MURAL

TRANSFORMING

IMAGINATION
WELLNESS
LIFESTYLE

City of Lincoln, Pershing Center Site

Design Workshop Review
Lincoln, Nebraska

December 08, 2020

WHITE LOTUS GROUP

HDR

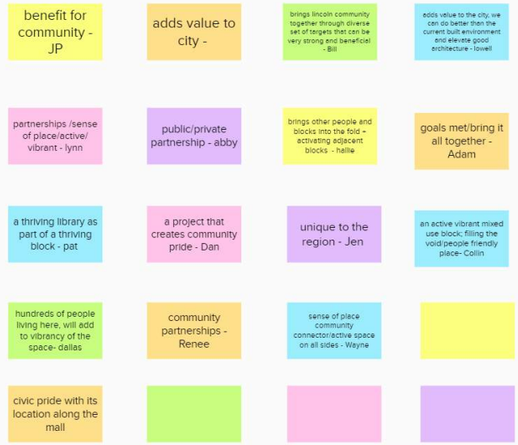
Design Workshop | PROJECT VISION

Information received from on site design workshop
The team started off the workshop with responses to develop common themes throughout the project. Participants posted comments virtually via Mural or utilizing oversized sticky notes onsite. The overall concensus at the workshop were similar goals for a positive outcome to create a successful project.

What is the first word that comes to mind when thinking about what this project means....

(What does it mean to you, your community, Lincoln, etc)

How do you define Success of this Project?



As a RESIDENT in Lincoln I anticipate utilizing the space by:

_____

If money wasn't an object... I would include _____ in the project.

Design Workshop | GUIDING PRINCIPLES + SITE ASSESSMENT

Information received from on site design workshop

How do we know if we have hit the mark?

Project Enhances downtown, Centennial Mall & State Capitol Environs

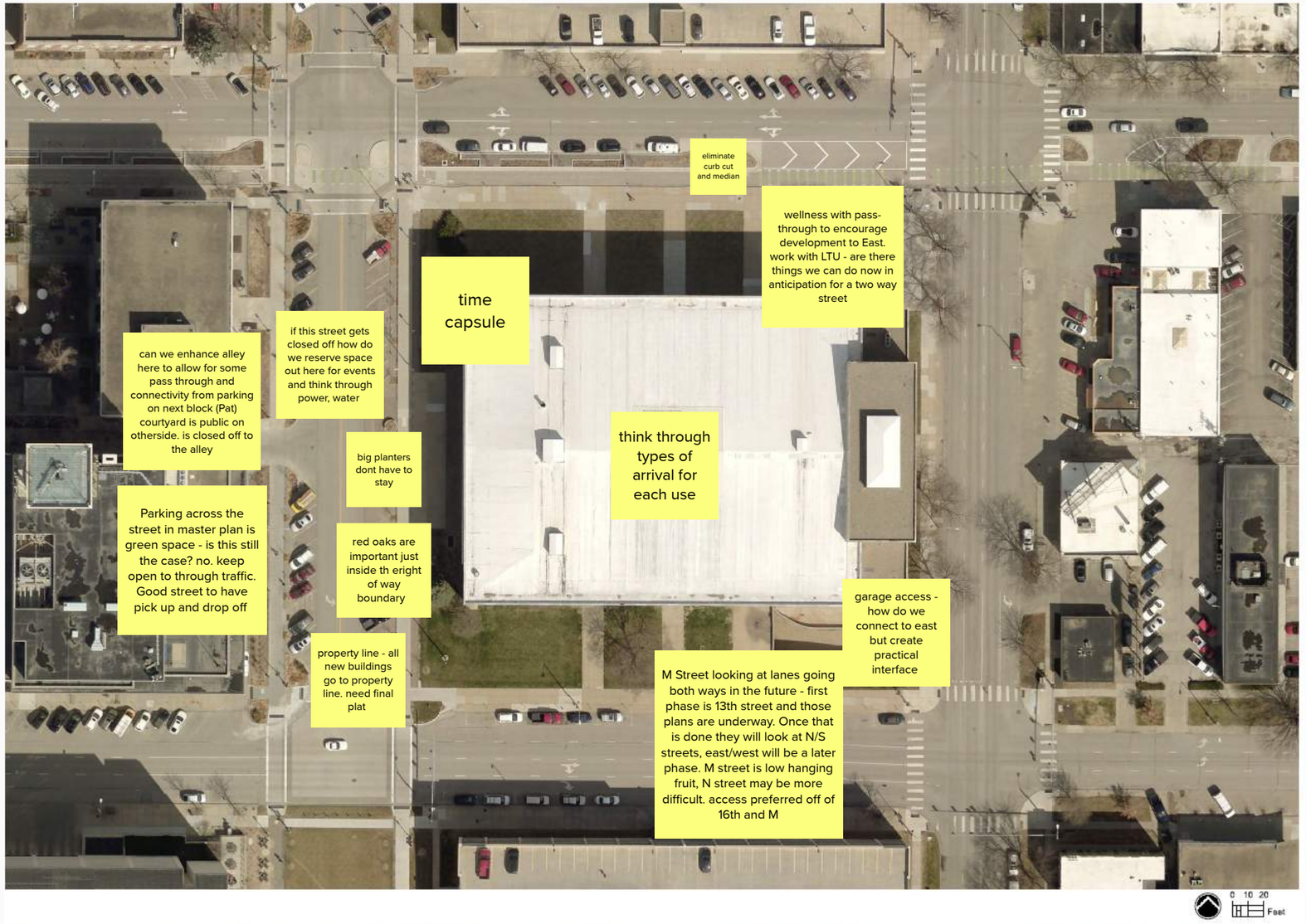
LEED or LEED equlvalent, sustainable, showcases green infrastructure

The project is beautiful & responsible, uses high quality materials and has architectural significance.

The project is the catalyst project for downtown redevelopment and becomes the “bridge” to the east.

The project strengthens downtown as residential/ employment/entertainment/cultural district of the City

The project creates significant value for the community | economic & civic



Visual Listening | SITE CONTEXT

The Nebraska State Capitol, when designed in 1920's, represented a thoroughly modern and groundbreaking design solution for its time, breaking from the repetitive neoclassical standards of other state buildings. It's presence has established a context in the capitol environs district that promotes a diverse blend of architectural styles, each representing the era in which they were designed and constructed. The Pershing site should reflect and honor this visionary spirit led by the capitol in developing a thoroughly modern, contextual solution.

NEBRASKA STATE CAPITOL

LINCOLN COMMUNITY FOUNDATION

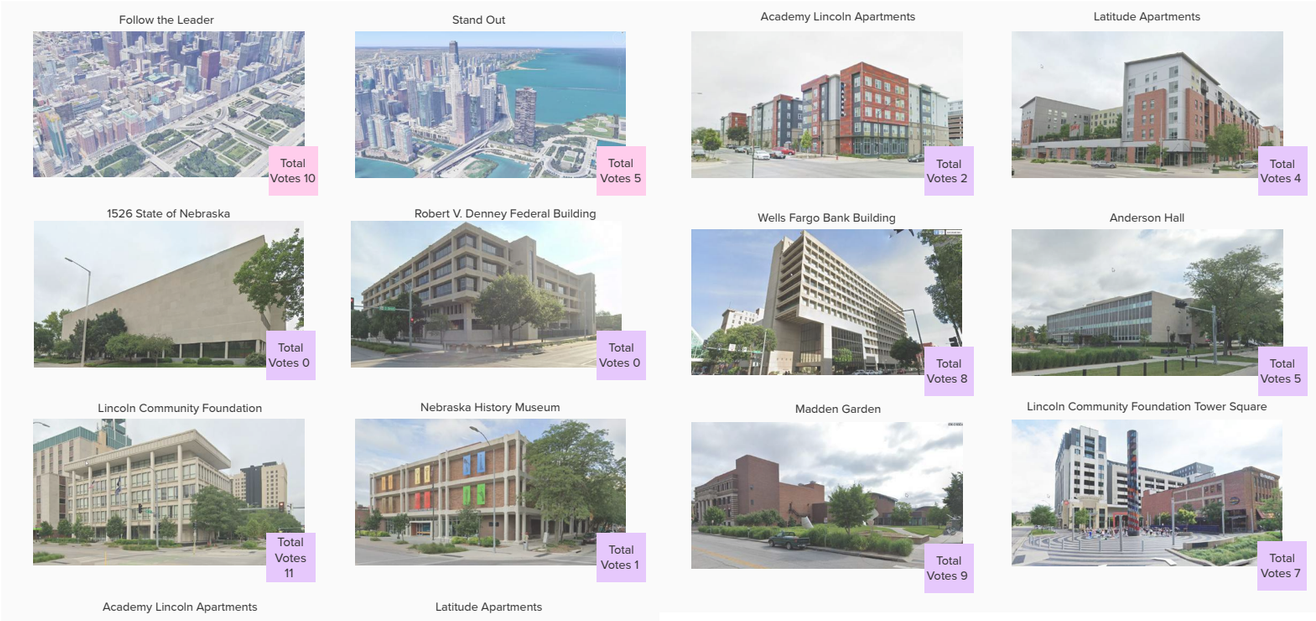
WELLS FARGO BANK BUILDING

COMMUNITY FOUNDATION TOWER SQUARE

MADDEN GARDEN

Site Context Preferences

The following preferences were identified by the steering committee and key stakeholders present. Each participant was given the opportunity to vote and a concensus was developed. Site Context preferences were voted on in pairs by participants. The following preferences were noted:



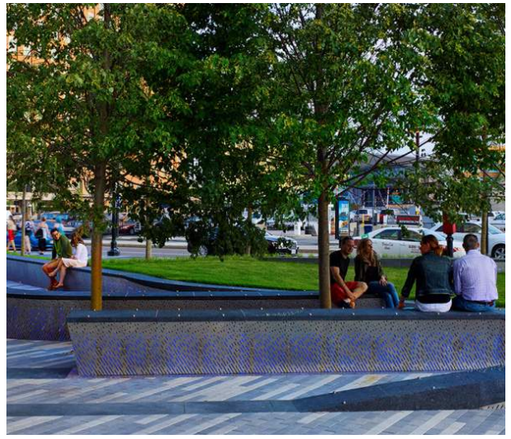
Visual Listening | PUBLIC SPACE DESIGN

Integrating into the surrounding urban fabric and creating inclusive, dynamic environments will be a primary driver for the site design. The site should relate to the ceremonial mall relationship while still creating a diversity of experiential moments to discover.

INFORMAL MOMENTS

NEUTRAL AND REFINED PALETTE

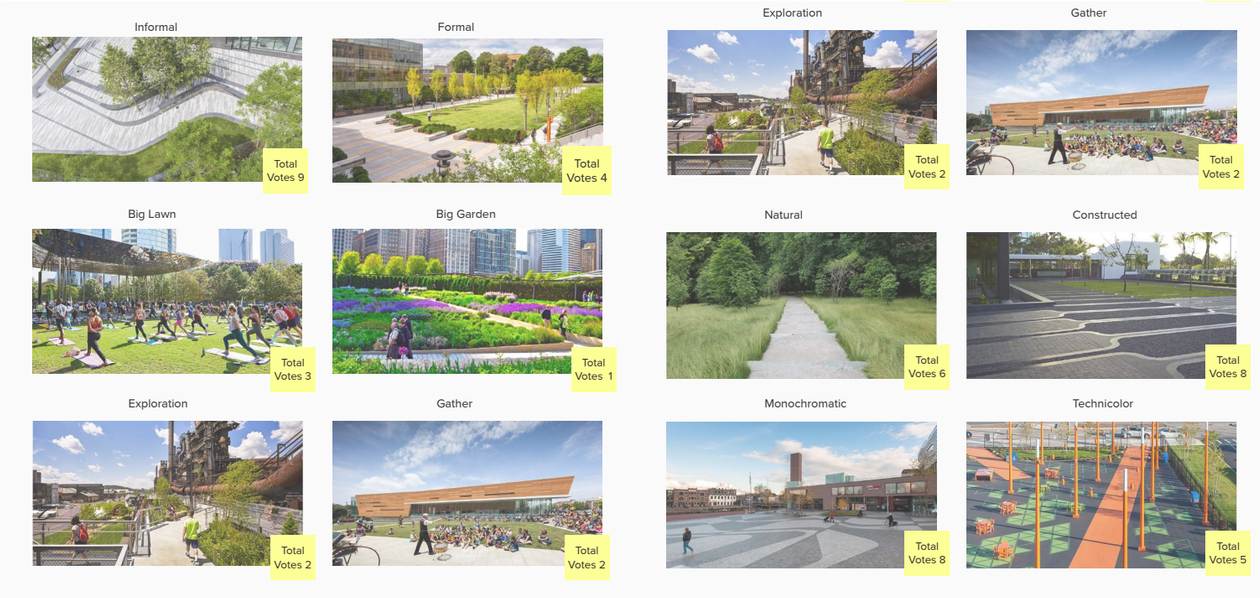
FORMAL GREEN SPACE



TREE CANOPY - SHADE

Public Space Design Preferences

The following preferences were identified by the steering committee and key stakeholders present. Each participant was given the opportunity to vote and a concensus was developed. The following preferences were noted:

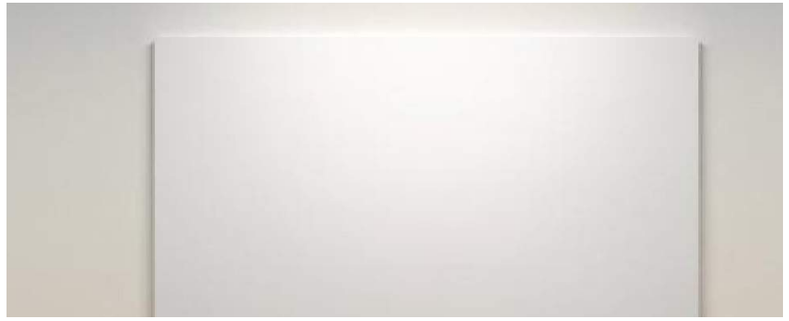


Visual Listening | ART & EXPERIENCE

The project scope shall build upon the legacy of the Pershing Auditorium with a strong focus towards art and experience. The creation of new opportunities to interact and explore public art will keep the design transformative and changing over time.

HIGH-TECH - EXPERIENCE

INTERACTIVE EXPERIENCES



A CLEAN CANVAS

Art & Experience Preferences

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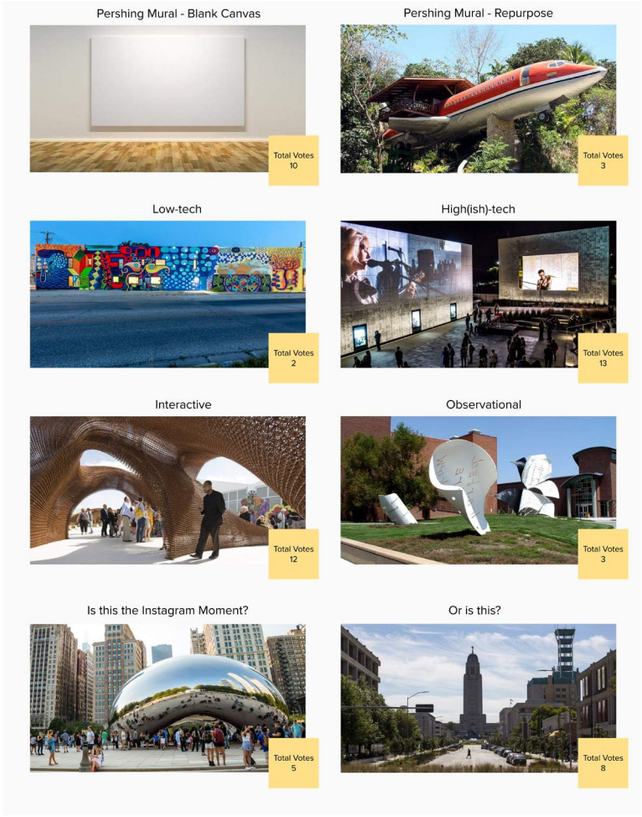


Visual Listening | BUILDING DESIGN

Project Precedents to inform design aesthetic aligning with capitol environs guidelines.

TRANSPARENCY

INTERIOR - EXTERIOR BLEND

CLEAN LINES AND FORMS

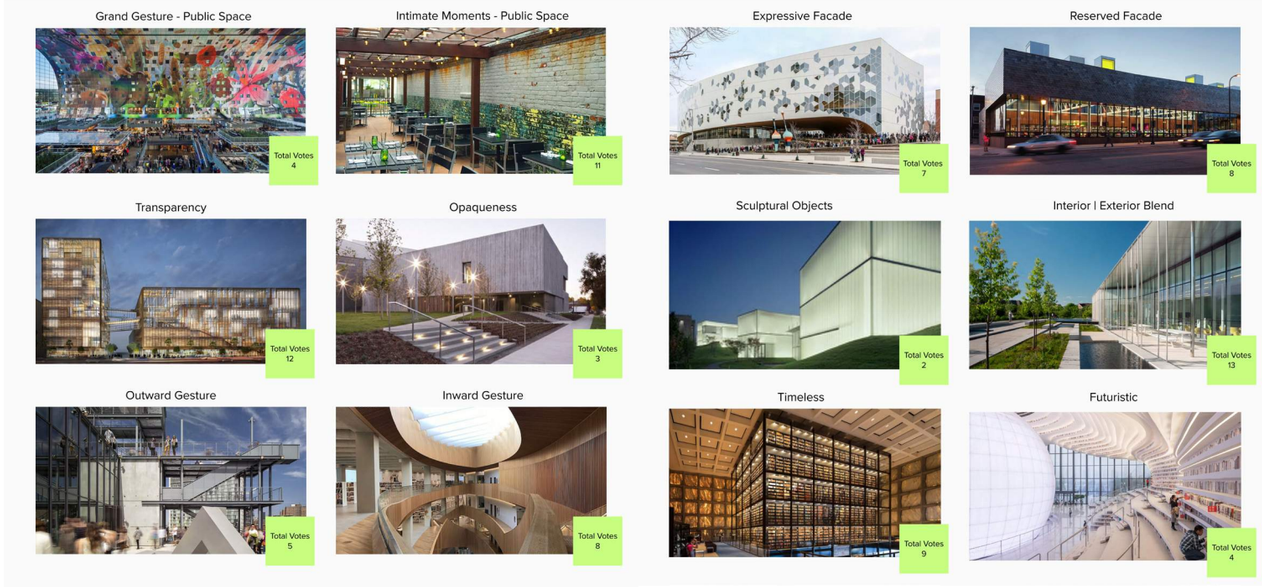
RICH AND EXPRESSIVE TEXTURE

TIMELESS AESTHETICS

DAYLIGHT AND VOLUME

Building Design Preferences

The following preferences were identified by the steering committee and key stakeholders present. Each participant was given the opportunity to vote and a concensus was developed. The following preferences were noted:



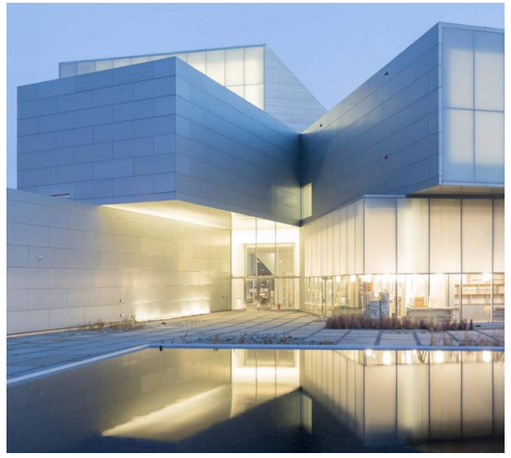
CHARRETTE RECAP AND PROJECT INSPIRATION

Visual Listening | BUILDING MATERIALITY

Project Precedents to inform design aesthetic aligning with capitol environs guidelines. The project will follow with the guidelines established by the Capitol Environs district in finding resilient, 100-year materials along the Centennial Mall, and will feature high-quality, attractive yet subtle expressions of honest material usage.

STONE FACADE

GLASS FACADE

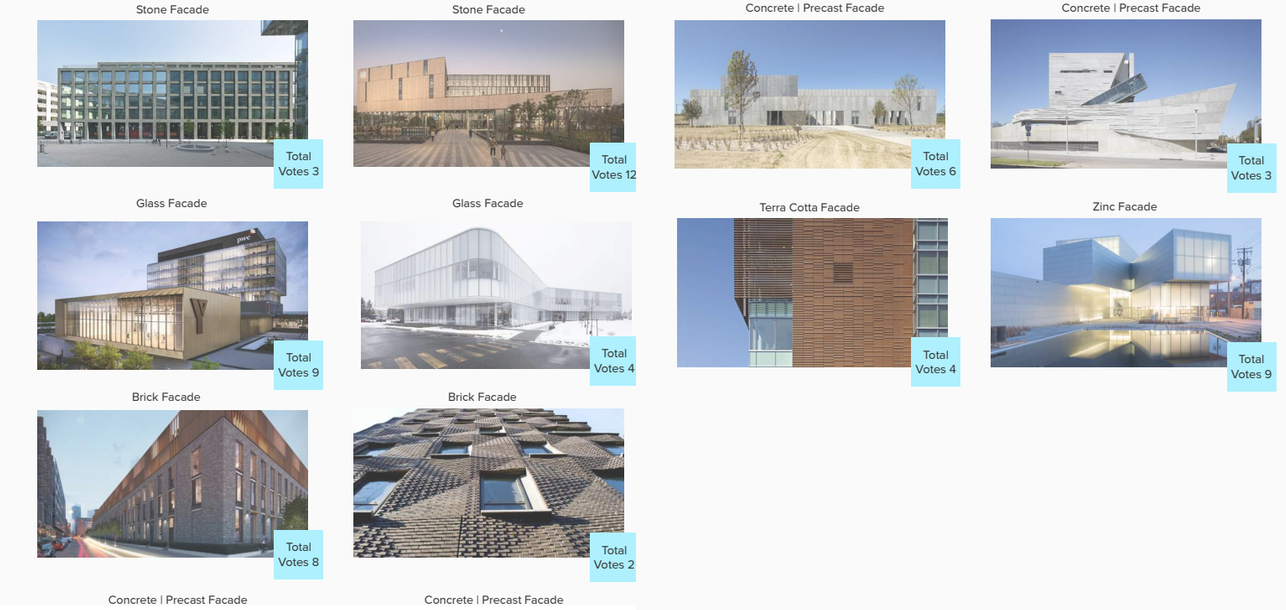


RESILIENT ZINC/STAINLESS STEEL ACCENTS

BRICK FACADE

Building Design Preferences

The following preferences were identified by the steering committee and key stakeholders present. Each participant was given the opportunity to vote and a concensus was developed. The following preferences were noted:



Design Workshop | PROJECT VISION

AFFORDABLE HOUSING ----------

Living at MURAL

Over the last year, the City of Lincoln has worked diligently on the Lincoln Affordable Housing Coordinated Action Plan. The Mayor's One Lincoln Initiative clearly emphasizes affordable housing and redevelopment programs as vital to the City's growth. We believe that providing quality housing for individuals that work in our communities is a social imperative, and this alignment with the Mayor and her team is a natural fit for the project program.

- Our project plan provides approximately 100 units, of one-, two- and three-bedroom affordable apartments targeting 50% - 80% of the average area median income.
- These apartment units will look and feel like market-rate apartments, furnishing an equitable opportunity for lower-income singles, couples and families that are building a life living in Downtown Lincoln.

PUBLIC/PRIVATE PARTNERSHIP ----------

The Canvas

Public Libraries create enormous social capital and typically return an 8-to-1 ROI as stand-alone civic investments for the cities whose leadership embraces their ability to act as catalysts for growth.

The proposed wellness center is one of the most pivotal contributors to community capital in any city. The center's philosophy, values and programs have provided countless opportunities for people of all ages to grow emotionally and physically.

These two entities weave together to inspire our imaginations and create wellness for our lives.

After substantial collaboration and discussion with leadership from both organizations, we built our preliminary conceptual plan. Please note that while the sizing of these facilities are preliminary in this proposal, we maintain flexibility to scale these programs to suit the organizations' respective needs.

Due to nature of the Central Public Library as a public entity, we understand that this component of the project may be required to be developed at a later date. As you continue through our proposal, you will see that we anticipate the wellness center and affordable housing components to interlock on the site. The library is planned as a stand-along building, so that if required, this component of the development could be phased in.

COMMUNITY ----------

The Services

We analyzed what the needs could be for the citizens of the downtown area, and how they could be met while aligning with the project mission and the 2018 Downtown Master Plan effort.

Partnering with service providers like healthcare, childcare and retail establishments, bring to MURAL ancillary elements that make life better.

The Open Public Spaces

One of the key design goals for this project was to reimagine how open / green space can transform the project both internally, and externally to the site, enhancing the opportunities for public use off Centennial Mall.

- Emphasis was placed on view corridors into, through and from the site outwards to the surrounding fabric of the Mall and the Capitol surroundings beyond.
- Public art would enliven the site. As you can see, we named the project "MURAL" as homage to the legacy of the mosaic tile art-wall the community has experienced and loved for some time.
- While the original mural is contemplated to be removed, we have envisioned how its legacy and potentially, the physical pieces of it, could be employed in the design of the site or the buildings.
- Exploring partnerships within the Lincoln art community and the University could create many more opportunities for this legacy to continue such as a series of digital murals projected on the side of the buildings.

PARKING ----------

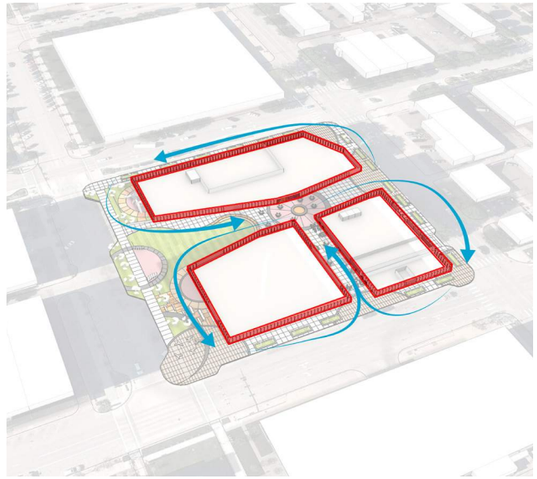
The current project plan provides opportunity for underground stalls on one-level, and additional street parking for accessibility. We appreciate the level of importance that parking is to any project in the downtown area of Lincoln, and we have programed parking for the multi-family component and on-site staff members. Given the size of the site and the height restrictions, our goal is to work with the City to understand and identify what other parking solutions could be available.

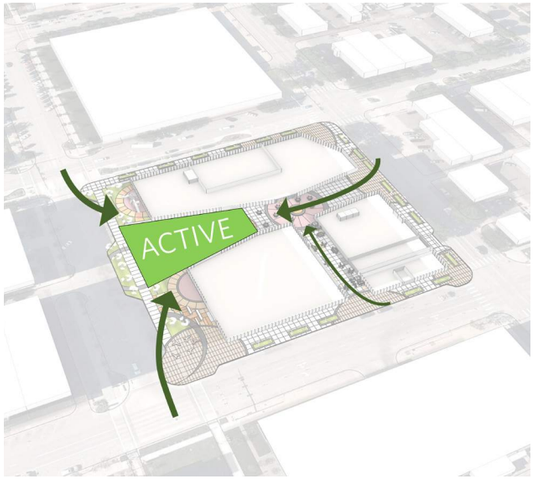
This project will seek to establish a new vision for safety with its concept for 360-degree activation.

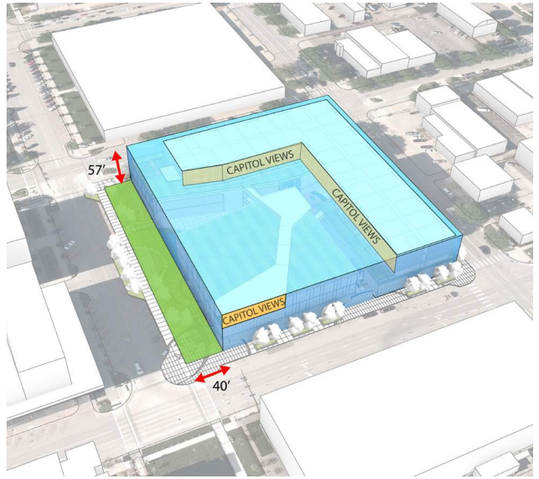
The opportunities to activate the green space are vast; imagine yoga classes outside, the library holding an outdoor reading event, City officials eating lunch on the green and live music playing on Fridays.

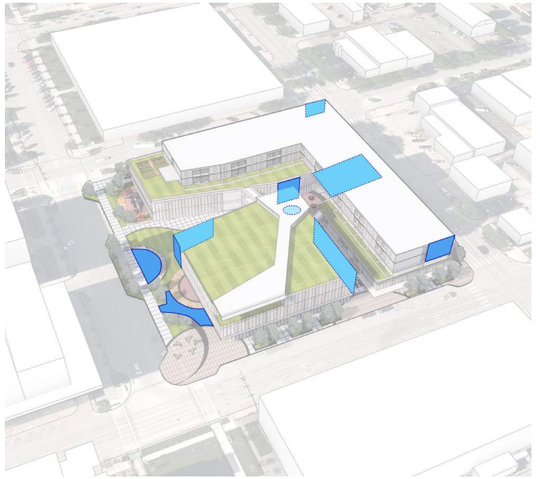
The project builds upon the Capitol Environs Standards in order to promote a development that celebrates the proximity to the Lincoln State Capitol.

The MURAL development will ultimately build from the history of the site to create a lasting and dynamic celebration for the Lincoln community.









Safety | Activation

An integral component to the site activation is in promoting a welcoming and safe environment for all individuals engaging with the project. In order to draw in all populations, the site needs to be as open and inviting as possible, yet also must establish a feeling of security without using the traditional means of fences and barriers.

The primary goal is that the design allows for no forgotten corners or alleyways, and achieves this through a variety of design methods, including chamfering corners to increase visibility, widening pass-throughs to create a more open environment, and promoting program activation on all sides of the project.

Outdoor Activity | Shared Uses

The key orienting element for the project is the shared greenspace located off Centennial Mall. This greenspace serves to provide an oasis along the Mall's central expanse of hardscape. The wedge shape draws in pedestrian traffic from the Mall to the east, while site openings to the east and south further allow access from all sides of the community.

Possible uses for the greenspace include:

- Yoga in the Park
- Farmer's Markets
- Ice Skating Rink
- Movie Nights at the library
- Concerts
- Shakespeare (and other plays) on the Green
- Fitness Classes

Capitol Views

- The setback from Centennial Mall creates opportunities for unique site amenities, such as interactive sculpture gardens, play spaces and reading areas connected to the library.
- The project follows established building height requirements and utilizes these guidelines to bring a unique housing solution that offers some of the best views of the State Capitol in Lincoln.
- The library program at the southwest corner of the site is designed to be low enough and separated from the housing program so that all of the west and south facing units along the upper levels will have standout views of Nebraska's most iconic architectural statement.

Site Legacy | Community Engagement

The Pershing Center that currently stands proudly on the site is a memorable and beloved piece of architecture for the city and state, both for the activities that once took place within its confines, and for the bold mosaic mural adorning its west-facing façade.

The project will honor its legacy through the establishment of multiple murals featured throughout the site.

- These canvaseswill seek to bring the same vibrant and dynamic setting to the site that the Pershing Center once offered.
- Multiple opportunities exist for engagement with the art community of Lincoln for commissioned works of public art, rotating galleries of temporary installations, and potentially the integration of the existing Pershing mural artifacts.

Resiliency

As part of the Capitol Environs Design Standards, the development is designed to be a lasting component within Lincoln's urban fabric.

- The project will look to existing context for inspiration, including the use of brick, stone cladding, and precast materials, all planned for 100+ years of lifespan.
- Gestures such as the breezeway pass- through extending to 16th Street and the engaged alley spaces are implemented to encourage and support future re-imagination of surrounding sites, with the goal of creating a foundation of activity and community for the city of Lincoln for years to come.

Sustainability

Sustainability in today's design environment means much more than building energy and performance. While those metrics are still of utmost importance (and a baseline project goal), sustainability as a design concept includes more holistic ideals such as healthy lifestyles, regenerative use, and connected communities.

The design offers truly exciting possibilities—including green roofs for community gardens, enhanced natural daylighting through the buildings, connectedness promoting increased physical activity and more.

Flexibility

This project seeks to offer unique flexibility in its uses, with the goal of creating a fully connected community. By physically offering connections across different project elements, the development will promote increased sharing and engagement.

Imagine waking up, grabbing a coffee at the corner coffee shop, walking across to the library to get some reading materials, and heading to the wellness center for a workout, all before heading out to work.

The development will promote active participation from all major stakeholders in creating uniquely shared spaces and components.

ACTIVATED ALLEY RENDERING

1 WELLNESS CENTER
2 AFFORDABLE HOUSING
3 NEW LINCOLN LIBRARY
4 RETAIL OPPORTUNITIES

TOTAL PROGRAM

Please note that square footages and areas listed below are preliminary. Our careful organizational planning for the entire site allows flexibility to scale these program square-footages up or down depending on user needs.

LIBRARY	90,000 SF (3 LEVELS)
WELLNESS CENTER	30,000 SF (1 LEVEL)
FLEXIBLE PROGRAM TBD	30,000 SF (1-2 LEVELS)
HOUSING	100,000 SF (5 LEVELS)
RETAIL	3,000 SF (1 LEVEL)
PARKING	47,000 SF (1 LEVEL)
TOTAL BUILT	**300,000 SF**

AERIAL RENDERING

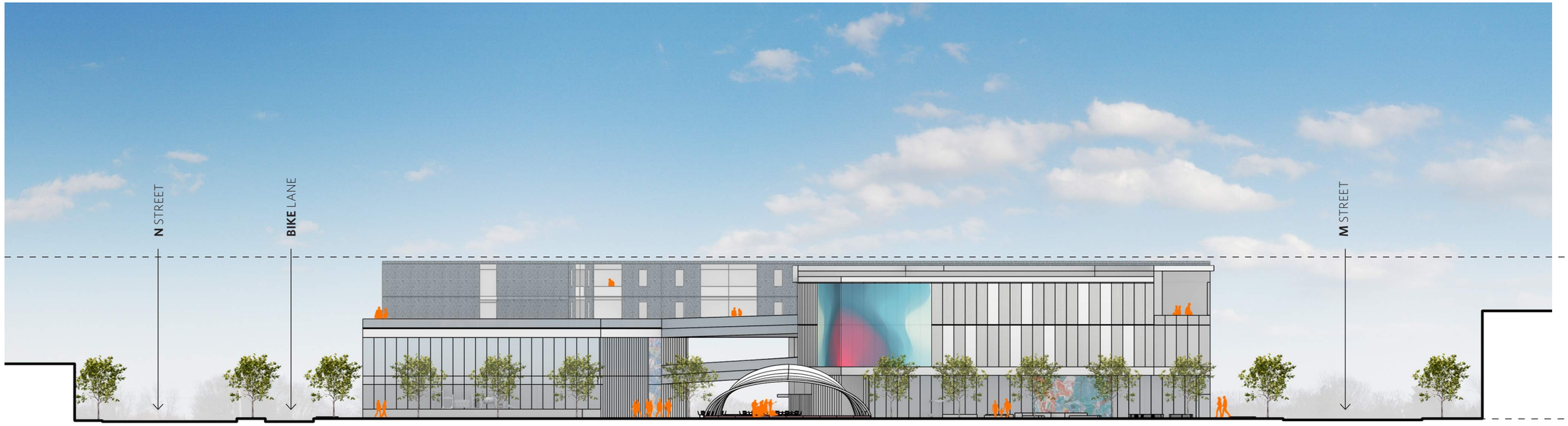
12.08.2020

Site Design

The site design adheres to the requirements set forth in the Capitol Environs and reimagines a space that incorporates art, interactive public greenspace, and creates a destination for community activities in the heart of Lincoln.

- The site respects the setbacks and material requirements for the district and provides opportunities for the wellness center, the library and the community to program the space for their unique needs.
- As an extension of Centennial Mall and a gateway for continued development beyond, the spaces offer a wide variety of flexibility for various community or private events and engage visitors.
- The incorporation of smaller spaces for individuals, as well as the possibility of an outdoor play area for childcare at the wellness center or a public garden, create the heart and soul of this community development.

1 PLAYSPACE
2 PERFORMANCE AREA/PLAZA
3 GATEWAY / ART
4 OUTDOOR READING LOUNGE
5 CHILDREN'S GARDEN
6 LIBRARY ENTRANCE
7 MULTI-PURPOSE LAWN
8 SHARED COURTYARD
9 WELLNESS CENTER ENTRANCE
10 PARKING ENTRANCE TO BELOW



WEST ELEVATION

EAST ELEVATION

ELEVATIONS

12.08.2020

NORTH ELEVATION

SOUTH ELEVATION

ELEVATIONS

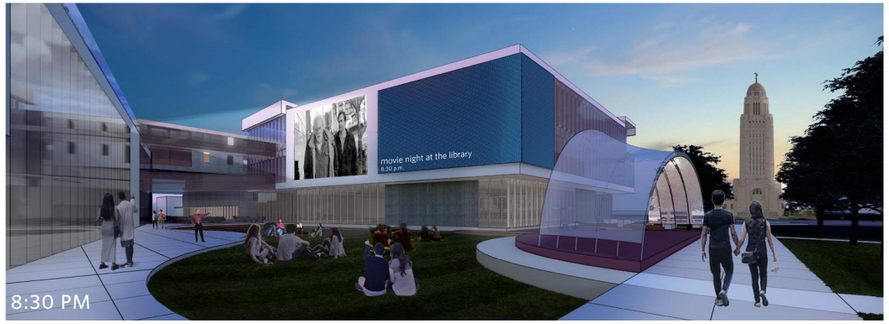
12.08.2020

mural summer concert series
7:30 p.m.
SUMMER
MUSIC CONCERT
7:00 PM

yoga in the park
6:30 AM

MURAL Farmers Market
mural farmer's market
10:30 AM

3:30 PM


movie night at the library
8:30 p.m.
8:30 PM

MURAL

NEXT STEPS:

- Capitol Environs 1st Review: 11/20/20 (completed)
- Due diligence from the City (ALTA/environmental review)
- Directorial order processed so partner can begin work
- Goal to have completed no later than 1/15/20 so HDR can begin schematic design
- Upon receipt of due diligence the team will begin schematic design to incorporate into the development agreement and for the 2nd round of Capitol Environs review
- Plan amendment - City Council by early Q2

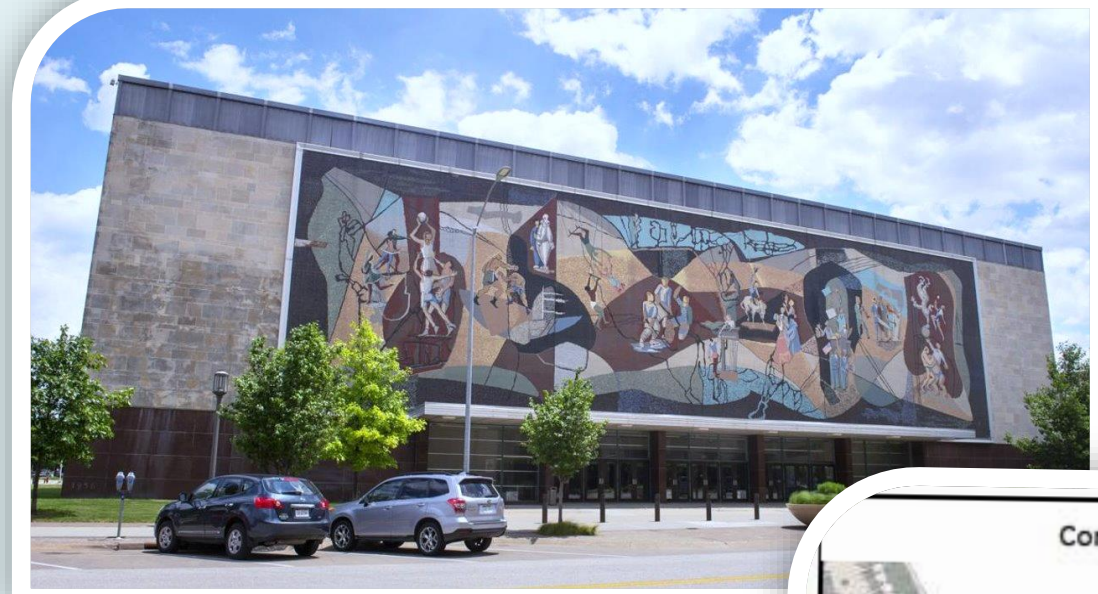
December 08, 2020

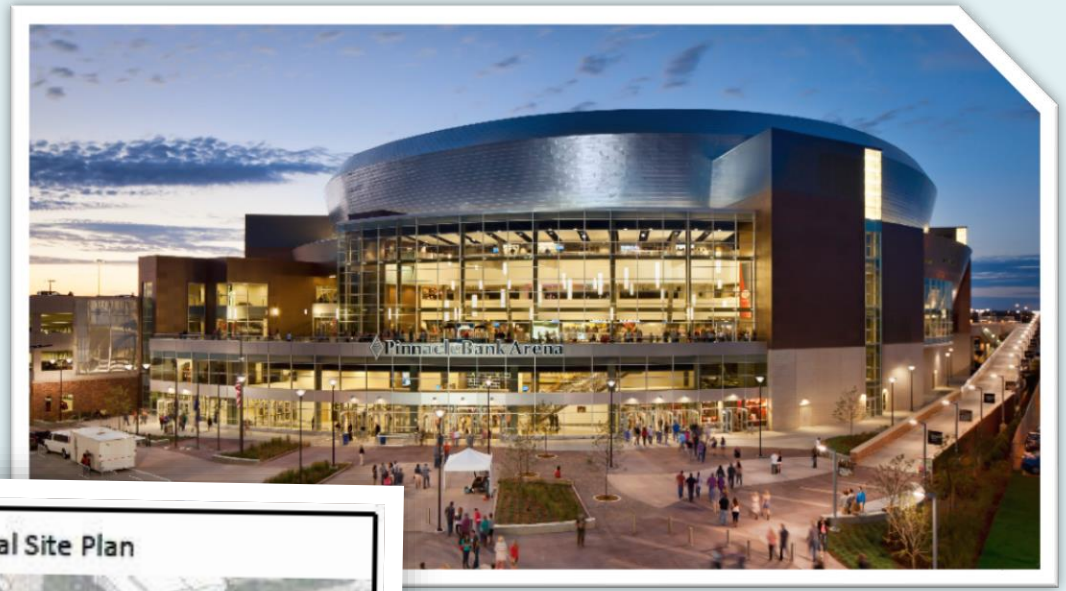
WHITE LOTUS GROUP

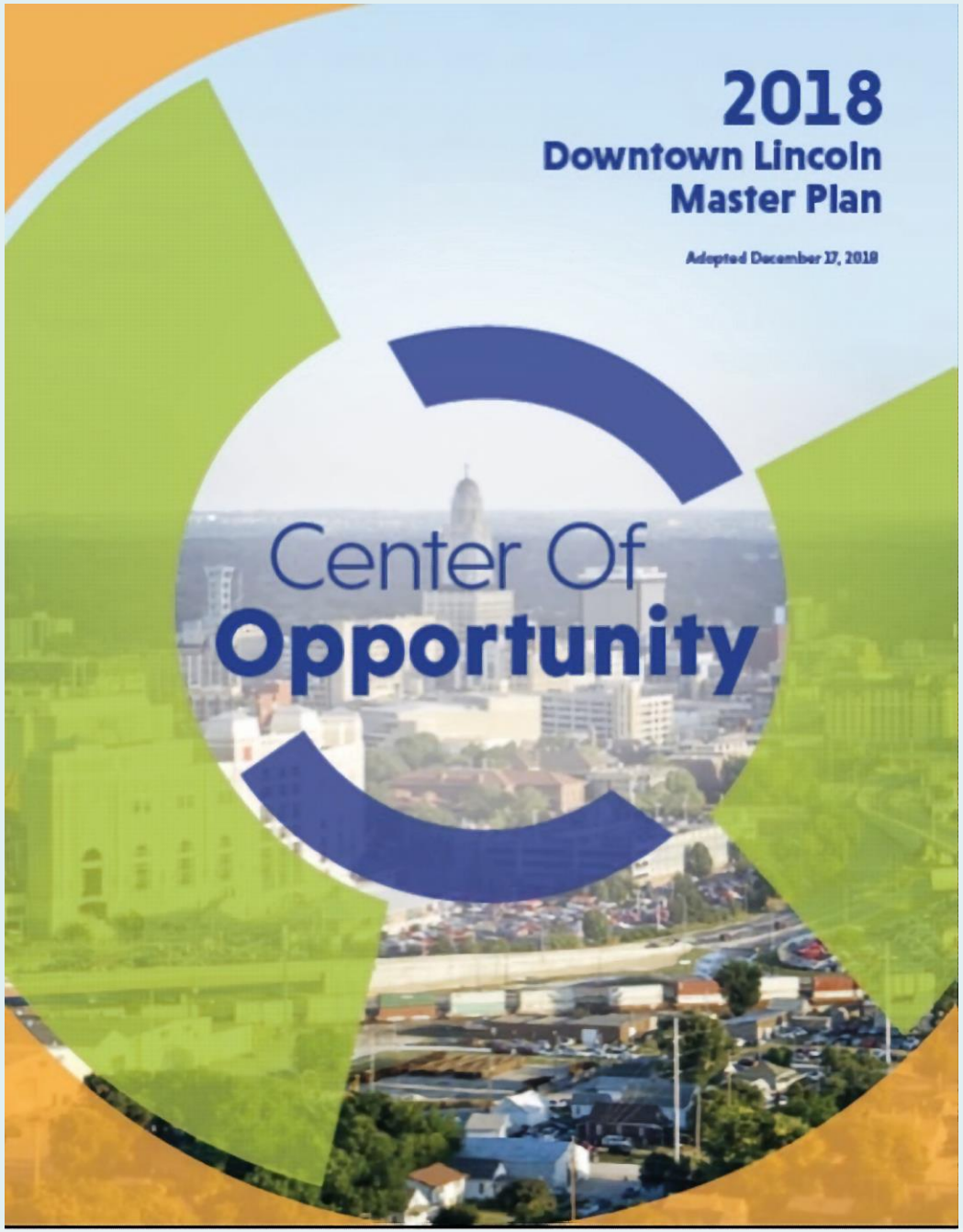
HDR

NORTHEAST RENDERING

PERSHING BLOCK REDEVELOPMENT







2018 Downtown Lincoln Master Plan Adopted

In 2018, the City of Lincoln, Downtown Lincoln Association, and the Consultant Team conducted a robust community engagement effort and completed an update of the Downtown Master Plan. This plan was approved by the Lincoln City/Lancaster County Planning Commission on November 28, 2018 and adopted by the Lincoln City Council on December 17, 2018. The Master Plan is part of the Lincoln City/Lancaster County Comprehensive Plan.

As part of the Downtown Master Plan
The Community Identified Top Priorities

- Create a livable, kid-friendly neighborhood.
- Attract a variety of housing types, including affordable units.
- Redevelop blighted and vacant properties.
- Build a 21st-century library.
- Enhance pedestrian connections.
- Parking.
- Focus on catalyst sites, like Pershing Center and Bennett Martin Library.

Catalyst Project	Lead Agency	Key Funding Sources
1. Redevelop Pershing Center	City	Public-Private Partnership; TIF; Citywide Bond Issue (Library); New Market Tax Credits; various housing development incentives
2. O Street Streetscape and Façade Improvements	City	CIP; Commercial Façade Improvement Program; Tax Abatements; Historic Property Development Incentives; BID
3. Create Greenways on M and 11th Streets	City	CIP; Citywide Bond Issue; BID
4. Create a Local Music and Art District	DLA	Foundation/Corporate Grants and Scholarships; Crowd-Sourcing; BID; UNL
5. Create a Public Park in South Haymarket	City	CIP; Citywide Bond Issue; Public-Private Partnership

Invitation for Redevelopment Proposals for the

Pershing Center Site

in Downtown Lincoln, Nebraska

September 26, 2018

CITY OF LINCOLN NEBRASKA

Urban Development Department

URBAN DEVELOPMENT:

Issues an Invitation for Redevelopment Proposals

Lincoln receives a response to IFRP on March 12, 2020

City of Lincoln gets redevelopment proposal for Pershing

Matt Olberding
Mar 12, 2020

City officials said Thursday they received a redevelopment proposal for the vacant Pershing Center.

Journal Star file photo

Matt Olberding

City officials said Thursday they have received a redevelopment proposal for Pershing Center.

A total of 5 proposals were received before closing of IFRP.

- IFRP Selection Committee Makes Recommendation to Mayor
  - Mayor Selects WLG as developer of record

PERSHING CENTER

Lincoln mayor selects Omaha developer's proposal for Pershing block

Matt Olberding
Jun 23, 2020

The White Lotus Group's plan for redeveloping the Pershing Center block calls for a mixed-use community hub, including a new downtown library.

Redevelop Pershing Center Catalyst Project

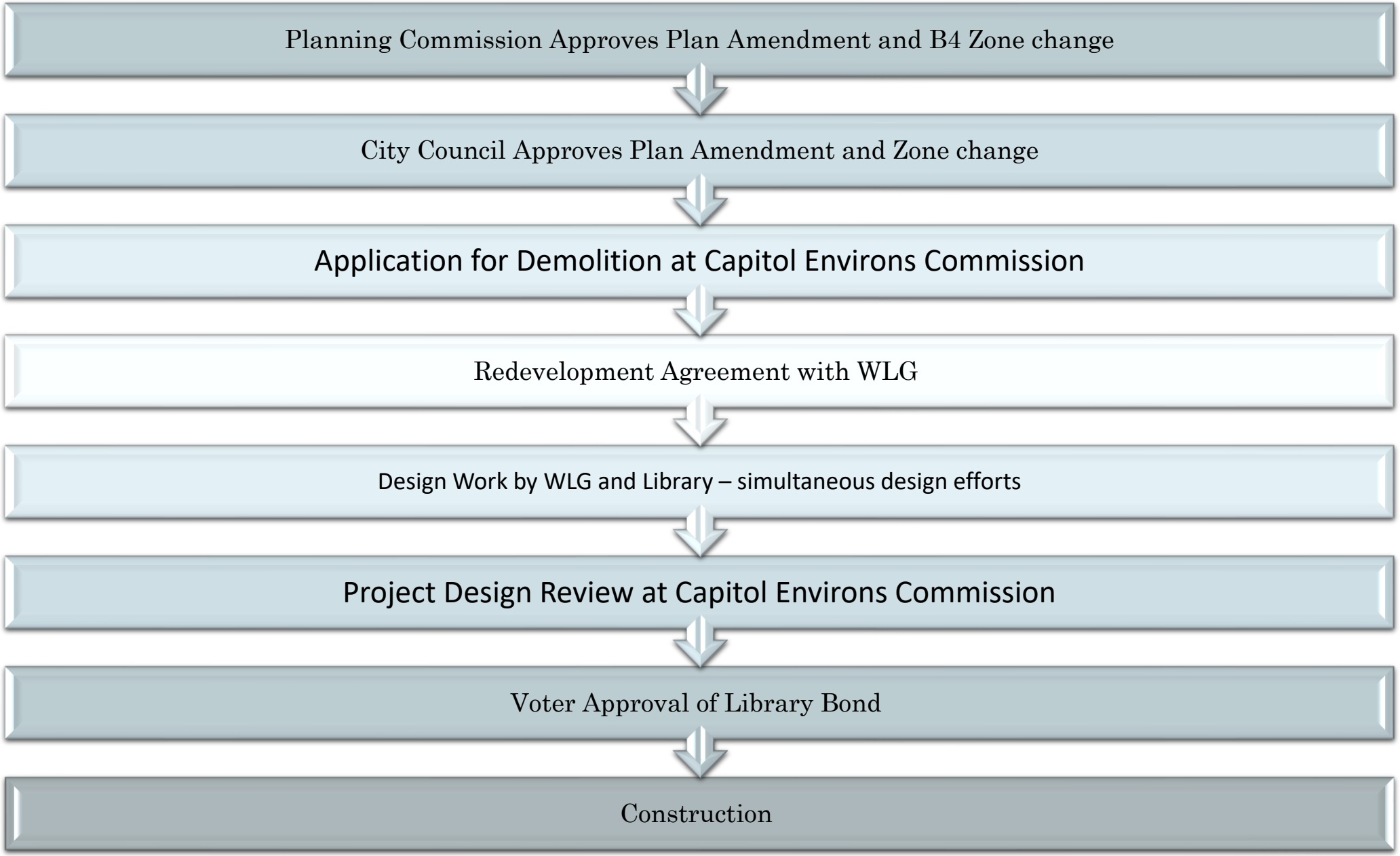
The WLG Proposal Most Closely Resembles Catalyst One: Option D from the Master Plan.

Option D:

- Mixed-Use Residential
- Ground Floor Retail
- Civic Use – Library
- Parking Accessed from 16th Street

9/10/2021

Path Forward for the Pershing Block



PERSHING BLOCK REDEVELOPMENT -- LIBRARY

A pre-1900 location of library is indicated by arrow.

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

Old Main – 1902 Carnegie Building at 14th & N

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

Demolition of Old Main in 1961

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

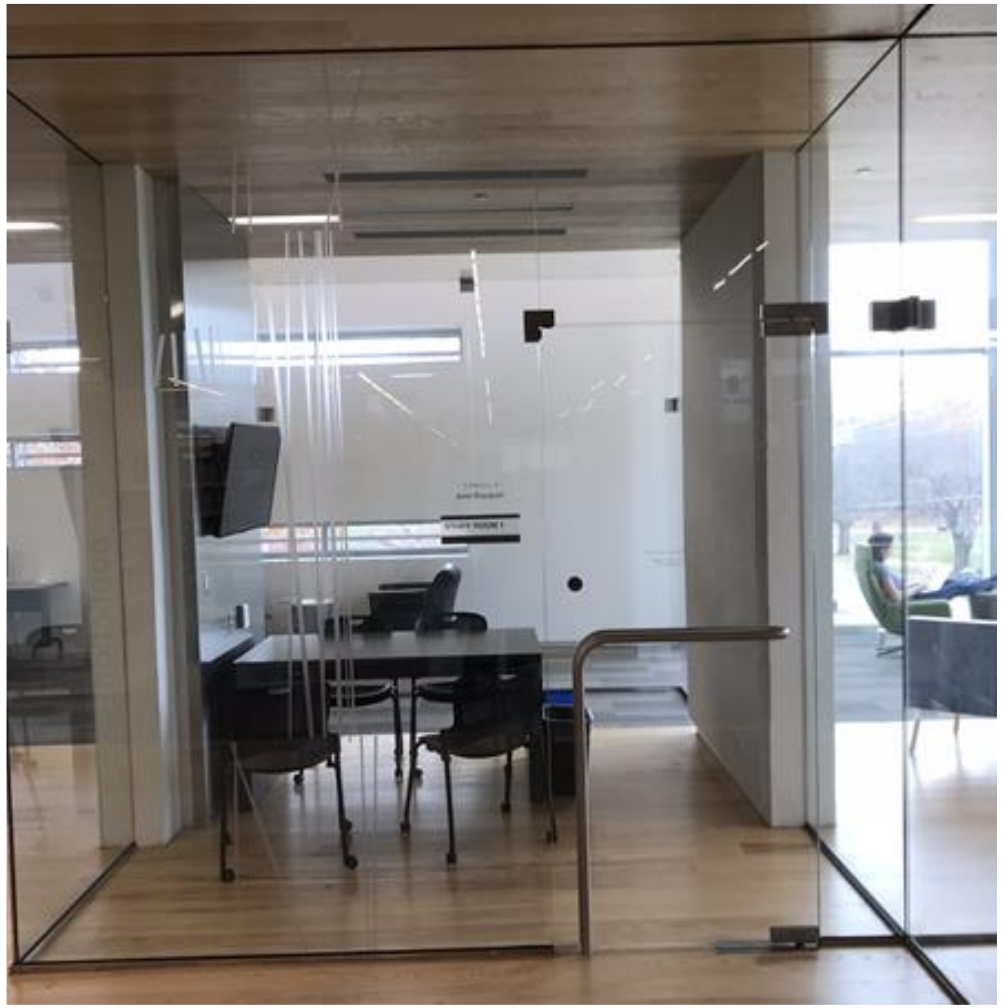
Bennett Martin Public Library, Unit I, 1962

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

Bennett Martin Public Library - 2020

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

Auditorium – Wichita (KS) Public Library



Study Room – Lawrence (KS) Public Library

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

Teen Zone – Lawrence (KS) Public Library

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

Children's Area – Cedar Rapids (IA) Public Library

PERSHING BLOCK REDEVELOPMENT -- LIBRARY

Maker Space AV Studio – Wichita (KS) Public Library