

# DOWNTOWN CORRIDORS

CULTIVATING OUR DOWNTOWN STREETSCAPES

APRIL 2023



O Street ● 9th ● 10th ● 11th ● 14th

# ACKNOWLEDGMENTS

---

## MANAGEMENT TEAM

Collin Christopher, Placemaking Planner  
Dan Marvin, Urban Development Director  
Hallie Salem, Redevelopment Manager  
Todd Ogden, DLA

## STEERING COMMITTEE

Dallas McGee, Urban Development  
Dan Carpenter, LTU  
Kyle Williams, LTU  
Roberto Partida, LTU  
Shane Dostal, LTU  
Wayne Mixdorf, Urban Development

## EXPANDED STEERING COMMITTEE

Brian Munk, DLA  
Brion Perry, LTU  
Eric Steffen, LES  
Jon Carlson, Mayor's Office  
Katey Hulewicz, DLA  
Lloyd Mueller, LFR  
Paul Barnes, Planning  
Rich Bishop, Urban Development  
Stacey Hageman, Planning  
Stephanie Rouse, Planning  
Tim Zach, LTU  
Zack Becker, LTU

## DESIGN TEAM

**olsson** studio

Austin Vachal, Landscape Architect  
Cody Perratt, Landscape Architect  
Jennifer Seacrest, Landscape Architect  
Justin Petersen, Engineer and Project Manager  
Stacey Roach, Public Engagement Coordinator



Brendan Mannix-Slobig, Landscape Architect  
Derek Gagne, Landscape Architect  
Kona Gray, Landscape Architect

## ARCHRIVAL

Clint! Runge, Insight Principal  
Julia Peterson, Insight Strategy  
Kevin McCaskill, Insight Analytics  
Molly Paez, Insight Manager  
Zemen Kidane, Insight Research

# TABLE OF CONTENTS

---

<b>CHAPTER 1   INTRODUCTION</b>	<b>5</b>
<b>CHAPTER 2   THE PLAN</b>	<b>27</b>
<b>CHAPTER 3   IMPLEMENTATION</b>	<b>55</b>
<b>APPENDIX A   CULTURAL INSIGHT SUMMARY</b>	<b>63</b>
<b>APPENDIX B   INSIGHT DATA SUMMARY</b>	<b>113</b>



# CHAPTER 1

# INTRODUCTION

# PLAN LIMITS



## PROJECT PURPOSE

The Downtown Corridors project is a city-led streetscape enhancement effort meant to improve the attractiveness, safety, connectivity, and overall vibrancy of downtown's three principal corridors. As a recommendation of the 2018 Downtown Master Plan, the project ensures O Street, 9th Street, and 10th Street are the best first impression of our city to better serve downtown residents, business owners, employees, visitors, and adjacent neighborhoods. The plan considers O Street from 9th to 28th Streets and 9th/10th Streets from S to K Streets.

The master plan prioritizes the pedestrian experience through improvements to accessibility, street crossings, traffic calming, amenities, and connectivity to downtown destinations, residential developments, redevelopment projects, and adjacent neighborhoods. The project will make needed improvements to the pedestrian streetscape environs (primarily curb to facade) as well as, alley enhancements to provide increased pedestrian connectivity.

In addition to the principal corridors, the plan considers two blocks of 11th and 14th Streets which were identified in the 2018 Downtown Master Plan as corridor opportunities. Envisioned to extend from UNL to the Everett and Near South Neighborhoods, the 11th Street corridor is planned to be a greenway street that reclaims over 50' of right-of-way as a pedestrian amenity. Whereas, 14th Street was envisioned as a music district with a streetscape designed to support community festivals, fairs, and gatherings with robust infrastructure for street closures.

# EXISTING CONDITIONS



## O STREET

As the primary thoroughfare and only highway through downtown, vehicular circulation dominates the corridor. Pedestrian enhancements are needed to calm traffic, activate the public realm, and encourage connectivity. Ash tree removal will have a substantial impact to green infrastructure between 9th and 14th Streets. Hardscape, amenity, and infrastructure improvements are needed to elevate the corridor.



## 9th & 10th STREETS

The one-way corridors maximize vehicular circulation. The quantity of travel lanes creates uniquely narrow pedestrian realms and expansive pedestrian crossings. Lane reductions and traffic calming strategies are needed to promote pedestrian activity and safety. Lack of pedestrian friendly street enhancements discourages pedestrian activity, circulation, and connectivity.



## 11th STREET

With existing transit and bicycle circulation, the corridor connects downtown to adjacent neighborhoods and UNL. Expanded bicycle and pedestrian amenities are needed to further expand connectivity, activate the public realm, and promote non-vehicular circulation. Expansive right-of-way widths provide opportunities to encourage north-south connectivity and amenities.



## 14th STREET

As a destination for many downtown festivals and functions, the street lacks integrated infrastructure to facilitate frequent community events and closures. Dynamic furniture, barriers, and amenities are needed to accommodate functions of varying sizes, ease of street closures, and support all adjacent businesses. Art, sound, and lighting, would further elevate the corridor.

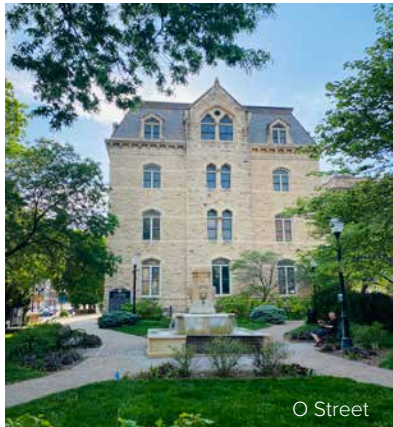


## ALLEYS

While alleyway conditions vary, hardscape improvements are needed to encourage pedestrian accessibility and walk-ability. Art, green infrastructure, and lighting will further encourage pedestrian oriented activities. Trash, utilities, and typical alley service functions need to be considered and coordinated to enhance the corridors for people.

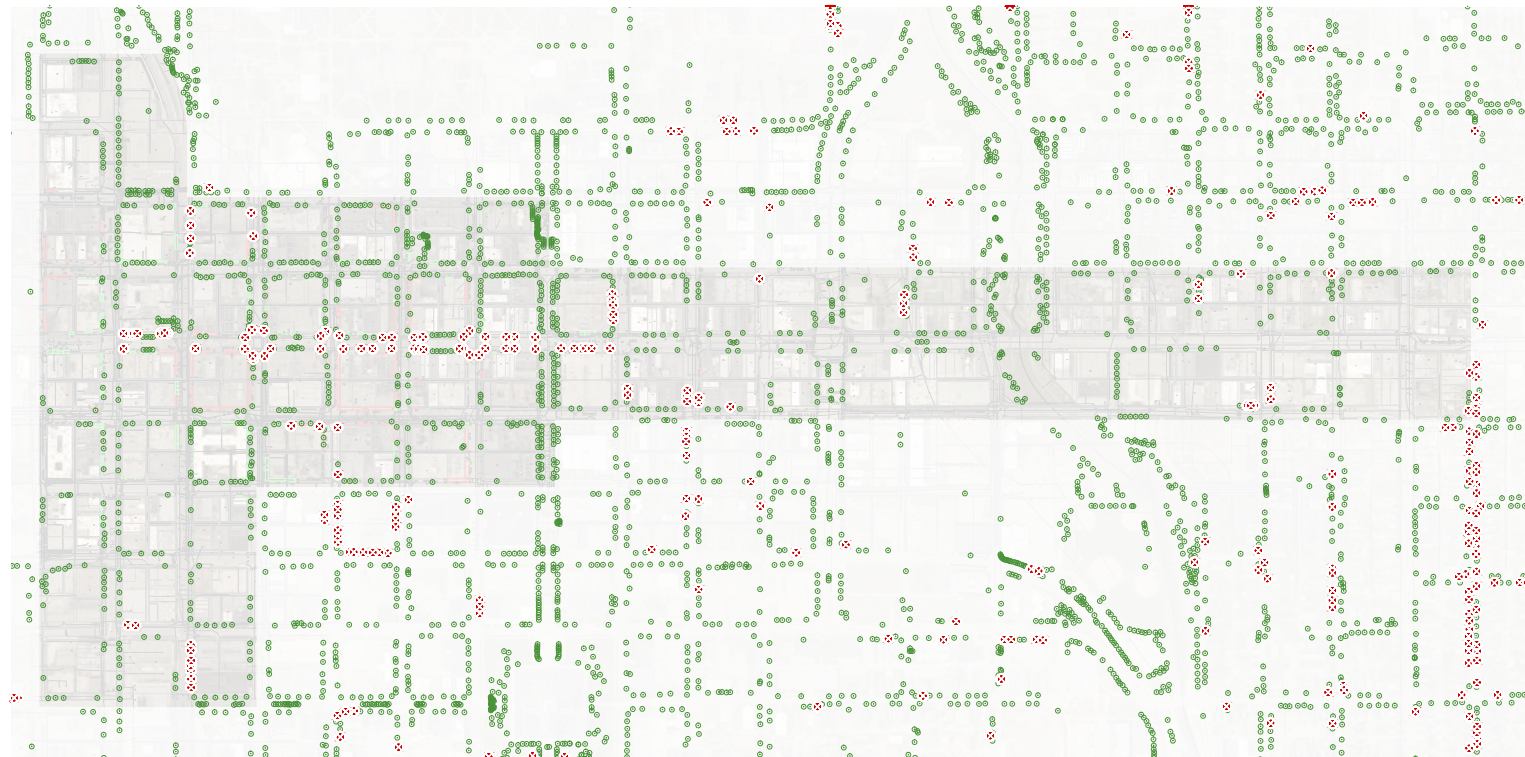


# PHOTO INVENTORY





# ASH TREE INVENTORY

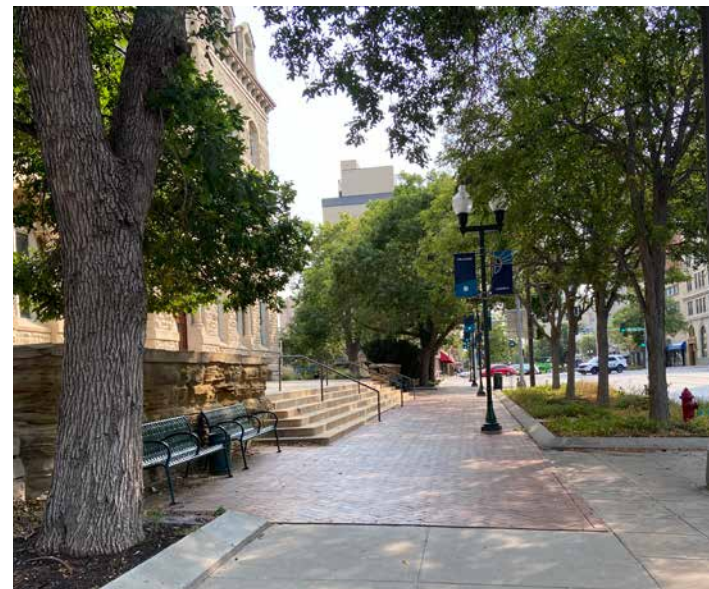


- ✕ Existing Ash Tree To Be Replace
- Existing Tree, Species Vary

## COORDINATED REPLACEMENT

Ash trees can be found in plenty throughout the downtown. Despite efforts to treat for the emerald ash borer, nearly all of the trees will need to be removed and replaced over the coming years. As trees are removed, their replacement provides an opportunity to replant a diverse tree stock that enhances the downtown Lincoln experience and realizes the downtown corridor vision.

The Downtown Corridors project will coordinate the removal and replacement of all ash trees and supporting infrastructure including irrigation, soil enhancements, and root compaction prevention within the principal corridors.



# CULTURAL INSIGHTS

## APPROACH

The first step towards improvements to the downtown experience was to understand how people felt about the current downtown and see their vision for the future. Through surveys, interviews and street observations, the project team gained valuable insight into what's working and not working downtown today, and where we should go from here.

This insight process changed the project mindset from a revitalization effort to an opportunity for cultivation. This shift launched the team towards the creation of initial concepts for the heart of Lincoln, and see the future of downtown in a whole new way. Read more about the process and findings below.

## RESEARCH METHODS

The following qualitative and quantitative data collection methodologies were utilized to develop our cultural insights:

### Cultural Mining

- Mined secondary literature on the role of downtowns in other cities around the world relevant to Lincoln.
- Conducted over 10 hours of street observation of downtown Lincoln across different days and times specific to this initiative.

### Quantitative Surveys

- Surveyed 261 people who visit downtown Lincoln including O, 9th, 10th, 11th, and 14th - 27th Streets more than once in the past six months.
- Surveyed 61 managers and owners who have a business in downtown Lincoln including O, 9th, 10th, 11th, and 14th - 27th .

### In-Depth Interviews

- Conducted 12 interviews with local business owners and managers.
- Conducted 10 interviews with Lincoln residents.
- Conducted 8 key city stakeholder interviews.





# CULTURAL INSIGHTS

## WHO WE HEARD FROM

Our discovery process sought differing opinions from a diverse sampling of our community. For a complete consumer and business survey analysis, reference Appendix B: Data Summary. The following collection of individuals were engaged to develop our cultural insights:

### Downtown Residents

People who live within the plan limits or its adjacent neighborhoods.

- Surveys
- In-depth Interviews

### Business Owners

People who own or manage businesses within the plan limits, as well as, people who own local businesses outside of downtown to gain contrasting perspectives.

- Surveys
- In-depth Interviews

### Corridor Avoiders

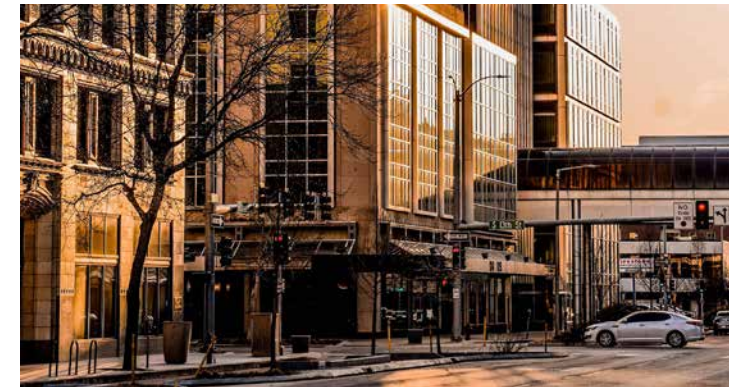
People who actively avoid downtown Lincoln all together.

- In-depth Interviews

### Corridor Frequenters

People who frequent the downtown including shoppers, event-goers and employees of downtown.

- Surveys
- In-depth Interviews



## WHAT WE HEARD: CULTIVATION VERSUS REVITALIZATION

As we shifted through qualitative responses, we heard a desire for something deeper than aesthetic changes or downtown landscaping.

- “The potential of this city to cultivate spaces that bring a sense of pride and supports inter-cultural communication are very high.”
- “The area is nice and walkable and has a rich history of long standing bars and venues, but there’s too many empty buildings and our community deserves a cultural center that doesn’t revolve around drinking/bar culture.”
- “I would LOVE to see Lincoln provide more places for people to just “be”. Incorporate the concept of “third place” and really go full steam into providing local small business any incentive to come downtown and stick around. This charge is extremely exciting to see Lincoln take it’s duties to heart and provide the type of dynamic urbanism Lincoln’s residents deserve!”

Business owners, residents and visitors alike want there to be a feeling that there’s “something going on” in downtown Lincoln. We classified this as **“Cultivated Vibrance”**.

Cultivate, defined as preparing land for growth, perfectly captures the desire to nurture people, culture, businesses, and vibrancy through the downtown. Cultivate embodies culture, people, inclusivity, and authenticity of place. It is more than beautification and physical improvements.

Lincoln’s downtown corridors should be a representation of the flourishing neighborhoods that surround downtown and make our city special. As a result, the team shifted our strategic framework to embrace the concept of cultivation over revitalization.

### CULTIVATED VIBRANCE

- Focuses on cultural and physical improvements
- Solutions centered on people over only aesthetics
- Inclusive, organic, and builds community
- Builds on the “old” to create something “new”
- Results in an authentic and charming neighborhood





## KEY FINDINGS

The following four insights were developed to summarize feedback, identify opportunities, and develop a strategic framework to cultivate the vibrancy desired in the principal corridors and downtown.

INSIGHT 1 CORE CREATORS

INSIGHT 2 COMMUNITY ECOSYSTEM

INSIGHT 3 DESIGN GRAVITY

INSIGHT 4 COMMUNITY ECOSYSTEM

For a complete key findings presentation, reference Appendix A: Cultural Insights Summary.

# INSIGHT 1: CORE CREATORS



## WHAT WE HEARD

The makers, entrepreneurs, and innovators of Lincoln bring a different perspective and bring energy to places where people will want to be.

### Fulfill > Infill

Downtown infill projects without creative intrigue that fulfill why people want to go there run the risk of not adding to the cultural vibrance of downtown.

### Desire for Activity

Those not visiting downtown acknowledged they don't come downtown because they feel like there's just not enough to make it worth the trip.

### Diversity in Business

Residents expressed a desire to see cultural diversity represented in businesses downtown that is a reflection of our entire community.

## OPPORTUNITIES

### Maker Collaboration

Inviting local, diverse makers, and entrepreneurs into conversations around downtown development planning allow for community input from those who inform culture the most.

### Develop Low-Stakes Spaces

Offering small spaces with minimal upkeep gives burgeoning businesses a low-rent, low-stakes, temporary space while they build their brand and base.

### Create Streetscape Activity

The principal corridors are a place where lots of people transcend. Enhancements should support their journey by activating the landscape with more things to do in the realm of 2-3 minutes.



# INSIGHT 2: COMMUNITY ECOSYSTEM

## WHAT WE HEARD

### Business Variety

Many respondents felt the shops that are downtown weren't targeted toward them or that the existing offering doesn't provide enough variety.

### Corridor Dead Zones

There are several developed business clusters in the downtown corridors but the distance between them feels too far to feel connected. These 'dead zones' represent new opportunities to program missing or underrepresented businesses.

### Business Barriers

High up-front investment that small makers, artists, and entrepreneurs can't afford is keeping more diverse, unique, and local business from popping up in Lincoln's downtown.

## OPPORTUNITIES

### Inspire More Ecosystems

Fill in some of the gaps that currently exist in Lincoln's corridors with curated programming, streetscape enhancements, and landscaping. Set the stage for more to be here.

### Encourage Owners and Makers

Revitalization often spells higher rents and subsequent gentrification of an area. Intentional programs to keep rent down for small makers will ensure a thriving, diverse business ecosystem.

### Diverse Business Incentives

Fostering diverse businesses and businesses that represent diversity shall be intentional. Offering financial incentives and support could jump start this effort.





# INSIGHT 3: DESIGN GRAVITY

## WHAT WE HEARD

### Lack of a Cohesive Journey

Respondents felt that, while there were plenty of hidden gems in downtown, the distance between them is significant enough (with no connective tissue) to discourage wandering from one to the next.

### To and From

Bike lanes are making downtown more accessible but personal vehicle travel will continue to be the primary mode within Lincoln.

### Parking Perceptions

Perceived convenience, expense, and experience are barriers to parking downtown, and therefore barriers to visiting for some.

### Desire to Linger

Residents and business owners alike expressed the desire for more places to linger - like outdoor patios, green spaces and seating areas. While the corridor's current atmosphere might not lend itself to this, our alleyways and offshoots might.

## OPPORTUNITIES

### Connective Experiences

Craft experiences that are visually driven and can be noticed from far away will draw people in and encourage them to explore. Visual cues generate curiosity – “I wonder what that is up there?”

### Parking as a Connective Experience

Embrace car culture by including the holistic parking experience and everything that surrounds it as a connective experience.

### Share Ride Drop-off and Pick-up Points

Create spaces for pedestrians to be safely and easily dropped off with dedicated ride share drop-off points.

### Design for Comfort

Corridors are our main thoroughfares, meaning traffic and noise is unavoidable. Incorporate design features that intentionally dampen noise, reduce (or increase) the temperature, and pull attention to businesses rather than the street.

### Restful Offshoots

Since they're off the beaten path and further from traffic, leverage the alleyways and offshoots of the principal corridors to create places for visitors to sit and stay a while.



# INSIGHT 4: CONNECT WITH AESTHETIC

## WHAT WE HEARD

### O Street is Lincoln

For many, the Downtown Corridors represent the gateway to the City as an entire community, not just the downtown. It's the heart; what is represented here reflects everything beyond.

### Gateway Versus Core Identity

As we think about the need to mark “gateways,” it's important to know there is wide consensus on where Downtown stops and starts. What Lincolinites feel the corridors lack are a consistent and appealing aesthetic of the neighborhood.

### Interrupted Aesthetic

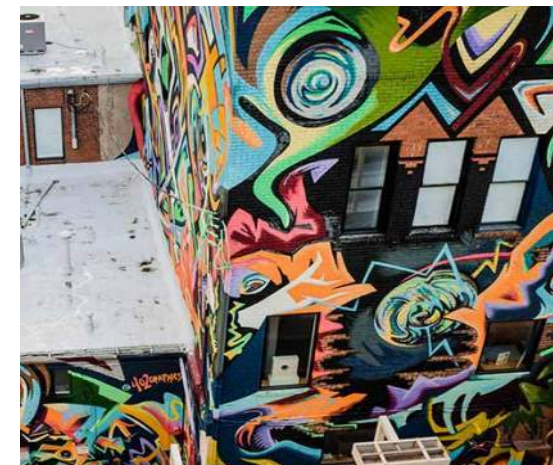
Respondents acknowledged recent construction projects have torn down old buildings and replaced them with modern ones, leaving the overall aesthetic disjointed.

### Desire for Green

The desire for more natural or green spaces was high on the list for residents and business owners alike.

### Communal Public Art

More public art could add to that sense of place – especially if it's the product of the surrounding community.



## OPPORTUNITIES

### City of Lincoln Sign

For visitors from out of town, downtown is also the gateway to all of Lincoln. Let's mark the entrance with a sign that represents all of our city.

### Downtown Brand

Establish a brand identity that can be used for all of downtown, unifying it into a single neighborhood.

### Contextually Aware

Design landscaping to connect the dots between old and modern aesthetics that currently exist downtown.

### Add Plant Life

Incorporate natural elements wherever possible. Using it in surprising ways gives more vitality and energy to the area.

### Features for Function

Double interesting visual aspects for functional features. Think through how public art can provide shade or warmth during tougher weather conditions.

### Revolving Local Art

Designate parts of the project for local artist to continually rethink, tie the visuals to the community, and keep things feeling fresh.



# PLAN LIMITS



## PROJECT PURPOSE

The Downtown Corridors project is a city-led streetscape enhancement effort meant to improve the attractiveness, safety, connectivity, and overall vibrancy of downtown's three principal corridors. As a recommendation of the 2018 Downtown Master Plan, the project ensures O Street, 9th Street, and 10th Street are the best first impression of our city to better serve downtown residents, business owners, employees, visitors, and adjacent neighborhoods. The plan considers O Street from 9th to 28th Streets and 9th/10th Streets from S to K Streets.

The master plan prioritizes the pedestrian experience through improvements to accessibility, street crossings, traffic calming, amenities, and connectivity to downtown destinations, residential developments, redevelopment projects, and adjacent neighborhoods. The project will make needed improvements to the pedestrian streetscape environs (primarily curb to facade) as well as, alley enhancements to provide increased pedestrian connectivity.

In addition to the principal corridors, the plan considers two blocks of 11th and 14th Streets which were identified in the 2018 Downtown Master Plan as corridor opportunities. Envisioned to extend from UNL to the Everett and Near South Neighborhoods, the 11th Street corridor is planned to be a greenway street that reclaims over 50' of right-of-way as a pedestrian amenity. Whereas, 14th Street was envisioned as a music district with a streetscape designed to support community festivals, fairs, and gatherings with robust infrastructure for street closures.

# EXISTING CONDITIONS



## O STREET

As the primary thoroughfare and only highway through downtown, vehicular circulation dominates the corridor. Pedestrian enhancements are needed to calm traffic, activate the public realm, and encourage connectivity. Ash tree removal will have a substantial impact to green infrastructure between 9th and 14th Streets. Hardscape, amenity, and infrastructure improvements are needed to elevate the corridor.



## 9th & 10th STREETS

The one-way corridors maximize vehicular circulation. The quantity of travel lanes creates uniquely narrow pedestrian realms and expansive pedestrian crossings. Lane reductions and traffic calming strategies are needed to promote pedestrian activity and safety. Lack of pedestrian friendly street enhancements discourages pedestrian activity, circulation, and connectivity.



## 11th STREET

With existing transit and bicycle circulation, the corridor connects downtown to adjacent neighborhoods and UNL. Expanded bicycle and pedestrian amenities are needed to further expand connectivity, activate the public realm, and promote non-vehicular circulation. Expansive right-of-way widths provide opportunities to encourage north-south connectivity and amenities.



## 14th STREET

As a destination for many downtown festivals and functions, the street lacks integrated infrastructure to facilitate frequent community events and closures. Dynamic furniture, barriers, and amenities are needed to accommodate functions of varying sizes, ease of street closures, and support all adjacent businesses. Art, sound, and lighting, would further elevate the corridor.

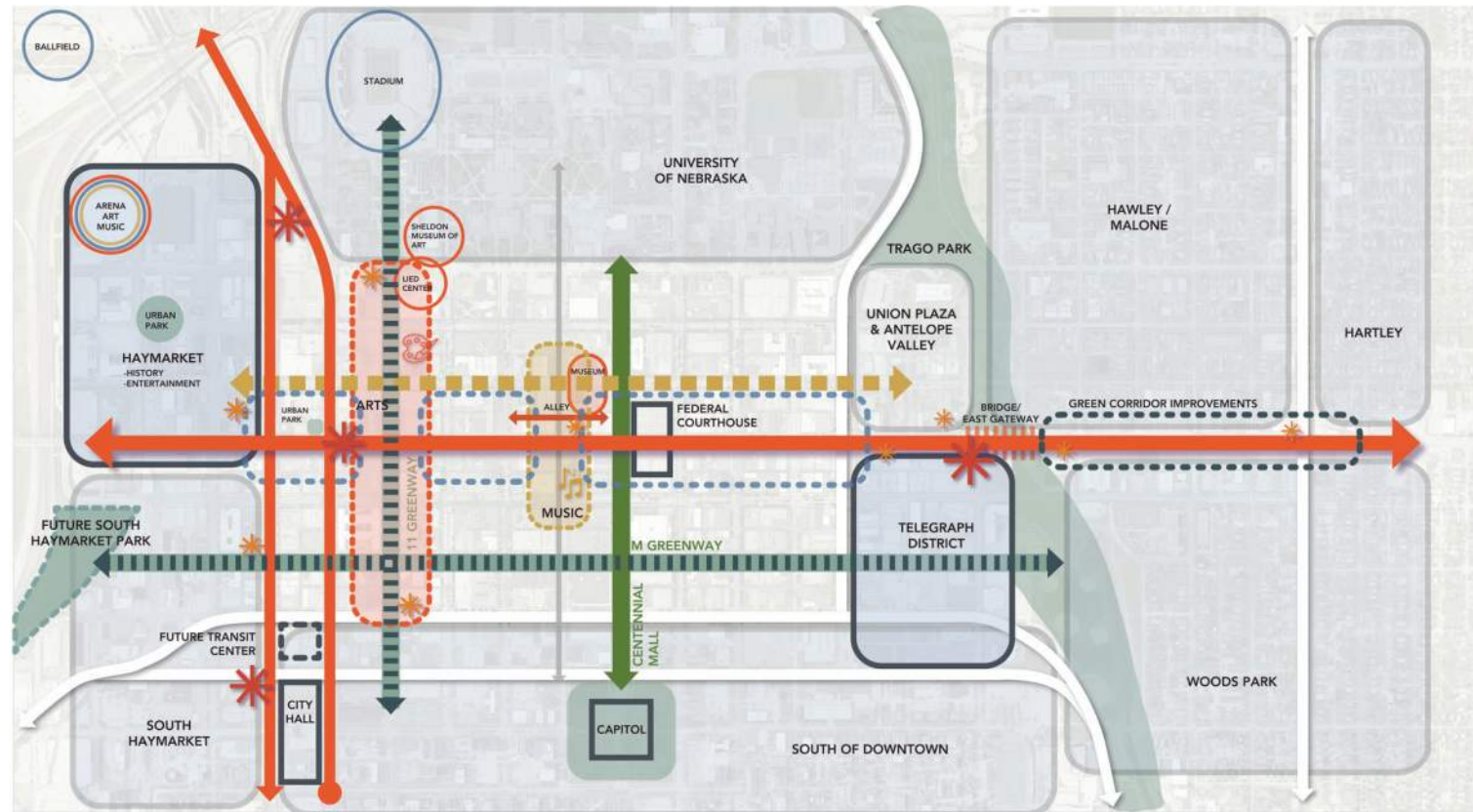


## ALLEYS

While alleyway conditions vary, hardscape improvements are needed to encourage pedestrian accessibility and walk-ability. Art, green infrastructure, and lighting will further encourage pedestrian oriented activities. Trash, utilities, and typical alley service functions need to be considered and coordinated to enhance the corridors for people.



# CORRIDOR ANALYSIS



## DESTINATIONS AND NEIGHBORHOODS

As principal corridors in downtown, the streetscapes serve as critical connectors to adjacent destinations and means of circulation. The densest portions of the O Street corridor are anchored by the Haymarket to the west. The expanding Telegraph District, Union Plaza, Antelope Valley and associated improvement corridor are ripe with potential to equally anchor the eastern limits of downtown. Further east, beyond the Antelope Valley Bridge, the corridor density decreases and character of O Street embraces the scale of adjacent residential neighborhoods. Vehicular speeds visibly increase as the travel lanes widen to highway standards. Traffic calming measures are encouraged to spur further cultivation, promote walk-ability, and articulate and celebrate the rich culture of adjacent Hawley, Malone, and Woods Park neighborhoods.

There are several thriving destinations between the Haymarket, and Telegraph district. Extensive gaps in these nodes of energy due to non-activated first floors currently fail to provide the connective tissue desirable for a walking culture. On-going cultivation of O Street as well as, 11th Street as a greenway corridor and 14th Street as a music district, and Antelope Valley are desired to build upon existing successes and reduce these gaps. Activation of the streetscape through the week and throughout a day and evening is desired to cultivate the vibrant culture desired.

- O Street
- 9th and 10th Streets
- P Street
- Centennial Mall Greenway Corridor
- 11th Street Greenway Corridor
- 11th Street Art & Community Corridor
- 14th Street Music District
- Future Transit Destination
- Gateway Monument Opportunity
- Neighborhood Marker Opportunity
- Antelope Valley Bridge Monument Opportunity
- Need for Connective Corridor Tissue
- Need for Green Corridor Improvements
- Adjacent Destinations
- Adjacent Neighborhoods
- Green Infrastructure
- Future Green Infrastructure
- Cultural Destination
- Sport Destination
- Music Destination



## ART AS CONNECTIVE TISSUE

Art provides an opportunity to create the connective tissue that bridges gaps between critical masses of activity. An infusion of music, food, monumental, digital art, murals, and revolving mixed-medias are opportunities to expand walkable urbanism. The 11th Street greenway and 14th Street music district provide unique opportunities to celebrate revolving art as a showcase and celebration of local to national artisans and musicians.

## GREEN INFRASTRUCTURE

Green infrastructure including the future South Haymarket Park, 11th Street greenway and M Street greenway in conjunction with Centennial Mall, Union Plaza, and Trago Park elevate the pedestrian realm and offering. Intersections of these amenities at principal corridors offer opportunities to celebrate these unique amenities and promote connectivity to UNL, Haymarket, Antelope Valley, and adjacent neighborhoods including South Haymarket, Haymarket, Everett, Near South, Hawley, Malone, Woods Park, and beyond. Additionally, South Salt Creek Corridors provide an opportunity to celebrate sustainable initiatives like bio-diverse planting, rain-gardens, and storm water management solutions in alignment with the Lincoln Environmental Action Plan.

## SAFETY ENHANCEMENTS

The volume of vehicular oriented traffic, quantity of travel lanes, and crossing distances of traffic calming measures limit the cultivation of an active pedestrian realm. The dominance of vehicles limits pedestrian and bicycle circulation, discourages the act of wandering, and discourages active street programming through sidewalk cafes, dog amenities, and on-street gathering.

Safety and the perceptions of safety are reduced with the absence of traffic calming measures. Reducing pedestrian crossing lengths, creating pedestrian refuge islands, expanding pedestrian and bicycle amenities, development of boulevards, and calming traffic through lane reductions, intersection bulb-outs, on-street parking, medians or landscape buffers are options to improve both real and perceived pedestrian safety.

## PROGRAMMING AND POLICY

Active public realms are enhanced by intentional planning and programming. Policy and processes to activate the principal corridors and its amenities shall encourage and facilitate grass-root program development, active cafe environments, dynamic parking infrastructure, and activities that cultivate a vibrant urban culture. In the past, the city has sometimes failed to properly prioritize the programming and policy components of downtown streetscape projects.

# CORRIDOR VISION

## PROGRAM FRAMEWORK

There is a clear desire and need to cultivate a public realm that is vibrant, healthy, equitable, inclusive, and most importantly, improves the quality of life for residents and visitors of Lincoln.

The Downtown Corridors seeks to cultivate places that people want to be, spend time, gather, and explore the culture and authenticity that is Lincoln. More than corridors to pass through, the public realm is envisioned as an extrapolated concept of home, the places we are most comfortable and where a rich sense of community can be cultivated. The interweaving 'sphere of influence' in our lives shape these spaces which offer a forum for social interaction, recreation, entertainment, relaxation and community building. The following public realm concepts serve as the program framework for the master plan program:



### THE PORCHES

Covered Areas  
Shading and Cooling  
Swings



### THE YARDS

Open Spaces for Play  
Dog-Walking/spaces  
Flexible Event Spaces



### THE GARDENS

Respite Zones  
Garden Strolls  
Community involvement



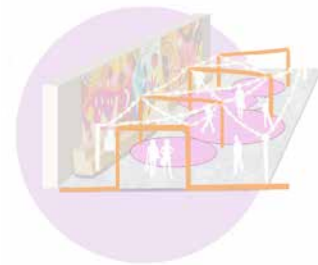
### THE COURTS

Bocce Courts  
Basketball Courts  
Ping Pong Tables  
Skating



### THE DECKS

Gathering Spaces  
Flexible Seating  
Elevated Perches



### THE SHEDS

Active Social Hubs  
Outdoor Gallery Spaces  
Public Art Displays



### THE LEMONADE STAND

Low-Stake Spaces  
Food Vendors  
Pop-Ups

The public realm concepts serve as framework for place where we exchange ideas, have a good time, learn, and build relationships. It's these spaces, along with people they serve, that complete the building blocks for a vibrant street culture.

## DESIGN FOR PEOPLE

People are the building block that all great cities and places are supported by. Downtowns were originally designed to financially and culturally rely on pedestrian traffic. People walking from place to place supported businesses, arts/cultural destinations, and other institutions. Streets full of people created the perfect kaleidoscope for a community to grow, for people to meet their neighbors, and for people to discuss the ideas and issues important to their community. This project intends to make better use of the public space in our corridors to cultivate a more walkable and livable downtown where business, the cultural arts, nature, and people all thrive.





# CORRIDOR VISION

## DESIGN CONSIDERATIONS

To cultivate a successful public space, we need an understanding of the considerations that contribute to the sense of place, vibrancy, resiliency, and nimbleness sought in the corridors. The following design considerations were identified as essential to cultivating place and capturing the opportunities identified within the four cultural insights.



### Site

- Minimize environmental impact
- Create an impactful design solution
- Capitalize on downtown's existing characteristics, eliminating or improving on any negative factors
- Consider the unique attributes and constraints of the corridors with goals and objectives in mind



### Culture

- Embrace and celebrate local and regional culture
- Create unique destinations that call attention to the unique features of place
- Build on what makes downtown special
- Preserve authenticity



### Public Realm & Infrastructure

- Define an experience that begins at the gateway but lasts throughout
- Develop a seamless pedestrian experience
- Design the infrastructure to allow for growth and sustainability of future programming
- Embrace and improve the functionality of the public realm



### Open Space

- Create an intuitive pedestrian experience
- Create a framework that permits people to orient themselves to their physical surroundings
- Focal elements organize spaces, create interest and provide destinations in wayfinding
- Understand how the community engages with the open space network



### Destination

- Define a vision for downtown; create the new identity
- The overall vision is more powerful than any of the individual parts
- Create a dynamic destination
- Allow the goal of the greater destination to serve as a benchmark for all design and planning decisions going forward
- Define the local vernacular



### Circulation

- Approach the streets as a unifying force in the layout of the downtown destination
- Understand what systems are valued by the users
- Look at 'movement systems', not vehicular systems
- Organize traffic patterns
- Develop guidelines for setbacks and spatial dimensionality
- Promote walk-ability

# DESIGN SYNTHESIS

## BIG IDEAS

As a synthesis of the existing conditions, cultural insights, corridor analysis, and corridor vision a series of big ideas were developed and vetted in two public open houses and numerous review sessions with stakeholders and the expanded steering committee. The following big idea summary served as the guiding principles for the plan concepts and development.

1

### INCORPORATE LOW-STAKE INCUBATOR KIOSKS AND VENDOR SPACE

- Incorporation of street vendors, boutique pop-ups, food trucks, kiosks, etc.
- Design spaces that can be scaled up to allow local businesses to occupy during permitted hours.
- Activity on the along the street will add interest between ecosystems.



2

### CREATE DYNAMIC PARKING ON O STREET BETWEEN 9TH AND 16TH STREETS

- Consider dynamic Pick-Up/Drop-Off (PUDO) zones for short-term parking and consolidate long-term parking into nearby garages.
- Reallocate parking spaces for landscape and public realm enhancements.



3

### RE-PURPOSE TRAVEL LANES ON 9TH AND 10TH STREETS

- Remove travel lane and increase public realm for pedestrian first enhancements and safety.
- Remove travel lane to maximize buffer at ROW edges to existing and buildings under construction for building occupants and users.
- Remove travel lane for beautification and rain gardens.
- Develop dedicated parallel parking and intersection bulb-outs.

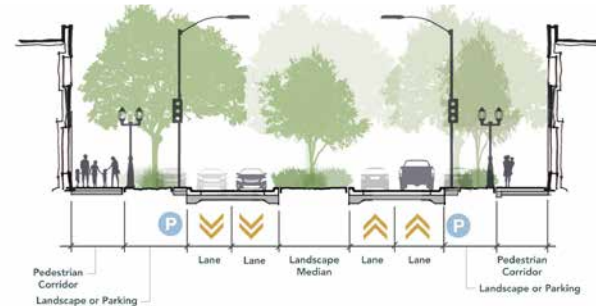




# DESIGN SYNTHESIS

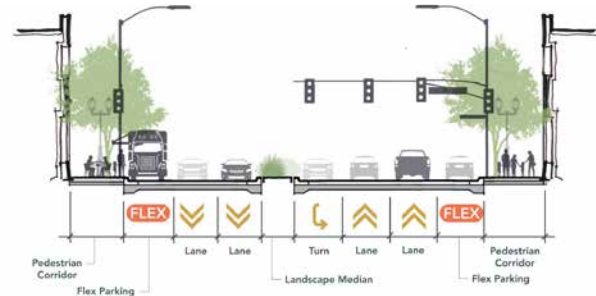
## 4 INCORPORATE A BOULEVARD AND PEDESTRIAN REFUGE ALONG O STREET

- A boulevard with heavily landscaped central median provides an island of refuge, calms traffic, and beautifies O Street east of Antelope Valley Park.



## 5 INCORPORATE PEDESTRIAN REFUGE AND MEDIAN ALONG O STREET

- Medians at selected intersections with opportunity for seasonal interest.
- Bookend medians at key points for added interest.
- Boulevard street with heavily landscaped median.



## 6 CREATE A PEDESTRIAN SCRAMBLE ON 14TH STREET

- Historically, the star at 13th Street was a 4-way red light to allow diagonal crossing.
- Opportunity to study current vehicular patterns and trends to identify an appropriate 4-way stop at music district intersection.
- Prioritize pedestrian movement over the currently dominated vehicular use.



## 7 GATEWAY PLAZA AT O STREET BETWEEN 9TH & 10TH STREETS

- Leverage iconic architectural element at the primary entry to downtown.
- Opportunity for activated public open space at crossroads between O Street and Haymarket District.
- Opportunity to modify perimeter hedges to open up visual corridors into the urban park.



## 8 INCREASE CENTENNIAL MALL PRESENCE ON O STREET

- Provide public realm open space connection through O Street by enlarging landscape corridor and enhancements.
- Opportunity to increase open space connection between P and O Streets with reduction or elimination of vehicular drop-off lane.



## 9 TRANSFORM 11TH STREET AS A GREENWAY STREET WITH EXPANDED BIKE CIRCULATION

- Remove lane and increase public realm space for greenway connection from O Street.
- Opportunity to create an expansive North/South Greenway Street through downtown (Q Street to Lincoln Mall).
- Wide enough Open Space Corridor for programmed spaces and amenities.



## 10 REVITALIZE BRIDGE TO ALIGN TO O STREET CORRIDOR IMPROVEMENTS

- The existing bridge aesthetics respond to the fit and finish of the park below.
- Missed opportunity to reinforce the existing threshold into Downtown Lincoln.



## 11 INFUSE DESTINATION SIGNAGE, LIGHT, AND ART

- The survey revealed that traditional threshold gateways are not necessary, people 'know they are downtown.'
- Explore alternative methods to create an identity along O Street.



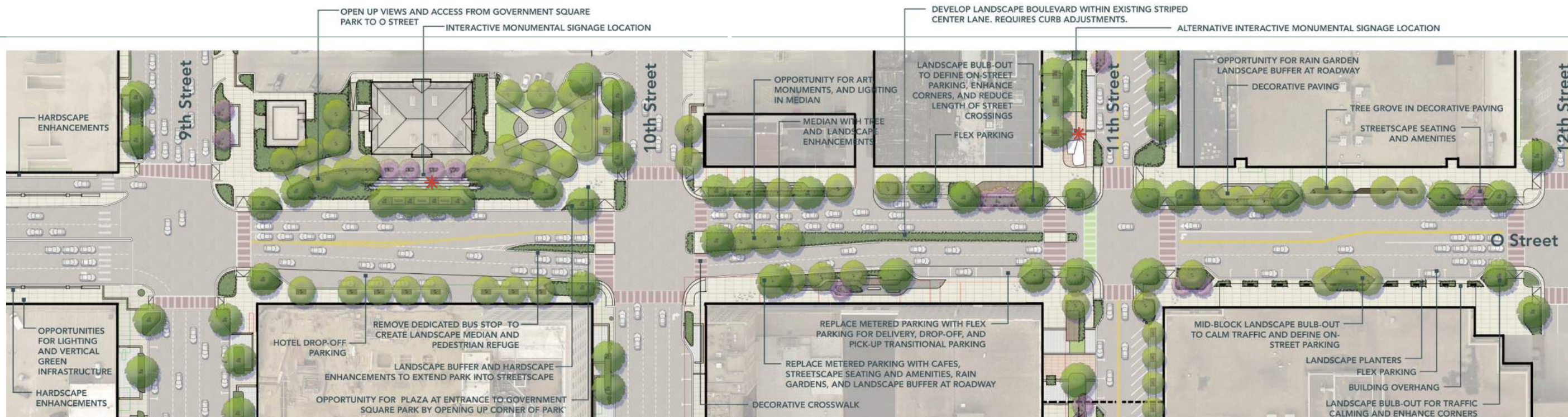




## CHAPTER 2

# THE PLAN





# O STREET 9TH ST TO 12TH ST

## RE-FRAMING AN ARCHITECTURAL TREASURE

The Eastern edge of the O Street Corridor serves as the primary entry point for many visitors from the West. It is also an intuitive "gateway" into downtown. The old City Hall building has the potential to act as a natural welcome sign into downtown, however many of the existing trees currently block the architectural and cultural significance of this building. The design proposes tidying up the streetscape of this block, and utilizing a layout that both frames views of the building, and brings pedestrians closer with accessible paths to the front facade.

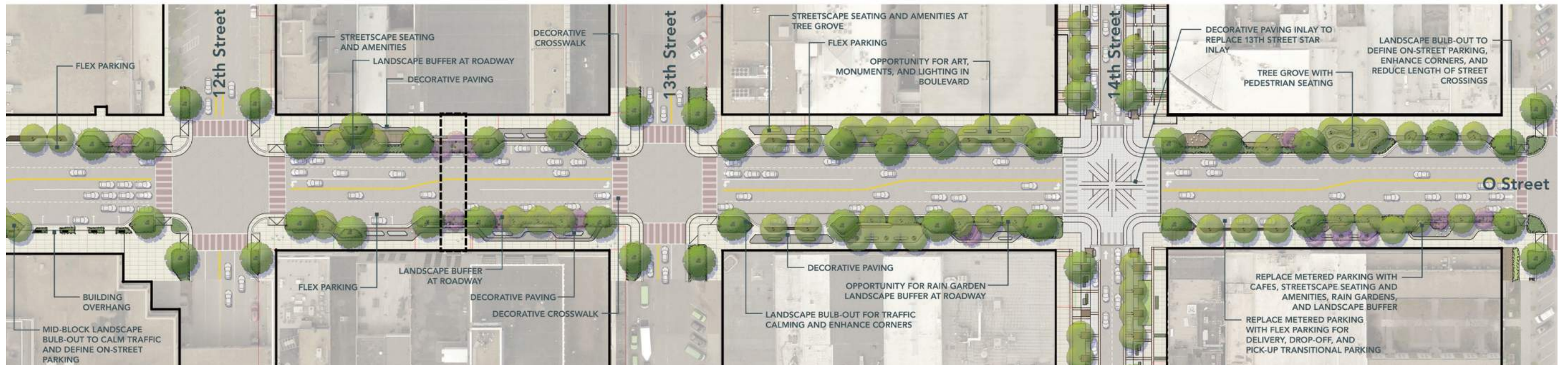


## PROVIDING A GREEN GATEWAY

At key locations along the corridor underutilized traffic space has been reallocated to provide a central median. These medians would feature art, lighting, and landscape enhancements to emphasize existing commonly understood thresholds into downtown. These features create a gateway that seems organic and not forced.







## O STREET 12TH ST TO CENTENNIAL MALL



### CREATING THE PLACE

Moving through the corridor, each block features a unique but similarly composed language of pedestrian improvements. Street trees arranged into groves provide shade, and a quality of place not currently found in the corridor. Enhanced pedestrian paving and engaging street furniture are used to reinforce these spaces as places for people to be, and not just move through. Large planting beds and rain gardens help create a green buffer between pedestrians and cars.

### RETHINKING PARKING ON O ST.

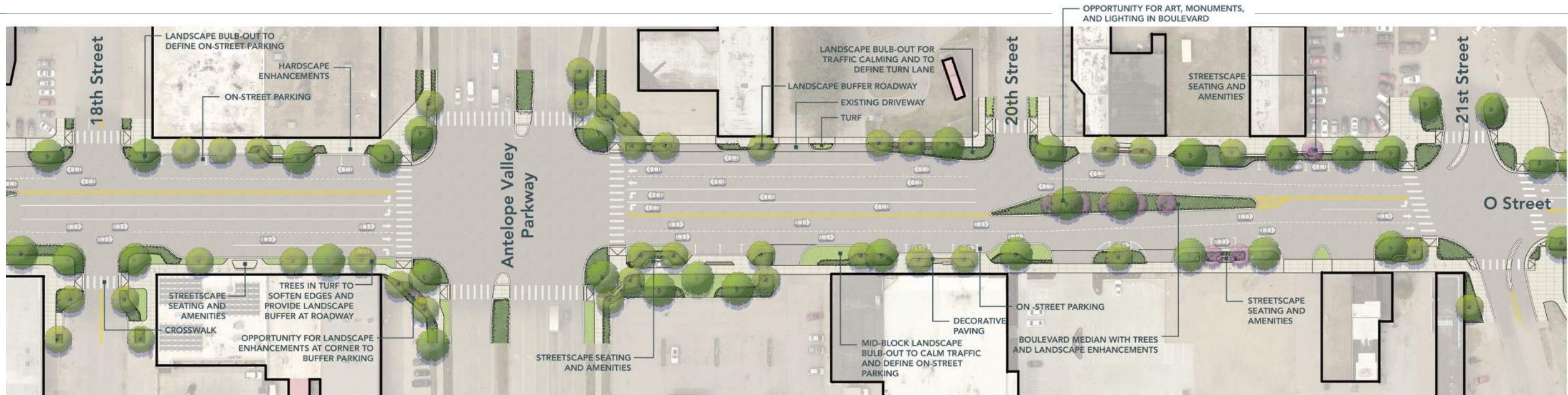
Parallel parking on-street parking on O Street could be rethought of as pick-up/drop-off zones only to better serve the adjacent businesses along the corridor. These spaces would be reallocated into the adjacent garages where a majority of the current customer base is already parking. This also allows for more pedestrian space within the right of way.











# O STREET 18TH ST TO 21ST ST



## STRATEGIC IMPROVEMENTS

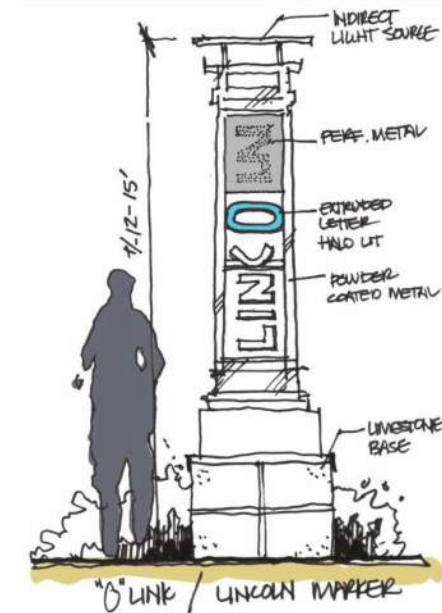
Approaching Antelope Valley Parkway the corridor begins to change in character with more traffic space, and less opportunity for pedestrian enhancements. Simple and practical improvements West of 18th are used to support the pedestrian realm where possible, while allowing existing lane patterns, curb cuts, and bus stops to remain in place. Opportunity to create a lane reduction (turn lane or right turn only) is beneficial to create a more pedestrian friendly crossing. A lane reduction would provide and opportunity to add a median and a little green space to carry the sense of place past the heart of downtown. Another median between 20th and 21st helps to pull it through.



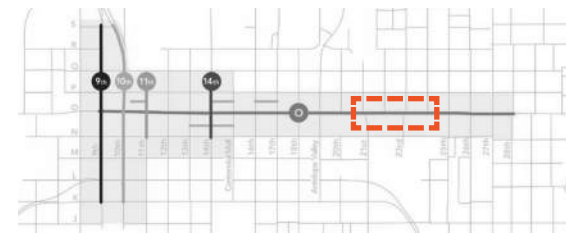
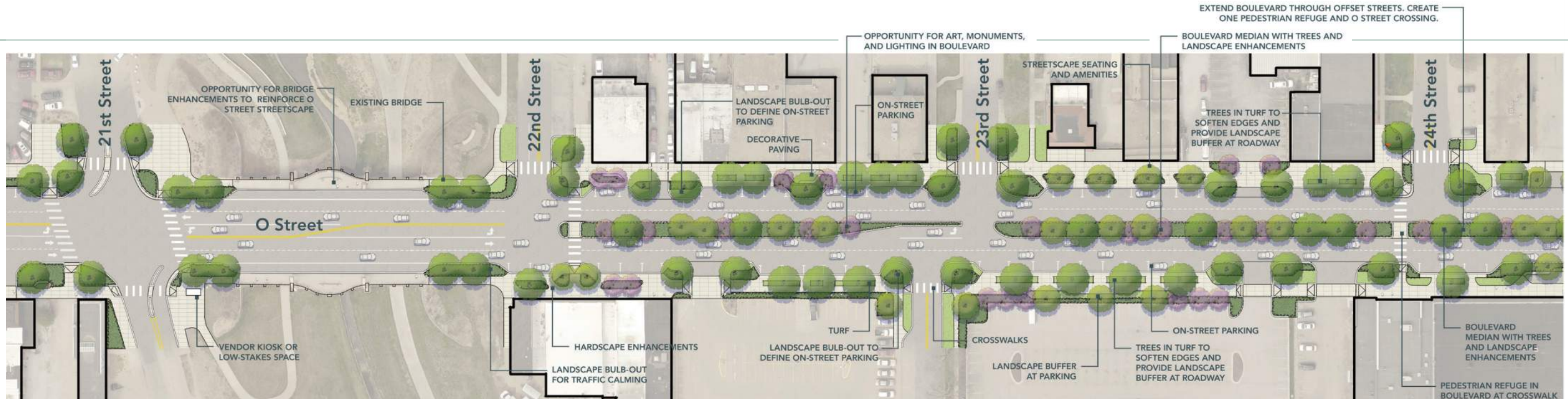
## DISTRICT MONUMENTATION

To further articulate O Street as a destination and reinforce the corridor's sense of place custom monumentation is proposed. Book-end medians provide a centralized focal point at key thresholds. The medians provide an opportunity for larger scale installations set in a curated or seasonal landscape feature. Lighting is envisioned to elevate the signature monuments throughout the evening.

To celebrate adjacent neighborhoods and destinations, pedestrian scale markers are proposed for way-finding and to encourage pedestrian linkage from O Street these communities' cultural, entertainment, retail, and residential offerings.







# O STREET 21ST ST TO 24TH ST

## BUILDING ON WHATS ALREADY BEEN DONE

People understand the bridge over Antelope Valley as a mental threshold into downtown. Enhancements like lighting, signage, or architectural changes would help this existing infrastructure better match the new corridor aesthetic and reinforce that natural boundary that people already associate with downtown Lincoln.



## A NEW IDENTITY FOR 27TH & O

There is enormous potential between 22nd and 27th to establish a new more welcoming identity within the public realm. The existing sea of concrete has ample underutilized space. The design re-imagines the street as a boulevard where much of the existing center turn lane becomes a large center median, again featuring the same design elements as the other medians along the corridor. With plenty of room in the pedestrian zone, there is also room for a robust system of plantings and street trees that benefits both pedestrians and drivers. The new design elements also create a sense of friction helping to calm traffic and create a safer environment for pedestrians.







# O STREET 24TH ST TO 27TH ST

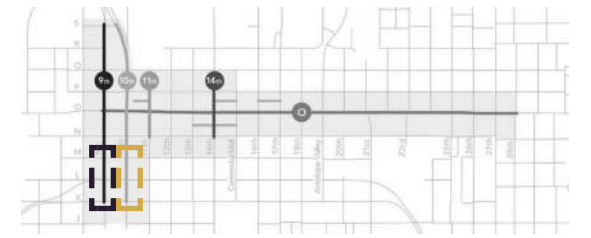


## A NEW FACE FOR ADJACENT NEIGHBORHOODS

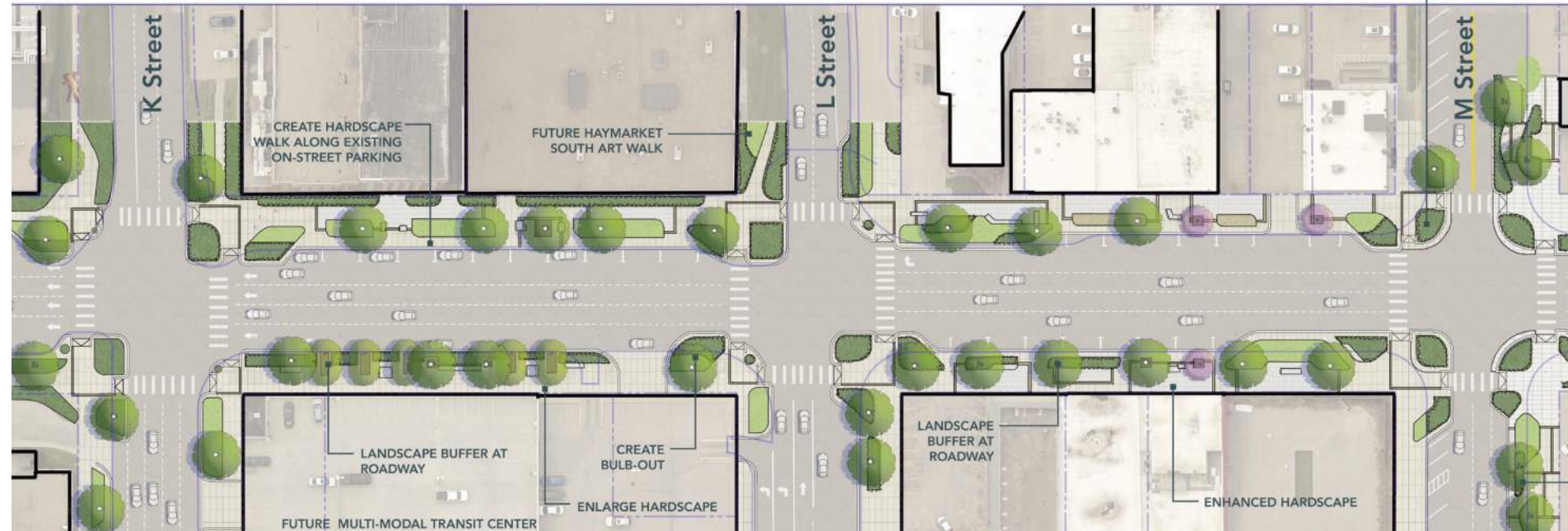
These design elements are carried all the way to the intersection of 27th & O Street, establishing a bold welcoming gesture for those entering downtown from the east. Medians also act as pedestrian refuge islands, creating a safer crossing experience for pedestrians. This is especially important at 25th Street, as it connects the Malone/Hawley Neighborhood with Elliott Elementary. The plan also accounts for the high redevelopment potential along this portion of the corridor. Both sides of the street have the potential to become the walkable/commercial face of the diverse neighborhoods they support.







DEFINE EXISTING PARKING WITH CORNER BULB-OUTS. PROVIDES AN OPPORTUNITY TO INSTALL LANDSCAPE BULB-OUTS AT INTERSECTIONS TO REDUCE LENGTH OF STREET CROSSINGS, ENHANCE CORNERS, AND BUFFER FOR PEDESTRIANS AT ROADWAY.

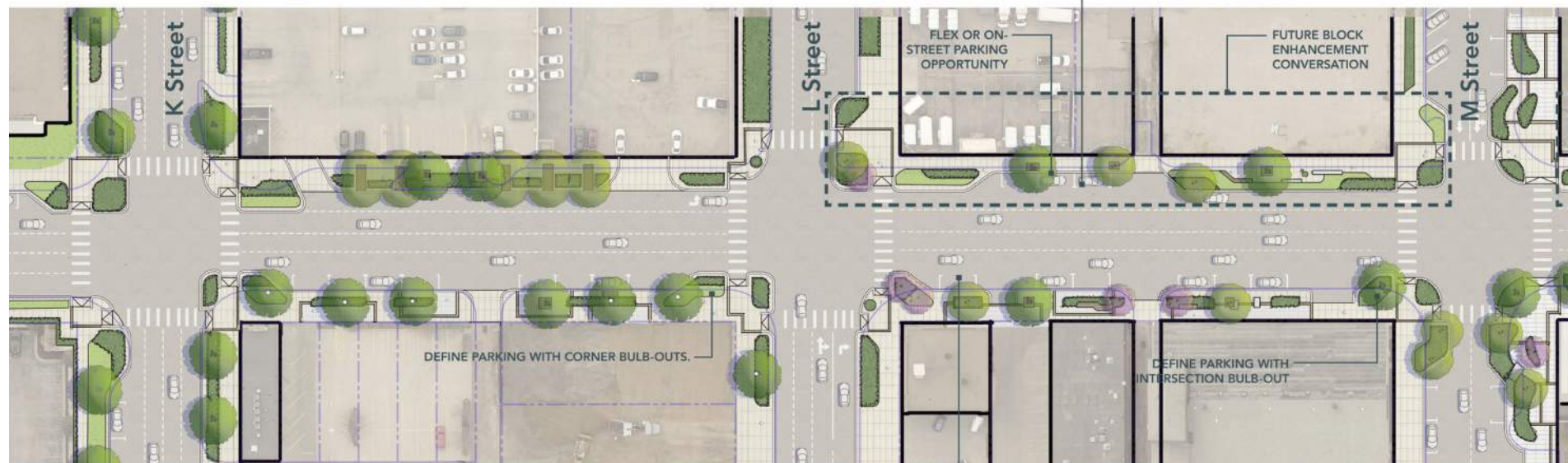


## 9TH STREET K ST TO M ST

### CREATING A UNIFIED IDENTITY

The existing streetscape for the 9th Street Corridor has evolved over time, being piece-mealed over time. The design for this street creates a unified aesthetic language, helping identify its importance as a main entrance for downtown, while tying into the sense of place established along the other corridors of the project.

OPPORTUNITY TO ELIMINATE TURN LANE TO ENLARGE STREETScape AND LANDSCAPE BUFFER IF FUNDING ALLOWS



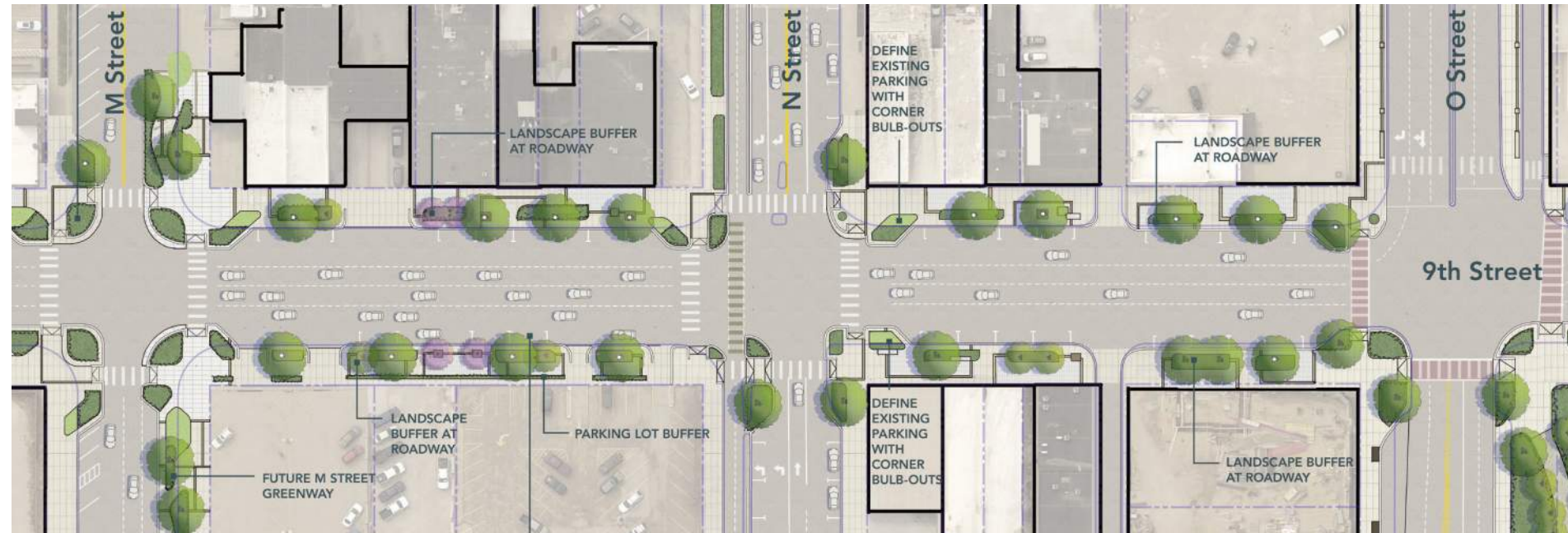
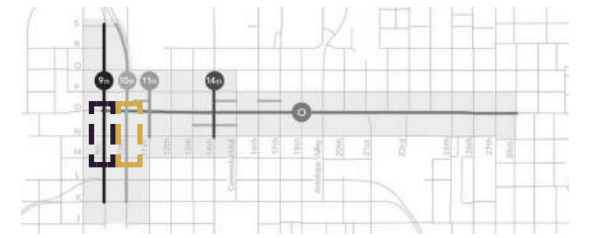
CONVERT SHARED TRAFFIC LANE AND PARKING TO PARKING ONLY. PROVIDES AN OPPORTUNITY TO INSTALL LANDSCAPE BULB-OUTS AT INTERSECTIONS TO REDUCE LENGTH OF STREET CROSSINGS, ENHANCE CORNERS, AND BUFFER FOR PEDESTRIANS AT ROADWAY.

## 10TH STREET K ST TO M ST

### A WELCOMING GATEWAY

10th Street is the primary entry way for residents commuting into downtown from the south. The southern end of 10th Street establishes a new green identity for the corridor providing pedestrian and aesthetic enhancements along a busy arterial. The enhanced pedestrian environment establishes a sense of place for both pedestrians and those that primarily experience the corridor via motor vehicle.

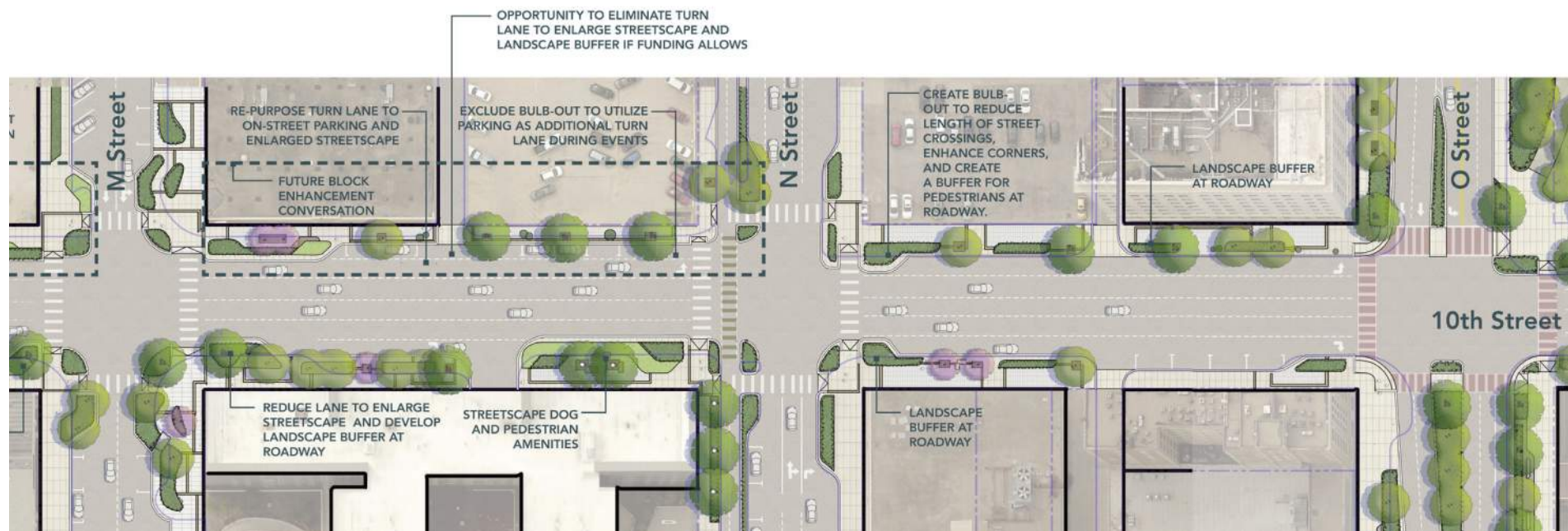




## 9TH STREET M ST TO O ST

### A FLEXIBLE SOLUTION

There are many different building conditions that front 9th Street. Some are traditional retail bays, some parking or alley access, and others are secondary or non-activated building fronts. The streetscape is designed to accommodate pedestrian amenities when needed adjacent to businesses, and provide parking access in other locations. When not passing by an active storefront or parking lot the streetscape provides consistent aesthetic improvements along the corridor.

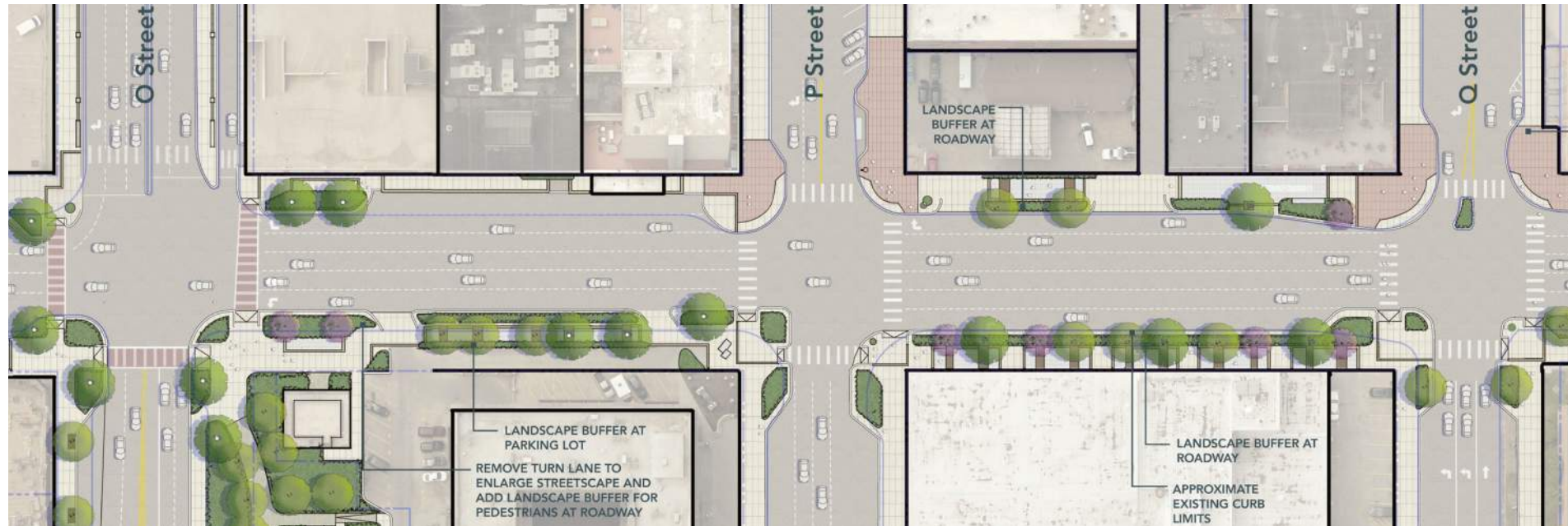
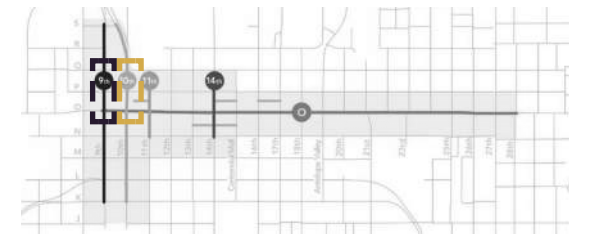


## 10TH STREET M ST TO O ST

### PEOPLE FRIENDLY SOLUTIONS

The central portion of 10th Street continues the gesture of green along a busy corridor, providing a comfortable pedestrian environment a sense of identity for 10th Street Unique amenity spaces like streetscape level dog areas are included next to high density residential uses. Bulb-outs are again used to help reduce roadway width and calm traffic.



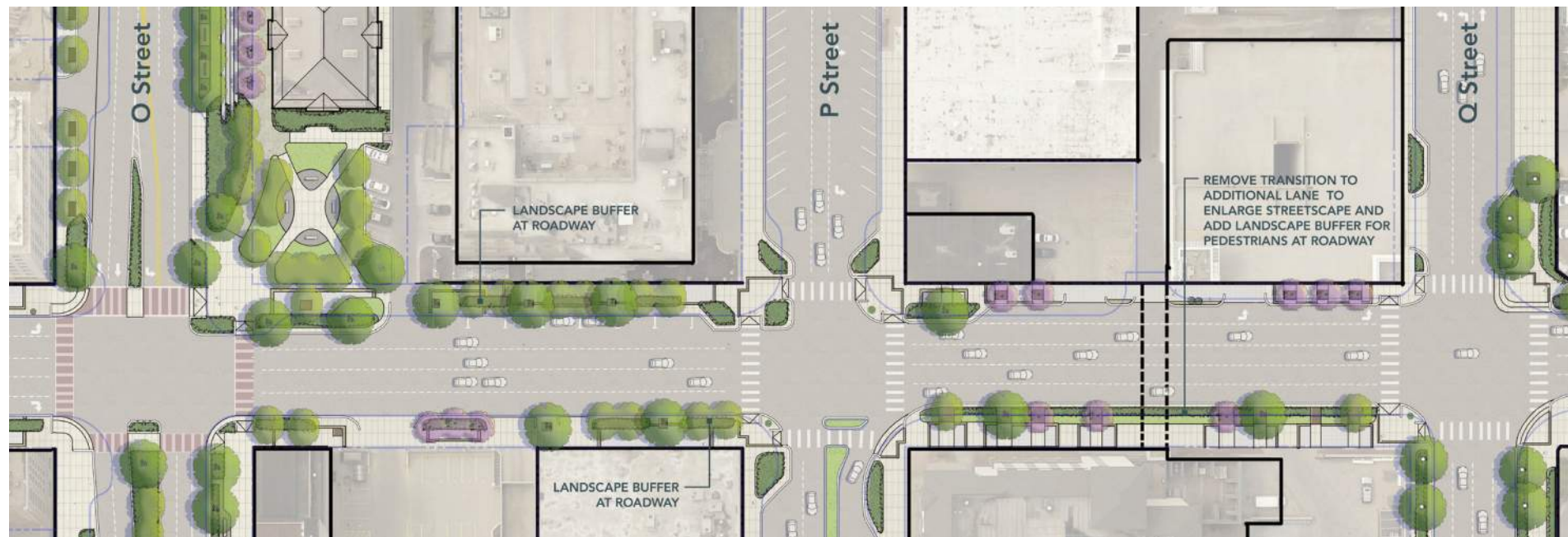


## 9TH STREET O ST TO Q ST

### COMPLIMENTING THE HAYMARKET

9th Street acts as the seam between downtown and the Haymarket. The design allows the Haymarket's historic character to shine on the western edge, while complimenting it along the east.

All along 9th Street there is the opportunity to calm traffic and better define turn lanes with the use of corner bulb-outs. These help slow traffic, and provide a better crossing experience for pedestrians by reducing the width of roadway that needs to be crossed, helping to better stitch together downtown and The Haymarket.

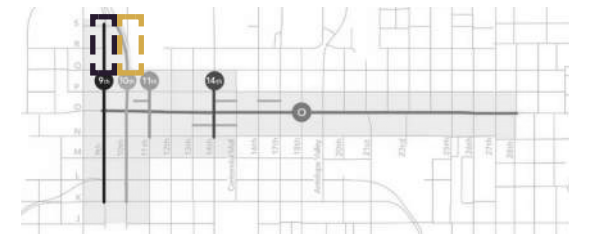


## 10TH STREET O ST TO Q ST

### PEOPLE FRIENDLY SOLUTIONS CONTINUED

The reconfiguration of bulb-outs continues from O Street to Q Street and additional landscape buffers are added to help protect the pedestrians from traffic and to create a more comfortable walking environment.





## 9TH STREET Q ST TO S ST

### A WELCOMING GATEWAY

9th Street is the primary gateway corridor for those coming from I-80 and is downtown Lincoln's front door for much of the state. The plan simplifies roadway geometry allowing for more space for pedestrian and aesthetic improvements to welcome those entering the corridor.



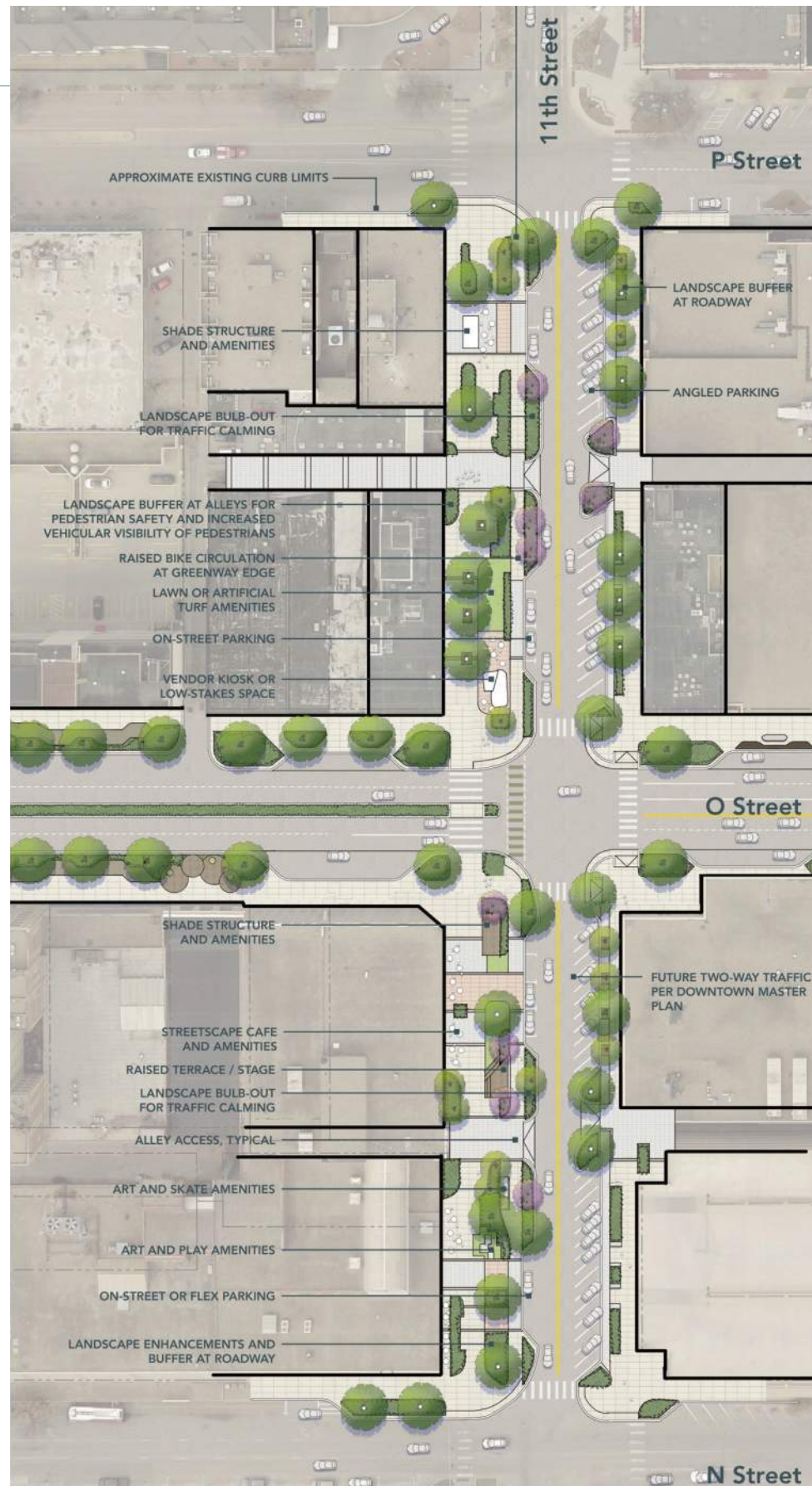
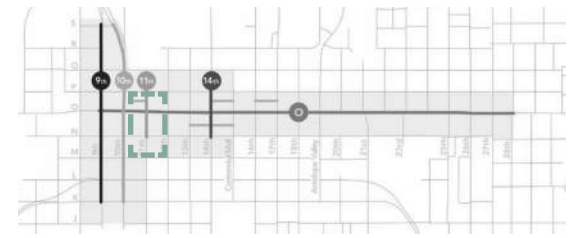
## 10TH STREET Q ST TO I-180

### LINKING THE CAMPUS AND BEYOND

The northern end of 10th Street presents a green goodbye from downtown, as a transition into City Campus. An enhanced pedestrian promenade along the Eastern side of the street utilizes additional sidewalk space and a double row of trees to signal the change between downtown and campus environments.







# 11TH STREET N ST TO P ST

## A GREENWAY STREET

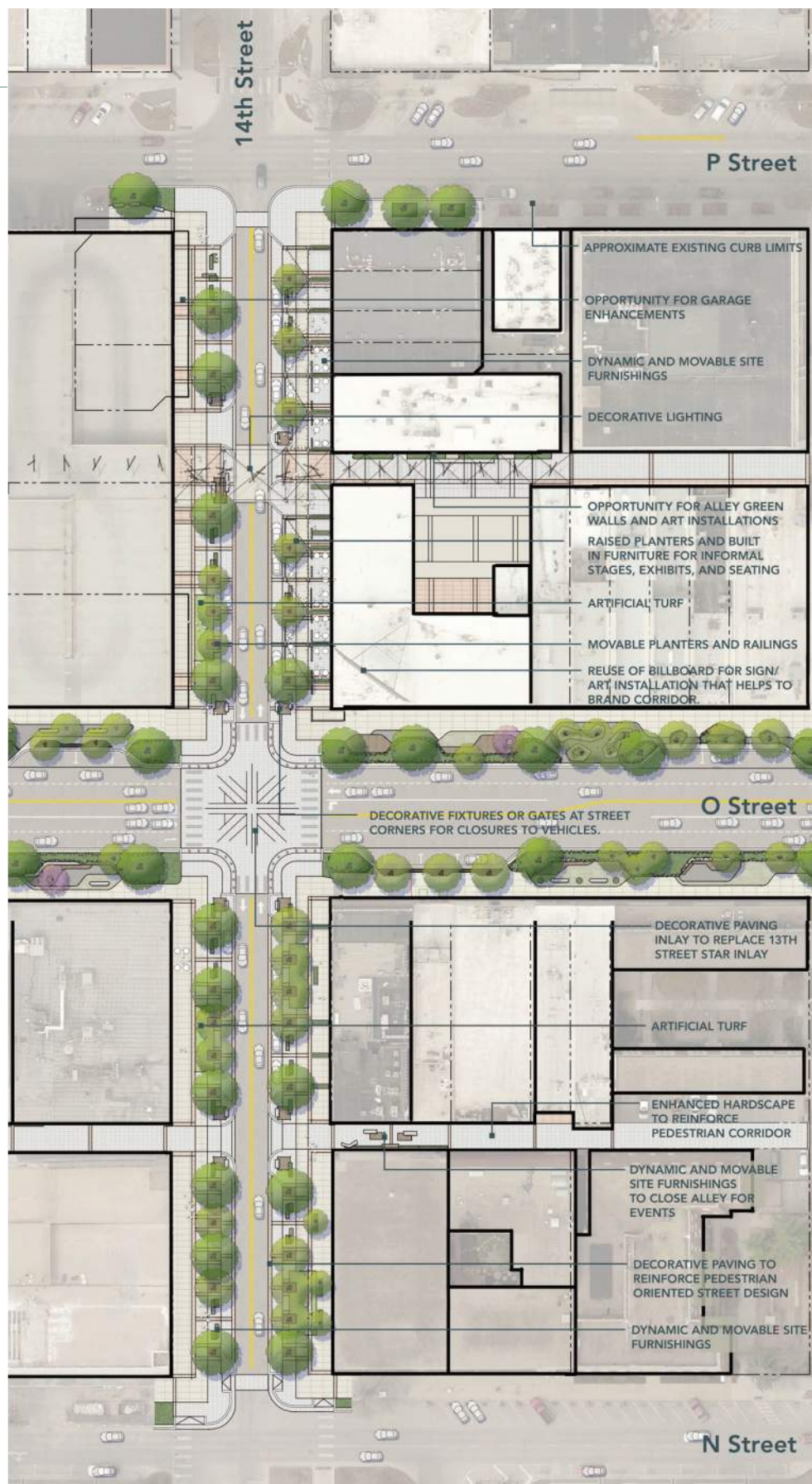
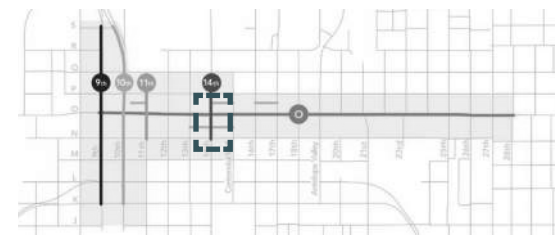
11th Street is envisioned as a greenway street. Providing additional space along the western side of the street is intended to allow the incorporation of green space and place making opportunities. Places for street cafes are provided as needed on this two block segment, as well as space for a protected bike lane that has been moved from the traffic lanes and now separates parallel parking from the sidewalk space.

### ANTICIPATED CORRIDOR AMENITIES MAY INCLUDE:

- Shade Structures
- Multi-Purpose Event Lawns
- Play Features
- Skate Features
- Vendor Kiosks
- Cafe Seating
- Art and Sculpture Installations
- Wayfinding Kiosks
- Rain Gardens
- Bike Parking
- Small Performance Stage and Power Provisions
- Streetscape Living Rooms and Seating
- Bike Enhancements
- Downtown Monumentation
- Dog Relief Amenities
- Ornamental Landscapes
- Community Hearth
- Mist Play Feature







# 14TH STREET

N ST TO P ST

## A COMMUNITY SPACE

The vision for 14th Street is to create an enhanced pedestrian environment to organically support the existing businesses and grass-roots music venues/organizations. The design draws from European woonerfs and other festival street spaces. The street is designed in a way to allow for portions to be closed to vehicular traffic, allowing pedestrians to easily flow from one side to the other. On-street parking has been adjusted to include parallel spaces on both sides of the street, offering equitable pedestrian opportunity to businesses all along this section. Flexible furniture provides opportunities for both seating and impromptu performance space. An increased number of trees both provide shade, and are arranged in a way conducive to the outdoor festivals held on 14th Street.

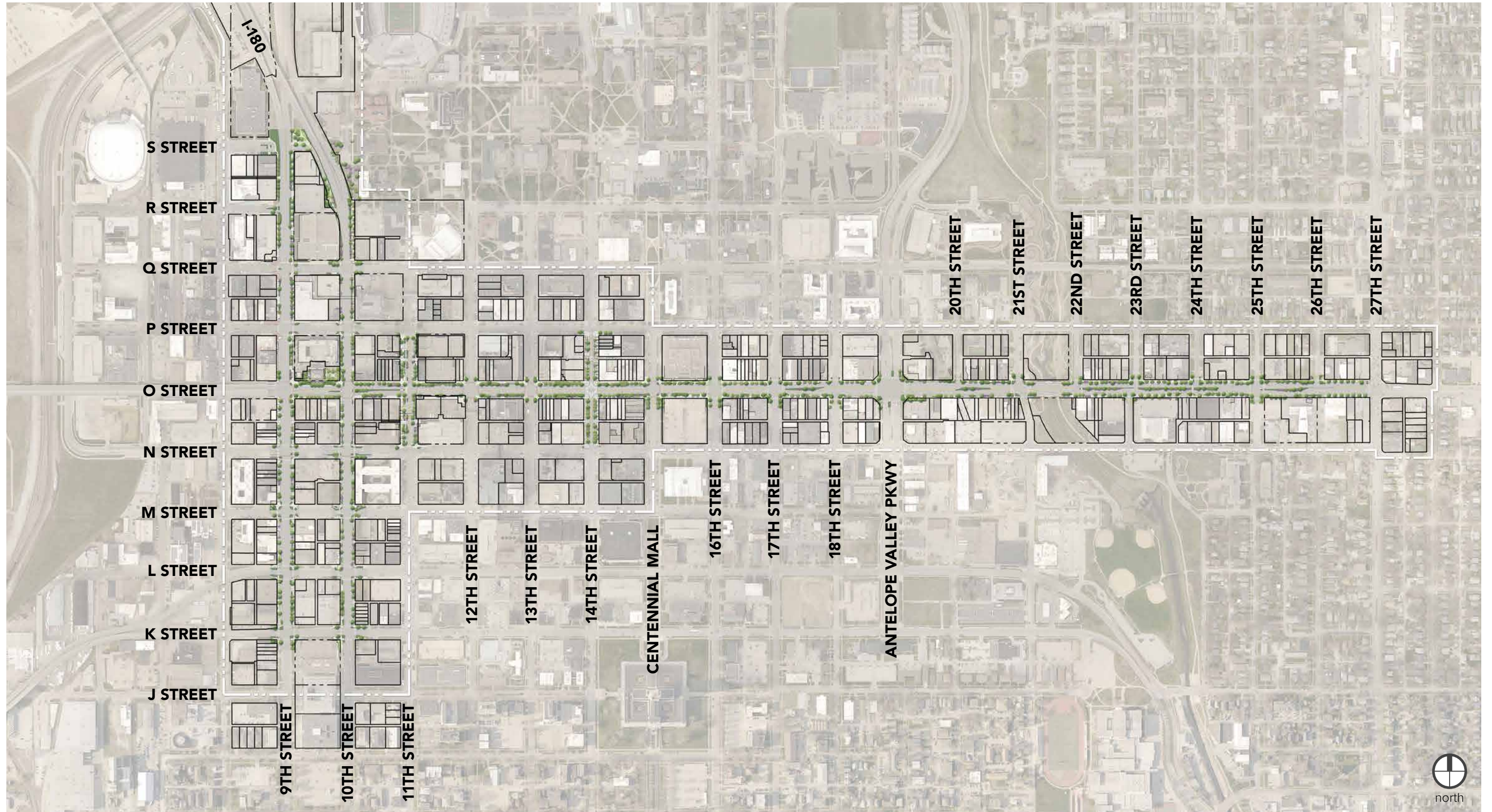


### ANTICIPATED CORRIDOR AMENITIES MAY INCLUDE:

- Interactive Art
- District Sound System
- Garage Murals
- Projection Art on Garage
- Garage Enhancements
- Portable Stages
- Elevated Seating Planters
- Vendor Power Provisions
- Music Power Provisions
- Interactive Lighting
- Specialty Lighting
- Wayfinding Kiosks
- Bike Parking
- Small Performance Stage and Site Furniture
- Street Closure Fixtures
- Bike Enhancements
- Music District Signage
- Alley Enhancements
- Pedestrian Scramble
- Dog Relief Amenities
- Shade Structures
- Street Light Speakers
- All-age Studio Space



# OVERALL PLAN







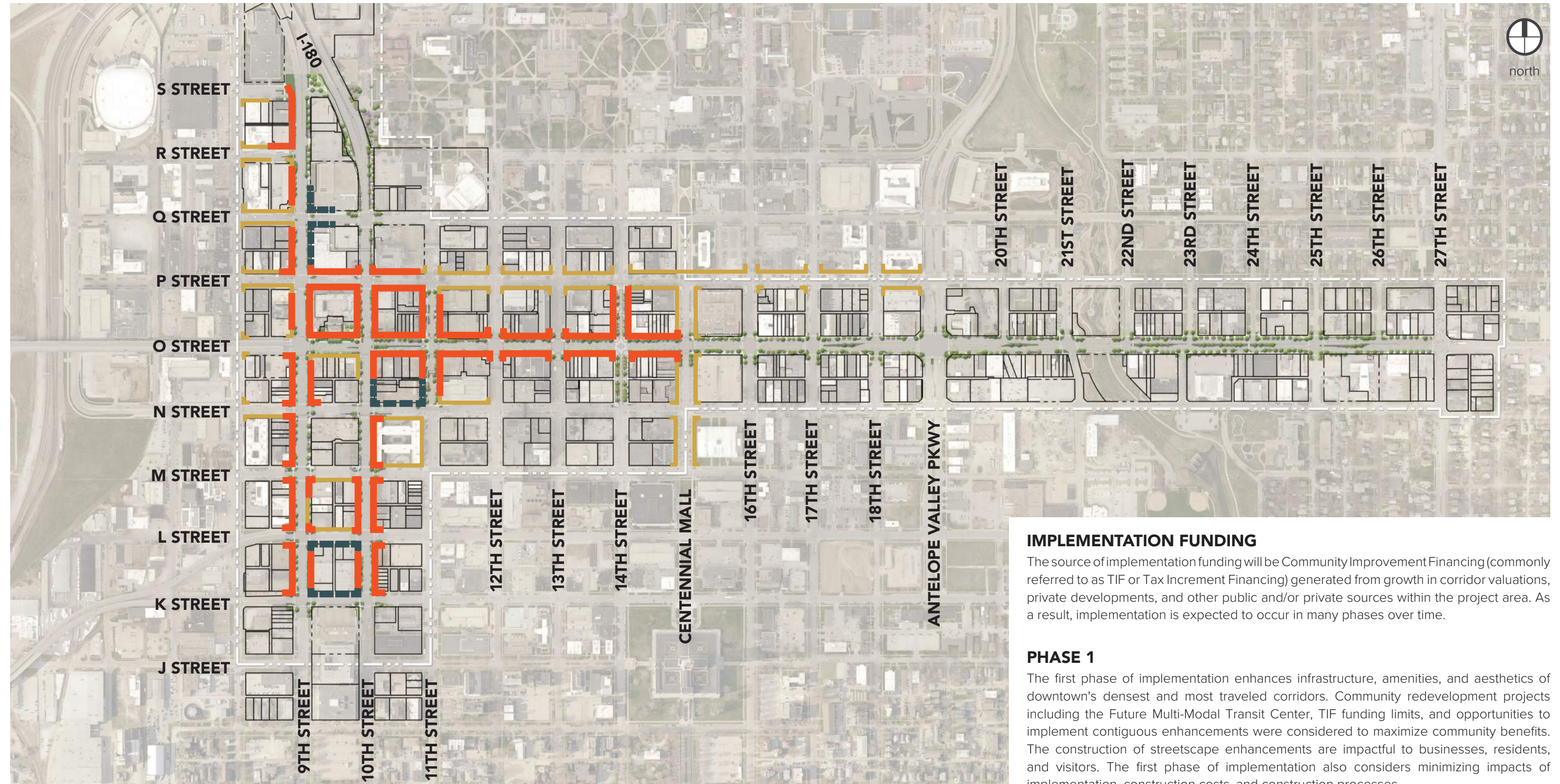
## CHAPTER 3

# IMPLEMENTATION



# PHASING

- █ Phase 1
- █ Future Phase By Others
- █ Existing Streetscape Improvements



## IMPLEMENTATION FUNDING

The source of implementation funding will be Community Improvement Financing (commonly referred to as TIF or Tax Increment Financing) generated from growth in corridor valuations, private developments, and other public and/or private sources within the project area. As a result, implementation is expected to occur in many phases over time.

## PHASE 1

The first phase of implementation enhances infrastructure, amenities, and aesthetics of downtown's densest and most traveled corridors. Community redevelopment projects including the Future Multi-Modal Transit Center, TIF funding limits, and opportunities to implement contiguous enhancements were considered to maximize community benefits. The construction of streetscape enhancements are impactful to businesses, residents, and visitors. The first phase of implementation also considers minimizing impacts of implementation, construction costs, and construction processes.



# PLAN PRIORITIES

## SUMMARY

As a synthesis of the cultural insights, stakeholder feedback, and design framework, the following project aspirations were identified as aspirational priorities.

### 1 CREATE A WELCOMING DOWNTOWN PUBLIC REALM

- Cultivate a strong sense of place through amenities, fixtures, lighting, vegetation, and signage to welcome patrons, residents, and visitors.
- Encourage and celebrate revolving art installations.
- Promote an ease of wayfinding and connective tissue from street and public parking amenities.
- Encourage dynamic short-term parking on principal corridors to activate businesses and equity in access.

### 2 IMPROVE PEDESTRIAN AND BICYCLE CONNECTIVITY AND SAFETY

- Create pedestrian refuges and bulb-outs at intersections and at on-street parking.
- Reduce length of crosswalks.
- Buffer pedestrians from traffic lanes with vegetation, trees, furniture, fixtures, guards, and/or on-street parallel parking.
- Enhance crosswalks to provide universally accessible surfaces.
- Increase bicycle connectivity and expand support amenities.

### 3 PROVIDE FRAMEWORK FOR VIBRANT STREET ENVIRONMENT

- Partner with local entities to proactively program key spaces within the Downtown Corridors. Identify funding to support such efforts.
- Encourage local businesses to program and activate the street environment.
- Develop unique qualities and amenities from block to block to encourage wandering between ecosystems and destinations.
- Ensure infrastructure and lighting contribute to a vibrant street environment from day to evening.
- Include infrastructure to facilitate events, programming, and street activation including event power, convenience outlets, and speakers.
- Initiate policy, ordinance, and code changes to facilitate community programming, active streetscape uses, pedestrian-oriented design, safe bike routes, and street closures.

### 4 CULTIVATE LOW-STAKES ENTREPRENEURIAL AND ARTIST SPACES

- Incorporation of infrastructure to promote low-stakes entrepreneurial and artist street vendors, boutique pop-ups, food trucks, kiosks, etc.
- Activity on the along the street will add interest between ecosystems.
- Celebrate and encourage the interaction with local and dynamic art and signage.

### 5 INCORPORATE SUSTAINABLE SOLUTIONS AND GREEN INFRASTRUCTURE

- Diverse species of trees to contribute to an enhanced green and resilient canopy.
- Implement sustainable initiatives as part of climate action plan.
- Improve planting soil and reduce soil compaction to promote healthy and vigorous street vegetation.
- Integrate modern watering systems and innovations.



# PLAN IMPROVEMENTS

## NEAR-TERM

- Ash tree removal and replacement.
- Expansion of green infrastructure.
- Selective sidewalk and curb replacement of deteriorated paving, curbs, or intersection ramps.
- Hardscape enhancements and replacements to create a universally accessible public realm.
- Creation of dynamic short-term parking.
- Selective lane reductions.
- Implementation of future infrastructure for lighting enhancements, signage, furniture, utilities, irrigation, and traffic signals to eliminate need to impact initial improvements.
- Furniture, fixtures, and lighting enhancements to elevate the public realm.
- Signature music district signage implementation.
- Allocation of low-stakes entrepreneurial and artist space.
- Selective installation of pedestrian bulb-outs and dedicated on-street parking.
- 

## LONG-TERM

- Implementation of two-way street conversion per 2018 Downtown Master Plan.
- Comprehensive implementation of lane closures, pedestrian bulb-outs, and dedicated on-street parking.
- Expansion of dedicated bicycle circulation.
- Creation of median and boulevard improvements.
- Hardscape enhancements and amenitization of alleys.
- Antelope Valley Bridge enhancements.
- Provision of permanent or semi-permanent low-stakes entrepreneurial and artist spaces.
- Signature downtown and destination signage and monumentation.
- Maximize parking on streets adjacent to the principal corridors.





# DOWNTOWN CORRIDORS

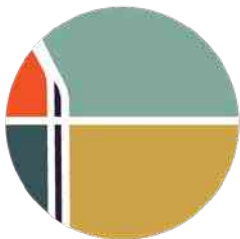
O Street • 9th • 10th • 11th • 14th



# DOWNTOWN CORRIDORS

## APPENDIX

APRIL 2023



○ Street ● 9th ● 10th ● 11th ● 14th





## APPENDIX A CULTURAL INSIGHT SUMMARY




# RESEARCH APPROACH

**PROJECT OBJECTIVE**

*Collect differing perspectives on the Lincoln Downtown Corridors to inform a Revitalization Plan that reflects their desires and best use cases.*

**RESEARCH APPROACH**

## Who We Heard From



**Downtown Residents**

People who live within our project site or its surrounding area.


Surveys  
In-Depth Interviews



**Business Owners**

People who own or manage businesses within our project site, and people who own local business outside of downtown to gain contrasting perspective.


Surveys  
In-Depth Interviews



**Corridor Avoiders**

People who actively avoid our project site, or downtown Lincoln all together.

In-Depth Interviews



**Corridor Frequenters**

People who frequent our project site including shoppers, event-goers and employees of downtown.

Surveys  
In-Depth Interviews

**RESEARCH APPROACH**

## Research Methods

**CULTURE MINING**

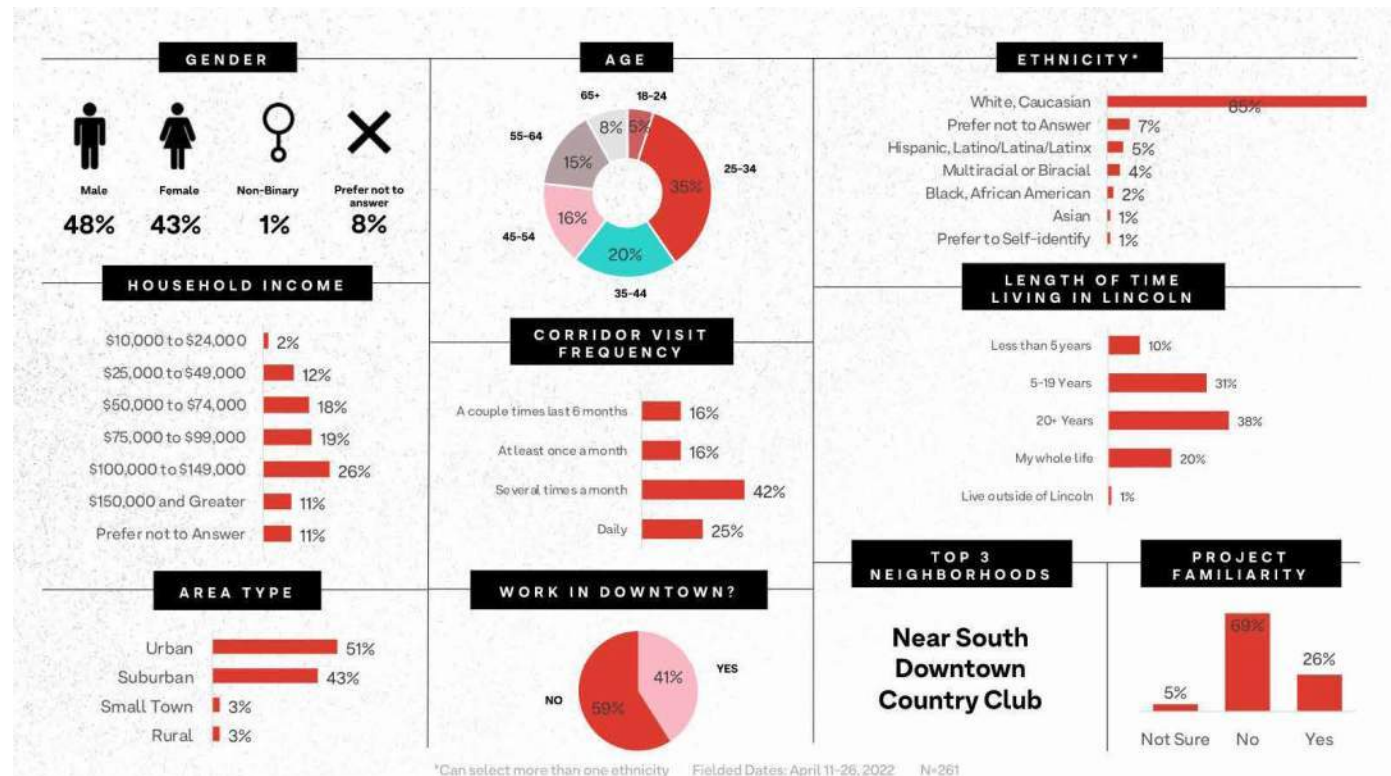
- Mined secondary literature on the role of downtowns in other cities around the world relevant to Lincoln.
- Conducted over 10 hours of street observation of downtown Lincoln across different days and times specific to this initiative.

**QUANTITATIVE SURVEYS**

- Surveyed 261 people who visit downtown Lincoln including O St, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, and 14<sup>th</sup> - 27<sup>th</sup> more than once in the past six months.
- Surveyed 61 managers and owners who have a business in downtown Lincoln including O St, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, and 14<sup>th</sup> - 27<sup>th</sup>.

**IN-DEPTH INTERVIEWS**

- Conducted 12 interviews with local business owners and managers.
- Conducted 10 interviews with Lincoln residents.
- Conducted 8 key city stakeholder interviews.





# STRATEGIC FRAMEWORK

INSIGHT

As we sifted through qualitative responses, we heard a desire for *something deeper than aesthetic changes* or downtown landscaping.

"The area is nice and walkable and has a rich history of long standing bars & venues, but there's too many empty buildings and our community deserves a cultural center that doesn't revolve around drinking/bar culture."

"The potential of this city to cultivate spaces that bring a sense of pride and supports intercultural communication are very high."

"It's nice to see that people want to put some energy back into downtown. I'm looking forward to it being a place I want to go, instead of an area I actively avoid."

?

"Make downtown more vibrant."

"The last thing we need are more [new construction] hotels, and I'm hopeful this project will develop a more vibrant downtown."

"I would LOVE to see Lincoln provide more places for people to just "be." Incorporate the concept of "third place" and really go full steam into providing local small business any incentive to come downtown and stick around...This charge is extremely exciting to see Lincoln take it's duties to heart and provide the type of dynamic urbanism Lincoln's residents deserve!"

INSIGHT

We started classifying this as *"Cultivated Vibrance"* in the data. Business owners, residents and visitors alike want there to be a feeling that there's *"something going on" in downtown Lincoln.*

"The area is nice and walkable and has a rich history of long standing bars & venues, but there's too many empty buildings and our community deserves a cultural center that doesn't revolve around drinking/bar culture."

"The potential of this city to cultivate spaces that bring a sense of pride and supports intercultural communication are very high."

"It's nice to see that people want to put some energy back into downtown. I'm looking forward to it being a place I want to go, instead of an area I actively avoid."

**Cultivation**

"Make downtown more vibrant."

"The last thing we need are more [new construction] hotels, and I'm hopeful this project will develop a more vibrant downtown."

"I would LOVE to see Lincoln provide more places for people to just "be." Incorporate the concept of "third place" and really go full steam into providing local small business any incentive to come downtown and stick around...This charge is extremely exciting to see Lincoln take it's duties to heart and provide the type of dynamic urbanism Lincoln's residents deserve!"



*I think over the years, I noticed you can put up as many signs as you want, but if you don't let some things happen a bit more naturally those signs aren't going to do a thing. We can make whatever district we want, but it's not necessarily going to change how that space functions.*

Owner  
Corridor Business



# STRATEGIC FRAMEWORK



**PROJECT OBJECTIVE**

*Collect differing perspectives on the Lincoln Downtown Corridors to inform a ~~Revitalization~~ Cultivation Plan that reflects their desires and best use cases.*

**RESEARCH APPROACH**

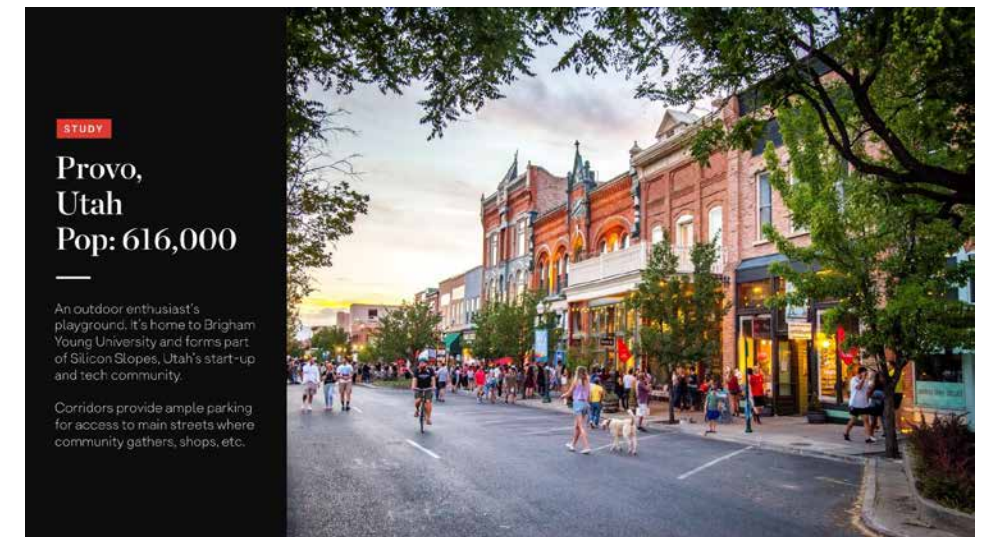
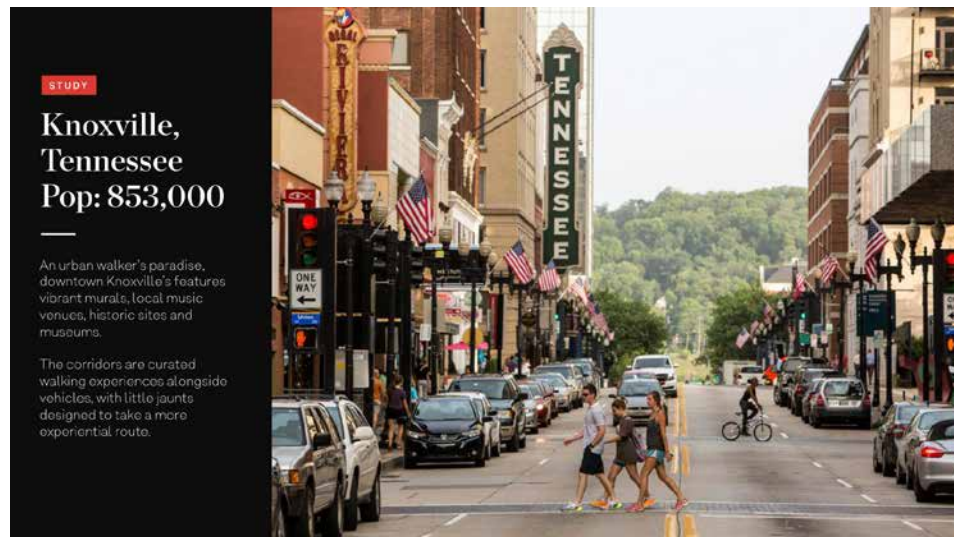
## *Revitalize vs Cultivate*

Oftentimes, “Revitalization” plans (while intending to restore energy) focus on beautification of an area; Lincoln Corridors needs more than that.

REVITALIZATION	CULTIVATION
<ul style="list-style-type: none"><li>• Focuses on physical improvements</li><li>• Solutions centered on aesthetic</li><li>• Top-down initiated, administered, can feel sterile</li><li>• Tears out the “old” to create the “new”</li><li>• Results in a modern cityscape</li></ul>	<ul style="list-style-type: none"><li>• Focuses on cultural improvements</li><li>• Solutions centered on people</li><li>• Bottom-up initiated, organic, can feel human</li><li>• Builds on the “old” to create something “new”</li><li>• Results in a charming neighborhood</li></ul>

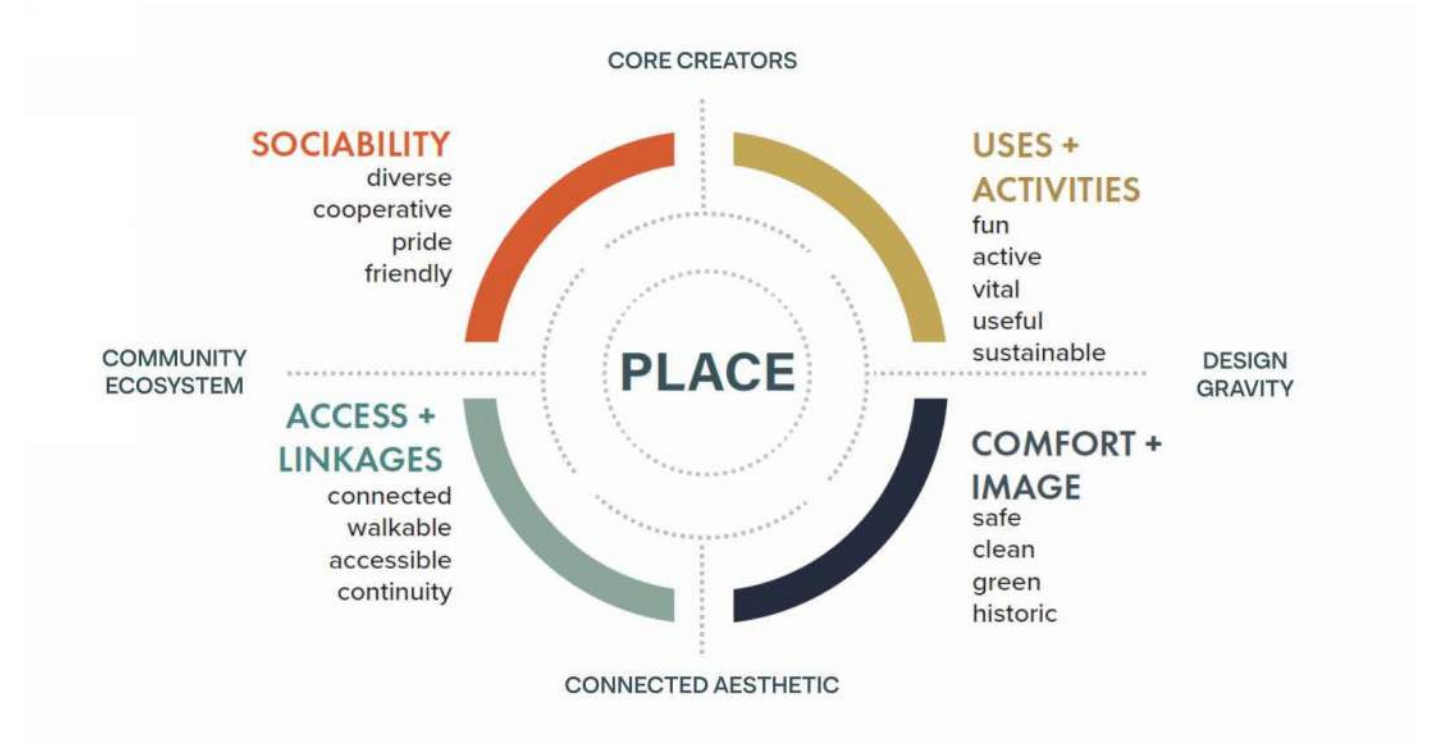


# STRATEGIC FRAMEWORK





# STRATEGIC FRAMEWORK

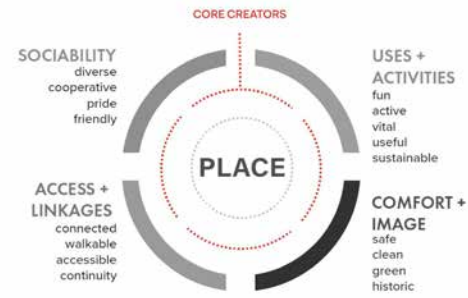




# KEY FINDINGS

## CORE CREATORS

### PRIMARY INSIGHTS

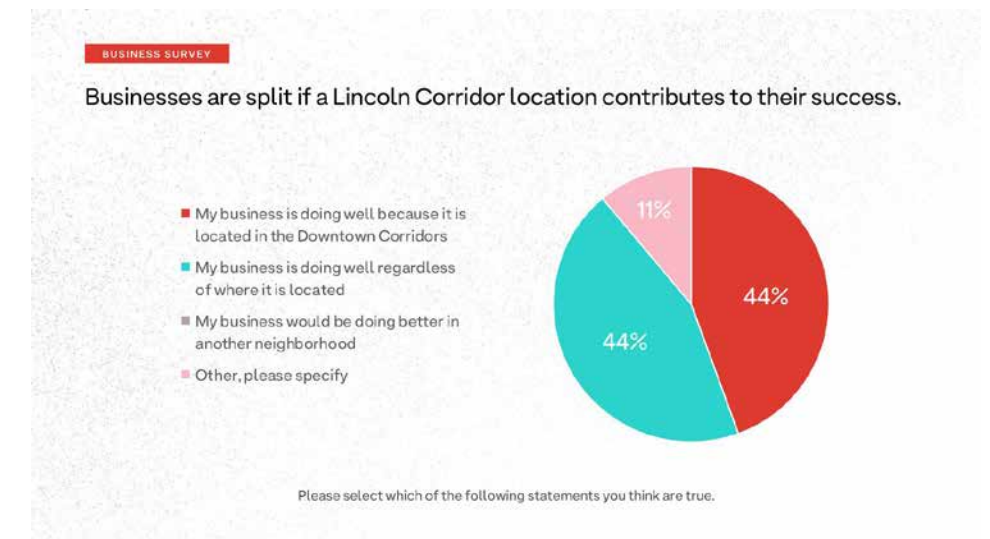


**Fulfill <math>\leftrightarrow</math> Infill**

Downtown Corridors has lots of infill plans but has the potential to fall flat without the initial creative intrigue that fulfills why people want to go there.

*People want to go where there's energy. I've seen the creators and makers of a community have more vision, even a better sense of what could work, than developers who tend to have a "build it and they will come" approach. That may work in the suburbs, but you need more than money to make it work downtown.*

Owner  
Haymarket Business





PRIMARY INSIGHTS

# CORE CREATORS

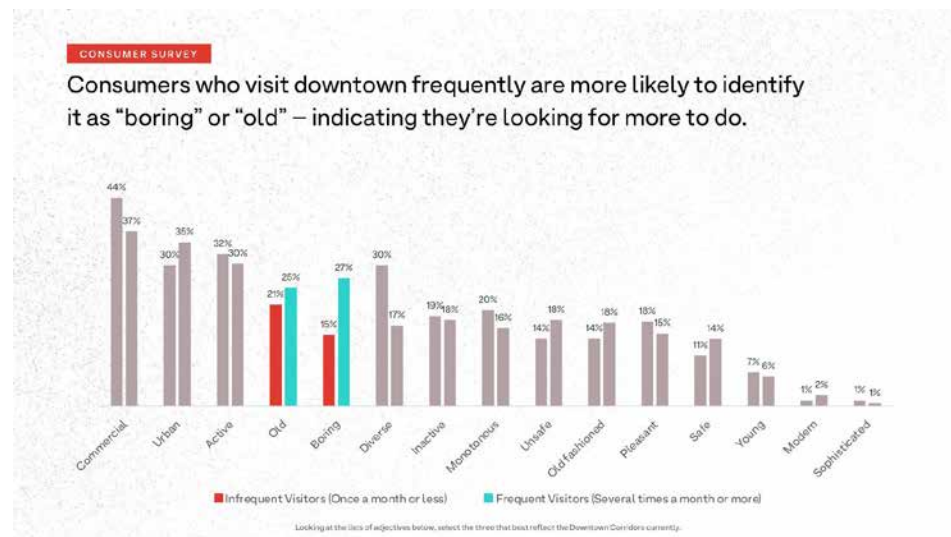
*I'm lucky, I've been around in this particular location for 30 years, people have grown up in [my business]. It's sort of a tradition. So I am lucky on that front, I'm a draw for downtown.*

Owner  
Corridor Business



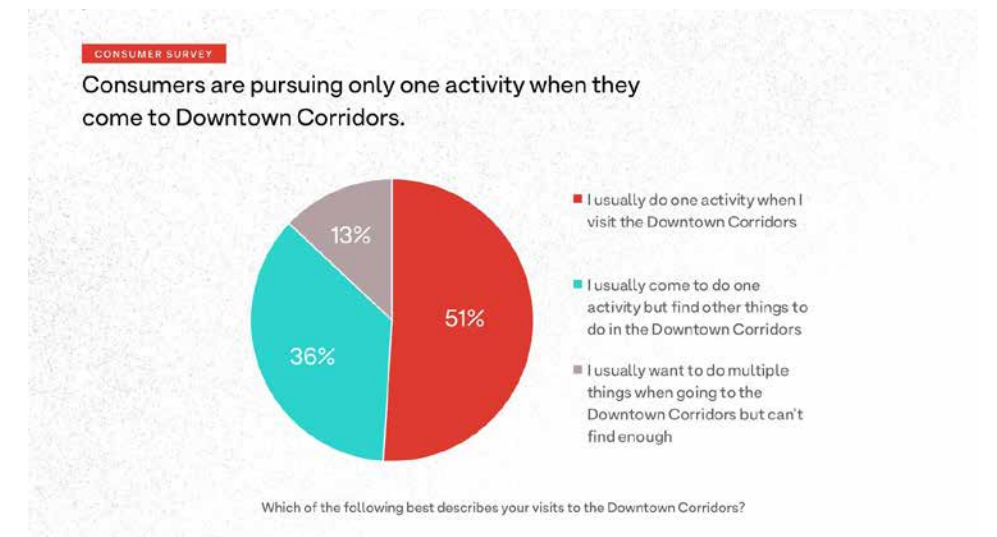
**Desire for Activity**

Many people told us they don't come downtown because they feel like there's just not enough to make it worth it. Deterrents, like lack of street parking or traffic, seemed like they wouldn't be as prominent if there was more to draw them downtown.



*Was just talking about how sad the downtown is sometimes. Lots of buildings but no clue if there is anything useful or interesting in them... way too student focused. Find myself going for one thing and leaving immediately... would love more local small businesses, shops, galleries, restaurants, etc. [to find and explore].*

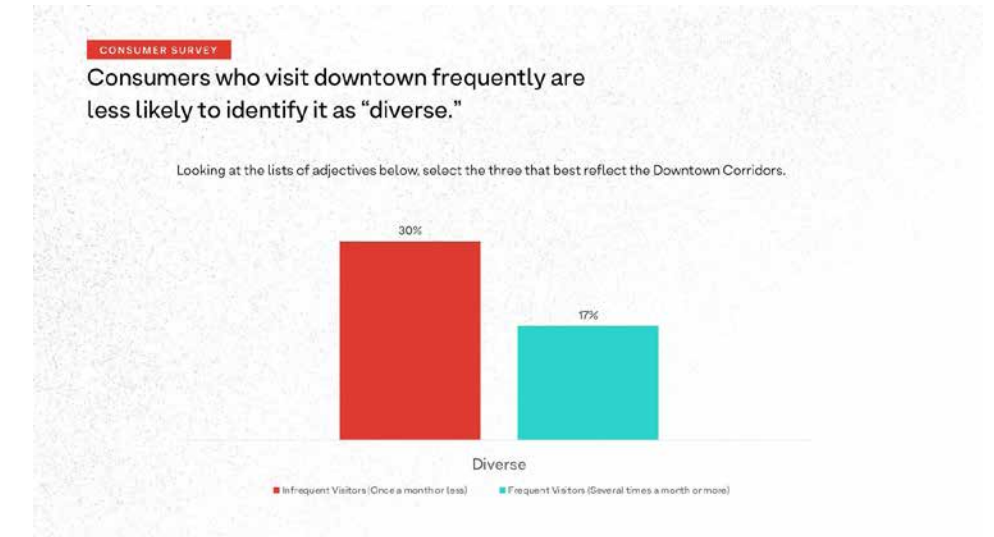
Respondent  
Consumer Survey





PRIMARY INSIGHTS

# CORE CREATORS



*Urban development and improvement is vital to community health and a thriving local economy. However, it needs to be driven by **local residents and local small businesses AND by those who may typically be marginalized from the area.** Grassroots organization to make decisions is key to success.*

Respondent  
Consumer Survey

*I know how it feels when you come in and you're an outsider. I like to think that all outsiders in our town will find a way to feel more like an insider. That's not just ethnicities, it's gender, it's everything. **Our downtown is where it's going to happen.***

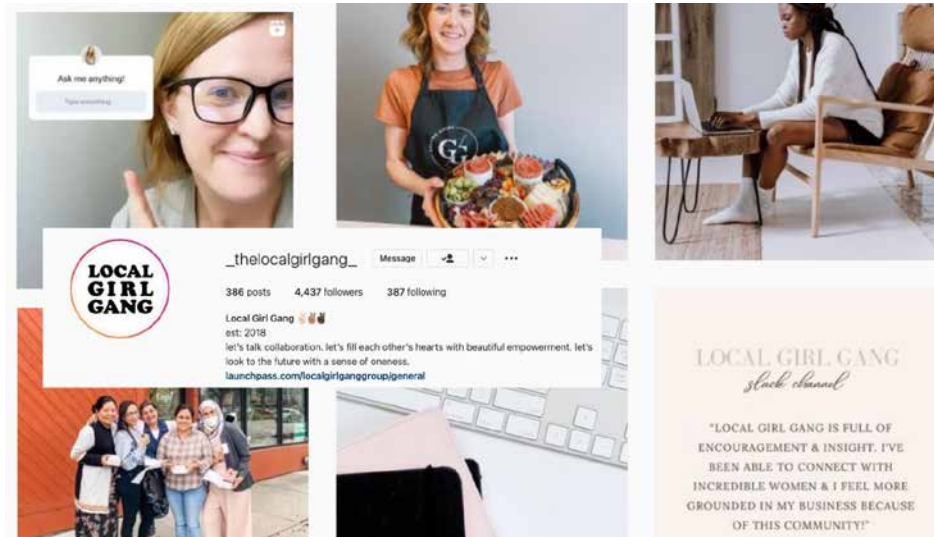
Owner  
Corridor Business



PRIMARY INSIGHTS

# CORE CREATORS

OPPORTUNITIES





# KEY FINDINGS

## COMMUNITY ECOSYSTEM

### PRIMARY INSIGHTS

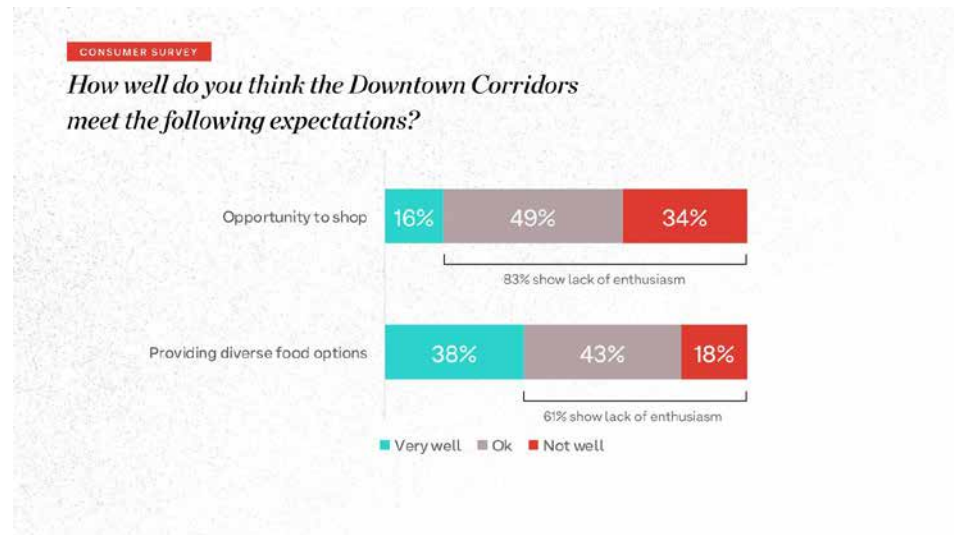


#### Business Variety

A lot of people felt the shops that are downtown weren't targeted toward them, or that the line-up didn't present enough variety.

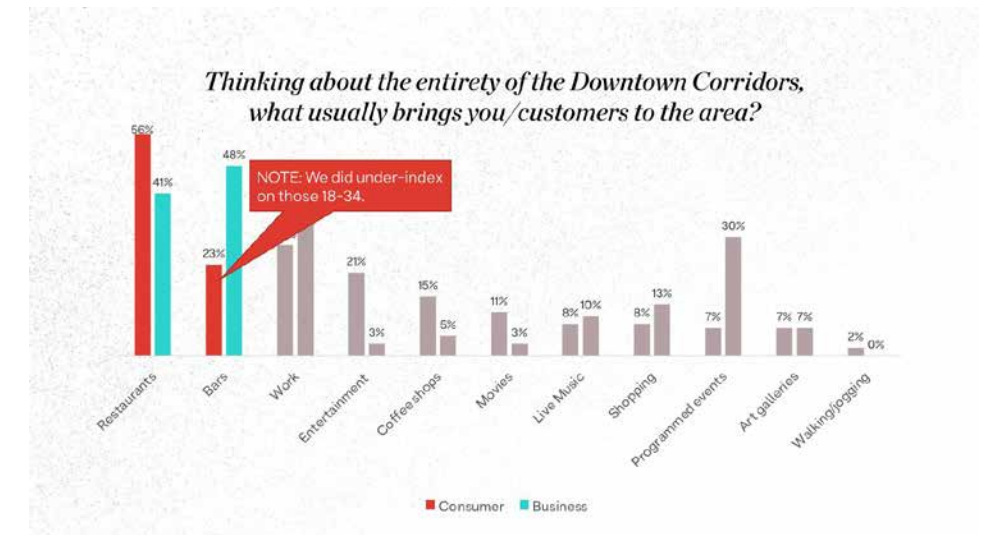
*I definitely think we could have different kinds [of businesses] because a lot of it's targeted probably towards young women and young white women in particular. It'd be great to see more urban wear Downtown because we don't really have any shops that sell sneakers or anything like that.*

Katherine  
Lincoln Resident



*I think more of college age kids. It's so close to campus and all the bars down there and the things to do. I always think of like, "Oh, there's going to be a ton of college kids there." Whereas Haymarket is 25 and up in age range.*

Erin  
Lincoln Resident





PRIMARY INSIGHTS

# COMMUNITY ECOSYSTEM

*I have friends that have a lot of buildings downtown and I mean, they won't rent it out to a bar... they'd rather sit on it than have another bar going to it.*

Owner  
Corridor Business

**SECONDARY DATA**

“Fostering such walkable urbanism is the key to the revival of any struggling downtown. But doing so can be a challenging process, requiring the development of a complex mix of retail boutiques, hotels, grocery stores, housing, offices, artists’ studios, restaurants, and entertainment venues. A “critical mass” of these pedestrian-scale uses must be established as quickly as possible, before the initial revitalization efforts stall for lack of support.”

Source: Brookings, Turning Around

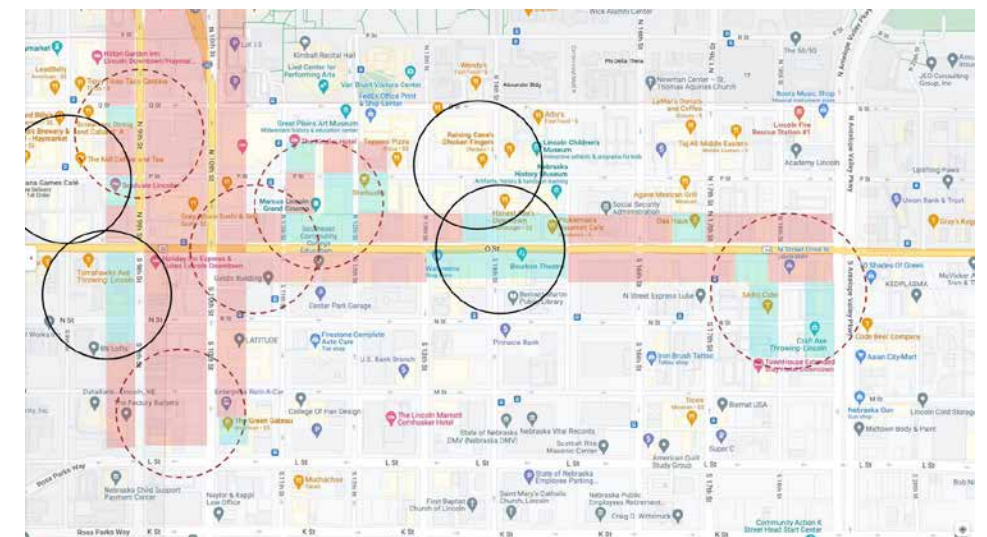
ONLY  
**13%**  
of Lincoln consumers think downtown is doing “very well” at providing amenities.

**Corridor Dead Zones**

There are a few clear business clusters in the Corridor, but the distance between them feels too far to feel connected. These ‘dead zones’ represent new opportunities to program missing or underrepresented businesses.

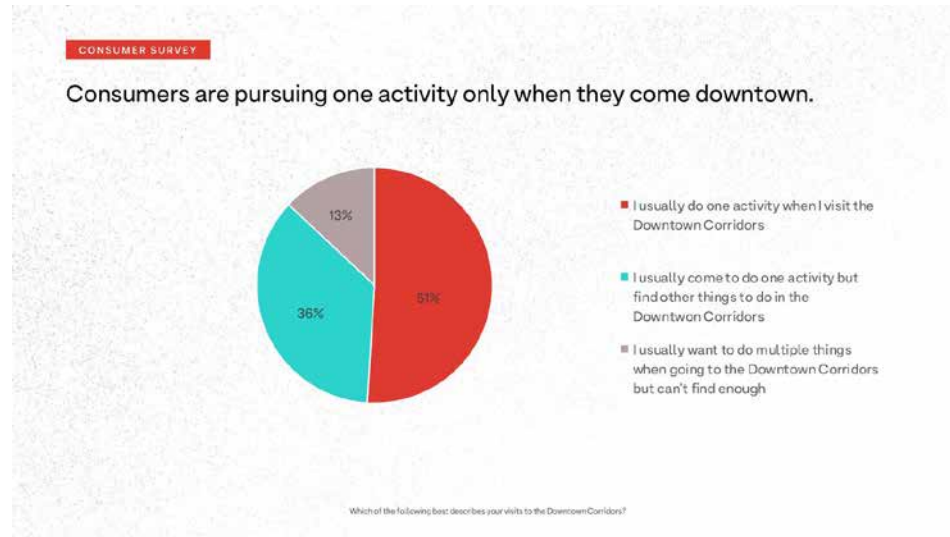
*There’s so many vacant buildings too, on that strip.... a lot of them look pretty nice and they’re just empty and they’ve been empty forever. There’s one on O street, I think, that’s a beautiful building and it’s huge and I’m pretty sure it’s 90% completely empty. I’m just like, “What’s going on here?”*

Erin  
Lincoln Resident





# COMMUNITY ECOSYSTEM

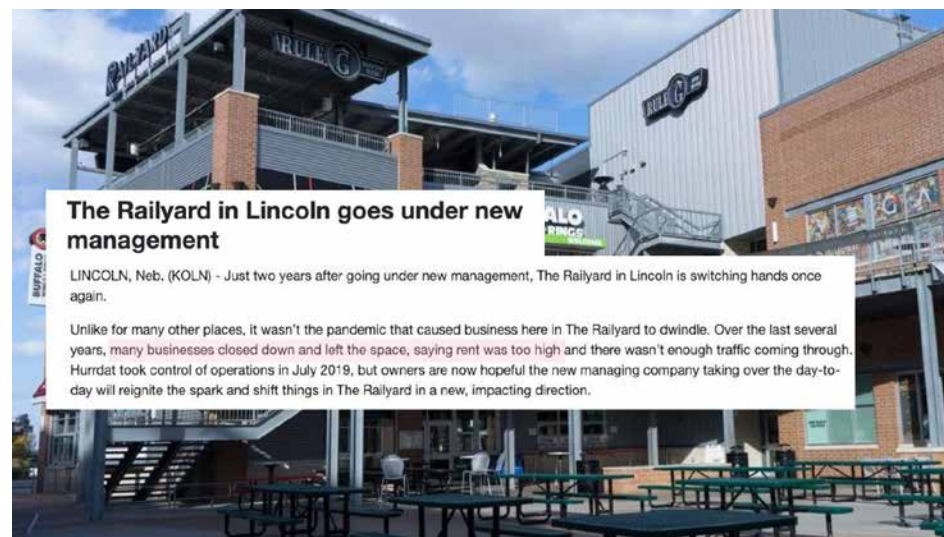


*On the food side, the cost of entry is so high that for most people, it's impossible to have a restaurant...how did we go about converting or creating spaces where people are not getting invested with a lot of money, doing big things, but are self-employed and self-sustaining with the one or two things?*

Owner  
Corridor Business

*I did look [for a storefront] in that area. I actually walked through the space that used to be right next to Walgreens. The Stella shop was also open when I was looking, what's now lululemon was open... they were more expensive. **Much more expensive for less space.** I ended up in the Haymarket.*

Owner  
Haymarket Business





PRIMARY INSIGHTS

# COMMUNITY ECOSYSTEM

OPPORTUNITIES





KEY FINDINGS

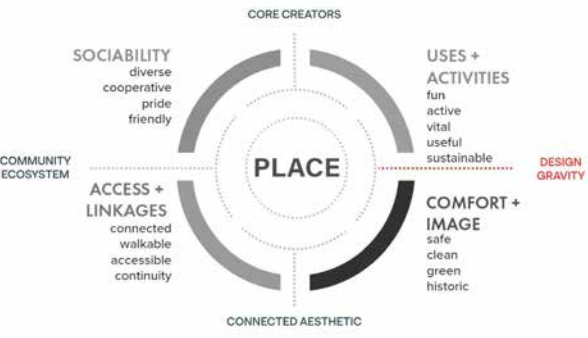
# DESIGN GRAVITY

PRIMARY INSIGHTS



*Walking is not very interesting in our town. One of the problems is between 15th and 16th, there's a Federal Building on one side and its parking lot on the other, two huge structures that kill one whole city block. So when I say it's not cohesive, that kills one walking block, becomes nothing.*

Owner  
Corridor Business



*So when you ask is the walk pleasurable, it's not necessarily a bad pedestrian walk. There's sidewalks. There's perfectly functioning lights and crosswalks and the traffic isn't terrible... and it's fairly pedestrian friendly... but there's just nothing to do. There's no place to go.*

Haley  
Lincoln Resident





# DESIGN GRAVITY

One of the things I love about when I'm in New York is *there's always something to see*. You're walking 20 or 30 blocks if you're not on the train, but there's always something to see. Even if I'm not going in, I'm just like, "Oh that's interesting. Oh, that's interesting. I wonder..." And then all, of a sudden, you're where you want to be.

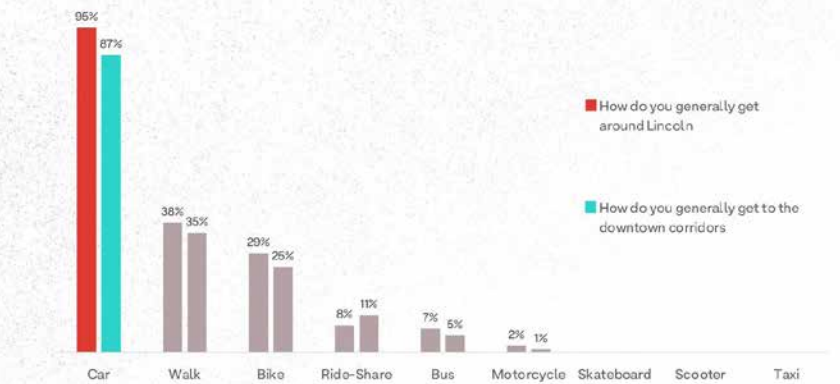
Belinda  
Lincoln Resident

## To and From

While bike lanes are making downtown more accessible, it's important to note that driving is essential to navigate Lincoln.

### CONSUMER SURVEY

Driving is the most widely used form of transportation, regardless of where people are headed.



## Parking Perceptions

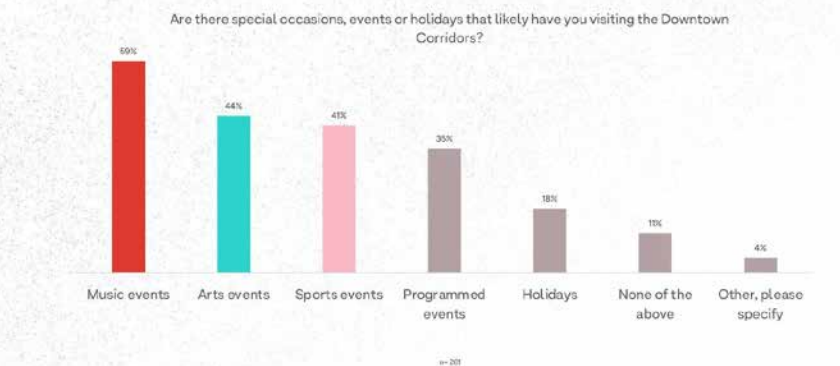
Expense and a cumbersome experience are barriers to parking downtown, and therefore barriers to visiting.

We have this perception primarily around this notion of, "Oh, my gosh, I have to pay to park." There's plenty of parking... *I think part of the perception is they only come down when there's major things. When there's a major concert, or a big sports thing. And of course, yes, the parking and the congestion are insane because everyone and their dog is down here.*

Randy  
Lincoln Resident

### CONSUMER SURVEY

Occasions bring people downtown are mostly music, art and sports.



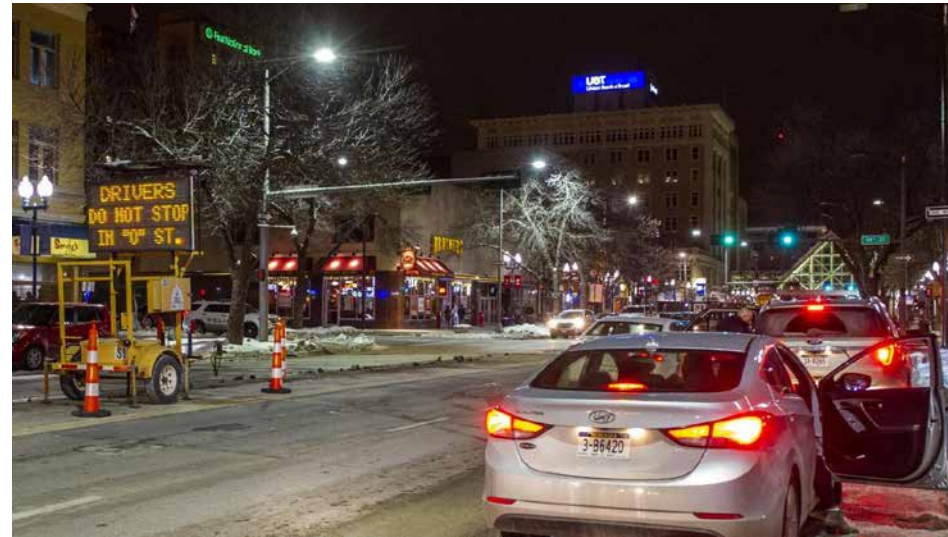


PRIMARY INSIGHTS

# DESIGN GRAVITY

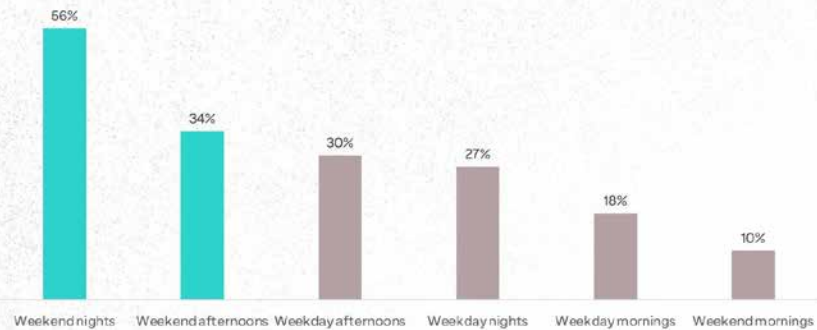
*It really is an issue downtown. You hear it all the time. People saying, "I don't want to go downtown. I can't find parking." Well, there's a garage with 600 spots across the street from where you're going. "But then I have to walk." I'm like, well, if you were going to South Point on a busy Saturday, you would walk twice as far. And the other issue is I think that you have to pay for parking downtown.*

Troy  
Lincoln Resident



CONSUMER SURVEY

Respondents said they're visiting the Corridors most on the weekends – when the trolley isn't running.



When do you frequent the Downtown Corridors the most? Please select no more than two times.

*When you say trolley, I'm envisioning a dedicated line that runs specifically down O Street. Not a bus that's stopping at every light and everything else... if you mean by trolley a bus that looks like a trolley that's not going to help... if I had a direct route on a rail line route, I'd ride it exclusively in town.*

Owner  
Corridor Business



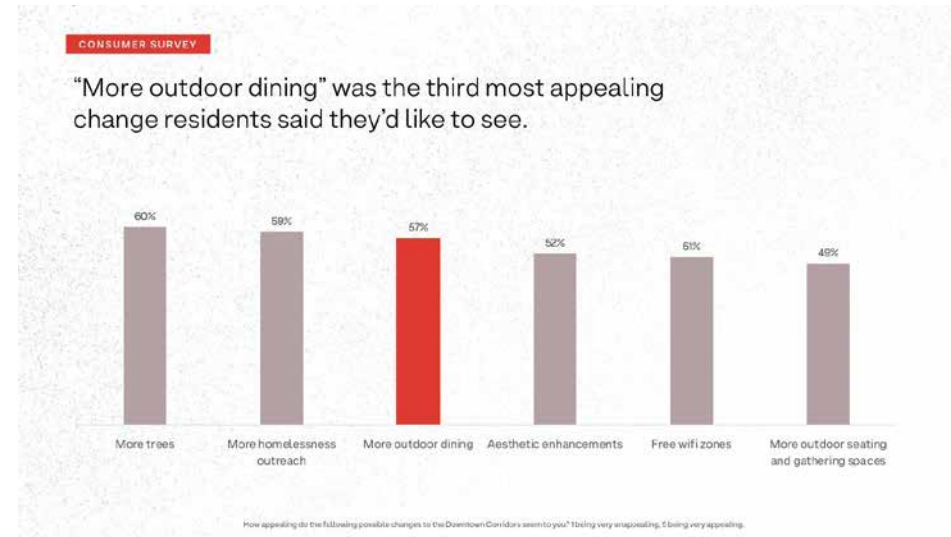
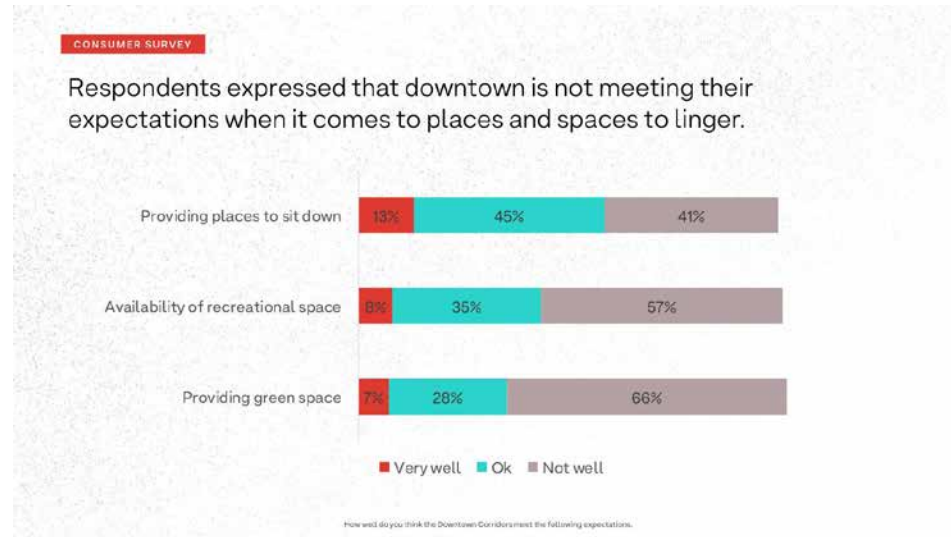
## Desire to Linger

Residents and business owners alike expressed the desire for more places to linger – like outdoor patios, green spaces and seating areas. While O Street's atmosphere might not lend itself to this, our alleyways and offshoots might.



PRIMARY INSIGHTS

# DESIGN GRAVITY



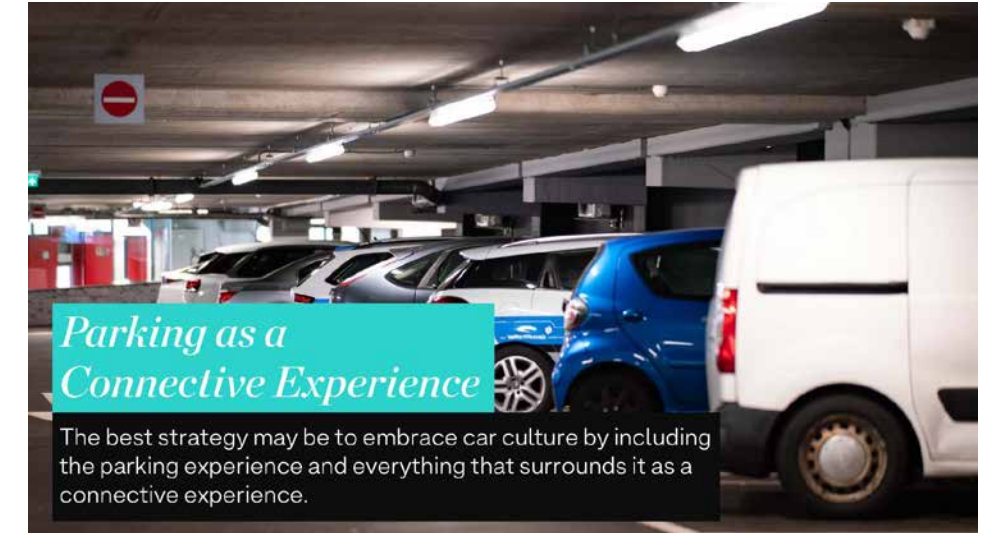
*[In Brooklyn] they had all these outdoor dining places that were decorated. Sometimes themed towards the type of food that it had. Really, there was so much going on that it was fun to be in the area.*

Erin  
Lincoln Resident



# DESIGN GRAVITY

## OPPORTUNITIES





KEY FINDINGS

# CONNECTED AESTHETIC

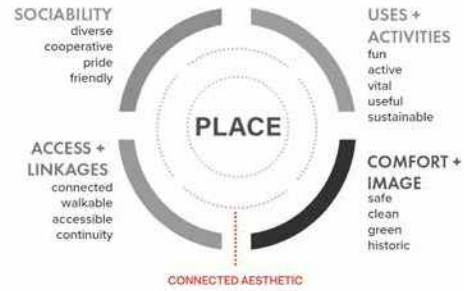
PRIMARY INSIGHTS



For many, the Downtown Corridors represent the gateway to the City as an entire community, not just the downtown. It's the heart; what is represented here reflects everything beyond.

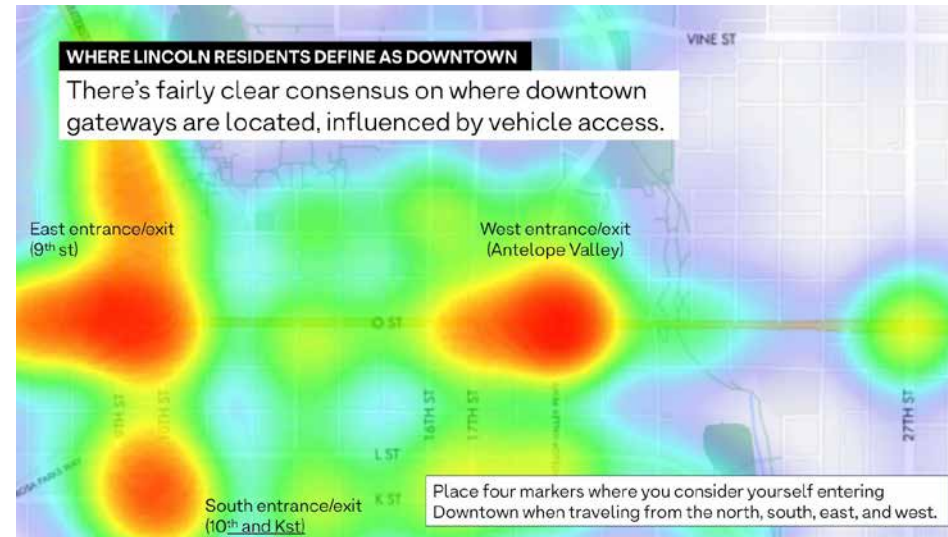
*O Street, 9<sup>th</sup> and 10<sup>th</sup> are the first impressions of not just Downtown but the entire City of Lincoln. When we have guests visit they treat those first few moments in the car differently. They're looking around... they're judging if this is a place they're interested in seeing more or just doing the job and go home. Right now we have no message other than Home of the Huskers with the stadium... who aren't very good.*

Owner  
Haymarket Business





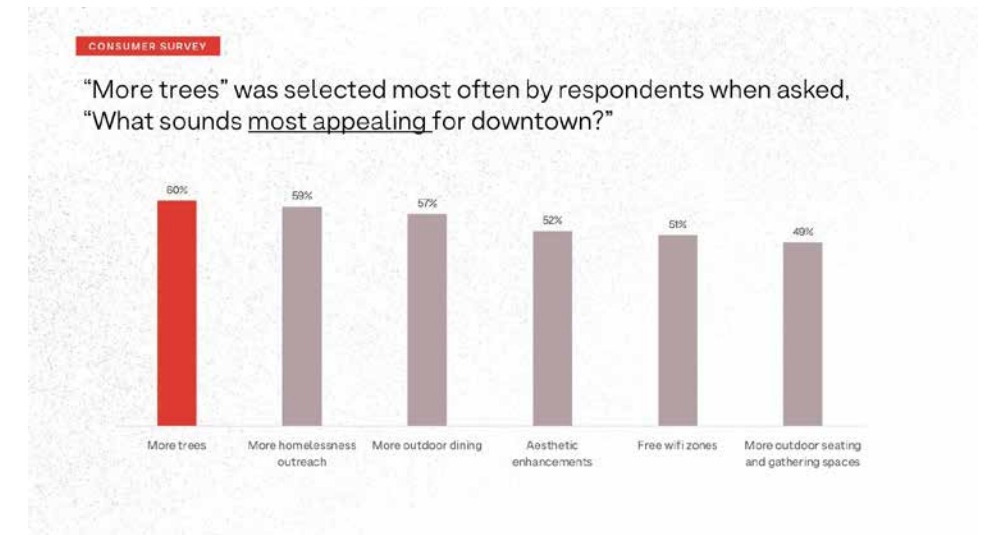
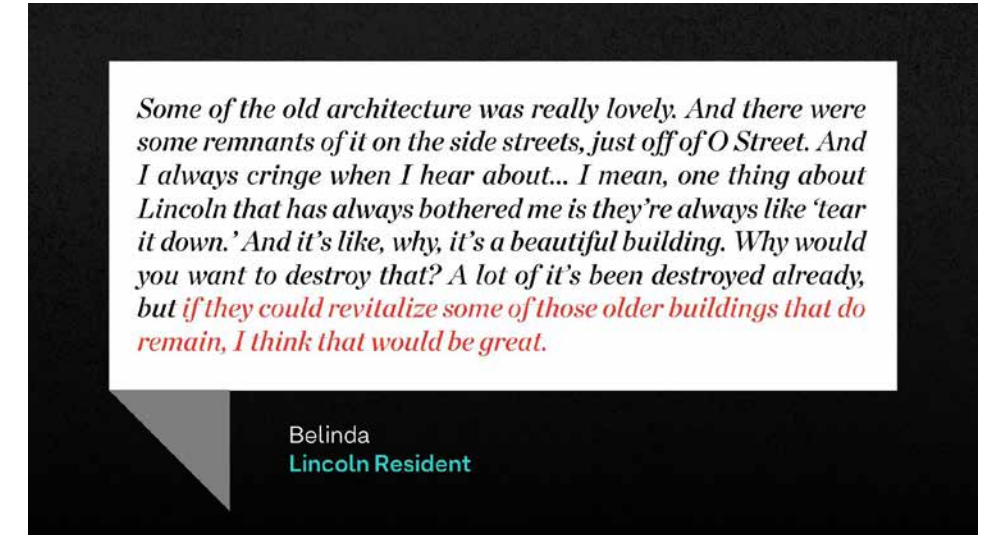
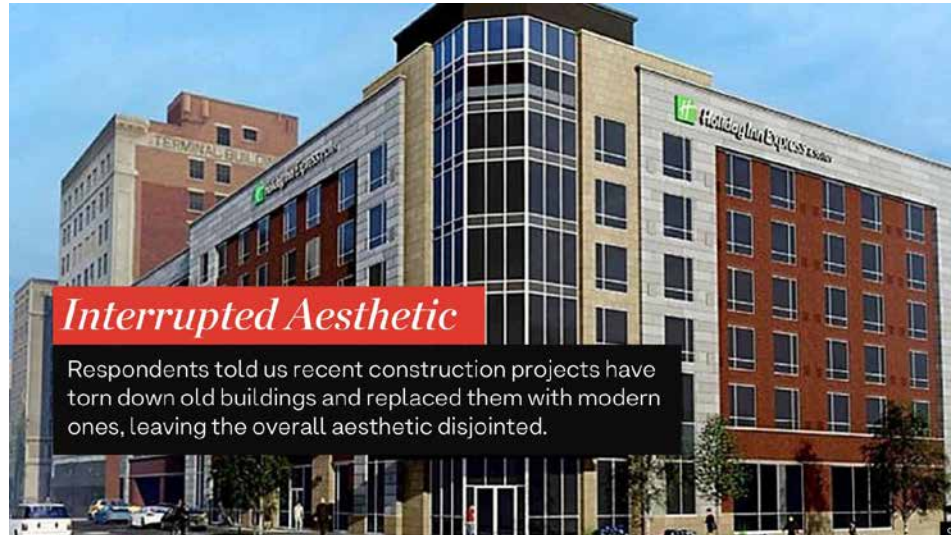
# CONNECTED AESTHETIC





PRIMARY INSIGHTS

# CONNECTED AESTHETIC





PRIMARY INSIGHTS

# CONNECTED AESTHETIC

*Again, I can't stress the plantings enough—color and life adds to the feeling of safety. It's really important because it makes it seem like people are paying attention, it's an area that's cared for.*

Owner  
Corridor Business



Arbor Day HQ, Downtown Lincoln, Nebraska



Main Street, Greenville, South Carolina

## Communal Public Art

Respondents told us adding more public art could add to that sense of place – especially if it's the product of the surrounding community.



44%

of people find the idea of "public art and murals" very appealing.

*At my job, we have an alleyway right next to our building that was super rundown and we started inviting people to put their own art on the alley. Once we put up our own artwork and we made the space and everyone could help put their artwork in it we stopped getting graffiti and no one's done anything to vandalize it. I think that helps because when people get to help make the space, then they're like, "Oh cool. I want to take care of it or they help keep it clean."*

Erin  
Lincoln Resident



# CONNECTED AESTHETIC

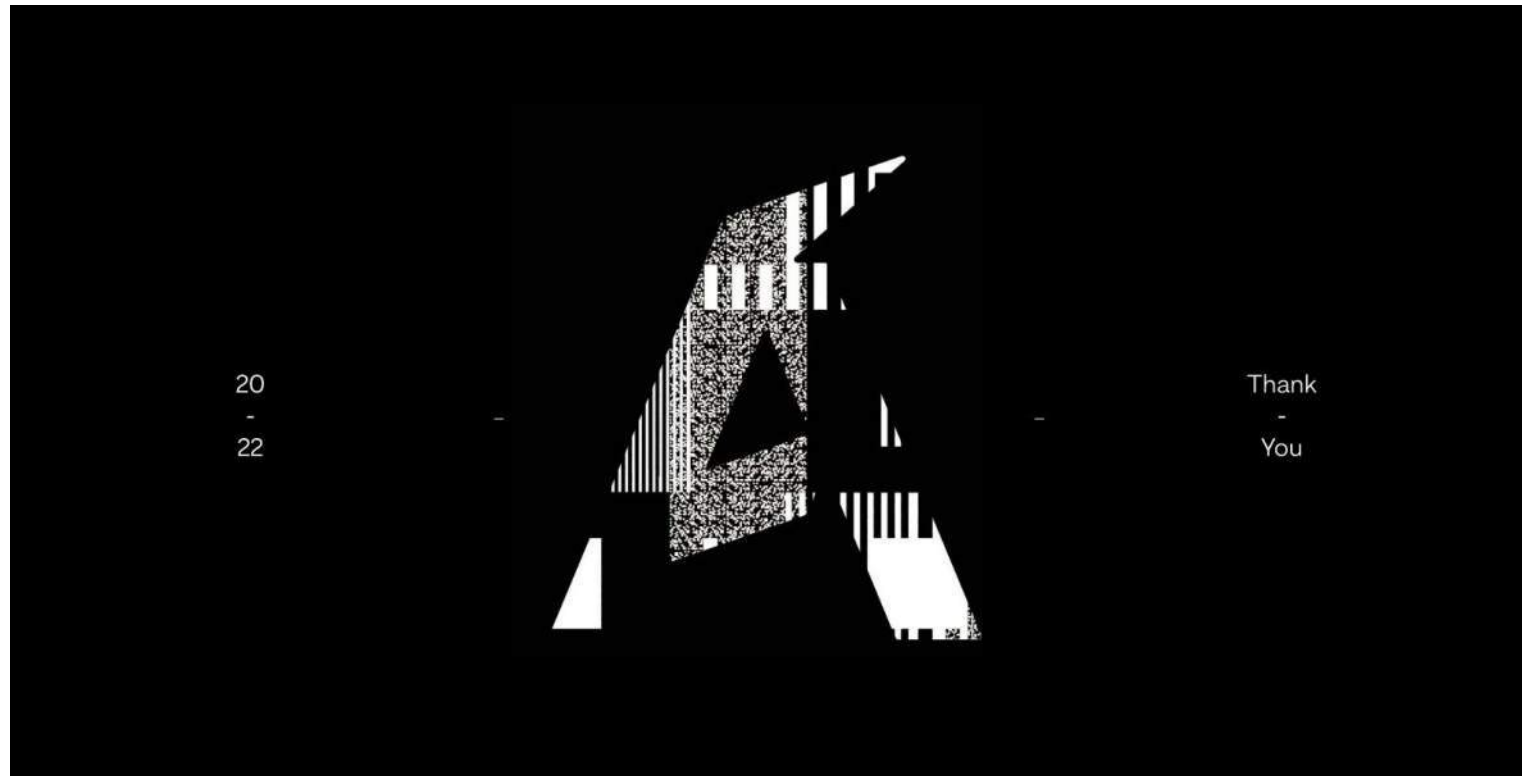
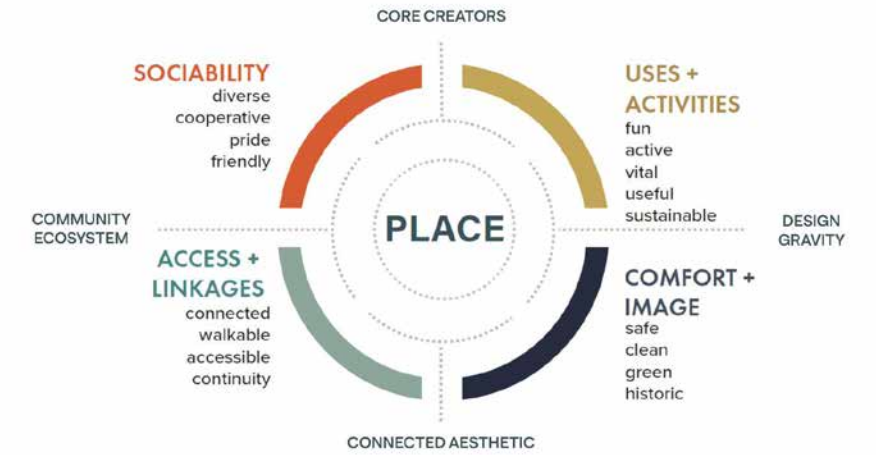
## OPPORTUNITIES





PRIMARY INSIGHTS

# CONNECTED AESTHETIC







## APPENDIX B INSIGHT DATA SUMMARY



# OBSERVATION DATA

## OBSERVATION DATA

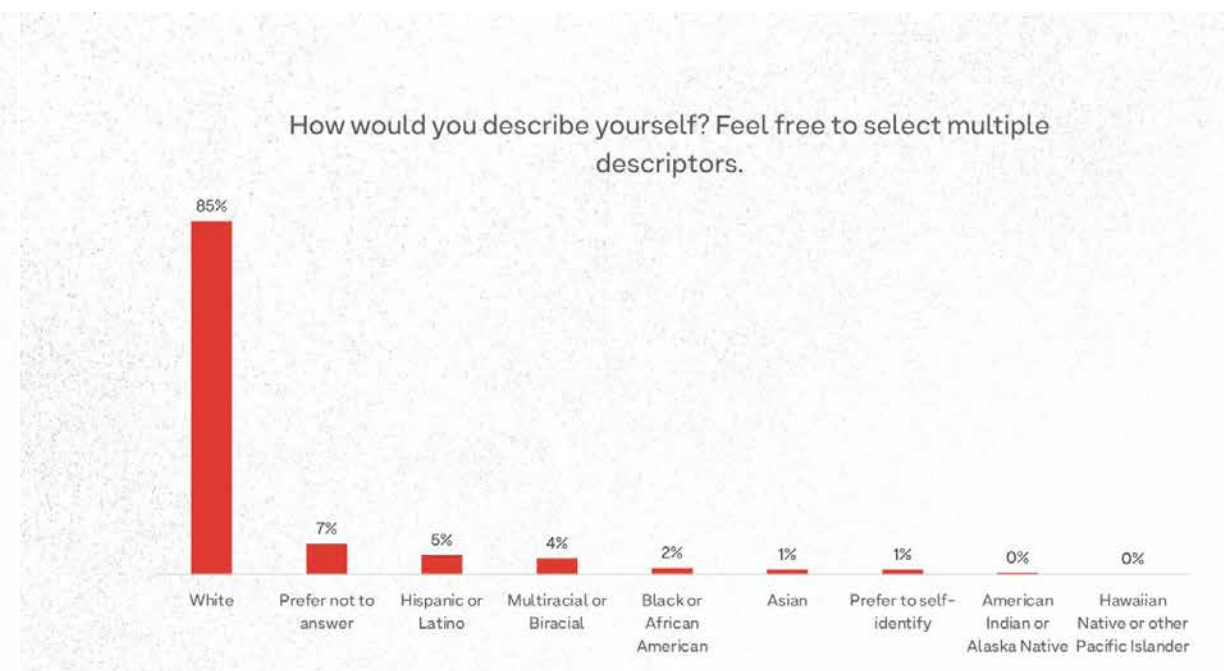
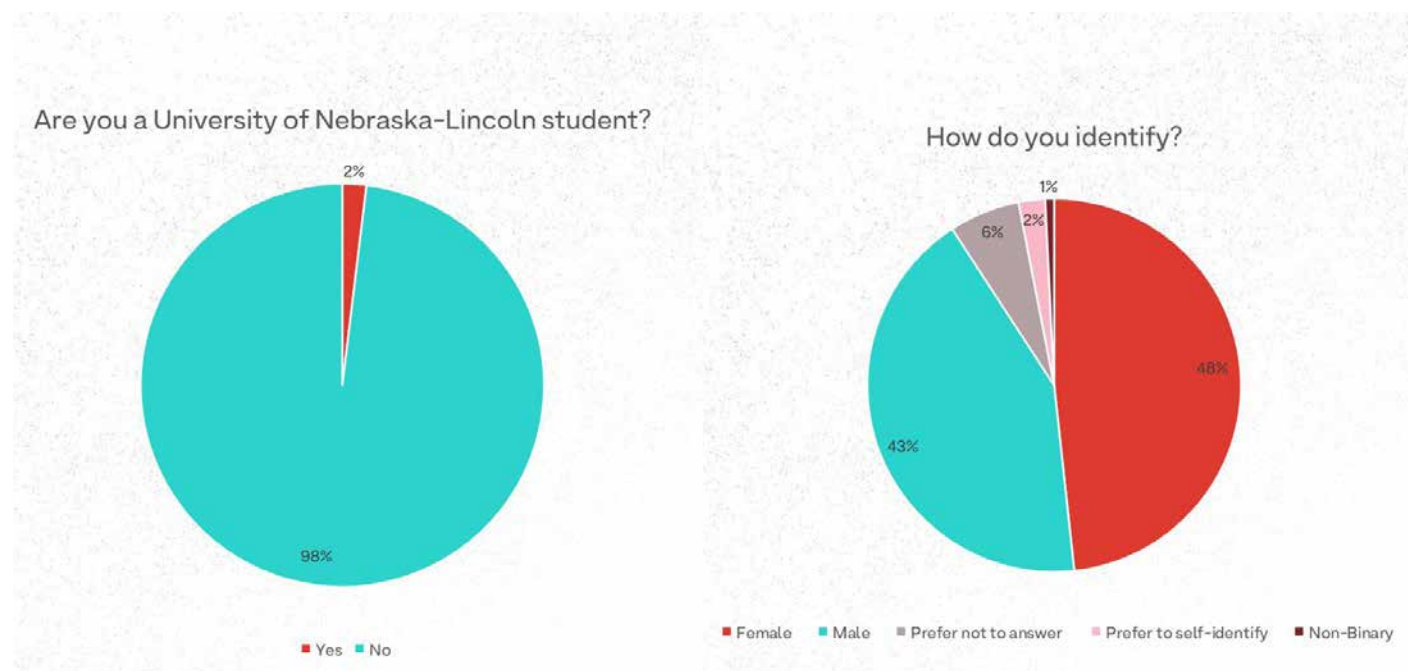
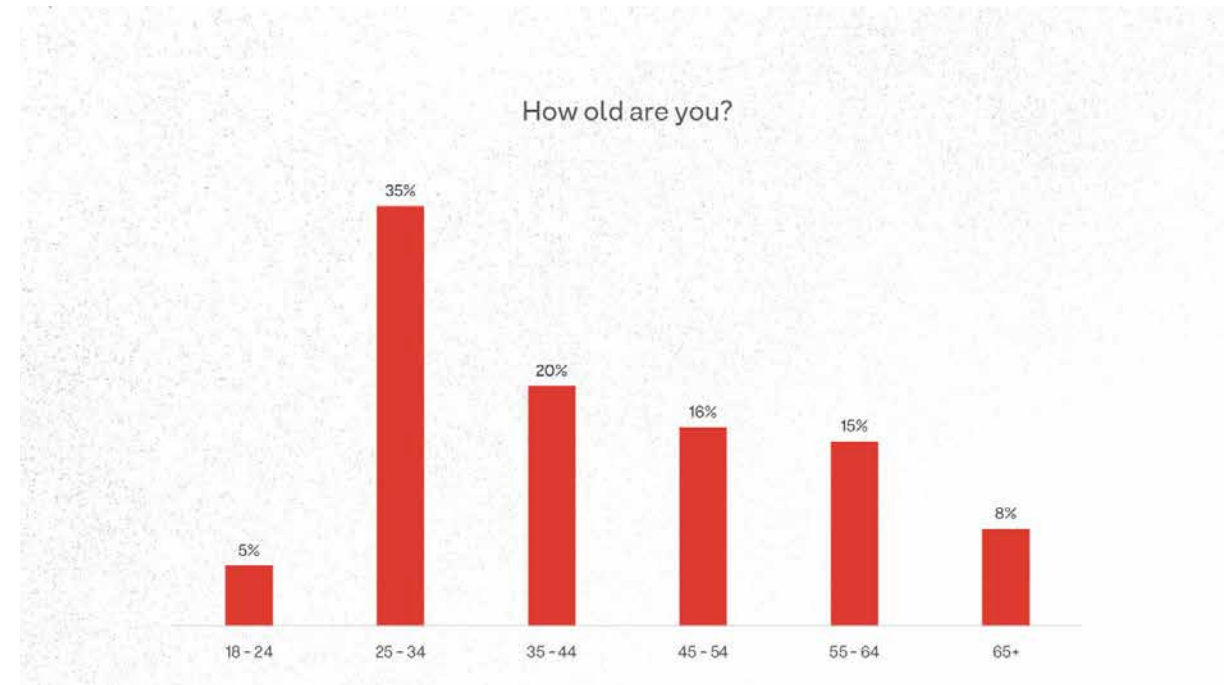
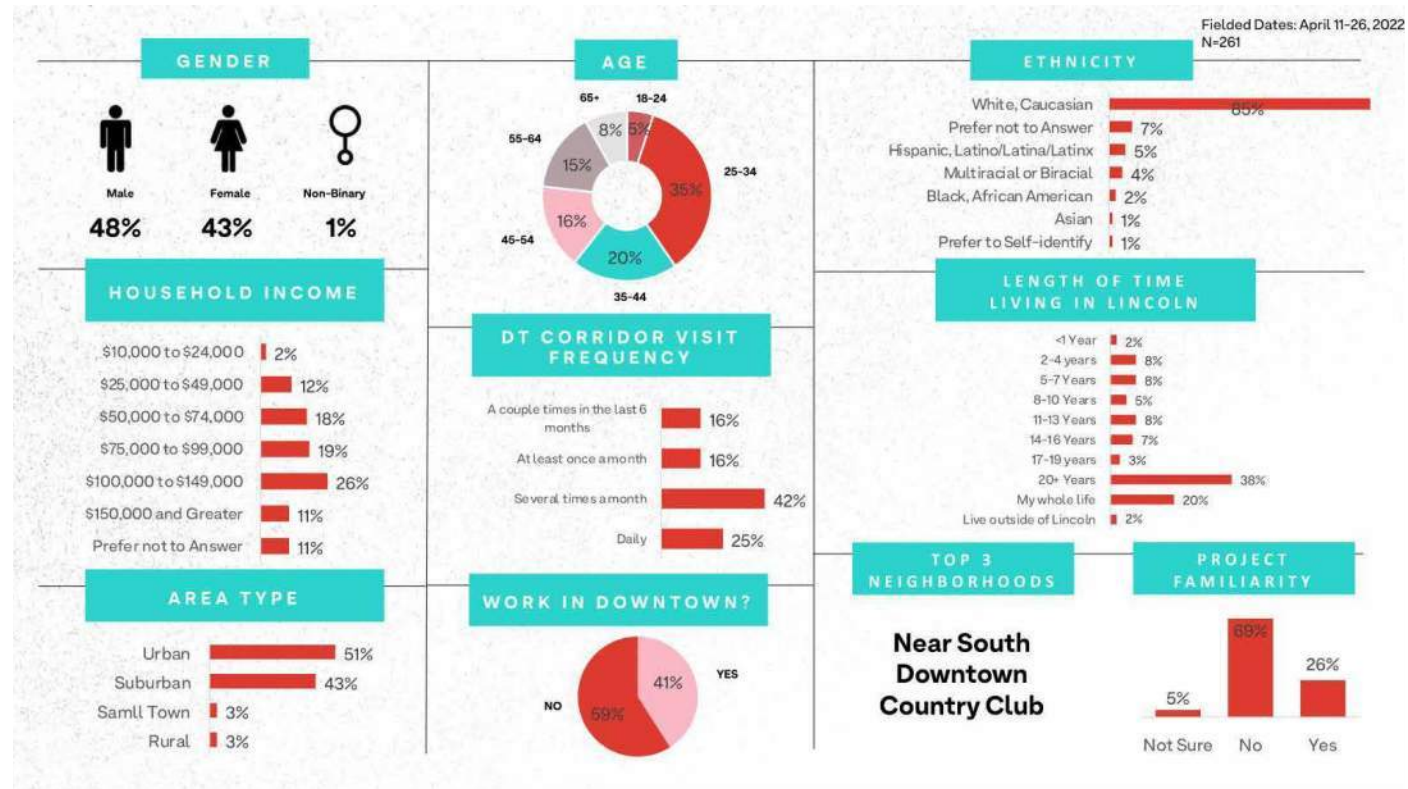
### Full Results

Observations	Monday Evening	Monday Afternoon	Tuesday Afternoon	Tuesday Afternoon 2	Wednesday Afternoon	Wednesday Evening	Thursday Morning	Friday Morning	Friday Morning	Saturday Morning	Sunday Afternoon
<b>Moving Category</b>											
Walking	84	117	142	124	165	93	118	158	146	38	126
Running/Jogging	7	2	1	1	0	1	0	1	3	11	0
Supported (e.g. wheelchair)	1	0	0	4	1	1	0	2	0	0	0
Carried (stroller)	3	0	0	1	2	0	0	0	0	1	2
Rolling (e.g. skateboard)	0	3	1	0	0	0	0	2	0	0	0
Bicycles (owned)	3	11	11	14	14	15	7	18	11	5	2
Bicycles (rented)	0	0	0	0	1	1	0	2	1	1	0
Scooter (owned)	0	0	0	0	1	0	0	0	1	0	0
Scooter (rented)	0	0	0	0	0	0	0	0	0	0	0
Dog walking	0	0	0	0	0	1	0	0	3	0	2
<b>Sedentary Category</b>											
Sitting public	14	25	21	14	5	25	1		1	2	0
Sitting private	0	0	0		0	0	0	0	0	0	0
Sitting Commercial	0	10	8	4	0	0	0		0	0	0

# RESULTS CONSUMER SURVEY



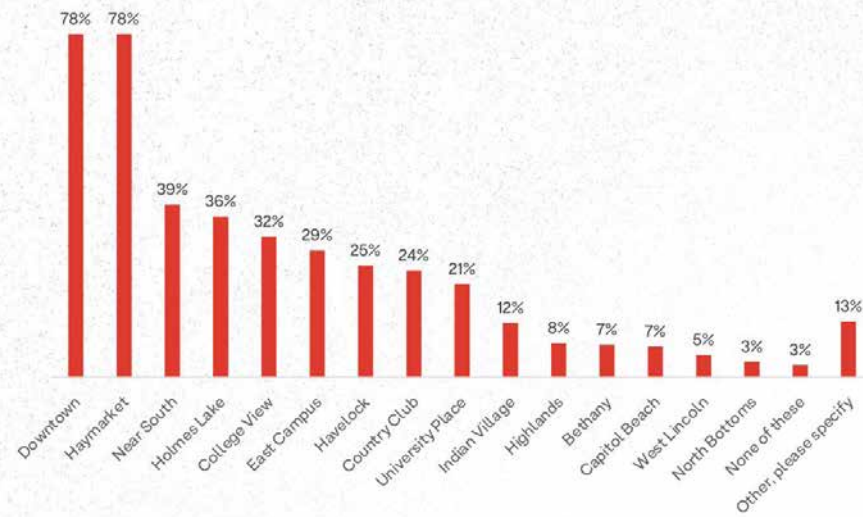
# CONSUMER SURVEY RESULTS



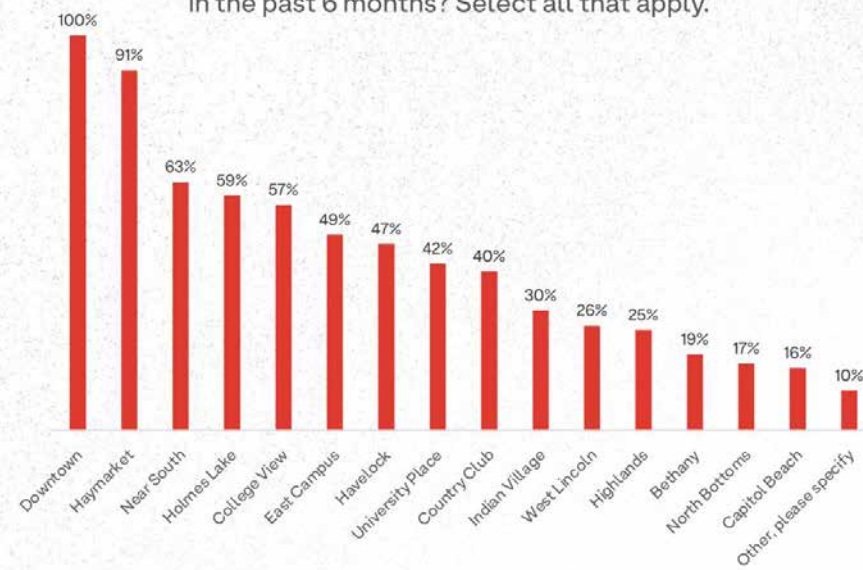


# CONSUMER SURVEY RESULTS

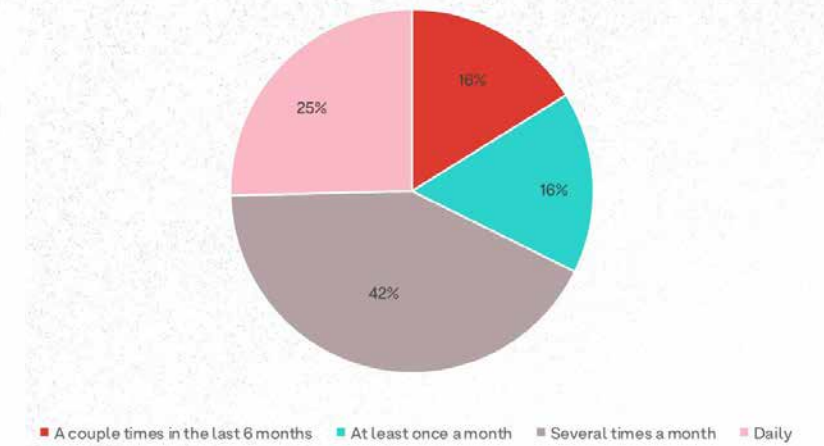
Which of the following neighborhoods are among your favorites to visit? Select all that apply.



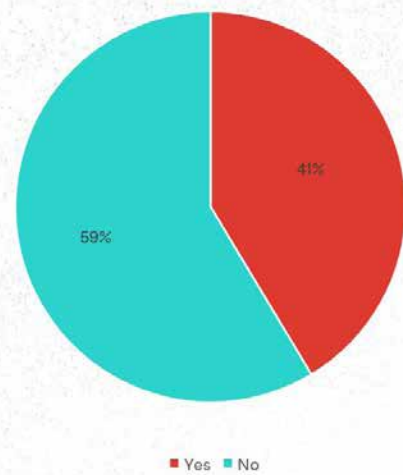
Which of the following neighborhoods have you visited in the past 6 months? Select all that apply.



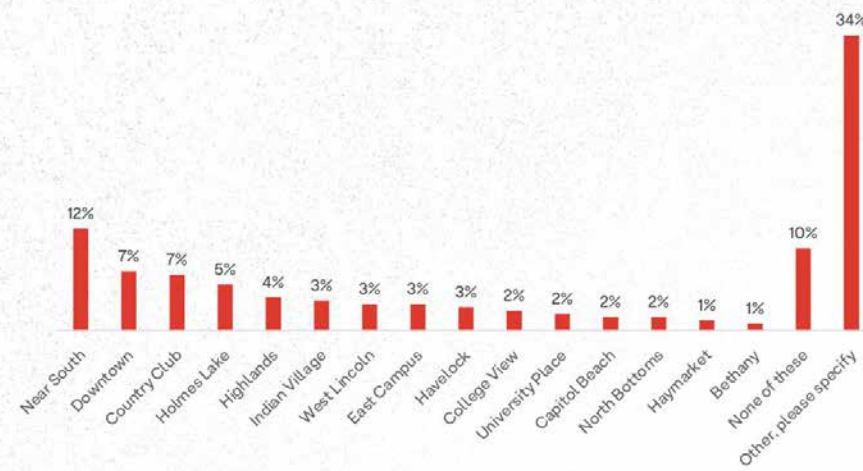
How often did you visit the Downtown Corridors within the past 6 months?



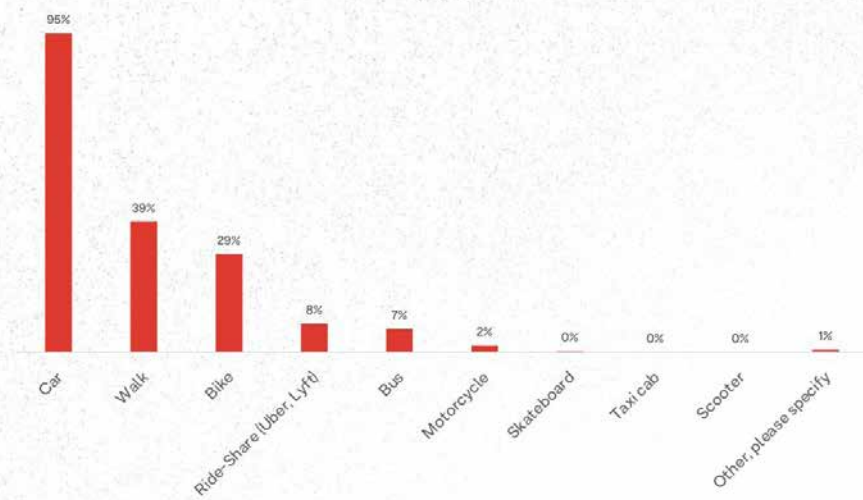
Do you work in the area?



What neighborhood do you live in? Select the closest answer you can.

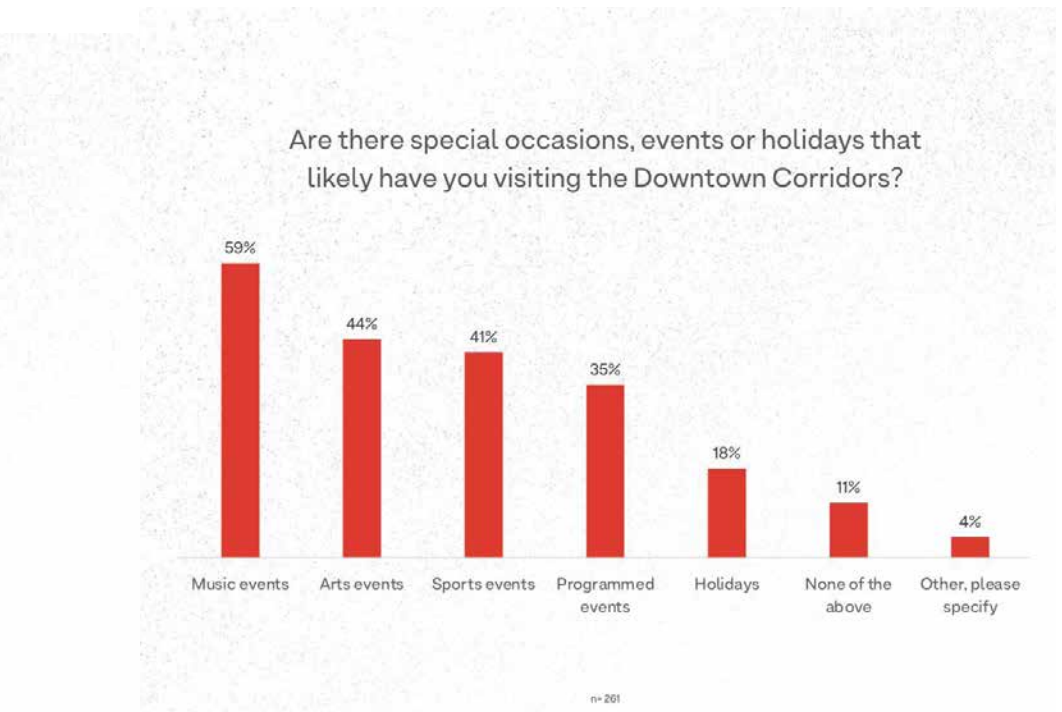
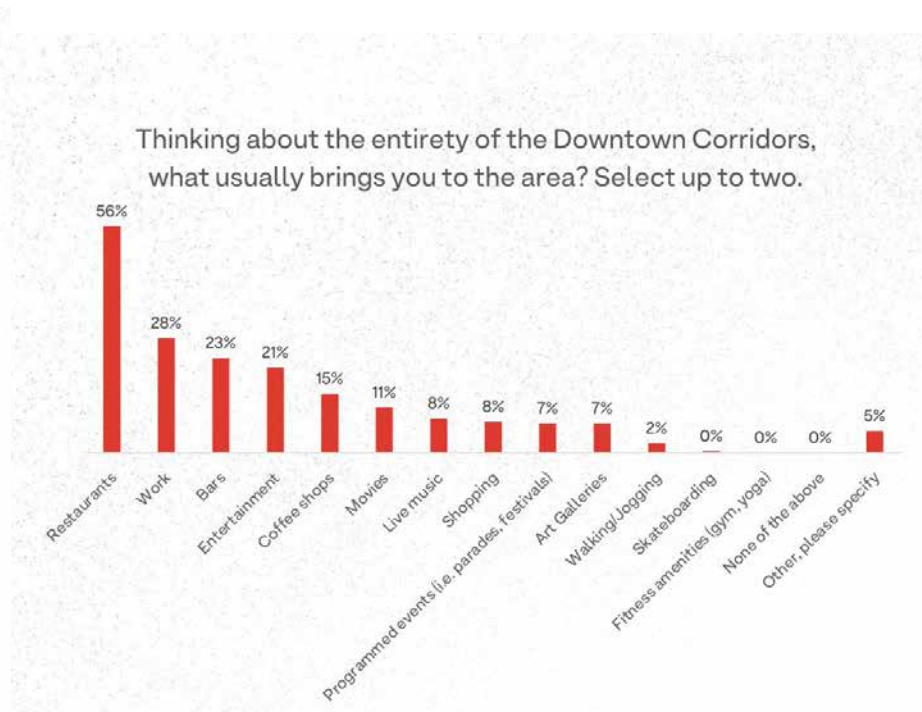
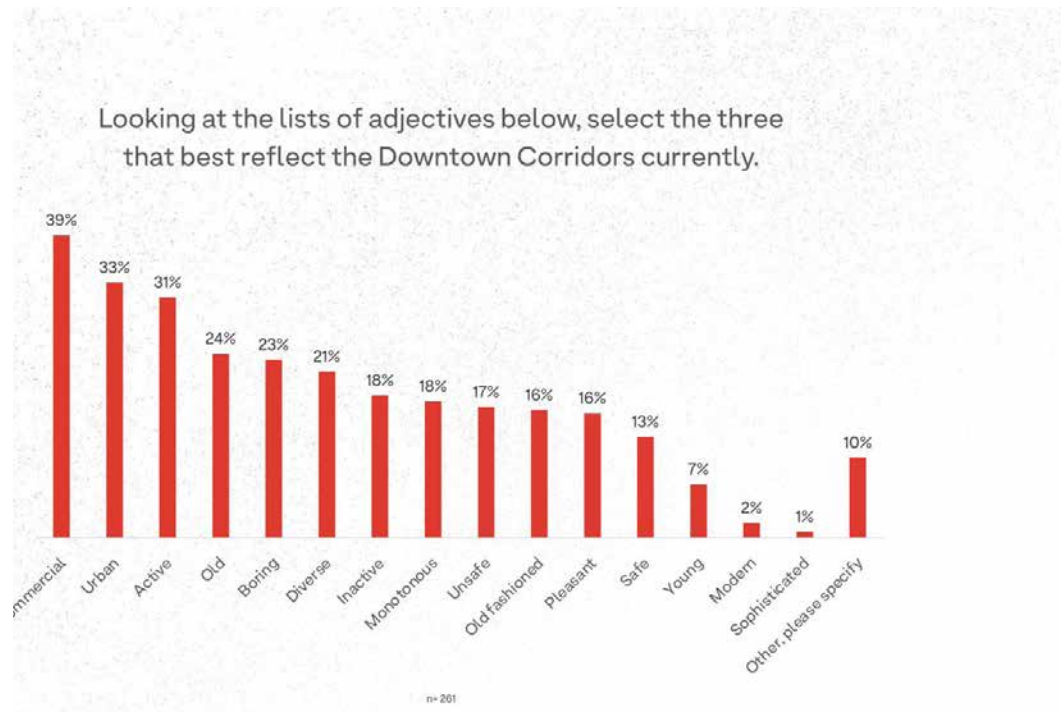
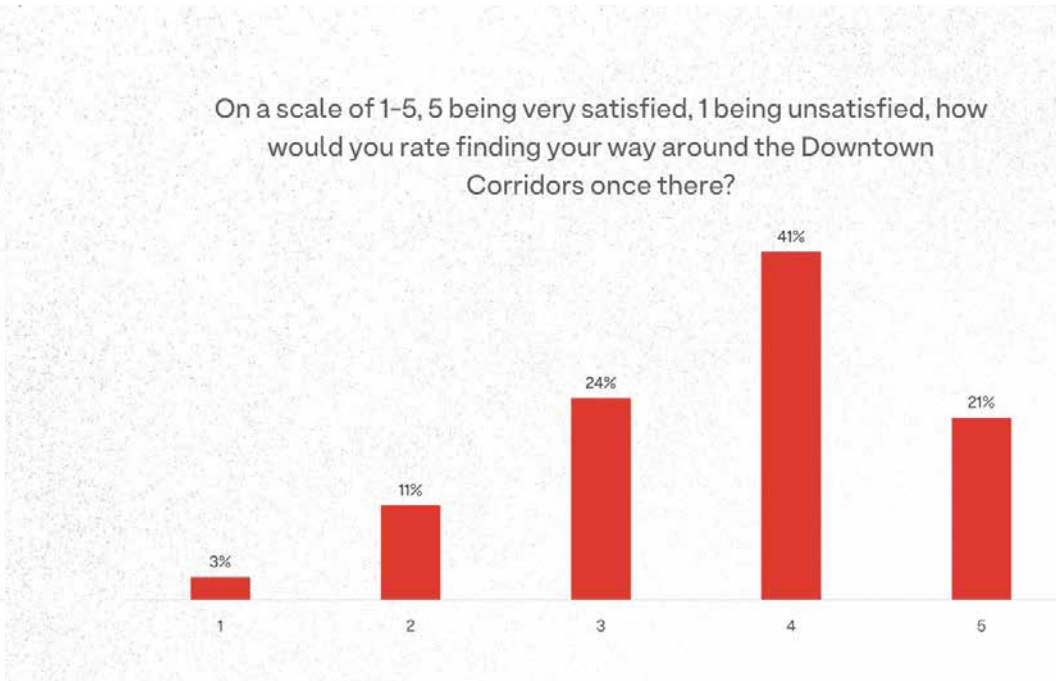
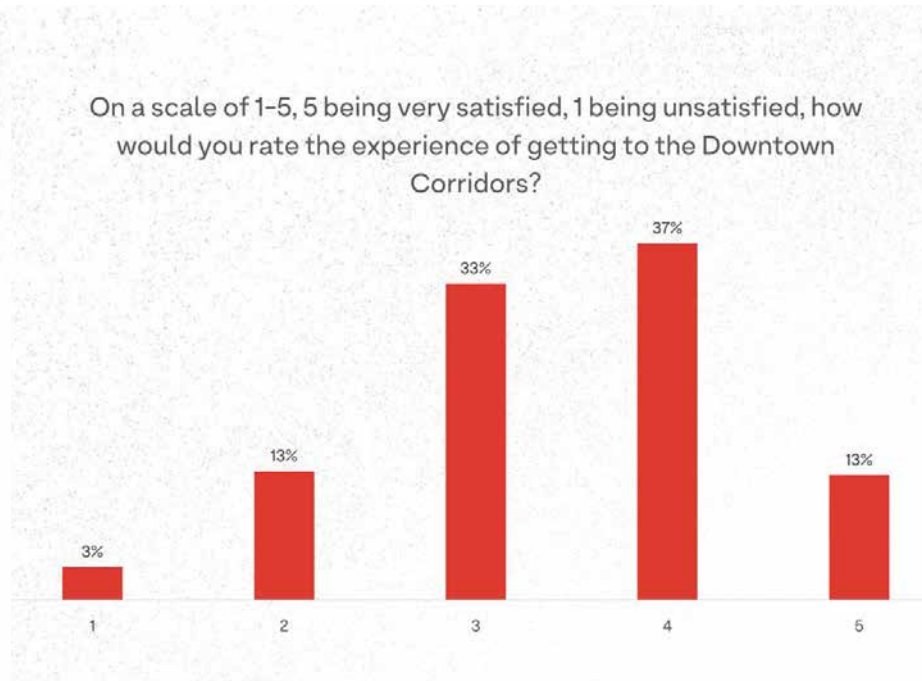
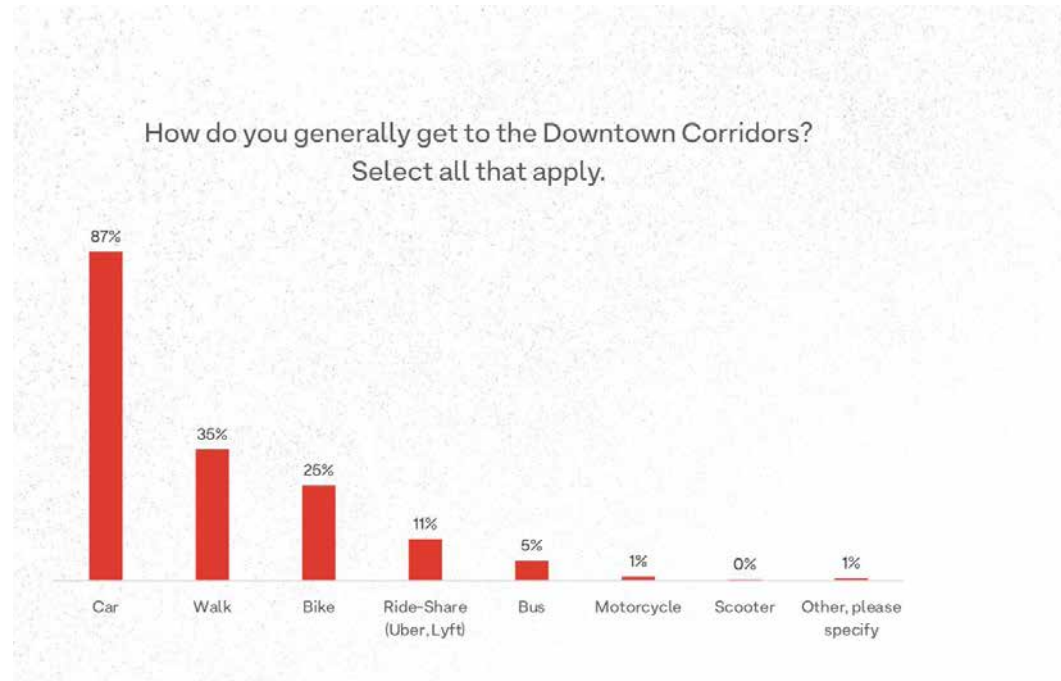


How do you generally get around Lincoln? Select all that apply.



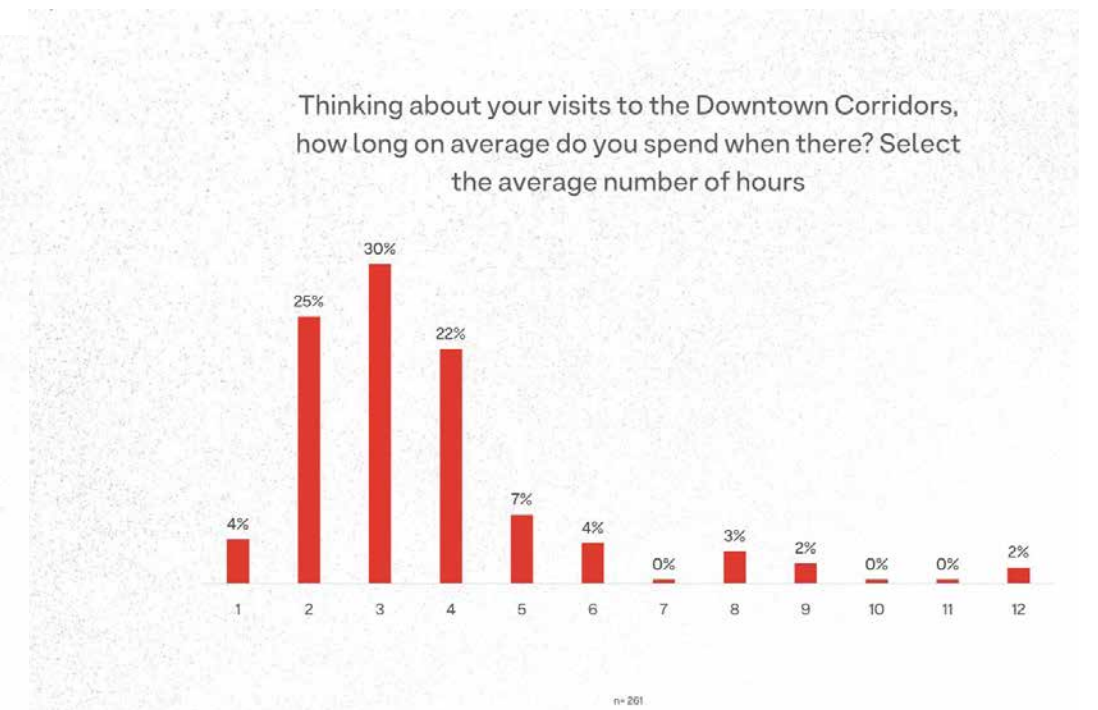
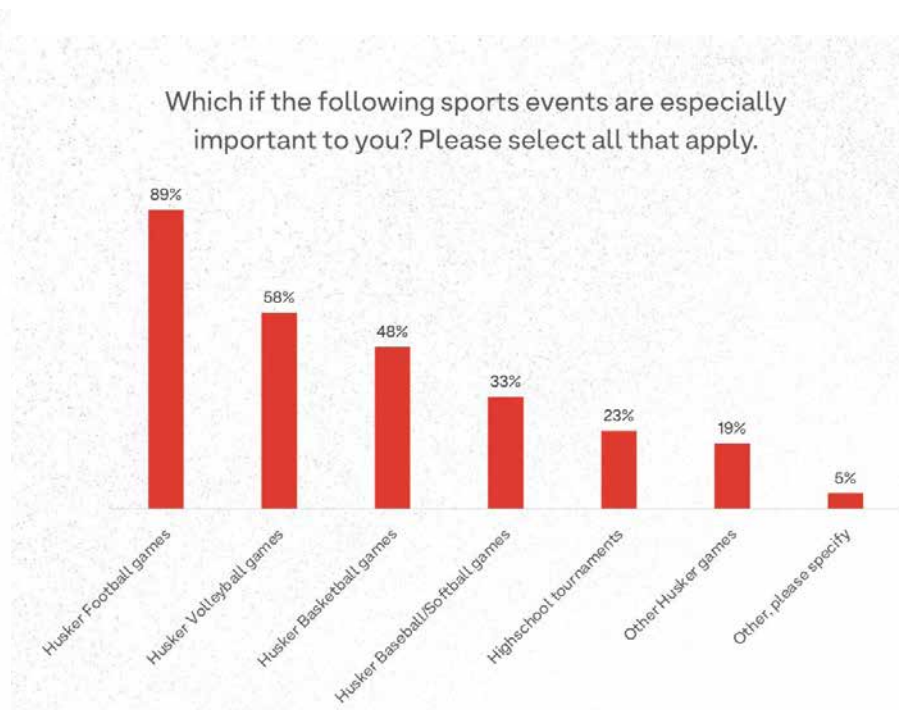
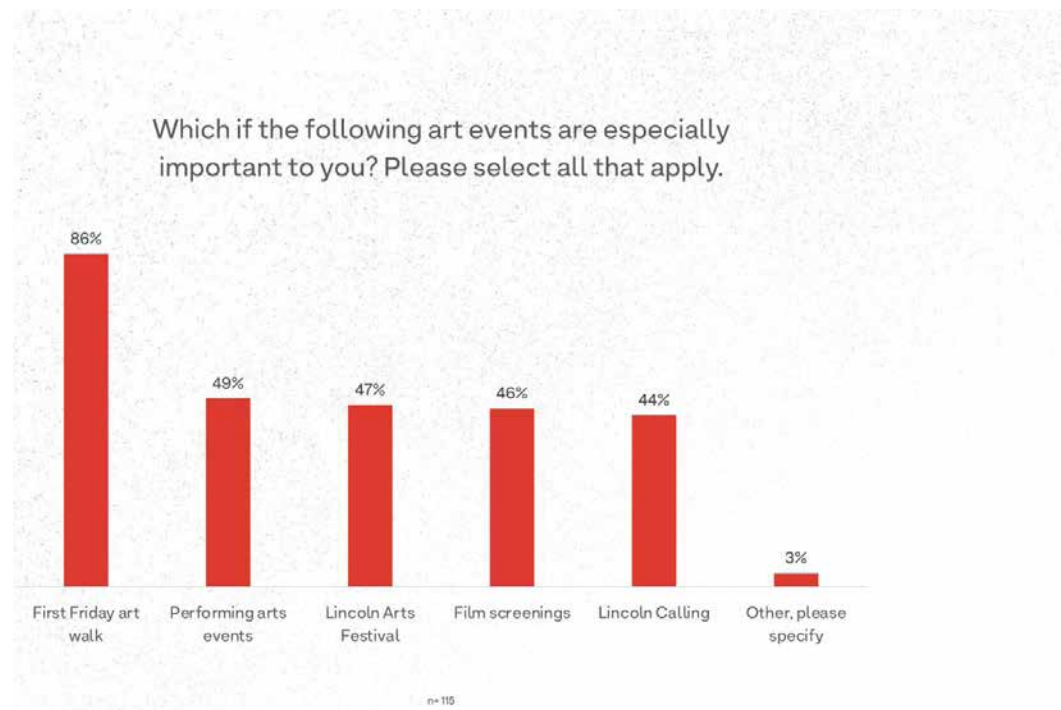
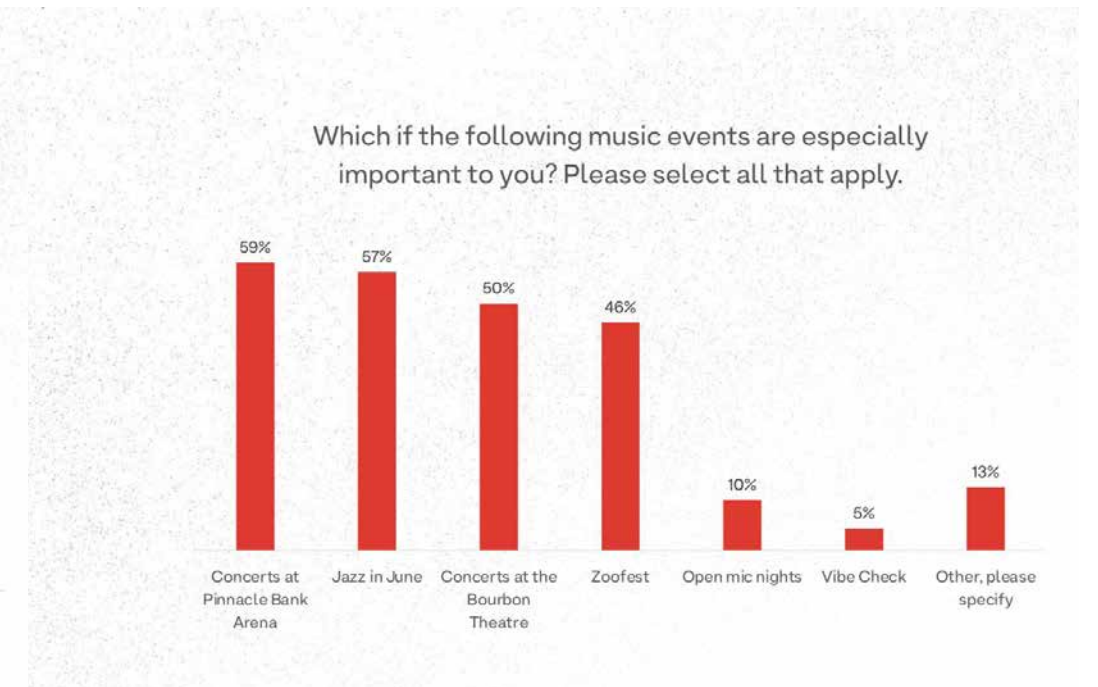
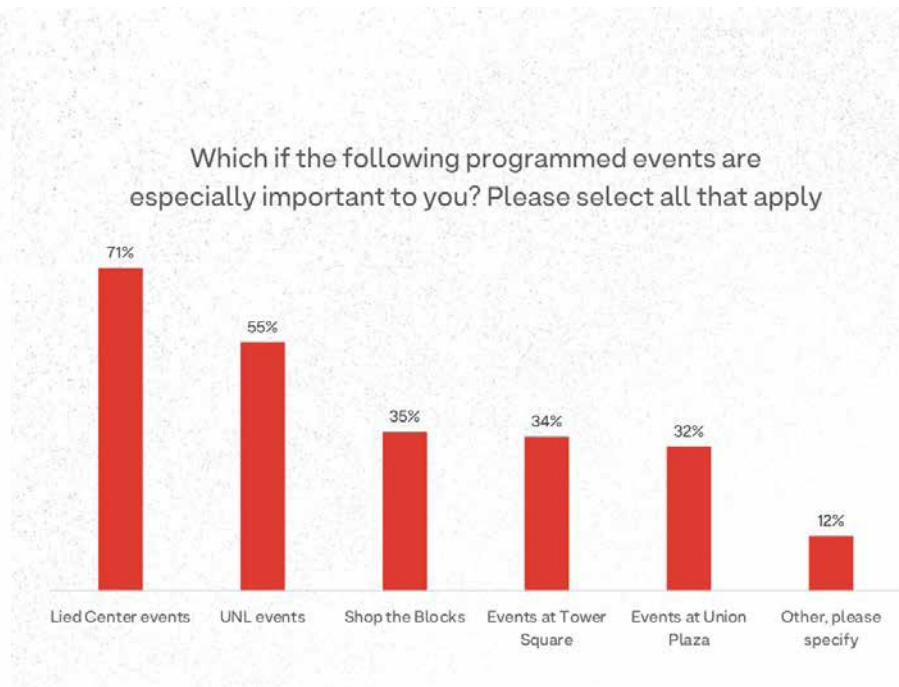


# CONSUMER SURVEY RESULTS





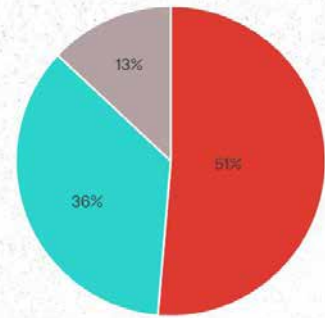
# CONSUMER SURVEY RESULTS





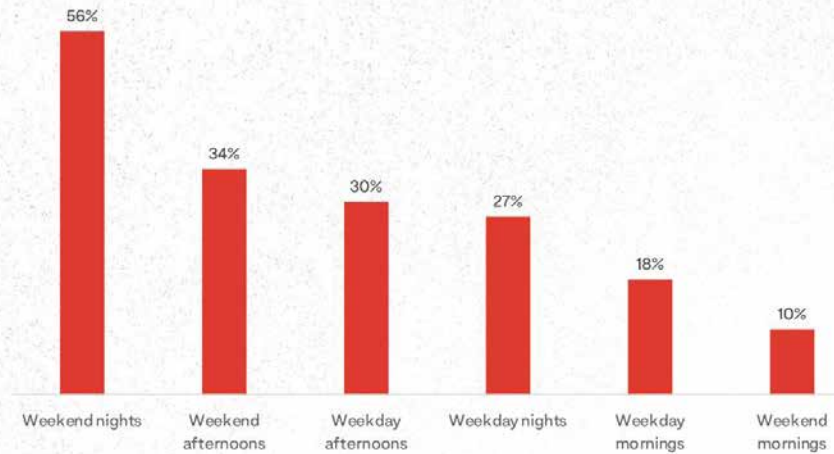
# CONSUMER SURVEY RESULTS

Which of the following best describes your visits to the Downtown Corridors? Select one.

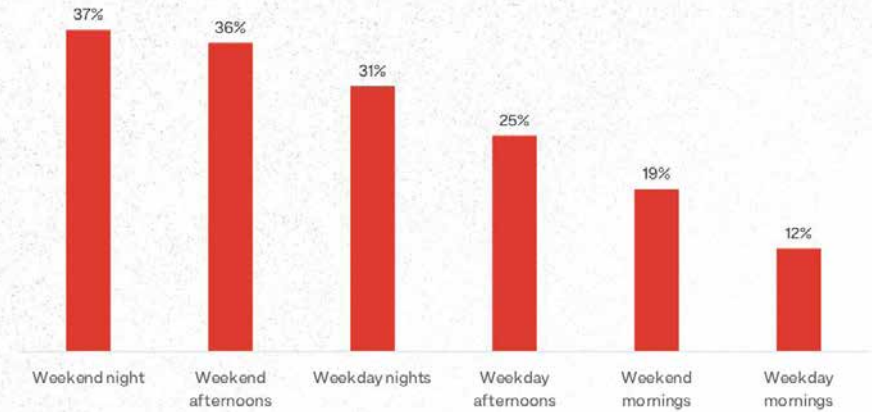


- I usually do one activity when I visit the Downtown Corridors
- I usually come to do one activity but find other things to do in the Downtown Corridors
- I usually want to do multiple things when going to the Downtown Corridors but can't find enough

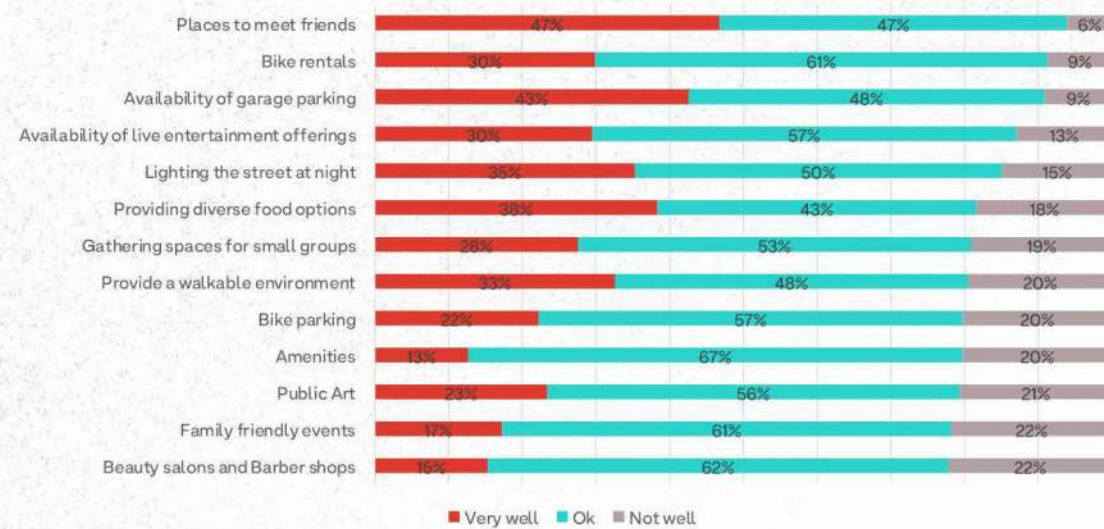
When do you frequent the Downtown Corridors the most? Please select no more than two times.



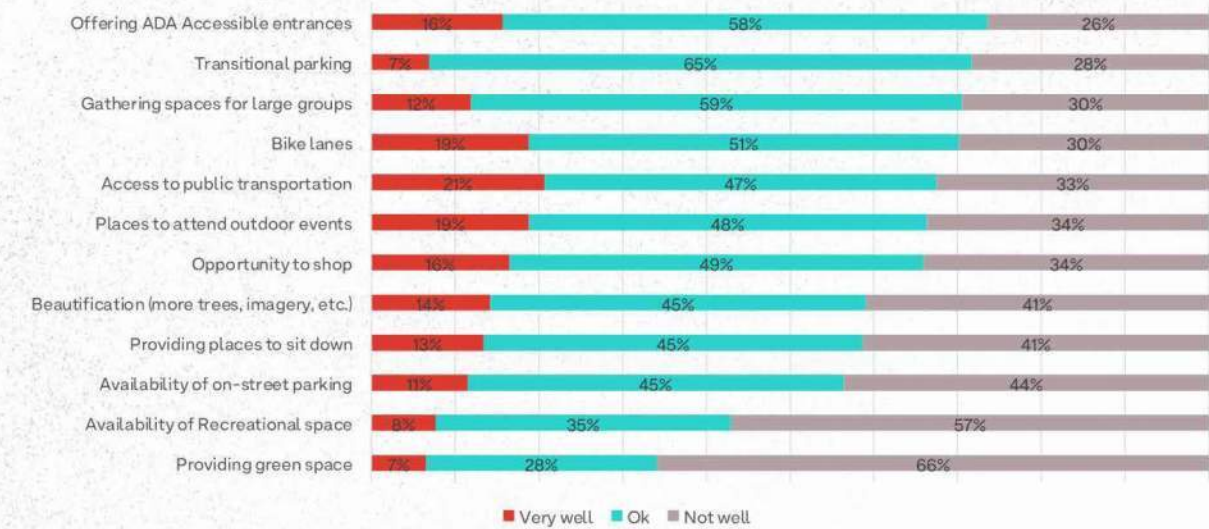
In your opinion, when is the best time to go to the Downtown Corridors? Please select no more than two times.



How well do you think the Downtown Corridors meet the following expectations

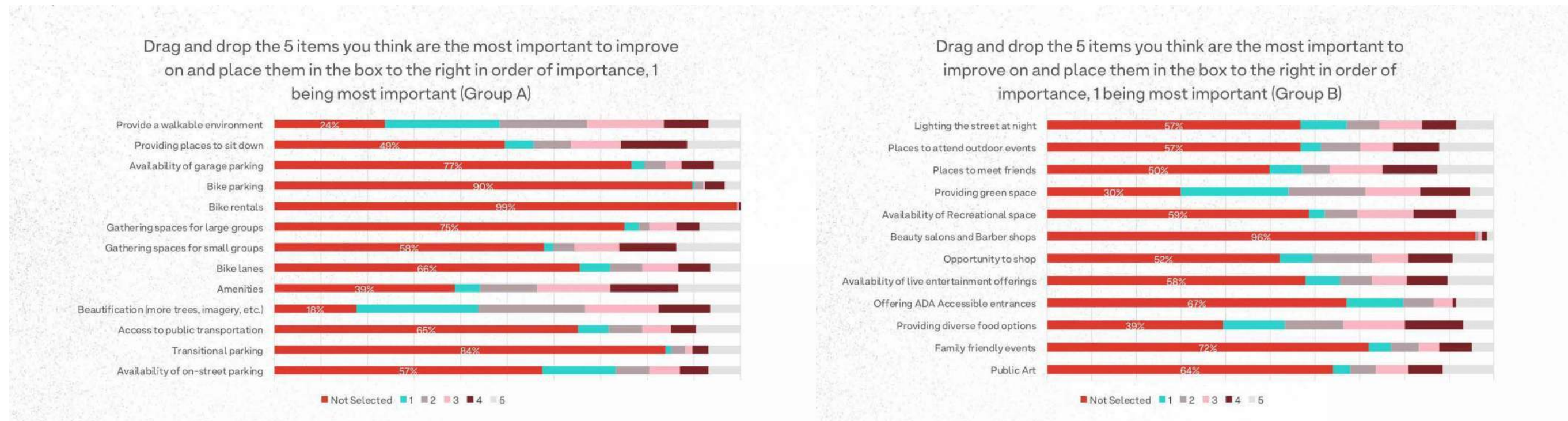
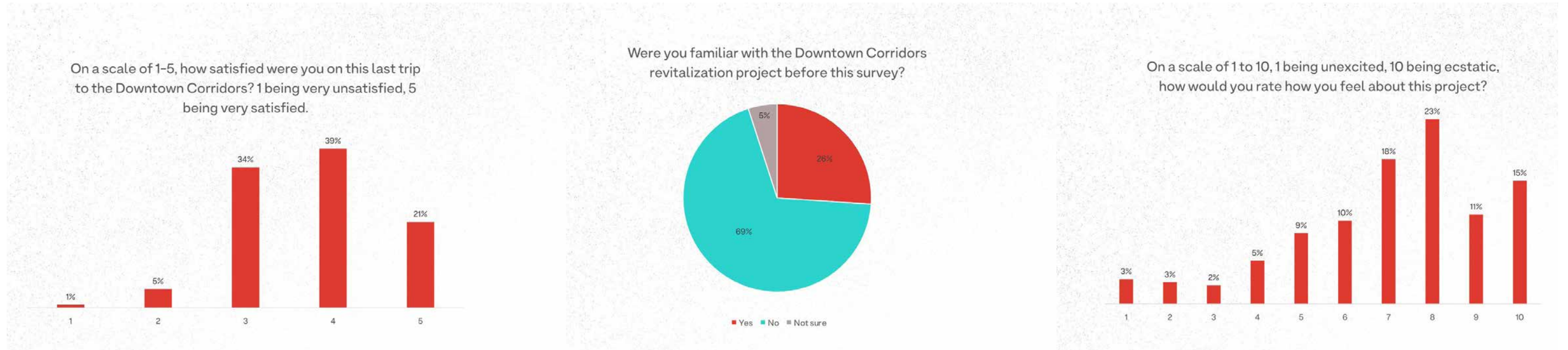


How well do you think the Downtown Corridors meet the following expectations



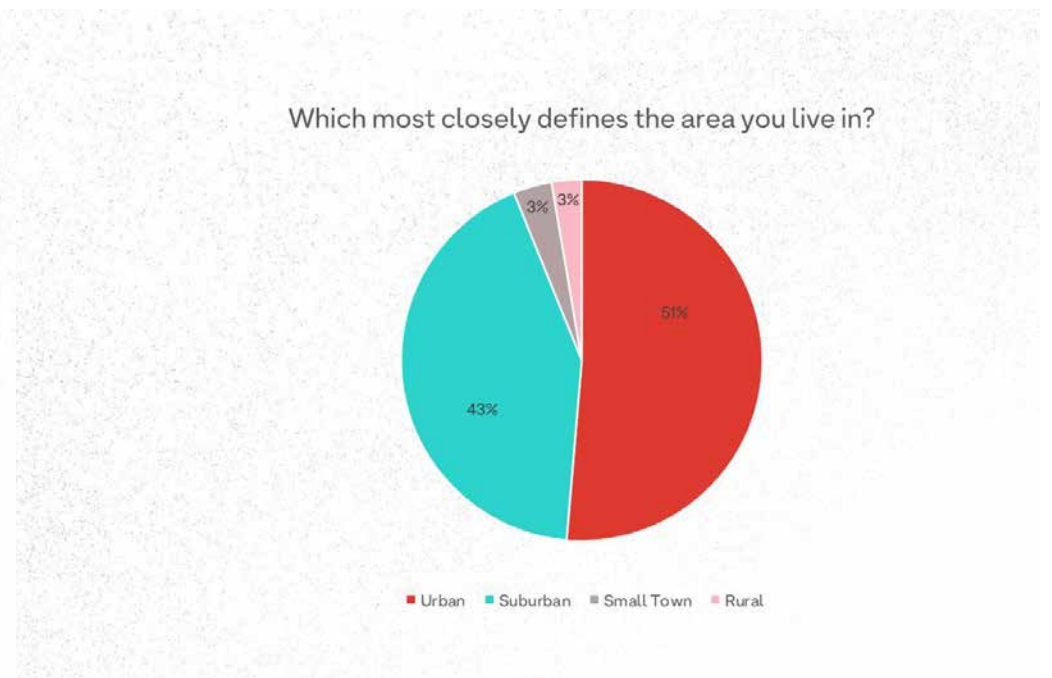
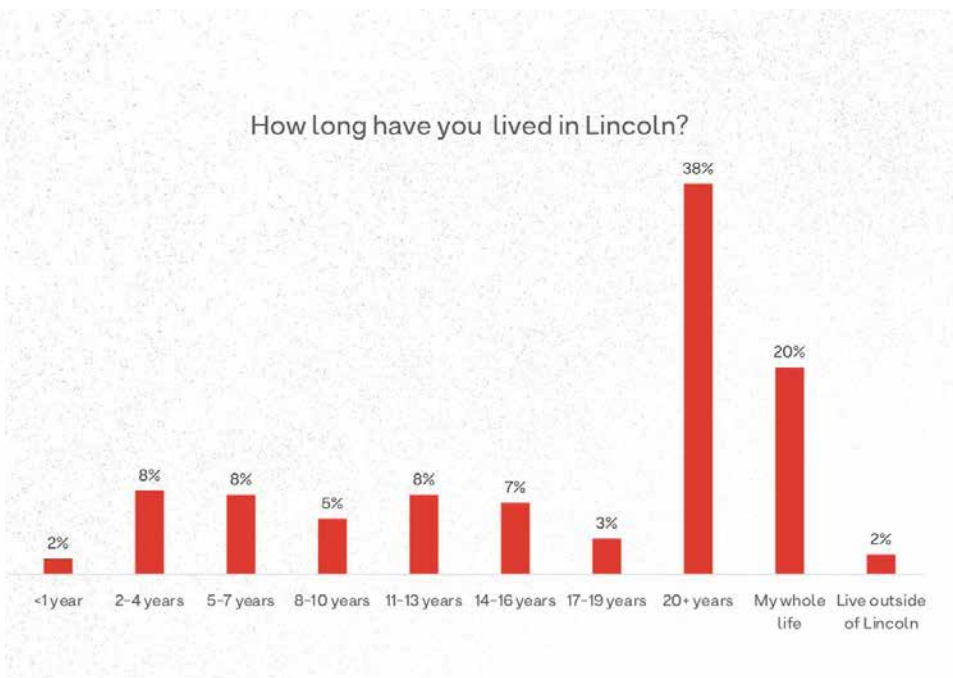
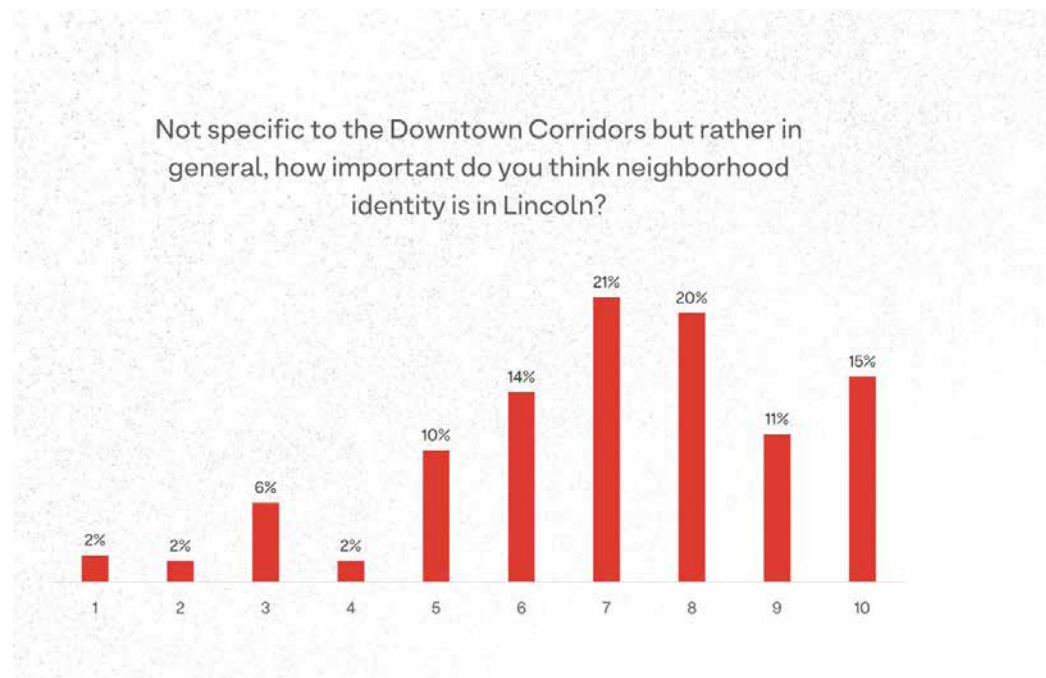
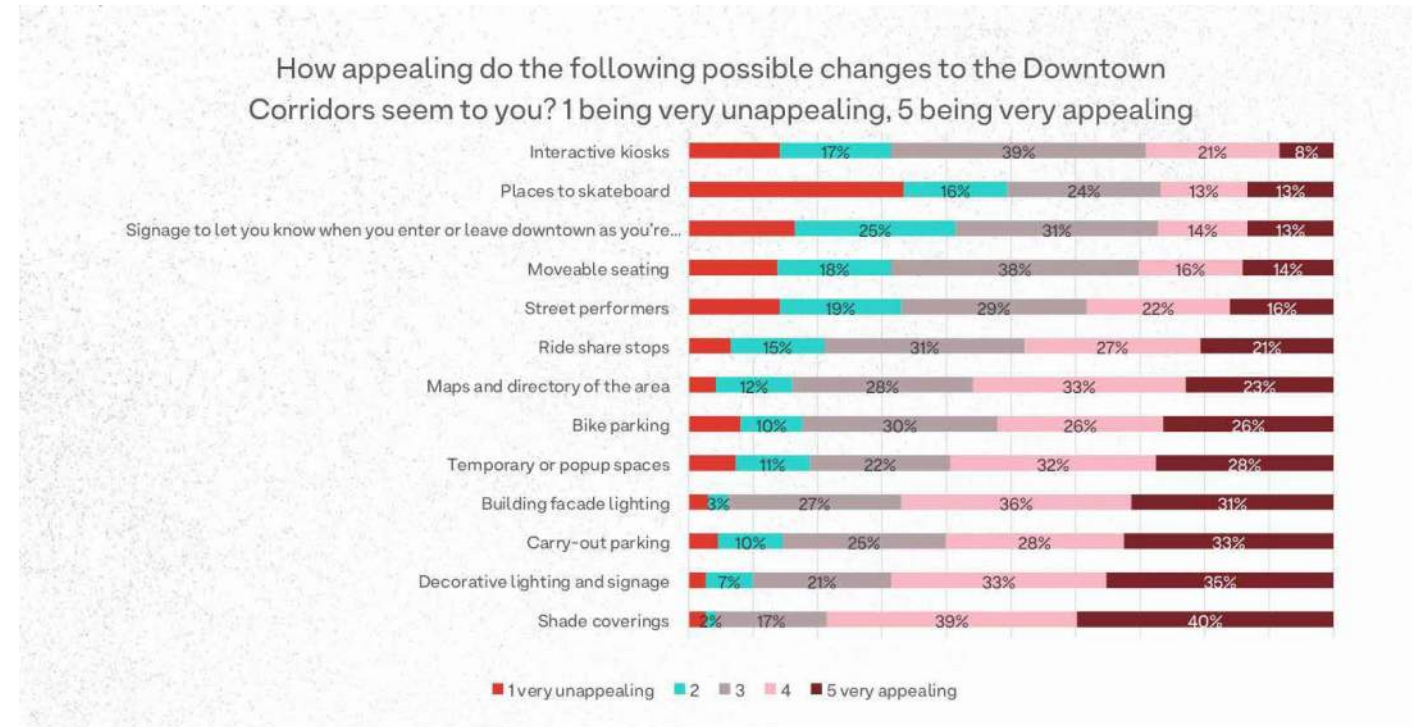
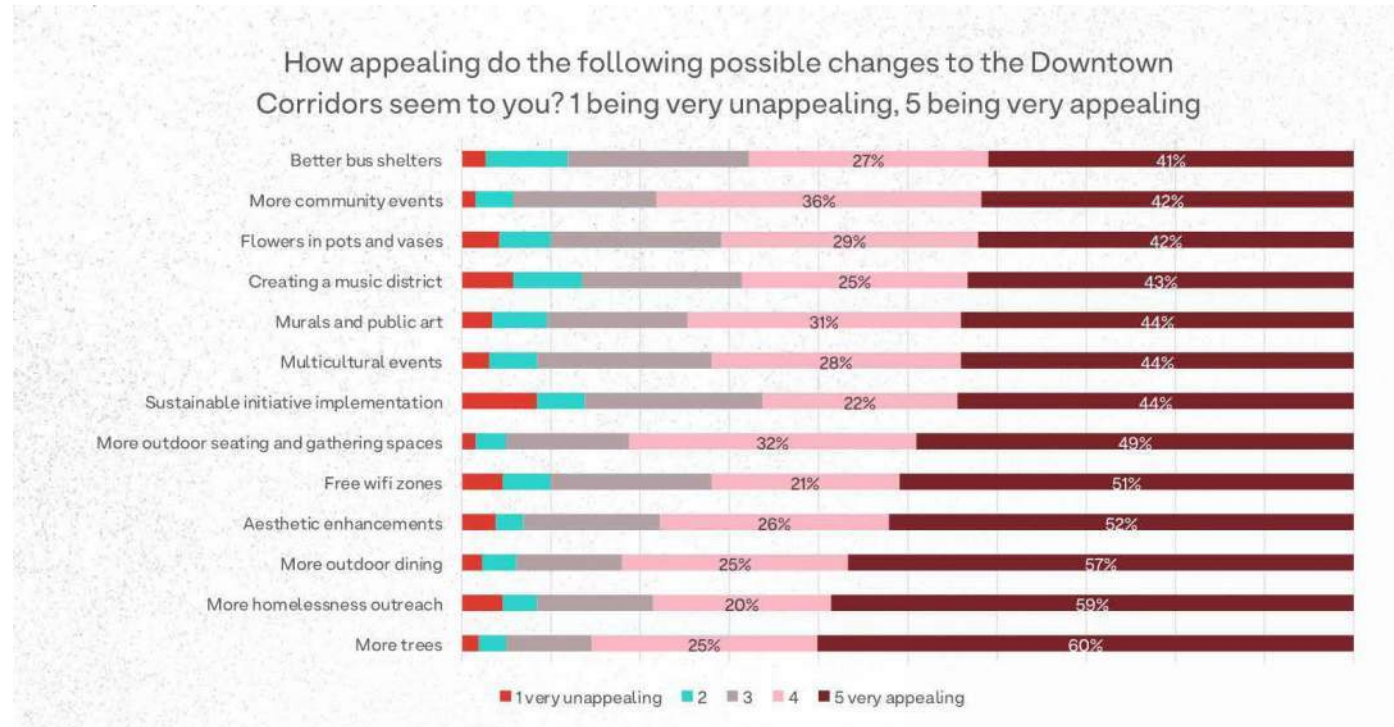


# CONSUMER SURVEY RESULTS



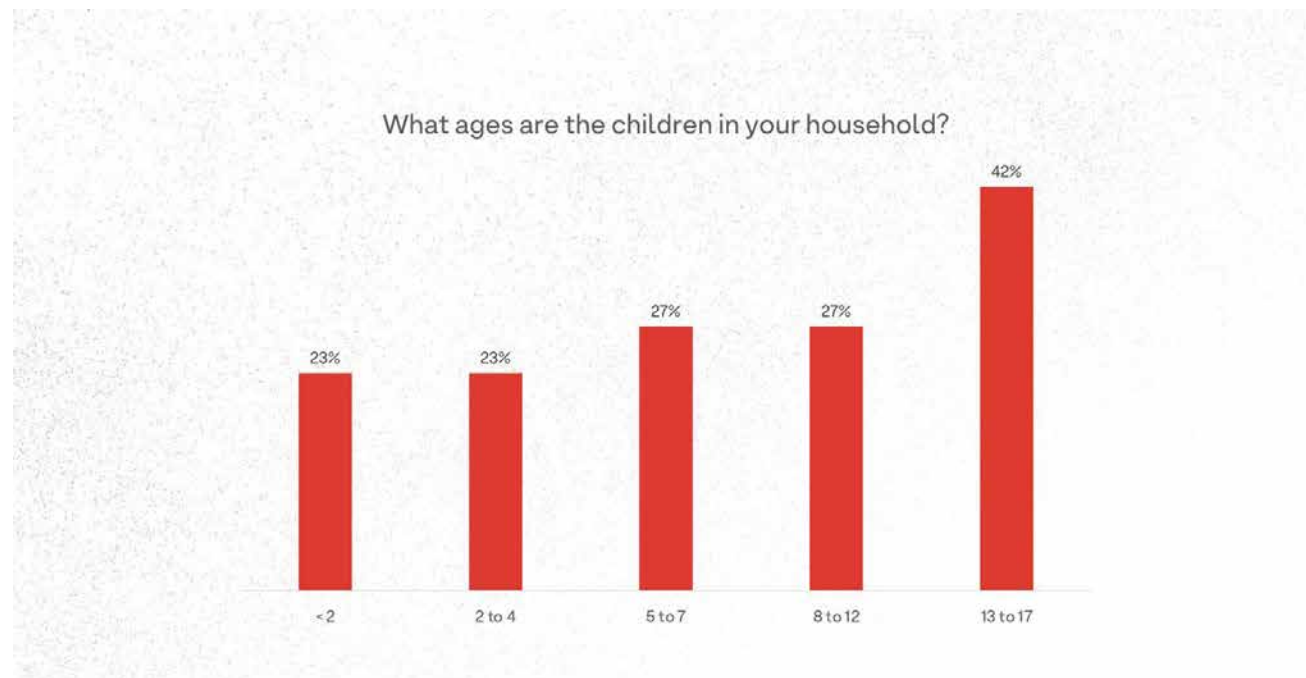
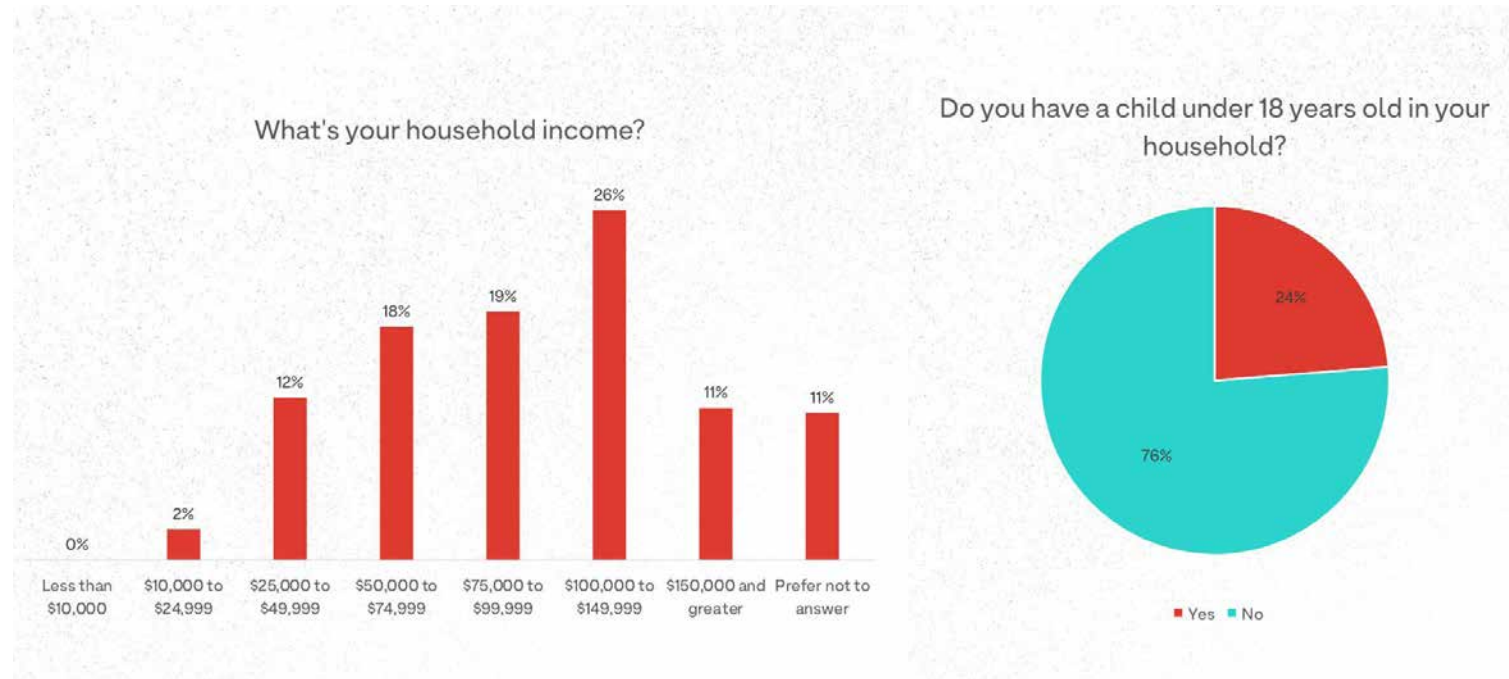


# CONSUMER SURVEY RESULTS





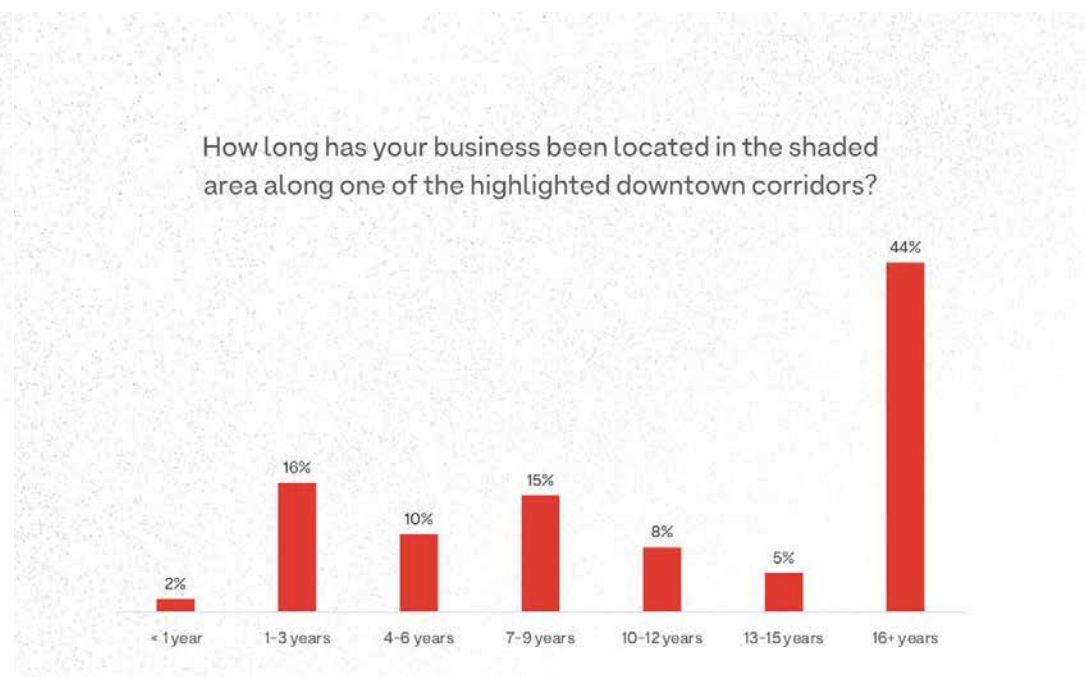
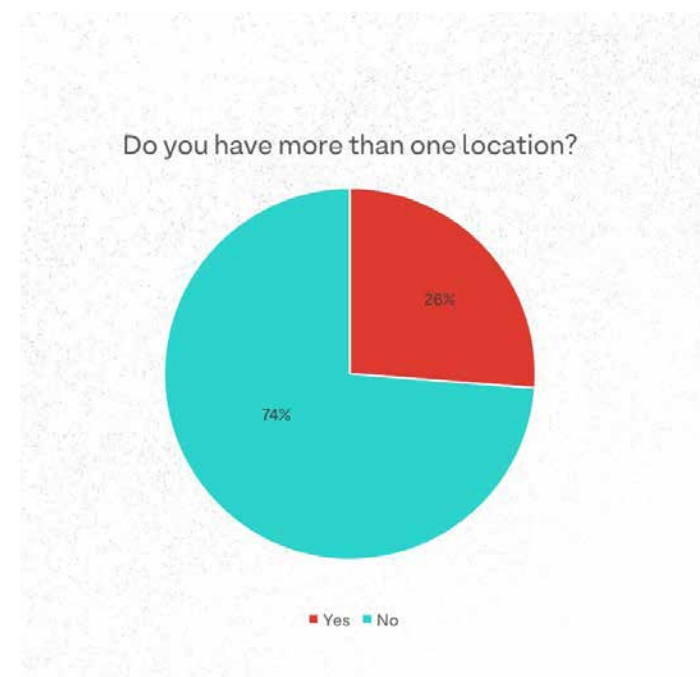
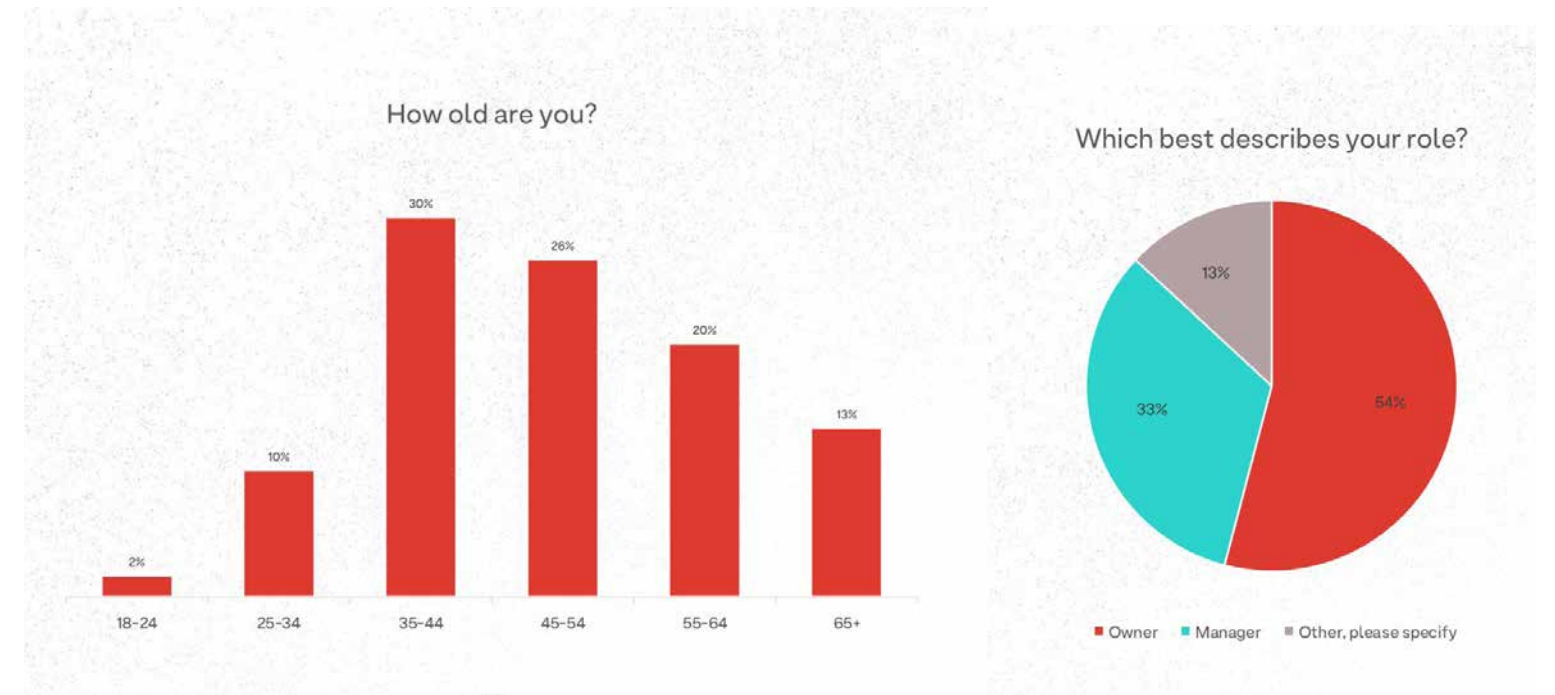
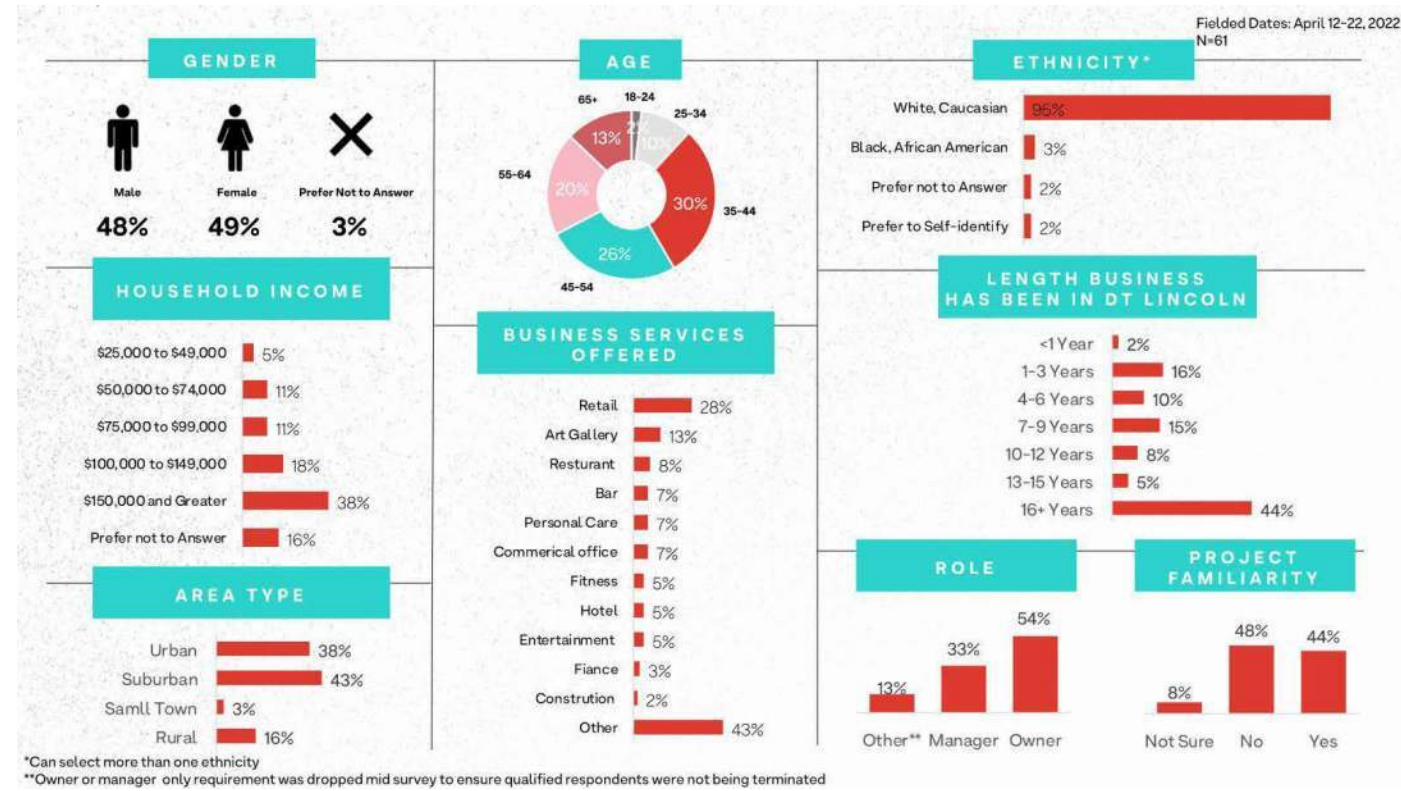
# CONSUMER SURVEY RESULTS



**RESULTS**  
**BUSINESS SURVEY**



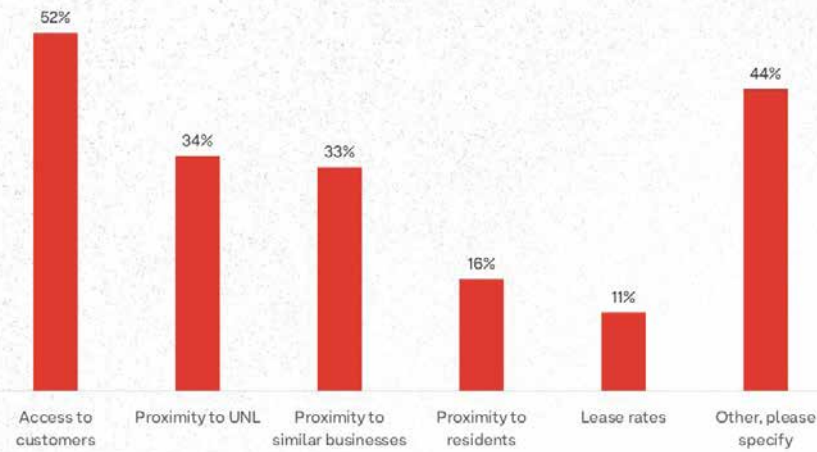
# BUSINESS SURVEY RESULTS



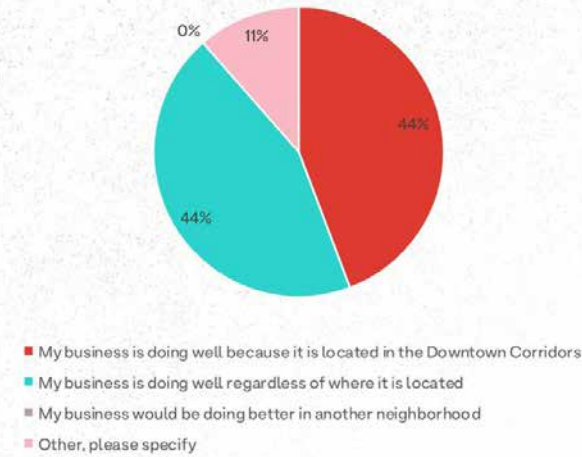


# BUSINESS SURVEY RESULTS

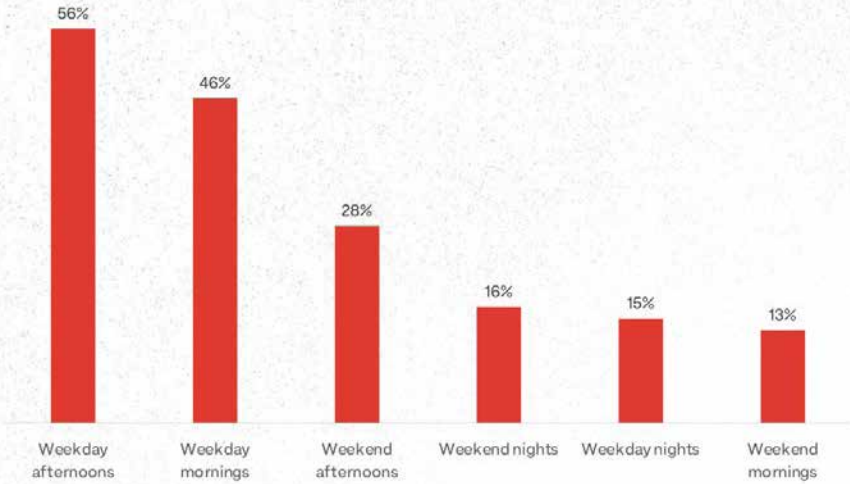
Why did you choose the Downtown Corridors for your business? Select all that apply.



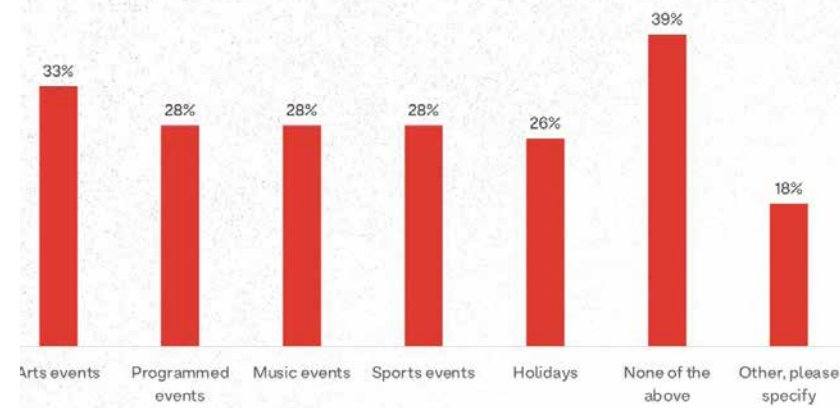
Please select which of the following statements you think are true. Select one



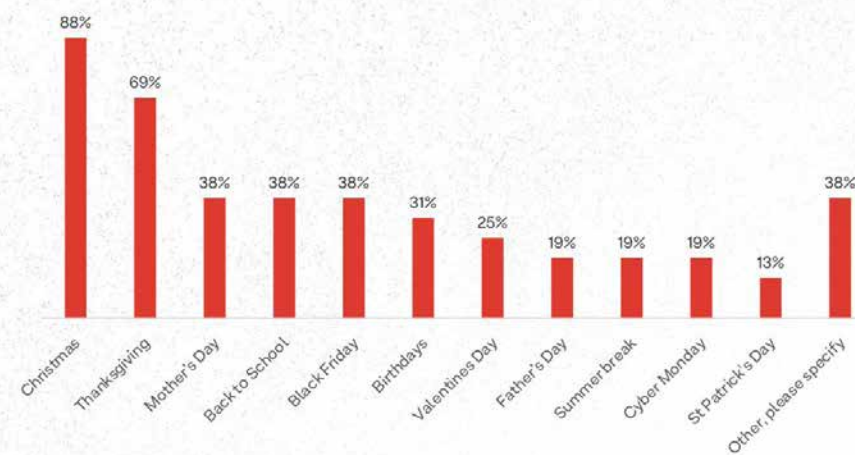
When are your busiest times? Please select no more than two times.



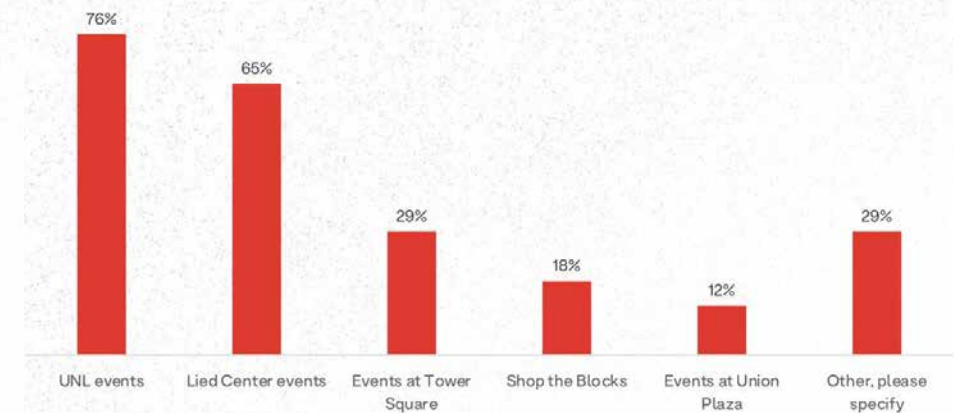
Are there special occasions, events or holidays that are especially important for your business? Please select all that apply.



Which if the following holidays are especially important for your business?

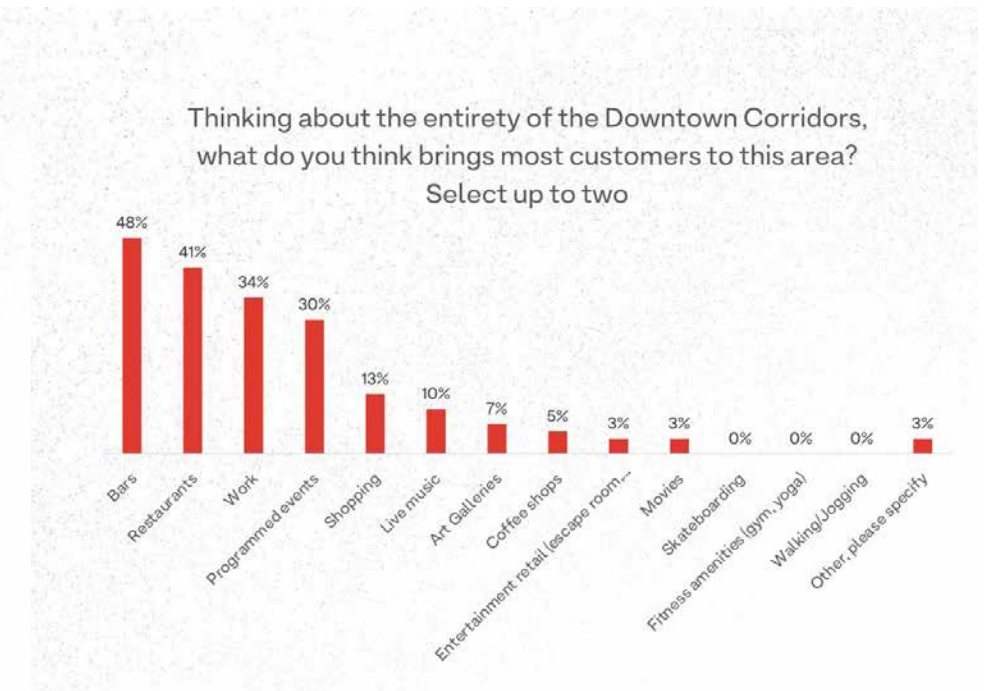
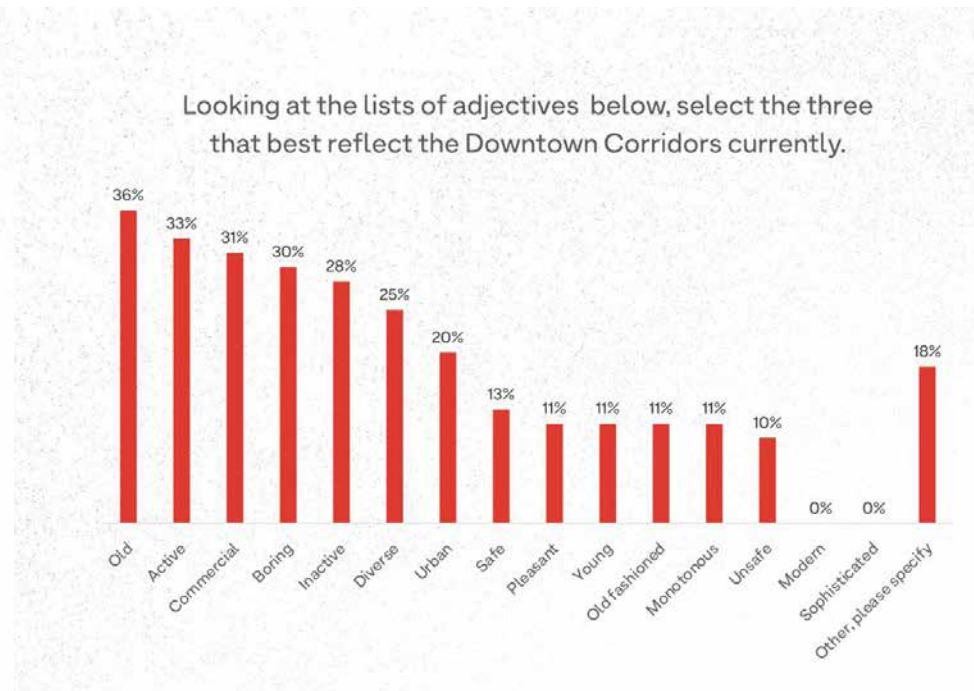
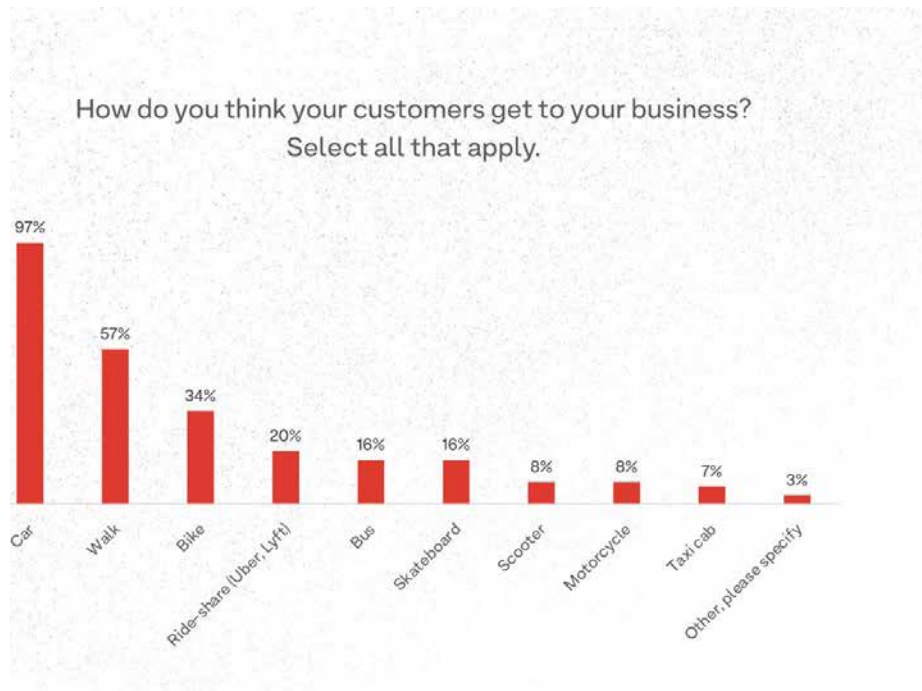
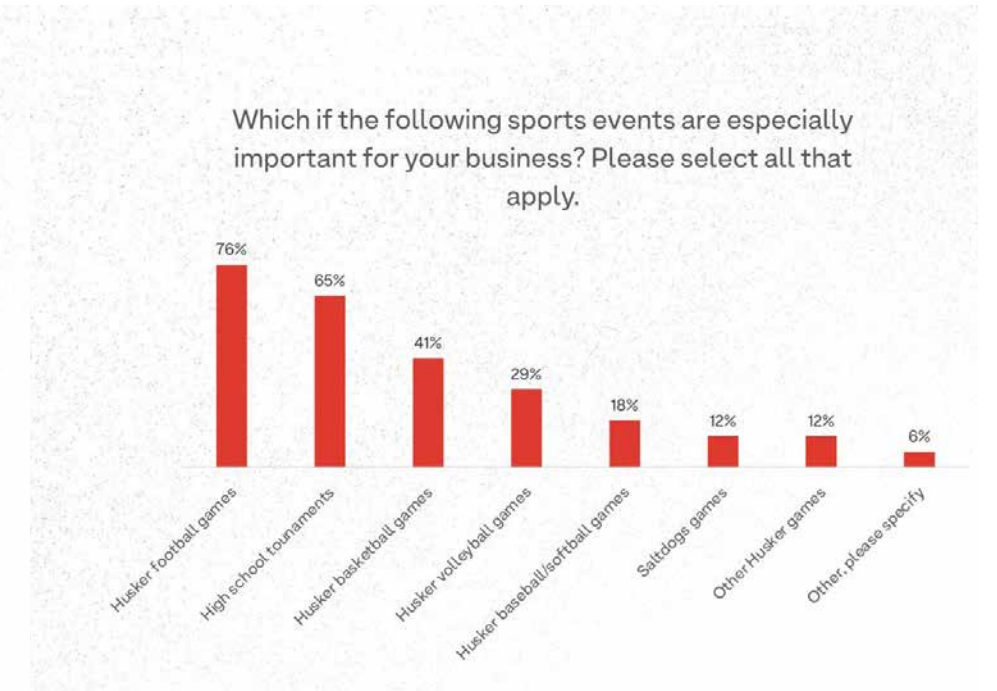
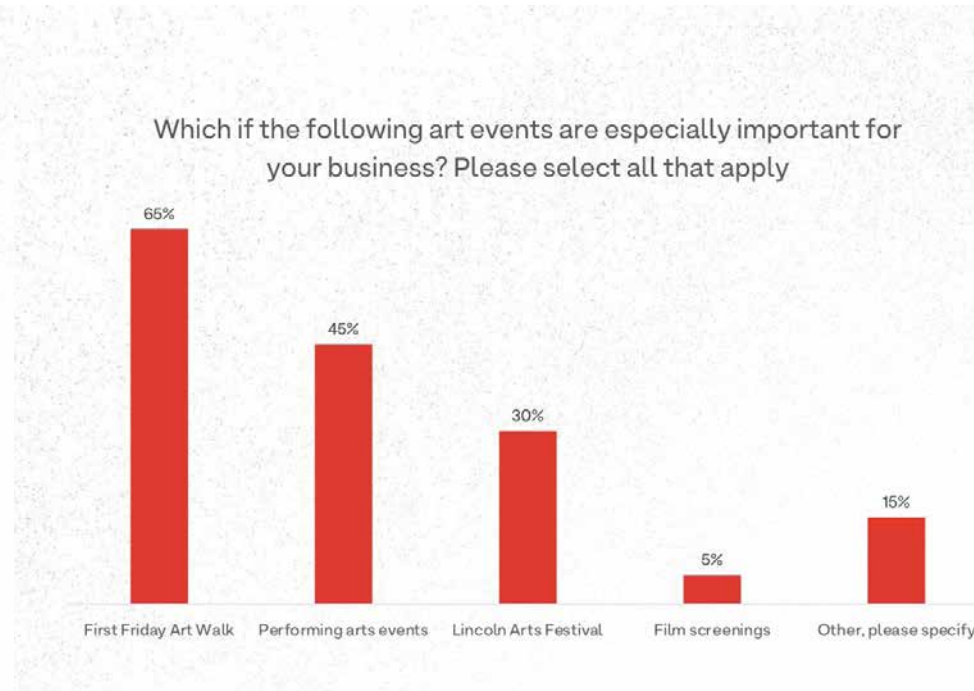
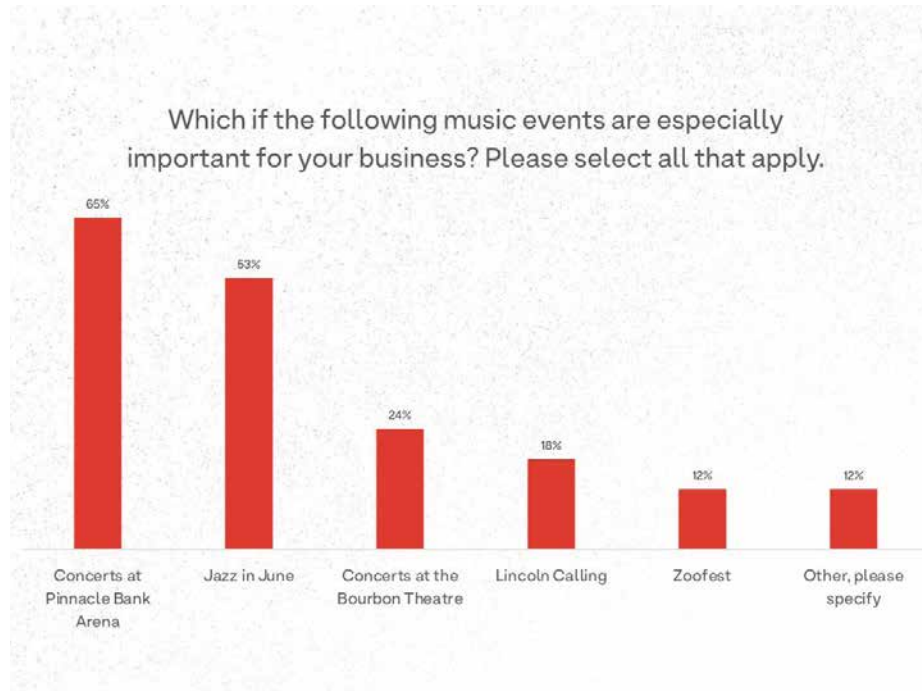


Which if the following programmed events are especially important for your business?



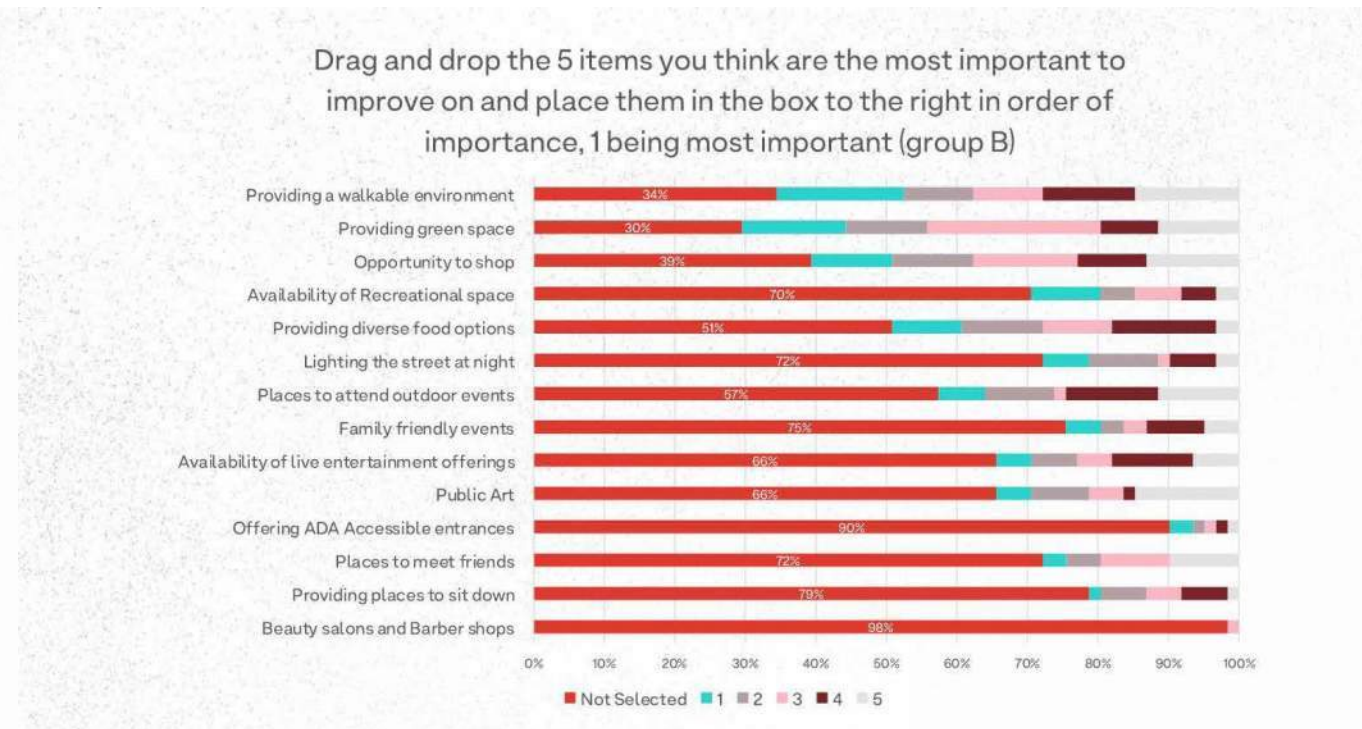
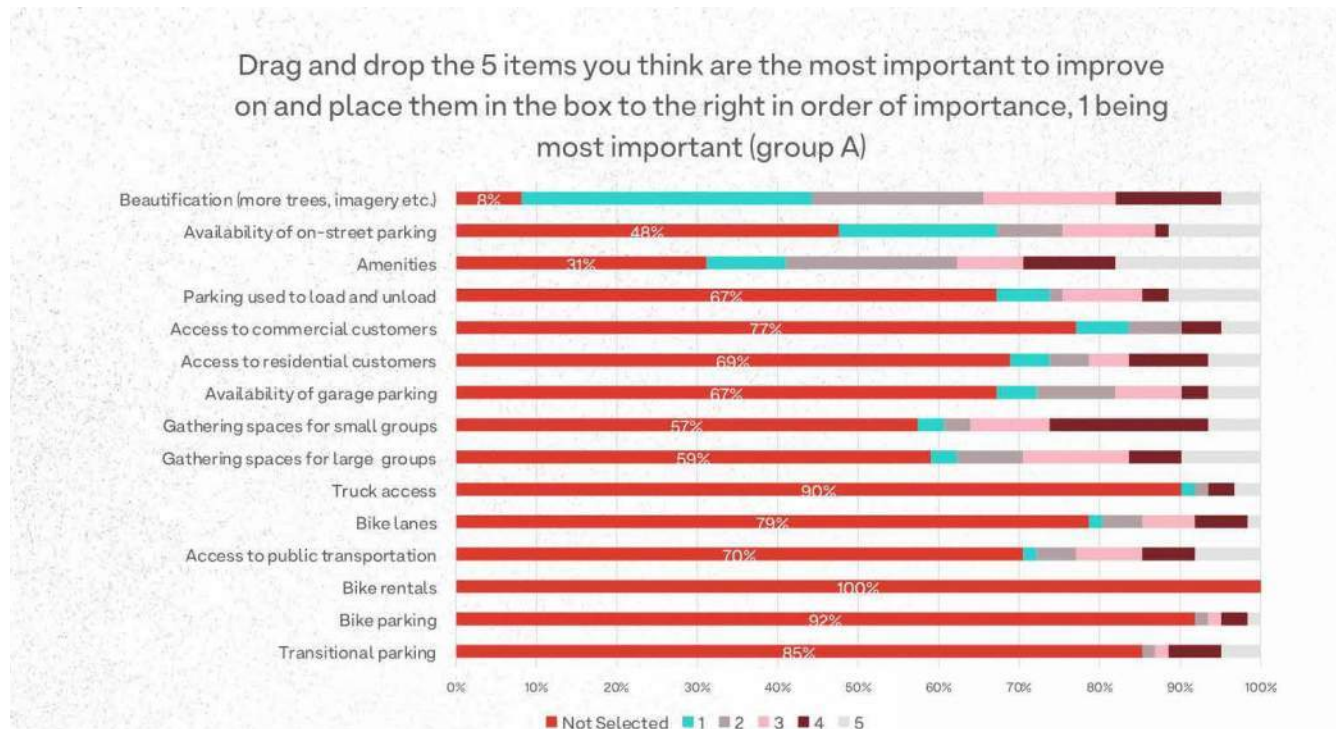


# BUSINESS SURVEY RESULTS





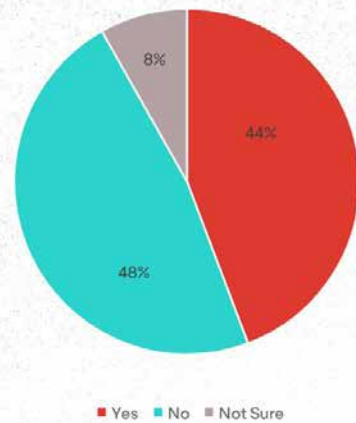
# BUSINESS SURVEY RESULTS



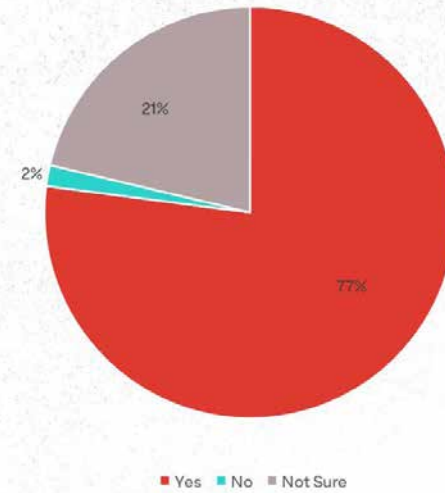


# BUSINESS SURVEY RESULTS

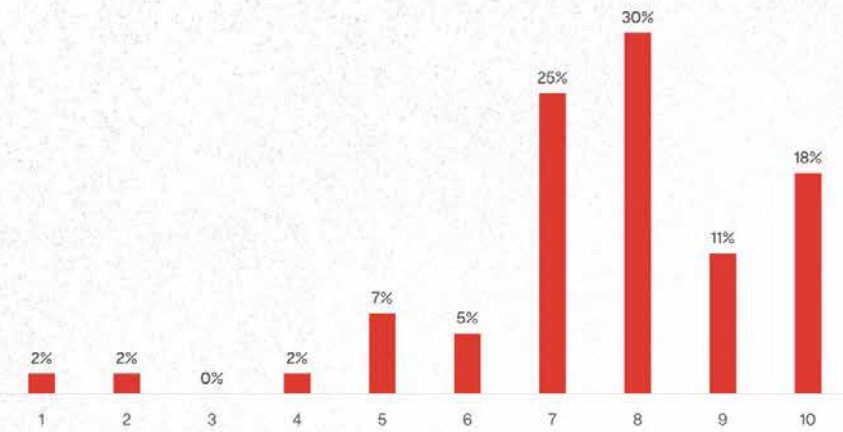
Were you familiar with this the Downtown Corridors revitalization project?



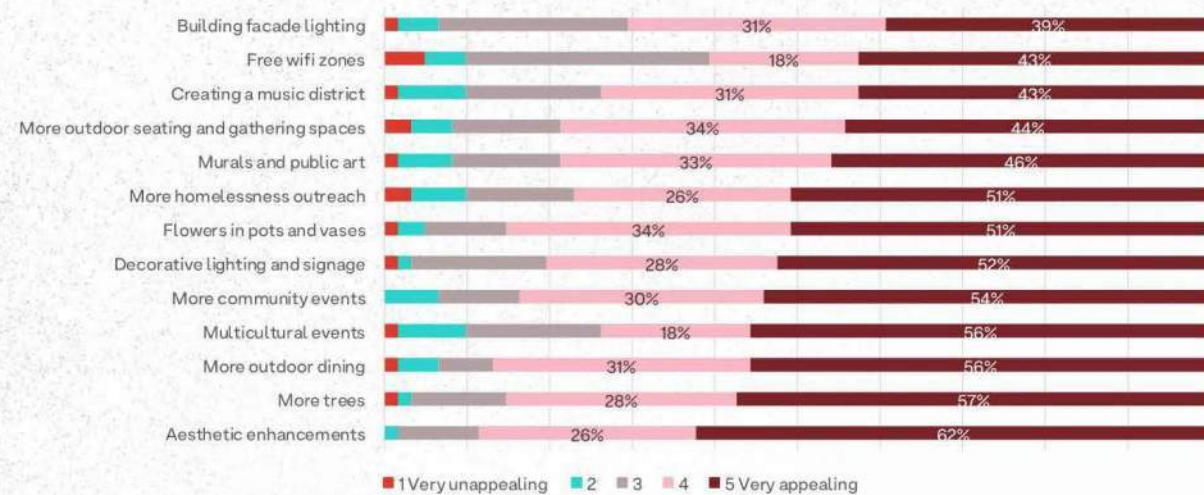
Do you think this project will benefit your business?



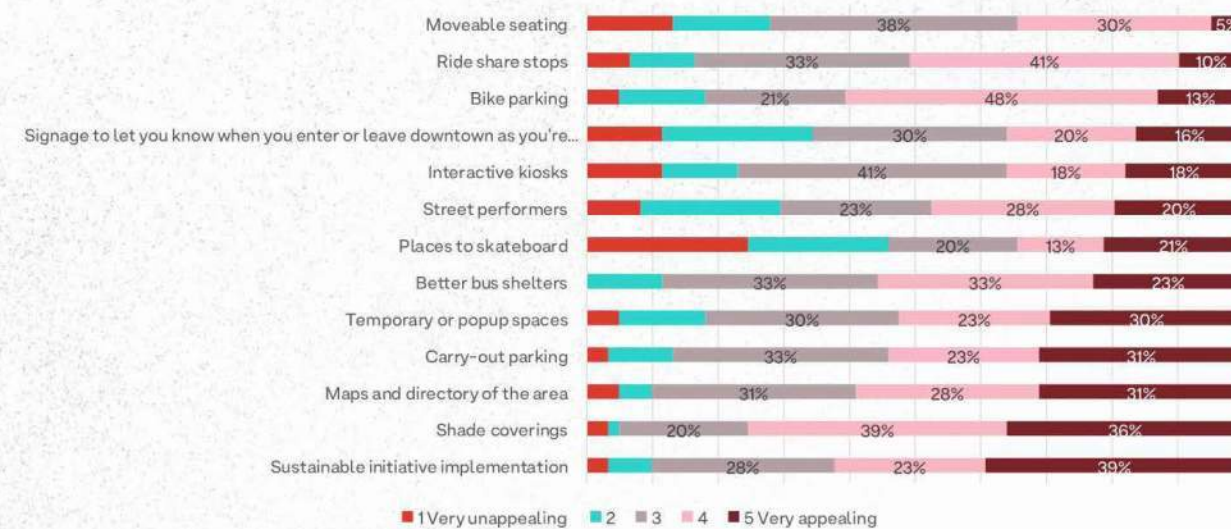
On a scale of 1 to 10, 1 being unexcited, 10 being ecstatic, how would you rate how you feel about this project?



How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing

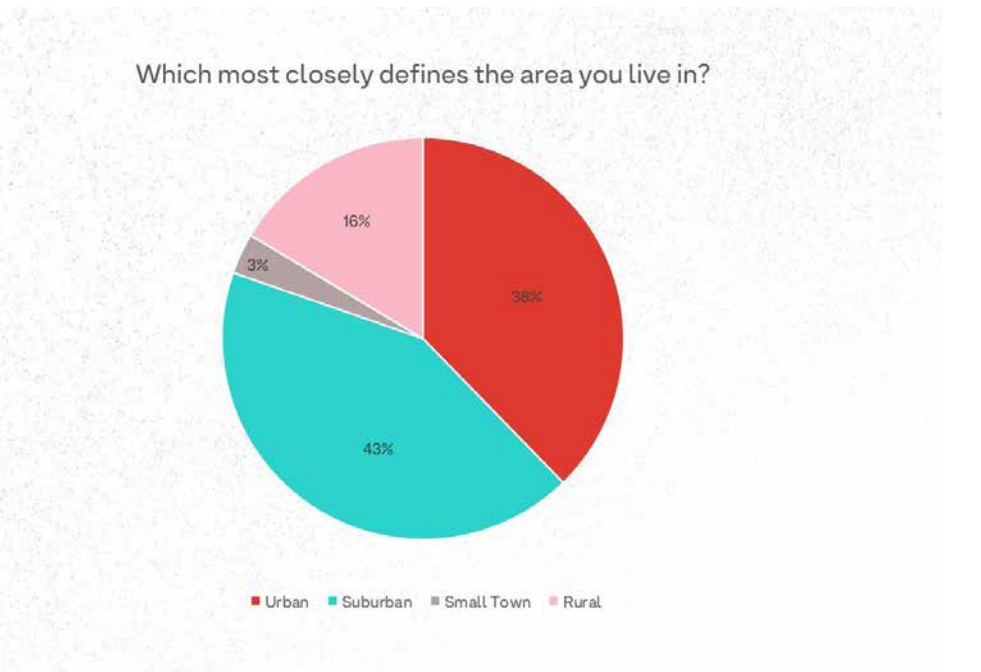
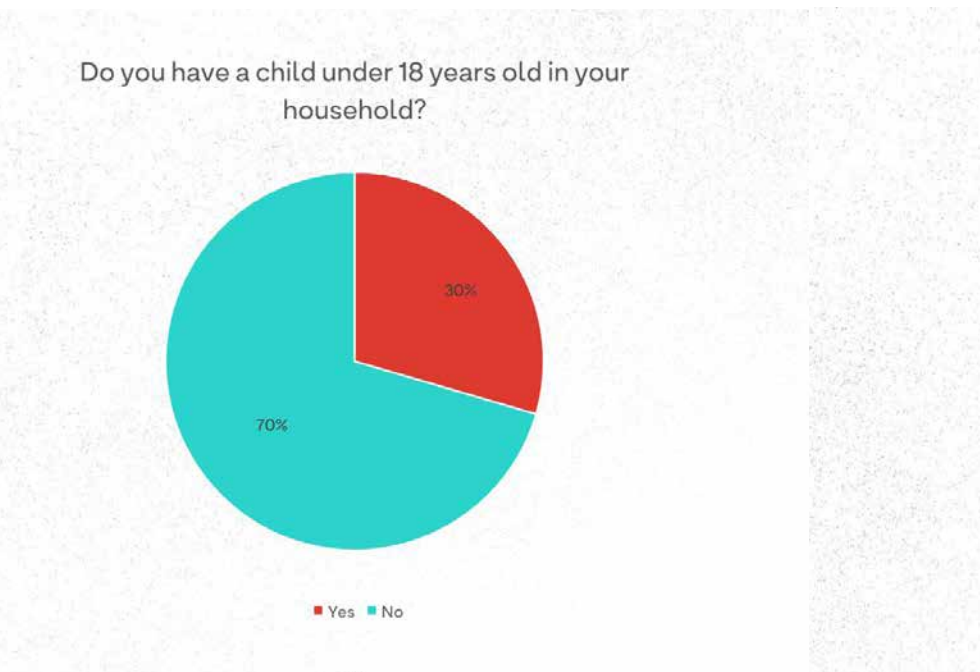
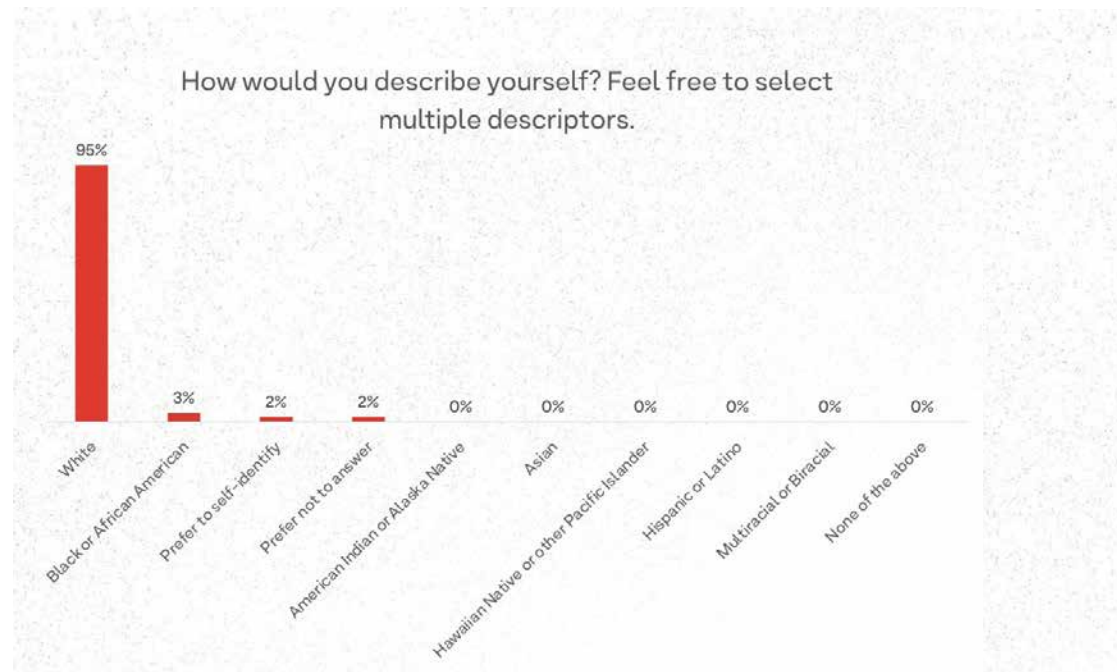
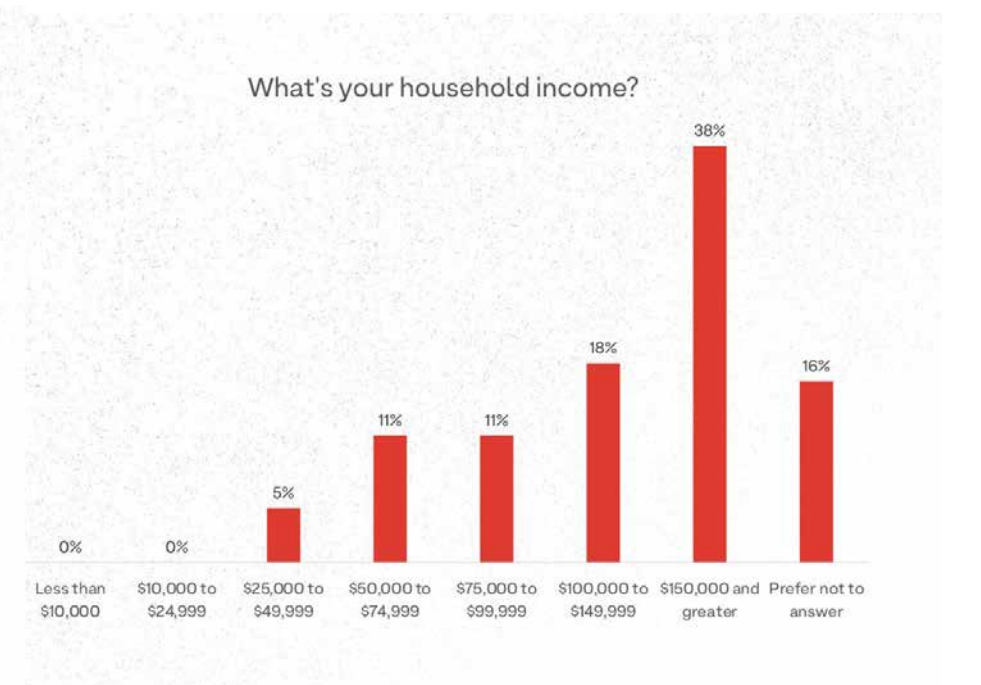
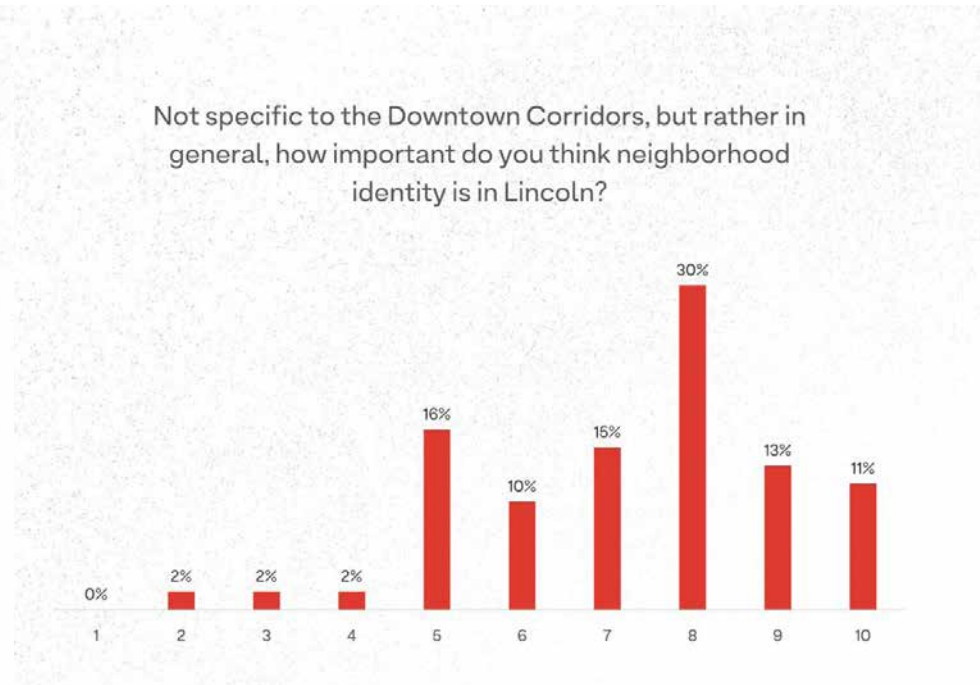
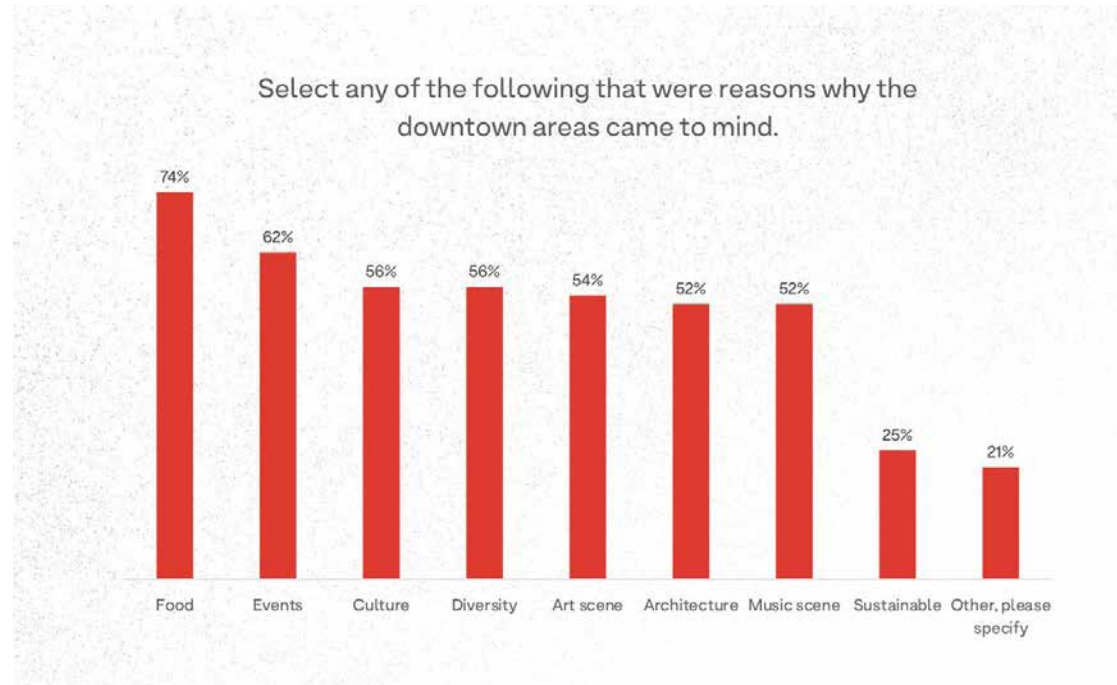


How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing





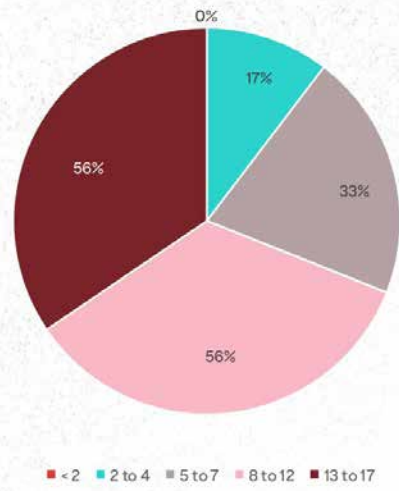
# BUSINESS SURVEY RESULTS



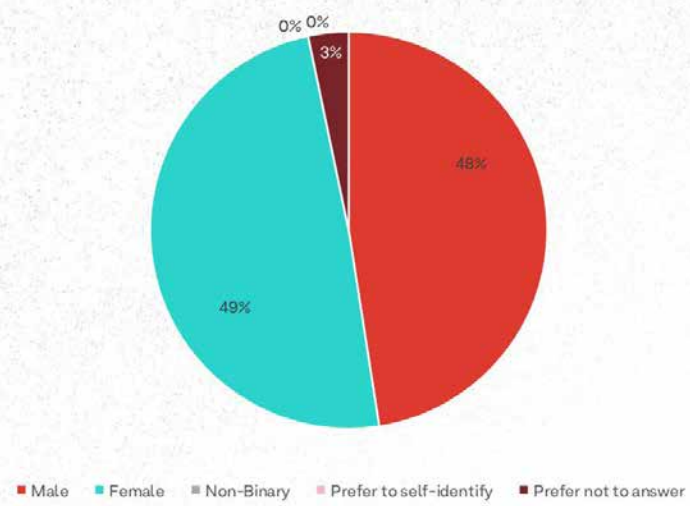


# BUSINESS SURVEY RESULTS

What ages are the children in your household?



How do you identify?







# DOWNTOWN CORRIDORS

O Street • 9th • 10th • 11th • 14th