

West Haymarket Conference Center

Program Design Statement (PDS)

The following Program Design Statement (PDS) outlines a preliminary concept for a proposed conference center in the West Haymarket area of Lincoln, Nebraska. The purpose of this Program Design Statement is to present the constituent parts and program usage anticipated for the new facility. The PDS has been created for use by architectural, urban design, planning, construction, and engineering firms interested in learning more about the intended facility. The PDS is intended as a resource document during the "Schematic Design" phase of the arena; it is not intended to be, nor should it be assumed to be, an expression of final conference center design.

A number of the key assumptions concerning the ultimate design and use of the proposed conference center include the following:

- Conference center may be owned and operated by the City of Lincoln, or may be part of a public/private partnership with a private hotel developer
- Conference center should be designed with an attached or adjacent private hotel property with a minimum of 250 rooms
- Conference center should be designed primarily to attract local, State and regional events
- Conference center should be a very flexible, state-of-the-industry multipurpose facility
- Conference center should be designed to complement and work with potential exhibit space in the civic arena
- Conference center should be marketed as an integral part of Lincoln's overall visitor and tourism event program

Site Context

The proposed conference center will be located in the West Haymarket area of Downtown Lincoln, Nebraska. (See "Concept A.") The preferred location for the facility – as endorsed by the West Haymarket Action Team (WHAT) in January 2008 – will be as part of a hotel/conference center complex on a site generally south of the proposed civic arena. The site generally lies adjacent to the "Traditional Haymarket" which includes a locally designated historic landmark district. There will also be public gathering areas, surface and decked parking, other potential land use types (such as retail, residential, office and services establishments), new roadways, pedestrian bridges, and additional supporting development.

Overall Conference Center Concept

Multipurpose Space

- ✓ Approximately 30,000 square feet of sub-dividable, column-free multipurpose space should be provided
- ✓ Space should have ceiling heights of at least 28 feet
- ✓ A relatively high level of finish should be used for floor covering, wall treatment, and ceiling fixtures
- ✓ Space should be suitable for hosting exhibits, banquets, generally session, or a combination of all three uses

Breakout Meeting Space

- ✓ Approximately 10,000 square feet of breakout meeting space should be provided
- ✓ Space may have lower ceilings with moderate to upscale finishes
- ✓ Space should be designed to be very flexible in terms of its ability to be subdivided into small meeting spaces

Ballroom Space

- ✓ Approximately 20,000 square feet of sub-dividable, upscale ballroom space should be provided

Future Expansion

- ✓ Conference center space should be designed to accommodate future expansion

Conference Center Exterior

Design Parameters

- ✓ Conference center exterior shall conform to the design parameters presently being developed as part of the "Integrated Development Plan" process

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