align with respondents in other age groups. Notable differences in priorities for Downtown Lincoln moving forward are that respondents under 34 are more concerned about more active open space and events and entertainment options, while respondents over 35 prioritize more businesses and jobs more than younger respondents.
- When asked to select one improvement that will be most important to Downtown Lincoln, respondents under 34 selected redevelop unused and vacant sites (17%), more neighborhood retail and services (14%), and more events and entertainment options (13%). Respondents over 35 chose redevelop unused and vacant sites (17%), a new, modern headquarter library (11%), and more neighborhood retail and services (10%).
- Respondents under 34 most desire to-rent apartment building units (28%) and to-own condominium building units (23%) if they were to consider living Downtown, while respondents over 35 prefer to-own condos (34%) and to-own townhouses (20%).
- To make Downtown a more attractive neighborhood to live in, all ages of respondents prioritized a full-service grocery store and additional parking. However, respondents under 34 desire parks and playgrounds more than other age groups, while respondents over 35 prioritize improved safety during all times of day.

Frequency with which respondents visit Downtown

- Respondents who, outside of work, visit Downtown Lincoln 1-2 times a month or more chose the West Haymarket and the Arena development as most important to having improved Downtown over the past 5 years, while respondents who visit Downtown several times a year or less selected new parking facilities and high-speed internet access.
- Redeveloping unused and vacant sites (17%), more neighborhood services and retail (12%), and more events and entertainment options (10%) are the most important improvements needed in Downtown for respondents who visit frequently. Respondents who visit Downtown several times a year or less chose improve the parking experience (18%), redevelop unused and vacant sites (14%), and make Downtown more drivable (11%).

- 31% of respondents who frequent Downtown on a regular basis selected to-own condos as the most desirable type of housing, followed by to-own townhomes and to-rent apartments. 40% of respondents who do not frequent Downtown regularly indicated they would never consider living downtown.
- New amenities that would make Downtown Lincoln a more attractive neighborhood to live in for both frequent and non-frequent visitors to Downtown are a full-service grocery store and additional parking. Respondents who frequent Downtown also prioritized parks and playgrounds, while non-frequent visitors prioritize improved safety during all times of day.

Online Comments

Long Range Planning

2018 Lincoln Downtown Master Plan

2018 Lincoln Downtown Master Plan Comment Board

11/19/2018 - **Grant:**

1. I am glad to have the "greater downtown area" as well as downtown, identified. Currently, the greater downtown area helps support the commercial growth downtown.

2. The recognition Lincoln's cultural growth, and the recognition of Lincoln's music community, is much appreciated.

3. Creating residential opportunities downtown will be very beneficial to the growth of Lincoln. However, I think the city needs to be more strategic and equitable about the use of TIF. We all know the "blighted" requirements are weak, and that the "but-for" designation is usually arbitrary. We need affordable housing more than and we need to think twice between we approve of TIF for luxury units. The city needs to do more analysis on how it can promote "economic growth" while protecting affordability for the residents near-downtown.

4. The international panel on climate change (IPCC) report to the UN details an alarming urgency for action on climate change. The report predicts water crisis and food shortages growing, as well as displacement of large populations. Isolating these elements to a "sustainability plan" is not adequate - climate change needs to be at the front and center of all city plans. How can we assume the inevitable rise of commercial areas without an analysis of how climate change will be affecting the local economy?

5. The catalyst sites are strategic and thoughtfully identified. You all did a great job on public engagement.

10/31/2018 - **Eric:**

A few of things. First, I do not support changing "P", "Q", 16th and 17th Streets (16th/17th south of "O") to two-ways; I do however, support changing all the other proposed streets to two-ways. There needs to be a couple of streets-each, on the boundaries of downtown, that can carry larger volumes of traffic. Second - I've been hammering at this for years... but somehow, revenue needs to be found for some sort of a small trolly or trolleybus network in and around downtown. Autonomous shuttles and look-alike trollies (trollies on rubber wheels) are not substitutes. Trolly/trolleybuses are far more visible than anything and shows young people - and visitors alike, that we are actively investing in the city's future. It also hammers down permanent/stable means of commuting (people will always know where the trolly/trolleybuses are at). Might even draw in some additional tourists. Third - more protected bikeways downtown... 11th and "M" Streets would be great places to start (11th more than "M"), since the right-of-way is there (wide). Anywho, these are the few things come to mind when looking at this plan. Thank you for your time.

10/30/2018 - **Tim:**

I live north of Lincoln and work downtown. I am worried what will happen when one-way streets are converted to two-way streets. Currently, when a lane gets shutdown anywhere downtown for construction, it has a ripple effect throughout downtown on traffic flow.

Does anyone remember what happened in the late 1990s when they tried converting P Street to two-way traffic? It created grid lock during the morning commute. It was terrible and the idea was thankfully abandoned after a few weeks.

10/30/2018 - **Myles:**

I have noticed many comments and the survey responses had many comments on amenities in downtown but I think the biggest users of downtown do not live downtown. One thing that is not completely determined in this master plan is the ingress and egress of vehicular traffic to and from downtown. The downtown area is difficult to traverse in a vehicle at peak times. This seems to be due to the fact that vehicles are forced to travel through downtown especially on the west side. If a vehicle is approaching from the west their options are limited especially if they are intending to travel to the east side of downtown. Right now we have an opportunity to guide the overall improvements to the downtown area. The 2018 master plan proposed does a great job of guiding future streetscape and facade improvements and guide future land uses but does not provide for alternatives for traffic issues that are only increasing. The two way streets does little to improve the current access to and from downtown.

A traffic plan to includes better connectivity to circulate around the core downtown area is needed to improve access to key areas downtown. The Antelope valley project created an excellent east and north legs to a circulating road system. K and L streets provide the southern leg to the circulatory road system. What is missing is the west leg connection. Arena drive provides a great connection to salt creek road but it stops short of creating the proper circulation as it does not effectively connect to K and L streets. Now is the opportunity along with the South Haymarket plan to create a proper road system for Lincoln's vibrate downtown area. A proper road connection system will only enhance the downtown area.

A suggestion would be to re-route Rosa Parkway to connect to arena drive in the future. This would be a long term plan but Rosa Parkway would connect to K and L streets with an at grade intersection with arena drive. This would complete the circulator roads system to traverse around downtown. Each of the legs of the circulator roads have easy access to parking garages and they have access to connector roads to travel into the core downtown areas. Another suggestion would be to re-route I-180 around downtown, this would be a huge undertaking and likely too expensive of an option but it could make 9th and 10th streets local road access and in turn removing a large number of the congestion through downtown.

5/23/2018 - **Jeff:**

Downtown needs more affordable housing, and less parking. Affordable housing downtown will create a critical residential mass that can support amenities. Parking structures, unless well designed, create dead spaces in downtowns that feel less safe.

5/18/2018 - **Denise Arnold:**

I've been reading some of the comments and I'm concerned if some people have stock and Dave and Busters because that was mentioned at least three times. And ask for the person who commented about building up let me tell you coming from New York City you don't want to build up it creates massive crowds exclamation point instead you want to build out. The best idea is to build out downtown over the overpass and down to 27th Street and creep up towards a street. Then have a human driving bus that goes from one end to the other. As fast or as you need more mom and pop shops where someone could go and get everything from Hardware from paint from clothing from gift and card shoppies from small local groceries from Electronics from jewelry shops from quaint rooftop cafes and restaurants Etc. This is the way you want to go!!! Oh and by the way no more roundabouts they are terrible and as your city grows they will become a huge problem. Thank you

4/20/2018 - **Tiffany:**

The Haymarket and surrounding areas should continue to be converted into a entertainment/residential area. More entertainment options like Dave and Busters should be added to attract people. The grocery store opening in August will be great! I also think there needs to be a strong redevelopment of the area around 10th and M. Building some height there would be aesthetically pleasing and hopefully practical. Filling in those dead spots are important for a 24/7 downtown.

4/11/2018 - **Tiffany:**

We need more sustainable restaurant and entertainment options in the Rail Yard. A Cheesecake Factory and Dave and Busters or something similar would be very attractive to people and college students and bring more people downtown. Also, redevelopment of the northwest corner of 10th and M would be a key catalyst for growth in that part of downtown. Build something with height!

4/11/2018 - **Brian Houston:**

I oppose the use of any tax money for this project. We were not told the truth about Pinnacle Bank Arena.

4/11/2018 - **M:**

More food options would be great for the downtown area. Eat Fit Go, Einsteins Bagels, Whataburger, Chickfila, Torchy's Tacos.

4/10/2018 - **August:**

There should be more single family housing downtown (maybe some of the old industrial buildings) and there should be a small shopping center of some sort built. The Gold's Building would be a good spot for that if there weren't so many homeless people around, lots of housing around and the University is close. I think if you combined that with a stronger entertainment district in the Rail Yard (something like a Dave and Buster's) and the grocery store going up, that would really make our downtown a 24/7 downtown.

4/5/2018 - **Jason:**

I didn't read the article but I saw a headline about turning Pershing into a parking garage. I would like the city to consider redeveloping Pershing into a new multi-use transportation hub. I'm not talking about just a dirty bus stop. Create an attractive space and encourage transit and bike commuters along with a space for pedestrians to enjoy. A mix of commercial use and transportation use. Provide a safe space to safely secure a bike. Transit riders can use the hub to switch to downtown shuttles. UNL can use it as an off campus student hub for their network. It can also be used as a bike share and ride share location. If we must have it build up and allow for some parking. Public transit will never be a priority unless driving becomes too painful. Not that we need to make driving painful, but unless we can show public transit to be an enjoyable experience most people won't consider using it. We have a long way to go to be a Complete Street City.

3/25/2018 - **Dave:**

I have a suggestion for any future buildings that will be going up. Build "vertical" for a change. Ten stories is not a high rise in anyone's opinion. Let's make Lincoln start looking like a real cosmopolitan city for once. We know there is a building height restriction of 285 ft....none of which any of our current buildings are which includes the US Bank building. That building sits at 225 ft. Maybe when its decided what to build at the NW corner of 10th and M we can build a bit higher. It can be done.....let's do it!!!!!

Sign-In Sheets

2018 Lincoln Downtown Master Plan

Meeting Steering Committee 2-27-18

Name	Organization (if applicable)	E-Mail
Wayne Mixdorf	Parking Services	
Brian Praeuner	StarTran	
Mark Lutjeharms	Public Works Traffic Eng	
Jon Carlson	Mayor's Office	
Todd Ogden	DLA	
J.J. YOST	Parks & Recreation	
Jennifer Dam	UNL	
Tom Huston	Cline Williams	
Hallie Salem	UDD	
Rick Haden	FHU	
Daniel Mekela	PUMA	
CHRIS PAREZO	CIVITAS	
JJ FOLSOM	P.U.M.A.	
Pat Leach	Lincoln City Libraries	
David Cary	Planning	
Terry Uhling	DLA	

2018 Lincoln Downtown Master Plan

Meeting: Project Committee 2-26-18

Name	Organization (if applicable)	E-Mail
Clay F Smith	Speedway Properties	
Amber Brannigan	State of Nebraska	
David Cary	City/County Planning	
Bryant Bone	Hudl	
Tom Graf	NAI FMA	
John Kay	Sinclair Hille Architects	
Angie Tucci	Telesis, Inc / LHDC	
Tom Beckius	Nebraska Brokerage	
Ben Kiser	Nelnet	
Bryan Sullivan	Embassy Suites	
Will Scott	WRK	
Tom Huston	Cline Williams	
Michelle Waite	UNL	
Kaylen Akert	Woods & Aitken LLP	

2018 Lincoln Downtown Master Plan

Meeting: Project Committee 2-26-18

Name	Organization (if applicable)	E-Mail
Leirion Gaylor Baird	City Council	.gov
Carl Eskridge	City Council	.gov
Pat Haverty	LPED	
Todd Ogden	DLA	
Hallie Salem	Urban Dev.	
Jon Carlson	Mayor's Office	

NAME	AFFILIATION	E-MAIL
Pat Leach	Libraries	s.org
Sandy Parr	FES	
Stephanie Jarrett	Bulu	st
Tom Smith	D.A. DAVIDSON	om
Tom Graf	NAI FMA	
NADER SEPAHPUR	RESTAURANT OWNER	
Pat Haverty	LPED	.org
RANDY HAWTHORNE	NONPROFIT HUB	
BRYAN SULLIVAN	EMBASSY SUITES	n.com
Mark Koller	Community Hope FCU	.org
Michelle Waite	UNL	du

Vibrant Economy Working Group 2-27-18

2018 Lincoln Downtown Master Plan

Meeting PUBLIC REALM & URBAN DESIGN WORKING GROUP

Name	Organization (if applicable)	E-mail
Gordon Scholz	UNL	
DAN WORTH	BVH	
BOB RIPLEY	OFF OF CAPITOL COMMISSION	
J.J. YOST	Lincoln Parks & Rec.	
Jordan Messerer	PBAC	
Karen Nalow	The Clark Enersen Partners	
Scott Lawson	Lincoln Community Foundation	
JOHN KAY	SINCLAIR HILLE ARCHITECTS	
SCOTT SULLIVAN	ERICKSON SULLIVAN ARCHITECTS	
Amber Brannigan	State Building Division	
Stacey Hageman	Planning Dept.	
Tom Huston	Cline Williams	
Sara Hartzell	Parks & Rec	

2018 Lincoln Downtown Master Plan

Meeting HOUSING & LIVABILITY WORKING GROUP 2-28-18		
Name	Organization (if applicable)	E-Mail
Tom Beckius	Nebraska Brokerage LLC	
KRISTINE DORN	BVH ARCHITECTURE	
David M. Schmidt	Oceanside Management	
LARRY SMALL	LINCOLN HAYMARKET DEVELOPMENT	
BRETT WEST	ASSURITY / DEVELOPER	
Ro JONES	TRU-BUILT	
Joe Zach	Univ. of Nebraska - Student Regent	
Clay SMITH	Speedway	
Todd Ogden	DLA	
Andrew Thierolf	Planning	
Barb Bettin	YMCA	
Angie Tucci	Telesis, Inc / LHOC	
Shawn Ryba	South of Downtown CDO	
KURT ELDER	HAYMARKET	

2018 Lincoln Downtown Master Plan

Meeting Project Committee April 11, 2018		
Name	Organization (if applicable)	E-Mail
Ben Kiser	Nelnet	
Dallas McGee	City - UDD	
Hallie Salem	UDD	
RICK HADEN	FAC	
Jennifer Brinkman	Lancaster County	
Tom Beckius	YPG	
Amber Brannigan	State of Neb	
Kaylen Akert	Woods & Aitken / LHDC	
Stephanie Jarrett	Bulu	
JOHN KAY	SINCLAIR HILLE ARCHITECTS	

2018 Lincoln Downtown Master Plan

Meeting: Project Committee April 11, 2018

Name	Organization (if applicable)	E-Mail
Angie Tucci	Telesis / LHDC / Resident	a
Pat Haverty	Lincoln Partnership for Economic Development	
Michaela Dietz	UNL	m
Tom Graf	NAI FMA	t
LEIRION GAYLOR BAIRD	CITY COUNCIL	l... e.gov
Clay Smith	SPEEDWAY	ca... ?
Will Scott	WRK	W
Jon Carlson	City (Mayor's)	j
Randy Hawthorne	NONPROFIT HUB	ra... g
Terry Uland	DLA	

2018 Lincoln Downtown Master Plan

Meeting: Steering Committee April 11, 2018

Name	Organization (if applicable)	E-Mail
David Young	City of Lincoln	
Dallas McGee	City - UDD	
Paul Barnes	Planning	
Mark Lutjeharms	City of Lincoln - PW+U	
Rick Haden	EHU	
Brad Segal	P.U.M.A.	
J.J. Folsom	"	
J.J. Yost	Parks & Recreation	
Jason Newsome	CIVITAS	
RICK FARLEY	" "	

2018 Lincoln Downtown Master Plan

Meeting Steering Committee, April 11, 2018

Name	Organization (if applicable)	E-Mail
Brian Praeuner	StarTran	
Terry Uland	DLA	
Pat Leach	Libraries	
Hallie Salem	UDD	
Tom Huston	Cline Williams	
Jason Stille	Lincoln Police	
Wayne Mixdorf	City - Parking	

2018 Lincoln Downtown Master Plan

Meeting Entrepreneur Group → April 11, 2018

Name	Organization (if applicable)	E-Mail
Ben Pankonin	Social Assurance	
Amber Pankonin	Stirlist	
Mark Zmarzly	Hip Pocket	
Brian Ardinger	NXXT	
Matthew Wegener	Turbine Flats Project	
Tyler Sprunk	Simple Strat	
Mac Rodgers	Beehive	
Stephanie Jarrett	Bulu	
Devon Seacrest	ScoutSheet	

2018 Lincoln Downtown Master Plan

Meeting Entrepreneur Group → April 11, 2018

Name	Organization (if applicable)	E-Ma
Dennis DOERFL	Fourstarzz Media	.com
Christopher Aumueller	FonWord	c

2018 Lincoln Downtown Master Plan

Meeting State Staff Meeting April 10, 2018

Name	Organization (if applicable)	E-M
JOHN HEACOCK	STATE BUILDING	jo ... ov
Hallie Salem	UDD	h
Paul		
Byron Brogan	State Building Division	b
Amber Brannigan	SBD	am

2018 Lincoln Downtown Master Plan

Meeting: Downtown Experience April 10 10:00 a.m

Name	Organization (if applicable)	E-Mail
Hallie Salem	UDD City	hsa
Todd Ogden	DLA	—
Daniel Makela	PUMA	
RICK FARLEY	GVITAS INC	
COLLIN CHRISTOPHER	LINCOLN PLANNING DEPT.	cch
Tom Lorenz	Pinnacle Bank Arena	
Dallas McGee	City of Lincoln	
Tara Knuth	Lincoln Children Museum	tkn
MICHELLE TILLEY	LIED CENTER	m
Tom Klein	First National Bank	t
Deb Weber	Lincoln Arts	la
Terry Wiand	DLA	tw
BRYANT BONE	HUDL	BR
[illegible] Rinne	ARCHRIVAL	c

2018 Lincoln Downtown Master Plan

Meeting: Transportation Working Group → April 10

Name	Organization (if applicable)	E-Mail
Rick Haden	FHWA	
Daniel Makela	PUMA	d
Karen Griffin	Great Plains Trails Network + Olsson Associates	K
Eric Gerrard	City of LNK	
David Young	"	
Wayne Mixdorf	City of LNK	
Lonnie Burklund	City of Lincoln, Transp.	
Mike DeKalb	? StarTran ?	
Brian Praeuner	StarTran	
Kellee Van Bruggen	City of Lincoln	K
David Cary	Planning Dept.	
Kaylen Akert	Woods & Aitken LLP/LHDC	
Carrie Ringlein	Lincoln Running Co	li

2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Jamie Taylor			68508
Ardis Barthuli			68508
Steve Graziano			68508
Roger Ludemann	Mutual of Omaha Bank	R	68502
Miten Bhavsar			6850
Troy Davis			744-7224
Kathy Hulewicz	DLA		68502
HELEN B. SWEET			68506
JULIE A. KRASNE			04032
Patrice Engelbrecht	EPNA	net	68506
Clint Runge	ARCHRIVAL		68502
Jamison Jensen			68522
Mike Boden			68516
Ed Swotek			68524

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Loren Warren			68508
Chris Mendoza		com	68504
Denise Arnold		.com	68504
D Young			68528
LARRY SMALL			68506
Leslie Huerta	France + Finn Bank	com	68510
David Painter			68522
Doug Kuehn		com	68522
Rev. Dr. Karen Moritz	First Christian Church		68508
JAMIE GRANQUIST	BIKE LNK	org	68516
Tad Fraizer		net	68502
Bob Phillips	Commonwealth Elec		68507
Becky Sues	UNL	m	68521
Molly Burns	Bryan Health	burnsmollymc yahoo.com	68508

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018

Name	Organization (if applicable)	E-Mail	Home Zip Code
Don Hanway	Downtown Resident		68508
David McSchmidt	Concorde Management		68508
Jacob Jurgens	UNL		68522
Mark Grell	Downtown Office & Resident	ma	68508
Steve Carper	O Street Carpet	S	68510
Pat Leach	Libraries		68502
ALEX RUSSELL	SELF	ALE	68508
Peter Smith	Arbor Day Found.	pet	68510
Kevin Carder	City of Omaha	Ke	68102
Ann Ringlen	Lincoln Running Co	lin	68510
MARTI LEE	Neighbor Works	m	68503
Mike Renken	NeighborWorks Lincoln		68503
KARL FREDRICKSON	WSP	Ka .com	68317
Dan Piatkowski	UNL	dp	68502

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018

Name	Organization (if applicable)	E-Mail	Home Zip Code
Amy SANDQUIST	SANDQUIST Construction	@	68516
Trevor Meyer	Archrival	t	68508
MARTIN PELLA	N/A		68521
DONNA MARVIN	BMPL - Lib Bd		68512

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Sharon Bredehoft	YMCA	sbk	68502
Jessica Marchand		JE … NAC.com	68510
Michele Featherston		… om	68508
Yvonne Nleung		13	68508

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Spencer Munson	Lincoln Calling	… il	68508
LeAnne Pierce	—		
Leirion Gaylor Baird	City Council	… .gov	68502
Sandy Scofield			68528
Bob Wickersham			"
Krissy Truman	—		68508
Will Scott	WRK		68502
Dan Wates	Deeds Unlimited		68506

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Ma	Home Zip Code
Matt Taylor			68508
Cody Peck	—	C	68502
Dan [illegible]		DA	com
Martha Florence		mf u	68502
John Brasel	Hobson Place	6	68518
Evelyn Loof		KL f.com	68516
Jeremy Buckley	Lincoln Calling	fa	68105
Jon Camp	City Council Haymarket [illegible]		
Adam Post	Clark Enersen Partners	a	68516
[illegible] Valentino	FUSE	r	68516

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-M	Home Zip Code
Grant Daily	Neighbor Works Lincoln	y	68502
Elizabeth Nelson		e , com	02
Mike Madcharo		4 ?	02
Kirk Copple			22310

4 Set up mtg w/ David

2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Lori Mc Alister	Lincoln Arts Council		68502
Annette Thompson			68504
Britt Miller			02
Kevin Gilbert			68516
Mike Kessi			68521
Dave Meagher	WRK		68512
Sid Conner	Conner's Antiques		68508
Surin Kim			
Carlos Estrada	Unicornable		68508
Melinda Pearson			
Grant Gehlen	WRK		68508
COLLIN CHRISTOPHER	CITY OF LINCOLN		68505
Anthony Kohel			68506

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Tom King			68502
Shanda Shappell			68502
Noah Ath			68135
Jennifer Seacrest	OA		68502
Jace Kranau	—		68528
Pat Anderson	NWL		68503
Kara Cruickshank	UNL		68507
Tom Tallman	LNK		68502
Marypat Heineman			68510
Ken Winston			68502

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Linda Rahhe			68506
PAT BIRCH	SCHEMMER		68502
Stacey Hageman	Planning		68510
Kellee Van Bruggen	Planning		
KYLE GIBSON	UNL ADMINISTRATION		68508
Steve Henry			68508
JOHN KAY	SINCLAIR HILLE/DLA		68512
Michael / SANDRA McNeff	Stuart Bldg	.com	68508
Jennifer Brinkman	Lancaster County		68521
George Chen	Concorde M&D		68521
Charlyne Berens			68521
Dennis Berens			68521
Shea Svoboda	University of NE		68516
SARAH JANIAK			68508

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Angie Tucci	Telesis, LHOC, resident	com	68508
Tom Huston		com	
Matt Stricker			68507
Kristina Harms			68505
Stacy Clouse	Olsson Associates		68528
Maja Harms	Hormel Harris Foundation		68502
Dmitr Vledoiske	NA		68502
RYAN SOTHAN	FLCL		68502
Clay Smith	Speedway		
David Strom	UNL-Planning		68521
Amanda	UNL-CRPL "		68512
KEN KOOP			68516
Jim Frohman			68506
[illegible]	Concorde MGMT		[illegible]

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018

Name	Organization (if applicable)	E-Mail	Home Zip Code
Amber Brannigan	State of Neb		68516
Elaine Parman	First Christian Church		68506
BEAU WICHTENDAHL	—		68331
Dave Krenk	Realtor		68522
Gordon Scholz	UNL		68508
Lindsay Meyer	UNL		68534
Jeff Hall	—		68502
LISA KELLY			68508
Doug Carlo	US Bank		68508
Kaylen Akert	WoodsAitken/LHDC		68508
Joel D. Pedersen	Baird Holm		68512
Scott Speicher	FHU		68502
Stacy Roach			68516
Jo Theis			68508

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018

Name	Organization (if applicable)	E-Mail	Home Zip Code
Ashley Hahn-May	NWL		68503
Megan Baker			68508
Nimktha Gotoor	UNL		68503
Shawn Ryba	South of Downtown CDO		68502
Debby Brehm	DLA- Lincoln Business owner		68526
Jeff Pankoke	R.C. Yerker, Inc		68508
Lynn Fisher	REOMA - GPP		68506
Carl Eskridge	City Council		68506
Tom Klein	First NH. Bank		68508
Julie Beno	Lincoln City Lib		508
Sadie Counts	N/A		
Barbara Fraser			68516
Kim Sturzenegger	Resident		68508
Matthew Brannen			68510

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Tony Bisesi	PARKING SERVICES		68516
WALT BROER			68522
CHAD DAVIS	—		68508
E WAYNE BOLES			
Vikki Lind	FES		
Sandy Parr	FES		
NADER SEPAHPUR			
Bryce Johnson	Schemmer Associates		68508
Shannon Cleure	KZUM		68502
Kurt Elder	Haymarket (AL)		68508
Ron Ruff	Taller Twin 3D Labs		68317
Chip DeBuse	Lincoln Community Foundation		68502
Anna Graff	student at UNL		68508
Julie Hamm			68505

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Cori Daniels			68508
Kami Solko			68516
John Schutter			68506
PATRICK HEWING			68508
Cynthia Brammeier			68510
DREW STANGE			68506
Gail McNair			68508
BRYAN SOUKO			68516
Darl Naumann			
Anthony Tucci			68508
Amy Thompson			68508
McKenzie Taylor			68528
Amanda Knight	Olsson Associates		68516
BRANDON ALLEN		BRANDON ALLEN @ GMAIL.COM	68508

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
Alec Sherwood	N/A		68510
Deni Boden	N/A		68505
Jared Rector	Harvel Harris Investments, LLC		68502
MAU RYNALSTEAD			68508
Tyler Redwine	Archrival		68508
Janet Eskridge	N/A		68508
Sam Volkmer			68508
Tyler Soday			68508
Tony Dupsk	ETI		68508
Lowell Berg	Lincoln Libr. Board		68506
Wayne Mixdorf	City		68521
DAN WORTH	BVH ARCHITECTURE		68510
Marianne Worthington	—		68502
NADINE AULT			68508

M

2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name Dot Henry	Organization (if applicable)	E-mail address	Home Zip Code 68506
Tim Atherton	SN Lofts		68508
Ed Zimmer	City planning		68510
Matt Dahlk	Center Stone		68508
Lynette Waltemath	SOAP		68516
Dana Schmidt	Concorde		68508
Dean Settle	Downtown Resident		68508
Nolan Rathe	Waldell & Reed		68506
Tom Beckius	Nebraska Brokerage LLC		68516
Brett West	Assurity		68502
Greyson Ostrander	Archrival		68510
Sarah Wischhof	United Way		68526
[illegible]	Woods Bros		68510
Lilith Baier	Marz Bar		68510
Jeremy Montgomery	Stephens & Smith	jmontgomery@stephensandsmith.com	68507

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2018 Lincoln Downtown Master Plan

Community Open House - April 10, 2018			
Name	Organization (if applicable)	E-Mail	Home Zip Code
RACHEL PLACZEK (AND SAM)	LPED		68336
Tessa Wren	KW		68531
Susan Madsen	DLA		68524
Keith Peterson	DA Davidson		68527
Amy Filipi			68502
Sarah Yost			68502
Dan Gibson			68508
Ashley Tesar	United Way		68333
Rex Carrol	UNL		68501
Tom Graf	NAIFMA		68502
Rick Havranek	Rm		68516
Dan Martin			68512
Chuck Seeferer	WSP USA		68017

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2018 Lincoln Downtown Master Plan

Meeting DLA 5-22-18		
Name	Organization (if applicable)	E-Mail
Dave Meagher	WRK	
Susan Madsen	Cornhusker	
BRYANT BONE	HUDL	
JOHN KAY	SINCLAIR HILLE ARCHITECTS	
Terry Uland		
Ed Swotek		
DEAN SETTLE	Downtown Resident	
Robert Winnicki	Fuse Coworking	
Jaclyn Tejeda	Black Market Clothing Exchange	
Michele Waite	UNL	
Tom Klein	First National Bank	
Brett West	Assurity	
Ken Fougeron	Speedway Properties	
Debby Brehm	Center Assoc. / Brehm Enterprises	

2018 Lincoln Downtown Master Plan

Meeting DLA 5-22-18		
Name JJ Folsom / PUMA	Organization (if applicable)	E-Mail
Hallie Salem	City of Lincoln	
Jon Carlson	City of Lincoln	
Amber Brannigan	State of Nebraska	
Carl Eskridge	City Council	
Yvette Freeman	P.U.M.A.	
Clay Smith	Speedway	
Lorna Parks	DLA	
Kent Seacrest	Seacrest + Kalkowski	
Karen Hudewitz	DLA	
George Pinbarts	DLA	
Tim Schlegelmilch	Farmers Mutual of NE	
Nancy Gade	Arter Group	
Rick Haden	FHU	
DICK FARLEY	CIVITAS (CONSULTANT)	
Jason Newsome	CIVITAS (consultant)	
CHRIS PAREZO	CIVITAS	

2018 Lincoln Downtown Master Plan

Meeting Project Committee 5-24-18		
Name	Organization (if applicable)	E-Mail
JOHN KAY	SINCLAIR HILLE ARCHITECTS	J
CARL Eskridge	City Council	
RANDY HAWTHORNE	FOUNDRY	RA ... UB.ORG
Michelle Waite	UNL	M
BRYANT BONE	HDDL	B

2018 Lincoln Downtown Master Plan

Meeting ~~Steering~~ Project Committee 5-24-18

Name	Organization (if applicable)	E-Mail
Jon Carlson	City of Lincoln	
Tom Graf	NAI FMA	
Jon Camp	Haymarket Sq. / City Council	
Stephanie Jarrett	Bulu / DLA	

2018 Lincoln Downtown Master Plan

Meeting Steering Committee 5-22-18

Name	Organization (if applicable)	E-Mail
Terry Kathe	City of Lincoln	
Jewel Rodgers	———	
Pat Leach	Lincoln City Libraries	
BRADLEY CAIN	UNL / NBDC	
Hannah Demma	Constellation Studios / 300 BAR	
Karen Kunc	Constellation Studios	
David Cary	Planning Dept	
Terry Uland	DLA	
Michelle [illegible]	UNL	
Dallas McGee	City of Lincoln	
Mark Lutjeharms	City of Lincoln	

2018 Lincoln Downtown Master Plan

Meeting: Downtown Residents Discussion Group 5-24-18

Name	Organization (if applicable)	E-Mail
Miten Bhavsar	Downtown	
Kurt Elder	Haymarket Neighborhood	
Cheri Macartney		
Molly Burns		
Tom Klein	First National Bank	
Loren Warren		
Carl Eskridge	City Council	
Ed Zimmer	Planning Dept	

2018 Lincoln Downtown Master Plan

Meeting: SPARKLY 5-24-18

Name	Organization (if applicable)	E-Mail
Barb Bettin	YMCA	
JP Lauterbach	YMCA	
Julee Hammer	Lincoln City Libraries	
Debby Brehm		
David Cary	Planning	
Sara Hartzell	Parks + Rec	
J.J. Yost	Parks & Rec.	
Pat Leach	Libraries	
Lynn Johnson	Parks & Recreation	
Mark Lutjeharms	City of Lincoln	
Spencer Munson	Lincoln Calling / Jazz in June	.com
Scott Miller	Lincoln Industries	s.com

2018 Lincoln Downtown Master Plan

Meeting: Bike Facilities Plan 5-24-18

Name	Organization (if applicable)	E-Mail
Jenny Young	FHU	
Kellee VanBruggen	City of Lincoln	
Andrew Thierolf	Lincoln	
MARK MEISINGER	FHU	
Morgan McCullough	FHU	
RICK Haden	FHU	

2018 Lincoln Downtown Master Plan

Meeting

Name	Organization (if applicable)	E-Mail
David Schmidt	Concorde Management	
Michael Ezra Dietz	UNL	
Dean Hillhouse	Dean's	
Abbie Edwards	n/a	
Ken Fougeron	Speedway	
Katie Hile	Tonga Bomoi	

2018 Lincoln Downtown Master Plan

Meeting: Steering Committee/Project Committee 8-22-18

Name	Organization (if applicable)	E-Mail
Clay Smith	Speedway	
Dave Young	COL	
Wayne Mirphy	COL	
Jenny Young	Felsburg Holt & Ullevig	
Rick Hadler	" " "	
Brian Praeuner	StarTran	
Randy Hoskins	Public Works	
Terry Kathe	Bldg. S	
Tom Beckius	Nebraska Brokerage	
Jon Camp	Lincoln City Council	
Jon Carlson	City (Mayor's Office)	
Tom Graf	NAI FMA	
Angie Tucci	Telesis	

2018 Lincoln Downtown Master Plan

Meeting: Steering Committee/Project Committee 8-22-18

Name	Organization (if applicable)	E-Mail
Stephanie Jarrett	Bulw/Downtown Resident	
Pat Leach	Library	
Tom Huston	Cline Williams	
Will Scott	WRK	
Carl Eskridge	City Council	
Kaylen Akert	LHDC/Woods & Aitken	
Jennifer Brinkman	Lancaster County Board	
Leirion Gaylor Baird	City Council	

2018 Lincoln Downtown Master Plan

Meeting Steering Committee / Project Committee 8-22-18		
Name	**Organization (if applicable)**	**E-Mail**
An Ringlein		
Bryant Bone		
Ben Kiser		

2018 Lincoln Downtown Master Plan

Meeting DLA 10-30-18		
Name	**Organization (if applicable)**	**E-Mail**
Angie Tucci	Telesis, Inc.	
Brian Schweiger	U.S. Bank	B m
John Kay	Sinclair Hille Architects	
Terry Uland	DLA	
Bryant Bone	HUDL	
Ed Swotek		
Michelle Waite	UNL	
Tom Klein	First National Bank	
Lynnette Nelson	Pinnacle Bank	
Hallie Salem	WOD	
Lorna Parks	DLA	
Brian Menk	DLA	
Katey Hulewicz	DLA	
Collin Rasmussen	DLA	

2018 Lincoln Downtown Master Plan

Meeting DLA 10-30-18

Name	Organization (if applicable)	E-Mail
Tom Huston	Cline Williams	
Jon Carlson	City of Lincoln	
Carl Eskridge	City Council	
Dallas McGee	City UDD	
BOB CAMPBELL	DLA/CIVIC VENTURES	
Mark Lutjeharms	City Transportation & Utilities	
Tim Schlegelmilch	Farmers Mutual	
Jack ABEL	NEBCO, INC	
Brett West	Assurity Life	

2018 Lincoln Downtown Master Plan

Meeting DLA 10-30-18

Name	Organization (if applicable)	E-Mail
Nancy Gade	Arter Group/Olsson	
BRYAN SULLIVAN	EMBASSY SUITES	
Susan Madsen	Cornhusker	
Ken Fougeron	Speedway Properties	
Debby Brehm	Brehm Enterprises/Center Assoc	
Dave Meagher	WRK LLC	
Adam Karavas	Ameritas Life	ad n
Lisa Froehlich	US Property	li

2018 Lincoln Downtown Master Plan

Meeting: Project + Steering Committee 10-30-18

Name	Organization (if applicable)	E-Mail
Wayne Mixdorf	COL - Parking	
Julee Hammer	Libraries	
Tom Beckius	Planning Commission / YPG	
Tom Huston	Cline Williams	
Kaylen Akert	Woods Aitken LLP/CHDC	
Michelle Waite	UNL	
JOHN KAY	SINCLAIR HILLE ARCHITECTS	
Terry Kathe	Bldg & Safety	
Ann Ringlein	Lincoln Running Co	
Amber Brannigan	State of Nebraska	
Randy Hawthorne	The Foundry	
Jon Carlson	City	
Tom Graf	NAI FMA	

2018 Lincoln Downtown Master Plan

Meeting: Project + Steering Committee 10-30-18

Name	Organization (if applicable)	E-Mail
DAN CARPENTER	CITY OF LINCOLN TRAFFIC ENG	
David Young	" "	
Brian Praeuner	StarTran	
J.J. YOST	Lincoln Parks & Rec.	
Carl Eskridge	City Council	
Pat Haverty	LPED	

2018 Lincoln Downtown Master Plan

Meeting Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Loren Warren		
Amy SANDQUIST	CGI Development	
Scott SANDQUIST	Sandquist CGI.	
DEBLEE TOTH		
Maddie Johnson	DLA	
Liz Zetterman	DLA	
Dennie Slobe	City Council	
Bo JONES	TRU-BILT	
Tony Toth		
J Penwell	Stonebrook Exterior	
Wynn Hjermstad	City - Urban Development	
RICHARD BISHOP	URBAN DEVELOPMENT	
Lori Thomas	Public Art Lincoln	

2018 Lincoln Downtown Master Plan

Meeting Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Kelsey Lee	Asian Community & cultural center	
Sheila Dorsey Vinton	Asian Community & Cultural Ctr.	
Collin Rasmussen	DLA	
MARK CANNEY	LINCOLN PARKS	
Grant Gehler	WRK	
Erin Wirth	NE Tourism	
Alep Duryea	NETourism	
BRADLEY CAIN	UNL / NBDC	
JOHN HOPPE JR	HOPPE INC	
Karen Kunc	Constellation Studios	
Terry Kathe	City of Lincoln	
JEWEL RODGERS	E ———	
DAN PIATKOWSKI	UNL	

2018 Lincoln Downtown Master Plan

Meeting Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Pat Anderson	Everett N. Assoc.	p .org
Stephanie Scheffer	South Salt Creek community organization	s n
DON DINGMAN	CITIZEN	DO -
Kent Seacrest		K
Justina Clark (Eva & David)	citizen, South Salt Creek Community org	J
Byron Brogan	DAS/State Building Div.	b l
ED TRICKER	Woods & Aitken	e .com
Herb Schimek	Library	h K
JANE SEBBY	WOODS PARK N.A.	js
Mercy Dinwiddie	Outdoor Family initiative	M
David Manzanares	Sculptor	S ail.com
WF HOPPE	BUILDER	t
Emily Casper	UNL	e
MARTI Lee	neighborworks Lincoln	m

2018 Lincoln Downtown Master Plan

Meeting Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Jason Villalobos		j n
Dennis Boerigter		c n
Tyler Hawthorne		t
Joey Huff		i
Mark Granquist		I
Karl Dietrich		
Ethan Loseke (Also interested in info about joining steering committee)		e om
Blake Jackson (too, interested in contributing to steering committee & intensive mtgs.)		b om

2018 Lincoln Downtown Master Plan

Meeting: Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Russ Meyer	NEB. Home Sales	
Chris Leo	Trader Joes	
Gordon Scholz	UNL	
R. Scott Sandquist	Oak Lake Development	
Ann Ringlein	Lincoln Running Co	

2018 Lincoln Downtown Master Plan

Meeting: Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Scott Speicher	FHU	
CHAD KRUSE	SINCLAIR HILLE	
Clemens Hrouda	resident	
Kjersten Tucker	Sinclair Hille	
Matt Maw	Resident	
Jordan Messerer	Resident/UNL	
Don Herz	Resident	
Seth Busse		
Ryan Schumacher	Computer Hardware Inc	

2018 Lincoln Downtown Master Plan

Meeting: Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Mike Heyl	LLCHD	
Richard Herink		
Gail McNair	Foundation for Lincoln Libraries	
Ed Tricker	Woods & Aitken	e… om
Matt Dahlk		d
Cale Brodersen	University of Nebraska-Lincoln	b
Ryan Sievers	Computer Hardware Inc.	r… na.com
Rich Claussen	Prosper Lincoln	ri
Diane Cunningham	LHDC and Burlington Antiques	
Ralph Hayden	Citizens for Public Transit	r
Stewart Kane Guderian		s
Paula + Ron Hindmarsh		p
Mary Schroer		m
Brent Claassen	Option Lofts	br

2018 Lincoln Downtown Master Plan

Meeting: Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Richard L. Schmeling	Citizens For Improved Transit	t… .com
Peter Smith	N/A	p
Jeff Mercantollo	—	j
Tad Fraizer		t… .net
Michelle Zlomke	Leadership Lincoln	m
Brian Holcomb	NA	b
Kathryn Kelley	Lincoln City Libraries	… .org
Leslie Huerta	Francie & Finch Bookshop	… .com
Jeff Pankoke	R.O. Yeager, Inc	j
Nolan Rathe	Waddell & Reed	
Jasmine Nguyen	Lancaster County Treasurer	
Steve Dossey		
Cathy Lohmeier	Renters Together LNK	f… stream.net
DANA WALSH		d

2018 Lincoln Downtown Master Plan

Meeting Open House 10-30-18

Name	Organization (if applicable)	E-Mail
DAVID WIEBE	Arch Design Assoc.	
Shane Taylor	Turris Group LLC	
Lance White	Turris Group LLC	
JAMIE GRANQUIST	BIKELNK	
Samantha Brannagan	UNL Student	
Steven Larrick	South Salt Creek CO.	
Janine Copple	SSCCO and bicyclincoln	
KURT ELDER	HAYMARKET NEIGHBORHOOD	

2018 Lincoln Downtown Master Plan

Meeting Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Dan Marvin	—	
Donna Marvin	Library Board	
Dennis Doerfl	Fourstarzz Media	
Christopher Aumueller	FanWord	
Jeanette Greer	Secretary of State	
Sharon Koepke	BK Restoration & Remodeling	
Barb Frazer		
Mike Renken	NeighborWorks Lincoln	
Eric Gerrard	City of Lincoln	
Lyn Wineman	KidGlov	
Katherine Warren	KidGlov	
Evelyn Loof	Farmers Mutual of Neb.	
Shari Rosso	Just Sayin Cyc	
Bryce Johnson	Schemmer Associates	

2018 Lincoln Downtown Master Plan

Meeting: Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Karl Fredrickson	WSP	
Chelsey Pounds	UNL grad student/intern	
Anthony Kohel	UNL grad student	
Jeremiah Tripp	Computer Hardware	
Terry Coder	WSP	
Lisa Hale	LES	
Ryan Sothan	AGP	
Jeff Cunningham	Lincoln Haymarket Dev. Corp	
Jannice Lamborn	N/A	
Layla Lamborn	N/A	
Peter Katt	Collective Development	
Stacey Hageman	Planning Dept	
Rose Kotwas	N/A	
Dawn Bringelson	NA	

2018 Lincoln Downtown Master Plan

Meeting: Open House 6-8 pm 10-30-18

Name	Organization (if applicable)	E-Mail
Mary Campbell	Capitol Environs	
Chris Madsen		
Tammie & Dan Sloan	The Mill	
Andrew Swenson		
Kaylen & Brandon Akort	Haymarket	
Roy Ringlein		
Ann Ringlein		
Jamie Granquist	BikeLNK	
Dennie Shobe	City Council	
Brad McLaine	ALLO	
Kim Sturzenegger	Resident downtown	
Amanda Kijo		

2018 Lincoln Downtown Master Plan

Meeting: Open House 6-8 pm 10-30-18

Name	Organization (if applicable)	E-Mail
Lowell Berg	Linc. City Libraries	
Janet Squires	neighbor	
AMANDA CHRISTI	UNL	
Tad Fraizer	Fraizer+Fraizer	
Karen Kunc	Consellation Studios	
Carl Eskridge	City Council	

2018 Lincoln Downtown Master Plan

Meeting: Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Jim McQuillan	None	

2018 Lincoln Downtown Master Plan

Meeting Open House 10-30-18

Name	Organization (if applicable)	E-Mail
Jacob Solimano	Turbine Flats	

2018 Lincoln Downtown Master Plan

Meeting Open House 6-8pm 10-30-18

Name	Organization (if applicable)	E-Mail
Adam Kraft	redthread	
Matthew Rogue	Union College	
Paul Jenks	Union College	
Roger Ludemann	Mutual of Omaha Bank	
George Wesselhoft	Planning Department	
Scott Speicher	FHU	
Sarah Janiak		
Samuel Volkmer	Citizen / Spielbound	
Mike Heyl	LLCHD	
Debby Brehm	Brehm Ent / Center Assoc.	
Susan Browne		
Mike Brown		
Kelly + Mike Madcharo		
Anna Brodersen	Farm Afield	