

PUBLIC INSIGHTS

INSIGHT

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

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.



PROJECT OBJECTIVE

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

Revitalize vs Cultivate

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

REVITALIZATION

- Focuses on physical improvements
- Solutions centered on aesthetic
- Top-down initiated, administered, can feel sterile
- Tears out the “old” to create the “new”
- Results in a modern cityscape

CULTIVATION

- Focuses on cultural improvements
- Solutions centered on people
- Bottom-up initiated, organic, can feel human
- Builds on the “old” to create something “new”
- Results in a charming neighborhood



KEY FINDINGS



1 | CORE CREATORS

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

RECOMMENDATIONS: INVITE MAKER COLLABORATION
DEVELOP LOW-STAKES SPACE
ENCOURAGE STREETScape ACTIVITY

2 | COMMUNITY ECOSYSTEM

Celebrate the variety of existing businesses and experiences, and create new spaces in the "dead zones" to offer a continuous discovery of something new every step of the way.

RECOMMENDATIONS: INSPIRE MORE ECOSYSTEMS
INCLUDE OWNERS & MAKERS
INCENTIVIZE DIVERSE BUSINESSES



KEY FINDINGS



3 | DESIGN GRAVITY

Create interesting spaces to make any downtown destination worth the walk.

- RECOMMENDATIONS:
- CREATE CONNECTIVE EXPERIENCE
 - MAKE PARKING A CONNECTIVE EXPERIENCE
 - DEVELOP UBER DROP-OFFS
 - DESIGN FOR COMFORT
 - CREATE RESTFUL OFFSHOOTS



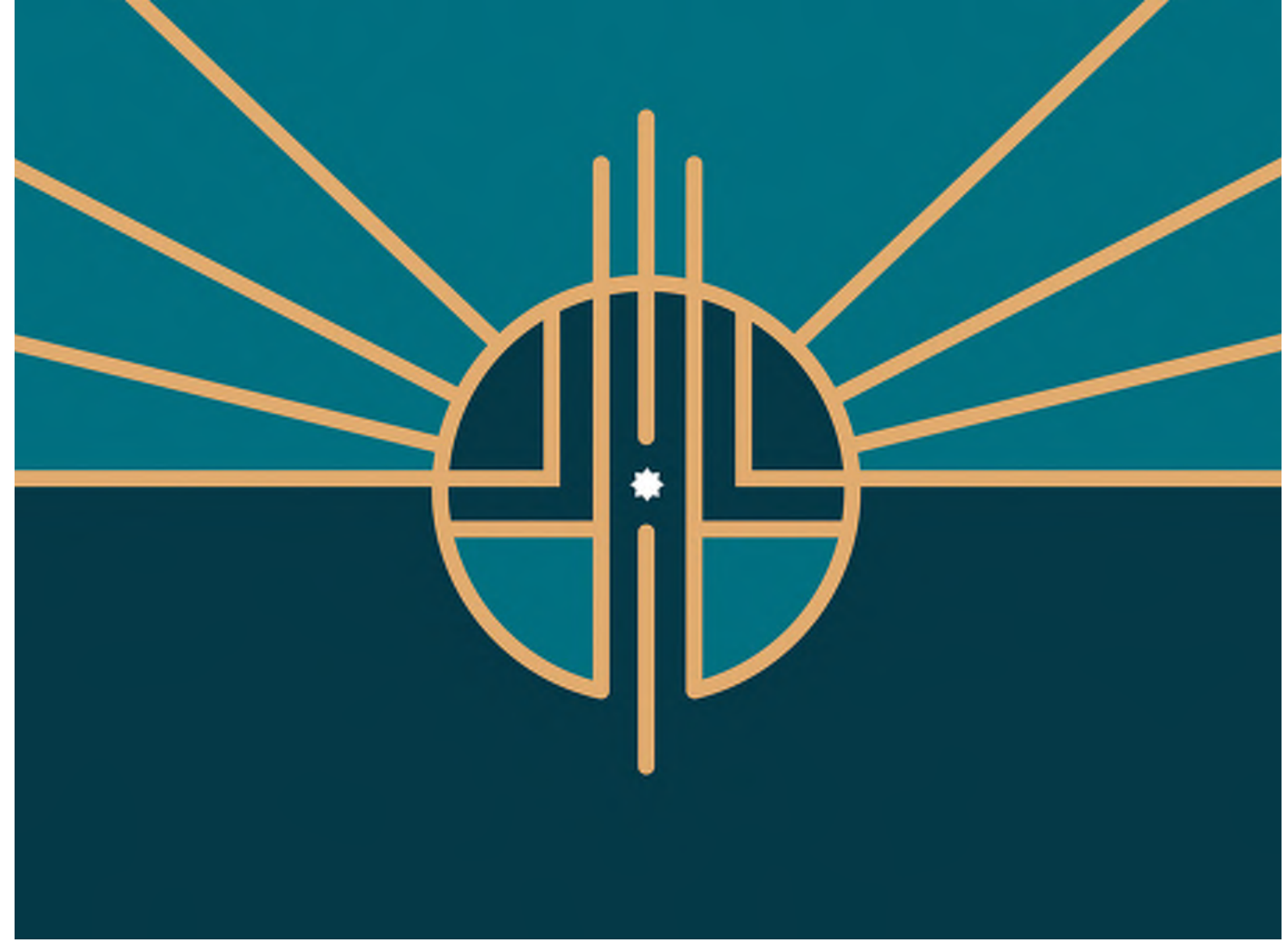
4 | CONNECTED AESTHETIC

Create a feeling or moment connecting downtown to the rest of the city that says, "this is Lincoln".

- RECOMMENDATIONS:
- INSTALL CITY OF LINCOLN SIGN
 - REINFORCE DOWNTOWN BRAND
 - BE CONTEXTUAL AWARE
 - ADD PLANT LIFE
 - INSTALL FEATURES FOR COMFORT
 - FEATURE REVOLVING LOCAL ART

CORRIDOR VISION

PUBLIC PLACES FOR PEOPLE



Lincoln Inspiration

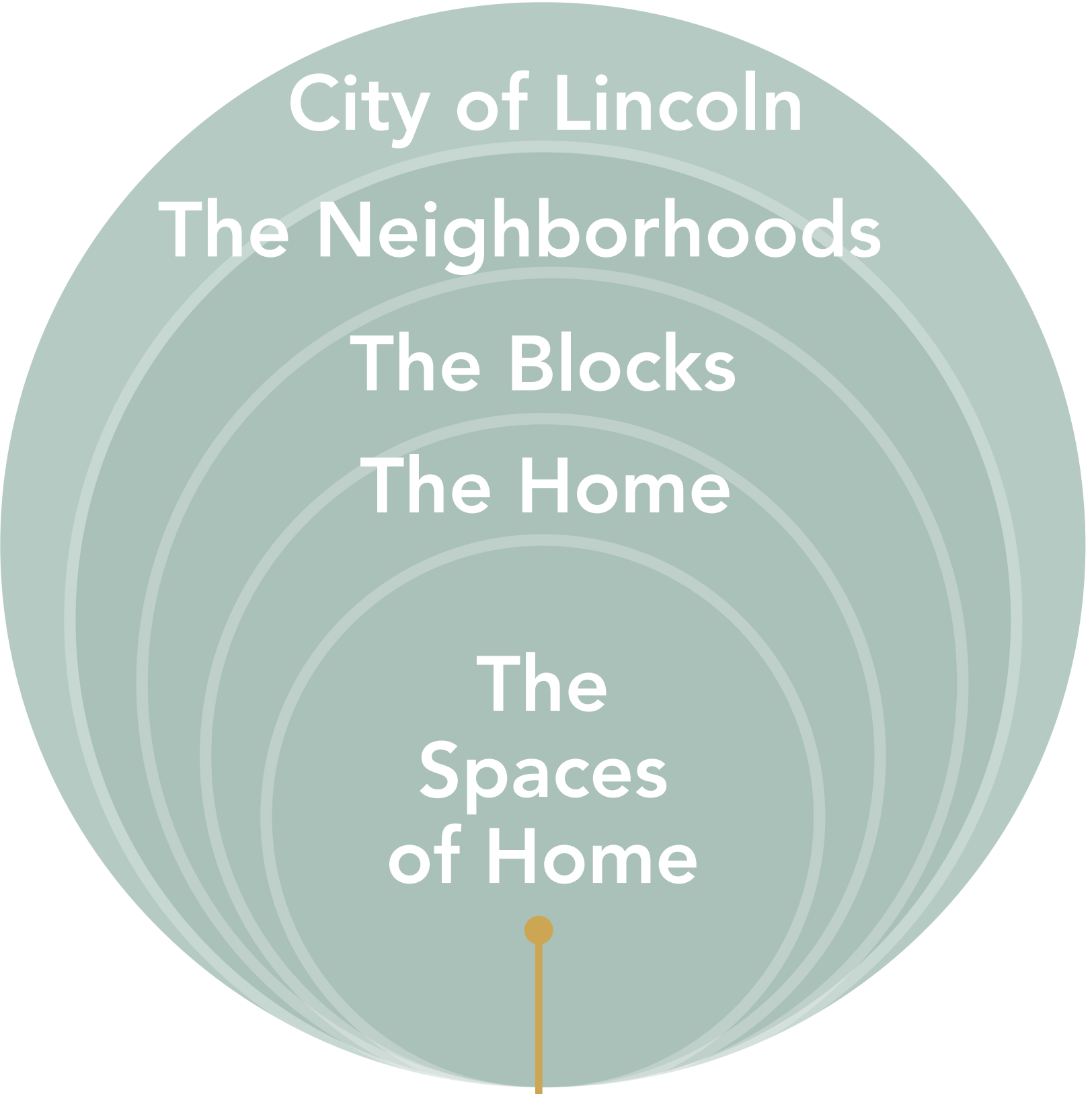
CORRIDOR DESIGN NARRATIVE

DOWNTOWN LINCOLN IS 'EVERYDAY' & WILL BE A PLACE FOR GATHERING

There is a clear desire 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 Corridors will be a place that people want to be, spend time, gather, and explore the culture and authenticity that is Lincoln.

The Public Realm will act as an extension of the home, the places we are most comfortable, and bring these concepts into the corridors where a rich sense community can be realized.



Design for Gathering Spaces in the Community



THE PORCHES

- Covered Areas
- Shading and Cooling
- Swings



THE COURTS

- Bocce Courts
- Basketball Courts
- Ping Pong Tables
- Skating



"Sunday afternoons are for walking the dog, checking out the new food cart we passed the other day and losing track of time people watching on the decks"

"Meeting for a quick game of Ping Pong on the way home is the best way to spend my Wednesday evening."

THE LEMONADE STAND

- Low-Stake Spaces
- Food Vendors
- Pop-Ups



THE DECKS

- Gathering Spaces
- Flexible Seating
- Elevated Perches



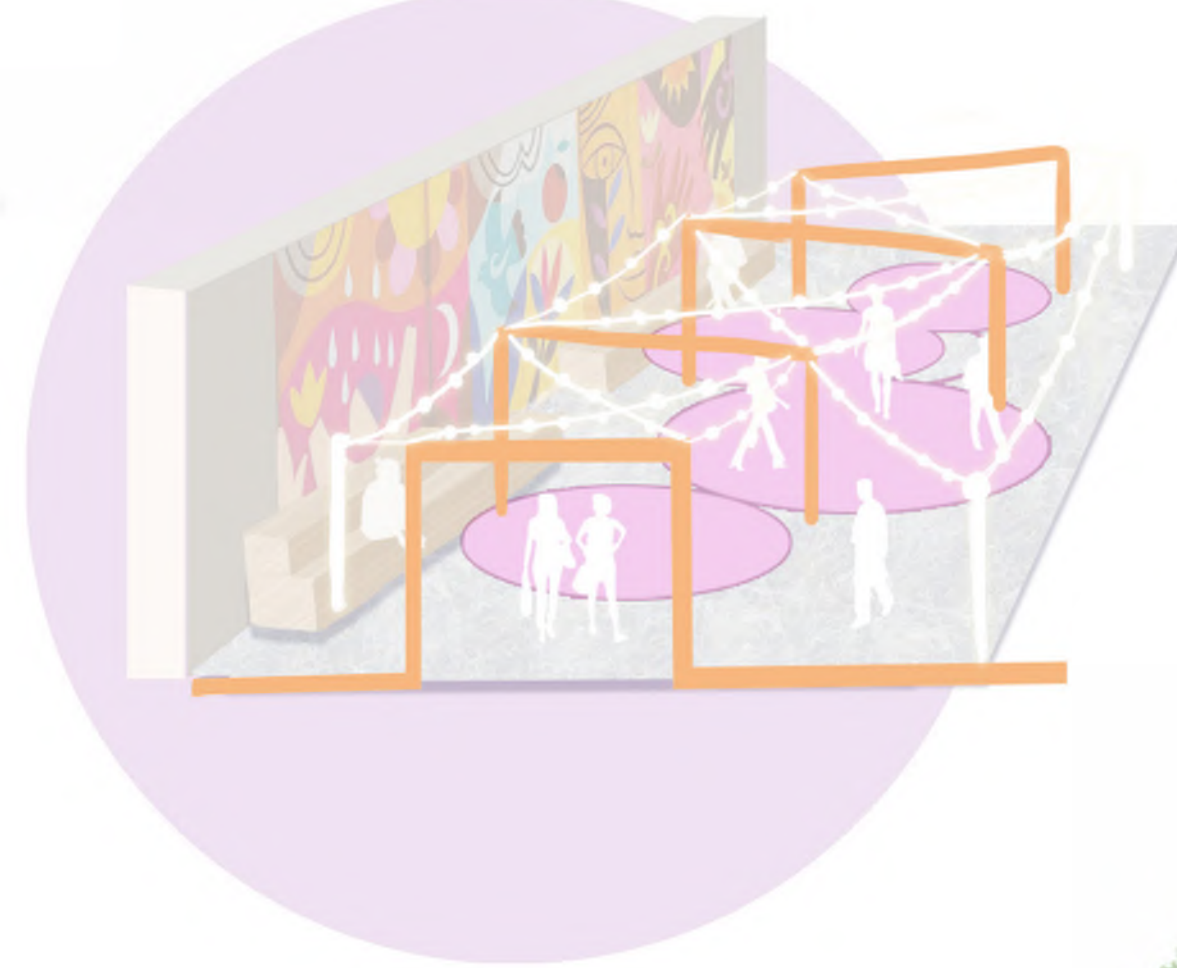
THE GARDENS

- Respite Zones
- Garden Strolls
- Community involvement



THE SHEDS

- Active Social Hubs
- Outdoor Gallery Spaces
- Public Art Displays



THE YARDS

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