

The Fundamental Concept

The Lincoln Downtown Master Plan is simple in its essence; it is based on a few proven concepts intended to ensure the long-term vitality and viability of the downtown.

Maintaining Revitalization Momentum

The plan builds on Lincoln's recent downtown successes and strengthens, its established downtown areas, the central business district and the Historic Haymarket District. It recognizes the importance of making downtown more "people-friendly" – for pedestrians, shoppers, residents, tourists, motorists, and investors alike.

The key concept is to create a clear "retail corridor" – a pedestrian-oriented street on which anchor retail and attractor uses are strategically-located at each end. This retail corridor links to a local network of equally pedestrian-friendly streets, greenways and open spaces leading to and providing amenities for adjacent districts and neighborhoods.

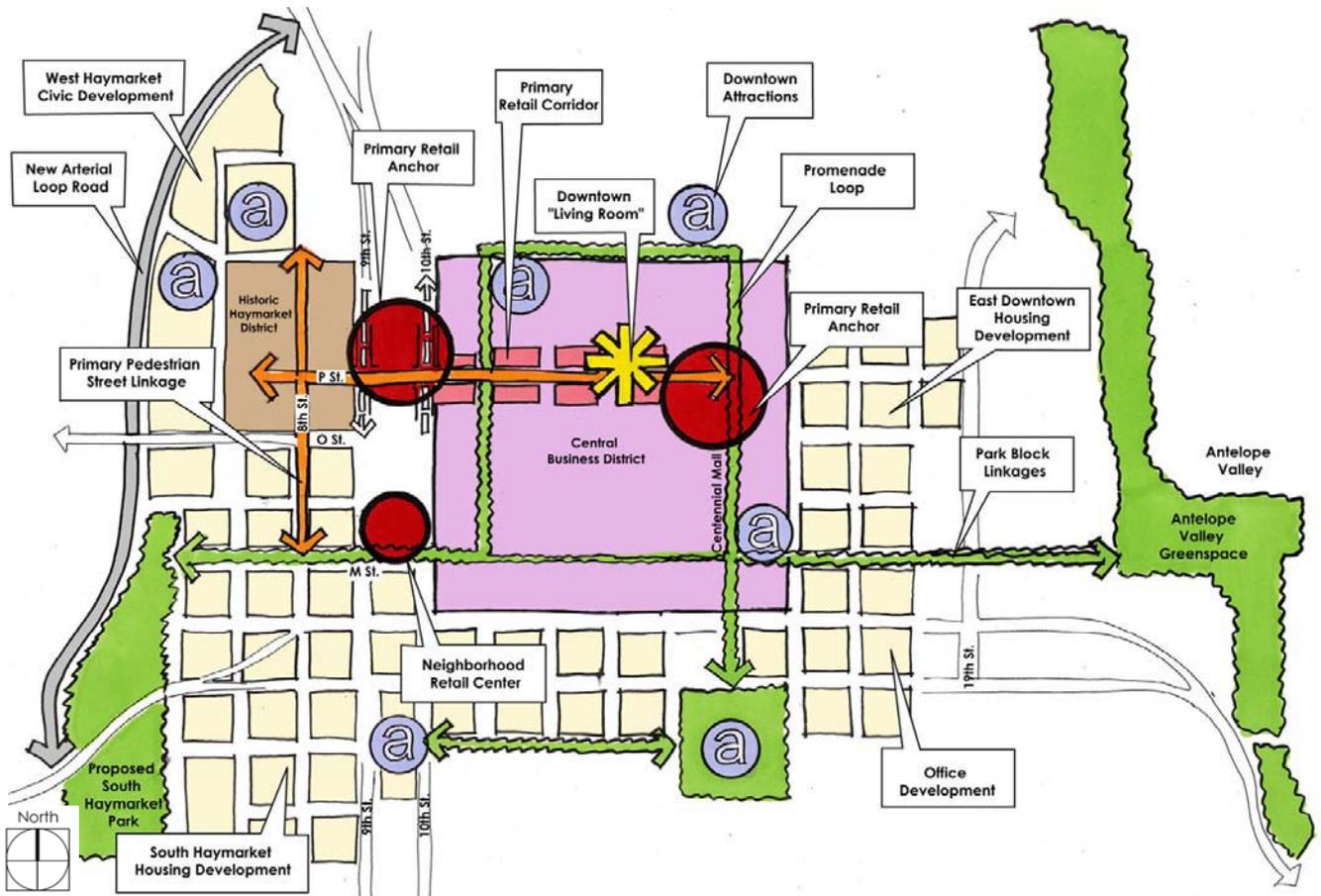
The Lincoln Downtown Master Plan strengthens P Street as the primary retail corridor. Destinations on the five-block P Street retail "string" include:

- The City's "living room" – Civic Square – a new, centrally-located public open space.
- Primary retail anchors – at each end of

the blocks of core retail.

P Street also serves as the pedestrian-friendly connection between the Haymarket and central business districts. By strengthening this connection, the Master Plan reinforces the uses in each district.

The plan also capitalizes on the proximity of these established districts to adjacent potential development areas – the "emerging" and complementary West Haymarket, South Haymarket and east downtown/Antelope Valley districts.



Fundamental Concept Diagram

Capacity Diagram

The capacity diagram is a snapshot of the character and intensity of development that could occur in the future. It is **not** intended as a literal illustration of proposed projects and facilities. Rather it serves to paint a vision of how the plan's concepts could be realized and to aid in calculating the long-term development potential of downtown.

A Vision for Build-Out

The diagram illustrates design schemes and development intensity that are realistic and economically feasible. The diagram is based on:

- Market research that identifies the potential for new development.

- Fundamental requirements necessary to attract investors, including proximity to public amenities and availability of parking.
- The public's desire to stimulate economic development while improving community livability.

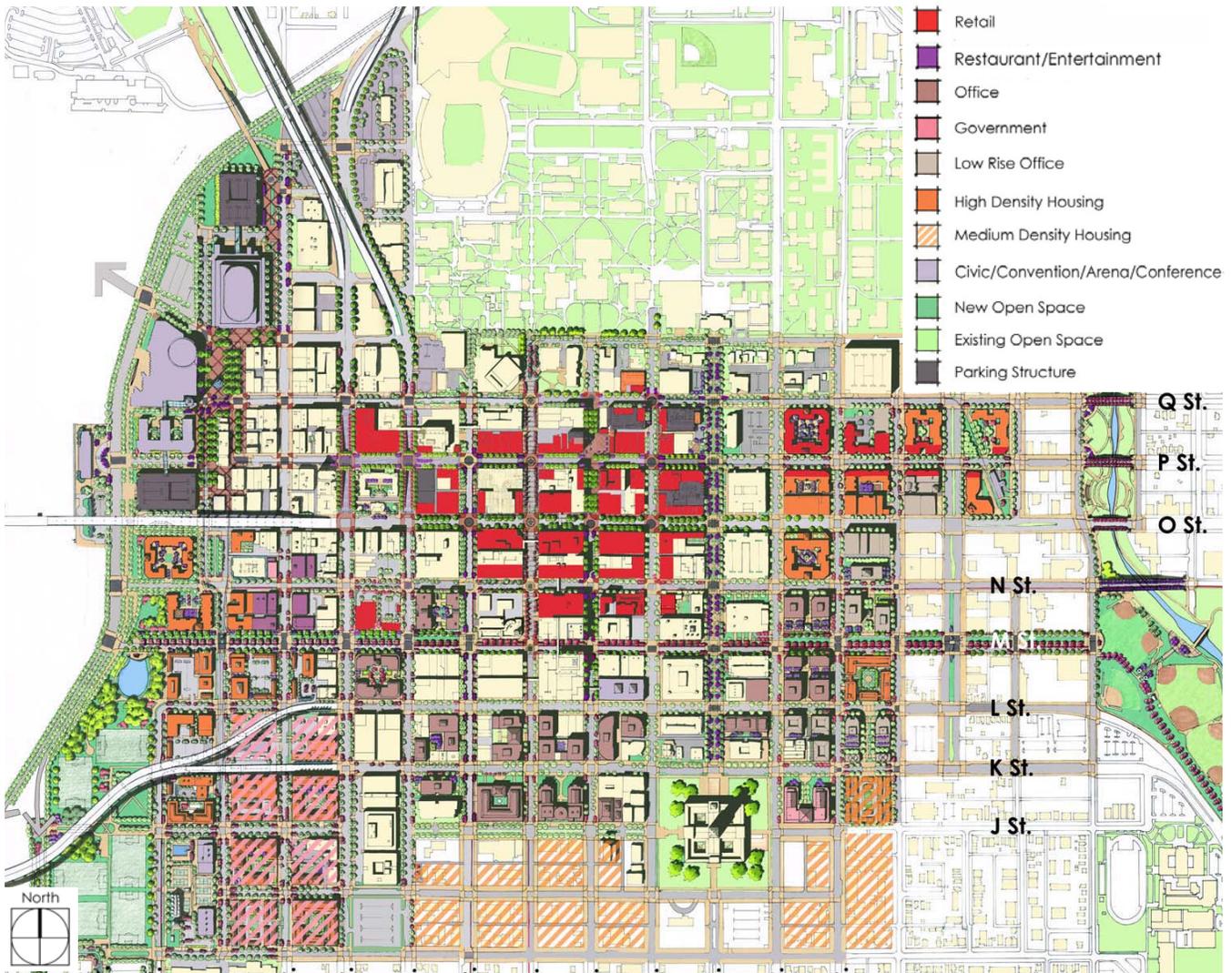
How the Diagram is Used

The capacity diagram is used to identify potential development investment in the downtown. New private investment for retail, office, residential, and support services can be generalized from this analysis diagram. Public improvements required to stimulate private

investment are also considered and can be used to determine the likely "return on investment ratio."

New Development Capacity Summary

- Retail: 900,000 SF
- Residential: 2,800 units
- Office: 4,900,000 SF
- Parking structures: 12,400 spaces



Capacity Diagram

Land Use Framework

The Land Use Framework provides a practical, proactive guide outlining the preferred community vision for development of downtown Lincoln. It is intended to attract both new users and maintain and strengthen existing desirable uses.

The Framework is realistic and achievable, addressing and meeting the market outlook for Lincoln over the next twenty years, as projected in the *Long Term Market Analysis and Preliminary Retail Strategy* prepared by Economics Research Associates.

A Mix of Uses

The land use framework promotes a mix of uses, both vertically and horizontally. For example, mixed-use buildings with housing on upper floors

support the retail uses on their ground floors, and benefit from nearby transit services.

When parcels contain a vertical mix of uses, the color shown on the Land Use Framework typically indicates the predominate or most important ground floor use; or in some cases, as with parking structures or housing, the predominate use can be the upper floors which make up the bulk of the building, even when ground floor uses differ.

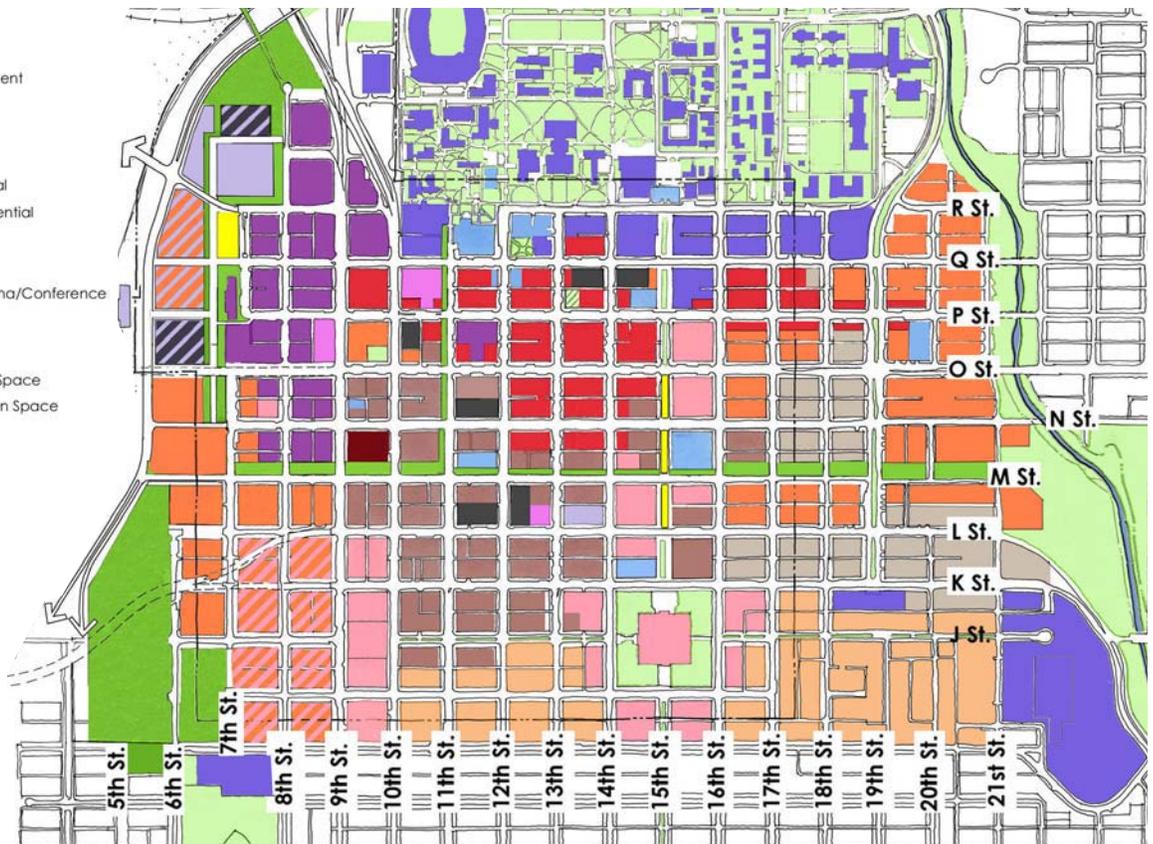
New development sites and historic building renovation opportunities are identified for local and national retailers and businesses. Development should be transit- and pedestrian-friendly and employ sustainable practices for construction and habitation.

Uses proposed by the Land Use Framework are allowable under the current zoning ordinances; the framework adds specificity, making development more likely to occur.

Existing private property shown for public uses would operate as is until acquired by a public entity or transferred to public use by easement, dedication or other means.

Legend:

- Retail
- Marketplace
- Restaurant/Entertainment
- Office
- Government
- Low Rise Office
- High Density Residential
- Medium Density Residential
- Education
- Arts/Cultural
- Civic/Convention/Arena/Conference
- Festival/Event Spaces
- Civic Square
- New Parks and Open Space
- Existing Parks and Open Space
- Parking Structure



Land Use Framework

Transportation Framework

Today, the Lincoln transportation system is critically dependent on the automobile. The transportation framework broadens this focus, providing a balanced network of alternatives for getting into and around downtown, and knitting together areas currently separated by heavy auto traffic.

Key Elements

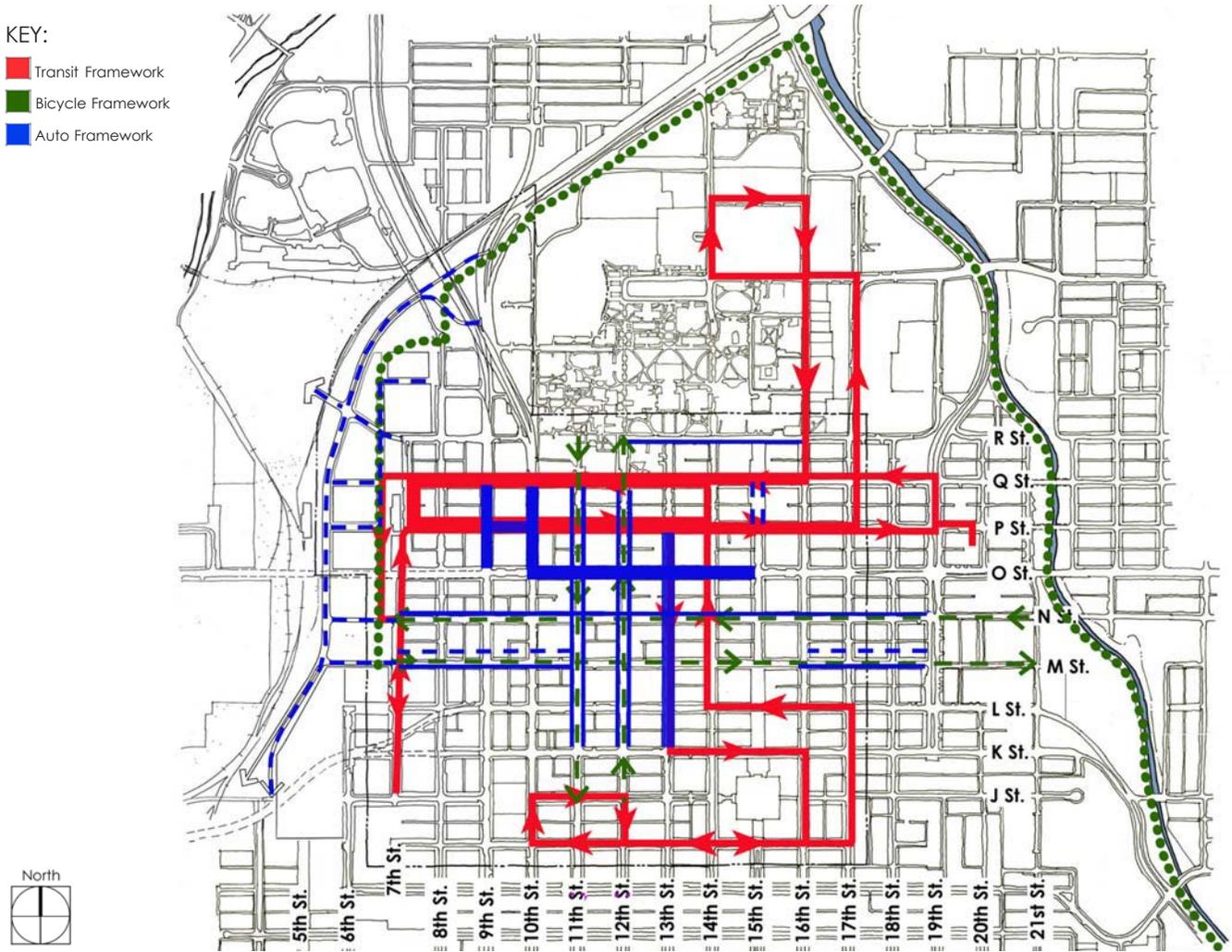
Key elements of the transportation framework are shown on the composite diagram below - the *Auto*, *Transit*, and *Bicycle Frameworks*.

- *Auto Framework*: Describes proposed additions and improvements to the city's existing street grid in order to improve

circulation in downtown Lincoln.

- *Transit Framework*: Illustrates a new vision for improved transit services within and around downtown Lincoln.
- *Bicycle Framework*: Depicts a system of bike lanes and trails through and around downtown providing cyclists with easy access around the city.

The transportation framework works in conjunction with the pedestrian circulation system (detailed in the public realm framework) to provide a safe, convenient and comprehensive system of transportation options for Lincoln residents, workers and visitors alike.



Transportation Framework

Public Realm Framework

Much of Lincoln’s downtown is in the public realm – the City’s streets and sidewalks. This publicly-owned land can help create a memorable identity for downtown.

The public realm framework focuses on expanding and improving the pedestrian environment – the sidewalks, pathways, parks and open spaces that residents, workers and visitors all use.

The framework provides a blueprint for pedestrian improvements to existing streetscapes as well as for the creation of new pedestrian amenities and open spaces.

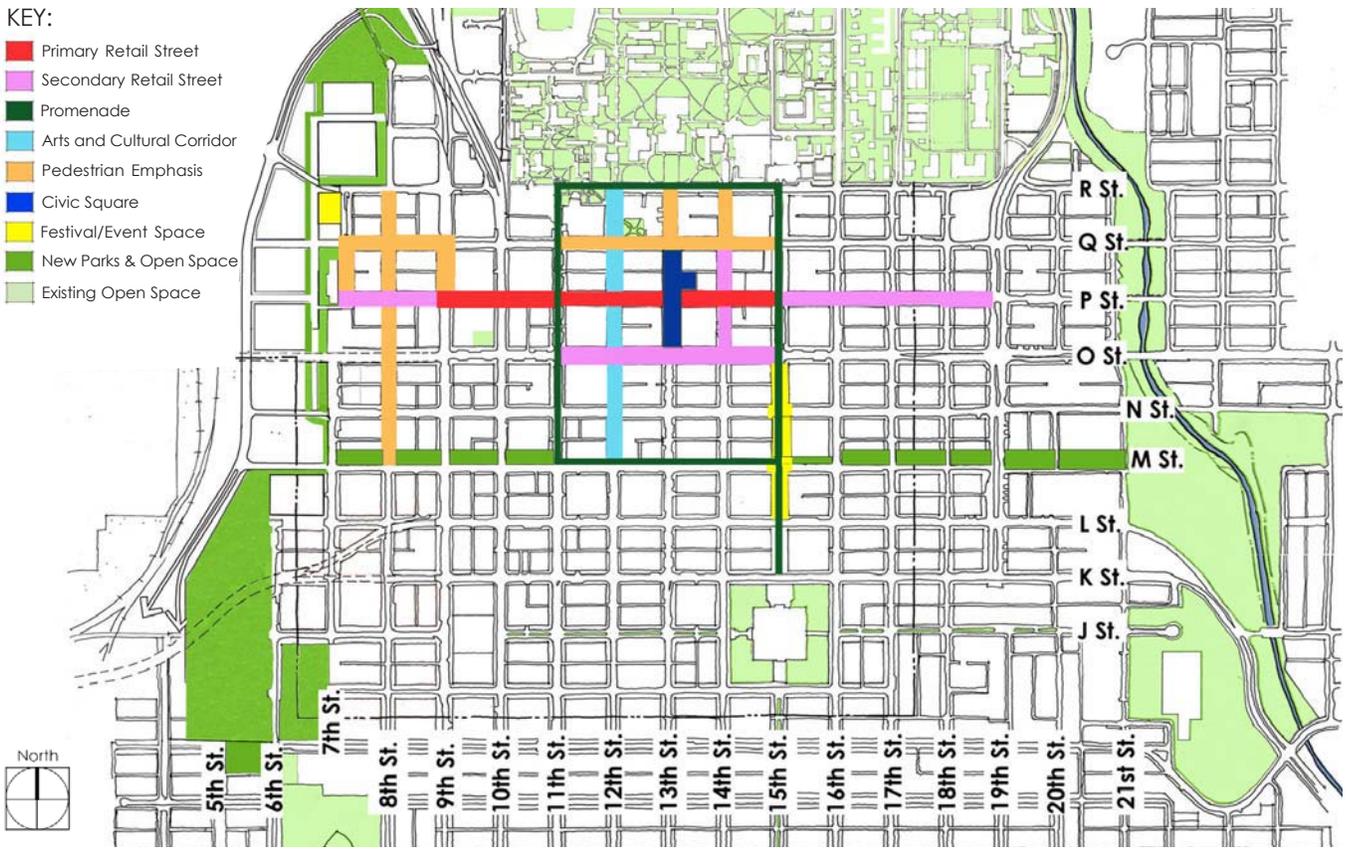
A Coherent System

The key elements of the public realm framework establish a coherent system of streets, promenades, greenway “park blocks,” and open spaces. These key elements comprise a varied, complementary set of street and open space types:

- Public Square
- Primary and Secondary Retail Streetscapes
- Festival/Event Spaces
- Parks and Open Spaces
- Arts and Cultural Corridor
- Promenade

KEY:

- Primary Retail Street
- Secondary Retail Street
- Promenade
- Arts and Cultural Corridor
- Pedestrian Emphasis
- Civic Square
- Festival/Event Space
- New Parks & Open Space
- Existing Open Space



Public Realm Framework