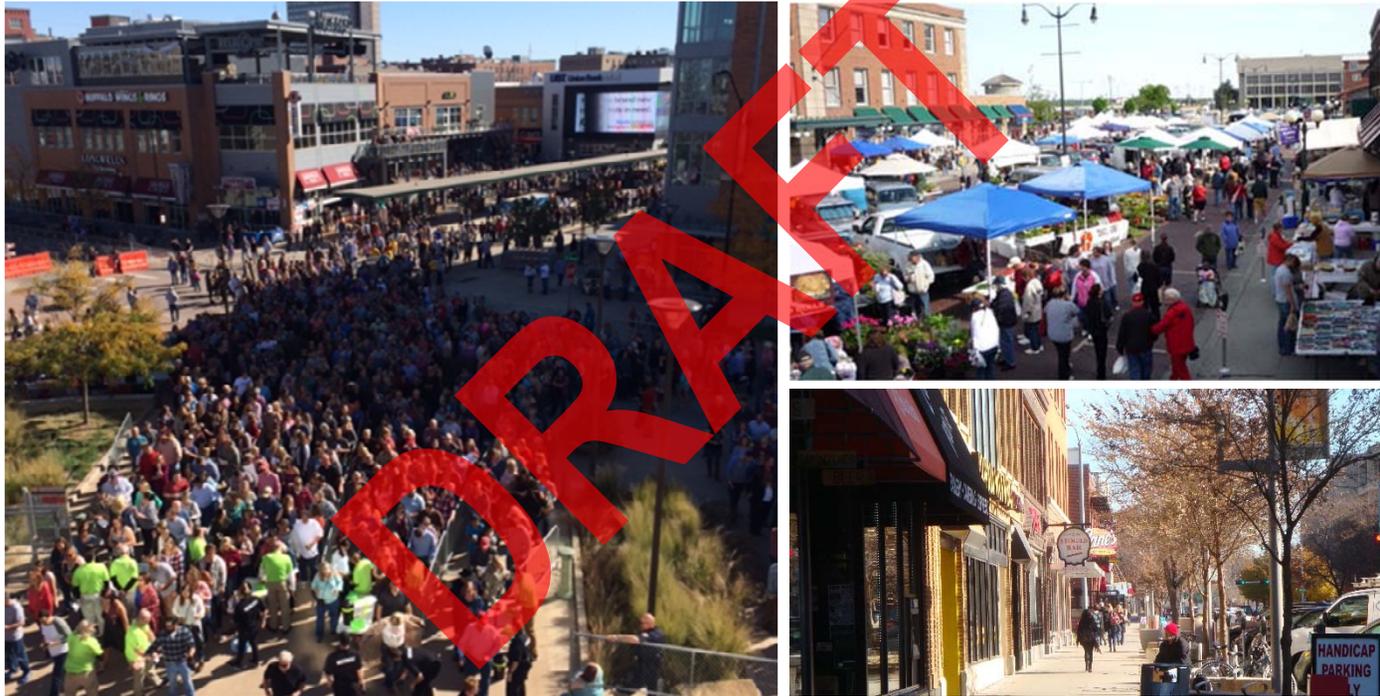


CITY OF LINCOLN DOWNTOWN MASTER PLAN



Progressive Urban Management Associates

*in association
with:*

CIVITAS



DRAFT 8/22/18

DRAFT

COMMITTEES MEETING | 8-22-18

2018 Downtown Lincoln Master Plan: The Center of Opportunity

Goals for Today's Meeting

- Confirm that we are on the right track with the Catalytic Project recommendations
- We are seeking critical input so we can move forward with the catalyst concepts

All 7 of the Catalytic Projects evolved and are supported by:

- Findings of the market assessment and development forecast
- Online survey (1,750 responses)
- Public open house and charrette (300+ attendees)
- Planning Commission briefings

MASTER PLAN OUTLINE 8/22/18 | DRAFT

2018 Downtown Lincoln Master Plan: The Center of Opportunity

Acknowledgments

00 Executive Summary

01 Background

- Project Purpose
- Study Area
- Process
- How to Use this Plan
- Past Downtown Planning Studies Summary

02 Market Assessment Summary

- Purpose
- Key Market Findings
- Market Opportunities & Constraints
- Development Forecast summary

03 Community Engagement Summary

- Top Priorities
- Committees Summary
 - Core Staff, Steering Committee, Project Committee
- Planning Commission Briefings
- Working Groups
- Community Survey
- Community Open Houses/Charrette

04 Downtown Action Plan & Development Strategy

4.1 *Neighborhood Framework*

- Linkages with adjacent Neighborhoods
- Housing
- Neighborhood Services/Amenities

4.2 *Urban Design Strategy & Frameworks*

- Urban Design Strategy
- Gateways
- Public Realm Frameworks (streets, bikes, parks)
- Character Areas and Subareas
- Gateways

4.3 *Catalytic Projects and Sites*

1. Create a Community Heart
2. Create a Front Door to Downtown Lincoln
3. Create 'Green Spines' that connect districts and neighborhoods
4. Celebrate Local Music Scene
5. Create a Signature Public Space in S. Haymarket
6. 16th and 17th Street Improvements
7. Link N Loop

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4.4 Mobility Framework

- Connectivity & Safety
- Streets Toolkit – Enhancing Choices
- Public Transit
- Parking

4.5 Economic Development Framework

- Jobs & Office: Protecting the Fundamentals
- Technology & Innovation: Growth in the Modern Economy
- Linkages with UNL
- Retail, Dining, & Entertainment
- Hospitality & Convention Space

4.6 Arts & Culture Framework

- Arts, & Entertainment
- Public Art
- Historic Properties

05 Implementation

- Quick Wins – (List Top 10-15)
- Partners and Responsibilities
- Sources of Funding and Supportive Policies
- Measuring Progress

06 Appendices

- Market Assessment & Development Forecast
- Community Survey Results
- Open House and Charrette Drawings
- Library case studies
- Music district case studies

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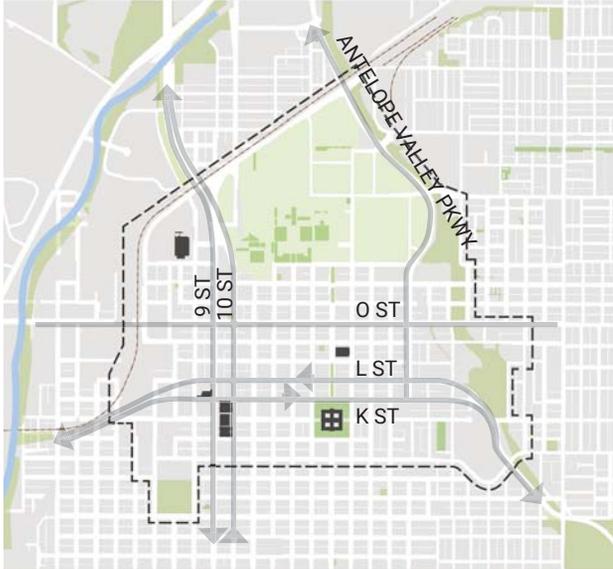
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4.2

URBAN DESIGN STRATEGY & FRAMEWORKS

URBAN DESIGN STRATEGY

Existing Streets & Key Buildings

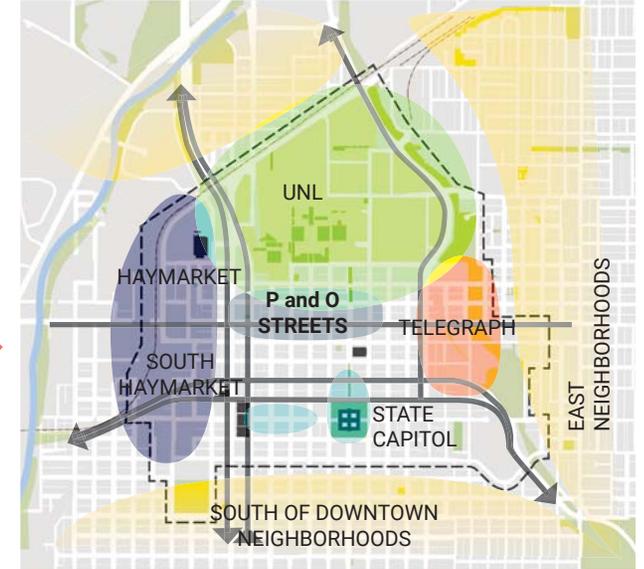


Primary Streets



Existing primary thoroughfares sub-divide downtown.

Downtown Energy Zones



Downtown has distinct districts and energy zones.

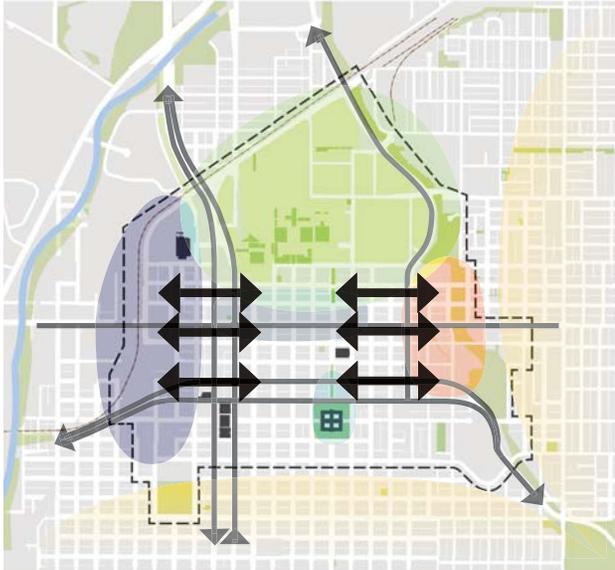
GOAL

Enhance existing public spaces within downtown that provide a destination for people using Downtown. Improve the quality of the public realm, including pedestrian and bicycle safety improvements, through context-sensitive design, targeted investment, and regular maintenance.

WHY IT'S IMPORTANT

There is a great deal of hardscape and pavement in the downtown core and few opportunities to enjoy existing public spaces. Encouraging people to linger and enjoy a place is an important aspect of creating a neighborhood. Existing public spaces should be activated with a variety of programming elements so they can be enjoyed by all.

Closing the Gaps



Create better east-west connections to link existing energy zones at the edges of downtown to the center.

Connect to Neighborhoods



Create similar north-south connections to stitch adjacent residential neighborhoods, the Downtown core, and UNL together.

Catalyze Change



Invest in strategic catalytic projects to spur private development & encourage more people to live downtown.

URBAN DESIGN STRATEGY

The Urban Design strategies focus on public space improvements that are necessary to support future development in Downtown Lincoln. Often public investment in the form of streets, streetscape, façade improvements, parks and other improvements are necessary to spur private investment. In the case of Lincoln the market and the momentum already exists to support limited private investment, which public investment could help expand,

but more importantly the public improvements are intended to create a more people friendly downtown environment. This plan is rooted in the belief that Downtown is a people place that through the implementation of its concepts can foster incremental growth and create economic value over time. All future capital projects and public realm improvements within Downtown should be studied for consistency with the vision and goals of this plan.

URBAN DESIGN FRAMEWORKS

CHARACTER AREAS

CHARACTER AREAS AND SUBAREAS

Downtown includes a variety of areas that have differing characters. For example, the Capitol Core is predominantly a traditional central business district that includes City and State Government, financial institutions, traditional office buildings, and a variety of supporting uses. Each of the areas has, or needs, a center of activity and supportive development patterns.

The continued development of Downtown Lincoln should not use a “one size fits all” approach. To create a thriving downtown that serves the population of Lincoln, unique places must be built upon or created that will attract a broad cross section of people. The creation of these different places allows Downtown to capture different uses, forms, and styles of development. The differences of these places is also what causes them to be supportive of one another.

The character areas include: (illustrated to the right/left)

- University on Nebraska
- Haymarket
- O & P Streets
- Telegraph / Union Plaza
- Surrounding Neighborhoods
- Capitol Core
- North Bottoms
- Y Street/Clinton Neibhborhood



URBAN DESIGN FRAMEWORKS

SUB AREAS



FUTURE STREET OPERATION



← Existing Major Circulation Routes (To Remain)

● Proposed Gateway

↔ Convert One-way to Two-way

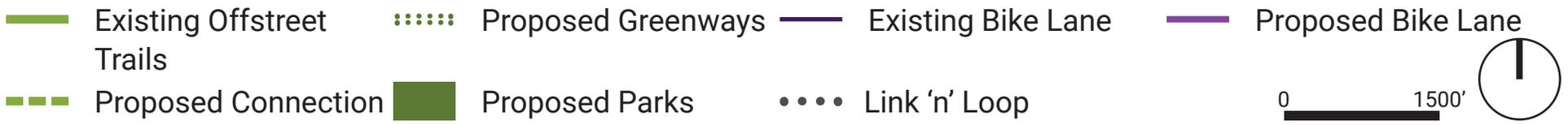
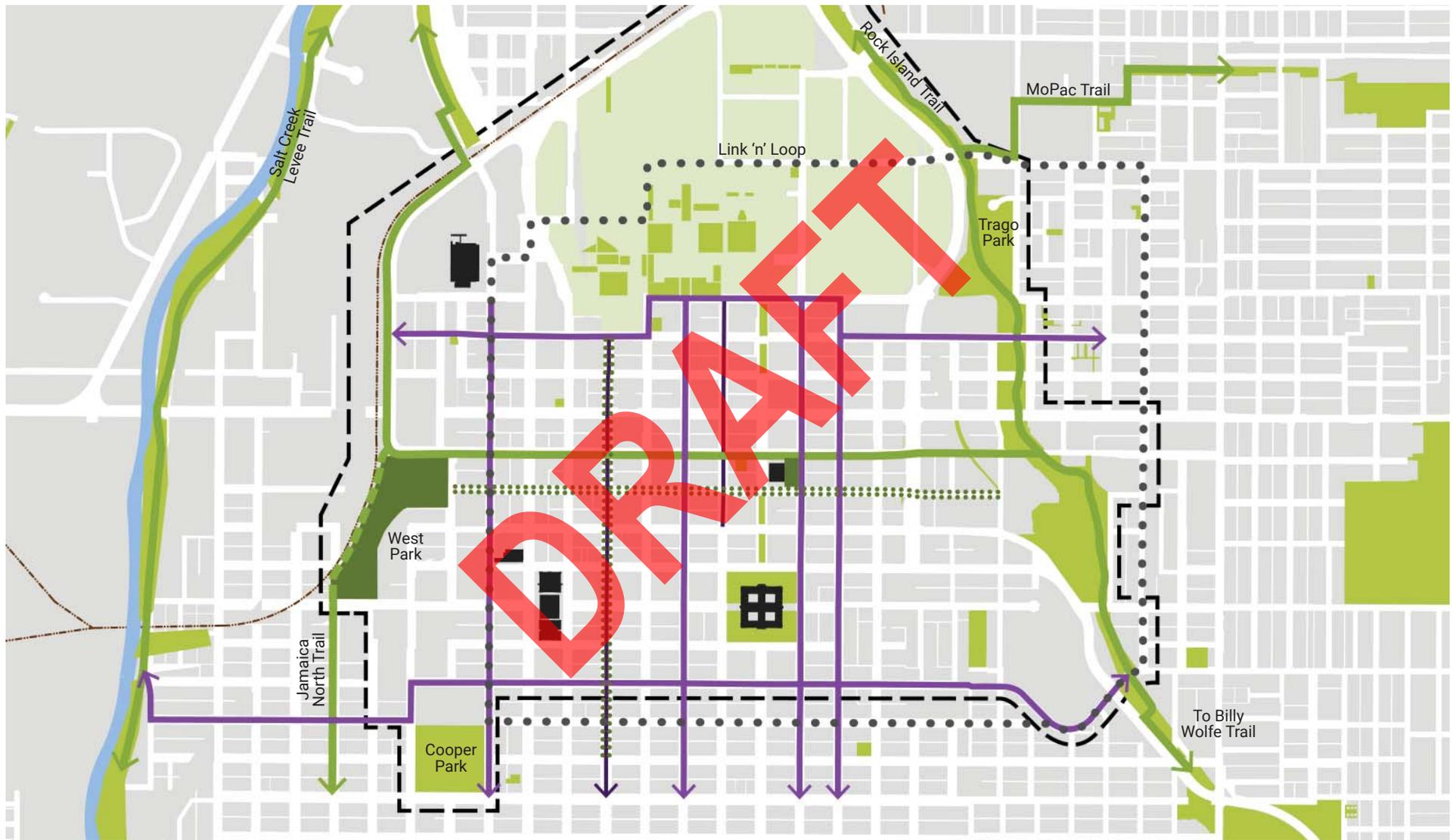
↔ Proposed Street Connection

0 1500'



URBAN DESIGN FRAMEWORKS

BIKE MOBILITY & GREENSPACE NETWORK



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4.3 CATALYTIC PROJECTS

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CATALYTIC PROJECTS

GOAL

The major goal of the proposed catalytic projects is to focus development projects and/or sites that will both attract additional people downtown and will catalyze surrounding development and investment. As described in Chapter 3, extensive community input guided the selection of these projects.

WHY THEY ARE IMPORTANT

Weave opportunity in here – second tier opportunities cities
The following seven sites, corridors, and/or areas have opportunities to become activity centers and cultural destinations that can catalyze redevelopment and strengthen economic and cultural growth. Many of these sites are either vacant properties, underutilized existing buildings, surface parking lots, and are publicly owned.

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CATALYTIC PROJECTS

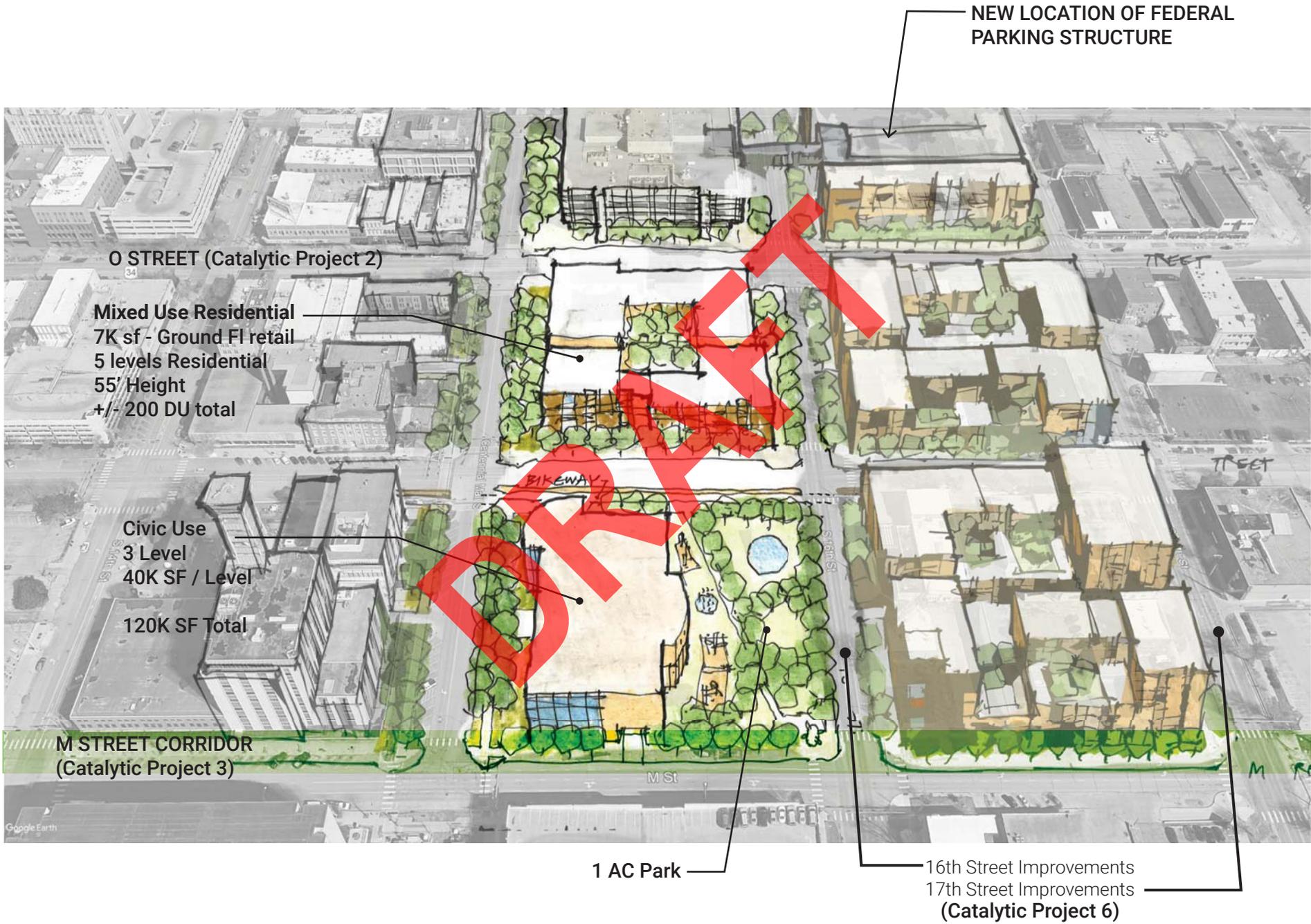
- ① CREATE A COMMUNITY HEART
- ② CREATE A FRONT DOOR TO LINCOLN
- ③ CREATE 'GREEN SPINES' THAT CONNECT DISTRICTS AND NEIGHBORHOODS
- ④ CELEBRATE LOCAL MUSIC SCENE
- ⑤ CREATE A SIGNATURE URBAN PARK
- ⑥ 16TH AND 17TH BICYCLE CONNECTIONS
- ⑦ LINK N LOOP

SUPPORTING PROJECTS

-
-
-
-
-
-

CATALYTIC & SUPPORTING PROJECTS





O STREET (Catalytic Project 2)

Mixed Use Residential
7K sf - Ground FI retail
5 levels Residential
55' Height
+/- 200 DU total

Civic Use
3 Level
40K SF / Level
120K SF Total

M STREET CORRIDOR
(Catalytic Project 3)

NEW LOCATION OF FEDERAL
PARKING STRUCTURE

1 AC Park

16th Street Improvements
17th Street Improvements
(Catalytic Project 6)

BIKEWAY

M St

TREET

TREET



O STREET (Catalytic Project 2)

(Catalytic Project 6)
16th Street Improvements
17th Street Improvements

FEDERAL GARAGE

Civic Use
3 Level
40K SF / Level
120K SF Total

57' Height
Max.

M STREET CORRIDOR
(Catalytic Project 3)

Service

Parking:
1 level under bldge footprint
+/- 150 ps

CATALYTIC PROJECT
High-Priority Pershing Site



CIVIC USE
Mixed Use
 1st level - Retail or Community Space
 2-4 levels - Library @ 33K SF / Level
 100K SF Library



O STREET (Catalytic Project 2)

(Catalytic Project 6)

16th Street Improvements
17th Street Improvements

M STREET CORRIDOR
(Catalytic Project 3)

Mixed Use Residential
7K sf - Ground Fl retail
5 levels Residential
+/- 80 DU total

CIVIC USE
Mixed Use
1st level - Retail or Community Space
2-4 levels - Civic @ 33K SF / Level
100K SF Library

CIVIC USE

1st level - Retail or Community Space
2-4 levels - Library @ 33K SF / Level
100K SF Library

**NEW LOCATION OF FEDERAL
PARKING STRUCTURE**



O STREET (Catalytic Project 2)

CIVIC - 4 Levels

2 Levels -
40K SF
2 levels - CO-WORK/ Flex
40K SF

Mixed Use Residential
7K sf - Ground Fl retail
5 levels Residential
55' Height
+/- 200 DU total

**M STREET CORRIDOR
(Catalytic Project 3)**

16th Street Improvements
17th Street Improvements
(Catalytic Project 6)

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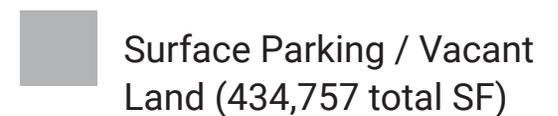
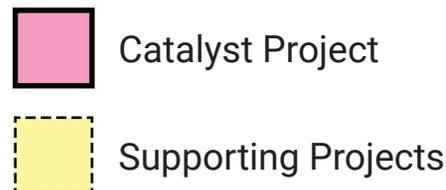
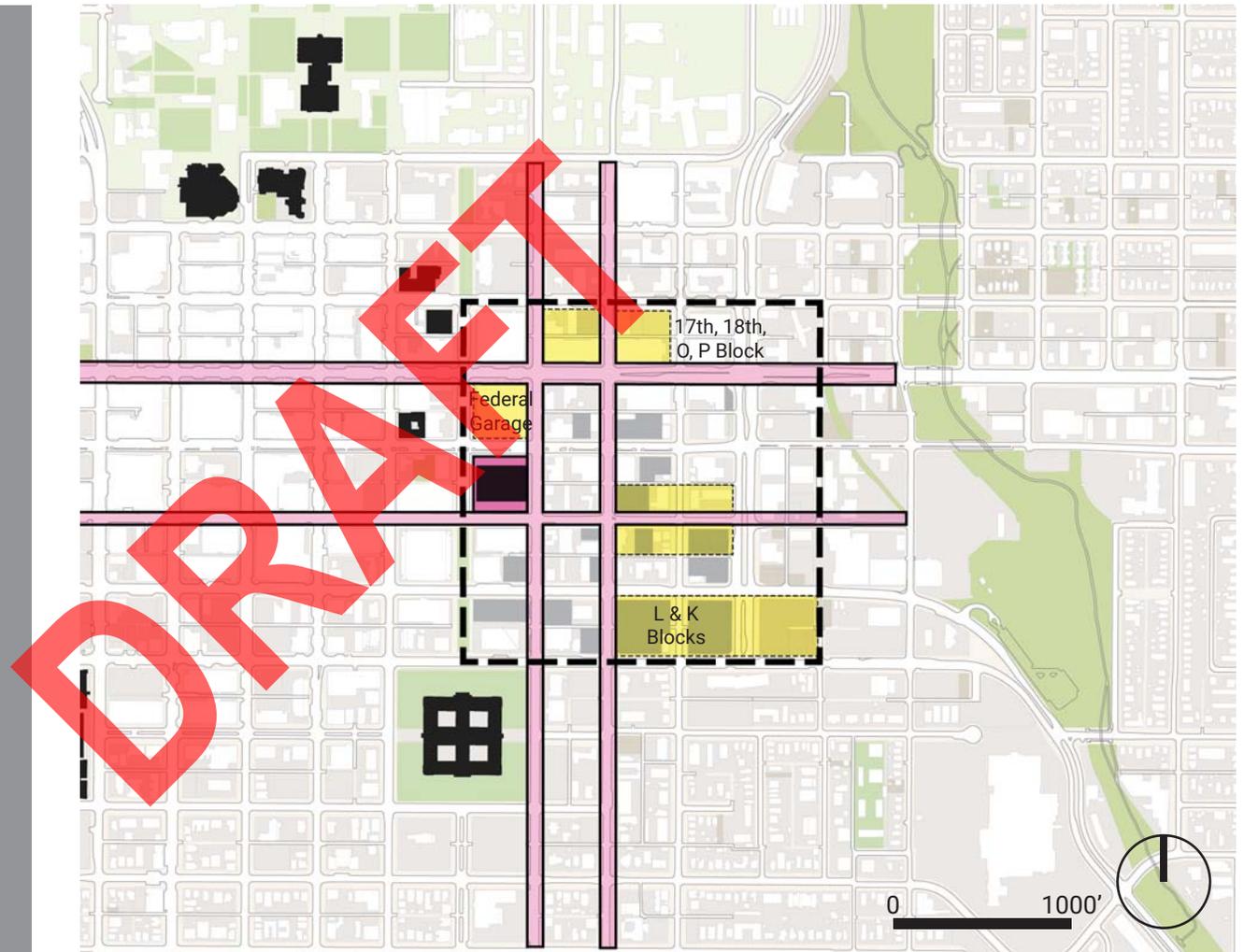
PROJECT IMPACT AREA

CITY RESPONSIBILITY:
IMPACT AREA AND SUPPORTING PROJECTS

PROJECT IMPACT

The redevelopment of the Pershing Center and federal parking garage could have a tremendous impact in this area such as:

- Activation of a portion of the Centennial Mall which is predominantly surrounded by 9-5 government and other institutional uses.
- Creating a new destination for Lincolnites, particularly families, to come downtown
- Creating new opportunity for people to live downtown
- Activates spaces that are currently “dead zones” and unfriendly to pedestrians and cyclists, particularly those using N and O Streets.



SUPPORTING PROJECTS



Federal Parking Garage Redevelopment



L & K Blocks



17th, 18th, O, P Block

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CATALYTIC PROJECT 2

CREATE A FRONT DOOR TO LINCOLN

O STREET STREETScape AND TIF-FUNDED FAÇADE AND SIGN PROGRAM

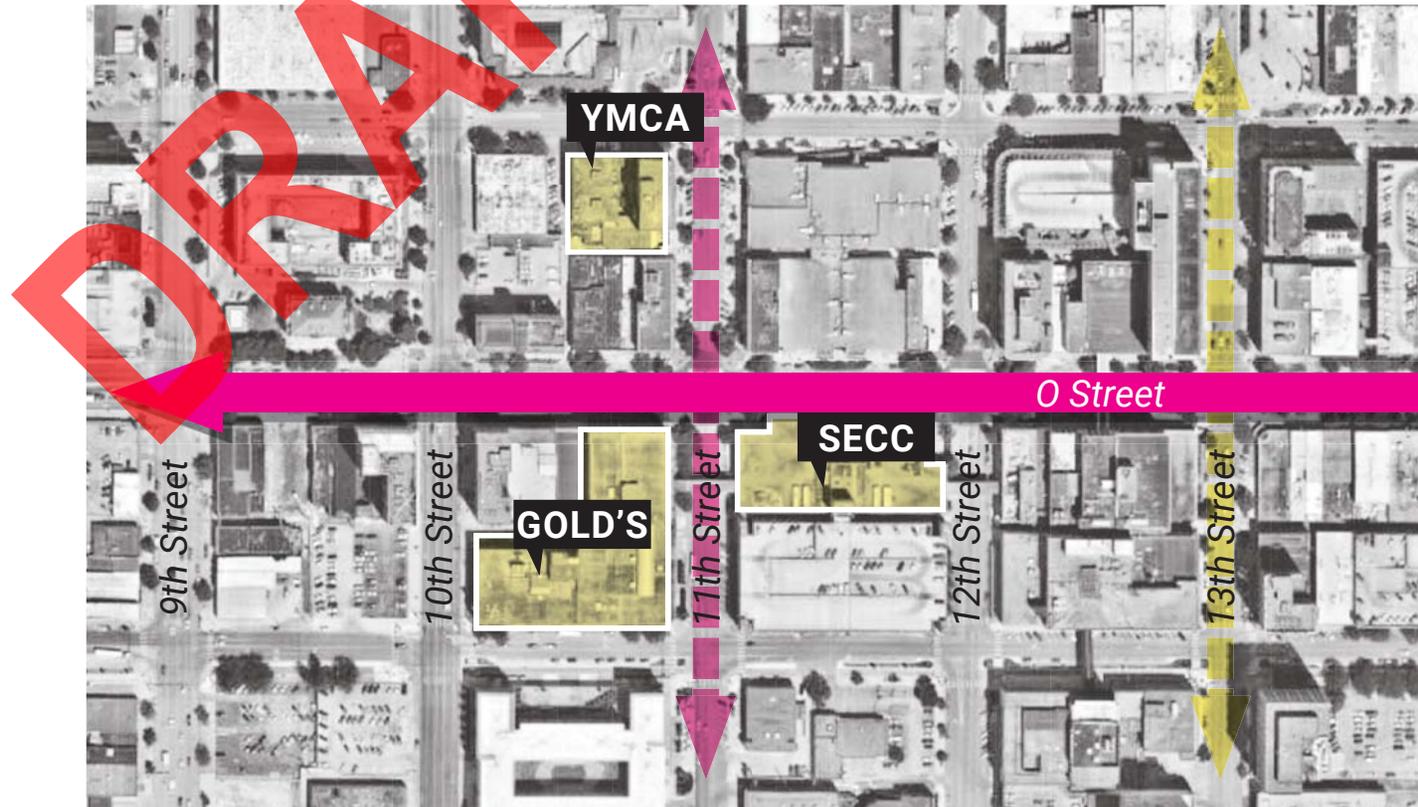
O Street is the only continuous street through Downtown that connects most of the character areas as well as the neighborhoods to the west and east. It is one of the more active streets in downtown with a variety of public and private uses such as SECC, several restaurants, bars, and live music venues. In addition, several of Downtown's most significant historic buildings front it, such as the Terminal, Gold, need help with others and xxxxx Buildings. In addition to these great historic buildings, there are several single-story buildings that have the potential to be redeveloped into higher

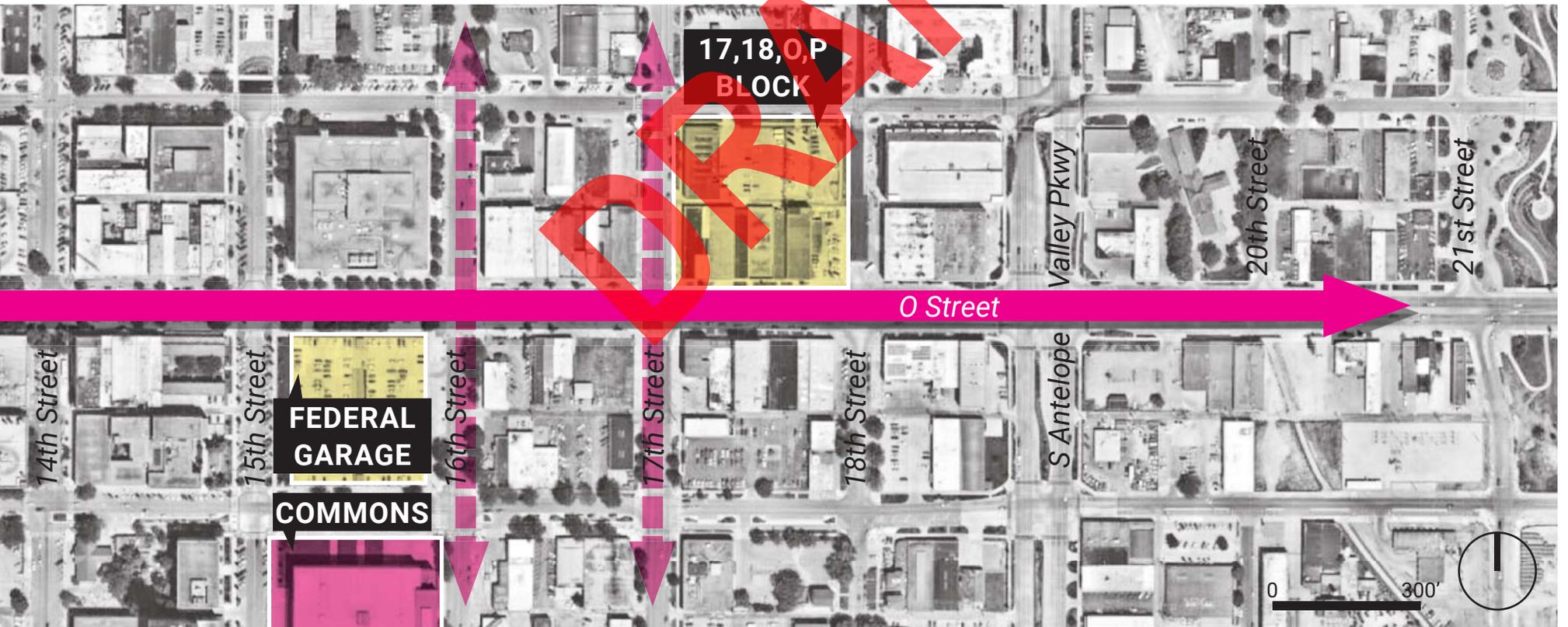
density uses to better active the street and provide options for new residences, office, and retail uses.

Streetscape and façade improvements should be made to O Street in a similar process that occurred on P Street in 20xx to create an even more vibrant and lively street that will attract more people downtown and provide an additional great pedestrian street for people already living and working in downtown.

SUPPORTING PROJECTS

- YMCA
- Gold's Building
- Southeast Community College
- 13th Street Improvements
- Federal Parking Garage
- Block bounded by 17th, 18th, O, P St





PROJECT IMPACT AREA

CITY RESPONSIBILITY:
IMPACT AREA AND SUPPORTING PROJECTS

PROJECT IMPACT

- Public streetscape and facade improvements will catalyze private investment such as new uses along O Street similar to what occurred on P Street after the new streetscape was implemented.

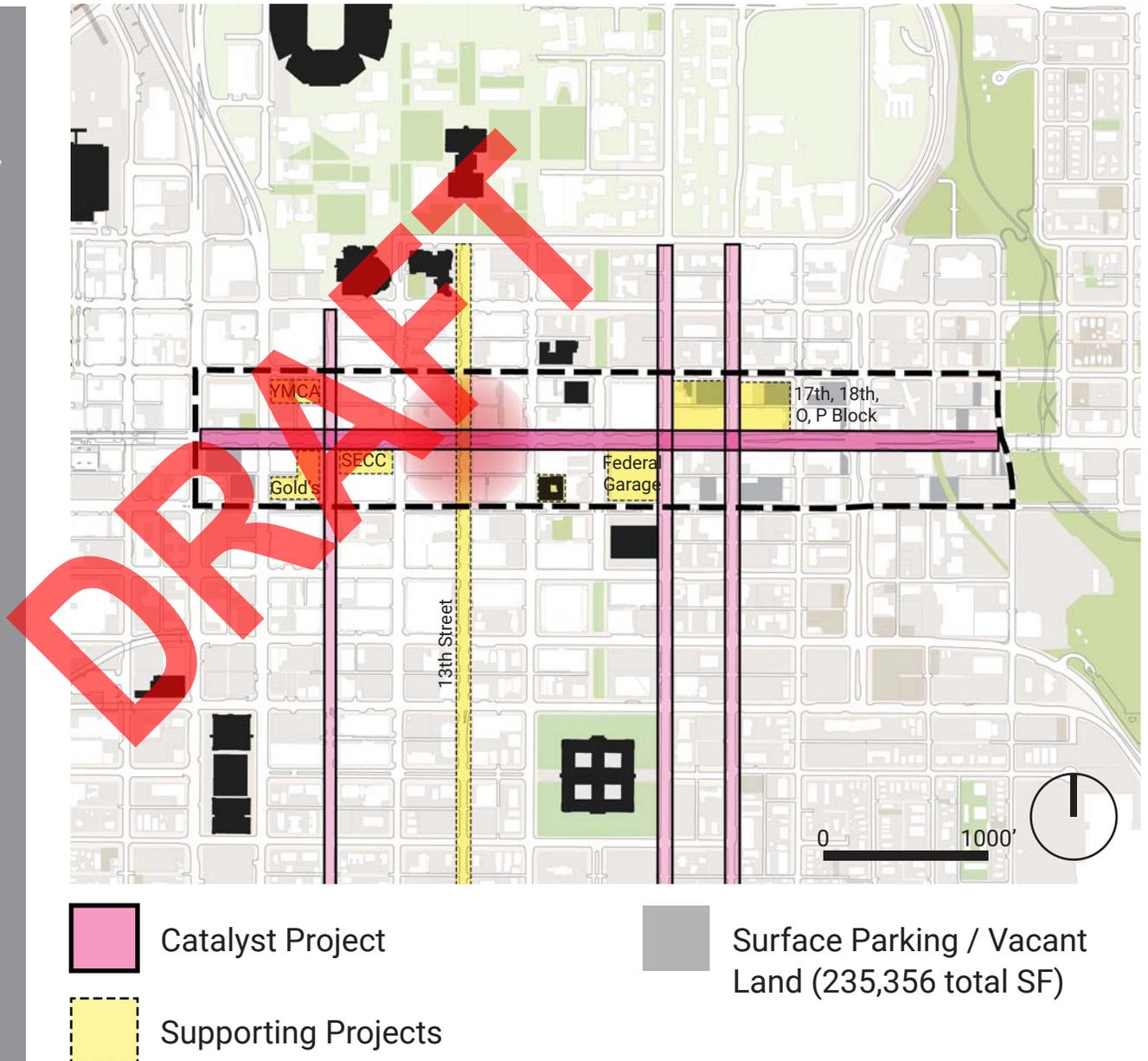
IMPLEMENTATION STRATEGIES AND RESPONSIBLE PARTY

Quick wins (0 -18 months)

- As describe in section 4.2, create gateways at the west and east edges of Downtown on O Street (9th and 21st Streets)
- Develop, fund and implement a façade rehabilitation program as well as for additional exterior building improvements.

Short term (18mos. – 5 years)

- Identify buildings that have redevelopment opportunity and work with private developers to encourage redevelopment, particularly for residential uses.



SUPPORTING PROJECTS



Gold's Building



13th Street Improvements



Federal Parking Garage Redevelopment



17th, 18th, O, P Block

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CATALYTIC PROJECT 3A

'GREEN SPINES' THAT CONNECT DISTRICTS AND NEIGHBORHOODS

Creating 'green spines' consists of more than just streetscape improvements. Since most of Downtown Lincoln's right-of-ways are wider than most Downtowns, ranging from 100' to 120', this provides an opportunity to create new additional green space without having to purchase additional land, as all would occur within the existing right-of-way. These green spines include much more than traditional greenery. They could include:

- extended plazas with tables, chairs and benches for outdoor dining or picnicking
- small children's play areas, possibly with a spray fountain
- outdoor games such as cornhole and large chess boards
- bicycle corals that can park up to 20 bicycles

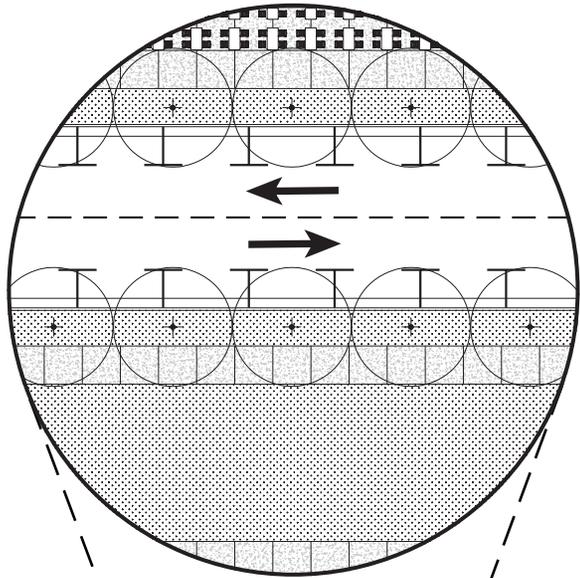
Both M and 11th Streets were identified as priority corridors in the 2005 Master Plan and the 2012 update. These streets are still major priorities and have the potential to be catalytic with the following recommendations.

3A. These improvements on 11th Street will provide a much needed north-south connection between UNL and the Everett neighborhood. It is envisioned that 11th Street would be converted from one-way to two-way travel with a 40' to 50' wide linear park on the west side between Q Street and the Lincoln Mall that would include protected bike lanes with parking on the outside of the bike lane similar to N Street.

Key elements of an energized M and 11th Streets include:

- Activating ground floor retail space.
- enforcing existing, and attracting more, local businesses
- Adding outdoor café and seating space.
- Enhancing the pedestrian realm
- Provide a canvas for public art

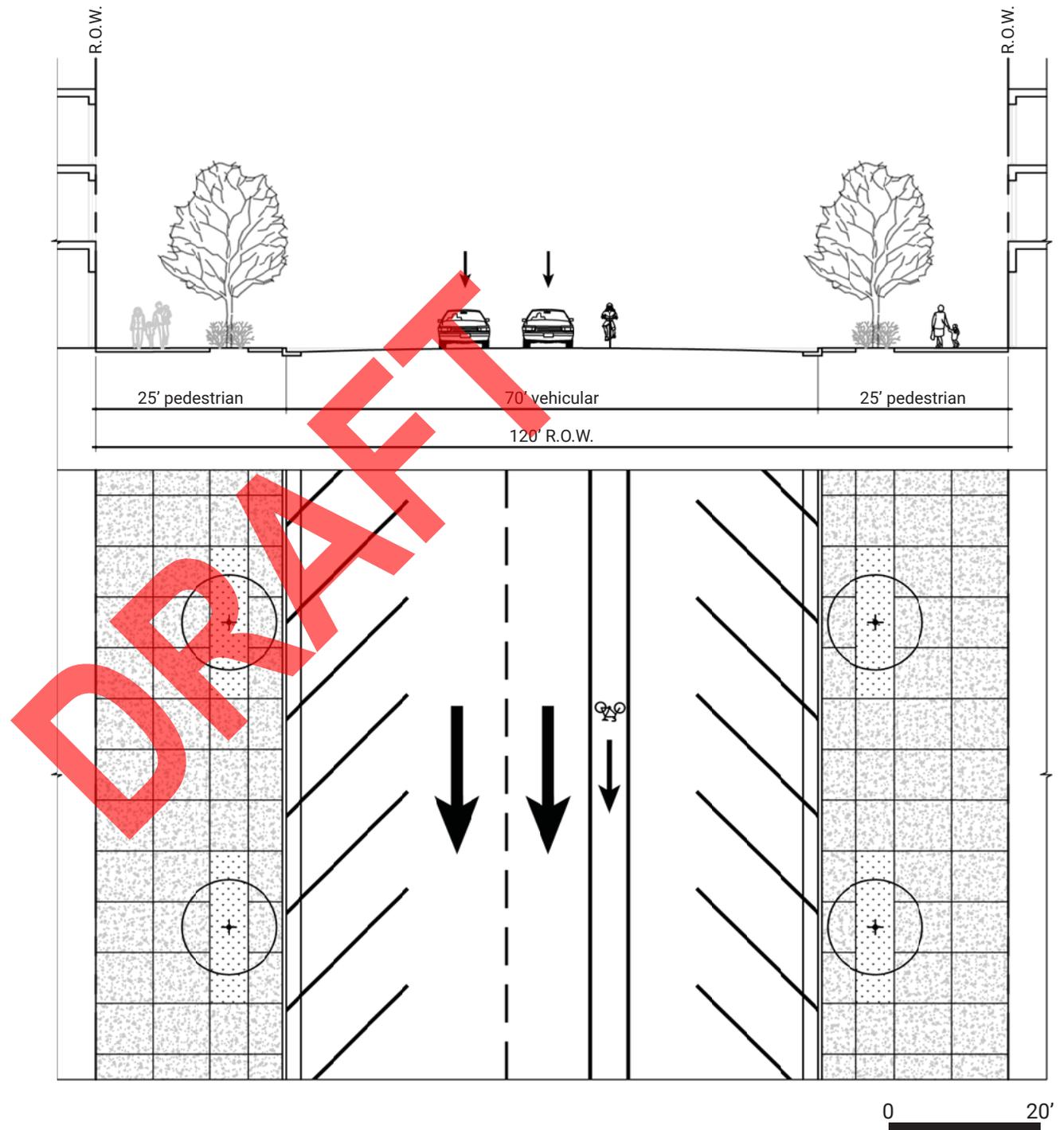




Everett

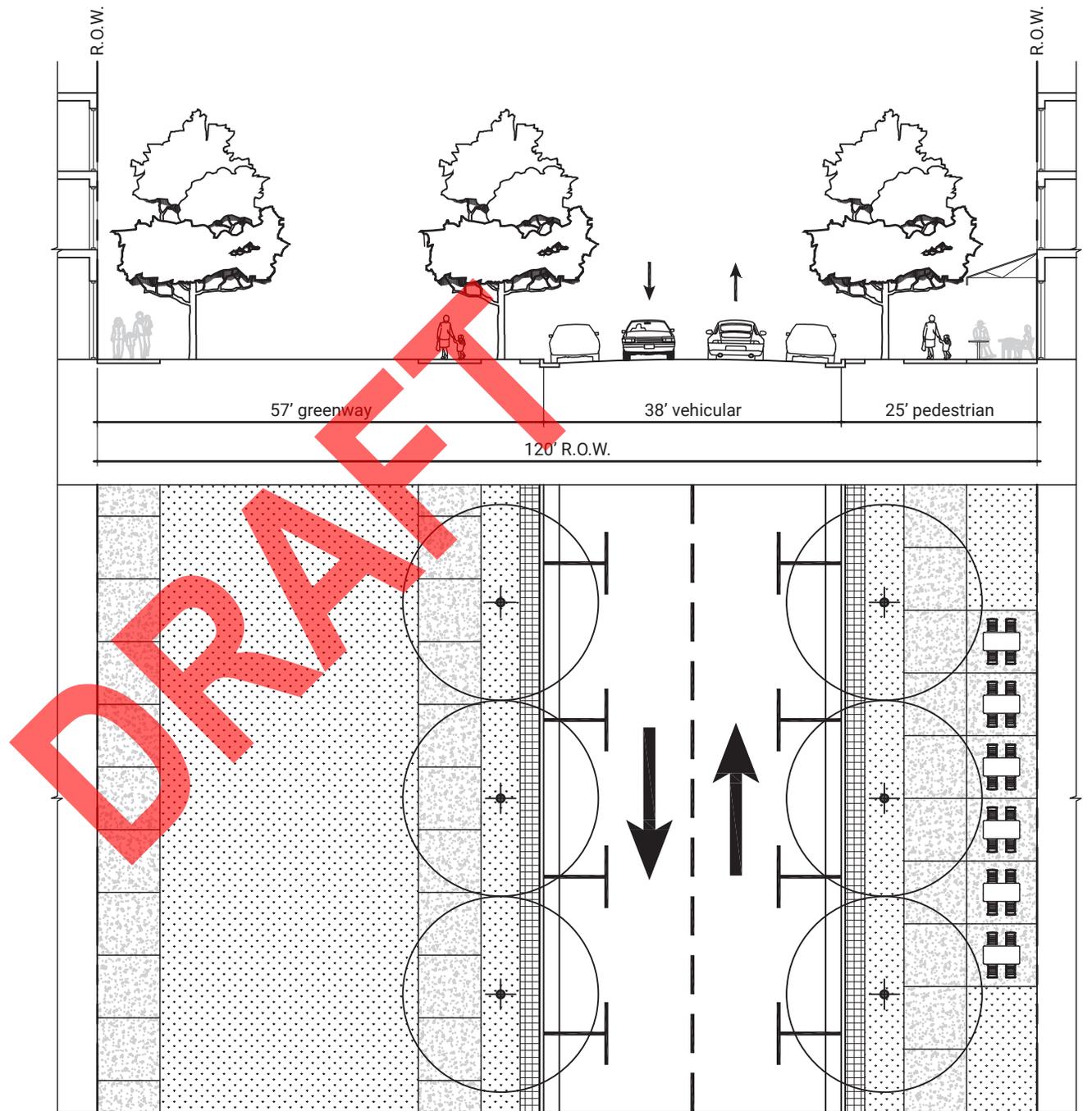
STREET SECTIONS

11TH STREET : EXISTING



STREET SECTIONS

11TH STREET : PROPOSED



0 20'

PROJECT IMPACT AREA

CITY RESPONSIBILITY:
IMPACT AREA AND SUPPORTING PROJECTS

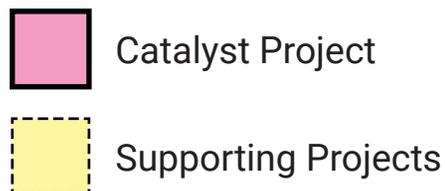
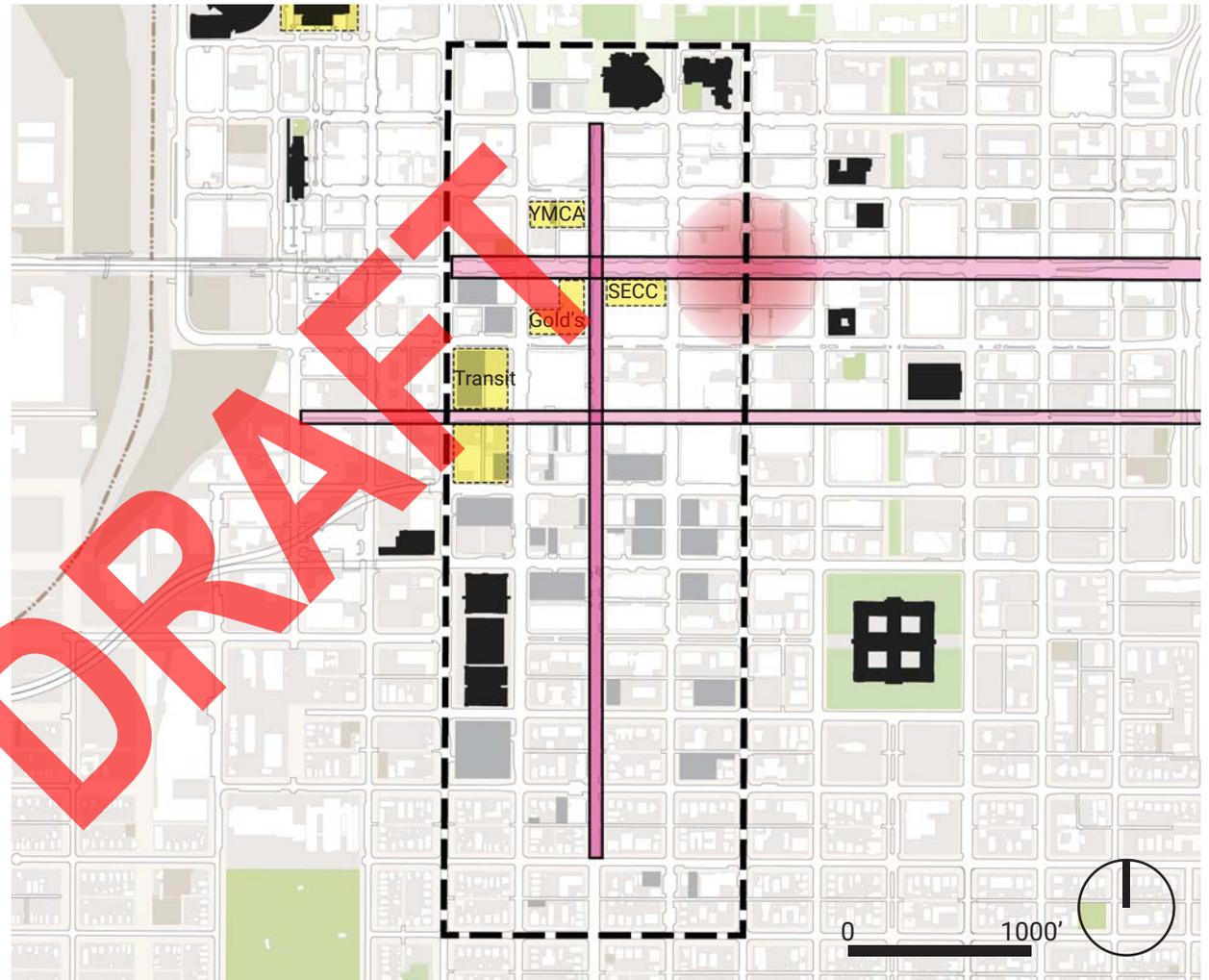
IMPLEMENTATION STRATEGIES AND RESPONSIBLE PARTY

Quick wins (0 -18 months)

- Solicit a request for proposal to design M and 11th Streets.
- Coordinate with the Pershing Center design team to ensure a consistent treatment on M Street adjacent to the Pershing Center site.
- Study the potential to convert M Street from one- to two-way.
- Prioritize both streets in the Capital Improvements Program.

Short term (18mos. – 5 years)

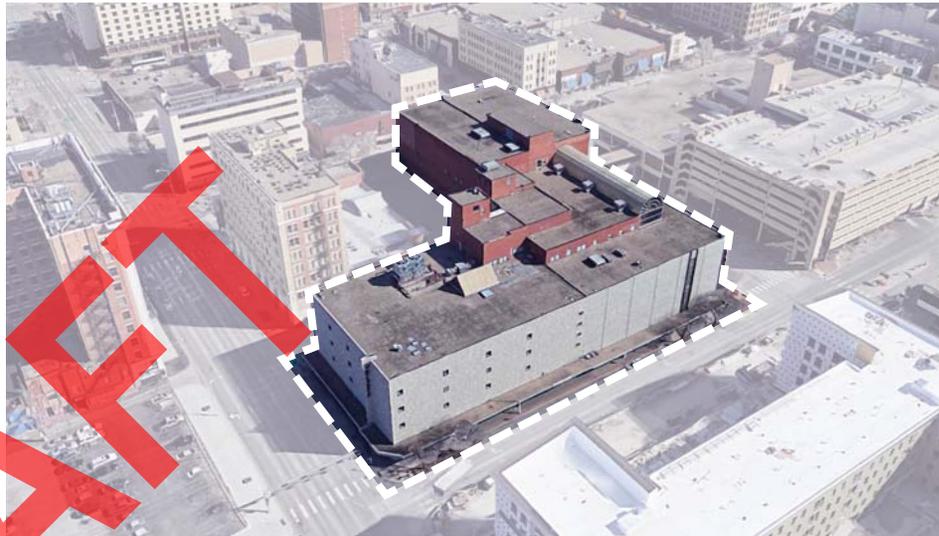
- Construct M and 11th Streets (further study is needed to determine the construction order)



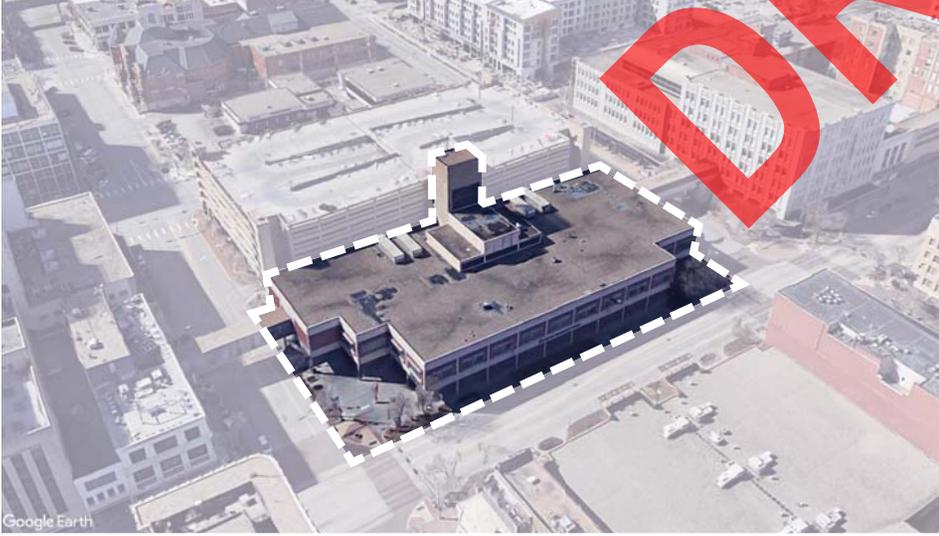
SUPPORTING PROJECTS



YMCA



Gold's Building



Southeastern Community College



Multi-Modal Transportation Facility

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CATALYTIC PROJECT 3B

'GREEN SPINES' THAT CONNECT DISTRICTS AND NEIGHBORHOODS

3B. Designating M Street as a linear greenspace from 7th Street to Antelope Valley will create a cluster of energy that will radiate out to adjacent blocks, particularly to the south, and throughout downtown to create a thriving city core. This will connect to a new public park (West Park) in Haymarket (described below) that will serve as the west anchor for M Street and will make connections to the Pershing Center redevelopment, Centennial Mall, the Telegraph District, and Antelope Valley. A mid-block crossing at Antelope Valley Parkway with a pedestrian activated signal would provide a safe pedestrian connection to the Telegraph District and Antelope Creek/Rock Island Trail. In the short term, M Street would remain a one-way street east and would not include protected bike lanes due to the two-way protected bike lane on N Street one block to the north. In the long term, M Street could potentially convert to two-way but further study would be required.

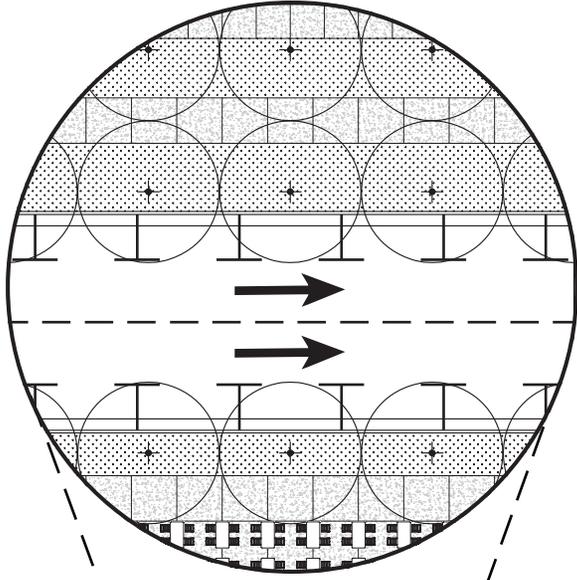
Key elements of an energized M and 11th Streets include:

- Activating ground floor commercial space.
- Reinforcing existing, and attracting more, local businesses
- Adding outdoor café and seating space.
- Enhancing the pedestrian realm.



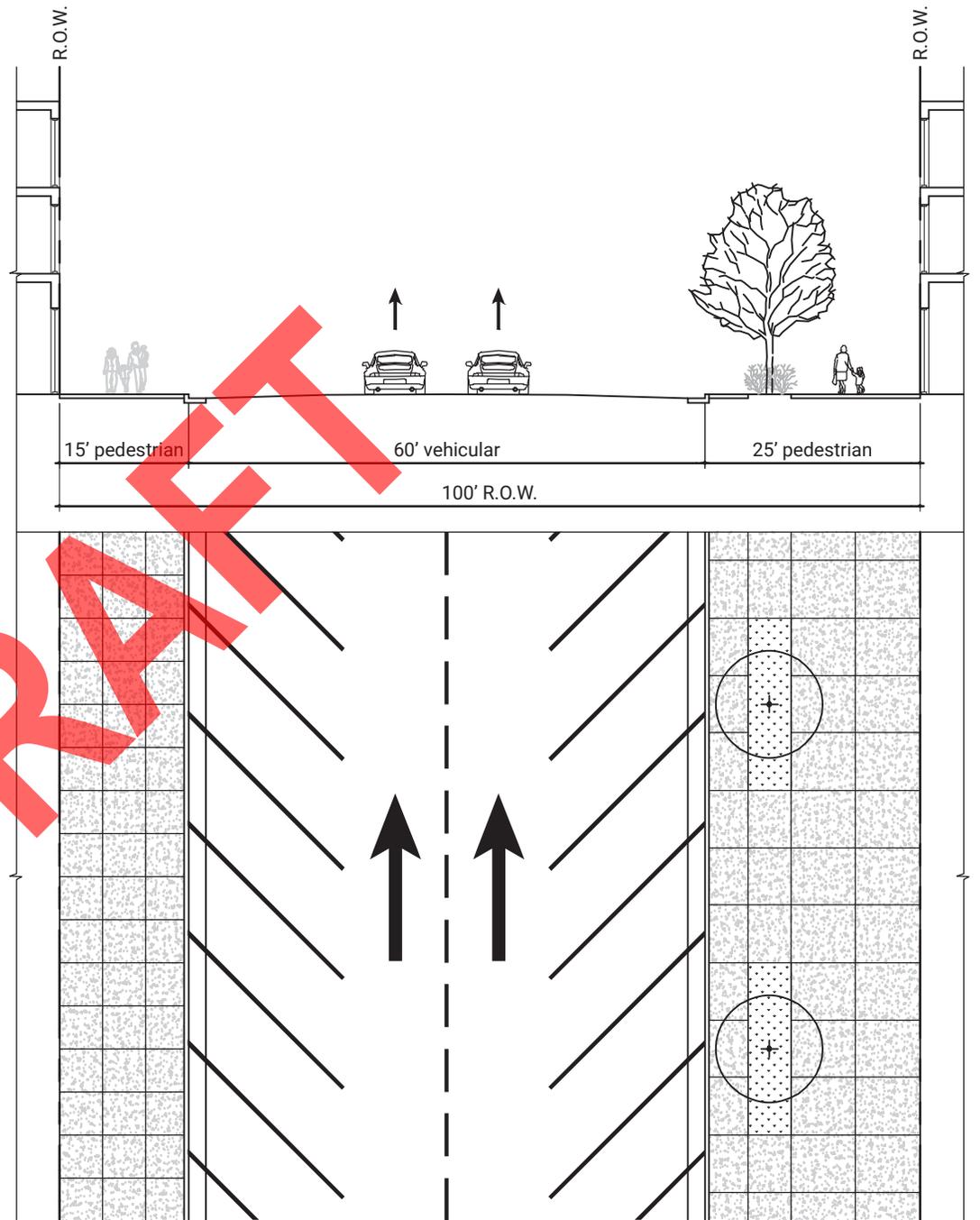
M STREET





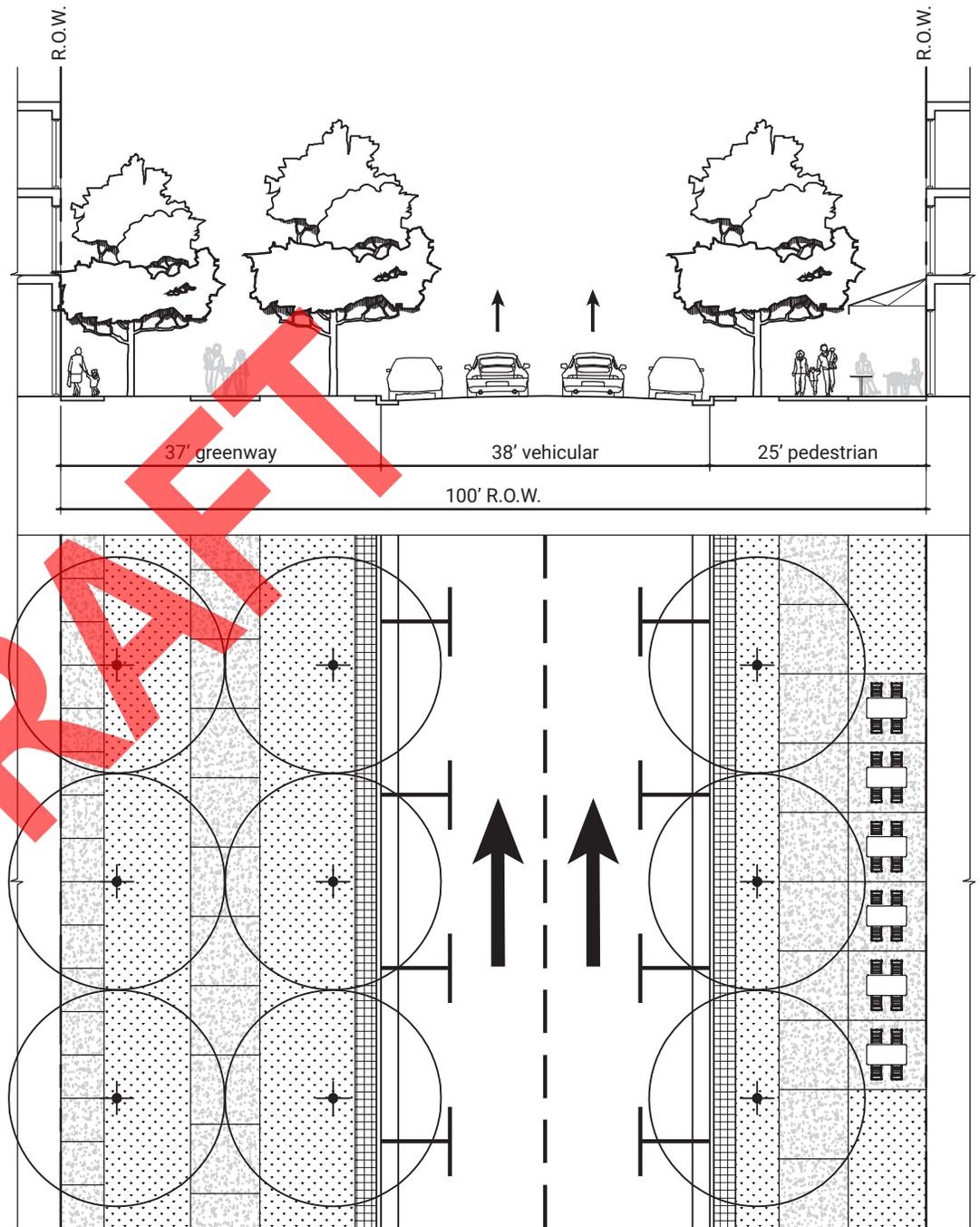
STREET SECTIONS

M STREET: EXISTING



STREET SECTIONS

M STREET: PROPOSED



0 20'

PROJECT IMPACT AREA

CITY RESPONSIBILITY:
IMPACT AREA AND SUPPORTING PROJECTS

SUPPORTING PROJECTS

- Midwest Steel Works
- K Street Building
- Multi-Modal Transportation Facility
- Gold's Building
- Southeast Community College
- 13th Street Improvements
- Federal Parking Garage



-  Catalyst Project
-  Supporting Projects

 Surface Parking / Vacant Land (1,100,108 total SF)

CATALYTIC PROJECT

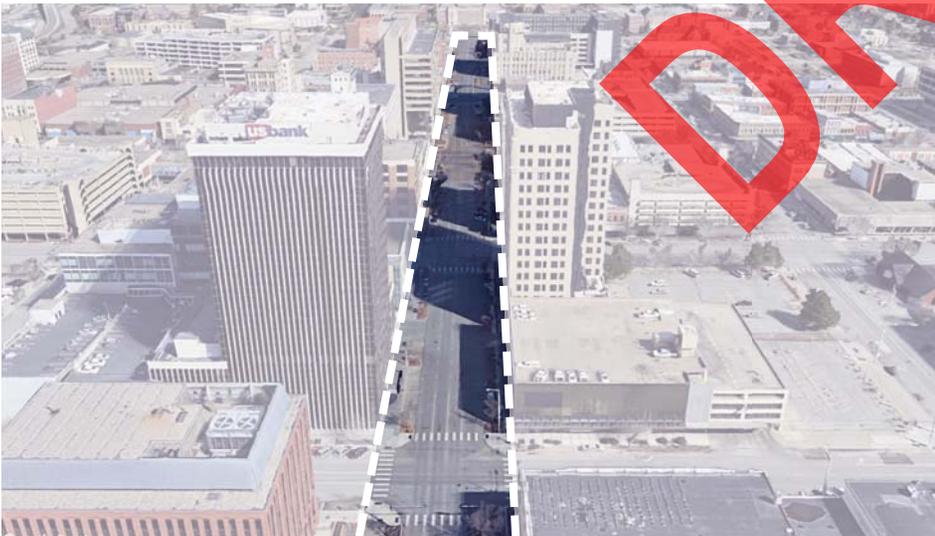
SUPPORTING PROJECTS



Midwest Steel Works



Multi-Modal Transportation Facility



13th Street Improvements



L & K Blocks

CELEBRATE THE LOCAL MUSIC SCENE

Lincoln currently has a robust local music scene and it attracts national acts in a variety of genres. A vibrant local music economy fuels job creation, talent retention and attraction, broader economic growth, and tourism. It is a major draw for university student recruitment and for companies to attract new employees to Lincoln, particularly for technology companies seeking new young professionals.

Lincoln is poised to become a national leader and potentially one of the first communities to create a district focused on the live music scene, similar to an arts-centered district. There is a growing “Music Cities” movement nationwide. Beyond Nashville or Austin, cities are now proactively supporting the development of the music ecosystem. Nationally, 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, urban planning and policy making.

Several national communities have seen an influx of musicians and music-related businesses from across the

country relocating there because of the support and platform given to the music economy. These communities include Austin, Texas; Nashville, Tennessee; Fort Collins, Colorado; and Boise, Idaho as well as Lincoln’s neighbor Omaha. More detail of what these communities have accomplished can be found in the case study section of the appendix.

There is a natural opportunity in Downtown Lincoln to build on existing assets and grow the local music scene. Many of Lincoln’s live music venues and outdoor performance spaces are already clustered in a compact area along O, P, and 14th Streets, including the Rocco Theater, Tower Square, Zoo Bar, Duffy’s Tavern, the Bourbon Theatre, 1867 Bar, and Bodega’s Alley. Additionally, this clustering is the location of two of Lincoln’s largest independent live music festivals, Lincoln Calling and Lincoln Exposed.

A Downtown Music District should be established to leverage these existing clustered assets and enhance the local music economy. When music stakeholders and venues work together in a unified manner, they gain greater legitimacy and give added clout to the local music scene. A Music District is not just physical, but is also organizational in nature.

A Music District Advisory Committee, primarily made up of Music District stakeholders and property owners, should be established to create a unified vision and distinctive identity for the District. The City and DLA should identify a point of contact to serve on the committee and as a liaison between the music community and City departments. This will allow venues to work more collaboratively with the City and DLA to address issues regarding permitting, parking, loading/unloading, and others that may arise.

This Music District has the potential to become a physical and social linkage between UNL and the core of downtown. The 2012 Downtown Plan update illustrates and recommends 14th and O Streets are part of the primary retail area of Downtown. The Music District and corresponding recommendations below support and expand on this concept.

CATALYTIC PROJECT

CELEBRATE THE LOCAL MUSIC 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. ALLEYS (13TH TO CENTENNIAL MALL)
10. PARKING LOT (DUFFY'S / BODEGA'S)
11. BENNETT MARTIN LIBRARY SITE (POTENTIAL FUTURE USE FOR PORTION OF SITE)



CATALYTIC PROJECT 5

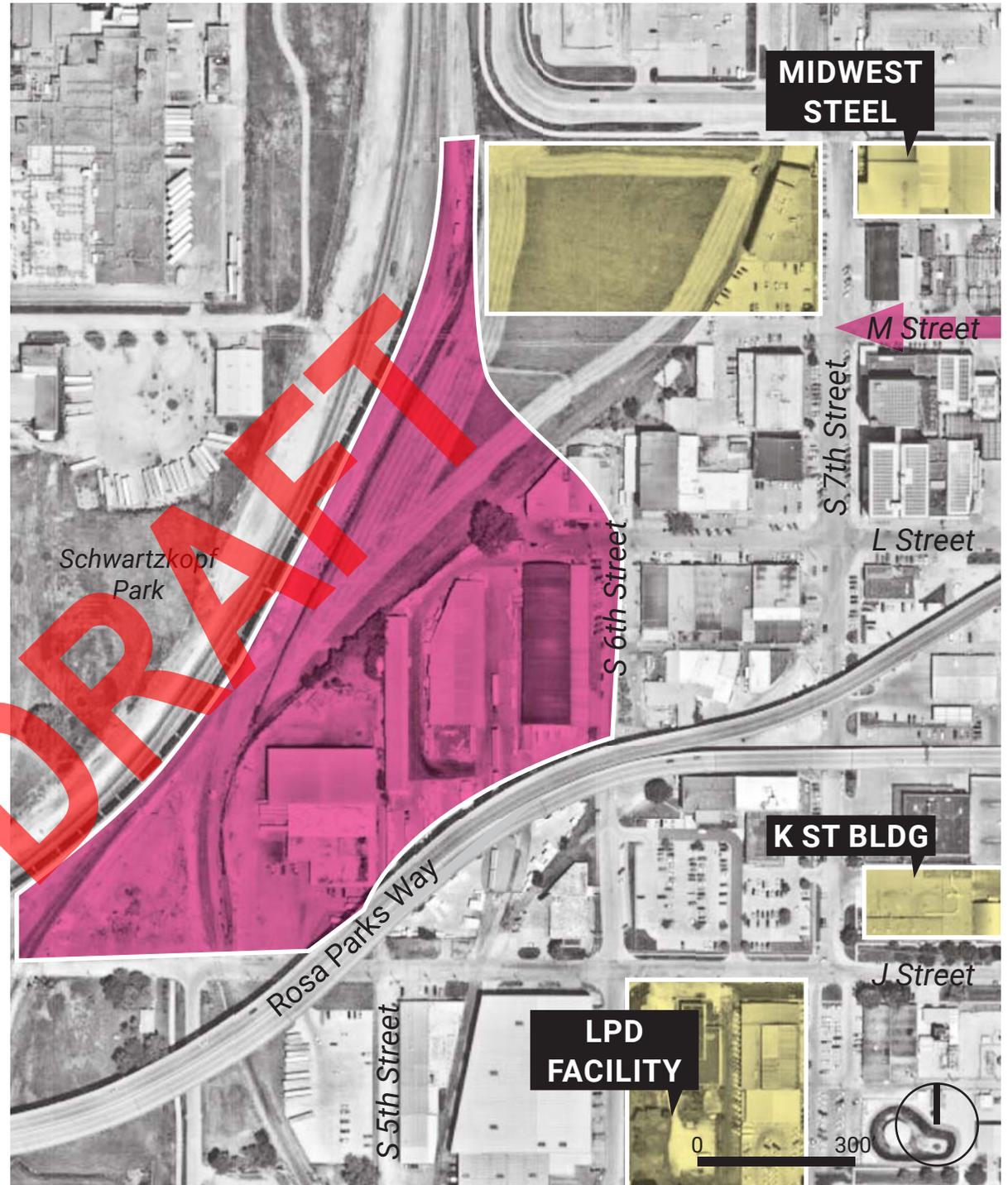
CREATE A PUBLIC PARK IN HAYMARKET

West Park and Surrounding Blocks

Both the 2005 Downtown Master Plan and the 2015 South Haymarket Neighborhood Plan recommended a public park in The Haymarket District. This park would provide much needed green space in this dense urban area that continues to infill with new residences and offices. A new park in this location would generally be bounded by the railroad tracks on the west, J Street to the south, S. 6th Street to the east, and L and M Streets to the north.

Below and illustrated to the right are several ideas for creating a signature public space in the Haymarket District:

- Incorporate the Lumber building at 6th and L Streets into the park space which could be transformed into an indoor/ public market with an adjacent plaza (images of Stanley market place)
- Arena Drive should extend from N to L Street.
- A plaza at the south end of Canopy Street between N and M Street would provide a visual terminus from Pinnacle Bank Area and could include a signature sculpture.
- Extend a bike and pedestrian connection to Arena Drive on M Street through the Dr. site (specific name) to connect to



PROJECT IMPACT AREA

CITY RESPONSIBILITY:
IMPACT AREA AND SUPPORTING PROJECTS

IMPLEMENTATION STRATEGIES AND RESPONSIBLE PARTY

Quick wins (0 -18 months)

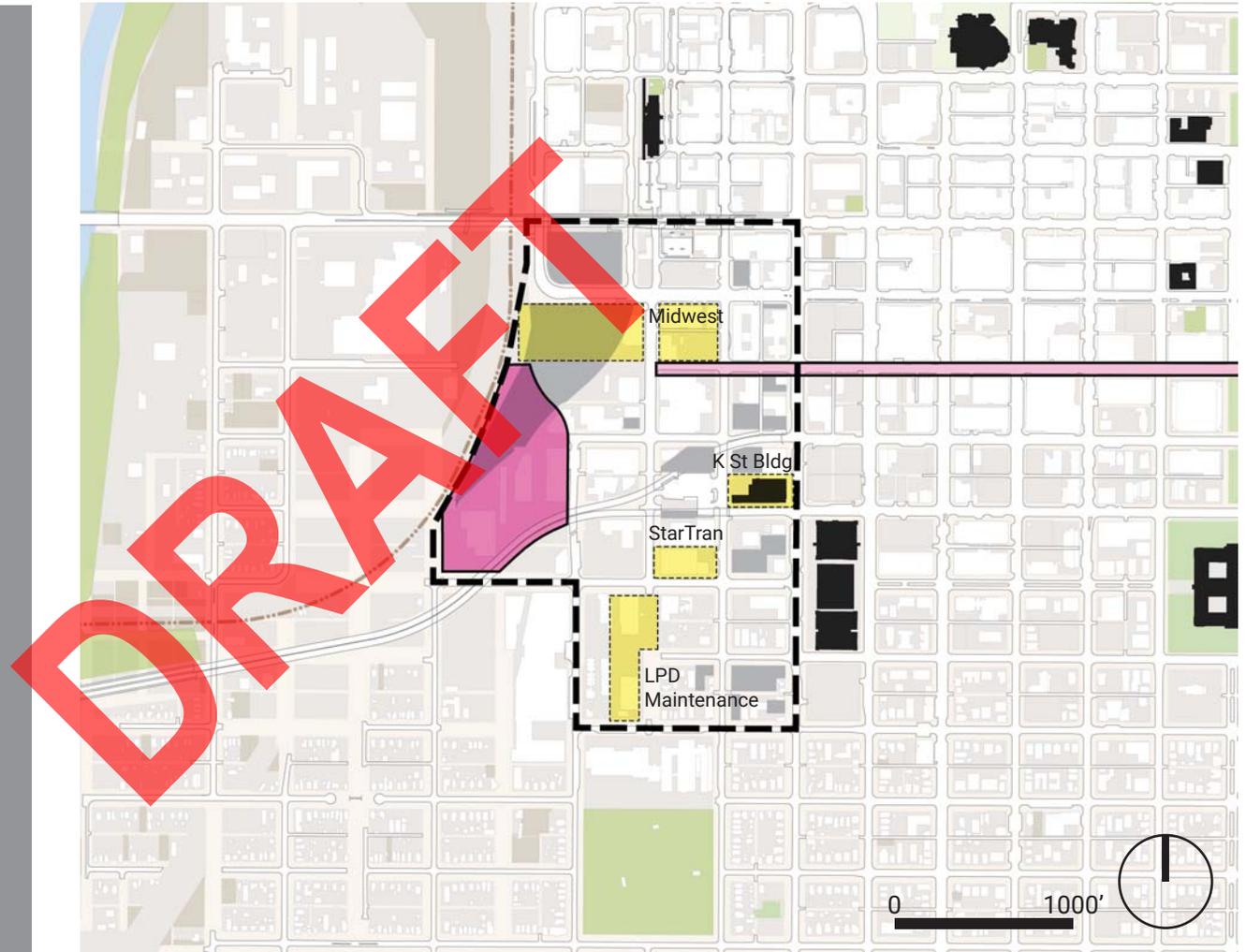
- Work with private property owners to acquire needed property for park space
- Design new Arena Drive connection from N to J Streets.

Short term (18mos. – 5 years)

- Issue a request for proposal for the design of West Park.
- Build Arena Drive from N to J Streets.
- Construct West Park

SUPPORTING PROJECTS

Midwest Steel Works
K Street Building
StarTran Facility
LPD Maintenance Facility



 Catalyst Project

 Supporting Projects

 Surface Parking / Vacant Land (721,480 total SF)

SUPPORTING PROJECTS



Midwest Steel Works



K Street Building



StarTran



LPD Maintenance Building

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CATALYTIC PROJECT 6

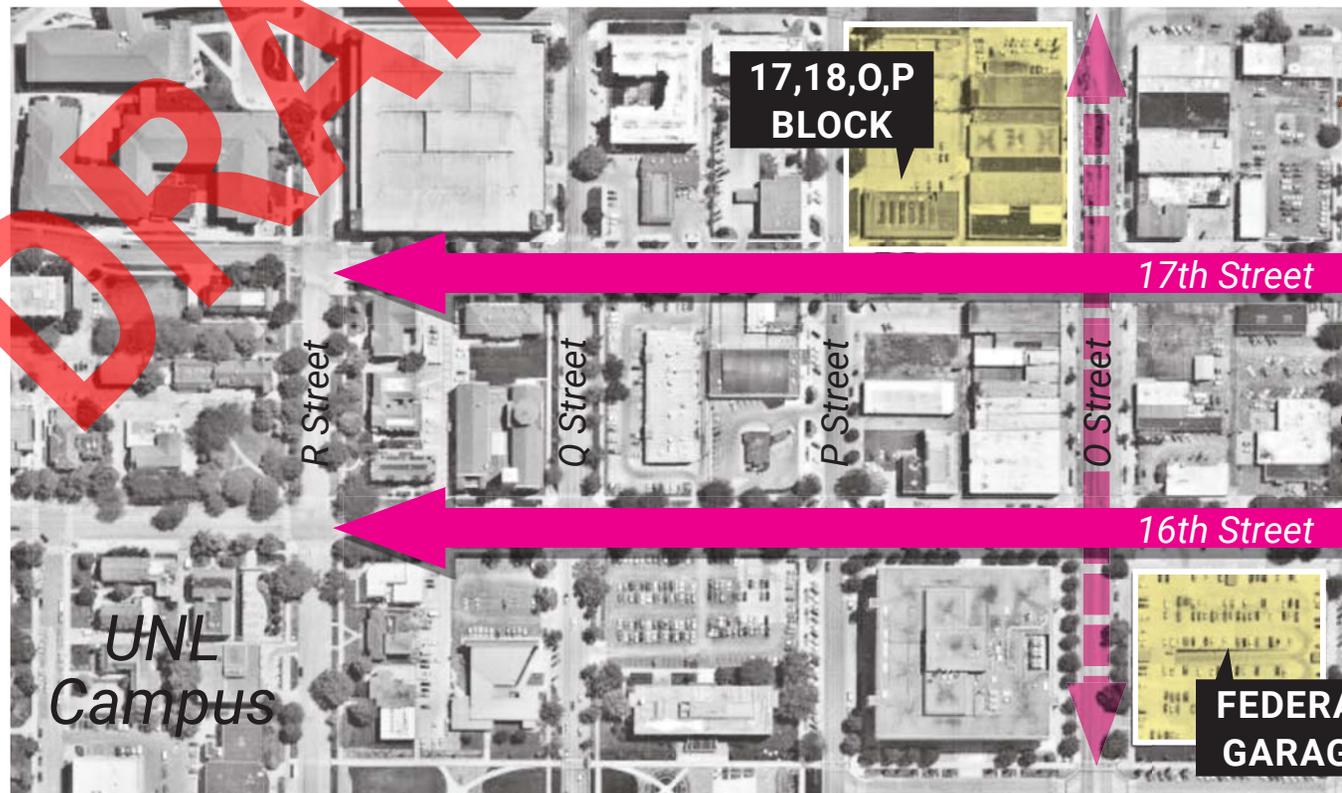
16TH & 17TH STREET BICYCLE FACILITIES

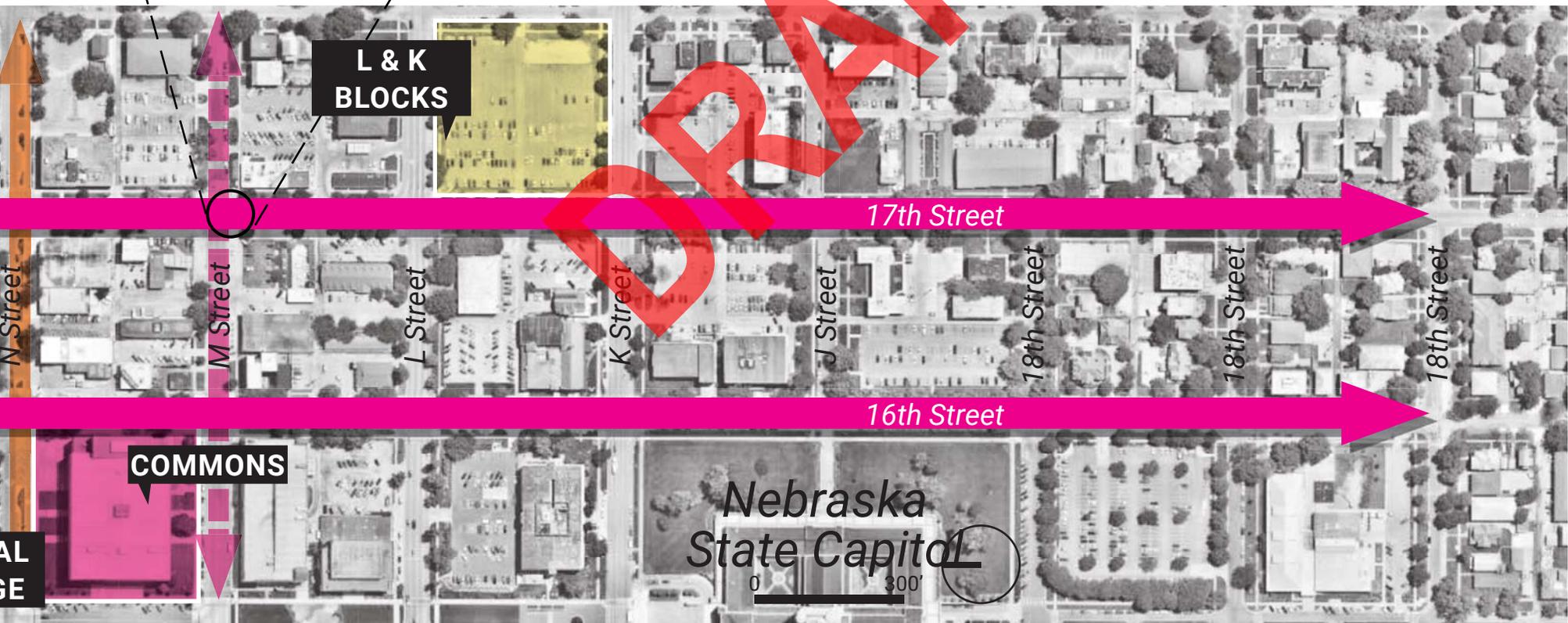
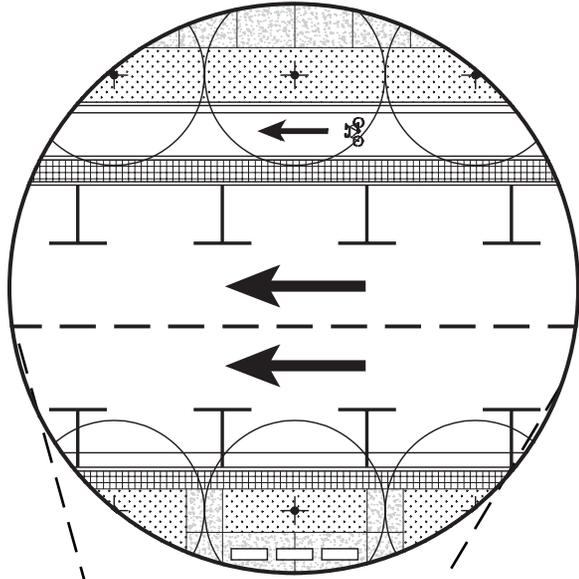
16th and 17th Streets provide direct connections from UNL through the Capitol Core (including the Pershing Center site) south to the Everett and Near South neighborhoods. These streets also connect to the L & K blocks between 17th and 21st Streets which have significant redevelopment opportunity. (the city says review the potential two-2 way conversion)

Sixteen and seventieth operate as one-way couplet in and out of the east side of downtown. Each of the streets will undergo traffic calming and remove one travel lane. The intent is two-fold. First, removing a travel lane and introducing curb-extensions at intersections will facilitate better east/west connections, stitching the blocks between Centennial Mall and Telegraph district together. Second, the new buffered bike lanes will provide better connections between the neighborhoods to the south and downtown. Providing better access to jobs and amenities, without necessitating the use of an automobile.

SUPPORTING PROJECTS

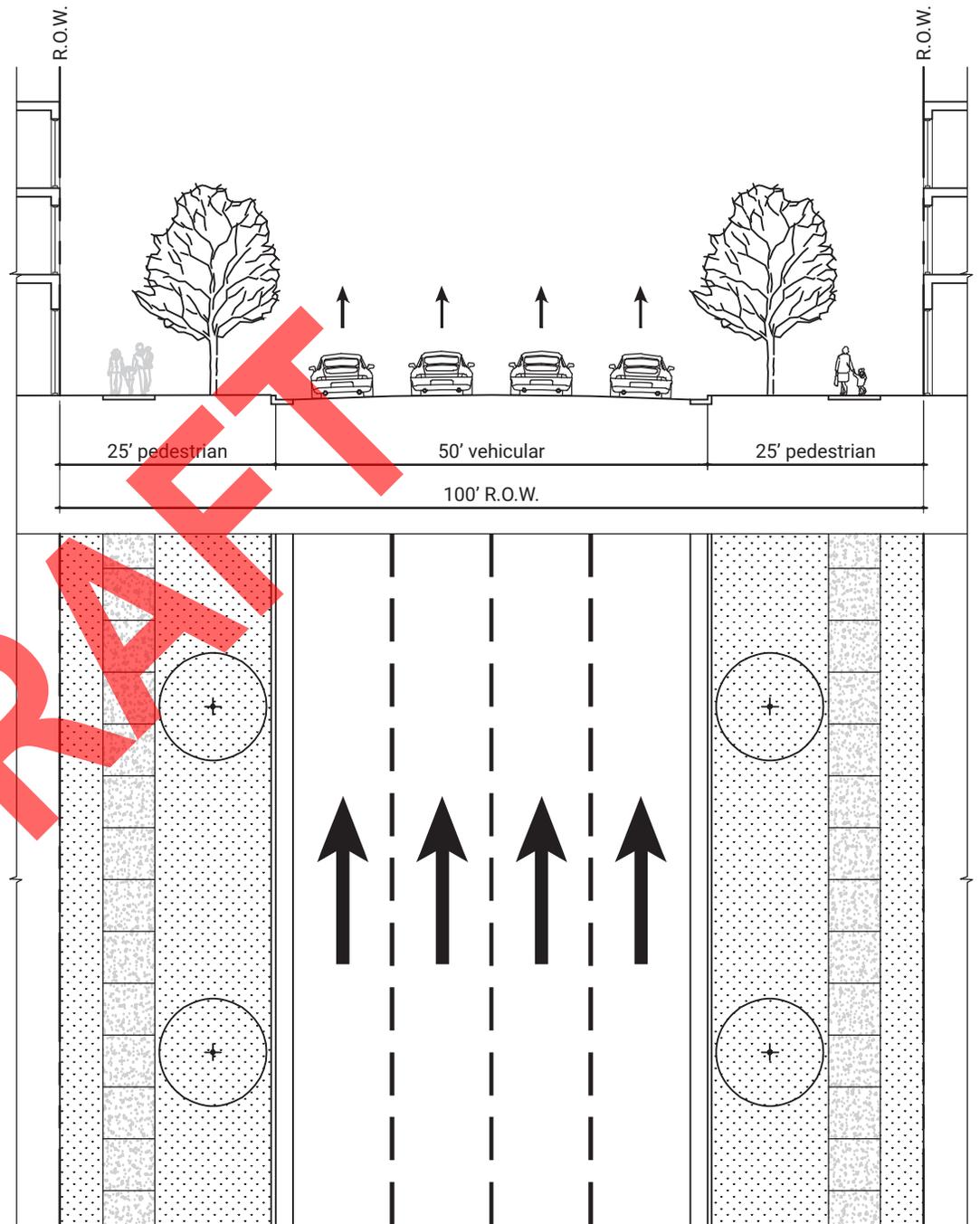
- Federal Parking Garage
- Block bounded by 17th, 18th, O, P St
- L & K Blocks





STREET SECTIONS

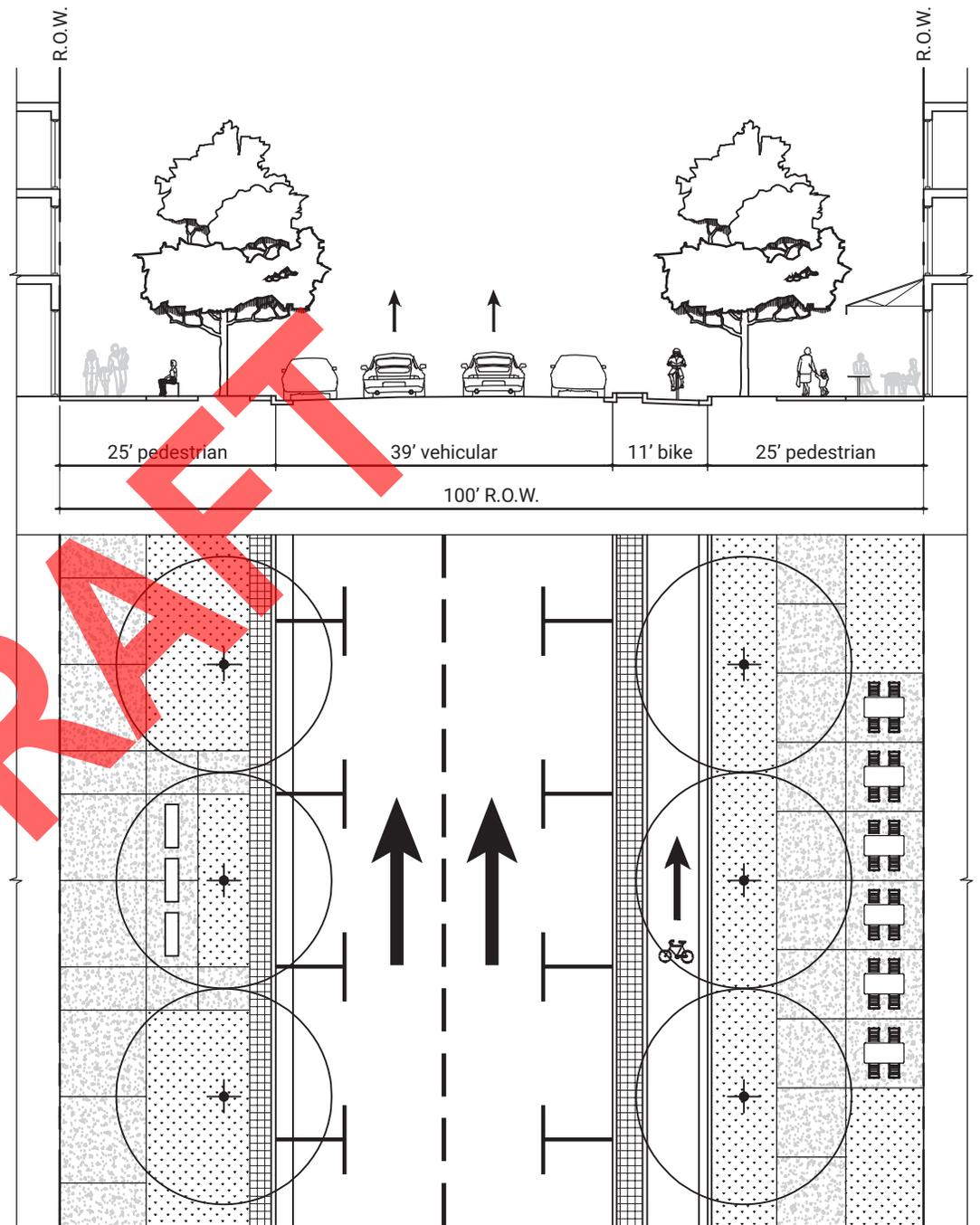
16TH & 17TH STREET: EXISTING



0 20'

STREET SECTIONS

16TH & 17TH STREET: PROPOSED



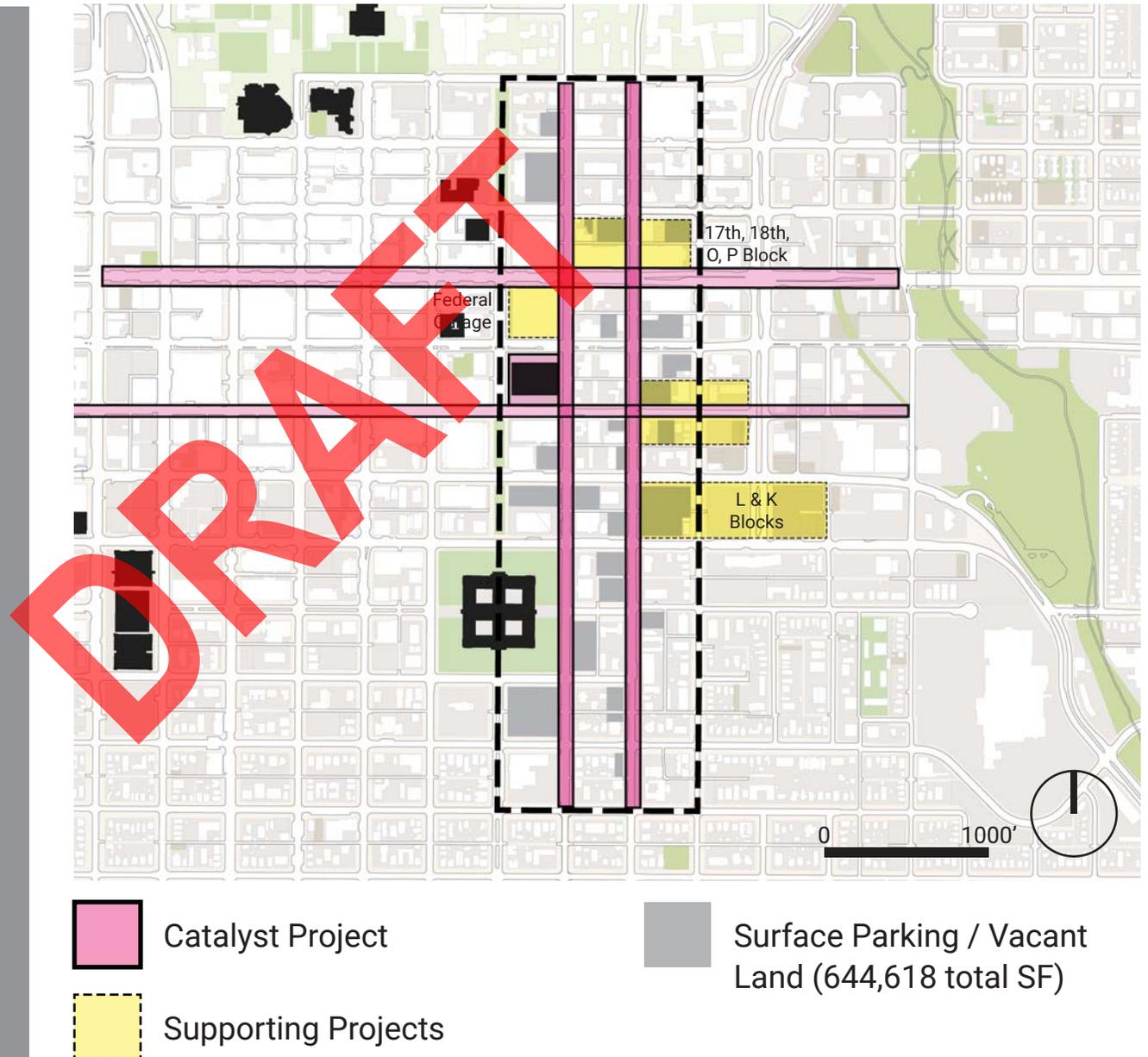
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0 20'

PROJECT IMPACT AREA

IMPACT DISCUSSION

- ssequi con nobiscia porpor aut a vellit, et ipsae dolut por aut et re vendae pore amus ant, optaquodi occum que ipsunt parumque



SUPPORTING PROJECTS



Federal Parking Garage Redevelopment



L & K Blocks



17th, 18th, O, P Block

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CATALYTIC PROJECT 7

The L.I.N.C.

The LINC (Linking Innovation, Neighborhoods and Campus) is a multiuse path that stitches together the landmarks, spaces and distinct neighborhoods that make up downtown Lincoln. Prioritizing pedestrians and bicycles, the LINC creates a continuous, off-street multimodal path that allows residents to safely commute back-and-forth to their daily destinations, or provide tourists with a user friendly route to explore downtown. Model after the Indianapolis Cultural Trail, the LINC should strive to celebrate the people and culture that make up each community.





Indianapolis Cultural Trail



Niagra Medical Campus edge, Buffalo, NY



Indianapolis Cultural Trail



Commons Park edge, Denver, CO

4.4 MOBILITY FRAMEWORK & STREETS TOOLKIT: ENHANCING CHOICES

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ONE-WAY TO TWO-WAY CONVERSIONS

As mentioned above, several streets in Downtown are good candidates for conversion from one-way to two-way. Some of these can be accomplished through restriping without moving the curb and gutter, while longer term solutions involve moving the curb lines. The following illustrations provide 3 options for these one- to two-way conversions:

1. One-lane in each direction with left turn lanes at intersections
2. One-lane in each direction with bike lanes on both sides and left-turn pockets at intersections
3. One-lane in each direction with protected bike lanes on each side
4. One-lane in each direction with a raised cycle track on each side

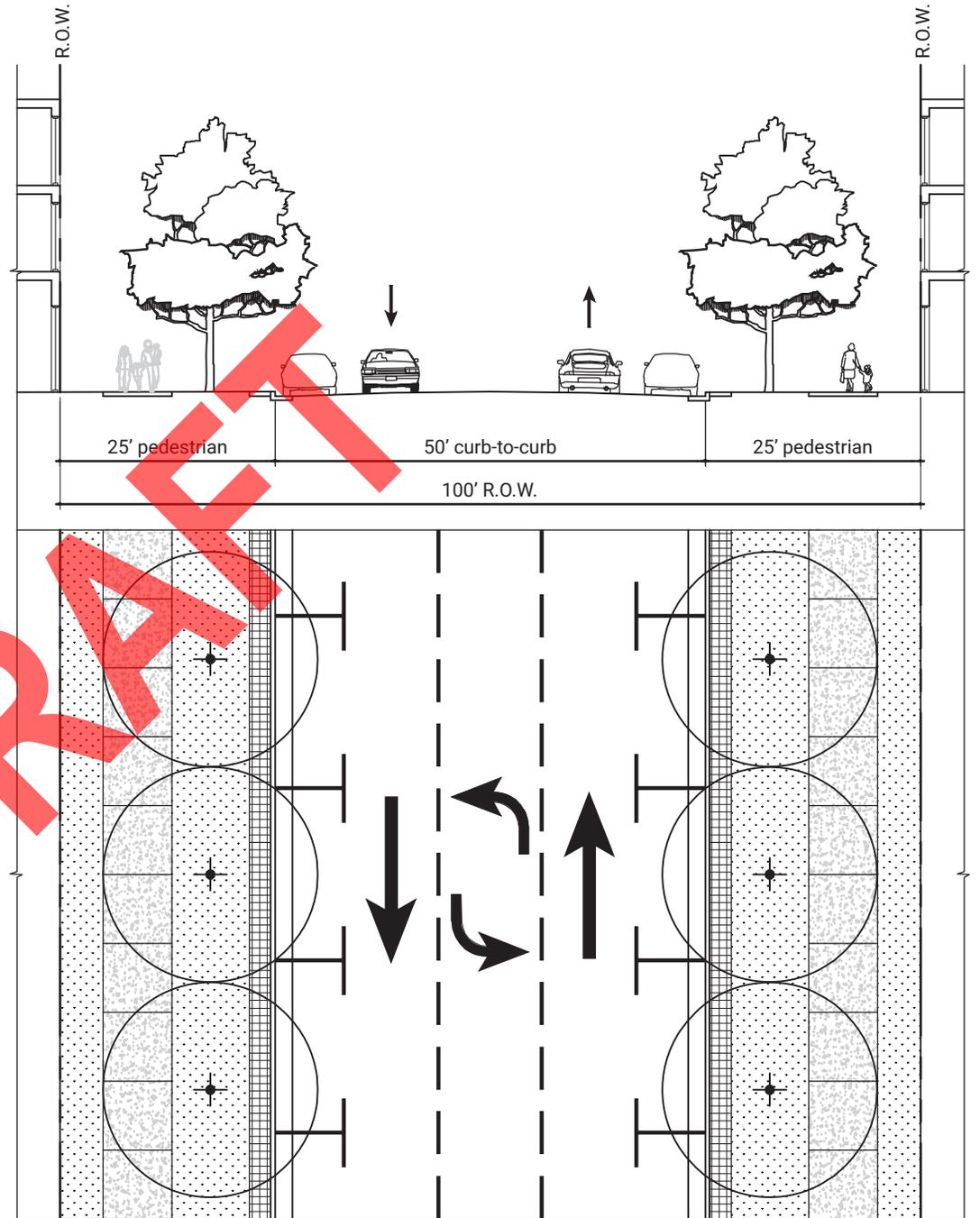
(Insert 4 civitas one-way to two-way diagrams)

STRATEGIES AND ACTION ITEMS

Short term (18mos. – 5 years)

The 2012 Downtown Plan recommended the conversion of 13th Street from one-way to two-way between O and K Streets. Several other north-south streets should be considered for two-way conversions, since they have lower traffic volumes (2,300-5,200 vehicles per day) and many of these already have portions that are two-way including:

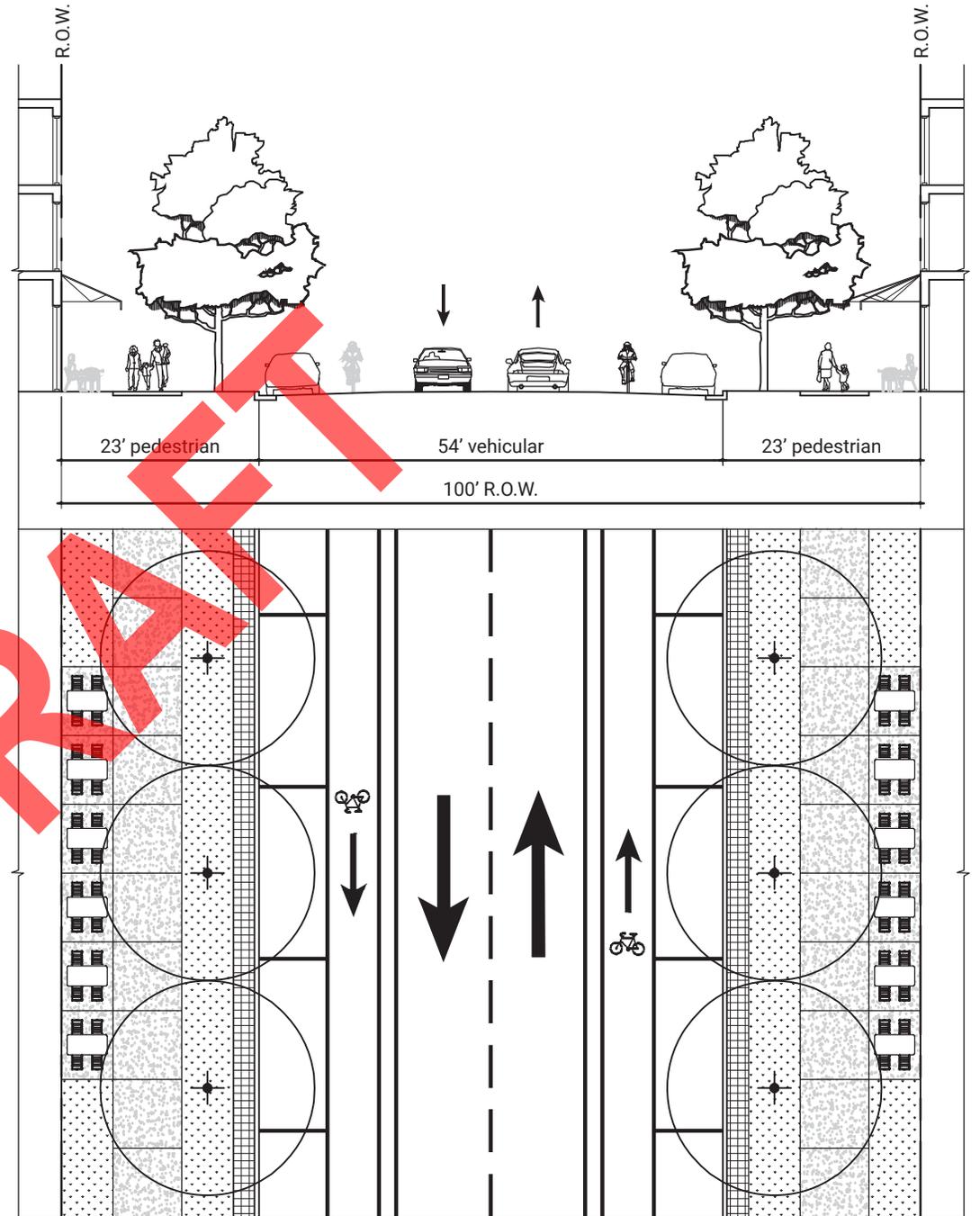
1. 11th Street between Q Street and Lincoln Mall
2. 12th Street between L and N
3. 14th Street between Q and Lincoln Mall



0 20'

ONE-WAY TO TWO-WAY OPTION 2

- ssequi con nobiscia porpor aut a vellit, et ipsae dolut por aut et re vendae pore amus ant, optaquodi occum que ipsunt parum-que

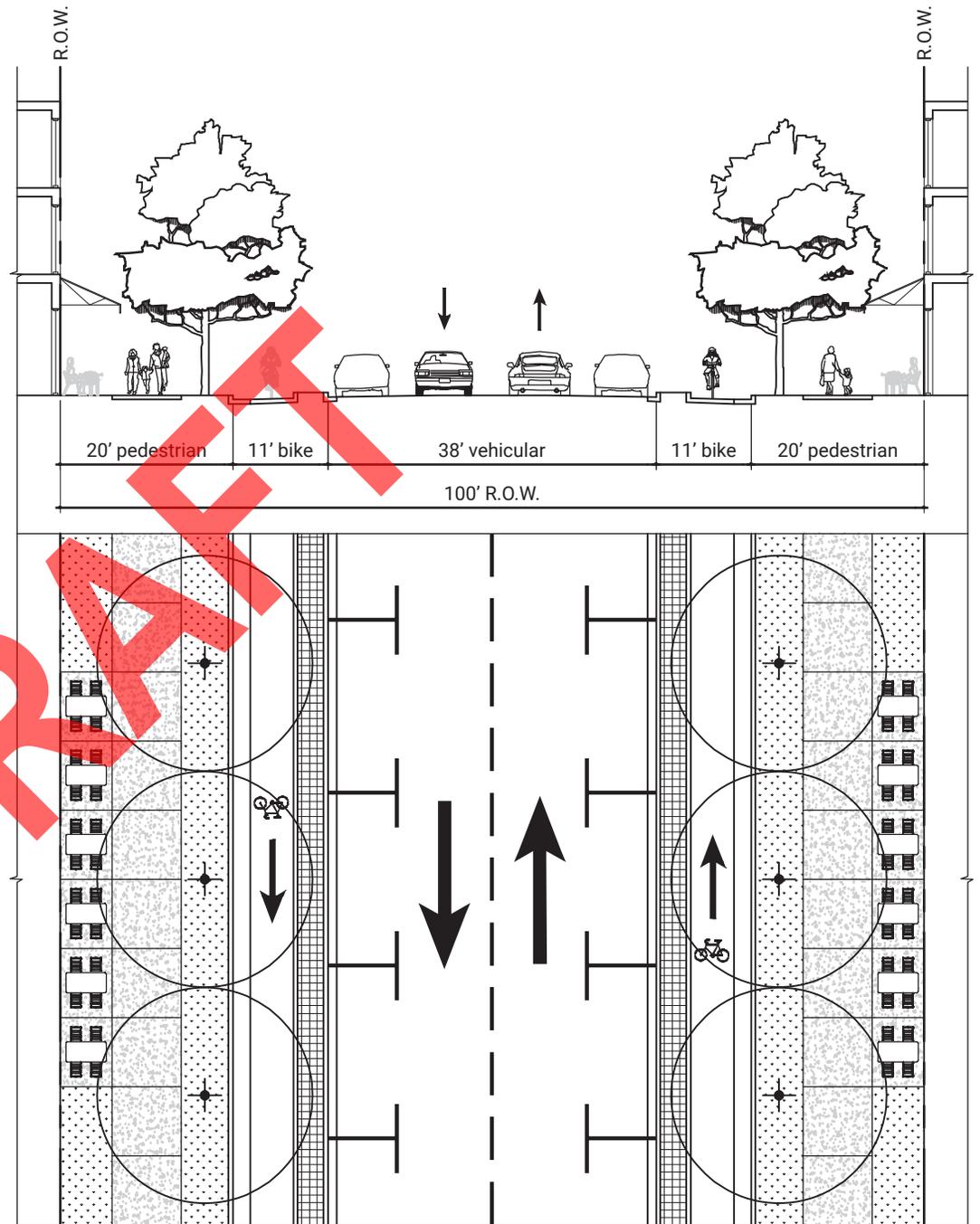


0 20'

STREETS TOOLKIT

ONE-WAY TO TWO-WAY OPTION 3

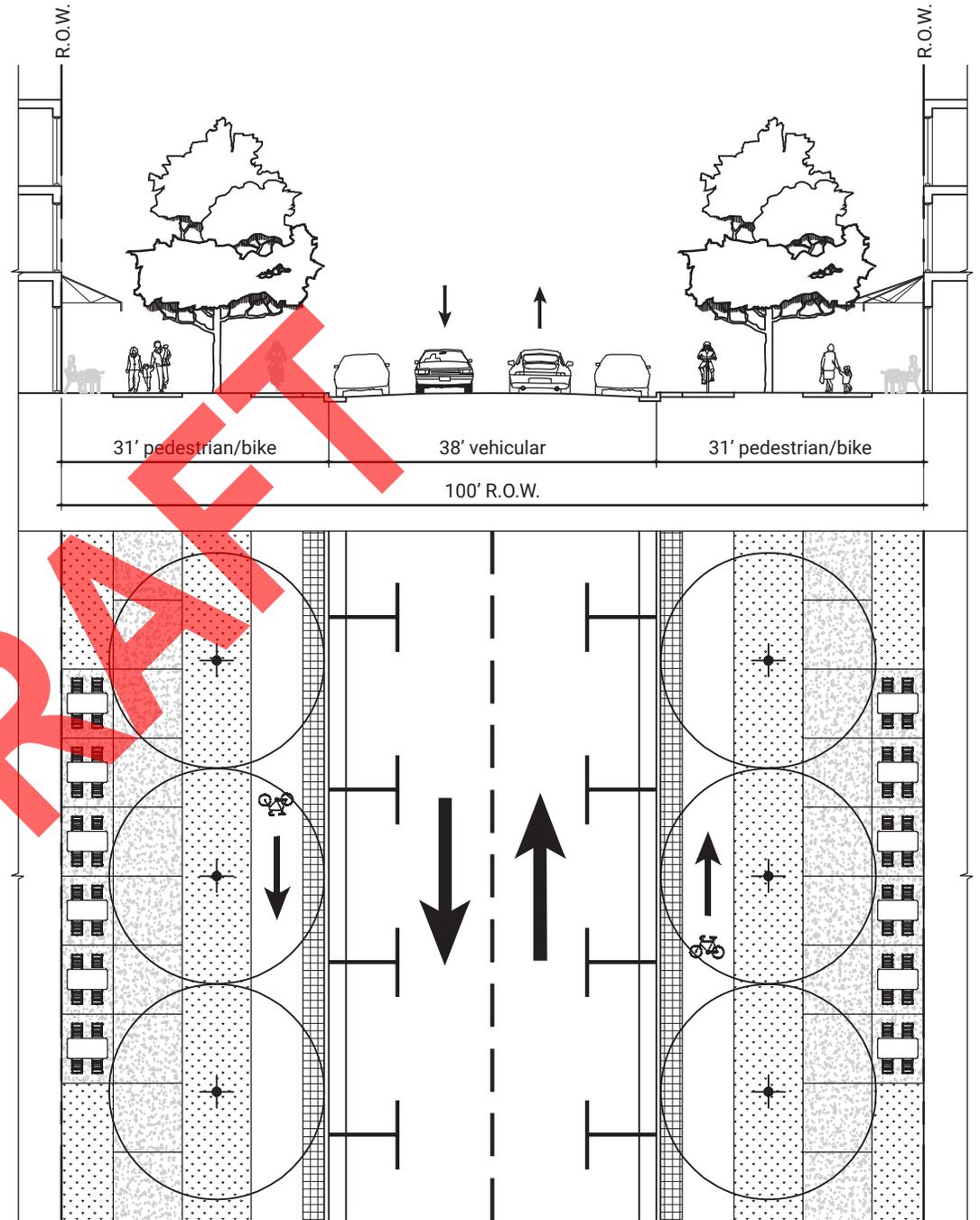
- ssequi con nobiscia porpor aut a vellit, et ipsae dolut por aut et re vendae pore amus ant, optaquodi occum que ipsunt parum-que



0 20'

ONE-WAY TO TWO-WAY OPTION 4

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0 20'

PUBLIC TRANSIT

Public transit is an important element of mobility within and connecting to the Downtown. A robust transit system is expensive and needs significant public support in addition to significant ridership to remain viable.

Although transit can be expensive and may only serve a small segment of the City's population the physical setting of Downtown should support its incorporation into a multimodal system. The 2005 Downtown Master Plan and 2012 Update recommended building a streetcar circulator on P and Q streets. The significant cost of the streetcar would be better served on improving the existing bus transit and focusing on the autonomous shuttle circulator currently being tested. This type of circulator will have much more flexibility with the route, stop locations, and area of service in Downtown. It will also provide the opportunity to connect to many more Downtown destinations than a fixed rail streetcar.

This new form of transportation, the autonomous microshuttle, will be a demand-responsive system, with the shuttles only operating and making stops if there is a direct request from a rider through a smartphone app or kiosk. The kiosks would be stand alone or combined with other bus route, parking, hotel, and entertainment information. Shuttles will travel in open traffic on Lincoln's Downtown streets along a predefined route, making pick-ups and drop-offs at predefined stops at a user's request. Vehicles typically can carry from 8-16 passengers, and travel at average speeds from 15-20 miles per hour. The final selected route would be intended to serve the highest concentrations of people and attractions in Downtown. It is intended to be easy to use, easy to understand, and provide enough stops to be easily accessible.

The long-term goals of the project include:

- Easing traffic congestion and preserving air quality in response to a growing population.

- Providing safe and efficient transportation systems for Lincoln residents and visitors.
- Accommodating evolving rider needs and new technologies in StarTran's strategic plan.
- Attracting new businesses, residents and visitors to Lincoln and Nebraska.

The recommendations below are consistent with the 2015 Lincoln Transit Development Plan.

STRATEGIES AND ACTION ITEMS

Quick Wins 0 – 18 Months

1. Coordinate with PW&U on final location and design elements of the multimodal transportation facility.
2. Continue to explore the opportunity for the downtown multimodal transit facility. (as of the publication of this document the BUILD Grant has been submitted) (image of good transit station – Reno, Fort Collins, Missoula)
3. Improve existing high use transit stops to include shelters, route and schedule displays, benches, bike racks and trash receptacles. (image of good bus stop- Sacramento)
4. Explore enhancements to existing StarTran service including increased frequencies, increased hours of service and more efficient route alignments as well as the potential for new circulator routes to serve Downtown.

Short term (18mos. – 5 years)

1. Explore additional parking opportunities outside of Downtown as park and rides for transit routes that serve Downtown.
2. Implement the autonomous circulator shuttle to connect UNL, the State Capitol, and the Haymarket. (include proposed route diagram)
3. Consider co-locating the multimodal transit facility with the new parking structure at 14th and M Streets.

TRANSIT



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CONSOLIDATED QUICK WINS 0 -18 MONTHS | 8-21-18

2018 Downtown Lincoln Master Plan: The Center of Opportunity

04 Downtown Action Plan & Development Strategy

4.1 *Neighborhood Framework*

1. Improve wayfinding signage to the existing multi-use trails
2. Encourage a variety of housing types and price points, (affordable, market rate, senior, for sale, high end/luxury, townhomes, condos) particularly for middle class families.
3. The City should work with local developers, stakeholders, and non-profits to protect the affordability of adjacent neighborhoods.
4. Support creation of housing at higher densities in Downtown areas including housing as a key component of mixed use developments.
5. Work with Lincoln Public Schools to improve existing K-8 schools and provide unique schooling options for K-12 such as magnet/specialty schools to attract new families to live Downtown. (images of schools)
6. Work to attract daycare options that are above-and-beyond typical day-care and include experiential learning.
7. Provide new green spaces that are family- and pet-friendly. (additional detail is provided in section 4.3 Catalytic Projects)
8. Further focus on new events/activities in Tower Plaza and Centennial Mall with activities that are inviting to people from all races, cultures and countries such as daytime music events, fitness groups, food trucks, pop-up events, art, moveable seating and tables.
9. The City should research potential policy changes to make it easier to invest in urban parks and recreation as they enhance the value of surrounding property.

4.2 *Urban Design Strategy & Frameworks*

1. Add bike and walk distance/time markers and wayfinding signs to key destinations throughout Downtown including but not limited to UNL, Salt Creek, Haymarket, Antelope Valley, State Capitol, Pinnacle Bank Arena, and the Telegraph District.
2. Adopt an ordinance creating a permit system to allow food trucks (and if desired, other mobile retailing trucks) to occupy public parking spaces throughout downtown, particularly along and adjacent to the Centennial Mall.

4.3 *Catalytic Projects and Sites*

1 **CREATE A COMMUNITY HEART**

Pershing Center and Surrounding Blocks

1. Continue coordination with the federal government staff on redevelopment and reconstruction of the federal parking structure.
2. Partner with private sector developers.
3. Conduct a process for a new library design that reflects the expected level of quality Lincoln desires and deserves for such a facility. Options could include a request for proposal or a design competition.

2 **CREATE A FRONT DOOR TO DOWNTOWN LINCOLN** **O Street Streetscape**

1. As describe in section 4.2, create gateways at the west and east edges of Downtown on O Street (9th and 21st Streets) Develop, fund and implement a façade rehabilitation program as well as for additional exterior building improvements.

3 'GREEN SPINES' THAT CONNECT DISTRICTS AND NEIGHBORHOODS

1. Solicit a request for proposal to design M and 11th Streets.
2. Coordinate with the Pershing Center design team to ensure a consistent treatment on M Street adjacent to the Pershing Center site.
3. Study the potential to convert M Street from one- to two-way.
4. Prioritize both streets in the Capital Improvements Program.

4. CELEBRATE LOCAL MUSIC SCENE AS ECONOMIC DEVELOPMENT STRATEGY

1. Create a Music District Advisory Committee
2. Complete a detailed asset and needs assessment to better understand and quantify Lincoln's local music ecosystem, its strengths and gaps.
3. Develop unified marketing through brochures and online material for visitors. For instance, a Facebook page or website could be created listing all shows and festivals in one consolidated, user-friendly location.
4. Encourage creative temporary and permanent outdoor enhancement such as public art, murals, artistic lighting, façade video projections.
5. Streamline the permit and fees structure for downtown music events and provide a dedicated staff person to help navigate the permitting process.
6. Help identify and prioritize infrastructure improvements, such as 14th Street streetscape enhancements, to further develop the Music District and support live music.
7. Continue to work with private companies and corporations to sponsor music events.

8. Connect with do-it-yourself (DIY) community leaders to cultivate local talent and create a pipeline of locals that will feed into the bigger festivals.
9. Work with UNL to identify opportunities to host university music events and shows in the District.
10. Encourage and continue to attract culturally relevant events such as Lincoln Calling, Lincoln Exposed, Jazz in June, and Lincoln Unites. Potentially create smaller art and music events in between these larger events that provide a build-up effect.
11. Provide spring, summer, and fall daytime music events at Tower Square to attract office workers and residents.
12. Work with the Zoo Bar, Duffy's Tavern, 1867 Bar, and Bodega's Alley to improve the alley and parking lot between 14th St., P St., O St., and Centennial Mall to create a more permanent outdoor space for outdoor seating and music events such as the Zoo Fest. 14th St. between O and P St. should be designed as a temporary festival street with unique paving and streetscape treatments.

5 CREATE A PUBLIC PARK IN HAYMARKET

1. Work with private property owners to acquire needed property for park space
2. Design new Arena Drive connection from N to J Streets.

6 16th and 17th STREET PEDESTRIAN AND BICYCLE IMPROVEMENTS

7 LINK N LOOP

4.4 Mobility Framework

1. Continue to expand bike share in downtown.
2. Partner with employers and property owners in the BID to add more bike racks throughout downtown.

3. Identify key intersections for pedestrian bulb-outs to enhance walkability by reducing crossing distances.
4. Improve the connectivity of the bicycle system throughout Downtown and to surrounding neighborhoods and recreational attractions.
5. Implement high priority Downtown projects identified in the 2018 Lincoln Bike Plan.
6. Restripe the west travel lane of 10th Street as a parking lane between K and Q Streets as a temporary demonstration project and monitor the traffic volumes, speeds, and level of service for 6 – 9 months. Stripe bulb outs at the intersections in this same area. (City)
7. Continue to explore the opportunity for the downtown multimodal transit facility.
8. Improve existing high use transit stops to includes shelters, route and schedule displays, benches, bike racks and trash receptacles.
9. Explore enhancements to existing StarTran service including increased frequencies, increased hours of service and more efficient route alignments as well as the potential for new circulator routes to serve Downtown.
10. As an interim solution for State employees, parking connectivity can be enhanced using shuttles to better utilize existing public and private parking structures and fringe parking lots for employees and visitors.
11. Work with employers on travel demand management programs/ solutions that reduce parking demand, educate the parking public about alternatives to driving alone and provide greater options to businesses and employees.
12. Provide and manage easy-to-use, convenient bicycle parking that adequately accommodates existing and future demand. *(image of good bike parking – Ft Collins bike corral)*
13. Engage in public-private partnerships to use under-utilized private parking lots and parking structures.

14. Work with the State to provide information on travel options to employees to reduce the parking demand.

4.5 Economic Development Framework

1. Work with existing Downtown businesses that are interested in relocation or expansion to ensure they are able to remain in Downtown.
2. Work with the State and UNL to develop a “Downtown First” policy that aims to keep and expand State and UNL facilities in Downtown. The policy would require that the State and UNL provide an economic case statement or justification that compares the benefits of a Downtown vs. non-Downtown location.
3. Partner with surrounding neighborhoods, schools, and youth organizations to expand summer work and internship programs in Downtown.
4. Encourage existing property owners to modernize Class B and C space into flexible, open format work spaces by providing examples and best practices of successful conversions in other cities.
5. Maintain an inventory of available below-market-rate spaces throughout Downtown for growing startups and small businesses to expand into. Use the inventory to encourage property owners to fill gaps along the continuum of office space needs for growing businesses.
6. Establish social activities and events for Downtown workers to support talent retention and recruitment.
7. Encourage collaboration between Downtown business leaders and UNL to create a local pipeline for job opportunities thereby capturing university-trained talent and helping UNL in its overall recruitment of students, faculty, and staff.
8. Work with UNL and Southeast Community College to establish a range of internships, externships, and co-ops in

targeted growth sectors in Downtown such as technology and innovation.

9. Focus retail recruitment efforts on resident-serving amenities, such as grocery stores and markets, hardware stores, pet stores, and pharmacies.
10. Develop and support new "Shop Local" promotions that encourage Lincolniters to spend dollars locally in Downtown.
11. Work with the Chamber/CVB to develop strategies to attract regional conferences utilizing existing meeting spaces.

4.6 Arts & Culture Framework

1. Enhance public understanding, appreciation, and respect for all cultures, achieving diversity, equity, and inclusion, with a focus to support and strengthen refugee artists and organizations as an inherent strength of the region. Pursue and leverage arts and cultural funding resources.
2. Collaborate with local arts groups to promote, increase and enhance creative, multi-cultural, and arts programming in Downtown. (image of downtown art events)
3. Encourage, promote, and assist art and cultural retailers to locate in Downtown.
4. Evaluate whether publicly-owned buildings in Downtown could support additional arts or cultural organizations.
5. Compile a full inventory of special events currently taking place in and around Downtown Lincoln. Utilize this information to explore opportunities for the City, DDA, Chamber of Commerce, non-profits, arts organizations and special event organizers to collaborate and combine efforts to maintain consistent activation in Downtown.
6. Promote live-work space for artists as well as temporary art residency programs.
7. Explore opportunities for additional pop-up events in Tower Plaza and other locations throughout Downtown. Evaluate and revise regulations and policies that may constrain

temporary innovative art and cultural events. (Tower Plaza Downtown 101balcony shot)

8. Work with the Lincoln Arts Council to bring the Southpoint Mall Art Fair Downtown and locate it on Centennial Mall.
9. Explore options to bring UNL programming and events into the Downtown core.
10. Use redevelopment, urban design and signage to identify major gateway corridors into Downtown. Potential gateway locations include:
 - o **9th Street and Q where I-180 ends and the local street system begins** – This location is ideal for an improved pedestrian crossing and a signature piece that identifies Downtown and assists to slow traffic through the area.
 - o **West and East O Street** – O Street is the primary connection through Downtown from the west and east. Downtown should be identified at both ends (9th and 21st Streets) and at several locations along this route to encourage people to stop.
 - o **Rosa Parks Way/K Street and 9th Street** - There is an opportunity at this intersection to provide signature gateways as motorists enter Downtown from to the west.
11. Develop a plan to better use public spaces (plazas, parks, streets, alleys) to support arts and culture related uses. (image of Ft Collins alley mural)
12. Showcase the creativity and culture of Lincoln through public art, signage, banners, and other visible elements. (image of Larimer Sq. or Belmar banners)
13. Obtain local artist collaboration on the design of wayfinding signage. Encourage public art that is playful, fun for all ages, promotes social interaction, multifunctional, multicultural, and engaging.
14. Add an incentive program for public artworks on private property.

15. Explore ideas and locations for temporary projection art such as on blank parking structure walls.
16. Explore ways to collaborate with resident and arts groups in surrounding neighborhoods to develop public art.
17. Develop, fund and implement a façade rehabilitation program as well as for additional exterior building improvements.

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