REVITALIZATION OF THE HAYMARKET DISTRICT - LINCOLN, NEBRASKA

by

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PREFACE

For the majority of the last century in the history of our country, there has been an ever increasing awareness of our historical roots in architecture with a particularily strong drive over the last 20 years calling for the preservation of these architectural resources. Thus many of the older buildings, as well as different areas within our cities and towns, are becoming noticed by numerous architects, developers, businessmen, and city governments as potential areas of significant economic development and aesthetic enhancement. In the past, the most common method of redevelopment within our cities has been the complete removal of the old, deteriorating structures and objects within our proposed redevelopment areas followed by new architectural concepts and designs. But the charm and craftsmanship that can be seen in the majority of these older buildings, along with the economic potential available, has reversed the thinking of many developers and governmental officials towards the concept of preservation and revitalization instead of completely new development of an area. Staying in this vein of revitalization, an existing urban area will thus be taken into consideration for this thesis project for study and development of potential alternatives to help revive this slowly decaying area.

INTRODUCTION

Lincoln, Nebraska is a thriving and growing metropolitan area of 170,000 people situated in the southeastern corner of the state. It is a city which over the last several decades has received widespread praise and acclaim for having a very clean and positive image, as well as a hospitable atmosphere which has led many firms, businesses, and individuals into the Lincoln area to add to its already strong economic and social base. Lincoln has also become the center for various agencies and institutions with the location of the State Capitol and the University of Nebraska main campus within the city. But the development of this attractive image has had its peaks and valleys over the one hundred-plus years since the first pioneer development upon the midwestern plains. Some areas of the city have experienced more troubled times than others.

One such area is the "Haymarket" district. Situated along the western edge of the central business district, the Haymarket has fluctuated greatly in terms of prosperity. At its height it was a major regional wholesaling center; today it is now an area with a relatively low activity level. Because of the Haymarket's historical importance in the development of Lincoln as a major city of the Great Plains, Lincoln's developers, city planners, and the public in general do not want to write off the area as just another decaying urban area that should be left to die. Over the past several years, efforts have been made to halt this decay and to begin revitalizing the area. Some projects have been successful, some have failed, and others are still in the planning stages.

Thus, the purpose of this thesis is to make an inventory of the resources that the Haymarket area possesses; and then to develop a plan utilizing these resources to attempt to preserve the historical character

of the area while at the same time making it an economic asset to developers and the city of Lincoln.

The boundaries of the Haymarket are roughly defined by features that tend to act as edges to the district. The Burlington-Northern rail yards act as an edge to the west and north of the district, and the Harris Overpass which crosses over the rail yards to the west acts as the general southern border. The eastern edge can be seen as 9th Street which is a one-way southbound arterial and acts as a major access point to the downtown area from Interstate 80, which is located just north of the city. The overall area of the Haymarket that will be used for this study will encompass approximately thirteen blocks. These include several blocks outside of the definable edges because of several structures which are important in architectural and aesthetic terms and which can be incorporated as strong physical and visual elements into the revitalization scheme. (Figure 6)

HISTORY AND DEVELOPMENT OF LINCOLN

Located along Salt Creek in Lancaster County, Lincoln was geographically situated in such a way to promote growth throughout a wide area. Acting upon reports noting possibly large quantities of salt deposits in the area, a group led by Captain W.T. Donavan arrived in 1857 to try to take advantage of these potential resources and to build an industry on these deposits.[1] However, the salt deposits were found to be so slight that an industry was unfeasible. Undiscouraged by this setback, Donavan and his group decided to permanently locate in this area near what is now 9th and "Q" Streets.[2] This initial settlement thus led towards the foundation of the village of "Lancaster".[3]

Throughout the early 1860's, the population of the area slowly increased despite the fact that these early settlers were very fearful of the scattered Indian uprisings that were occuring in the area. Political squabbles throughout the Nebraska territory would, however, eventually prove to be instrumental in the growth of Lancaster.[4] Due to some crafty, under-the-table political moves that occured in 1867, the Capitol of the Nebraska Territory was moved to Lancaster from Omaha. This was a major factor behind the early development of the village.[5] Also included in this shift was the changing of the name of the village from Lancaster to its present day name of "Lincoln" in honor of the late President Lincoln.[6] By 1870, the population of Lincoln had risen to 2500 people with a majority of the population living in what is now the Haymarket area.

Entry of the Railroads

The introduction of the railroad to the Lincoln area was probably the overriding factor in the growth of the region in the latter half of the 19th century. The county commissioners and early settlers of the region believed that Lincoln could someday become a great railway center because of the city's location. Its geographical position along Salt Creek was in area where seven streams converge upon Salt Creek thus allowing easy rail access to other sections of eastern and central Nebraska and beyond. To interest the railroads in extending their lines to Lincoln, city residents voted in 1868 to pay a $50,000 bonus for the first railroad to reach Lincoln by December 1, 1869. The county voters approved an additional $100,000 bonus that same year for the first railroad to reach Lincoln by May 13, 1870. The State of Nebraska also stepped in and offered the railroads 2000 acres of land for each mile of track laid. Even though the railroads were progressing towards Lincoln, they were unable to meet these deadlines.

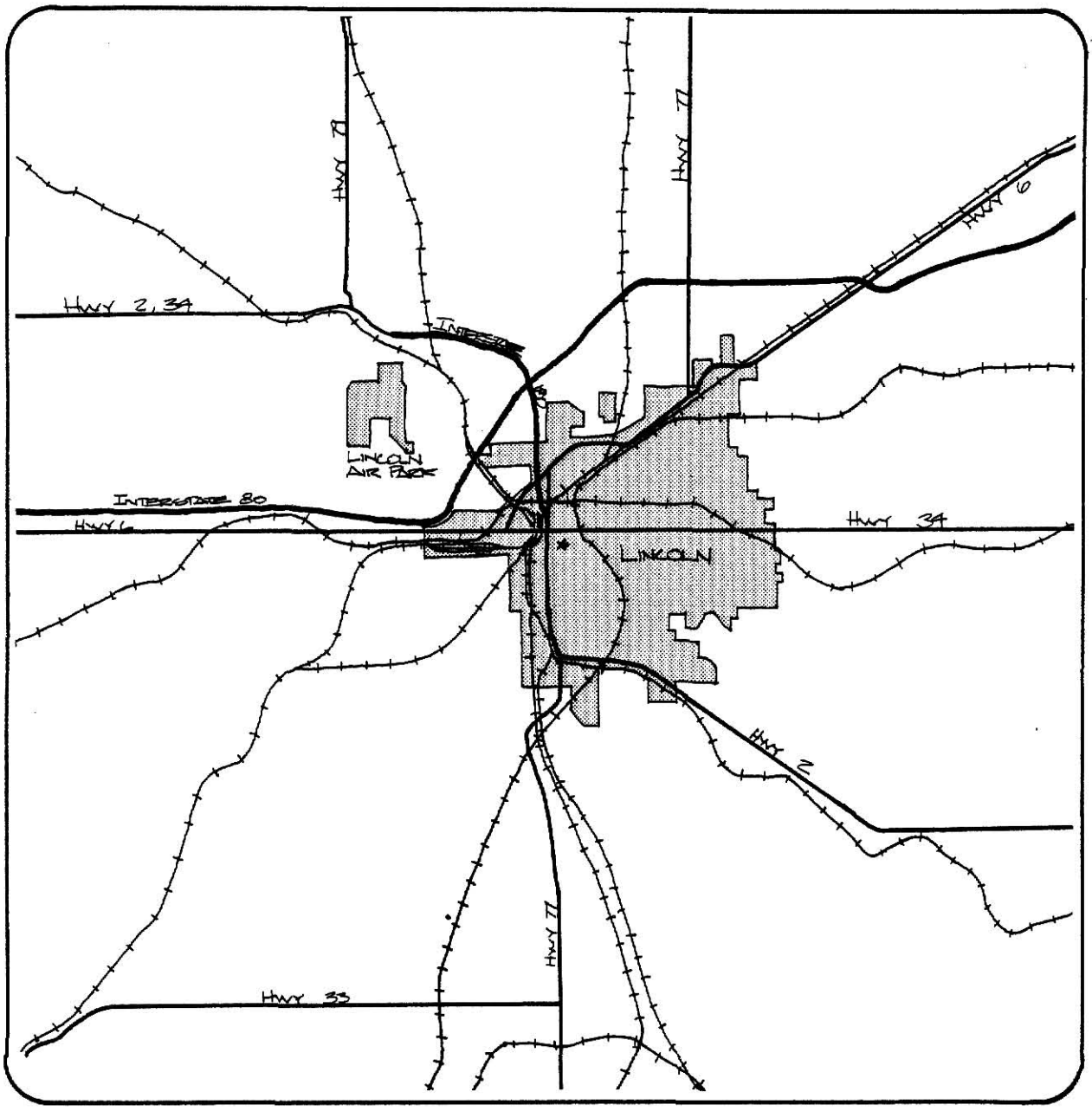

Fig. 1. The regional transportation patterns for the Lincoln area. Note how the major highways and rail lines converge near the downtown area.

Realizing this, the county residents then offered $50,000 to the first railroad to reach Lincoln--with no time limit imposed. The Burlington and Missouri railroad was eventually the first to achieve this when it reached Lincoln in July of 1870. The county continued to offer incentives to attract more lines into Lincoln. Subsequently the Midland Pacific, Lincoln and Northwestern, Missouri Pacific, Fremont, Elkhorn, and Missouri Valley, and the Rock Island lines all established routes into the city. By 1890, the city had already paid out a total of $195,000 and the county $320,000 in incentives to these railroads.[7] It was costly indeed, but in return, the city and the county now had five trunk railways with eighteen lines linking Lincoln to numerous connecting points in the east.

The railroad brought increasing numbers of people to the Lincoln area and the city's population began to rapidly grow. But there were many obstacles to overcome in order to draw people to Lincoln. Political quarrels, the eventual impeachment of Governor Butler, the threat of the removal of the Capitol from Lincoln and the general depression in state agriculture and economy resulting from grasshopper plagues stymied the growth of the city in the early and mid-1870's. Conditions eventually improved with a population base of 2500 in 1870 and rising to 14,000 in 1882 with a dramatic jump to 48,000 people by 1889.[8] By 1900, the railroads had extended throughout the state, with Lincoln becoming a major rail center. The local depot handled 25 passenger and 75 freight trains daily. The railroad continue to play a major role in the economy of Lincoln today; the Burlington-Northern railroad leads the way with three major rail yards and repair shops located within the city (two of these located near the Haymarket), along with the Union Pacific and Missouri Pacific also possessing trackage near the Haymarket area.

Development of the Haymarket

The initial concentration of settlements in the Lincoln area was on the eastern slopes of the Salt Valley. In August of 1864, the original plat of sixty-four blocks was submitted by Jacob Dawson.[9] This became the base plan of Lincoln and included today's Haymarket area and a large portion of the future downtown core. With the railroad coming into the region and bringing in thousands of people looking for a place to call their home, the residential settlement patterns of Lincoln expanded very swiftly to the east and south. As the population began its rapid expansion, a noticeable shift in land usage was also occurring within the Haymarket area, with the usage moving from a residential and mixed-use area into a wholesaling and light-manufacturing area because of its prime access to the rail systems in the Salt Creek bottom lands.

The Haymarket area first received its name in 1867 when the original plat map of Lincoln listed the block defined by 9th, 10th, "O", and "P" Streets as "Market Square" and the block 2 blocks north of the Market Square block being designated as "Historical Society Square". However, by the mid-1870's, these names had then become known as "Government" and "Haymarket squares", respectively, because of the commissioning of work on the new Post Office and Courthouse to be located on the forementioned Market Square block. The Haymarket Square was originally a farmers market with the city providing scales for weighing of hay, cattle, and other farm products. It was also a place for rural settlers to park their teams of wagons when they came to Lincoln for supplies and as a camp ground for the emigrant travelers who were passing through the region. But the concept of having a farmers' market slowly faded with the formation

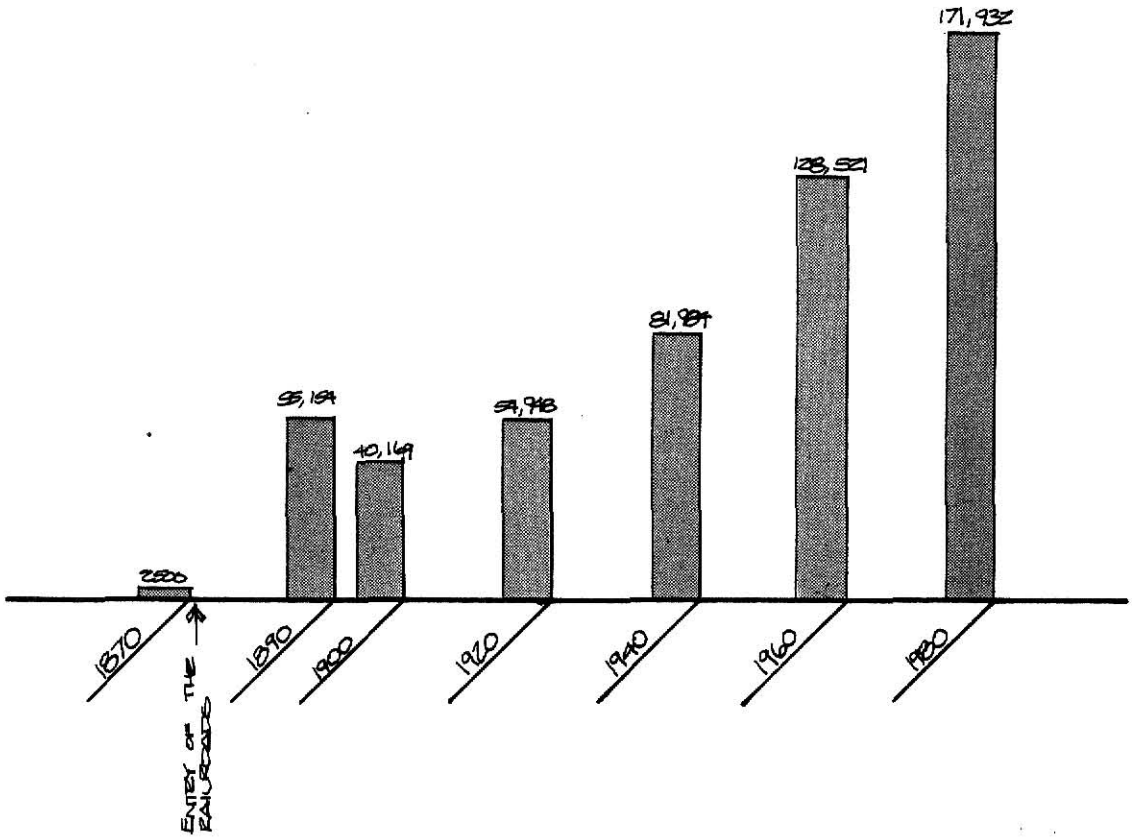

Fig. 2 Population figures for the City of Lincoln from 1870-1980. Note the dramatic jump in population immediately after the introduction of the railroads to the Lincoln area.

and growth of businesses in the area which specialized in grocery wholesaling.

The Haymarket remained a very prosperous area (despite several short periods of economic downturns in the late 1800's) until the depression years of the 1930's. With the stock market crash and the increasing use of trucks for moving of goods, the economic fortunes of the Haymarket took a dramatic downturn in prosperity. Over the next several decades, the area gradually shifted from a healthy regional wholesaling center dealing with food products, farm equipment, hardware, drugs, lumber, furniture, and other miscellaneous products and services to a primarily lower-level storage district with some commercial and retail businesses interspersed throughout the area as it is seen today.

Architecture and Character of the Haymarket

The original buildings of the Haymarket were largely nonstylistic pioneer structures. A majority of the buildings were one and one-half story, wood-framed structures with a steep gable roof and a one-story shed roofed kitchen at the rear. Commercial buildings were treated in a similar fashion except for the addition of a "western" false facade.

The second generation of buildings were primarily two- and three-story masonry structures with many of these buildings still standing today. There are a number of architectural styles and features represented in the buildings, such as the round-arched Romanesque Revival Style, Victorian Italianate style typlified by cast iron columns and pressed tin mouldings that were shipped to Lincoln via the rail lines, the massiveness of the Beaux-Art Classicism and Neo-Classical Revival as represented in the civic buildings of the area, and examples of the Commercial Style as evidenced in the Chicago School which shows a modest influence in high rise steel-framed buildings. Considering the utilitarian nature of these buildings and of the area in general, there is a lack of flashy ornamentation that is associated with buildings from some of these stylistic periods of architecture. However, there is enough ornamentation using various materials, forms and textures to provide visual interest and contrast within the area.

Even though there are different building types and designs within the Haymarket, there is a visual cohesiveness that begins to tie the buildings together. As in the case of any urban environment, buildings that have contrasting features do provide a varying degree of visual interest to the observing organism as these buildings do. But the cohesiveness of these buildings is brought out through factors such as scale, height, proportion, materials, colors, textures, rhythm and siting

which together form the architectural integrity that was prevalent in Lincoln fifty years ago.

TODAY'S LINKAGE OF THE HAYMARKET TO THE DOWNTOWN

The overall concern of city officials towards the Haymarket over the last several decades has been fairly passive until the last several years. It has always been the goal of the city to have a strong central business district which the Haymarket can be considered part of. (Figure 3) In the early 1960's, construction began on the Gateway Shopping Center in East Lincoln and within a short period of time it had become a very strong regional shopping center and was capturing a large share of the retail business away from the downtown area. In a sense, Gateway has become the "new downtown" of Lincoln.

City officials realized that the downtown was losing its attractiveness to potential businesses and shoppers alike. Thus in the early 1970's the city initiated the process of developing plans for an area-wide improvement of the Central Business District. Some of the projects undertaken involved the construction of the Centennial Mall which links the historic Nebraska State Capitol to the University of Nebraska-Lincoln campus, the implementation of a comprehensive landscaping plan throughout a large portion of the downtown core, building conversion projects in several downtown buildings, development of a skywalk system between various buildings in the central core, and the construction of the Centrum Shopping Complex and its' associated parking garage; the latter intended to represent and solidify the primary core of the downtown area. The problem here is that these improvements were being done in the central and eastern portions of the Central Business District. The western sector -- the Haymarket area -- has been left relatively untouched.

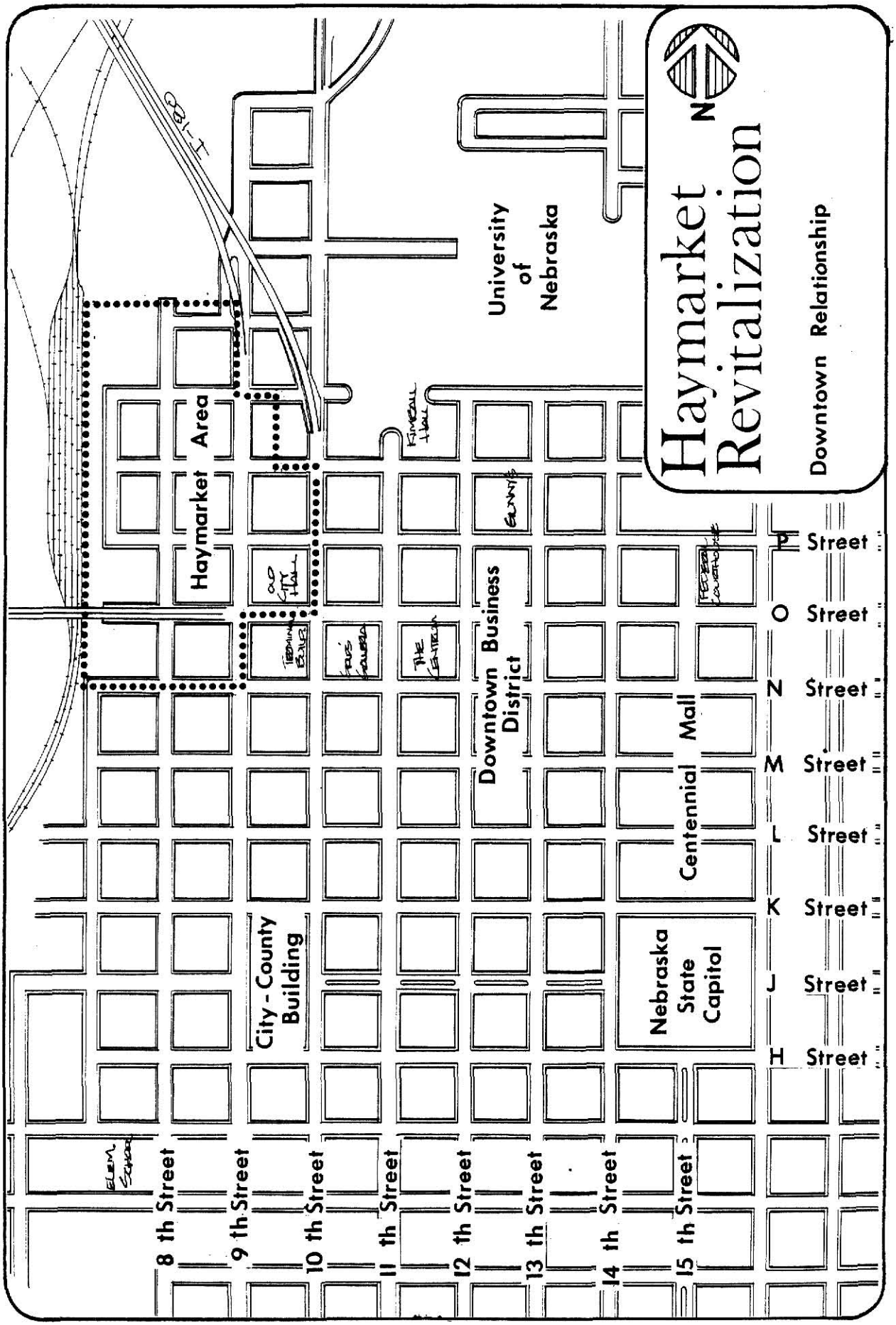
Haymarket Revitalization
Downtown Relationship
N
Haymarket Area
University of Nebraska
Downtown Business District
Centennial Mall
City-County Building
Nebraska State Capitol
8 th Street
9 th Street
10 th Street
11 th Street
12 th Street
13 th Street
14 th Street
15 th Street
P Street
O Street
N Street
M Street
L Street
K Street
J Street
H Street

Fig.3

Recent Developments

The last decade has been a period of constant transition for the Haymarket. Due to economic and spatial conditions, a number of firms and businesses have moved away from the area. Several other businesses and corporations have located in the Haymarket with hopes of establishing a profitable outlet. Some have been successful, some have not. The Hilton Corporation came to Lincoln in the late 1970's and built a new 16-story hotel, convention center, and parking garage in the area and has been very successful (unfortunately, the building is grossly out of scale and character with the existing buildings). (Figure 14)[10] Entertainment interests and restaurants which have catered primarily towards the young adult and college students from the various educational institutions within the Lincoln area have been very prosperous in a majority of the cases. But the problem still remains -- the area lacks both the favorable image and the major entities that are necessary to draw people into the area.

Interest in the Haymarket area started reviving in late 1980 through a venture involving the University of Nebraska-Lincoln College of Architecture. Several members of the graduate faculty as well as several graduate students in Architecture and Planning participated in a design project involving the Haymarket. The design class held workshops with interested and concerned citizens of the Lincoln area to look for ways to give the area a brighter outlook and a more unifying theme. Even though the proposals and alternatives that came out of these sessions were never formally adopted and implemented, this effort may have been a spark for the development of other plans and activities for the Haymarket.

In the summer of 1982, the City of Lincoln approved the proposed boundaries for a historic district designation within the Haymarket area.

Figure 4. Old City Hall, located on O Street between 10th and 11th Streets, is the oldest building within the Haymarket vicinity. Built in 1874, this building retains a character and identity which is unparalled within the downtown core.

THIS BOOK CONTAINS NUMEROUS PICTURES THAT ARE ATTACHED TO DOCUMENTS CROOKED.

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This district includes a large number of the most historic and important buildings of the Haymarket vicinity. However, there are other buildings in the area that were left out of the historic district and should have been included within this designation. Some examples of the buildings that were excluded are Old City Hall and the Old Federal Courthouse. These buildings are two of the most visually dominant and interesting buildings in the western section of the C.B.D.. Thus for the purposes of this study, the boundaries of this project will extend beyond the limits of the Historic District in order to include these buildings (Figure 6) and others.

When the boundaries of the designated historic district were initially established, the owners of several buildings expressed concern over the issue of their buildings being included in the area. The focal point in this controversy was the Burlington-Northern depot which was seen as probably the key building of the Haymarket district. (Figure 6, 8) The primary concern of railroad officials was that historic district designation might impose severe limitations upon the future usage of the building, its' adjacent property, and the trackage owned by the railroad. Since the railroad played such a major role in the development of the Haymarket, officials of the National Park Service who were to oversee the historical designation believed that deletion of the depot would destroy any hopes of establishing the Haymarket as a historical district. But after a guarantee by the city that only the building itself would be included within the district and all other railroad property would be deleted from the proposed area, only then did the railroad agree to the inclusion of the depot.

Designation of the Haymarket area as a historic district appears to be a key leading to its future revitalization. The Advisory Council on

Figure 5. Directly adjacent to Old City Hall is the Old Federal Courthouse. The east facade (shown here contains a majority of the ornamentation that was implemented into the original design. For reasons unknown, this building and the Old City Hall (Figure 4) were not included in the Haymarket Historic District Designation.

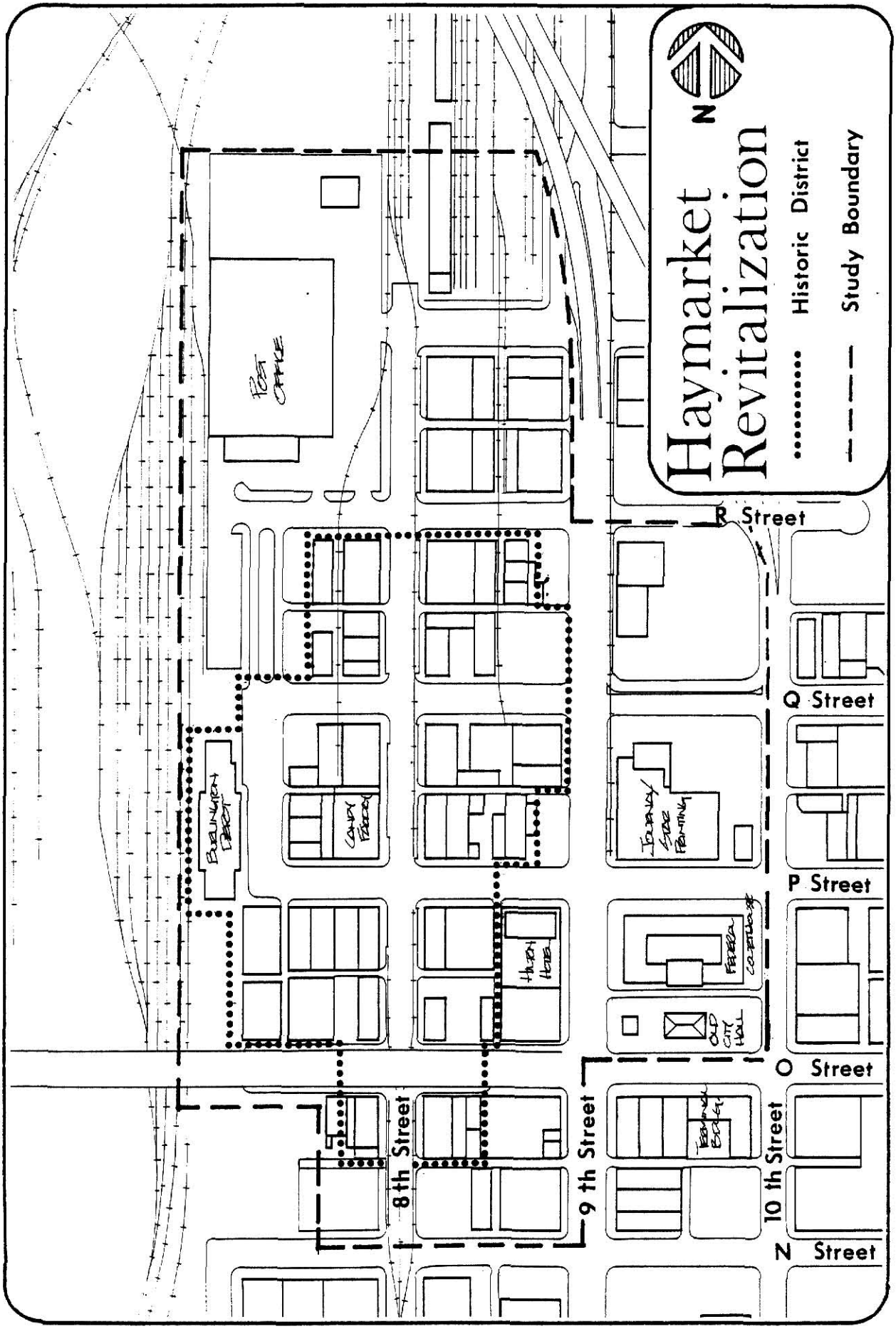
Haymarket Revitalization
N
Historic District
Study Boundary
R Street
Q Street
P Street
O Street
N Street
8th Street
9 th Street
10 th Street
POST OFFICE
BURLINGTON DEPOT
COUNTY FARMERS
JOHNNY CAKE FACTORY
HUDSON HOUSE
FARMERS COOPERAGE
OLD CITY HALL
TERMINAL GARAGE

Fig. 6

Historic Preservation published a study in which four established historical districts were analyzed before and after the designation of these districts were actually approved.[11] The districts were located in Alexandria, Virginia, Galveston, Texas, Savannah, Georgia, and Seattle, Washington, and all were once in a deteriorating or blighted condition with poor images and high crime rates. In every case the districts were upgraded and improved after designation as historic districts. These designations, along with the various local ordinances that were eventually applied to establish guidelines for the districts, have resulted in highly visible physical improvements as well as a whole range of social, economic and cultural improvements.

The local ordinances and guidelines that have been established are extremely beneficial to the protection of historic areas for a number of reasons. For example, these ordinances:

--provide the stability that attracts both purchasers and financing into the areas.
--secure important properties from demolition.
--assure compatible new construction and land uses.
--define a physical neighborhood with integrity of design and aesthetics.
--provide a concentrated area of interest to attract tourists and metropolitan area visitors.

In addition to the obvious upgrading of the buildings, there have numerous other advantages to this district designation. Some of these include:

--An increase of viable economic activity and expansion which has been sponsored primarily by the private sector with varying levels of public support from various municipal agencies. This has resulted in 1) new businesses being formed, 2) an increase in the investment of private funding, 3) a significant increase in property values and tax revenues, 4) further increases of public and municipal support to continue to improve these areas, and 5) an increased level of tourism and shopping throughout the revitalized commercial areas.

--A dramatic decrease in serious crime has been noticed in all of the analyzed case studies which has been attributed to better neighborhood conditions, new and better street lighting and increased pedestrian traffic.

--New jobs have been created via the renovation and restoration work as well as the various businesses that have been created.

--Land use patterns are now more compatible even though there are different types of uses that are occurring within these areas.

--Retail sales have been stimulated in each area from the increase in businesses and of the popularity of these different areas.

--An increase of nightime traffic which is essential for a 24-hour, around-the-clock living and working environment.

Even though it is not guaranteed, it is desired that the Haymarket will soon become as prosperous as these examples have been. Depending upon future economic conditions, the attitudes of businessmen and various agencies, and a number of other factors, there is a good possibility that a revitalization of the area will indeed become successful.

There are currently several scattered renovations and proposed redevelopments that are underway or will be initiated soon. The current proposals within or near the Haymarket include:

--Gold's Galleria. After the Brandeis department store closed its downtown store, several developers bought the building and are currently renovating the interior to adapt it to commercial/office space usage consisting of over 200,000 square feet of office space and 100,000 square feet of retail space. The building, which has been a major landmark in terms of a strong economic health and development of the downtown area (and just recently designated as a National Register landmark), lies just to the east of the boundary of this study. It is, however, an integral piece of the downtown core, it is hoped that its redevelopment will act as a model for future revitalization throughout the entire downtown area.

--Haymarket Square (Veith Court), 816 P Street. The Veith Building is one of the oldest structures within the Haymarket. Listed in the National Register of Historic Places, the Veith Building was built in 1884 and was used by one of the several wholesale grocers that were located in the area. The building has 38,000 square feet of floor space which will house several commercial shops and restaurants on the first floor which will open into an adjacent courtyard, and will also include office space and possible residential development on the upper floors.

--The Candy Factory, 8th & P Streets. The Russell-Stover Candy Company had been an important business to both the Haymarket and the entire Lincoln area in general which helped fortify the economic base of Lincoln. Due to an economic downturn and lack of sales, the factory was forced to close its' doors in late 1980. Several investors have recently bought the 57,000 square foot building in which they will be attempting to incorporate a five story atrium, small shops, a restaurant and a lounge in the basement and first floors with the remaining three floors being devoted to office space. The developers are planning to emphasize the various features that the building possesses such as the wooden structural beams of the interior as well as the existing rail spur that lies within the building itself which might have a great amount of potential for the development of a very interesting environment.

--The Nebraska Indian Development Corporation, which has been a driving force fighting for the recognition of the American Indian population of the region, has bought a building across the street from the Candy Factory in which they intend to invest $1.3 million for the conversion of the building into a cluster of retail shops

operated by American Indians. There will also be offices for the various directors and officials of the corporation along with other leaseable office space.

The City of Lincoln has also invested some time and effort into the renovation of Old City Hall and the Old Federal Courthouse. The City had budgeted some money into the buildings over a number of years to help restore and upgrade the buildings until budget constraints forced the city to severely curtail funding that was intended to go towards the renovation projects. At this point, private enterprise took over in this preservation effort. The Kawasaki Corporation, which has a manufacturing plant in Lincoln, was also experiencing difficult economic times. But rather than laying off employees, Kawasaki donated 11 workers to the city to help in the restoration work of the interior under the supervision and guidance of various professionals. Kawasaki was paying the employees $280 a week to perform various tasks in the restoration process and putting them to good use rather than paying them $106 per week for unemployment benefits if the employees were actually laid off.[12]

The various businesses that have recently been established in the Haymarket have had mixed success due to a number of potential factors. Several of these factors include current economic situations, transportation problems, the general location of the area, and the overall aesthetic quality of the area.

Figure 7. This photo displays the northern facades of P Street between 8th and 9th Streets. Several of the current and proposed redevelopment projects within the area are located in the buildings shown in this photograph. These projects include the future Nebraska Indian Development Corporation (building on the left) and the Haymarket Square/Veith Court development (center buildings).

FURNITURE
AND
SUPPLY
CO.

Economic Situations

The problems that can occur within a period of economic downturn such as we are currently experiencing can be seen in the Haymarket especially with the loss of the Russell-Stover Candy Company. In the mid-1970's, the company was part of a thriving regional firm and the future outlook was encouraging. But the economy then took a nosedive and with ever increasing costs and slumping sales, the company was eventually forced to close its doors in late 1980. Four buildings that the company had used for production and storage of their products now stand empty within the Haymarket core. The economic recession has forced other businesses to curtail operations or cutback on employment to a certain extent.

Even though the Haymarket is not the most attractive and inviting section of the city, there are still a number of businesses that are doing well within the area. Most successful are the various nightclubs, restaurants and drinking establishments which are scattered throughout the area. They add a level of vitality to the area during the evening hours. In the Haymarket, presently there are four restaurants, all having liquor licenses, along with six other nightclubs and bars. This group constitutes just a small portion of the entire entertainment spectrum of downtown Lincoln. When further development does occur within the Haymarket, caution should be exercised as to prevent an excessive amount of drinking establishments here so that there is not an overload of these types of businesses in such a way that these types of businesses become more of a nuisance that can detract from the area rather than enhancing it. Such regulation of businesses would need to be undertaken by a

Figure 8. The "Sidetrack" in one of the several entertainment establishments located within the Haymarket. The upper floors of the building, as well as much of the total upper floor space available within the Haymarket, is currently vacant. In the background is the Burlington-Northern depot located on 7th Street.

governing group of businessmen or owners of property to set quotas, guidelines, and standards concerning the allowable types of businesses within the Haymarket.

Several buildings or portions of buildings in the district are now being used for offices and retail outlets. The owners have worked around various obstacles to preserve and emphasize the character and qualities that both the exteriors and interiors of these buildings possess.

A third class of businesses which occupy the Haymarket are the wholesale outlets or warehouses. They handle goods such as paper products and supplies, masonry tile and construction products, farm implements and hardware.

Location

The physical location of the Haymarket district plays an important role with the image that the area projects to the public, the overall attractiveness of the area, and its future potential as a thriving node within the Lincoln area. Since this area is nestled in its own little corner of the downtown and because it is adjacent to the railroad yards, it is prime ground for vagrants and transients who often seek shelter in the abandonded buildings of the area. The Lincoln City Mission, which offers a helping hand to the transients, is also located within this area and makes for a higher concentration of these people. Visibility of the transients tends to portray the Haymarket as a very rundown and neglected area--even though the issue of the transients is still a very small problem. A proposal has been made to the City of Lincoln to move the site of the Mission to another location of the western side of the rail yards. This would remedy the issue to a certain extent, but the proposal has met stiff opposition from various neighborhood groups and coalitions.

Until a decision is made, this factor must be taken into consideration with any potential development.

A key to the future success of any redevelopment with the Haymarket is the public's perception of the area's overall attractiveness and the degree of personal safety experienced there. While the Haymarket is currently in a deteriorated condition, it has an intriguing character that shows through all of the years of accumulated grime and clutter. However, this clutter and deterioration has left an unfavorable impression of the Haymarket upon a number of citizens of Lincoln, and this must be changed in order to attract people back into the area.

Both individuals and businesses want to feel safe from crime. While the Haymarket presently does not have a serious crime problem, there are periodic occurrences of vandalism, bodily assults involving different people including transients and patrons of the various drinking establishments within the Haymarket, and very rare cases of robberies. Redevelopment might actually attract more crime as the economic outlook and activity levels within the area improves. Police patrols and enforcement will need to be expanded as redevelopment increases to maintain a high level of safety for users of the area.

One final aspect of the concern for the safety of the users of the area is the issue of the pedestrian vs. the automobile. An individual can become very intimidated by the automobile and this fear must be relieved in order for the individual to enjoy the area to its fullest potential. Several ways to accomplish this is to control vehicular flow near vehicular/pedestrian junctions and to make these points highly visible and well marked as well as providing a buffering or separation of vehicular/pedestrian uses.

TRANSPORTATION PATTERNS

The transportation patterns within the Haymarket pose a major obstacle towards its economic success. As the situation is now, the Haymarket is cut off from any large amounts of traffic passing directly through the heart of the area. A large majority of the traffic traveling through the Central Business District diverges onto other major streets of the downtown before it even reaches the Haymarket core (Figure 10 and 12). Que Street is a major westbound one-way arterial which carries a large volume of traffic through the northern section of downtown and leads directly into the heart of the Haymarket. Que Street, however, is dead-ended at 7th Street within the Haymarket and it is then looped back to the south to P Street (which is the beginning of an eastbound one-way arterial back through the downtown core); thus a large majority of the traffice is diverted to the various north-south arterials of the downtown because of this dead-end closure. The north-south arterials that pass through the study area (9th Street is a southbound one-way, 10th Street is a northbound one-way) act primarily as thoroughfare access routes to Interstate 80 and Highway 34 to the north and Highways 2 and 77 to the south in which a majority of the traffic is just passing through the downtown core. These two streets also act as major arterials and access routes to the downtown core from the various residential areas from both the northern and southern portions of the city. The remaining streets within the Haymarket are thus used much less in comparison to other existing streets of the downtown and well below its maximum potential usage. Because the area has been permitted to decline over the years, these side streets have also been left to deteriorate and often times makes for hazardous travel within the area.

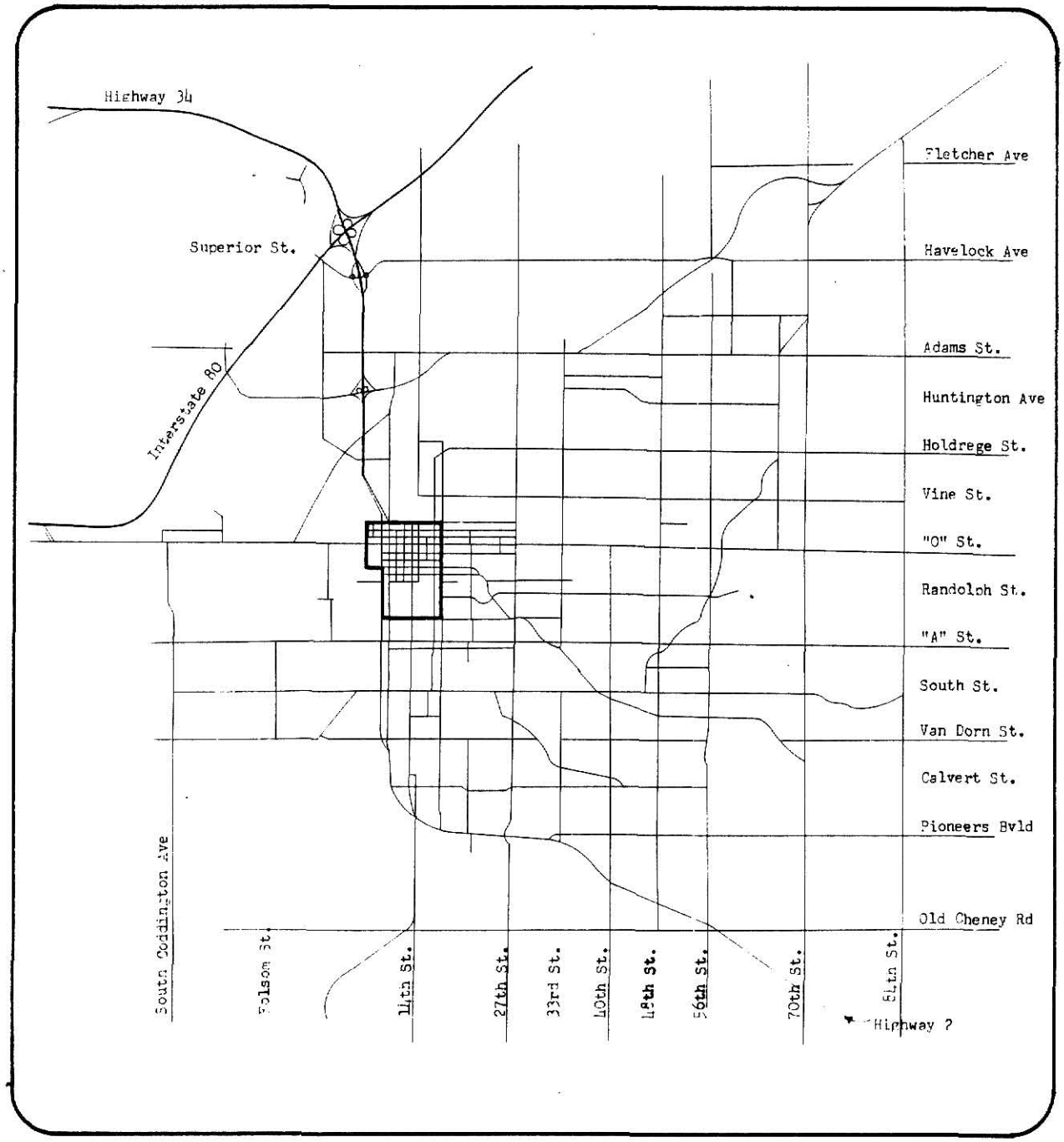

Fig. 9. Major arterials and transportation patterns within the Lincoln vicinity.

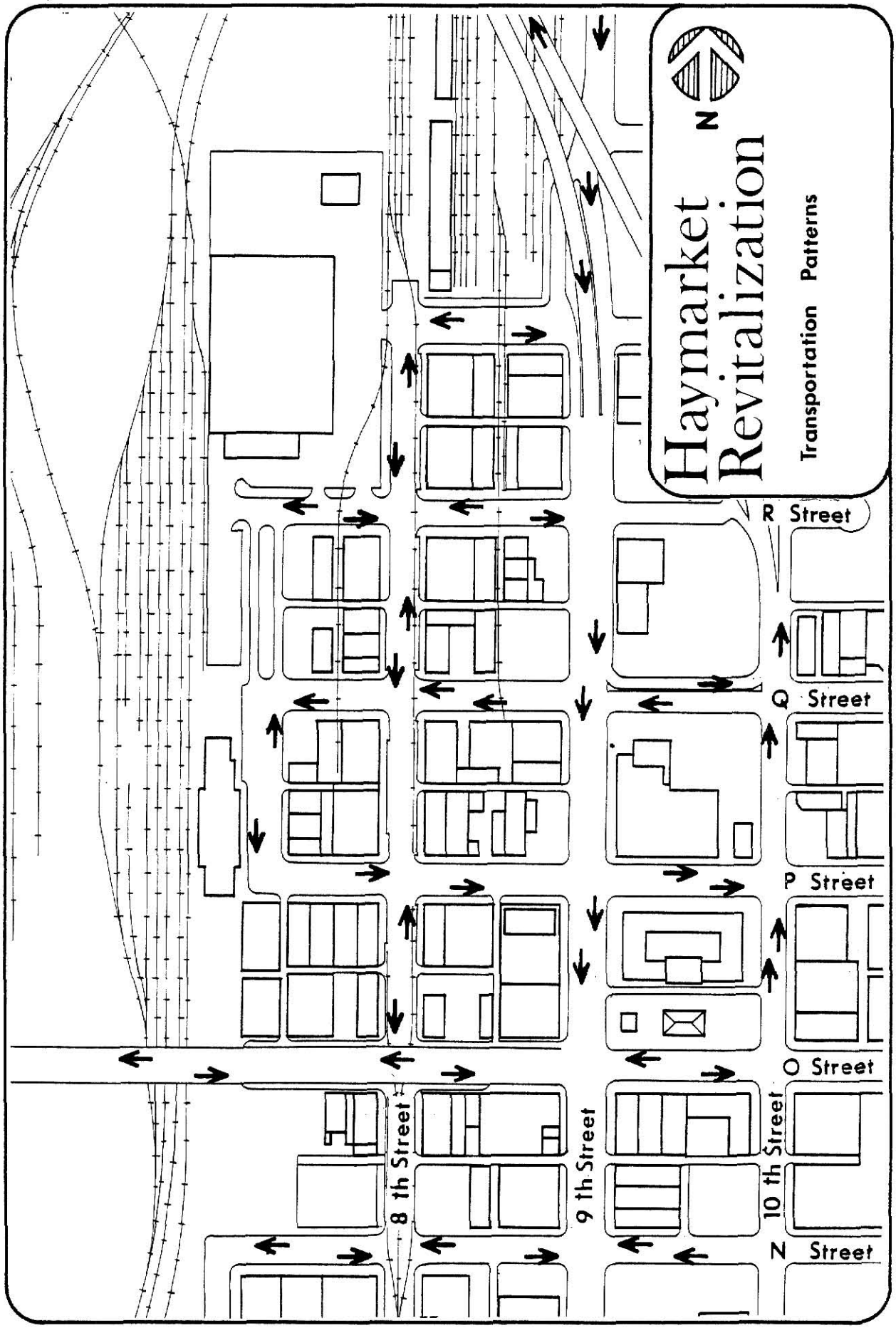
Haymarket Revitalization
Transportation Patterns
N
R Street
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 10

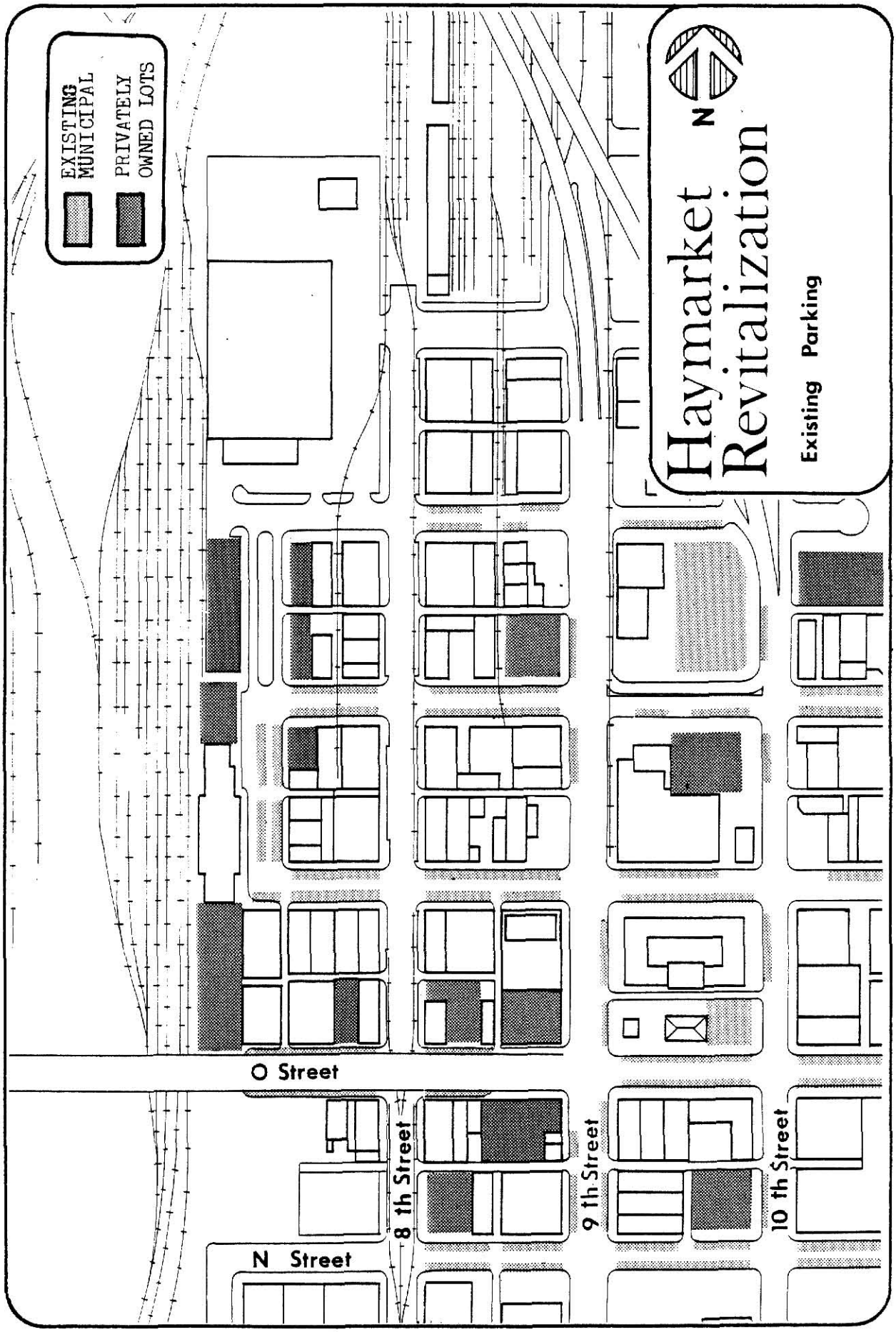
EXISTING MUNICIPAL
PRIVATELY OWNED LOTS
Haymarket Revitalization
N
Existing Parking
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig.11

The Haymarket has two different complexions that it wears during its daily cycle in terms of transit and activity patterns. During the day, the area contains a fair amount of active businesses with somewhat of a variety of offerings and activities which include a few retail shops, offices, and a number of wholesale outlets, warehouses, and production and storage areas. There are currently several entities within the Haymarket that generate a large portion of the traffic that enters the area at different times of the day. During the daytime hours, the major traffic generators are the Main Post Office in the northwest corner of the district, the Burlington-Northern Depot area (the railroad's area offices and several of its shops are located in and near the depot area), and the Salvation Army Thrift Store located on the southwest corner of 8th and P Streets. But even with all of the combined traffic from the existing businesses of the area, it is still very mild in comparison to the average traffic flow of the remaining downtown area. But at night, the area takes on a different character with the look of an entertainment area with the location of several bars, nightclubs, as well as several restaurants within the area.

To get a feel for the flow of the traffic movement and to gauge the amount of traffic that passes through the area, a rough traffic study was implemented to get an estimate of the traffic patterns as well as some plotting of various activity nodes at different times of the day. This study was conducted at 8th and P Streets which can be considered at this point in time as the key intersection within the Haymarket core.[13] At 7th Street, P Street becomes a one-way eastbound arterial at the end of the 7th Street loop which carries a large majority of traffic out of the Haymarket. Eighth Street is the only continuous two-way street within the downtown area and in the past has been used as a loading area for

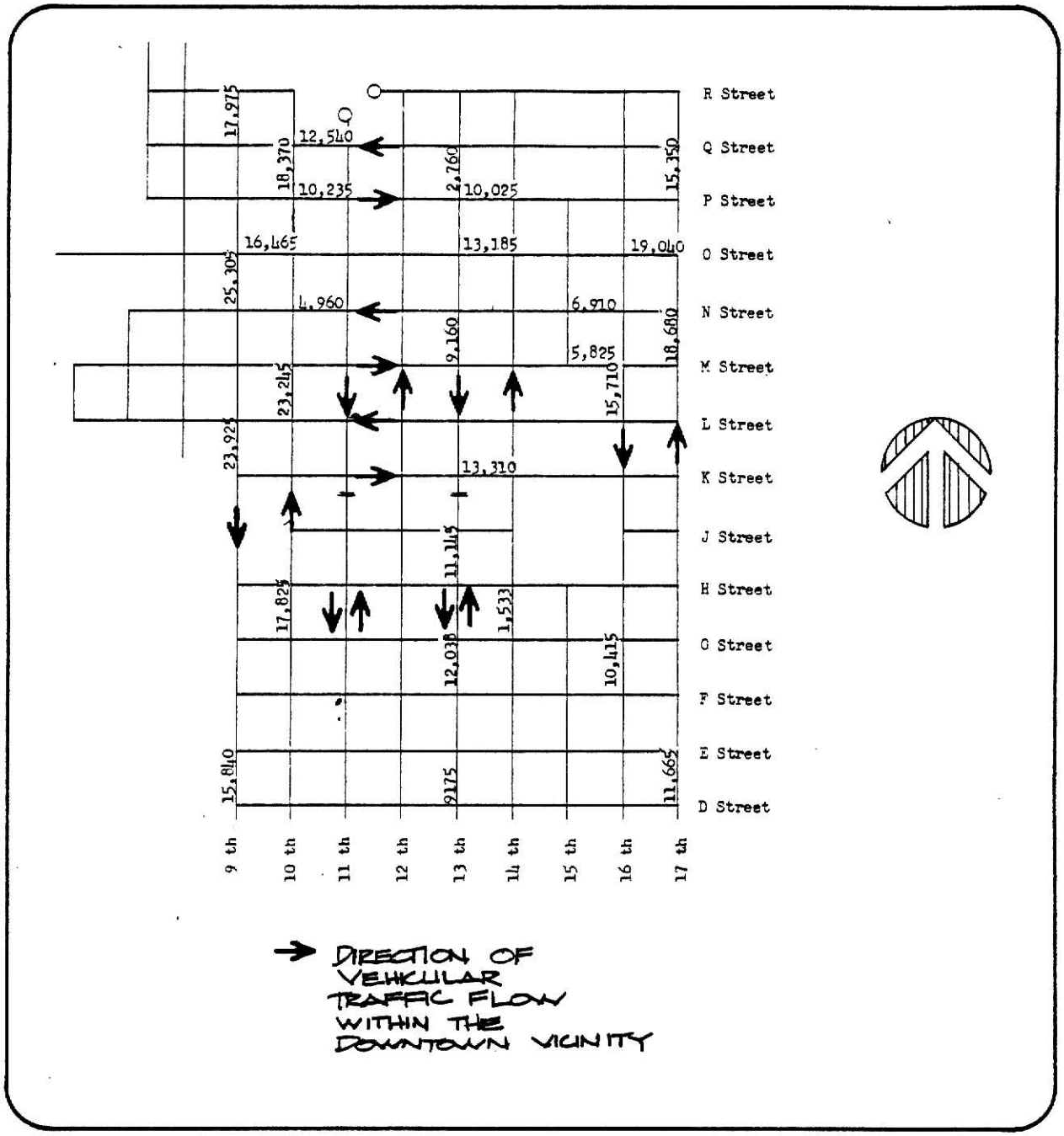

Fig. 12. 24-Hour vehicular counts within the downtown vicinity. (Source: Lincoln Traffic Engineering Department).

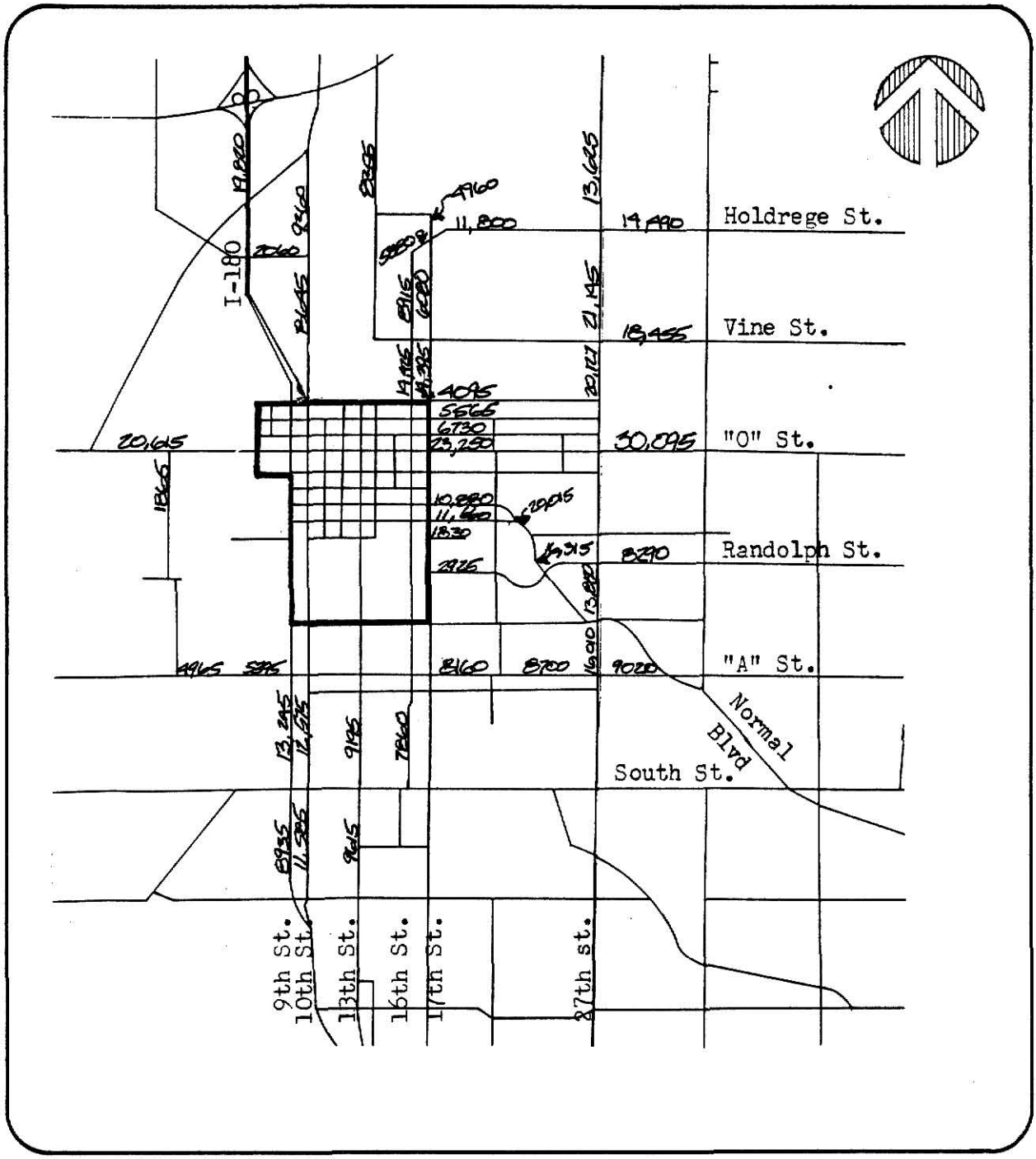

Fig.13. 24-Hour vehicular counts for arterials near the downtown vicinity. (Source: Lincoln Traffic Engineering Department.)

the manufacturing and storage areas that once existed here. Because of its once heavy truck traffic, the street has become severely deteriorated. When future development does occur along this street, the upgrading of the street surface should be one of the top priorities to be accomplished.

Survey Results

The purpose of the traffic study was to gauge both vehicular and pedestrian movement in the Haymarket's key intersection at several peak times during the day as well as different days of the week. The peak times chosen were near the noon hours and the evening rush hours, which are presumably maximal. Monday, Thursday, and Saturday were chosen as days having different characteristics from each other in terms of shopping, activities, entertainment, etc., within the Lincoln area.

The movement of traffic through this intersection was charted by keeping a count of the number of vehicles that entered the intersection from the north, west, and south. In addition, the chart recorded whether the vehicles continued in the same direction or turned in different directions after entering the intersection.

Several patterns can be seen to emerge from the collected data (Tables 1, 2, and 3) pages 38, 39, and 40. The first pattern is that the traffic volume appears to maintain a relatively stable level through the daytime hours, peaking at the evening rush hour, and then dropping quickly to a very low activity level during the evening hours. But from a personal observation, it was noticed that many more of the vehicles that came into the area in the evening hours were remaining in the area rather than exiting the area and that more pedestrians were noticed approaching the various entertainment establishments during these later hours. Thus by the end of the different survey periods, there were actually many more cars occupying

Saturday, November 27 Pt. Cldy., cold Temp. - Mid 30's

Hour Beginning at	Vehicles from West	# of Vehicles Turning/Direction	% of Vehicles Turning	Vehicles from North	# of Vehicles Turning	% of Vehicles Turning	Vehicles from South	# of Vehicles Turning	% of Vehicles Turning	Pedestrian
10 AM	115	10 South	8.6	31	19	61.3	66	51	77.2	11
11 AM	120	10 South	8.3	22	15	68.2	84	59	70.2	20
12 Noon	103	5 South/ 2 North	6.8	25	10	40.0	71	49	69.0	20
1 PM	105	5 South/ 3 North	7.6	14	9	64.3	57	43	75.4	19
6 PM	50	2 South	4.0	15	8	53.3	40	32	80.0	17
7 PM	43	2 South	4.7	34	26	76.5	35	28	80.0	18
8 PM	35	4 South 1 North	14.3	42	21	50.0	43	26	60.5	73

TABLE 1

TABLE 2

Monday, November 29

Hour Beginning at	Vehicles from West	# of Vehicles Turning/Direction	% of Vehicles Turning	Vehicles from North	# of Vehicles Turning	% of Vehicles Turning	Vehicles from South	# of Vehicles Turning	% of Vehicles Turning	Pedestrian
10 AM	160	14 South/ 2 North	10.0	72	41	56.9	132	87	65.9	19
11 AM	178	17 South/ 3 North	11.2	89	48	53.9	132	96	72.7	25
12 Noon	173	9 South	5.2	68	28	41.2	182	137	75.8	38
1 PM	186	15 South/ 3 North	9.6	108	62	57.4	151	96	63.6	24
5 PM	220	15 South/ 2 North	7.7	76	52	68.4	155	116	74.8	18
6 PM	98	3 South/ 1 North	4.1	26	19	73.1	51	35	68.6	7
7 PM	38	2 South	5.3	24	15	62.5	21	15	71.4	16

TABLE 3

Thursday, December 2

Hour Beginning at	Vehicles from West	# of Vehicles Turning/Direction	% of Vehicles Turning	Vehicles from North	# of Vehicles Turning	% of Vehicles Turning	Vehicles from South	# of Vehicles Turning	% of Vehicles Turning	Pedestrian
10 AM	137	10 South/ 2 North	8.8	59	40	67.8	99	66	66.7	11
11 AM	152	19 South	12.5	71	50	56.3	125	87	69.6	23
12 Noon	178	20 South/ 5 North	14.0	76	45	59.2	128	87	67.9	27
1 PM	147	14 South/ 5 North	12.9	68	38	55.9	125	92	73.6	19
5 PM	190	12 South/ 3 North	7.9	93	59	63.4	192	137	71.4	34*
6 PM	89	4 South/ 1 North	5.6	66	37	56.1	81	58	71.6	88*
7 PM	41	3 South	7.3	32	15	46.9	24	17	70.8	37
AVERAGE TOTALS	934	98	10.5	465	274	58.9	774	544	70.3	237

* Special events in the Hilton Ballroom was the basis of this higher pedestrian counts which overlapped these two time periods.

space at night than those that occupied the spaces during the daytime hours.

In terms of pedestrian usage, the figures show that utilization of the Haymarket by the pedestrian from the downtown core is rather low in comparison with pedestrian usage of the downtown area itself (the actual figures were derived from the observations of pedestrians passing near this intersection and where the pedestrians were not directly linked to automobile transit, i.e. the pedestrians were counted only if they were not seen emerging from a car within visual distance of the observation point). These hourly pedestrian counts also remained at a relatively stable level during the daytime hours with a greater percentage of the pedestrians coming from the downtown core, while the pedestrian counts began to increase in the evening hours with more of a cross-district movement of people from various parking areas as well as movement between various establishments within the Haymarket.

Parking

Another issue that needs to be looked into is the problem of the availability of parking space for a greater amount of traffic that would be coming into the area if a large amount of redevelopment should occur. (Figure 11) There is currently a sufficient amount of parking available, in most cases within a block of each active entity of the Haymarket, to provide relatively easy access to these businesses. There are private lots scattered throughout the district which are used in varying degrees on a daily basis as well as 562 city-operated metered stalls which are within or directly adjacent to the Haymarket boundaries. But with an increasing number of automobiles coming into the area, there may arise a need for more off-street parking, creation of parking structures, or an extension of the public transit systems to accomodate the Haymarket.

CASE STUDIES

The following case studies are brief descriptions of various areas that have undergone revitalization. These areas offer a number of parallels to the Haymarket in terms of the character and makeup of the districts as well as the relative size.

Pioneer Square -- Seattle, Washington

Seattle was a young and prospering seaport city in the mid-1800's with a bright future lying upon the horizon for itself. But a major setback that rocked the city occurred in 1889 when a disasterous fire swept through the core of the downtown area including the Pioneer Square district. But within five years after the fire, a majority of Pioneer Square had already been rebuilt. Over the years, as new technology in architectural systems were being developed, handsome examples of new architecture were rising into the Seattle Skyline, thus making the ornamental masonry architecture of Pioneer Square a very unique area within the city.

In the mid-1960's, an effort was established to demolish Pioneer Square for speculative development. Vacancy levels at this time were running nearly eighty percent of the total available area which pointed out the fact that something needed to be done to upgrade this area and to make it more appealing to prospective tenants -- whether it was via new construction or revitalizing the existing structures. Several community leaders expressed concern for the area which they wanted preserved as a symbol of the city's architectural history. Preservation efforts culminated in 1970 with the passage of the Pioneer Square Historic ordinance which established an architectural review board to review and approve permits

that would change the existing character of the district. The city made it their policy not to compete with the private sector in Pioneer Square, except to maintain areas of public concern such as sidewalks, streets, or other areas of public improvement. The city also passed additional ordinances establishing a Special Review District which would entail the review of potential businesses before they locate in Pioneer Square, and also a "minimum maintenance ordinance" that requires the building facades to be maintained and kept in good physical condition. Otherwise the city would then come into the area, repair the buildings, and file liens against the properties for its' services.

Today, the area has become very successful and popular with a wide variety of uses utilizing the district. Patterned after Ghiradelli Square in San Francisco, supporters insisted that they did not want to create the same image of affluent, chic commercialism nor a particular historical era, but aimed for reuse and adaptation for a diverse urban community--offices, shops, restaurants, housing for a middle income community, small parks, and an accessible waterfront. As of 1976, there were 150 commercial enterprises located in the area which had generated large amount of revenue from sales, property, and liquor taxes; increased employment; improved transit support; and an untold amount of tourist dollars. This increased revenue has also increased the tax base over 500 percent in just a matter of a few years which has been extremely beneficial to the city. Employment has also risen in six years from 1000 to 6000 people. The major selling point of bringing businesses into the area was the very low rent that was being charged for the buildings. Compared to new construction and its' associated rent base, renting space in these re-habilitated buildings is much more feasible, and it also offers a unique atmosphere which is very pleasant and different than the basic steel, glass and concrete jungles of other downtown areas.

Larimer Square -- Denver, Colorado

Nestled amidst one of the country's largest urban renewal projects--the Skyline Project--lies a one-block revitalization project which has saved just a few of Denver's original downtown commercial buildings which date back to the 1860's and 1870's. The restoration of these buildings, which lie on Larimer Street in the heart of Denver, was the brainchild of Dana Crawford who refused to follow the reasoning of the Denver Urban Renewal Authority which initiated the Skyline Project. At its inception, Skyline would have obliterated over 200 of these older structures within the deplorable skid row area of Denver only to be replaced by 2000 public housing units and luxury apartments and hotel, office, retail, banking and cultural spaces -- all with underground parking facilities and all to be hooked up by a comprehensive second-level walkway system. This project was criticized heavily by the Denver area residents, but it was indeed a political move based upon questions of municipal finance, not historic preservation. But thanks to Mrs. Crawford and her personal initiative, Larimer Square is alive and well and serves as a representive example of what downtown Denver could have eventually been.

The redevelopment of Larimer Square started in 1965 and became almost an entirely private development. Mrs. Crawford developed a private real estate corporation and set out acquiring potential property for redevelopment on a lot-by-lot basis while at the same time trying to sell her ideas and obtaining various forms of financial backing for her proposals. This corporation handled all of the planning, construction, and financing under one roof, which enabled rehabilitation to proceed under a finished plan whereby strict design control is possible, speculators are kept out and choice tenants can be selected according to the attractiveness of their

offerings. But the financing of the project has been extremely difficult in itself. During its' initial development, a number of financial institutions were very skeptical of a project like this, just like any of the other revitalization projects that were occurring throughout the country at that time. As development progressed and these institutions could see that this plan could indeed work, the money necessary to continue on the revitalization path became much easier to obtain. Today, this area is an active and popular district composed principally of retail space at the lower levels and office space above which offers a variety of different goods and services to the area residents. It also serves as a representative model of the character of what Denver once was and as a model towards other potential revitalization efforts which look for a direction in which they should proceed.

The Old Market -- Omaha, Nebraska

The Old Market in Omaha is another example of an old warehousing district being converted into a mixed use commercial area. In 1968, Cedric Hartman and the Mercer family of Omaha (who are notable and influential in the Omaha area) saw that some of the old warehouses that overlook the Missouri River in downtown Omaha were being abandoned and left to decay and were becoming eyesores. Originally Omaha's wholesale fruit market and the center for local farm marketing, the district played a significant role in the development of the city and its' riverfront area. Many prominent businesses, including Swanson Food Company began operations in the Old Market area. The Market flourished from the 1890's until 1940 when ccmpetition from newly developing chain stores forced many distributors out of business. This led to the eventual disrepair of the area. The Mercers recognized the visual quality that these buildings possessed and

developed ideas of what potential these buildings could have. The Mercers then began acquiring all available property within a four-block area and slowly developed a scheme of specialty shops, general retail stores, artists' studios and galleries, restaurants and theaters on the lower levels of the buildings with some office space and proposed apartments occupying the upper floors. A landscaping plan was also implemented utilizing the original canopies of the sidewalks and loading areas as a trellis with various planters, trees, and other vegetation lining the brick paved streets throughout the area.

Since this is a relatively small area of revitalization, the overall effects will not have as great a magnitude as larger revitalization projects. But the Old Market is still a very popular place with a very distinctive atmosphere that has caught the attention and praise of many people within the Omaha metropolitan area.

The City of Omaha recently completed a multi-million dollar urban renewal project in the Old Market vicinity. They demolished the old warehouses along a four-block long corridor in the eastern portion of the Central Business District and one block away from the Old Market area. The condition of these warehouses is not known, as there may have been some magnificent buildings that are now lost forever. But in their places, the City has created a spectacular and dynamic urban park in the midst of the downtown area which is known as the "Central Park Mall". The mall incorporates many level changes, various textures and materials, a water sculpture, fabric structures, and a small pond running throughout the length of the project. What needs to be done now is to unify the Old Market and the Mall by expanding the Market concept for several more blocks to make a linkage with the Mall which would create an excellent urban design concept and would have a major role in keeping the blood

flowing for the livelihood of the downtown area and would act as a major attraction to draw people back to the downtown for more of an around-the-clock usage of the facilities.

Westport Square -- Kansas City

Situated in the historical heart of Kansas City, Missouri, Westport Square can trace its roots back to the days when the legendary Sante Fe and Oregon/California trails once crossed the spot of where some of the present day buildings now stand. At its inception in the 1830's, Westport was a town in itself, acting primarily as one of the several area outfitting stations for the various wagon trains of immigrants, traders, and others who were making their move to the west in the early days of pioneer land settlement. Reaching its peak of activity in 1855 with a population of around 5000, Westport had soon become a center for the manufacturing of wagons, plows, harnesses, and ox yokes in which the town continued to be a major supplier to the people who were continuing to go west. In the 1860's, Kansas City proper (which at that time was a minor settlement in comparison to the Westport area) began to rapidly develop and thus superseded Westport as the primary outfitting depot of the area because of its adjacency to the Missouri River. The metropolitan boundaries continued to expand over the years and eventually engulfed and absorbed the Westport area into the greater Kansas City metropolitan area.

Commercial activities in the old area of Westport were relatively minor until 1968 when Donald Anderson and Robert Moore realized some of the potential that the area had and slowly took out options on the buildings and began to develop plans for potential development in the area with an atmosphere and character which was intended to be similar to Ghiradelli Square in San Francisco. The main obstacle they encountered

was obtaining adequate financial backing for the project. As Anderson put it: "The banker types couldn't get excited about this sleepy little neighborhood".[14] In 1972, Anderson made contact with Phil Thompson of the BMA Corporation, a person very knowledgeable in real estate matters. From this point, the initial redevelopment of Westport began. Early in the development, Anderson and Moore quit the venture due to difficulties which involved BMA and themselves along with the problems of arranging tenants for their property. In 1976, BMA sold their holdings to William Fouks who by 1978 turned the area around and brought the rented retail space up to 99 percent of the possible 73,000 square feet available for leasing. Today, Westport Square has become one of the places to go in the Kansas City area for shopping, dining and entertainment.

The River Quay -- Kansas City, Missouri

An area very similar to the Haymarket in terms of character and usage is the River Quay area in Kansas City. Situated between the Missouri River and the downtown core, River Quay is a pocket of old warehouses constructed in the late 1800's and early 1900's and beginning to deteriorate from the years of wear from the urban environment. In the early 1970's, Marion Trozzolo recognized some of the potential qualities that the area possessed and wanted to upgrade its image. He began to encourage development along Delaware Street, locating his own business there and inviting artists and others to move into the loft spaces of the upper levels and fix these areas up. Restaurants and nightclubs began to enter the area, adding life and activity. The city's policy of allowing more and more bars to move into the area began to make it look like a pure entertainment district--a concept that was somewhat out of line with Trozzolo's ideas of a 24-hour living area and activity center. Becoming disenchanted about what was now

going on in the River Quay, Trozzolo eventually sold out to a large developer named Joseph Canizaro.

Canizaro had big plans for the area. He wanted to raze the entire area and to develop highrise offices and apartments. The area once again started to decline after Trozzolo left. Residents and tenants were moving out and bars continuing to come in. Eventually, there were 32 bars along with porno palaces and go-go joints. And, so everyone says, these businesses began to go into the hands of the traditional Mafia. In any case, there were four murders that were connected to the River Quay, fires, and finally an explosion that blew up two taverns and shattered windows for blocks. People, not unexpectedly, stopped going down to the Quay area. Today, there are still a few businesses scattered through the Delaware Street corridor, and what was once an area that was finally starting to come back to life, is now again sliding back into the shadows of the Kansas City skyline. Hopefully, there may be some lessons to be learned so that we might be able to have more control and foresight of the destiny of redeveloping older areas. Similar mistakes can be avoided for other revitalization projects if there is the ability to control the types of uses that would be eligible to go into an area via strict guidelines, regulations and quotas, so that there will be a balanced mixture of desirable uses that would be appropriate to each specific area.

GOALS AND POLICIES

The City of Lincoln has formulated a set of goals and policies to direct its own future path of development. A number of these goals and policies, which include Economic Development and Employment, Commercial Services and Facilities, Housing and Residential Areas, Transportation, Energy, Community Services and Facilities, Parks and Recreation Facilities, Environment, and Urban Development, have a bearing on the development of the Haymarket.

General Goal -- The general goal of the City is applicable to all areas of the city. It states: "Maximize the opportunities to provide for the many needs, desires, and activities of all segments of the population and to maintain and improve those qualities which make Lancaster County a desirable place to live, work, and pursue leisure time activities".

A direct correlation of this general goal and the Haymarket is not clear, but it can be applied to the Haymarket as to maintain and upgrade the area to bring out the existing and potential qualities that this area may possess.

Commercial Services and Facilities -- Maximize the opportunities to provide a wide range of well planned and controlled commercial services which would be easily accessible to all segments of the population.

Sub-goal 1 -- Downtown Lincoln should remain the dominant multi-use center surrounded by a number of outlying centers. The regional retail needs of the County should be divided between downtown, Gateway, and additional centers which should be developed only when justified by sufficient market expansion. These centers should contain a large number of diverse shopping facilities with variety in type, quality and price of merchandise.

Policies

1). Promote continued retail strength in downtown Lincoln through provision of access, parking and environmental improvements, and growth of office and other supporting uses.

2). Pursue the preparation of a detailed plan for the future development of downtown Lincoln which would include recommendations for physical development, land use, community facilities, traffic, environment, etc., as well as means of implementation which could include public and private participation.

This sub-goal basically reiterates an earlier point stating that the city has always wanted to maintain a strong central core and to continue to promote the downtown further with the introduction of different amenities.

> Sub-goal 2 -- Smaller retail centers serving surrounding residential areas should be conveniently located throughout the county and should include existing commercial centers and village centers as well as new planned shopping centers.
>
> Policies
>
> Provide for the orderly improvement of existing older commercial centers by developing area plans which emphasize preservation of existing facilities and distinctive identities, and which provide improved functions, access, parking, and physical amenities.

This sub-goal does not necessarily apply to the Haymarket except where the policy aimed for this goal emphasizes the preservation of existing facilities and distinctive identities. It is at this point where it would then be possible to apply this sub-goal to the area.

> Sub-goal 3 -- All retail centers should be provided with adequate pedestrian and vehicular access and parking facilities; regional centers and many small centers should be conveniently served with public transit.
>
> Policies
>
> 1). When possible, plan for the seperation of vehicular and pedestrian systems in all retail centers.
>
> 2). Provide convenient access, sufficient parking, adequate off street service and loading facilities, and public transit service to the maximum extent possible to all retail centers.

When redevelopment does occur, this sub-goal can come into effect regarding the increase of incoming traffic, the provisions that we would have to make for the traffic, and taking into consideration the safety of the larger number of pedestrians in conflict with the automobile.

> Sub-goal 4 -- A high standard of physical design of all shopping areas should ensure the development of pleasing and functional shopping environments which would properly relate to surrounding areas.
>
> Policies
>
> 1). Require high design standards for shopping areas directed

towards assuring adequate landscaping, pedestrian amenities, appropriate signing, lighting, and buffering from neighboring uses.
2). Require more restrictive design standards for local shopping centers in order to ensure their proper relationship to adjacent residential areas.

This sub-goal strives for quality design or unifying elements which would be of good use within the Haymarket for the purpose of creating a distinct district but at the same time having the area relate back to the downtown core.

Sub-goal 5 -- Strip commercial development should be discouraged and more compact and centralized development should be encouraged.
Policies
1). Evaluate existing spot and strip commercial development and/or similarly zoned areas for possible conversion of zoning to another use.
2). For those spot and strip commercial areas not feasible for conversion, retain as commercial areas but provide such improvements as consolidation of vehicular access points, improved signing, extensive landscaping, deepening of lots, and provisions of frontage roads.

This goal can relate to the Haymarket in some very obtuse ways, but as a whole, it actually pertains to strip development instead of specific center such as the Haymarket.

Housing and Residential Areas -- Maximize the opportunities to ensure an adequate and reasonable supply of safe, sanitary, decent and aesthetically pleasing housing, as well as a choice of housing types and residential locations consistent with the economic and social requirements of all segments of the population.

There are eight sub-goals that are listed under this heading, but none of them specifically suggest housing possibilities for the downtown area. One of the policies that is listed, though, states that the City should "encourage the provision of adequate multiple-family housing in the downtown area". Therefore we can project residential development within the Haymarket itself to help satisfy this proposed path.

Environmental -- Maximize the opportunities to provide a quality of environment which is ecologically sound, healthful, and safe, aesthetically pleasing, and which is reinforced by all governmental units in setting a good example for the greater community in the high priority placed on quality environments and by strict enforcement of environmental regulations.
Sub-goal 3 -- Efforts should be made to improve the environmental quality of older areas which evidence deterioration and to preserve those areas possessing good environmental qualities.

This sub-goal can be applied to the Haymarket as to upgrade the deteriorating physical environment and to improve and upgrade the entire area.

Urban Development -- Maximize the opportunities to create an overall pattern of planned orderly urban development containing a system of land uses adequately and efficiently served by a balanced system of transportation and community services and facilities, and sensitive to the natural physical qualities of the area.
Sub-goal 2 -- Growth in the urban area should generally radiate outward in all directions from a more intensely developed downtown and should be interspersed with a series of less intensely developed sub-centers of activity.
Policies
1). Prepare and implement a development plan for downtown Lincoln in order to assure its continued economic viability and dominance as the focal point of social and cultural activity in the urban development pattern.

This sub-goal again emphasizes the striving of the City for a strong and healthy downtown core.

Sub-goal 3 -- The residential development pattern should be aimed at more efficient utilization of the existing urban areas, with higher density development related to the downtown core and the less intense sub-centers.
Policies
1). Provide additional close-in residential uses immediately within and surrounding downtown Lincoln in accordance with an overall development of downtown Lincoln.
2). Develop higher density residential uses in areas in proximity to major subcenters of activity.

Sub-goal 3 can have a very strong influence upon the potential usage of the available space within the Haymarket with the call for residential usage being integrated back into the area thus possibly utilizing the

vacant floor space that currently exists on the upper floors of a majority of the buildings.

Haymarket Goals

Even though these goals and policies can indirectly affect the Haymarket, more specific goals could be developed for the Haymarket. Some of these specific goals that could be developed include:

- --Creation of a district which is a healthy, safe, and convenient place and provides a pleasant and attractive atmosphere for living, shopping, recreation, civic, cultural, and service functions.
- --Increased economic vitality in the Haymarket.
- --Preservation and enhancement of the value of places and objects of historical, cultural, or architectural value to the area.
- --Careful preservation and maintenance of existing structures and the discouragement of remodeling which would destroy the character of the Haymarket area.
- --New development in forms and patterns which preserve and enhance the existing character of the Haymarket and the surrounding area.
- --Landscaping, paving, lighting, and street furniture which will give "life" and character to streets, sidewalks, and other public places.
- --A safe, efficient, and pleasant pedestrian circulation system.
- --Facilities to serve the needs of bicyclists in the Haymarket.
- --Promotion of the awareness of the pedestrians in or near pedestrian/vehicular conflicts.
- --Adequate access to all facilities for cars, trucks, and public transportation, as well as for the handicapped, the elderly, and other pedestrians.
- --The provision of a moderate amount of residential living units within the Haymarket, where residents will be in walking distance from work, school, shopping, and entertainment.

Alternatives -- Desired Uses

In looking at these selected goals for the City of Lincoln, it can be generally assumed that the City wants to maintain a strong, economically

healthy, energetic as well as a very attractive and inviting downtown center. But by what means and methods are we going to accomplish this and how can the Haymarket potentially fit into this scheme? What types of uses may be implemented into the area that are compatible with one another and can be beneficial to the downtown as a whole?

If you look at the area as it is at the present time, it has the basis of becoming a potentially strong entertainment/light retailing district. Looking beyond the edges of the district, we can also see various other types of uses occurring in which these uses can also be integrated into the Haymarket in varying degrees and forms. We can thus begin to develop potential land use categories that have development potential which include general categories such as wholesale/retail trades; services; cultural, entertainment, and recreational uses; transportation, communications, and utilities; a residential/mixed use sector; and manufacturing uses in which all can become important assets to the area.[15] Selection from this list of the potential uses will become a very important matter in order to get, a good mix of desired uses that will bring people back into the area and to avoid an overload of uses that may repel potential users from the area.

VISUAL SURVEY

In order to begin developing plans for potential redevelopment within the Haymarket, we must first begin to take an overall look at what currently exists in the area, where the potential assets and distractions are that could be a benefit or a detriment to the area, and the current patterns of development and decay. We can then work with these factors in order to develop proposals that will become successful towards revitalizing this area in both physical and economic terms. Thus, the physical make-up and condition of the area and other physical amenities will be key determinants of whether there is a strong base on which to build a redevelopment scheme. Some of the categories that would have to be considered in the survey include existing land uses, building conditions, character of the area, transportation and circulation patterns and conditions, open space development and new construction potentials, visual qualities, clutter, views, and other advantageous or distracting elements that may occur within the area.

A large number of the buildings are in relatively good structural condition considering their age with a few minor problems such as cracks in the brickwork, decaying window frames, etc.. However, a large majority of the buildings will need repair work done to them in order to meet the numerous code requirements of the City. These buildings are primarily of multi-story masonry construction with various features, patterns and integrated materials that give each structure a unique identity, but also give the area a cohesiveness which binds these buildings together and gives the Haymarket its own identity from the remainder of the downtown core. The current usage of each structure varies from building to building in which figure 15 presents the general categories of land usage

Figure 14. View looking east from 7th and P Streets. This view displays several of the warehouses and businesses located along P Street with the overpowering Lincoln Hilton Hotel looming in the background.

STORE

and Table 4 lists the actual usage of the buildings as well as how much of the actual building space is actually being utilized at the present time.

The transportation network within the Haymarket is well defined with the area itself actually acting as a terminus point to several major arterials that pass through the downtown core. The current vehicular usage of the streets within the Haymarket is very low in comparison with other streets that carry traffic within the downtown (comparison of the figures of the previously mentioned traffic study (Tables 1, 2, and 3) and Figure 12). However, the capability of carrying larger volumes of traffic does exist provided extensive repairs on street surfaces are carried out. The greatest improvements need to be made along the entire length of 8th Street, where deteriorating asphalt, potholes, and a few occasional weeds that grow along the railroad spurs are now prevalent. Seventh Street is also showing signs of severe wear. The one-block section in front of the Burlington-Northern depot is one of the two remaining brick paved streets in the area (the other being R Street between 8th and 9th) with occasional asphalt patches showing evidence of piecemeal repair by the City maintenance crews. It is aesthetically desirable to save the brick paving of this street, but due to future deterioration, lack of maintenance, and lack of money for preservation of the street, the City may be forced to pave the entire section. Efforts should be made in conjunction with the City to help repair and to preserve this street to pass on to future generations the character that early Lincoln once possessed.

With the implementation of an appropriate streetscaping design element of the proposed master redevelopment plan, strong vistas and views within the Haymarket can be reinforced. The topography of the Haymarket is situated so that a large portion of the structures within the area are

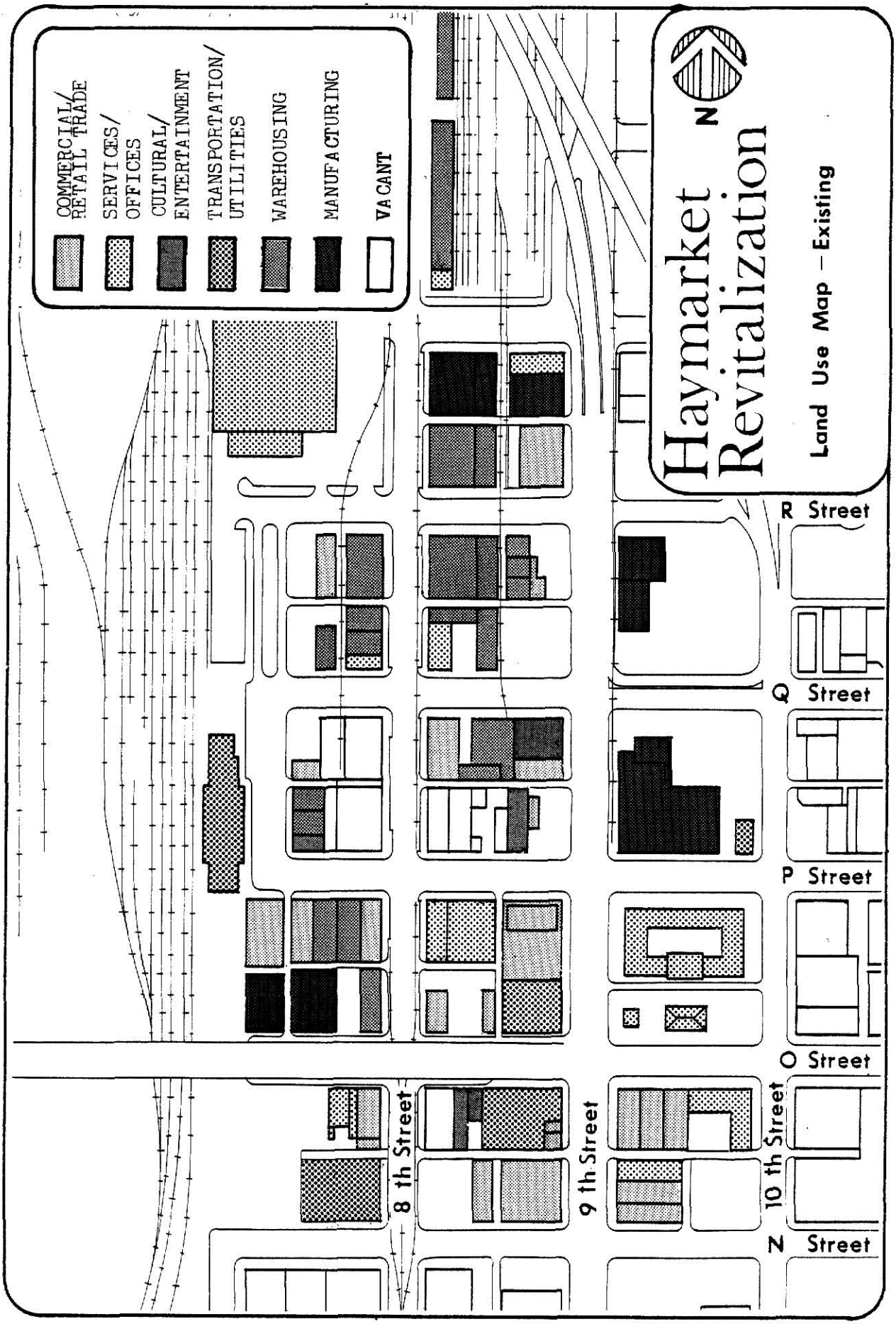
COMMERCIAL/
RETAIL TRADE
SERVICES/
OFFICES
CULTURAL/
ENTERTAINMENT
TRANSPORTATION/
UTILITIES
WAREHOUSING
MANUFACTURING
VACANT
Haymarket
Revitalization
N
Land Use Map – Existing
R Street
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 15

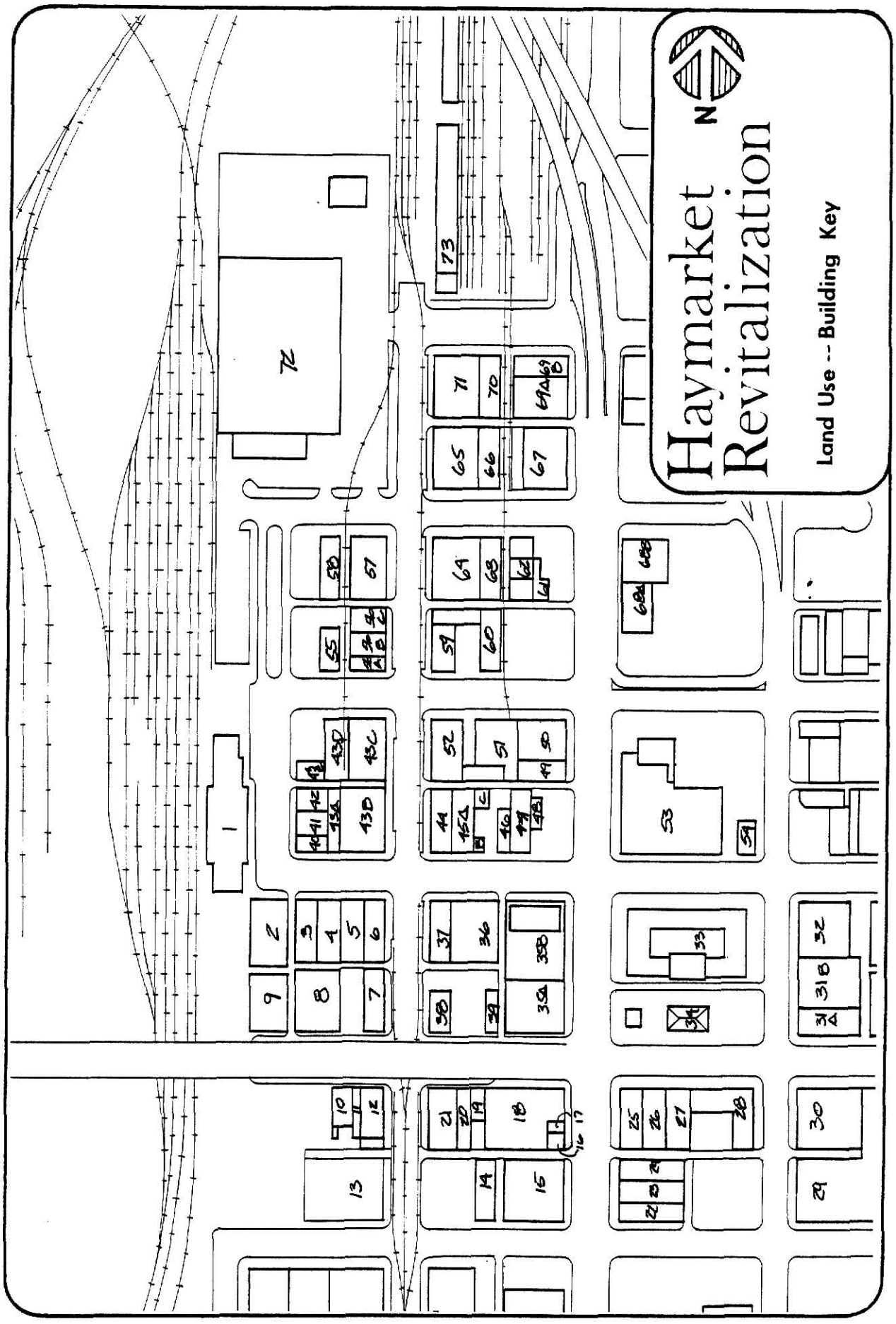

Fig. 16

THIS BOOK CONTAINS NUMEROUS PAGES WITH DIAGRAMS THAT ARE CROOKED COMPARED TO THE REST OF THE INFORMATION ON THE PAGE.

THIS IS AS RECEIVED FROM CUSTOMER.

Building #	Current Use	# of Floors	# of Floors Occupied	Date of Construction
1	Railroad Depot (Burlington-Northern)	3	3	1927
2	Commercial (shops and restaurant)	4	2	1890
3	Commercial (carpet sales)	2	2	1914
4	Loading area	1	1	1960's
5	Storage	5	3	1906
6	Retail/offices	3	3	1966
7	Warehouse (building products)	5	3	1912
8	Manufacturing (sign shop)	1	1	1924
9	Manufacturing	1	1	1910's
10	Offices (undergoing renovation)	1	1	1884
11	Offices	1	1	1890
12	Warehouse/Offices	4	4	1884
13	L.E.S. Substation (electric)			
14	Retail/Supply	2	2	unknown
15	Retail	1	1	unknown
16	Art Gallery	2	1	1884
17	Craft Shop	2	1	1911
18	Parking Garage	2		
19	Tavern	2	1	1895
20	Taverns (2)	3	2	1908
21	Warehouse (vacant)	4	0	1885
22	Music Store	1	1	unknown
23				unknown
24	Lincoln City Mission	2	2	unknown
25	Diner/Barber shop	2	2	unknown
26				
27				
28	Terminal Building	11	11	unknown
29*	Gold's Galleria (retail, offices)	4	4	
30	Offices			

Table 4

Building #	Current Use	# of Floors	# of Floors Occupied	Date of Construction
31a	Hotel	6	6	
31b	Parking Garage	2	2	
32	Bus Station	1	1	
33	Old Federal Courthouse (offices)	4	4	1906
34*	Old City Hall (undergoing renovation)	4	0	1874
35a	Parking Garage	3	3	1972
35b	Hilton Hotel	16	16	1972
36	Offices	2	2	1925
37	Offices	5	1	1901
38	Office/Warehouse	2	2	1911
39	Commercial (vacuum sales & repair)	3	2	1937
40	Tavern	3	1	1915
41	Storage	1		
42	Storage	1		
43a	Vacant	1	1	unknown
43b	Warehouse (undergoing renovation)	4	0	1887, 1906
43c	Warehouse (vacant)	4	0	1904
43d	Warehouse (vacant)		0	1906
43e	Retail (antique shop)	2	1	1869
44	Warehouse	3	0	1912
45a	Warehouse (undergoing renovation)	4	0	1905
45b*	Storage (undergoing renovation)	2	0	1884
45c	Storage (undergoing renovation)	2	0	1912
46	Storage (undergoing renovation)	1	0	1915
47	Tavern		2	1922
48	Service Station	1	1	1962
49	Commercial (restaurant, offices)	3	1	1881
50	Tavern	1	1	unknown
51	Warehouse	1	1	unknown
52	Commercial/Warehouse	2	2	1901
53	Manufacturing (printing)	2	2	unknown
54	Bus Station	1	1	
55	Warehouse	1	1	1909

Table 4

Building #	Current Use	# of Floors	# of Floors Occupied	Date of Construction
56a	Offices	3	2	1884
56b	Warehouse	5	2	1916
56c	Warehouse	1	1	1957
57	Warehouse	6	3	1922, 1933
58	Commercial/Storage (furniture)	1	1	1923
59	Commercial (Hardware)	3	3	1899
60	Warehouse	3	3	1915
61	Service Station	1	1	1964
62	Warehouse	1	1	1880's
63	Warehouse	2	1	1890's
64	Warehouse	1	1	unknown
65	Warehouse	1	1	unknown
66	Warehouse	1	1	unknown
67	Commercial/Warehouse (hardware, tools)	2	2	unknown
68a,b	Manufacturing (sign shop)	1	1	unknown
69a,b	Manufacturing/office	1	1	unknown
70	Warehouse	1	1	unknown
71	Warehouse	2	2	unknown
72	Main Post Office	4	4	1969
73	Railroad Depot (Missouri Pacific)	2	2	unknown

Table 4

* Listed on National Register of Historic Places

located on a gently sloping hill which overlooks the rail yards to the west. The views to the west, however, seem to be lacking somewhat in quality and may be improved if the views were terminated at the rail yards. Looking east past the top of the hill, limited views of the buildings of the downtown area can be seen in which the view is reinforced or channeled by the buildings of the Haymarket. But the best views in the area tend to be the north-south view corridors. The facades of the buildings create focused views down the north-south streets and can be enhanced by the implementation of streetscaping. On 7th Street, a short 2-block street, there are two buildings that terminate the street at each end and act as closures, which creates a situation offering numerous opportunities for development. On 8th Street, the Harris Overpass acts as the only enclosure of the street as the northern end of the street lacks a terminal point and lacks visual interest at this end of the street. There is an interesting view into the Haymarket as one moves eastbound and crosses over the rail yards on the Harris Overpass. This view offers an elevated moving picture of the Haymarket as one enters the downtown, a much different perspective from that seen at ground level.

Another issue of visual impact and quality that must be addressed is the problem of visual clutter and other detractive elements in the Haymarket. The most commonplace problem that detracts from the area is deterioration and lack of upkeep that can be seen throughout the area and includes the poor street conditions, several cases of buildings having decaying exterior facades, various areas of accumulated debris and widespread amounts of litter. Again, 8th Street is a primary example of where these problems seem to come together en masse. Other areas that tend to represent these features in varying degrees are the various alleys within the area and the area near and underneath the Harris Overpass.

Signage for the different businesses located within the Haymarket also plays a role in the quality of the visual environment. For the most part, a majority of the signs are done in fairly good taste and are relatively subtle in nature. But there are other signs and several examples of supergraphics on a few of the buildings that damage whatever image that these buildings are able to project and are a distraction to the entire area in general.

A relatively minor visual problem has been the sight of the common utility poles. While the poles are mainly confined to the alley spaces behind the buildings and are themselves somewhat hidden, the power lines are still seen traversing the streets in many locations. One improvement in recent years is that the lines feeding the existing street lights have been located underground. The streetlights are affixed to the standard metal poles that are used throughout the city which are very utilitarian in nature with slight aesthetic appeal. But an unfortunate addition to the area within the last several years is the location of several high-voltage transmission lines atop a series of 120-foot steel towers erected by the Lincoln Electric System which run directly through the heart of the Haymarket. It can be very disturbing seeing that city officials did not have enough foresight in considering what these towers would actually do to the area, especially when they were constructed at the time that the City was proceeding with the application for historic district designation status. These officials bypassed other potential alternatives including the possibility of locating the lines west of their present location and possibly located them upon railroad property which would have allieviated this problem entirely. Instead, it now becomes a minor, but highly noticeable issue that must be dealt with in the redevelopment scheme.

In terms of open space development within the Haymarket, there are numerous possibilities that have the potential to be developed into open activity areas for users of the Haymarket as well as for new construction of infill development on any of the several vacant lots that are scattered throughout the area. At the present time, there are not any public spaces that have been developed here for use as activity nodes, even though this idea has been talked about at many times over the years. The existing vacant lots are in most cases being used or have been used as private parking lots for specific businesses or buildings in the area. If these vacant lots are again redeveloped for new construction or for open space use, this development would again revert us back to the previously mentioned problem of providing adequate parking for an increasing amount of incoming vehicles and a decreasing amount of available parking.

Another factor that is obvious in the Haymarket that must also be considered is the noise from the nearby modes of transportation and from the existing businesses of the area. Because of the major arterials that pass through and near the Haymarket, there is an extreme amount of noise and vibrations--especially from heavy truck traffic--that is emanating from the arterials in which care must be exercised when exploring the location of potential uses near these roadways. Noise levels from the Burlington-Northern Yards are not extremely high, but vibrations from the numerous trains that pass through the yards on a daily basis are much greater near the yards and the same consideration must be given in locating uses adjacent to the yards. When dealing with noise levels from the various businesses of the area, the primary concern is determining appropriate usage of the spaces directly adjacent to and directly above the noisier environments such as existing bars and nightclubs located in the district.

Figure 17. The view looking north from near 8th and O Streets. The buildings fronting 8th Street are the only buildings within the Haymarket having loading areas fronting the streets with a majority of these loading areas having covers over them.

ONE WAY

Figure 18. The view looking south from 8th and P Streets. The Harris Overpass acts as the general southern boundary of the area. However, the blocks adjacent to the overpass are included in the study because of these buildings are very similar to the remaining buildings of the Haymarket.

OPPORTUNITIES

Reviewing our base resources that are available to us within the Haymarket, there are numerous opportunities that should be explored when planning for redevelopment of the area. There are a number of combinations of different uses that may prove to be feasible in many different ways to bring this area back to life. From this selection of uses, it is thus possible to pick a combination to begin to build our plans upon. A number of these possibilities are discussed below.

If the Haymarket were to continue to develop in the way that it has within recent years, one potential development scheme would be the creation of an entertainment/retail district with various office spaces located on the upper floors of the buildings and more emphasis upon warehousing and light manufacturing encroaching on the northern and southern edges of the district. If this type of development, as well as any other combination of land uses were to occur, certain controls must be implemented to guarantee that there will be a workable mixture of businesses and compatible land uses so that there will not be conflicts and problems that could arise between these uses.

Different solutions involving varying levels of commercial/retail space, office space, entertainment areas, manufacturing and warehousing can be developed in such a way that they create a workable solution towards a prosperous redevelopment scheme. There are almost unlimited possibilities and combination of what types of potential businesses that would be suitable for the area just as long as they are compatible with other types of businesses and conform to guidelines and policies established by a comprehensive plan or by various officials.

Another alternative that should be looked into is the possible integration of residential living units into the vacant upper floors of the existing buildings. Since the Haymarket is extremely close to the downtown core and the University of Nebraska-Lincoln campus, the creation of residential areas for walk-in commuting into these areas may prove to be a feasible and an affordable option, especially if these units were geared towards a population in the lower-middle to middle income income range. Also, if residential units were found to be feasible, the potential of locating businesses to service these area residents with various necessities may also expand the types of businesses that could be located here.

There can be many advantages and disadvantages to the locating of residential units in these vacated warehouses. The economics of converting these vacant spaces into residential units can become an important issue which merits serious consideration. The residents of these upper floors can potentially save a considerable sum of money from reductions in transportation costs by living close to where they work or go to school and besides, the cost of converting these unused spaces into usuable apartments, can be much lower than similar costs involving new construction with these spaces having very reasonable rents for their prime location. And again, the City would be pleased because this development increases the valuation of the properties and thus increases its incoming revenue from the increased tax base and from the properties being put back onto the tax roles.

But there can also be problems and difficult issues that could arise from this type of development. One of the problems that could occur is the provision of adequate parking. With more of a permanent, 24-hour population occupying the area, and if we are going to be implementing

residential living within the area on a large scale, there will be the need to provide a large number of parking spaces to service the residential units with very limited space to accomodate the parking. We will also eventually have to deal with regulatory issues concerning zoning requirements to see if this potential mixed use zoning can be accomplished under current regulations. The area is currently zoned under a sub-business district designation and will need to be changed by the City with certain guidelines being established to make this type of usage permitted by city ordinances. The building codes for this potential development--as well as any other development must be reviewed to see what steps will be necessary to conform to our proposed usage to the established guidelines which oversee any type of development. For the purposes of this thesis, it will be assumed that the city has developed or will soon initiate the development of building guidelines and zoning requirements to permit the implementation of a mixed use development scheme within the Haymarket.

If the implementation of a residential population base within the Haymarket does prove to be feasible, considerations should also be given to developing a nearby open area for the residents. Living in such tight and closed-in environments such as these, a nearby park or some other type of open space would almost become a necessity for the residents of the area to help temporarily escape from the hard urban environments into a more relaxing green space which would allow these people to do a number of different types of activities.[16]

Figure 19. This photo displays several examples of the variety of architectural styles and construction methods which are located throughout the Haymarket.

APER

DESIGN CRITERIA

After examining the potential resources that the area possesses and the opportunities that are available, we can now begin to develop specific design criteria which are necessary to develop a comprehensive revitalization plan. These criteria can be developed under a series of general categories which include the appearance of the area, the specific buildings of the area, signage, streets and alleys, traffic/transportation patterns and modes, parking potentials, pedestrian environments, land use, and utility systems.

General Appearance -- Improving the overall visual appearance of the area by improved maintenance and upkeep can be a boost to reinforce any revitalization scheme that we develop. It can be said that most people would tend to avoid the rundown and undermaintained areas of our cities. So in order to get a more favorable image of the Haymarket, physical improvements must be made to provide a more appealing visual environment to make people want to come back into the area for the enjoyment of the visual experience. Some specific criteria that can be developed to improve the visual environment include:

- --Reinforcement of the physical features and qualities of the area that are visually appealing and to improve the less attractive features that this area possesses.
- --Reinforcement of the directed vistas and views of the Haymarket via the removal of unwanted visual clutter and the implementation of different interesting amentities and fixtures such as street furniture, lighting, landscaping, etc..
- --Implementation of a streetscaping plan integrating vegetation, street furniture, various types of materials and textures, lighting, etc..
- --Improved maintenance and upkeep for the area to make the area cleaner along with screening of trash receptical areas associated with the various uses of the area.

--Continuation of the downtown landscaping theme to include the Haymarket to make one continuous conceptual layout throughout the entire downtown area. The Haymarket should keep its' own separate identity, though, because of the difference in character between the two sections of the downtown core.

Buildings

--Implementation of a building improvement/cleanup program which would involve general cleanup of the building exteriors, repair of masonry joints and other signs of exterior wear, repainting of or removal of paint from brick facades, and removal of obtrusive signage that detracts from the area.

--Implementation of amentities that would reinforce the visual character and identity of the area e.g. a certain style of canopies, common paving materials, etc..

--Reinforcement or enhancement of the strong architectural features of the area.

--Utilize and incorporate the use of the "back-door" or alley spaces of these buildings into the overall design scheme.

--Implementation of energy saving features or improvements such as recaulking or replacement of inefficient doors and windows and addition of solar energy elements while at the same time maintaining the visual integrity of the buildings.

--New infill construction should reflect the visual qualities of the existing structures and spaces which surround it. These infill units should consider the building height, width, mass, proportion, materials, colors and textures of the buildings within the surrounding area while not necessarily trying to copy the existing features of the area.

Signage

--Size and Location. Large, obstructive signs should be avoided. Rooftop and large projecting signs should be removed or excluded to make for a much cleaner visual environment.

--Quality and Style. Signage should be tasteful and of high quality. A common style and usage of signs should be implemented to again reinforce this separate identity of the area. A common logo or identification symbol may also be developed to give the area a distinguishable marking. Discretion should be used in usage of flashing or moving objects on signage.

--Colors and Textures. Signage should use colors and textures that are compatible to the existing building facades. A specific color scheme may be implemented throughout the area to help reinforce the unique identity of the Haymarket.

Streets and Alleys

--Overall improvement and reconditioning of the street system and associated pedestrian paths will be necessary where needed to improve traffic handling capabilities and also cure the visual eyesores that the physical deterioration has caused.

--Use of the existing rail spurs that extend into the Haymarket may be unnecessary and could be removed.

--Of the rail lines that do remain in the Haymarket and where these lines cross the existing circulation paths of the area, these crossings should be well constructed so that they will not impede traffic flow on the streets and sidewalks.

--Where possible, integration of alley spaces and overall improvement within the alley areas should fit into the overall design concept of the Haymarket.

Traffic/Transportation

--The current system of one-way traffic on the major arterials at the base of the Haymarket may pose problems and conflicts for some of the potential users of the area. Investigation of this potential problem may result in the deletion of the one-way system within the Haymarket.

--Inclusion of public transit systems or an extension of the existing mini-bus routes to include the Haymarket may become feasible if greater retail or entertainment development occurs.

--Strong encouragement of bicycle and pedestrian traffic should be given.

--Vehicular/pedestrian interfaces should be highly visible and well marked.

--Truck delivery and loading areas should be retained to service the existing and future businesses where needed.

Parking Capabilities

--Forecasting and provisions of adequate parking facilities for all of the potential incoming businesses and residential development.

--Removal of existing parking from certain streets to improve traffic circulation and/or addition of parking spaces where they currently do not exist.

--Potential integration of parking structures on one or more of the existing vacant areas within the Haymarket.

--The various parking areas should be adjacent or nearby to the primary uses of the area -- both commercial and/or residential.

--Incorporation of aesthetically pleasing amenities such as landscaping and lighting to the parking areas to break up the scale of the void that these parking areas produce and to create a buffer zone between the parking and the activities that would occur within the Haymarket.

Pedestrian Environments

--Creation of a pleasant pedestrian environment in which the pedestrian must feel welcome and comfortable when he/she is within the area.

--Encourage pedestrian movement and interaction between the Haymarket and the downtown core.

--Integrate different types of materials, textures, and various amenities to the pedestrian environment as to create interest and awareness of the area.

--Implementation of a more human-scaled lighting system along the pedestrian routes and alley spaces.

--Consideration of the safety of the pedestrian from potential crime risks and vehicular/pedestrian conflicts.

Land Use

--The primary aim concerning the land use within the Haymarket at this point appears to be of a mixed use area with a major emphasis on commercial spaces (retail and offices) intermixing with small areas of warehousing and residential usage throughout the area.

--Determining what types of usage that would be appropriate would be dependent upon a building-by building basis. Compatible usage with the existing usage is desirable. Noxious, undesirable or incompatible existing uses may be relocated outside the area if deemed necessary.

--Development of open space or activity areas may become essential. Existing vacant areas are prime candidates for open space development with the areas most accessible to the heavier pedestrian areas as the most likely sites. Buffering of these open areas from vehicular interaction and other detractions is advisable. Also, open areas

or green space should be made available to potential residential units within relative proximity to these units.

Utilities

--Water, electric and sewer systems must have a sufficient capacity to be able to service and supply the needs for an increased load due to future development and increased usage of these resources. If these utilities do not meet projected demands, upgrading of these utilities will be necessary and should be accomplished before a large portion of the revitalization work occurs.

--Relocation of overhead wires, where proven feasible, to underground positions for improvement of the visual environment.

--Design for a more aesthetically pleasing street lighting system that would help give this area a more specific identity and character.

DESIGN STRATEGIES

After weighing the potential uses that could exist within the Haymarket which would be beneficial to improve the overall image, physical appearance, and activity of the area as well as being beneficial to the City in other aspects, the proposed solution for this area is to make it a retailing and entertainment area composed primarily of small retail shops, restaurants, and offices with several larger businesses and firms interspersed. Also included in the revitalization would be the integration of small concentrations of residential units throughout the Haymarket area. These units would be geared towards the lower- to -middle income bracket with floor areas ranging from 600-1000 square feet of living area for each unit.

Areas of Development

Looking at the overall Haymarket area, there are several general improvements that can be incorporated throughout the entire revitalization scheme. One of the first issues of business that needs to be done to initiate these general improvements would be the formation of a group or an organization that will act as a coordinating group to oversee future growth and development of the area. This group will consist of building owners, businessmen, residents and other concerned individuals who would establish criteria and guidelines for potential uses and would deal with issues such as regulation of certain types of businesses, signage, street maintenance and upkeep, and requirements that would eventually be developed by this group. This group can thus oversee an orderly growth and development of the area to guarantee that the overall area will eventually reach its final development goals. This group can also act as an information center which would handle the promotion of the area to help attract desired

businesses which may be interested in locating in the Haymarket which may strengthen the attractiveness of the area to other businesses.

Existing building exteriors should be repainted, cleaned and painted (if necessary), with obtrusive signage removed. Such measures would be a tremendous boost towards the improvement of the visual environment and an improvement of the structural soundness and longevity of the buildings and the overall environment.

The alley spaces of the Haymarket can be utilized numerous ways to become assets for the Haymarket. While providing service access to the various buildings, the alleys can also serve as pedestrian access routes. But in order to make the alleys more pleasurable for pedestrians, there will be a tremendous amount of work and improvement that will need to be done to upgrade these spaces. At the present time, all of the electric wires that supply the power to the area are located in the alleys. Wires, transformers and poles provide for an extreme amount of visual clutter which can be solved by the placement of these services underground. The alleys also need to be resurfaced with brick paving or concrete. It is desirable to use brick paving in the alleys, but with the alleys still being used as a service access and with the extreme weight of truck traffic, these pavers may settle, crack and deteriorate rapidly under moderate use. Thus, concrete may prove to be more economical over an extended period of time. However, it is strongly encouraged to use the brick pavers within these spaces if a proper roadbed can be prepared for these pavers to withstand the punishment and wear that will placed upon them.

Since the alleys are serving the dual purpose of pedestrian and service access, it will be necessary to screen service portions of the alleys from direct view of pedestrian traffic. This includes screening

items such as power transformers and trash bins. Several of the buildings have very limited space, if any, within these alley spaces. Therefore, building adaptations will have to occur to recess these areas into the respective buildings in order to accomplish this objective.

Lighting will also be necessary for these alley spaces to provide safety and guidance for users of the alleys after dark. The individual fixtures will have to be attached to the walls and should not extend away from the wall as to interfere with truck and vehicular movement through the alleys.

Street surfaces throughout the Haymarket need to be improved. With some streets in a more severely deteriorated condition than others, all of the roadways will need to be eventually reworked and repaved. The existing brick-paved streets should be retained -- especially the section fronting the Burlington depot. Portions of these bricked areas will have to be reworked where there has been uneven pressure and settling of the roadbed due to the heavy truck and vehicular traffic that has passed through the area over the years of use. But the investment in restoring this street to its original condition will definitely be worth the expense of improving the street and will preserve another item in the history of Lincoln that will be passed on for the enjoyment of future generations.

One final item that needs to be accomplished throughout the entire Haymarket district concerns the maintenance and upkeep of the area. Large numbers of people coming into the area would produce more trash and litter and numerous trash recepticles would be placed throughout the area to encourage the users to properly dispose of trash. Arrangements will have to be made for the businessmen to maintain the areas immediately adjacent to their stores, offices, or buildings. Other arrangements will be made by the Haymarket Business Organization with certain outside

individuals or agencies to maintain the streets and to routinely empty the trash recepticles along the pedestrian routes.

The main emphasis of the revitalization plan will be based upon several areas of "corridor" development. The primary corridor of the area that should be intensely revitalized is P Street between 7th and 9th Streets. This corridor appears to have the best potential pedestrian access from the remainder of the downtown business area and also possesses enjoyable visual qualities in the form of the various buildings, architectural features and enclosures that are present on this street. With the implementation of streetscaping, the creation of courtyards and open space within the corridor, and the general cleanup and improvement of the building facades, this area has the potential to become extremely attractive and inviting to a large number of people and can act as a base to make people want to come back into the area for sheer pleasure and enjoyment.

Several other street corridors can be emphasized as major revitalization areas. All of the north-south streets within the Haymarket -- 7th, 8th and 9th Streets -- can be viewed as development corridors with varying levels of potential enhancement.

Seventh Street is now a partially enclosed space with the Main Post Office and the "Emporium" building terminating the northern and southern ends of the street, respectively, which is the base for creating a semi-enclosed space. But four vacant lots near the northern end of the street tend to destroy this feeling of enclosure. Thus, this proposed development will include a new building to be developed by Burlington-Northern to compliment its existing space to occupy the land west of 7th Street, and a 2 to 3 story parking structure on the east side of the street which may help emphasize this feeling of enclosure to some extent. The remaining areas will be used for single level parking areas and for open space development.

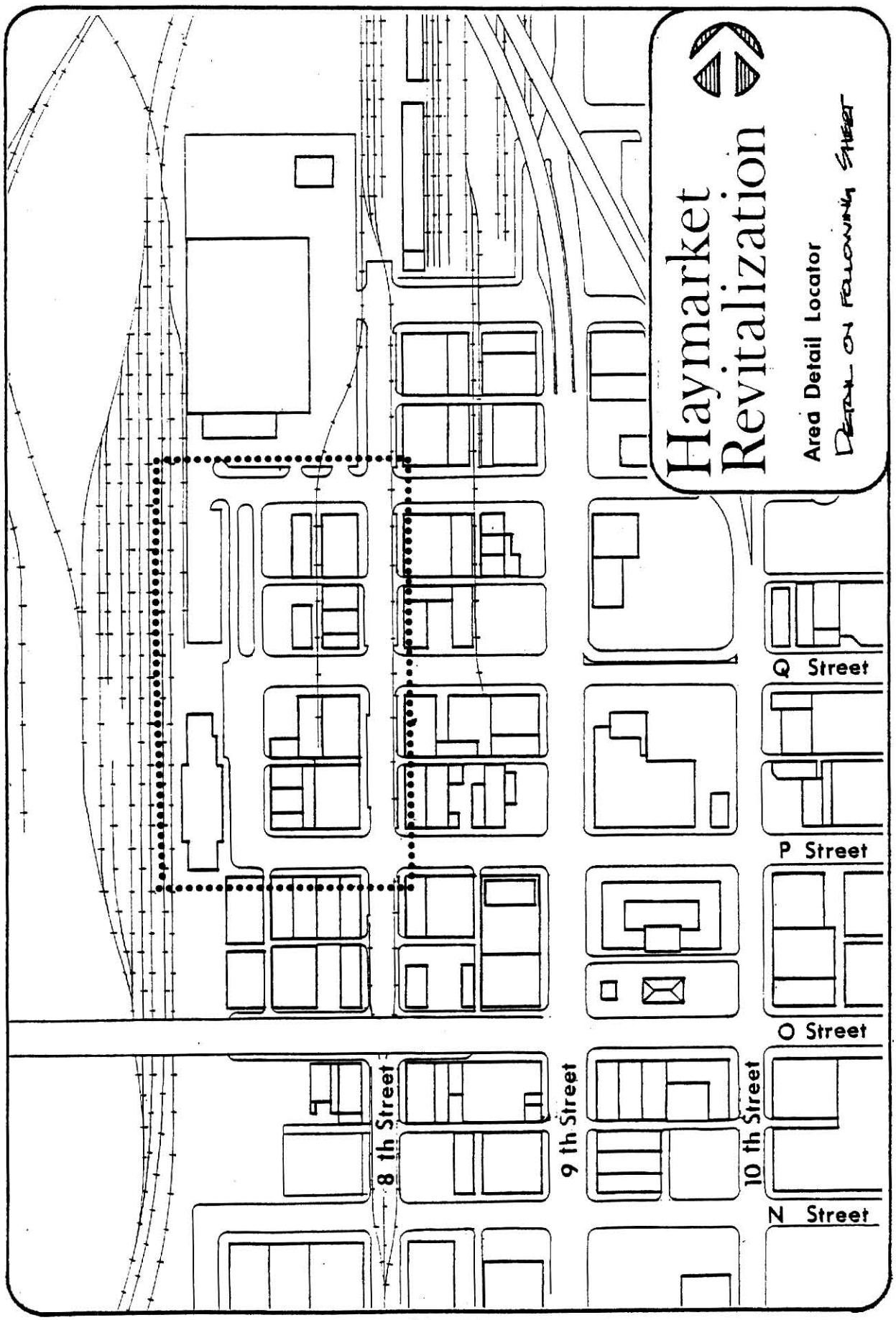
Haymarket
Revitalization
Area Detail Locator
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 20

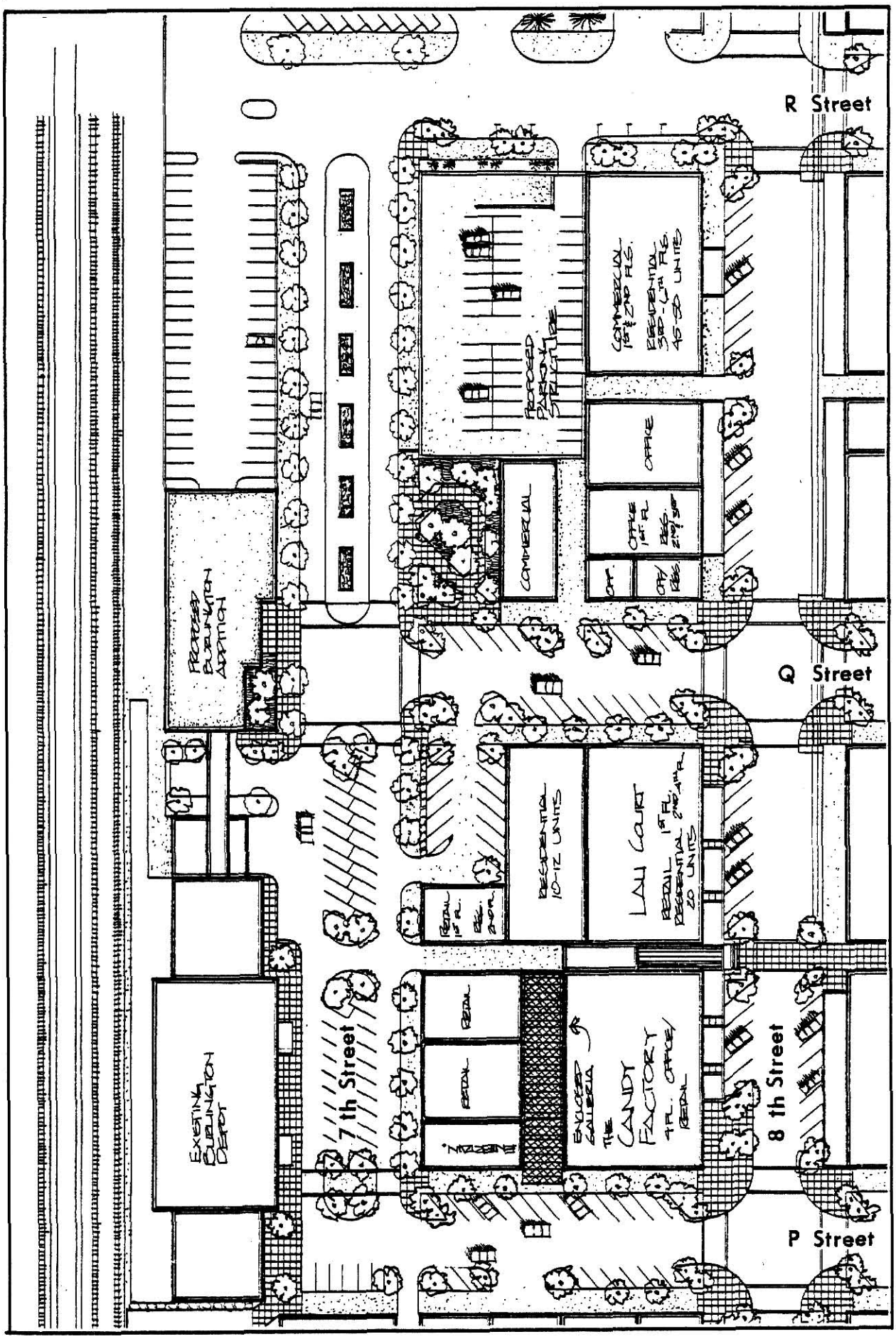
R Street
Q Street
P Street
7th Street
8th Street
PROPOSED PUBLIC LIBRARY ADDITION
EXISTING PUBLIC LIBRARY
PROPOSED PARKING STRUCTURE
COMMERCIAL
OFFICE
RESIDENTIAL 10-12 UNITS
LALI COURT
THE CANDY FACTORY
ENCLOSED GALLERIA

Fig. 21

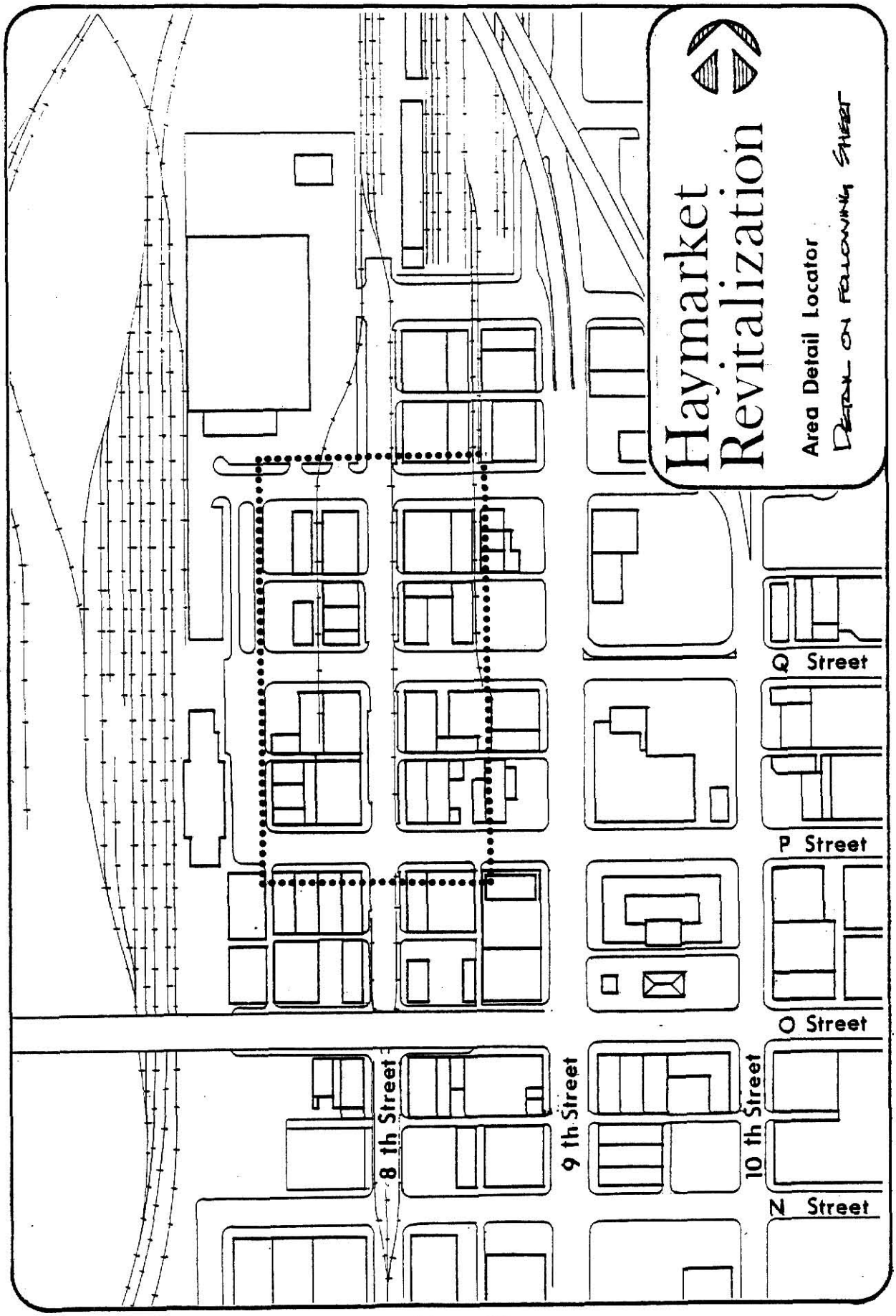
Haymarket
Revitalization
Area Detail Locator
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 22

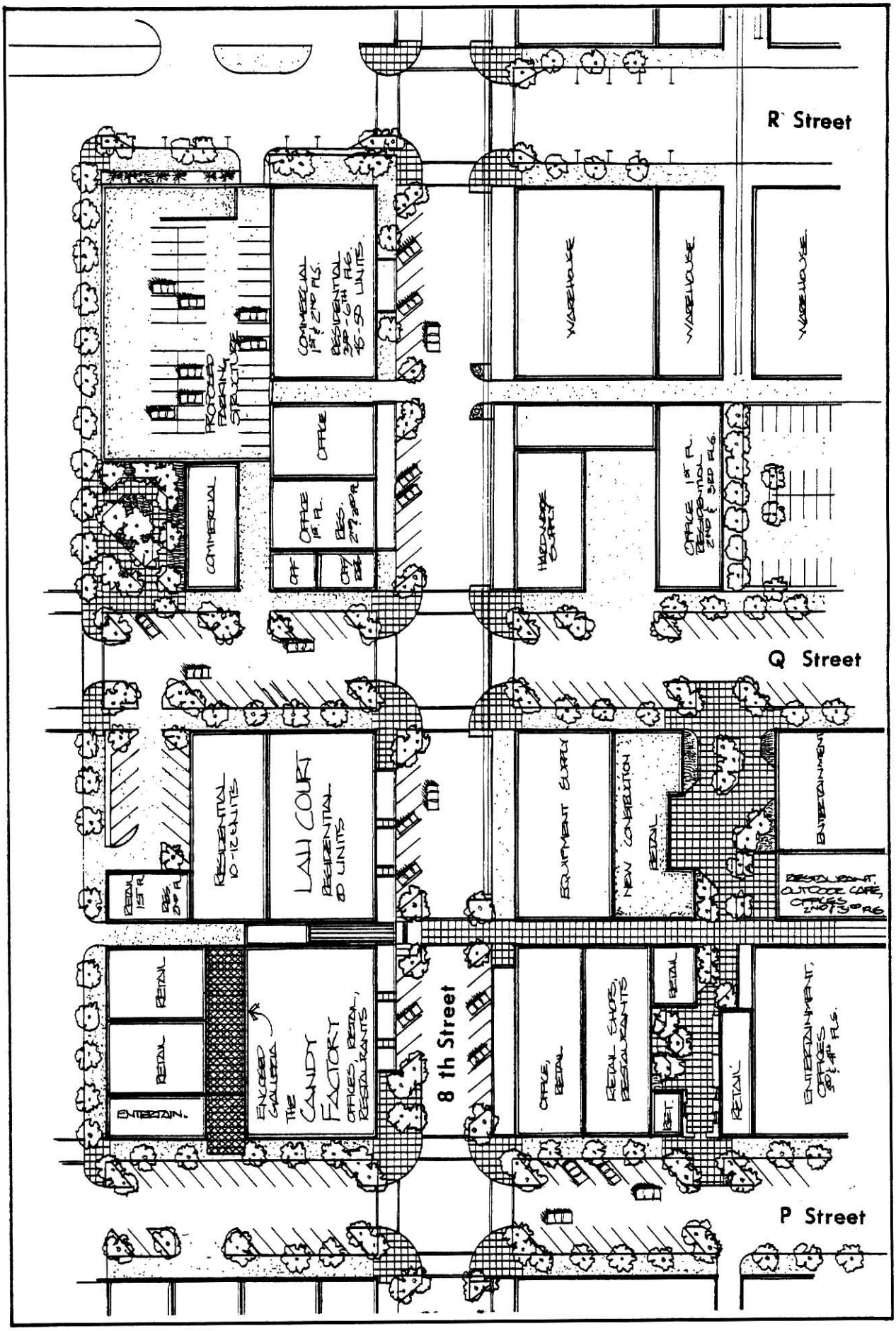
R Street
Q Street
P Street
8 th Street
WAREHOUSE
WAREHOUSE
WAREHOUSE
COMMERCIAL 1ST & 2ND FLS. RESIDENTIAL 3RD-6TH FLS. 45-50 UNITS
PROPOSED PARKING STRUCTURE
COMMERCIAL
OFFICE
OFFICE 1ST FL. RES. 2ND & 3RD FLS.
OFF
OFF
HARDWARE STORE
OFFICE 1ST FL. RESIDENTIAL 2ND & 3RD FLS.
RESIDENTIAL 10-12 UNITS
LANI COURT RESIDENTIAL 80 UNITS
RETAIL 1ST FL. RES. 2ND FL.
EQUIPMENT SUPPLY
NEW CONSTRUCTION
RETAIL
ENTERTAINMENT
RESTAURANT, OUTDOOR CAFE, OFFICES 2ND & 3RD FLS.
RETAIL
RETAIL
ENTERTAIN.
ENCLOSED GALLERIA
THE CANDY FACTORY
OFFICES, RETAIL, RESTAURANTS
OFFICE, RETAIL
RETAIL SHOPS, RESTAURANTS
RETAIL
RETAIL
RETAIL
ENTERTAINMENT, OFFICES 2ND & 3RD FLS.

Fig. 23

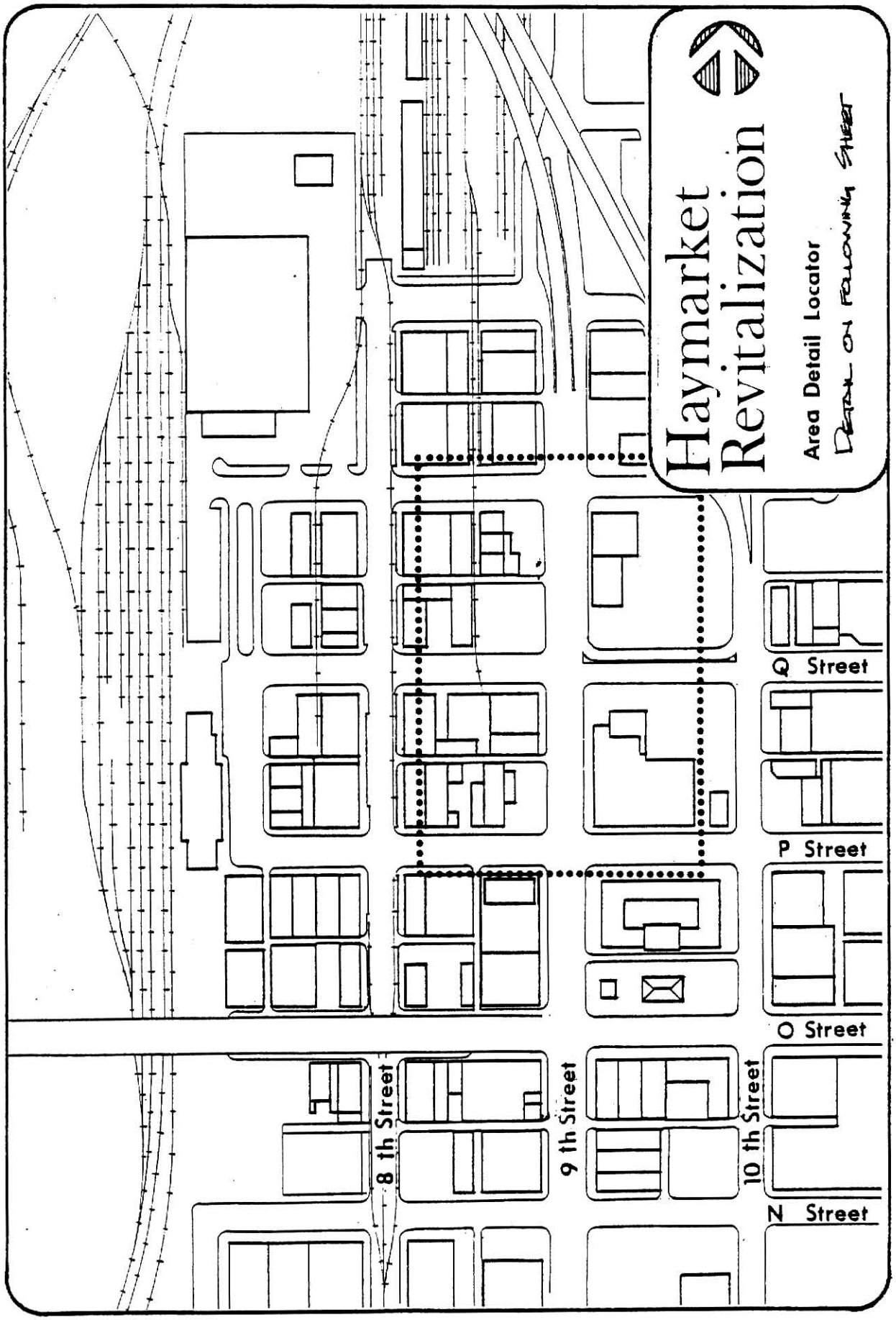
Haymarket
Revitalization
Area Detail Locator
Detail on following Sheet
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 24

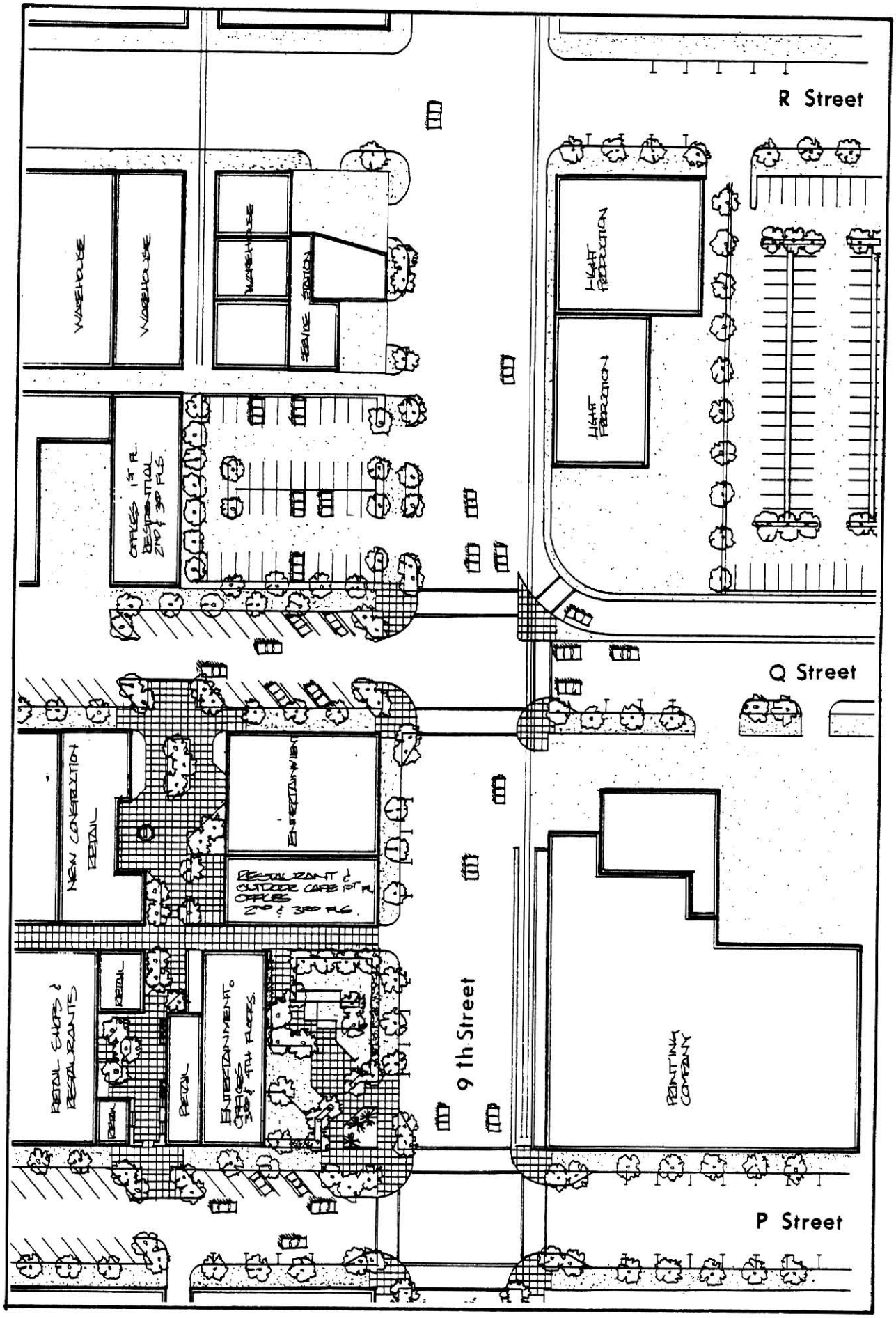
R Street
Q Street
9 th Street
P Street
WAREHOUSE
WAREHOUSE
WAREHOUSE
SERVICE STATION
LIGHT FABRICATION
LIGHT FABRICATION
OFFICES 1ST FL. RESIDENTIAL 2ND & 3RD FLS
NEW CONSTRUCTION
RETAIL
ENTERTAINMENT
RESTAURANT & OUTDOOR CAFE 1ST FL. OFFICES 2ND & 3RD FLS.
RETAIL SHOPS & RESTAURANTS
RETAIL
RETAIL
RETAIL
ENTERTAINMENT & OFFICES 3RD & 4TH FLOORS
PRINTING COMPANY

Fig. 25

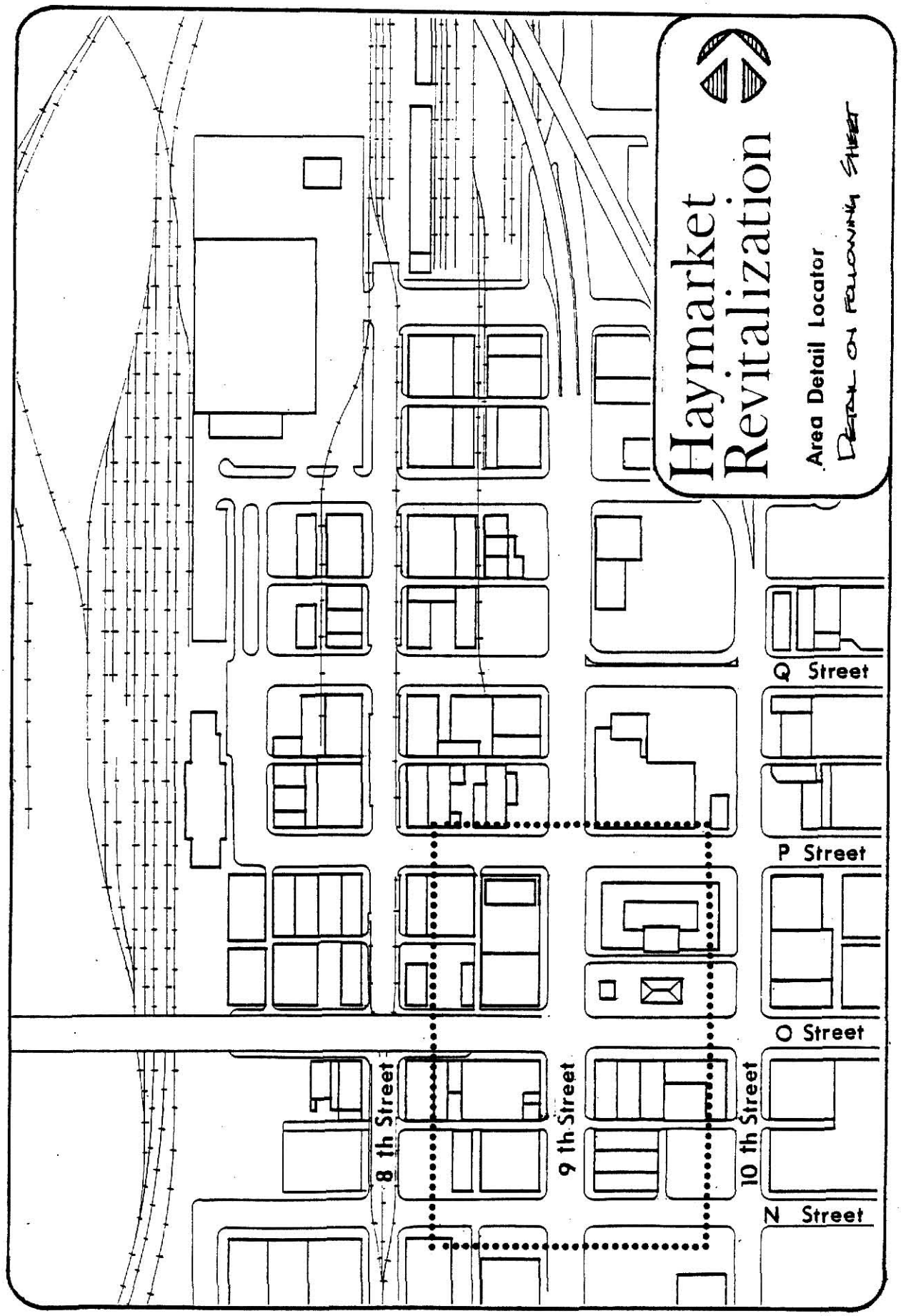
Haymarket
Revitalization
Area Detail Locator
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 26

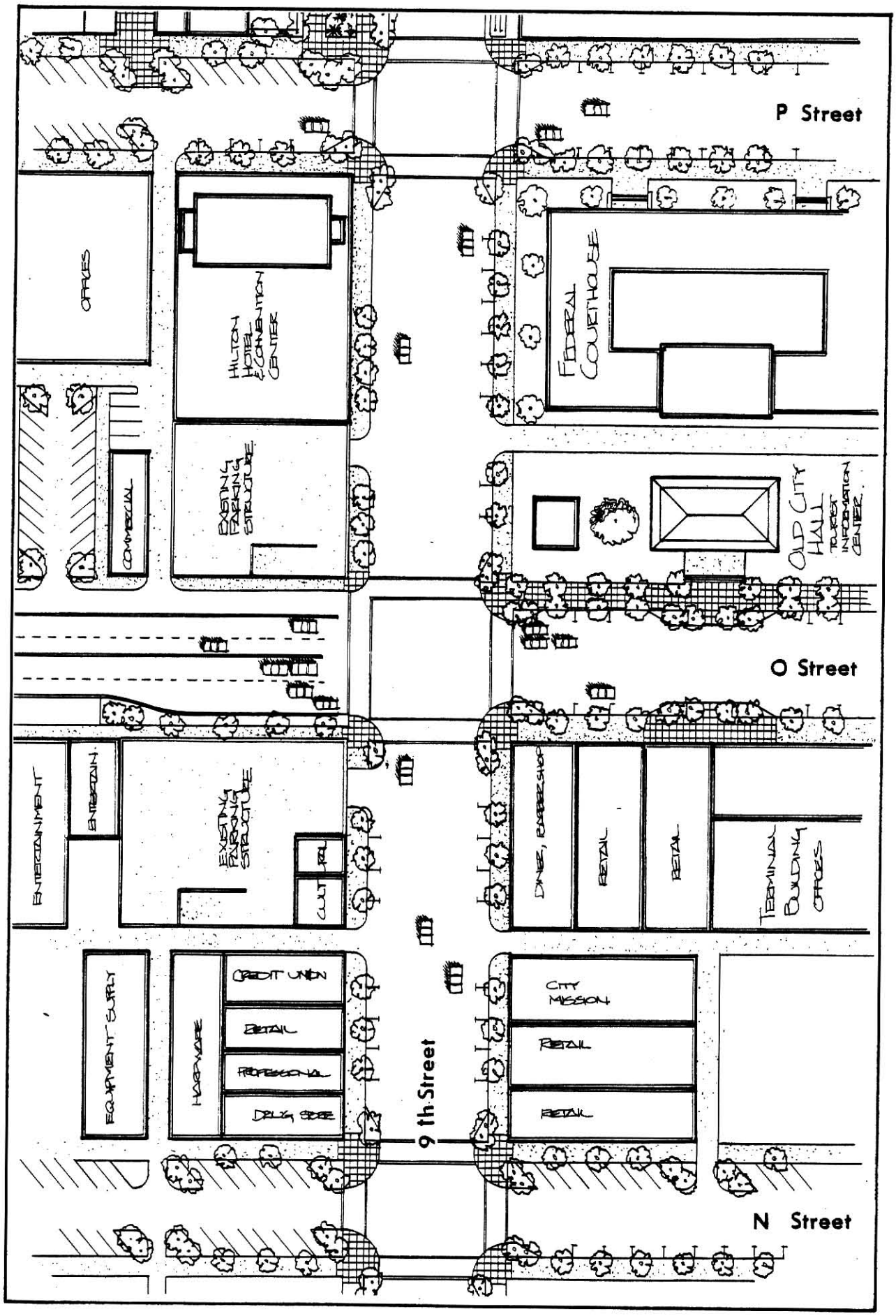
P Street
OFFICES
HILTON HOTEL & CONVENTION CENTER
FEDERAL COURTHOUSE
COMMERCIAL
EXISTING PARKING STRUCTURE
OLD CITY HALL
TOURIST INFORMATION CENTER
O Street
ENTERTAINMENT
ENTERTAIN
EXISTING PARKING STRUCTURE
CULTURAL
DINER, BARBER SHOP
RETAIL
RETAIL
TERMINAL BUILDING OFFICES
EQUIPMENT SUPPLY
HARDWARE
CREDIT UNION
RETAIL
PROFESSIONAL
DRUG STORE
9th Street
CITY MISSION
RETAIL
RETAIL
N Street

Fig. 27

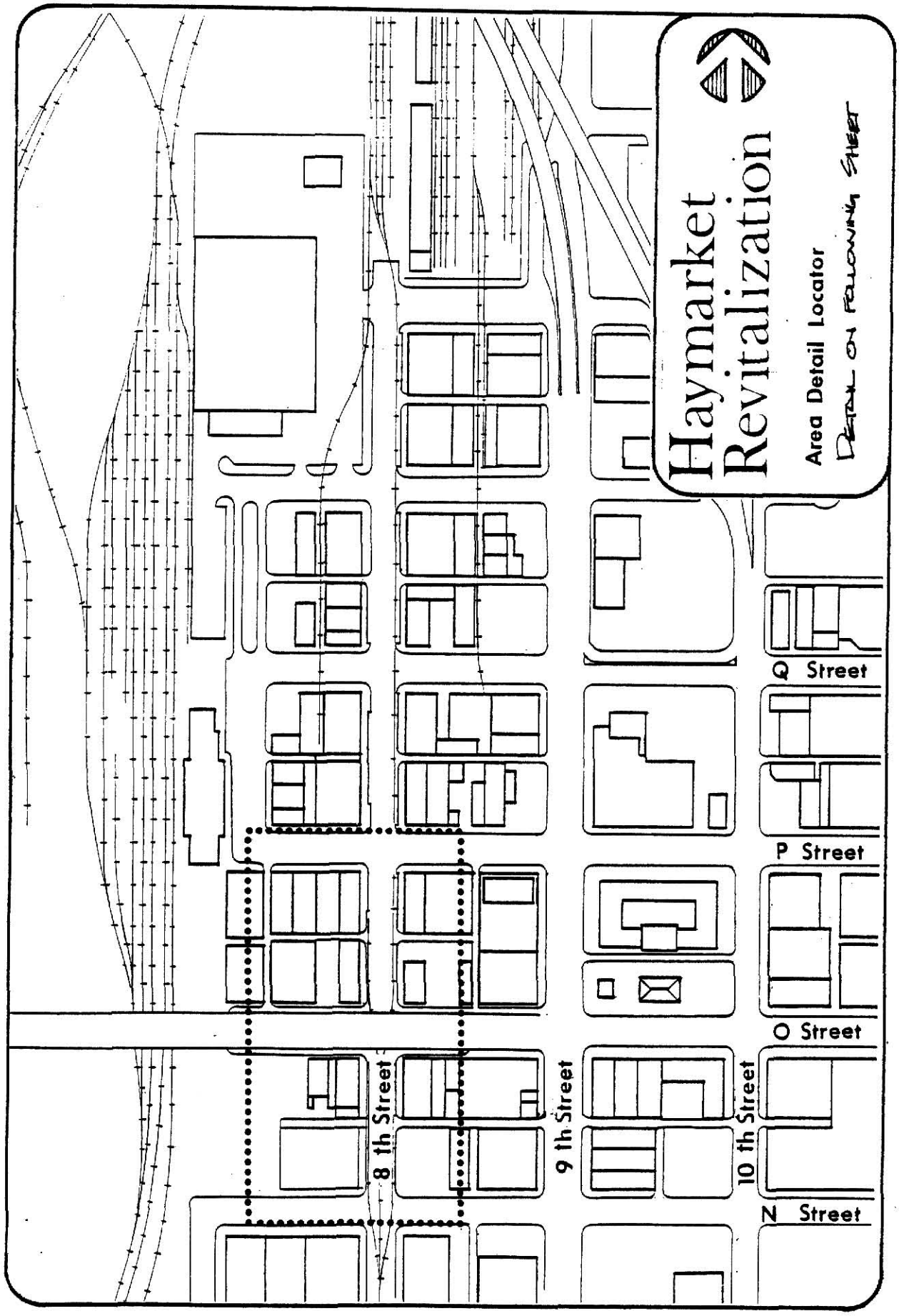
Haymarket
Revitalization
Area Detail Locator
Detail on following Sheet
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 28

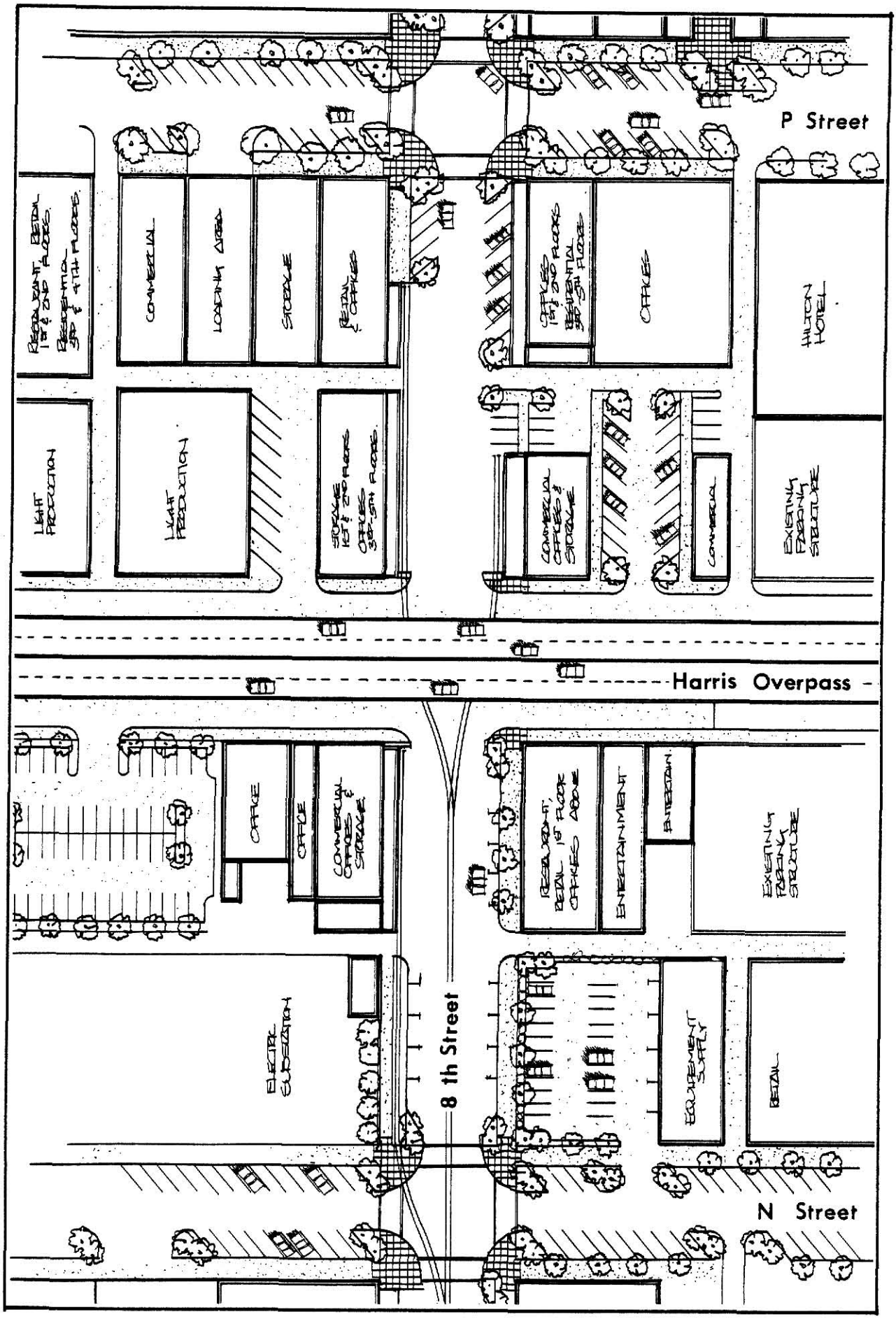
P Street
Harris Overpass
8 th Street
N Street
RESTAURANT, RETAIL 1ST & 2ND FLOORS RESIDENTIAL 3RD & 4TH FLOORS
COMMERCIAL
LOADING AREA
STORAGE
RETAIL & OFFICES
OFFICES 1ST & 2ND FLOORS RESIDENTIAL 3RD & 4TH FLOORS
OFFICES
HILTON HOTEL
LIGHT PRODUCTION
LIGHT PRODUCTION
STORAGE 1ST & 2ND FLOORS OFFICES 3RD & 4TH FLOORS
COMMERCIAL OFFICES & STORAGE
COMMERCIAL
EXISTING PARKING STRUCTURE
OFFICE
OFFICE
COMMERCIAL OFFICES & STORAGE
RESTAURANT, RETAIL 1ST FLOOR OFFICES ABOVE
ENTERTAINMENT
ENTERTAIN
EXISTING PARKING STRUCTURE
ELECTRIC SUBSTATION
EQUIPEMENT SUPPLY
RETAIL

Fig. 29

The Eighth Street corridor possesses several unique elements in itself. Each building on the street has its own loading dock fronting the street, with a number of loading areas having canopies or coverings. There is a potential to develop these areas into outdoor galleries, cafes, shopping arcades, as well as covered pedestrian walkways and other potential uses. The majority of the buildings that line 8th Street are, for the most part, the largest of the Haymarket district and form a sharp and interesting urban wall which clearly defines the space of the area.

Ninth Street is basically a hodgepodge of various buildings and spaces with wide differences in the character, style, size and materials of the buildings not necessarily reflecting the character of the remaining portion of the Haymarket. Streetscaping will be implemented to begin to tie into the existing streetscaping patterns of the downtown core to begin to relate to the remaining downtown area. Since 9th Street is one of the first sights that travelers see when approaching the downtown from Interstate 80, the streetscaping and building improvements will play a very important role on the impression of the initial image of downtown Lincoln.

The two remaining east-west corridors -- O and Q Streets -- also play large roles in the overall revitalization plans. Even though the area on O Street underneath the Harris Overpass is far from being the most attractive section of the Haymarket, it still contains several very active entertainment establishments as well as other successful businesses. Simple cleanup of this area near the overpass would be a vast improvement. The problem of birds roosting within the steel framework of the overpass will also need to be dealt with, as their droppings are becoming a nuisance to pedestrians and vehicles.

Since Q Street is a major westbound one-way arterial that runs through the downtown core and extends into the Haymarket, this street carries a majority of the traffic that enters the Haymarket. Thus, the appearance of this entry will again play a vital role on how strong an image is projected to those entering the area. The previously mentioned techniques of landscaping and facade cleanup will be very helpful in this goal of improving the visual image that is necessary to make people want to come back into the area time and time again.

Areas of Concentrated Development

Within this revitalization project, there will be several areas of concentrated development which will implement different building uses and concepts. The first area of development would be the block containing the Veith Court Development (Fig. 30 & 31). At the present time, there is a development project that is in progress which is developing this area into a courtyard with the businesses located on the lower levels of the surrounding buildings having direct access to this court. With this area having limited availability of space and access, it is desirable to extend this concept to integrate portions of the entire block. In order to achieve this goal, it is suggested that two buildings would be removed. Even though this is a historical district, these two structures do not necessarily represent the quality and style of the area. The City Planning Department has listed both of these buildings as intrusions within the area on its original application for Historical District Designation, which qualifies the fact that these buildings can be seen as elements that begin to detract from the overall quality and character of the area.

The area directly north of the Veith Court Complex is the first area of new construction and development. The existing one-story warehouse

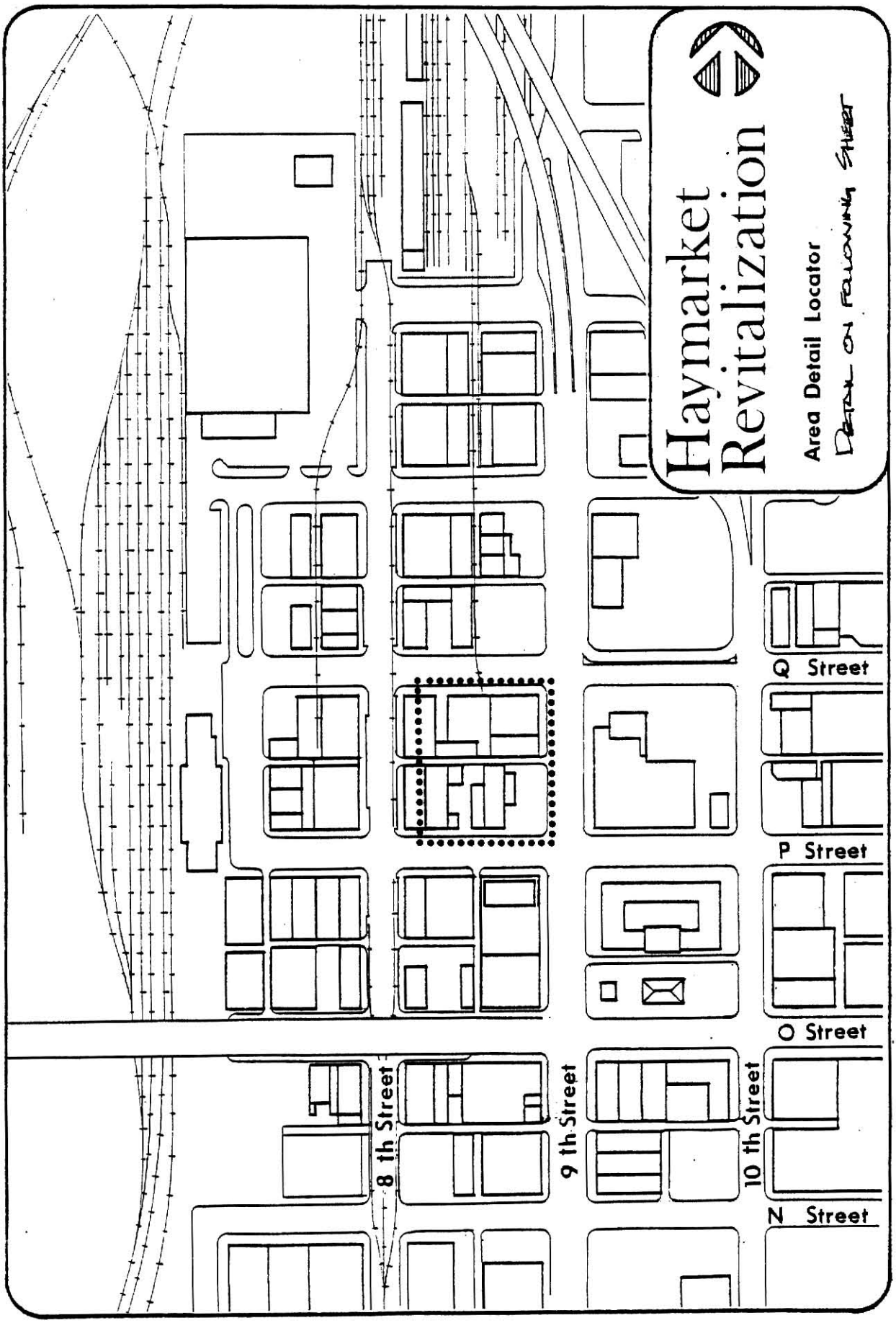
Haymarket
Revitalization
Area Detail Locator
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 30

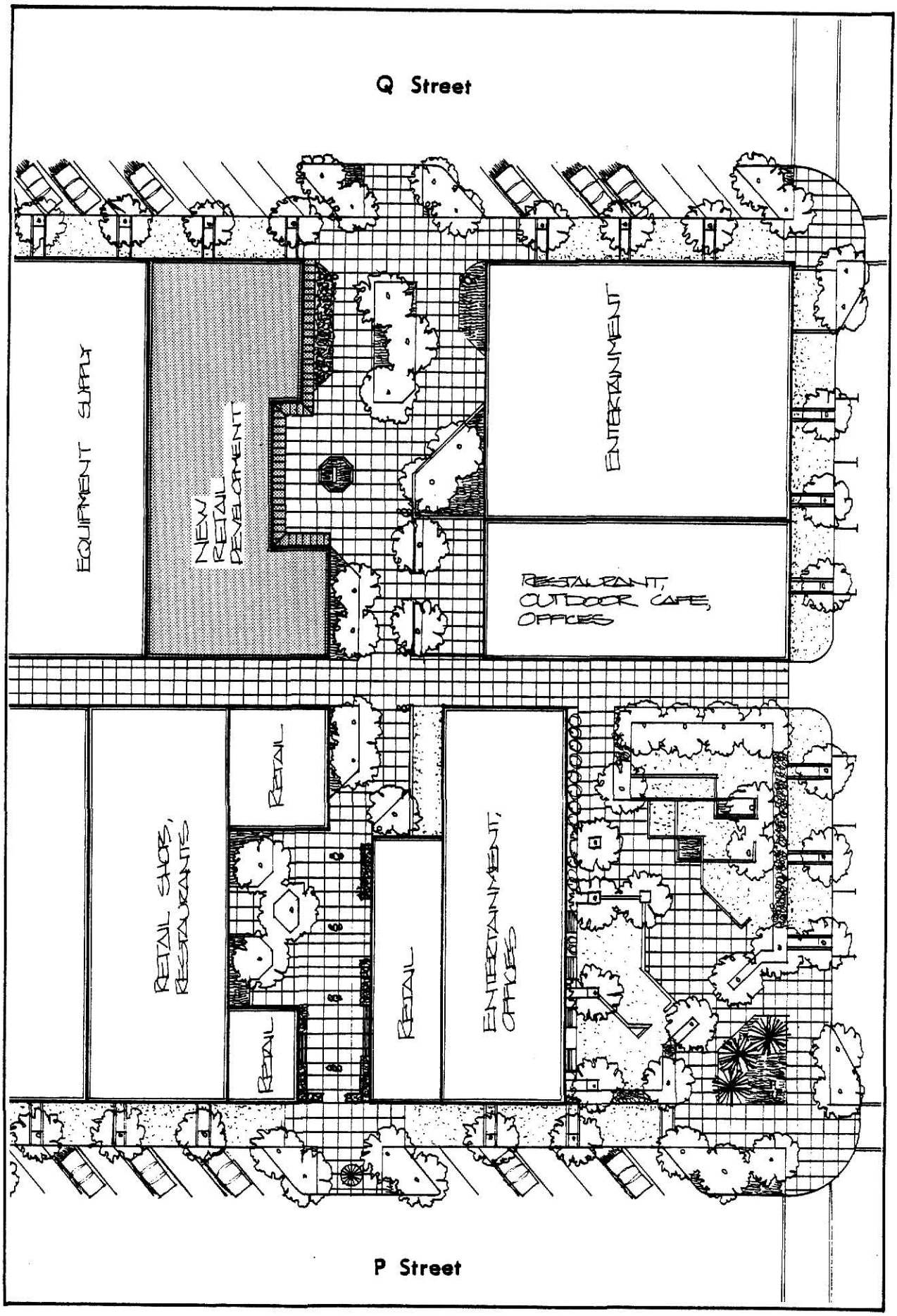
Q Street
EQUIPMENT SUPPLY
NEW RETAIL DEVELOPMENT
ENTERTAINMENT
RESTAURANT, OUTDOOR CAFE, OFFICES
RETAIL SHOPS, RESTAURANTS
RETAIL
RETAIL
RETAIL
ENTERTAINMENT, OFFICES
P Street

Fig. 31

has been remodeled several times over the previous years of its existence and has very little, if any, aesthetic qualities and will thus be removed. In its place will be a one-story brick structure which would utilize approximately one-half of the previously used floor space and would compliment the Veith Court complex. Also in this development would be a courtyard which links with Veith Court and thus creates a mid-block "plaza" which would include trees, vegetation, textures, paving, outdoor cafes and access to numerous retail shops and restaurants in the adjacent buildings.

The second building to be removed is the service station located on the northwest corner of 9th and P Streets. Since this portion of the Haymarket can be considered as the strongest visual and aesthetic section of the district, this service station despoils the area with numerous cars and other visual clutter which reduces the visual quality of the adjacent buildings. In place of this building would be the placement of an urban park, a space similar to the Lincoln Foundation Gardens located in the southeastern section of the downtown area. The Foundation Gardens is an urban park set amidst some of the more taller and massive buildings of the downtown. It has been the site for many cultural events and uses such as the "Brown Bag Lunch" series where different musical groups perform in the Gardens over the noon hours. This program has been very successful and a similar concept may be able to be initiated for the Haymarket in this proposal.

Also in this block would be the integration of the alley space to link the park, the plaza, and to possibly "double-front" the existing and proposed businesses of the block to make them accessible from the alley spaces. Use of brick paving similar to the courtyards and the addition of adequate lighting would help integrate this scheme into one coherent

concept. The use of this alley can be extended west to begin to tie into the Candy Factory development which will be discussed below.

The Candy Factory is also a current development project that is nearing completion and which involves buildings on the northwest corner of 8th and P Streets (this development has been previously referred to on page 21). Adjoining the Candy Factory to the north are the old H.P. Lau warehouses which are currently vacant. It is proposed that these two buildings (herein named Lau Court) become primarily residential units on the upper floors while utilizing the ground floor as retail space (Figs. 32 & 33). Linking the Candy Factory and Lau Court will be the existing one-story addition which closes off the alley. This will be converted into a skylit galleria which would in turn be integrated with the existing loading dock area and associated canopy on the east side of these developments. This loading dock could become a shopping arcade providing pedestrian access to these individual retail outlets and developments as well as a mid-block access to the alley space leading to the Veith Court Development project one-half block to the east.

The building directly to the west of the Candy Factory is now a one-story building which has also been remodeled several times with several floors having been removed over the years of its existence. With its location between the adjacent three- and four-story buildings, this structure does not directly reflect the rhythm and character of the area. Thus it is proposed here that this building would also be removed to create a courtyard similar to the Veith Court courtyards. It would include trees, vegetation, and paving and would offer additional access to the businesses located in this block. The major addition to this space, however, is the construction of a space frame and glass skylighting system which would enclose the area to make it usuable in all types of weather conditions.

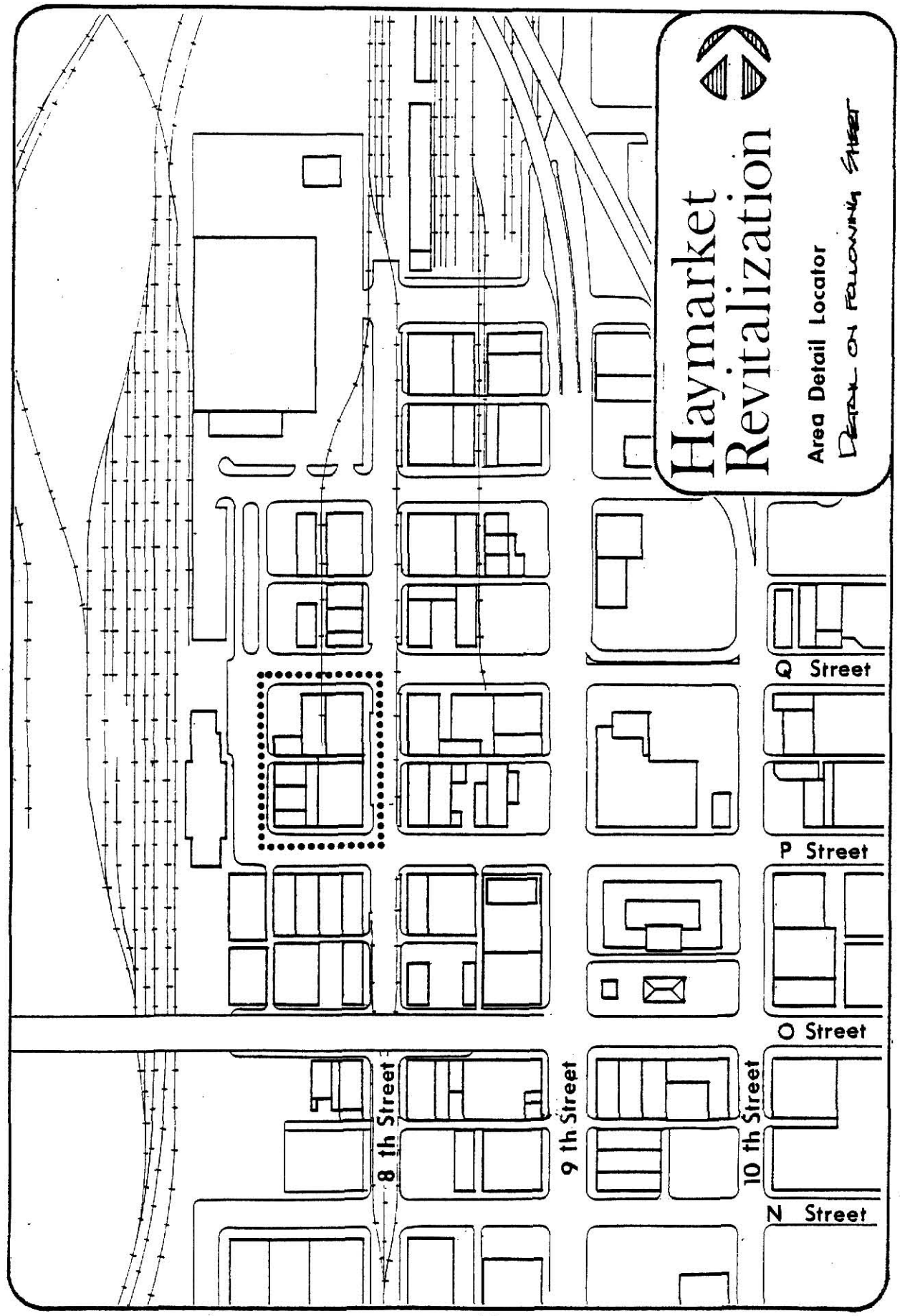
Haymarket
Revitalization
Area Detail Locator
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 32

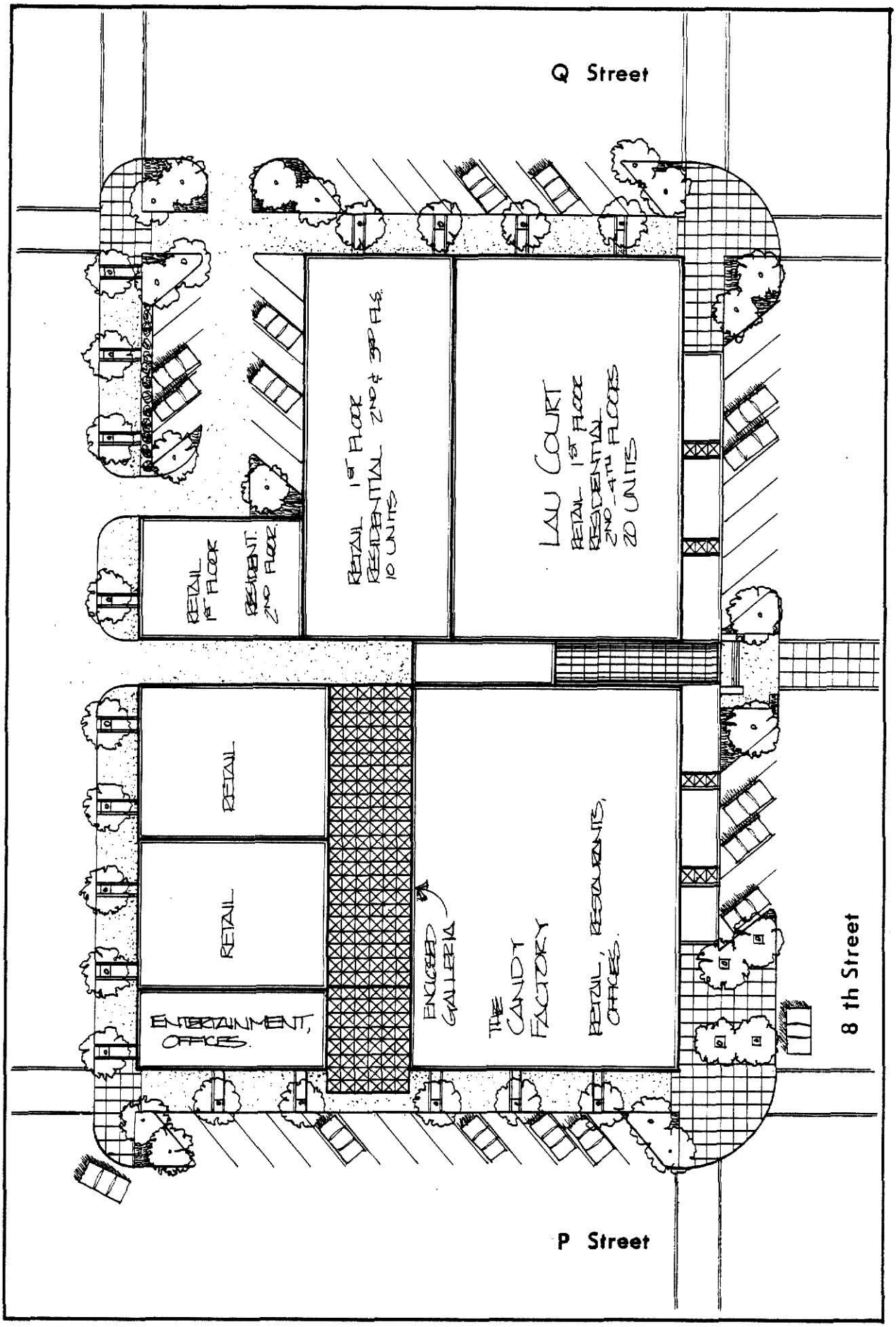
Q Street
RETAIL 1ST FLOOR
RESIDENT. 2ND FLOOR
RETAIL 1ST FLOOR
RESIDENTIAL 2ND & 3RD FLS.
10 UNITS
LAU COURT
RETAIL 1ST FLOOR
RESIDENTIAL
2ND-4TH FLOORS
20 UNITS
RETAIL
RETAIL
ENTERTAINMENT, OFFICES
ENCLOSED GALLERIA
THE CANDY FACTORY
RETAIL, RESTAURANTS, OFFICES
8 th Street
P Street

Fig. 33

The majority of the residential units that will be integrated into the area will be located in the old Hardy's Furniture warehouse situated on the southwest corner of 8th and R Streets. This six-story building--which is the largest warehouse in the area--will be developed with the first two floors containing office space and the remaining 4 floors being devoted to apartments. These four floors could contain approximately 45-50 apartments. With this development will be the need for permanent parking to be made available to the residents of the building. Thus a two-story parking structure will be developed directly west of the Hardy's building supplying approximately 90-95 spaces to meet these required needs and to supply long-term parking to the businesses directly to the south of the Hardy's building (Figs. 34 & 35).

The Burlington-Northern railroad has been a major employer within the Lincoln area for a number of years and now locates some of its regional offices in Lincoln in its depot on 7th Street. There has been a discussion over the last several years about expanding the Lincoln headquarters and locating the entire regional office in Lincoln. Since the existing building is already near its maximum capacity, the creation of additional office space would be necessary to accomodate the regional offices. To provide this additional space, a new building is thus proposed adjacent to the existing depot which will occupy part of the existing lots on the west side of 7th Street. The building will have two levels of office space which will be elevated to allow for additional parking beneath the structure. The new building would be directly adjacent to the existing depot and office space so that there will be continuity between the operations and offices which will be linked by the construction of a skywalk joining the second levels of the two buildings for direct access to each other.

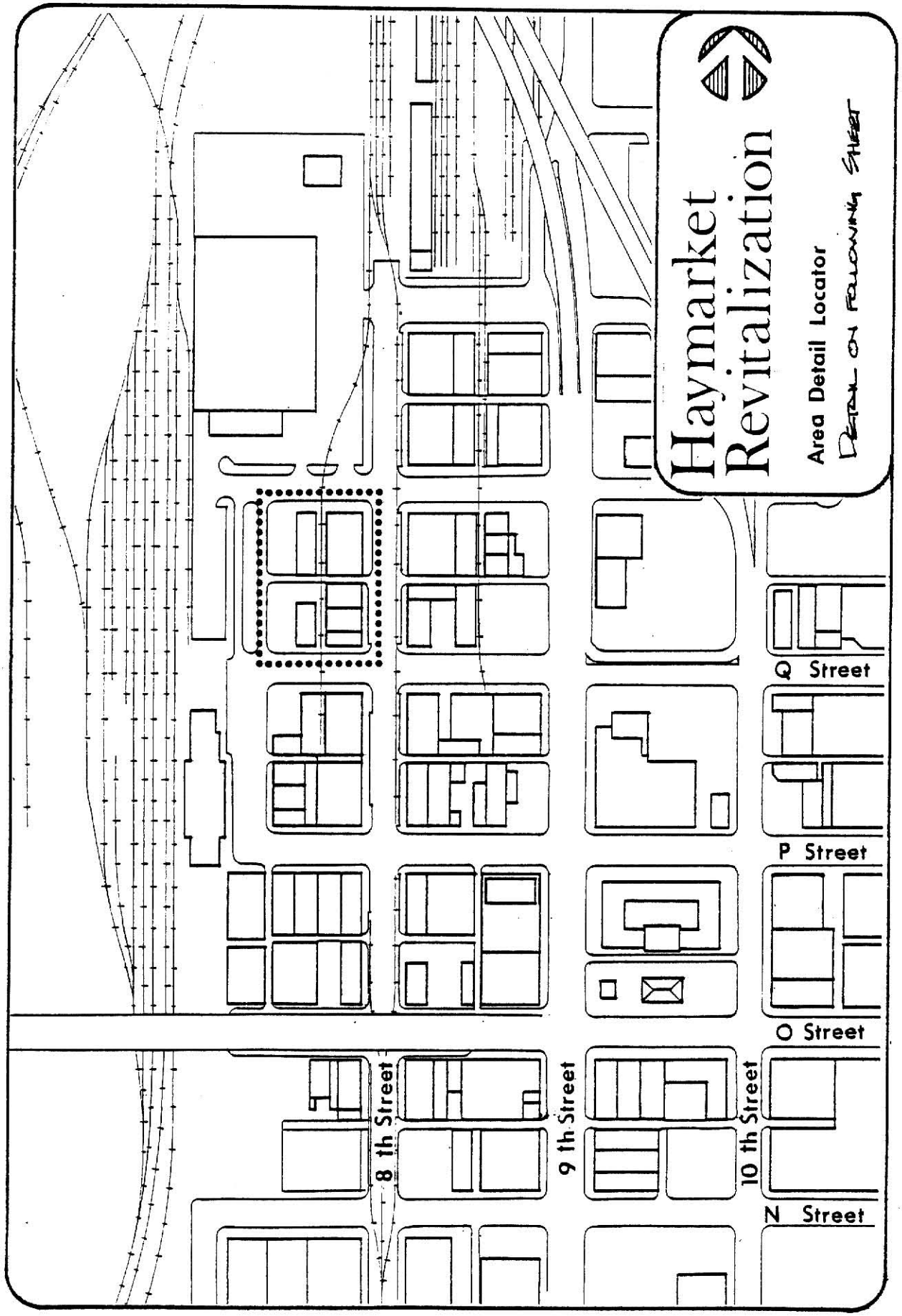
Haymarket
Revitalization
Area Detail Locator
Detail on following Sheet
Q Street
P Street
O Street
N Street
8 th Street
9 th Street
10 th Street

Fig. 34

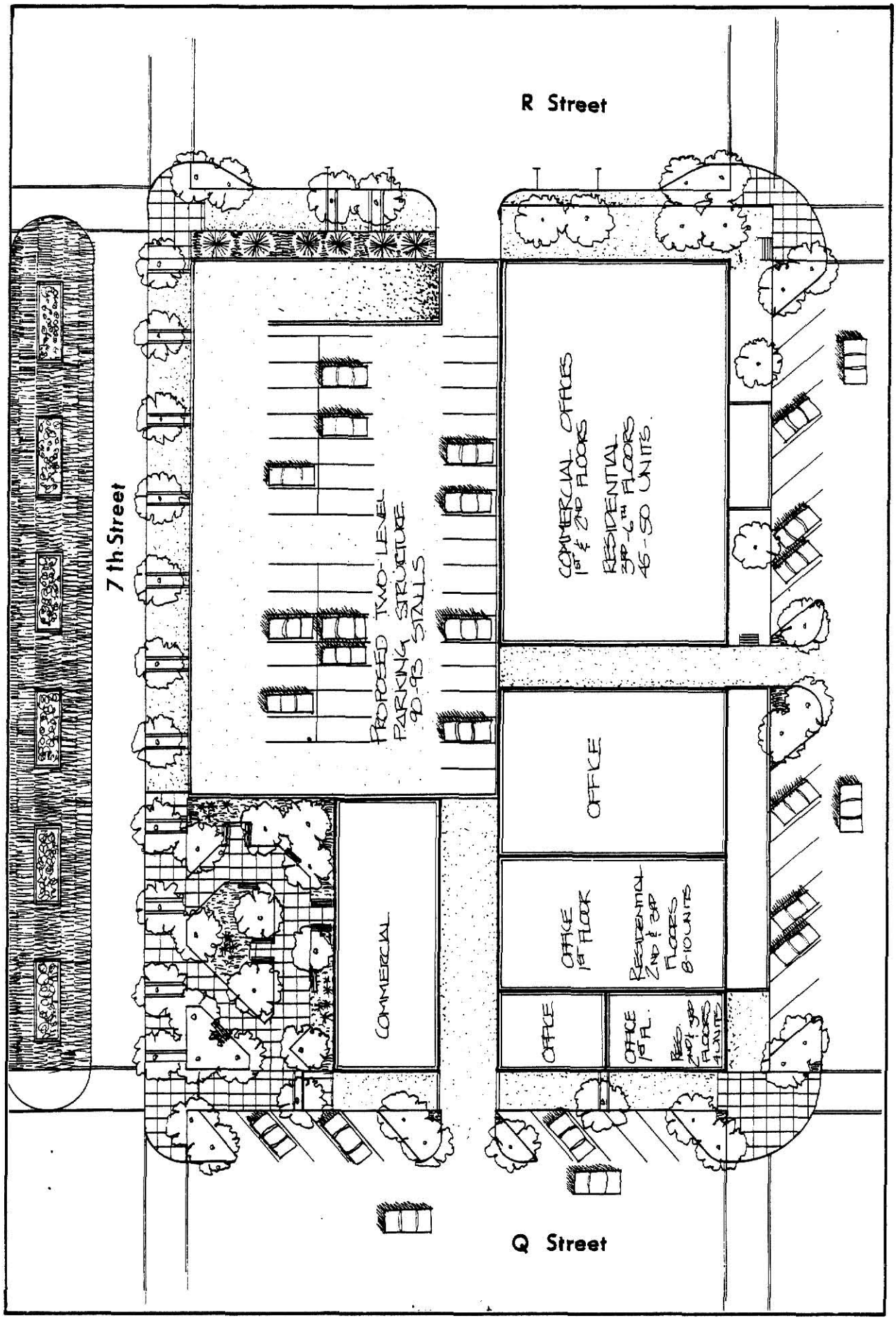
R Street
7 th Street
Q Street
PROPOSED TWO-LEVEL PARKING STRUCTURE 90-95 STALLS
COMMERCIAL OFFICES 1ST & 2ND FLOORS
RESIDENTIAL 3RD-6TH FLOORS 46-50 UNITS
OFFICE
COMMERCIAL
OFFICE 1ST FLOOR
RESIDENTIAL 2ND & 3RD FLOORS 8-10 UNITS
OFFICE
OFFICE 1ST FL.
RES. 2ND & 3RD FLOORS 4 UNITS

Fig. 35

Since the Burlington Depot is a key building in the Haymarket area and possesses many interesting elements, it is important for pedestrians to have an access to the building and its adjacent area to enjoy certain visual qualities and items that may be seen near the depot. This is one of the primary reasons for the physical separation of the two buildings. Behind the buildings where the main trackage lies are the old wooden canopies that protected the early rail passengers from the elements while they waited for their trains. These coverings are somewhat decorative, and they aid greatly in expressing the character of the old train stations which existed near the turn of the century. These coverings need to be preserved and their existence made known to the general public for the enjoyment of all people of the Lincoln area.

Another design concept that has already been initiated in the 7th Street corridor near the Burlington Depot has been the beginning of a boulevard type of development which runs down a portion of 7th Street. When the new post office was constructed in the late 1960's, the design was such that the building terminated the northern end of 7th Street. Also included in this scheme was the development of a center island down a one-block section of 7th Street which helped to express the formality of the government building. What was not included, though, was the integration of a comprehensive landscaping plan and concepts of any further development along 7th Street. What will be accomplished in this revitalization will be the inclusion of landscaping elements to reinforce the vistas of both ends of the street to help in the aid of achieving one overall concept of the street.

As it was mentioned earlier in this thesis, the City Planning Department has left two of the most important buildings within the Haymarket out of the Historic District. These buildings were the Old

City Hall and the Old Federal Courthouse. The Courthouse has undergone some renovation work and contains some city offices and civic organizations. The City Hall has undergone limited renovation work due to lack of funding, with only the exterior and the first floor having had a complete rehabilitation. After the rehabilitation work is completed in this building, it should be incorporated back into the City operations to house various city offices as well as a tourist information center which would replace the existing information center located across the street in the Hilton Hotel complex. The City Hall would be the ideal location for the tourist center because of its location in respect to the downtown, its historical significance (built in 1874), its attractiveness, charm and character in which it would also be a strong attraction to many tourists if it were open for public inspection.

Circulation Patterns and Parking

The major change in the circulation patterns for the Haymarket within this revitalization scheme would be the switching of the one-way arterials (P and Q Streets) into a two-way system. This would allow for fewer problems of traveling several blocks out of the way to get to a desired destination as well as to avoid possible confusion of proceeding in the wrong direction on a one-way street. The vehicle speed may possibly be controlled somewhat by the switch to a two-way system. The maximum speed of any vehicle operating in the area should be kept at 20 miles per hour because of the potential of large numbers of pedestrians that will be using the area.

Street Environments

In dealing with the pedestrian and the pedestrian environments, there

will be many types of amenities that will be added to these environments within the revitalization plan. The different items that will be included within the scheme are trees and other types of vegetation, changes in paving patterns and textures, integration of street "furniture" (benches, trash receptacles, etc...), and the development of an aesthetic lighting system for the sidewalks, alleys and parking lots.

The landscaping of the streets within the Haymarket will take on the general landscaping theme of the remaining downtown area with a few relatively minor additions and changes from the established patterns. The corners of each block within the area will be extended out to the edge of the rows of the parking areas to give pedestrians a clear view of oncoming traffic. Trees and shrubs will also be integrated into the corners to separate the pedestrian from the parking area, to add human-scaled elements into the pedestrian system, as well as to soften the hardness of the different materials that will be used within the area. The trees that will be used in the plan will be different from the broad-leafed trees that are used throughout the remainder of the downtown area. The type of tree that will be used in the Haymarket will be a type of tree that will become relatively tall (10-30' in height), slender and upright with a very fine leaf pattern with small leaves. The vertical orientation of these trees will compliment the verticalness of the structures and the fineness of the leafing pattern will not totally obstruct views of the buildings. Shrubs and ground cover will be interspersed throughout the area to help soften the environment.

The addition of street furniture to the revitalization scheme would be a tremendous asset to the areas of high pedestrian usage. Different items such as benches, planters, trash receptacles, kiosks and pedestrian centers, fountains and lighting elements can add to a more human-scaled circulation system which is highly enjoyable and preferred over cold,

barren open area. Each of these elements should be aesthetically designed using natural or earthy colors and materials which will also help to soften hard environments in varying degrees. All of these features should consist of sturdy materials and construction which will extend the life and durability of these items during years of use.

The pedestrian systems will be comprised of primarily two materials--brick or tile pavers and concrete. The primary pedestrian circulation routes throughout the area will be of concrete with bands of brick paving in conjunction with the location of the tree plantings which lie alongside these routes. The bands will also add interest and will break up any extremely long expanse of concrete sidewalk. The brick paving will also be used in areas of high pedestrian activity which include the courtyards, plazas, and alley spaces and will also be used in areas of conflicts such as the street corners and crosswalks.

The lighting system of the Haymarket will also be at a human-scaled level with individual light fixtures at a 10'-12' level above the street surface. This will allow for a good level of light intensity at the ground level while at a height to prevent certain acts of vandalism to the lighting elements. The design of the lights and posts will reflect, to a certain extent, the character of the area. Since the Haymarket is an older area which is capable of the development of an "Old Town" concept, it may be appropriate to use semi-ornamental lighting posts which resemble the old cast iron posts that were used near the turn of the century (Fig. 36). The lighting elements atop the posts would tend to be more modernistic and would consist of three translucent globes atop the posts with a larger globe directly above the post and two smaller globes off to each side. The standards would be spaced at 30 foot intervals which would compliment the similar interval of spacing of the trees that will be planted along the streets.

The lamps that will be used for the pedestrian areas will be at a lower intensity level and may not provide enough of an intensity for lighting of the street and intersections. Therefore, it may be necessary to locate higher intensity lighting at the street corners that would provide enough lighting for the prevention of accidents and to increase the safety of the pedestrian at the pedestrian/vehicular interface.

Provisions will also be implemented to encourage bicycle traffic within the area. Bicycle racks and storage areas will be placed in areas of high visibility to help in the prevention of theft or vandalism of the bicycles while they are not in use. Bicycles, however, will be prohibited from being ridden on the sidewalk areas to protect the safety of the pedestrians who will be using the sidewalks.

Parking Solutions

The largest obstacle to overcome in this revitalization scheme is the problem of providing an adequate supply of parking for such a potentially large increase in activity and usage. As of the present time, there are 562 metered parking stalls that are located in or adjacent to the study boundaries which are operated by the City. In its relatively low activity level, there are still quite a few parking spaces available. But as future development increases, the parking needs will also increase dramatically, especially since most of the parking around the periphery of the district will also be supplying other portions of the downtown area. Within this proposed revitalization, there will be the addition of the private lots that will be used for parking purposes as well as several loading areas on 8th Street which can be used during restrictive hours (e.g. no parking will be allowed in these areas from 6 AM to 6 PM). In total, there will eventually be approximately 1100 parking spaces available

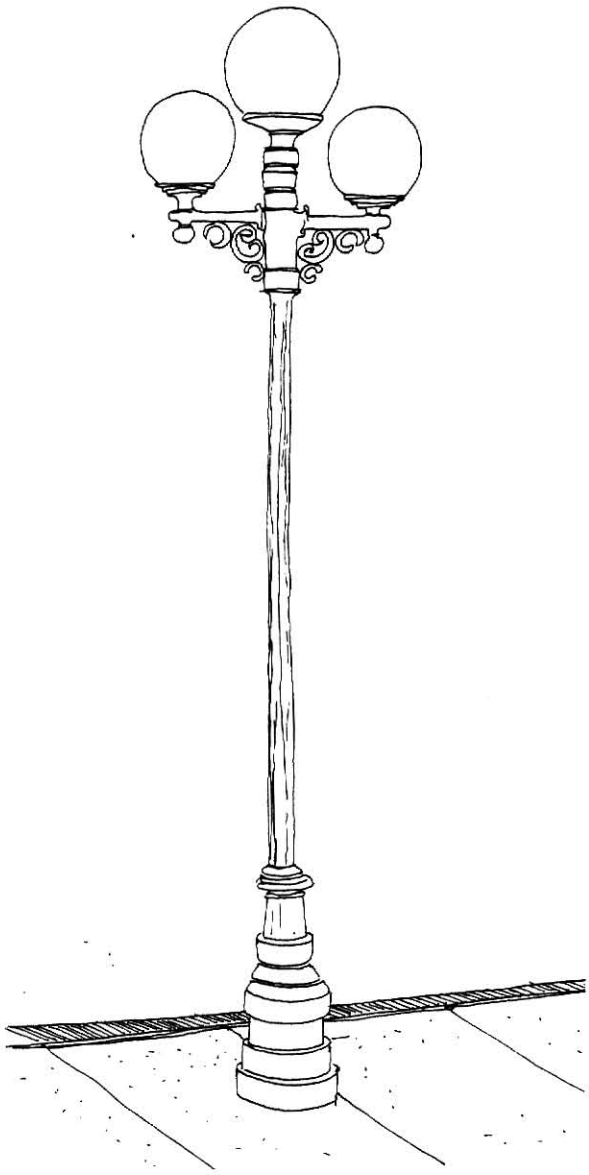

Fig. 36. An example of a typical lighting standard for the street and pedestrian lighting system.

within this revitalization with limited additions of future space with the implementation of parking structures if these structures are found to be necessary and economically feasible for development.

The provision of this additional parking may prove to be insufficent to handle the future incoming flow of potential users of the area. Thus public transportation may be necessary to help supplement the movement of users to and from this area. The Lincoln Transportation System currently run all of their buses on a loop system throughout the downtown area which connects to all of the routes that extend throughout the city from the downtown core.(See Fig. 37) LTS also provides a shuttle bus system utilizing limited capacity buses and vans which continuously run this loop at 10-15 minute intervals to transport people from different sections of downtown to another. The western boundary of this loop is located on 11th Street which is approximately three blocks from the heart of the Haymarket. Since this distance may at times prove to be too extreme for a number of people to walk into the Haymarket from the downtown area,[17] this design proposal also includes the extension of the shuttle system into the Haymarket with the primary dropoff point being at 8th and P Streets. With a majority of the major redevelopment occurring within a one and one-half block radius of this intersection, this may be the most beneficial point to have an access to the Haymarket via the bus system. The actual bus route will include several other intersections which can be used as access points to the system which would provide convenience for several of the businesses and residential units which are located farther away from 8th and P than most of the other uses (Fig. 37).

Haymarket Revitalization
Public Transportation
Existing Bus Loop
Proposed Mini-Bus Extension
N
Haymarket Area
University of Nebraska
Downtown Business District
Centennial Mall
City - County Building
Nebraska State Capitol
8 th Street
9 th Street
10 th Street
11 th Street
12 th Street
13 th Street
14 th Street
15 th Street
P Street
O Street
N Street
M Street
L Street
K Street
J Street
H Street

Fig. 37

Open Space Development

In a highly urban setting such as the downtown area, the development of "green space" or open space can become a critical factor upon the psychological well being of many individuals. Being in a hard, tight, and confined space for any extended period of time may place stress or tension upon the users. The need for easy access to open space and vegetation can be met through development of small parks within the central core or possibly by the implementation of a landscape theme along the sidewalks or pedestrian routes. Therefore, several small open areas will be developed within the Haymarket to allow users of the area to enjoy more pleasant surroundings at various times of the day and to allow these individuals to get away from their confined surroundings.

Two small parks will be developed within the area. These will be located on the northwest corner of 9th and P Streets and on the northeast corner of 7th and Q Streets. These parks are more informal open areas than the courtyards in the sense that these open areas are designed to serve as quiet and peaceful areas which allow people to freely come into these areas to sit, eat or just to enjoy the space for a short while. The courtyards adjacent to the businesses will be of a more hectic pace but will still allow for people to sit and to enjoy the spaces and activities.

The size of these open spaces within the downtown remain small primarily because it is unfeasible at times to develop large open areas within the downtown core without making great changes on the face of the urban landscape and character. Because of land costs within the downtown areas, it can become quite expensive to develop a large urban park -- which is often times almost too prohibitive to develop this idea further. However, we can see in the case with the Central Park Mall in Omaha,

Nebraska (see case studies) that if the proper initiative is exercised, large urban parks can become reality and an extremely pleasant space to be in even at the expense of removing a large portion of the downtown buildings.

Cultural Events

Besides developing primarily physical ideas and concepts within the Haymarket, it is possible to develop cultural and social concepts to help this area redevelop. Events similar to the Brown-Bag concerts would be appropriate in several areas within the revitalization plan. There might be a Saturday morning farmers market on 7th Street in front of the Burlington depot, or a public display of arts and crafts within these open areas. By having a wide variety of cultural events, more people may be encouraged to enter the area and become familiar with its shopping, dining and entertainment resources.

IMPLEMENTATION OF THE PLAN

The actual physical revitalization of the Haymarket will take a number of years before it reaches its end goals. Until this spirit of revitalization catches on, the development will slowly proceed and will take a considerable amount of time to improve the physical appearance and immage of the area. Thus, the overall revitalization plan will be separated into several phases of development to improve certain portions of the Haymarket before proceeding to other sections of the district.

Phase I

--The major emphasis of revitalization is to be on the P Street corridor from 7th to 9th Streets. Since P Street can be seen as the primary corridor of this development, it is necessary to improve this section as the initial step to attempt to achieve a more acceptable image of the area. Scattered revitalization projects such as the Candy Factory and Veith Court will be seen until these projects become more popular and successful. Only then would this induce additional projects and increased activity within the area to show that revitalization is a feasible concept.

--Improvement or updating of the utility systems within the Haymarket must be made in the early stages of the plan to handle the increased load upon the systems by the future development. If the streets need to be torn up to replace these systems, it is better to do this early in the development to prevent the disruption of the increased activity and to avoid the ugly sight of construction while the popularity of the area increases.

--Improvement of the street surfaces and to proceed with the construction of the street improvements such as the extending of the corners and to begin the landscaping within and adjacent to the P Street corridor.

--Utility wires need to be removed from the areas near P Street and placed underground.

--Implementation of a general cleanup of the entire area.

--Facade improvements should be strongly encouraged upon all buildings near the P Street corridor.

Phase II

--Begin development of the 8th Street corridor from O to Q Streets. With the development of 8th Street, this will mark a "central core" of the Haymarket with the intersection of 8th and P Streets becoming the key intersection of the existing development. With this central point established, development can eventually radiate outwards during the later phases of the revitalization.

--Residential living units will be slowly developing in this development phase.

--Increased levels of facade cleanup and rehabilitation will be seen.

--Continued improvement and upgrading of remaining undeveloped buildings on P Street.

--Initiation of the mid-block plaza project between 8th and 9th Streets and P and Q Streets.

Phase III

--Revitalization efforts will key primarily upon the Q Street corridor from 7th to 10th Streets and 7th Street directly in front of the Burlington depot.

--The portion of O Street near and under the Harris Overpass will also be included in this phase which will consist primarily of facade and structural rehabilitation and several building conversion projects.

--Continued improvement of individual revitalization projects that are currently underway on 8th Street and P Street. Revitalization work on P Street should be near completion around the initial stages of this phase.

--Improvement of parking areas near the periphery of the development area will begin and will include improvements such as surfacing of the lots, landscaping and lighting.

Phase IV

--The majority of the work that will be done during this phase will be occurring at the northern edge of the district with the conversion of the old Hardy's warehouse into residential units. Also included in this development would be the construction of a two-level parking structure on the southeast corner of 7th and R Streets which will be used for parking of the automobiles associated with this residential development. The parking structure will be designed so that a third level of parking may be added at a later point in time if it is

necessary to add additional parking to service the surrounding businesses of the area.

--The Burlington Annex will also get underway during the last portion of Phase III and the first portion of Phase IV.

--Landscaping and improvements on N Street will also be in progress.

--Revitalization work in progress will continue with further rehabilitation of building facades at the periphery of the development area.

What is attempted to being accomplished in the phasing is the development of a central core or node for the development. By placing an emphasis upon the P Street and 8th Street developments in the initial phases of the revitalization, it would establish the intersection of 8th and P Streets as the primary intersection of the district. With a key intersection established, it would give the future development a solid core to work around and to radiate out from during the later phases of the project.

Sources of Funding

Now that there are concrete proposals for major redevelopment of the Haymarket, the next obstacle that must be conquered is the problem of how to finance these ventures. We must also consider if these projects will eventually make a profitable return on the tremendous investment that will be required from the various developers that will be involved in the overall revitalization. Are these buildings and the area as a whole going to be worth saving?

The answer to this question is a resounding yes. Not only are we preserving an area with a very unique character in itself, but we are also opening up many possibilities which can be very economical within the remaining life of the buildings. In comparison to new building construction costs, the overall cost of a rehabilitated building can prove to be

less costly and much more affordable to prospective tenants. To emphasize this point, Tables 5, 6, and 7 offer a comparison of development costs of a new building in comparison to the renovation of an existing structure and their associated operating costs. It can be seen that the renovation of existing structures can almost cut in half the costs of new development of potential projects. With the ever increasing costs of labor and materials, this difference in costs will probably continue to widen even further in the near future. In addition, various features of the older buildings can be enhanced and incorporated into the new remodeling which has the potential to give these spaces very unique and interesting identities. But as a whole, the overall costs of the development might be seen as the key words to determine if a project will become reality or if it will die while still on the drawing board.

When it comes to the funding of these projects, there are many methods available -- both public and private -- to help finance the incurred redevelopment costs. The developer or any other investor of any project is of course going to carry the burden of the costs. But where and how are they going to get the money to turn their hopes and dreams into reality?

There are currently various federal grants and programs available to assist in these preservation and redevelopment costs. Such programs include Community Development Block Grants, Urban Development Action Grants, Department of the Interior grants-in-aid for preservation projects, and Small Business Administration loans in which these programs often require matching funds from private resources. With the economic cutbacks that we are currently experiencing at the present time, these grants and financing packages are becoming more difficult to obtain and are on the

TABLE 5

COSTS OF NEW CONSTRUCTION FOR 15-20 STORY DOWNTOWN BUILDING

	Cost per gross square foot
Property acquisition	$ 3.00
Demolition	.15
Basic building	38.00
Tenant improvements	8.00
Subtotal (hard costs)	$ 49.15
Interim operation	2.70
Architectural and legal fees	2.60
Interim cash flow	
Marketing and financing real estate fees	2.70
Developer overhead	1.00
Interim financing	6.60
Developer profit	6.60
Subtotal (soft costs)	$ 21.60
Total	$ 70.75

NOTE: An average $70.75 cost per gross square foot converts to $77.80 per net square foot. An 11 percent loan and/or profit factor yields a base rent of $8.56 before operating expenses.

TABLE 6

OPERATING COSTS COMPARISONS FOR NEW AND RENOVATED SPACE

Range for single-tenant floors, in net costs/sq. ft.

	Renovated space	New Space
Energy (air-conditioned)	$ .70	$ .90
Janitorial costs	.55	.55
Building operating costs, reserve, maintenance	.75	.95
Vacancy allowance	.25	.40
Taxes	.60	1.10
Total	$2.85	$3.90

Source: Herbert Laughlin, AIA. Preservation Costs and Commercial Buildings. The National Trust for Historic Preservation. 1976

TABLE 7

TYPICAL PATTERNS OF RENOVATION COSTS

	Major Renovation gross cost/ sq. ft.	Minor renovation gross cost/ sq. ft.
Acquisition	$ 9.00	$ 14.00
Front-end renovation	2.50	1.50
Basic building renovation	10.00	7.00
Tenant finishes	8.50	8.05
Subtotal (hard costs)	$ 30.00	$ 30.55
Vacant buildings cost (interim operating costs, taxes, insurance, etc., for 1.6 years)	$ .80	$ 1.30
Architectural, engineering and legal fees	1.60	1.20
Net interim income	(1.00)	(2.00)
Marketing costs, leasing and financing fees	2.50	2.80
Developer's overhead	.50	.50
Interim financing	2.50	3.00
Developer's profit	3.00	3.00
Subtotal (soft costs)	$ 10.90	$ 9.80
Total	$ 39.90	$ 40.35

NOTE: Figures for major renovation cover project with no significant stair or structural work

An average $40.35 cost per gross square foot converts to $44.40 per net square foot. An 11 percent loan and/or profit factor yields a base rent of $4.90

Rehabilitation operating costs tend to be low, principally because of taxes, but also frequently because of energy costs. An operating cost of $3.90 was used for new construction; a comparable rehabilitation figure would be $2.85, yielding rents at the $7.55 level for a straightforward job and full-floor tenants.

Source: Herbert McLaughlin, AIA. Preservation Costs and Commercial Buildings. National Trust for Historic Preservation. 1976

verge of being completely phased out of existence. When no federal assistance is forthcoming, a private developer involved in a project, seeking to avoid project delays and a number of reviews by outside agencies, may pursue the various tax incentives that are being offered for preservation work.

The greatest aid to private developers within the last several decades in helping to reduce their total expenditures for redevelopment has been the implementation of the Economic Recovery Tax Act of 1981. Under this act, tax incentives are offered to owners or developers for the rehabilitation of buildings in which various levels of an investment tax credit (ITC) are available with certain standards and requirements attached to each level. The actual amount of ITC available is dependable upon each individual structure. Buildings at least 30 years old qualify for a 15 percent ITC and buildings at least 40 years old can receive a 20 percent ITC, but they need meet fewer requirements to receive these benefits which can be used only in connection with rehabilitation of depreciable (income-producing) buildings. Historic buildings, however, can receive a 25 percent ITC for qualified rehabilitation expenditures, and it can be applied to residential as well as commercial and industrial buildings. These rehabilitation credits work like energy credits in that they are deductions from the actual amount of taxes owed, not deductions from gross income before calculating tax liability. This means that the rehabilitation tax credit is actually a dollar-for-dollar tax saving which can be deducted over a five year period. As an option, substantial tax benefits are also available due to the provisions of the Accelerated Cost Recovery System, in which owners are allowed to depreciate their acquisition and rehabilitation costs over a period of 15 years.

Since the Haymarket has now been designated as a certified historic district, the buildings within the boundaries can now obtain individual historic status and would become eligible to receive the full 25 percent ITC for future redevelopment and rehabilitation costs if they meet all of the requirements to obtain this eligibility. This designation was indeed critical to several owners of property within the Haymarket, who at the time that the city was setting up the proposed boundaries of the district, had potential development plans and options awaiting implementation for intensified plan development depending upon the outcome of the decision for the designation. Once this designation was approved, work commenced almost immediately on two of the proposed projects--those being Haymarket Square and the Candy Factory.

If there is no available outside support of any specific redevelopment project, the most logical means of financing is through a conventional loan from a bank or some other type of lending institution. But the problem here is trying to find a facility that is willing to loan the money, especially if it is an excessively large amount of money, and it makes it even more difficult if it is designated towards an area like the Haymarket. Richard Crissman noted some thoughts concerning some popular views among lending institutions about lending money towards the older areas of our cities in his paper to the Economic Benefits of Preserving Old Buildings Conference.[18] He says that "there are two points of view that have gained ascendancy in the lending fraternity: (1) that new is good and old is bad, and (2) that the central city is going down the tubes and suburban areas are where everybody wants to be". If the banks are willing to supply financial support to this type of redevelopment and the businesses do not succeed and possibly go bankrupt, the financial

institutions can be hurt by this loss. A lending institution, however, may be more inclined to loan money to potential projects in an older area if other redevelopment projects that have been initiated before the latest requests for loans happen to be successful or if these earlier projects turn a reasonable profit on the initial investments of the projects.

As for funding at the local level, there are a few local programs and agencies that could help aid any of the potential projects within the Haymarket. One of the possibilities of funding that does exist at the local level is done through the process of tax-increment financing. This process is initiated through studies that are prepared by the city to determine if specific areas that are studied are in poor or deteriorating condition in which a "blighted" label may be applied to these areas. If they are determined to be blighted, the city then has the capability to sell revenue bonds to aid private developers in redevelopment projects. Property tax revenues that are then generated from the projects are initially dedicated to paying off these bonds instead of being channeled back into the city coffers.

Since the City of Lincoln is not fully entitled to aid in private development, it can, however, issue other public improvement bonds and industrial revenue bonds to help finance potential development projects and improve public utilities and facilities within an area. Special assessment districts can be established to pay a special fee or tax for these bonds or improvements which will in turn be applied to help pay off these bonds over a certain period of years. These assessment districts are logical in the sense that the properties that do benefit most from the upgrading of conditions would be the likely parties to help retire these bonds from the City so that the City itself would not have to shoulder

the financial burden of large projects that may be economically beneficial to only a relatively small number of people.

There is also an agency called the Lincoln Neighborhood Development Corporation which can give assistance to residential properties that are certified historic structures. The grants that are made available through this agency can be applied to potential integration of residential usage within the Haymarket since this is a certified historic district which makes a large portion of the buildings that make up the district eligible for these potential grants.

Various organizations that may get involved with the preservation movement of the Haymarket may be able to help finance potential projects with the call for donations from the general public and other organizations such as an organization in Denver called Historic Denver. Historic Denver has been involved in a number of successful projects in which they have been able to save numerous buildings in Denver from destruction by the use of private donations, and in fact, it has been able to generate an income from the various leases from several of the structures that it has been able to save.

EVALUATION/CONCLUSIONS

To receive outside viewpoints of the proposed solution, the design proposal was presented to several professionals from the Lincoln area who are or have been involved in the Haymarket in some capacity. Those participating in this evaluation were Mr. Gordon Scholz, Acting Head, Community and Regional Planning Department, University of Nebraska-Lincoln; Mr. Dan Kidd, Preservation Planner for the City of Lincoln; and Mrs. Elaine Carpenter, Administrative Aide to the Mayor who is heavily involved in Community Development in Lincoln.

The proposed solution was presented to the reviewers with an explanation of how the design concepts were developed and how they responded to the Haymarket goals. The reviewers were asked to respond freely to any questions that they might have had in order to achieve a better understanding of the solution.

The response of the reviewers to the design solution was generally favorable with a few suggestions on several issues that the reviewers foresaw as possible conflicts. The evaluators also made several suggestions of items that could be included within the design. Several issues that the evaluators expressed comments on included:

--Landscaping. Mr. Kidd and Mrs. Carpenter felt that this proposal and other current proposals may be slightly outlandish on the amount of landscaping being implemented. They felt that an excessive amount of landscaping may harm the area rather than improving it.

--Mr. Kidd believes that there will be a higher number of residential units within the Haymarket than what is proposed within this design proposal. He mentioned a private study which suggested that there is a great amount of interest for residential living within the downtown area. Since this was a private study, the city is not authorized to release any of the specific details of the study.

--Reduction of the number of offices and restaurants. Mr. Kidd believes that Lincoln may have a glut of office space within the

next several years after the Gold's Galleria development opens all of its available space. Large numbers of restaurants should probably be avoided. He believes that this is too small of an area to support an excessive amount of restaurants.

--The concepts of open space development and the plazas were well received. The mid-block plaza concept was seen as a highly active pedestrian area with the right types of uses that would cater to a high-use area.

--Alley space use as pedestrian routes had mixed reviews. The general feeling was that the alley spaces may be interesting in spacial aspects but are very poor in visual aesthetics. The buildings were designed for people to observe the fronts of the buildings, not the rear.

--There were also several comments abbout extending the alley access leading from Veith Court further west all the way to the Burlington depot. This would have created two distinct nodes in the core blocks of this development. This was not done originally because the Candy Factory and Lau Court developments were perceived as one conceptual development on the first floor with the loading dock tying the two buildings together. An extension of the alley would have meant physically seperating the two buildings and their commonly shared loading dock.

--All of the evaluators agreed that the present one-way vehicular routes should be changed into a two-way system.

--Mr. Kidd also had a comment about a possible pedestrian bridge(s) spanning 9th Street. He perceives a potential problem with a conflict of pedestrians trying to cross 9th Street. There are personal doubts if a pedestrian bridge will be feasible and aesthetically acceptable. But it is an alternative that could be looked into.

Throughout the course of the design, the goals and policies were kept in mind so that the final solution will address the desired goals. How well the solution responds to the goals is variable though. On paper the solution responds reasonably well to the criteria that has been established. The solution also begins to develop a relationship to the spatial, social and psychological basis of the goals. But how it will respond in a realistic situation is dependable upon the situation itself.

We see examples of redevelopment areas with high architectural design which appear to meet every desired goal that it strived to accomplish.

Yet it could be a sterile and lifeless environment in actual use. There are other areas which appear very weak in achieving the desired goals and have become extremely popular areas. What makes the difference in determining if a project will work are the qualities that an area possesses and the image that it projects to potential users. How the user responds to a certain environment will also determine if the user will continue to come back to a specific area.

There are numberous psychological and environmental factors that affect the feelings for comfort of the individual within an environment. These factors include:

--Safety from physical harm or property damage. The individual must not be intimidated by vehicles or objects.

--The quality of the environment is very important as people tend to prefer pleasurable settings rather than trashy and rundown environments.

--The desire for green space or natural settings are quite strong.

--Areas of high noise levels or large amounts of visual clutter can be distracting.

--Human scaled elements provide the user with objects which they can relate to in scale. Vast open areas with few objects tend to repel users away from the area.

--The integration of water in a design has soothing qualities upon certain individuals.

--Types of goods and services offered will also determine if people will be drawn into the area.

Several of the discussions that were held during the evaluation stage of the project brought about the issue of determining which buildings are architecturally important and should remain and which buildings are severely blighted and could be removed for other potential development.

The determination of buildings having more economic potential and aesthetic character than other buildings within the Haymarket district

was originally intended to be a very subjective matter. Degree of ornamentation, physical condition, accessibility to pedestrian and vehicular traffic, and degree of natural lighting are several factors that were taken into consideration to determine the potential uses of the existing architectural resources. While the proposed plan strived for the preservation of a large majority of the existing structures, this may lead to other deficencies which can include the example of the lack of adequate parking spaces within the Haymarket.

In re-analyzing the method of building analysis, it is noted here that a building rating system using a point value rating may be a more appropriate determination of potential building usage. By establishing criteria in which point values can be applied to each structure, feature or space, it is desired that the sum of the points given to each entity will give a clear determination of which buildings may have a greater potential of development than other buildings within the Haymarket.

A development project such as the Haymarket redevelopment will have numerous stages of design and refinement. The proposed revitalization plan can be seen as the first step towards a potentially feasible solution. The design can now be taken for further study to apply an economic analysis to the plan to determine what portions of the plan will be economically feasible to develop. After the designs' economic feasibility has been determined, it can then undergo a period or periods of refinement incorporating the findings of the analysis to produce a more feasible solution than the earlier proposal(s). This can become a repetitive cycle which would terminate when a proposal is developed which would maximize the economic feasibility of the revitalization while at the same time retaining as many of the original design concepts as possible.

However, the economic feasibility analysis extends beyond the intended scope of this thesis and is left as an area of future potential study.

Many of the designs that have been assembled for numerous redevelopment projects have concepts and features that may prove to be unfeasible. The design proposal for the Haymarket has several features that may also be as unfeasible as these other developments. These "pipedream" concepts may never become reality but they relay images of what the area can potentially look like and how an area can be improved.

But the proposals within the Haymarket plan are not necessarily far-fetched and can be implemented with realatively little difficulty. However, a development like this will take many years to reach the final stages of implementation.

There is a tremendous potential for numerous types of development opportunities due to the prime location of the Haymarket. But it will take a cooperative effort between the City and the businesses to improve and upgrade the area for this to become a successful project. The City needs to expand and improve its services and to re-evaluate its development codes to promote an assortment of uses. If the groundwork for development is right, businesses will see a chance to expand on the opportunities that are made available to them.

There have been many comments from Lincoln area residents recently questioning why the developers are undertaking projects like Veith Court and the Candy Factory. These citizens feel that it is a waste of time spending the money and effort of locating businesses back in the area. But there are also many others who believe that the Haymarket has alot to give to the Lincoln area. It <u>can</u> be an exciting place to work, live and relax. And there are many people with dreams and ideas that this area will come back to life and are doing something about it. Hopefully this

design proposal, as well as other future proposals, will expand the interest of the citizens of Lincoln into rediscovering the Haymarket.

FOOTNOTES

1. Duerschenor and McKee, Lincoln--A Photographic History. 1976.

2. Ibid., also referred in Sawyer, Lincoln the Capitol City and Lancaster County Nebraska, 1916.

3. Duerschenor and McKee, Lincoln--A Photographic History, 1976.

4. Ibid.

5. Ibid.

6. Landmark District Designation, UN-L Community Design Center/City Planning Department.

7. According to Edgar S. Bagley, Professor in Economics, a comparison of these expenditures to todays values is approximately 4.5-4.7 times that of value of money in the last portion of the 1800's. i.e. 1880 - $100,000 1980 ≅ $460,000

8. Duerschenor and McKee, Lincoln--A Photographic History

9. Sawyer, Lincoln the Capitol City and Lancaster County, 1916.

10. The Hilton Corporation tore down the old Lincoln Hotel to make way for the new Hilton. The Lincoln Hotel, which was built in the late 1800's, was a grand four story structure which was widely known throughout the region as a first-class lodging facility.

11. The Contribution of Historic Preservation to Urban Revitalization published by the Advisory Council on Historic Preservation, 1979.

12. An article relating to the Old City Hall and its rehabilitation can be found in the December 1981 issue of Preservation News published by the National Trust for Historic Prservation.

13. From my previous association with the area, it is around this point where the majority of the most active businesses and activity patterns do occur and where it has the most potential interaction with the remainder of the downtown core.

14. "Chic Center at the Spot Where Kansas City Began", AIA Journal, March, 1979, pp. 82-5.

15. These categories are taken from the Standard Land Use Coding Manual published by the U.S. Urban Renewal Administration.

16. The desire for green space within an urban environment is discussed by Rachel Kaplan in Humanscape, pp. 187-93.

17. The desired maximum walking distances for pedestrians are discussed briefly in the Downtown Improvement Manual, Illinois Department of Local Government Affairs, 1975, p. 15-2.

18. Economic Benefits of Preserving Old Buildings by the National Trust for Historic Preservation, p. 126.

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REVITALIZATION OF THE HAYMARKET DISTRICT-- LINCOLN, NEBRASKA

by

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Many of the older areas within our nations' cities and towns are showing signs of physical deterioration and economic decline from their years of existence upon the American landscape. One such area is the Haymarket district in Lincoln, Nebraska. At its prime, this thirteen-block area was a major wholesaling and light manufacturing district which served a large portion of eastern Nebraska. Today, it is primarily an underutilized warehousing district with several retail and entertainment establishments scattered throughout the area.

Numerous factors can be cited as the potential causes for the down-fall of the Haymarket. Such factors include economic conditions, trans-portation patterns and parking limitations, location of the area in respect to the overall Lincoln area, perception of safety within the area, and the lack of an inviting atmosphere to draw the public into the area.

The proposed solution for the revitalization of the area is derived from the utilization of the existing features and characteristics of the area and building upon these resources with the addition of various amenities and features. Design criteria is developed under the categories of 1). General Appearance of the Area, 2). Building Improvements and Future Infill Construction, 3). Signage, 4). Street and Alley Development, 5). Traffic/Transportation, 6). Parking Capabilities, 7). Pedestrian Environments, 8). Land Use, and 9). Utilities. From this criteria, the design strategies leading to the revitalization of the district are developed and are incorporated into the master plan which will direct the future development of the area towards its desired goals.