

# Project Overview

# Center Of Opportunity



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.

The 2018 Downtown Master Plan identifies priorities for downtown physical improvements, catalyst developments, and policies to guide the City of Lincoln, the Downtown Lincoln Association, the development community, and Downtown stakeholders for the next five to ten-year investment cycle.

This plan will guide public and private investments to elevate Downtown Lincoln as a Center of Opportunity. Based on national trends, Lincoln is considered an Opportunity City with a strong connection to education, high quality of life, and comparatively affordable housing. Bottom line, never in our lifetimes have converging trends favored downtowns like they do today.

*The purpose of this plan is to:*

**DEVELOP A STRATEGIC VISION** and investment plan to help guide Downtown Lincoln's evolution toward shared goals through the next five to ten-year investment cycle.



# Public Input



The following groups were formed to help guide the planning process:

*Project Committee:* A mix of downtown stakeholders, including property/business owners, residents, and employees (monthly meetings)

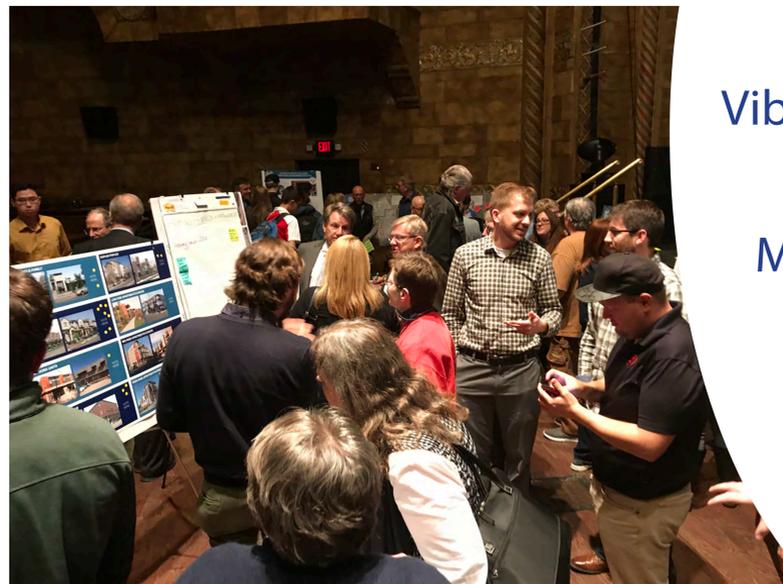
*Steering Committee:* City staff from various departments along with Downtown Lincoln Association staff (monthly meetings)

*Working Groups:* Five groups focused on a specific topic, each comprised of downtown stakeholders and experts

## Public Meetings

Community Open House  
April 10, 2018  
Rococo Theatre  
**220+ Attendees**

Open Studio & Community Open House  
May 23, 2018  
Telegraph District  
**200+ Attendees**



# Online Survey...

# 1,746 Responses



## Common Themes

*Feedback we heard throughout the process*

- Wider range of housing options
- Vibrant, livable, kid friendly
- Diversity of business types
- More greenspace: shaded, seating, accessible
- New Central Library
- Revitalize O Street
- Designate an area for music and art
- Activate Pershing site

# 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.

# Catalyst Project

## Create a Community Commons

### Pershing Block and Surrounding Area



#### OPTION A

##### REDEVELOP PERSHING SITE AS CIVIC USE AND COMMUNITY PARK

Use half of the site for Civic Building programming while creating usable/programmable park space on the block.



#### OPTION B

##### CIVIC USE W/ SUPPLEMENTAL OFFICE/RETAIL

Use half of the site for Civic Building programming while creating usable/programmable park space on the block. Small, supporting retail/office development can help activate the space and supplement development.



#### OPTION C

##### ALL CIVIC USES

Use half of the site for Library programming and half for other Civic uses.



#### OPTION D

##### HALF CIVIC / RESIDENTIAL

Use half of the site for Civic Building programming and half for private development. residential development with a small amount of supporting retail is shown on the southern half of the block.



#### OPTION E

##### PERSHING SITE PRIVATE DEVELOPMENT TRANSFORM FEDERAL GARAGE SITE INTO CIVIC SITE

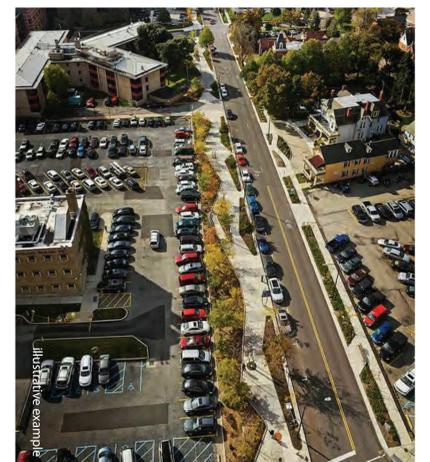
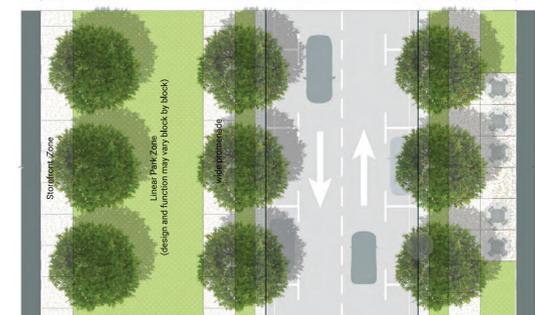
Full development of the Pershing site as a 5 story residential development brings residents to the mall while creating leverage for a big move to put Civic/Library Programming on O Street.



# 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.



# 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.



# 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 it would also connect with other areas. The district could combine performance, business incubator, and social gathering spaces.

### CATALYTIC PROJECT CELEBRATE THE LOCAL MUSIC AND ARTS SCENE

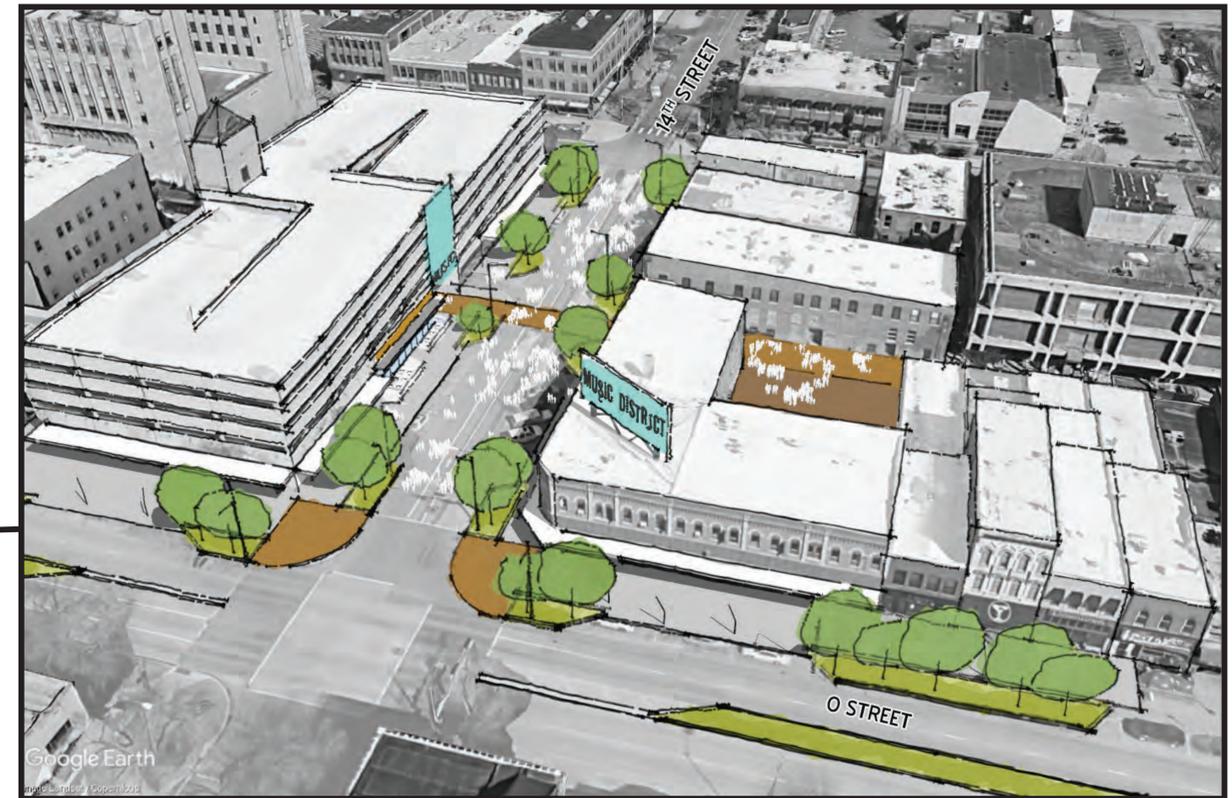
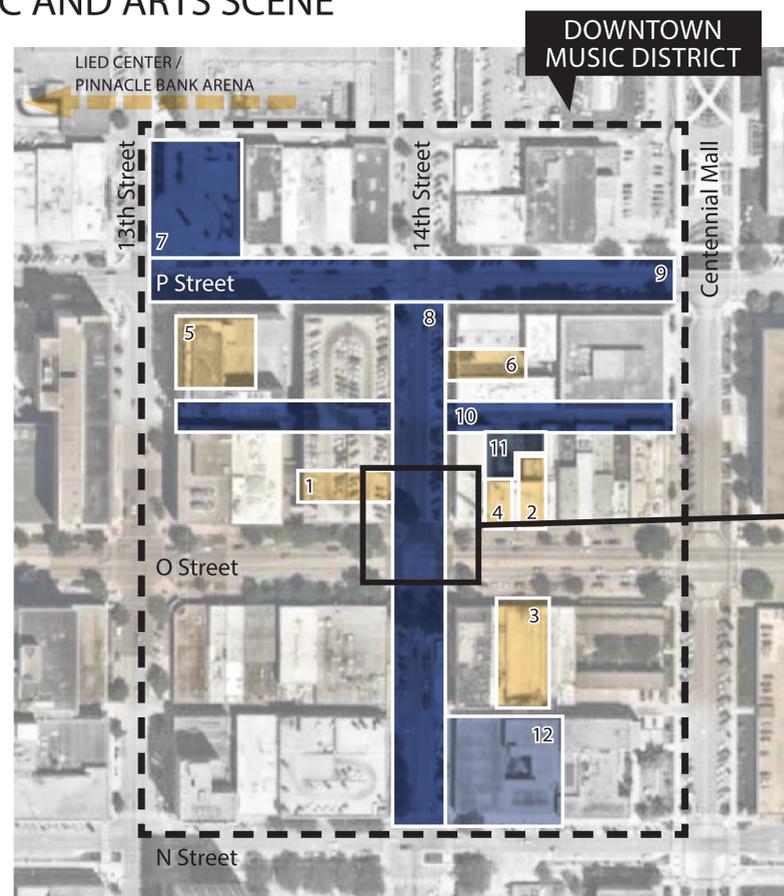
#### MUSIC DISTRICT ELEMENTS:

##### 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)

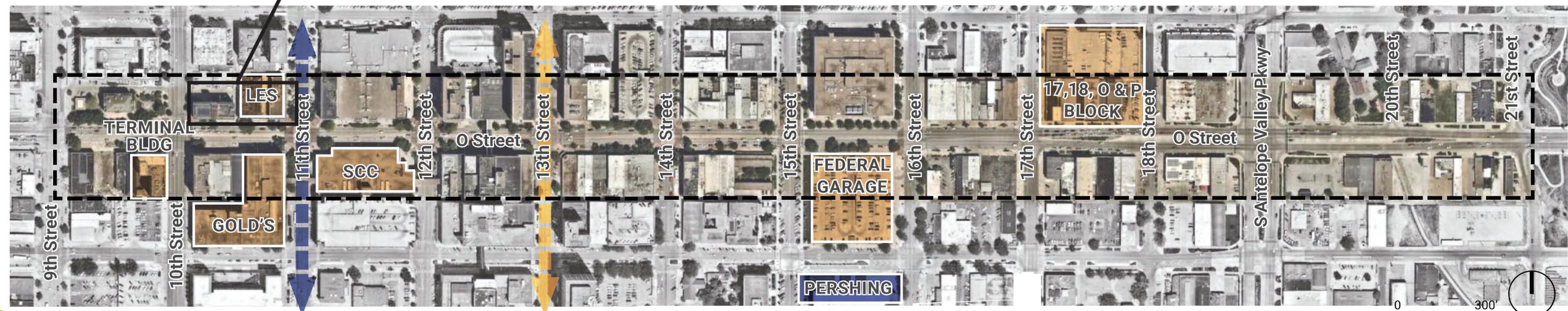


# Catalyst Project

## 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.



Catalyst Project
  Supporting Projects

# 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.

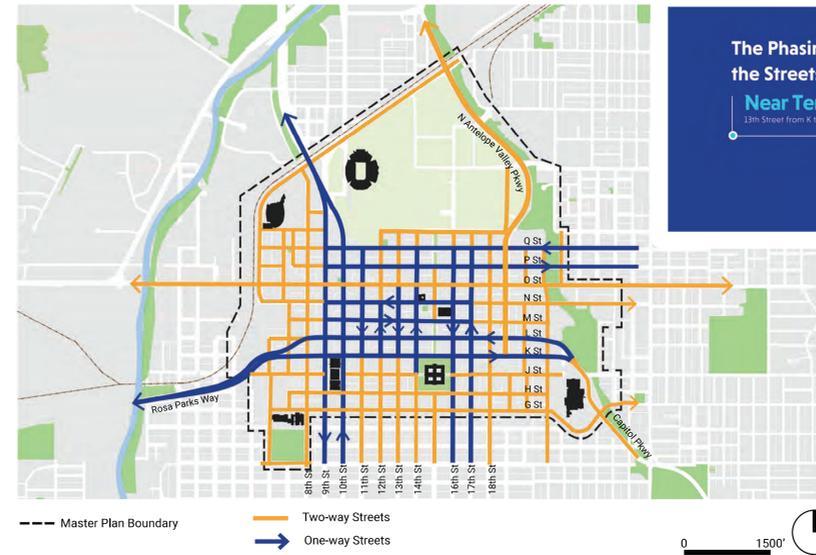
Many of the one-way streets in Downtown are not necessary for vehicular capacity based on existing and projected traffic volumes. These streets are expected to operate satisfactorily under two-way operation with one lane in each direction and left turn lanes at the signalized intersections. Prior to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

## The L.I.N.C.

The LINC (Linking Innovation, Neighborhoods, and Campus) is envisioned as a multi-use path that stitches 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.



## EXISTING VEHICULAR OPERATION

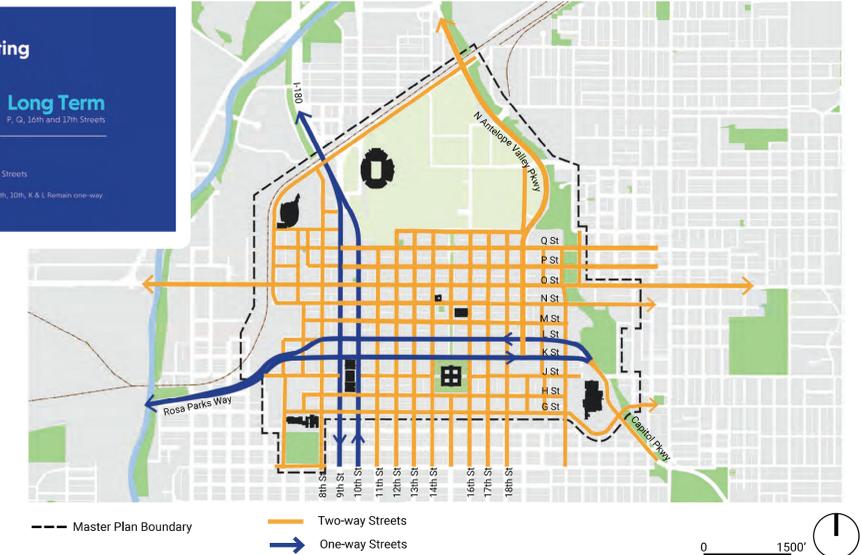


**The Phasing for Converting the Streets to Two-Way**

- Near Term**  
13th Street from K to O Streets
- Mid Term**  
11th, 12th, 14th, M and N Streets
- Long Term**  
P, G, 16th and 17th Streets

\*9th, 10th, K & L, Rainbow one-way

## PROPOSED VEHICULAR OPERATION



## 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](http://lincolnbikeplan.com).

