

Executive Summary

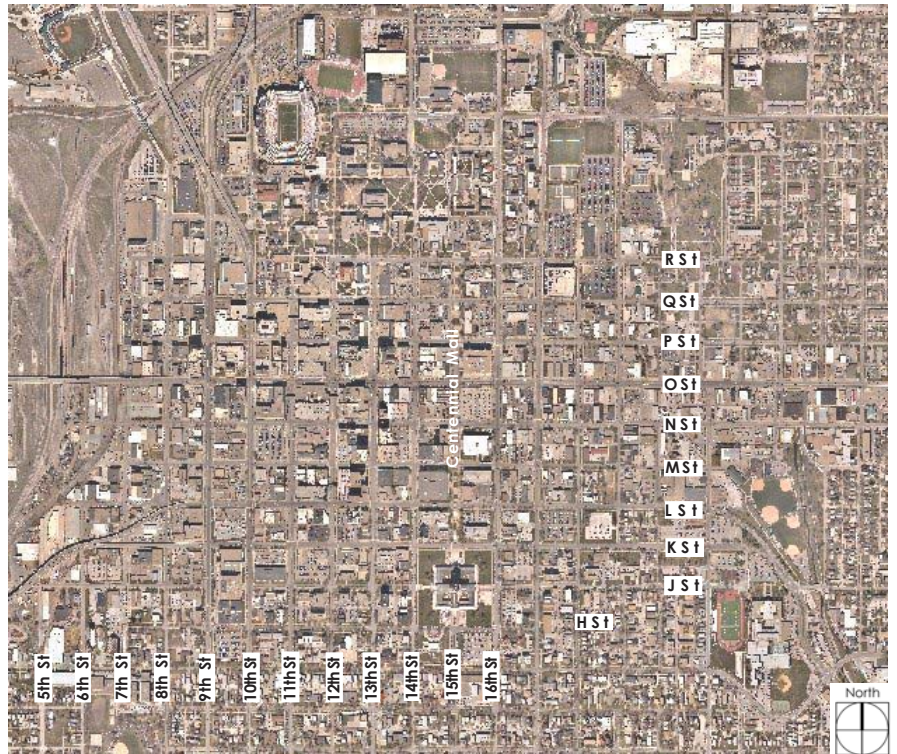
Why This Plan Was Prepared

Study Scope and Purpose

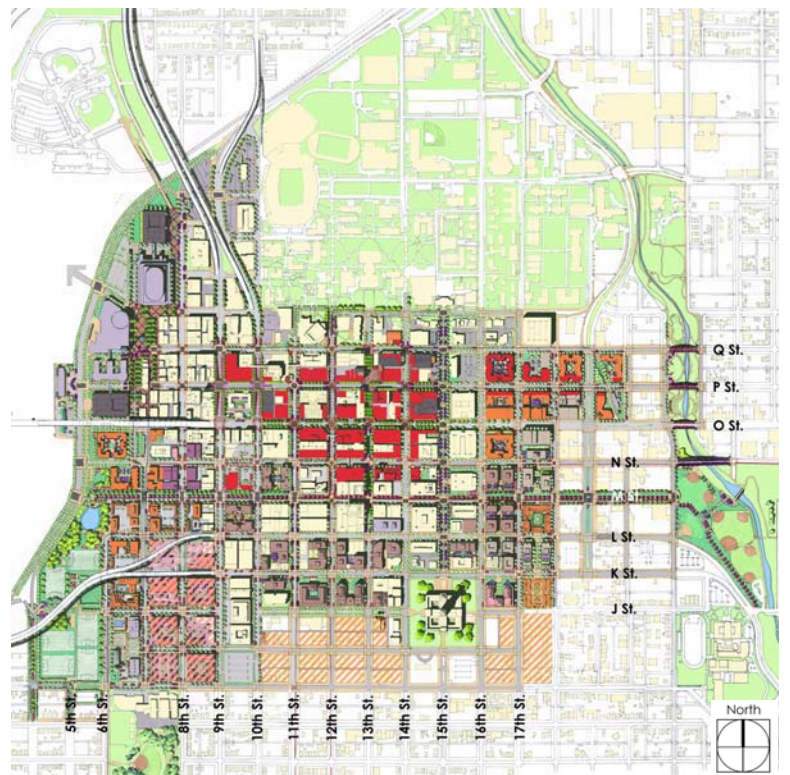
The Master Plan identifies major land use and development policies for downtown Lincoln, including delineating a number of land use activity zones and identifying the relationships between each zone. The policies derived from this study support the role of the downtown as set forth in the adopted City-County Comprehensive Plan.

A Proactive Community Strategy

The Master Plan brings certainty to investors, developers, architects, businesspeople and residents by providing a clear vision of the community's goals and a basis for the review and approval process.



Downtown Lincoln Aerial Photograph



Lincoln Downtown Capacity Plan

Public Process

A Plan Created by Citizens

The Lincoln Master Plan was created in response to the public's vision for future growth. The process was driven by information gathered from the following sources:

1. Downtown Action Team Meetings

Throughout the process, the Downtown Action Team, which was comprised of local public officials, citizens and business people, reviewed all plan materials and provided input.

2. Public Outreach

All public sessions were interactive and engaged the citizen participants. Each meeting consisted of two parts:

- Presentation – project background, issues and designs were described.
- Workshop – attendees broke into small groups for table discussions, reported back to the larger audience and completed individual response sheets.

Citizen participants were asked to respond to specific development alternatives. The attendance at the four community workshops ranged between 225 to over 300 citizens.

3. Public Meetings

Additional meetings were held with special interest groups, including but not limited to:

- University of Nebraska - Lincoln
- Downtown Lincoln Association
- 12th Street Arts Corridor Committee
- Bike Stakeholders
- Updowntowners, Inc.
- Lincoln Chamber of Commerce
- Convention and Visitors Bureau
- Real Estate Owners and Managers Association
- Neighborhoods, Inc.
- Lincoln Board of Realtors
- Haymarket Development Corporation
- Lincoln Independent Business Association
- Lincoln Home Builders Association
- Preservation Association of Lincoln
- Lincoln City Library Board
- Nebraska Capitol Environs Commission
- Great Plain Trails Network
- South Salt Creek Neighborhood Association
- Urban Design Committee
- StarTran Advisory Board
- Historic Preservation Commission
- City-County Planning Commission
- North Bottoms Neighborhood Association
- Lincoln Haymarket Development Corporation
- Malone Neighborhood Association
- Downtown Retail Council

- Hartley Neighborhood Association
- Bicycle/Pedestrian Advisory Committee
- Various Downtown Business and Property Owners



Public Meeting at Cornhusker Hotel

Master Plan Development

Development of the master plan included three stages – starting, designing and implementing – that were designed to engage the community and define a vision for downtown Lincoln.

The Downtown Action Team (DAT) supervised the study effort. This group was composed of 22 individuals representing a wide range of downtown and community interests. They worked closely with Planning Department staff and the Crandall Arambula team in the study process.

Starting

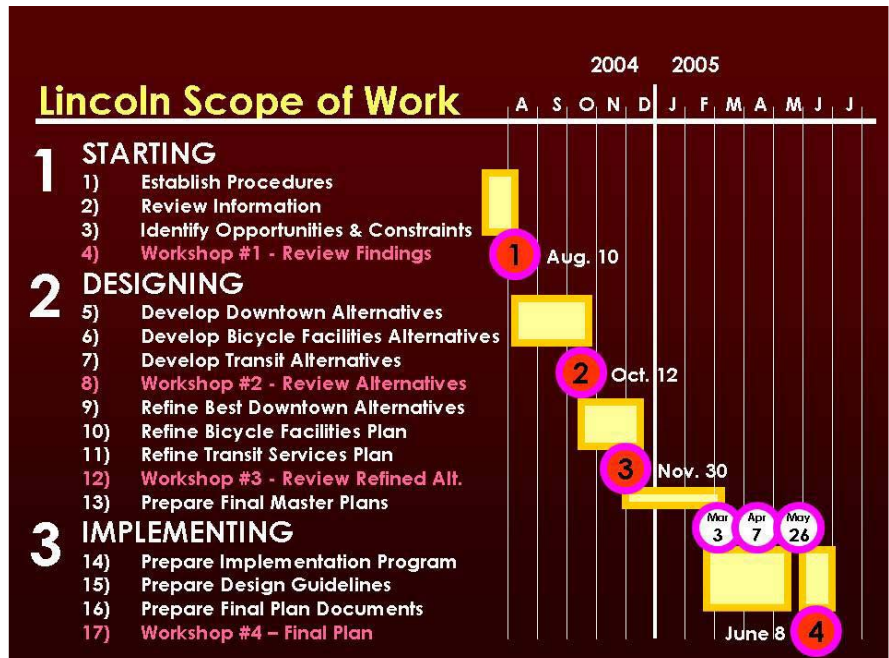
During this step, existing information was gathered and meetings with local experts were held to gain additional knowledge. Steps included:

- Collecting background information on existing conditions, site availability, history, current projects and policies, base maps, etc.
- Determining opportunities and constraints.
- Establishing project goals and objectives.

Designing

The Designing Phase included the development of a variety of land use and transportation alternatives that were presented to the public and stakeholders for review and comment. This phase also involved the development of a downtown Bicycle Facilities Plan and a Transit Shuttle Plan.

Based upon the input received at the public workshop, a preferred alternative was refined that resulted in a Downtown Master Plan for Lincoln.



Implementing

The Implementing Phase included the identification of catalyst and priority projects, design guidelines and the Downtown Master Plan report.

Meetings with the Downtown Lincoln Association were held to identify, discuss and rank catalyst projects.

Guiding Principles

As the guide to future development in the greater downtown area, it is essential that downtown Lincoln's master plan be based on the community's core beliefs and goals.

Citizens who attended the first public workshop identified their issues, concerns and goals for downtown Lincoln in group discussions and through written comments on ballot response sheets. These responses were tallied and summarized to become a comprehensive list of guiding principles. These principles were subsequently affirmed at each workshop and used to evaluate plan alternatives.

The project's guiding principles established by the community follow:

- Enhance retail.
- Improve bicycle system.
- Provide additional open space.
- Provide additional housing.
- Enhance aesthetics.
- Improve parking.
- Address traffic.
- Provide new shuttle services.
- Improve transit usage.
- Enhance pedestrian safety.

Lincoln Objectives

General Issues and Concerns

- 1) Retail- variety, concentrated, grocery (96)
- 2) Pedestrian/Bike- friendly and safe (77)
- 3) Open Space- central, & more green (71)
- 4) Residential- mixed income/use & family (48)
- 5) Aesthetics- cohesive and overall improvements (35)
- 6) Parking- too many lots- too few spaces (28)
- 7) Traffic- speed, safety, and direction (19)

Downtown Shuttle Issues

- 1) Bus Routes- new routes and stops (60)
- 2) Timing- frequent, evening & weekend (56)
- 3) Ease of Use- simplify service (23)
- 4) Bus Appearance- smaller, clean, efficient (19)

Bike and Ped Issues

- 1) Pedestrian Safety (66)
- 2) Bike Lanes- Bike safety in roadway (51)
- 3) Connections- to Antelope, UNL, & Haymarket (41)