### **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.



### **PUBLIC INSIGHTS**

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

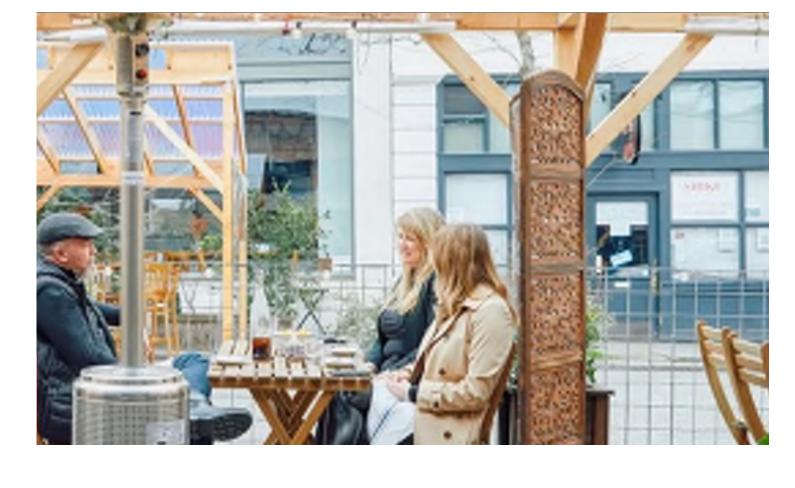
#### **CULTIVATION**

- 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.

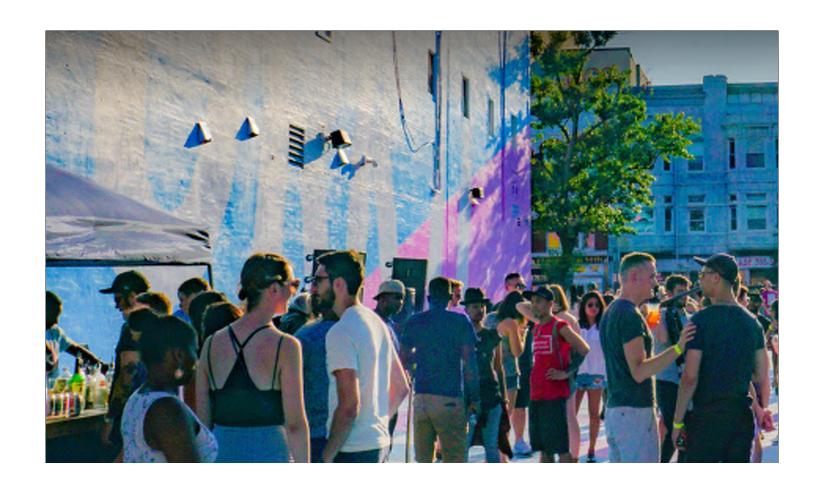
RECOMMENDATIONS: INSPIRE MORE ECOSYSTEMS

**INCLUDE OWNERS & MAKERS** 

**INCENTIVIZE DIVERSE BUSINESSES** 



### **KEY FINDINGS**





# 3 | DESIGN GRAVITY

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

# 4 | CONNECTED AESTHETIC

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

RECOMMENDATIONS: CREATE CONNECTIVE EXPERIENCE

MAKE PARKING A CONNECTIVE EXPERIENCE

**DEVELOP UBER DROP-OFFS** 

**DESIGN FOR COMFORT** 

**CREATE RESTFUL OFFSHOOTS** 

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

Walkable communities where daily needs are within short, comfortable distances is the goal within the corridors. We need to consider the amount of space devoted to people vs. cars and prioritize space for smallscale, locally cultivated, business and programs.

**HUMAN-FOCUSED** PLANNING

The corridors should feel safe for anyone and everyone that visits, resides in, or works within downtown. This will depend on the public realm being well-scaled, appropriately lit, and most importantly; inclusive and accessible.

Making Downtown Lincoln More 'Livable' and Inviting

SAFE SPACES FOR ALL

> Well-designed open spaces enhance the overall urban landscape and contribute to the health and wellbeing of the community

SUSTAINABILITY AND **HEALTH** 

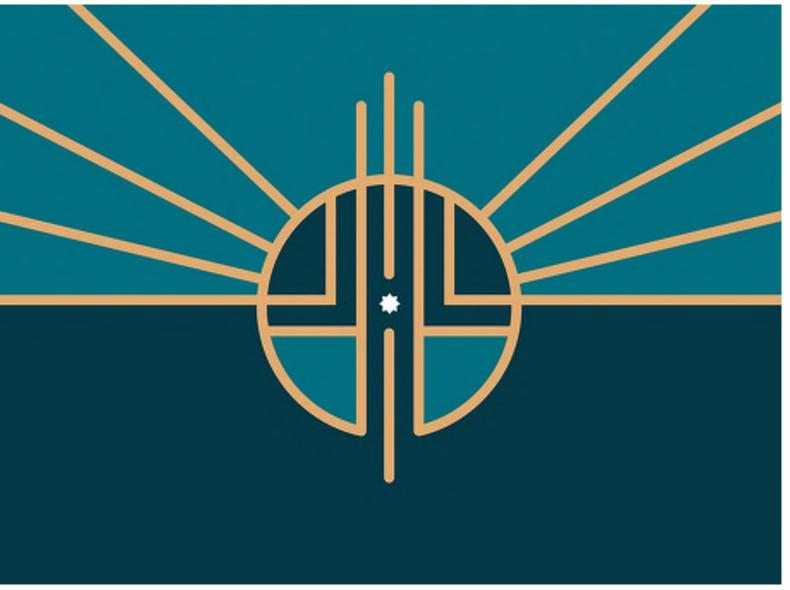
COMMUNITY AGENCY

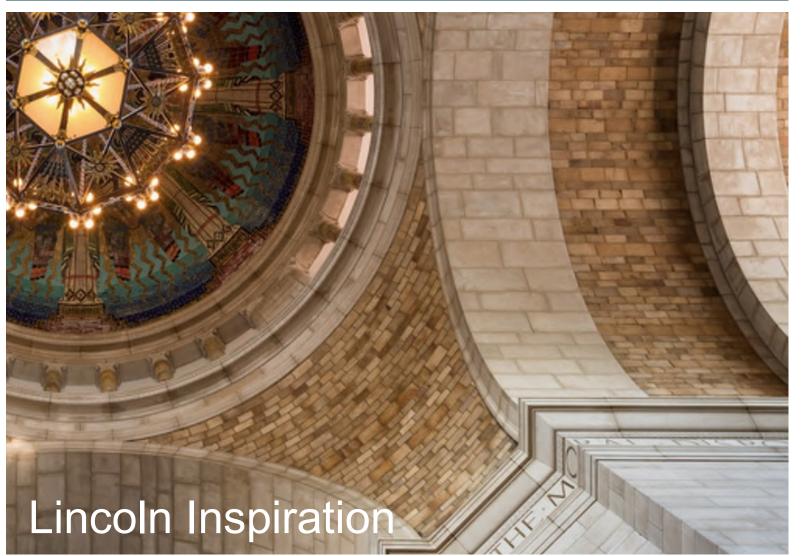
Ecology and Human health go hand in hand. For all to thrive, there will be sustainable environmental practices incorporated into the design of the Public Realm to support the health of all people who live here.

Centralized planning can help ensure spaces are used in just and equitable ways. The best public spaces invite people in and empower residents nd visitors to determine the future of their cities, their neighborhoods.











# 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.

> City of Lincoln The Neighborhoods The Blocks

The Home

The Spaces of Home

## THE PORCHES

Covered Areas Shading and Cooling Swings



people watching on the decks"

# THE COURTS

**Bocce Courts Basketball Courts** Ping Pong Tables Skating

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

"Sunday afternoons are for walking the dog,"

checking out the new food cart we passed the

other day and losing track of time

## THE LEMONADE STAND

Low-Stake Spaces Food Vendors Pop-Ups



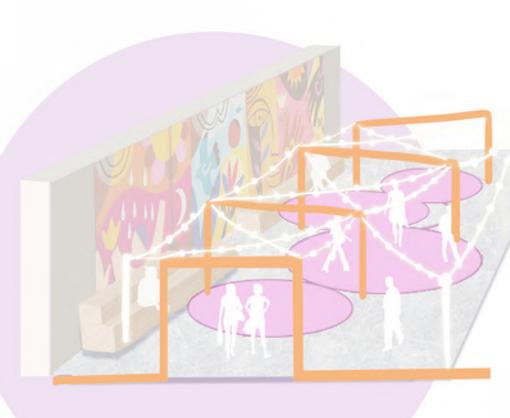


**Gathering Spaces** Flexible Seating **Elevated Perches** 



# 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

# Design for Gathering Spaces in the Community

