40th and A
Focus Area Plan



September 2026

INTRODUCTION

What is a Focus Area Plan

Every neighborhood has its own strengths, challenges, and ideas for the future. A Focus Area Plan gives residents and the City an opportunity to work together to identify priorities and practical improvements for a specific area. The goal is to make sure community voices help inform how the City plans, coordinates resources and invests in neighborhoods. By bringing residents' ideas together with City expertise and resources, a Focus Area Plan can help identify projects, programs, and other opportunities that respond to what matters most in the community.

To become a Focus Area, a neighborhood must:

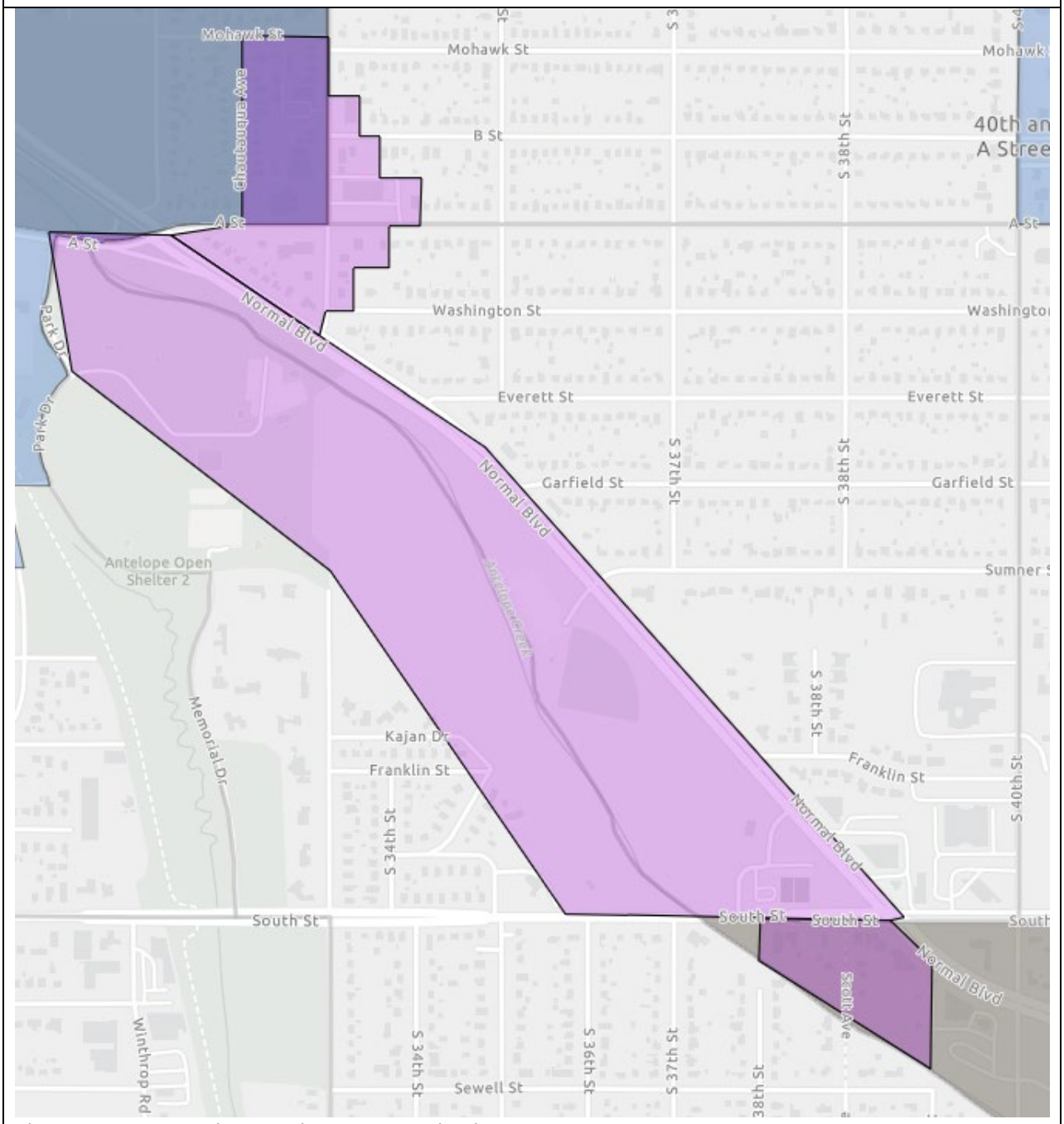
- Be partially or wholly located in a low to moderate income or NRSA area
- Show signs of needed improvements with commercial areas, housing, or public facilities
- Have a neighborhood association interested in and committed to participating in the Focus Area Plan process
- Be identified as an area of interest by city departments



Focus Area Boundary

The 40th and A Focus Area targets two main commercial nodes—33rd and A Streets and 40th and South Streets. In 2025, building owners in the 33rd and A Street district worked to create the District 33 Planned Unit Development District for the commercial area. This was followed by the District 33 Streetscape Master Plan, a community-center process to identify enhancements to support walkability, safety, and create a cohesive space. The Focus Area plan captures this effort and the outcomes. Additionally, conversations around various redevelopment projects in the 40th and South Street area made the commercial district a target for the Focus Area Plan.

Map 1.0: Focus Area Boundaries



The Focus Area Nodes are shown in purple above;
The grey areas that overlap are low-moderate income areas that qualify for federal HUD funding.



Neighborhood History

The 40th and A neighborhood consists of a large number of subdivisions built over several decades between 1908 and the early 1960s. The earliest plats were developed to take advantage of the proximity of the new Antelope Park, that had its origins in 1905 but wasn't named until 1906. Ellendale addition, at 33rd Street and Normal Boulevard, consisted of 11 acres near the new park, platted in 1908. The area's large marketing push did not occur until 1910, with ads from the Orchard Homes Co. recommending, "It's fine to 'Be a booster!' Boost yourself into prosperity!" Lots could be purchased for $10 down and $1 per week. The 1910s also saw the platting of Boulevard Heights in 1910, Marydell in 1916, and East Lawn Terrace in 1917, all of which surround the intersection of 33rd and A Streets. Fair Hill, platted in 1915, was added near 33rd and Randolph, with several additions over the next few years. It too advertised its nearness to Antelope Park, as well as the "new" high school, Lincoln High School.

The next plat, Walnutcrest on the east side of 40th Street between A and Sumner Streets, came in 1926. Lot prices had increased a bit costing between $25 and $45 per lot depending on the lot width. The platting for this area required a surprising condition imposed by the City Council – acquiring and transferring title to the old private road to Fairview, the home of W. J. Bryan. The road was two blocks of Sumner Street between 40th and 42nd Street. The Surety Investment Co. was apparently successful, as the plat was approved on its next reading.

No further subdivisions were platted between 1926 and 1941, neatly encapsulating the Great Depression, with most of the homes built in the existing neighborhoods that were already platted. Among these, the Brownbilt Historic District was developed between 1925 and 1946, with the Brownbilt Addition platted in 1941 during the early years of World War II, with additional plattings coming quickly afterwards: Brownbilt Second Addition (1946), Kimballcrest (1946), Highcrest (1947), George Acres (1950), Fienes Berlene Heights (1952) and so on. The housing shortage after World War II plus rising prosperity coincides with the rapid expansion of the area.

The result is a lovely neighborhood with a mixture of ages and styles of houses, from the period revivals of the 1910s and 1920s, the bungalows of the 1930s, Colonial Revival and minimal traditional houses of the 1940s through the 1950s, and some ranch style homes.



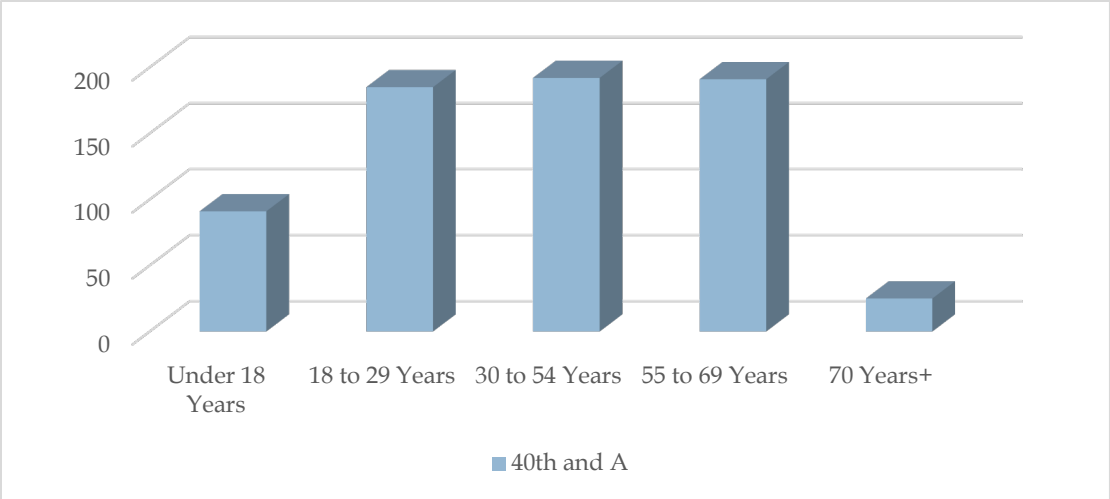
Neighborhood Metrics

The following information is primarily populated from Census Data using the 2024 5 year American Community Survey estimates. Neighborhood boundaries do not always align with census tract boundaries, therefore the data used is what is most aligned with the 40th and A neighborhood, in this case Block Group 4, Census Tract 15. This does not match the boundaries of the focus area but gives a representation of the surrounding neighborhood.

Population

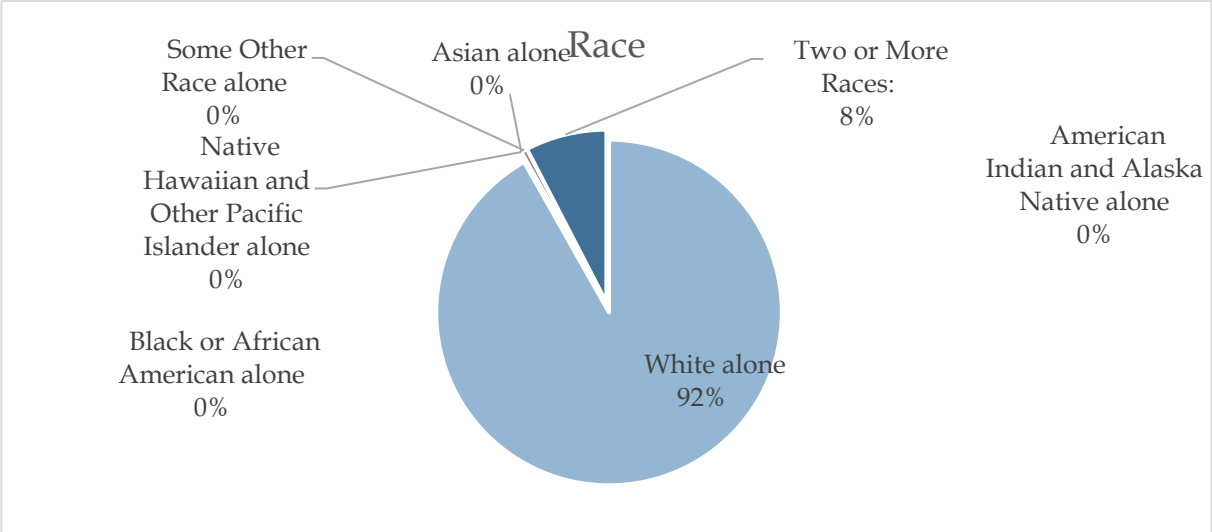
The table below reflects the population breakdown for the focus area with an estimated 684 residents, 60% female and 40% male. The area is evenly split amongst young professional, mid-career, and retirement age households, with a very small portion over the age of 70 or under 18 years old.

Table 1: Population by Age



The focus area is comprised primarily of white alone households (92%) with the remainder of householders identifying with two or more races.

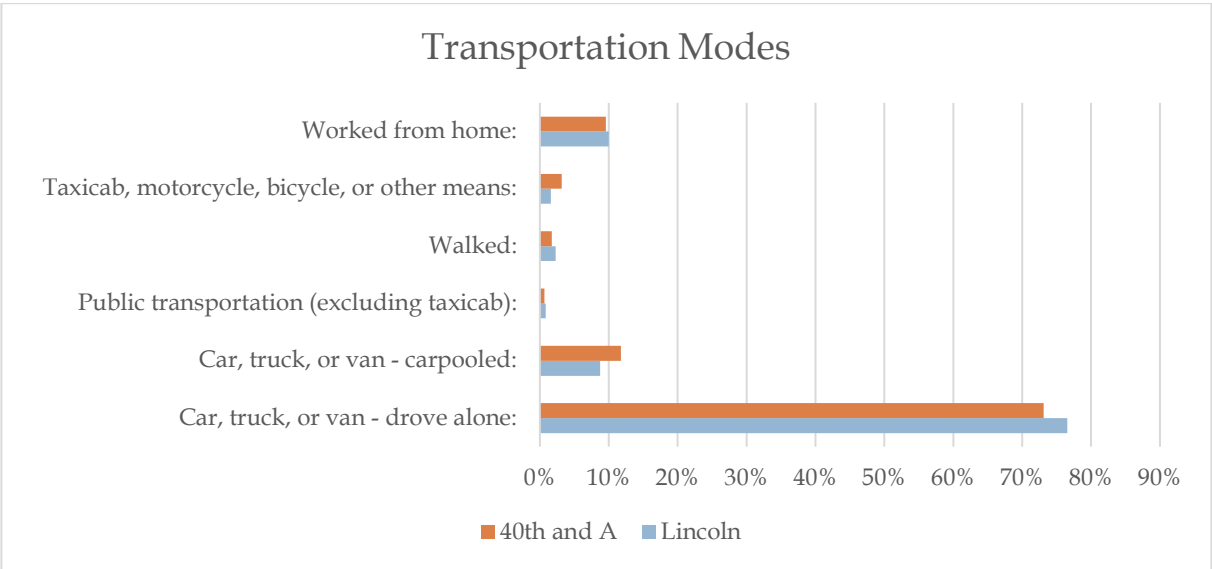
Table 2: Population by Race



Commuting Patterns

Data related to commuting patterns is not available at the Block Group level and therefore, the following analysis on commuting patterns is for the entire census tract 15. The neighborhood breakdown of commuting patters is closely aligned with the city as a whole. About 73 percent drive alone, while about 10% work from home, 9% carpool, and the remainder walk, bike, or ride transit.

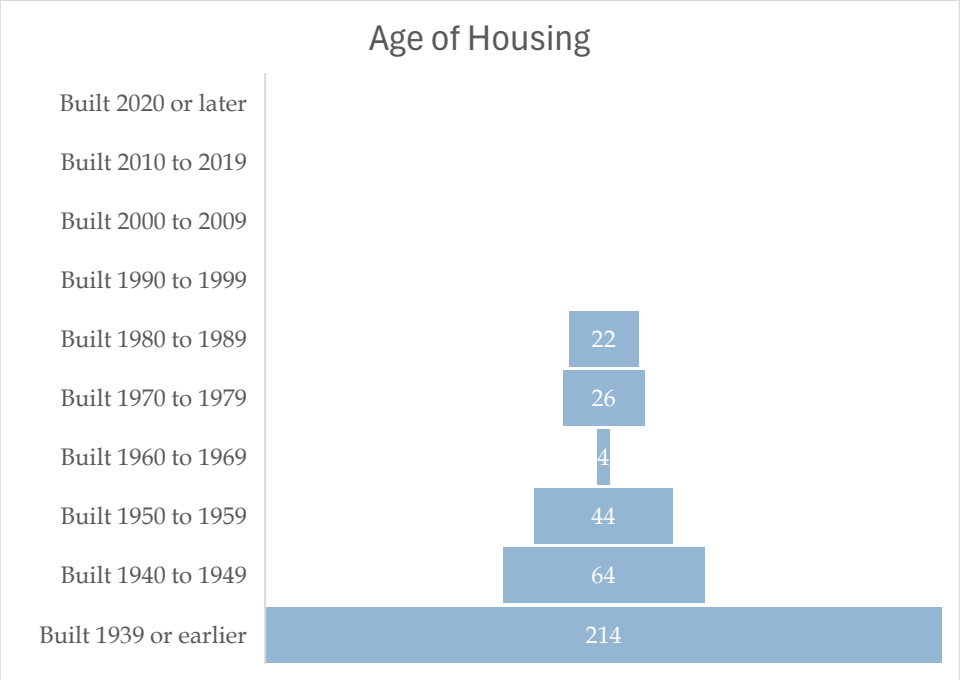
Table 3: Transportation Mode for Commuting



Housing

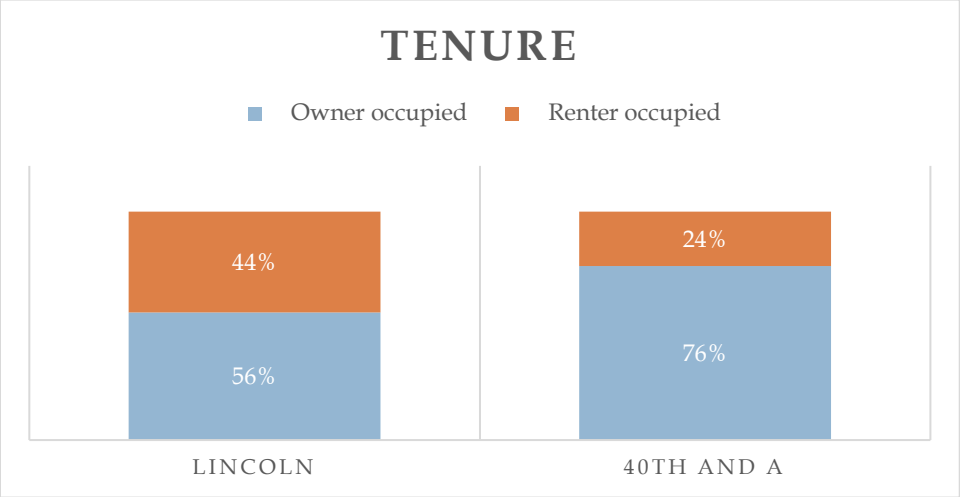
Much of the housing within the focus area was built prior to 1939, making much of the housing stock nearly 100 years old. A small portion was built in the postwar period with very little construction between 1960 and 1990 and none built since.

Table 4: Age of Housing



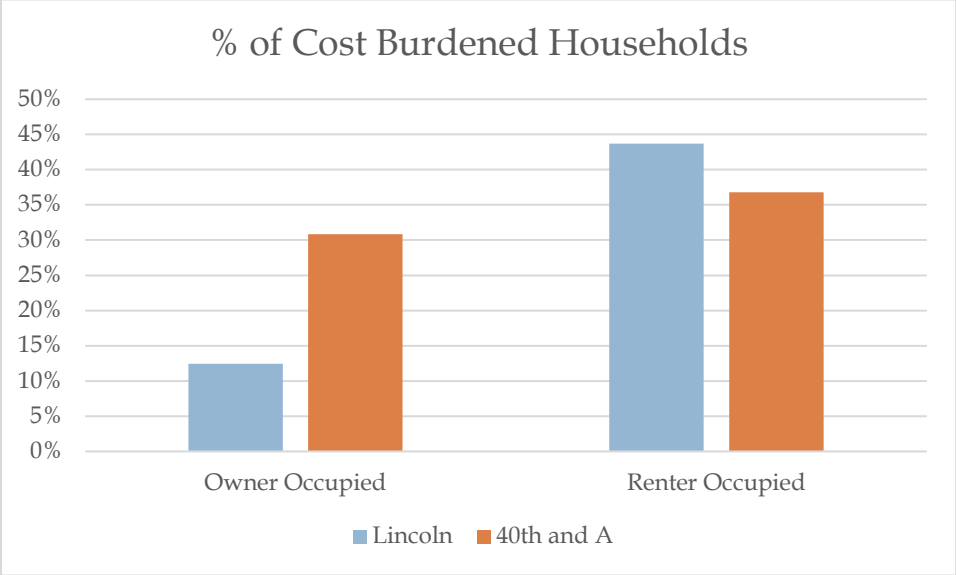
The ownership rate in the neighborhood is much higher than the city as a whole. About 76% of households are owner-occupied while only 24% are renter-occupied compared with only 56% owner occupied citywide.

Table 5: Housing Tenure



Housing cost burden is a measure of how much of a households income is spent on housing. Generally, spending more than 30% of household income on housing is considered cost burdened. In the focus area, more renter-occupied households are cost burdened (36%) compared to just over 30% of owner-occupied households.

Table 7: Housing Cost Burden



Financial Characteristics

Median household income in the focus area is $66,042, slightly less than the city median of $69,991. Less than 15% of the households make less than $45,000 annually, with most making more than $60,000 a year as shown in Table 8.

Table 8: Median Household Income

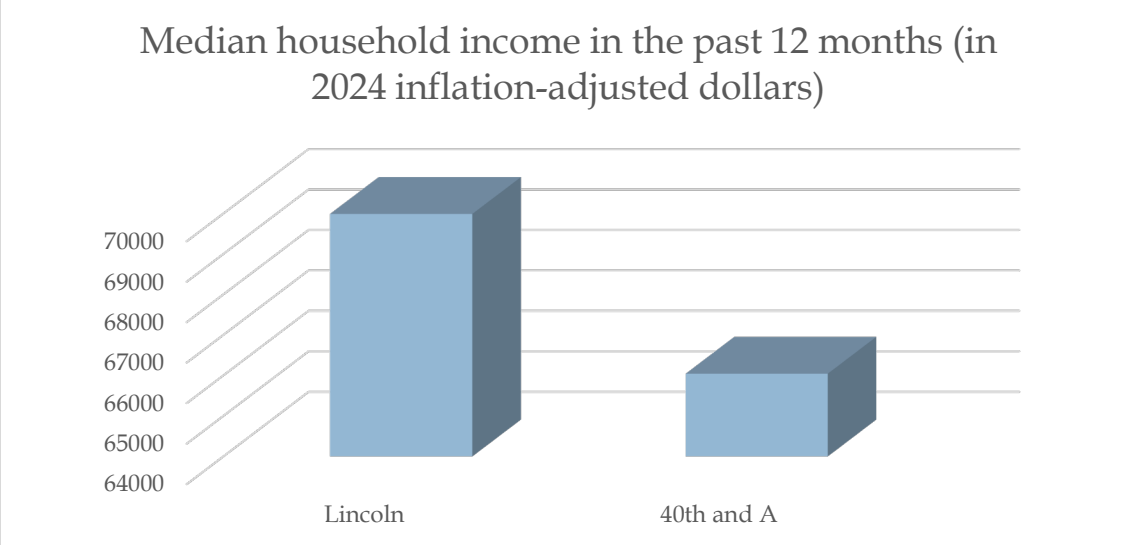
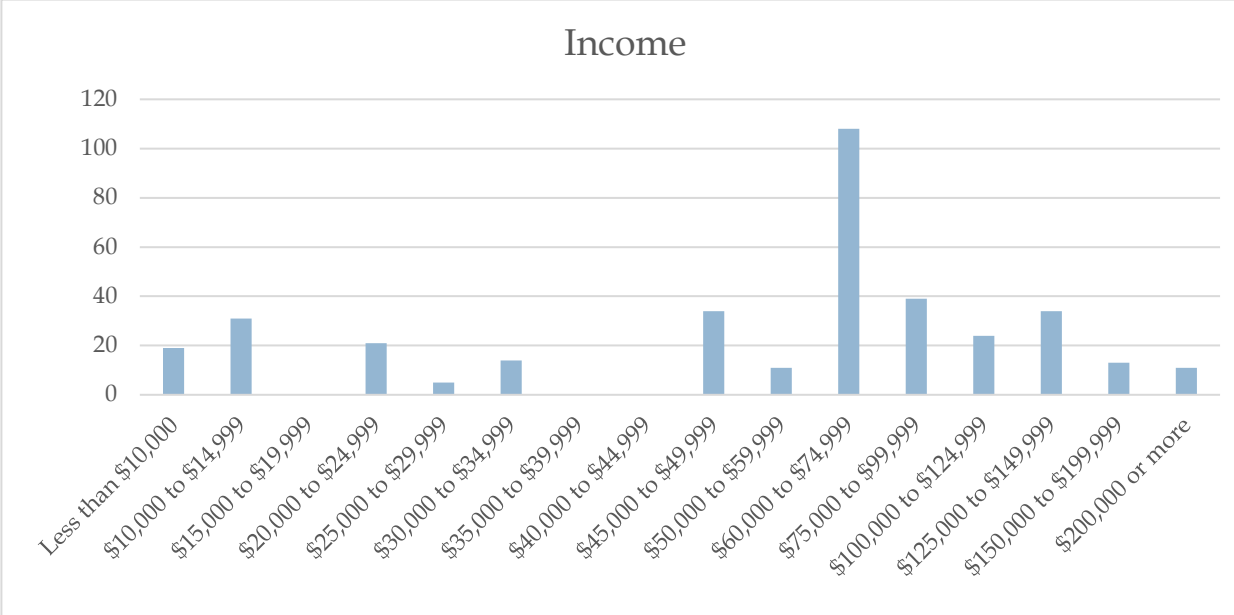


Table 9: Income



In addition to household income, poverty rates remain low in the focus area and aligned with citywide trends. Just over 12% of households are living below the poverty level between the ages of 18 and 64. That number drops to just over 8% for households over the age of 65 which is expected given the relatively low percentage of households in this age cohort. When factoring in race (Table 10) it shows a starker picture as minority households comprise a larger percentage of households living in poverty than white alone households. The poverty data is reflective of the entire Census Tract 15 and not just the focus area given available data.

Table 10: Poverty Rate by Age

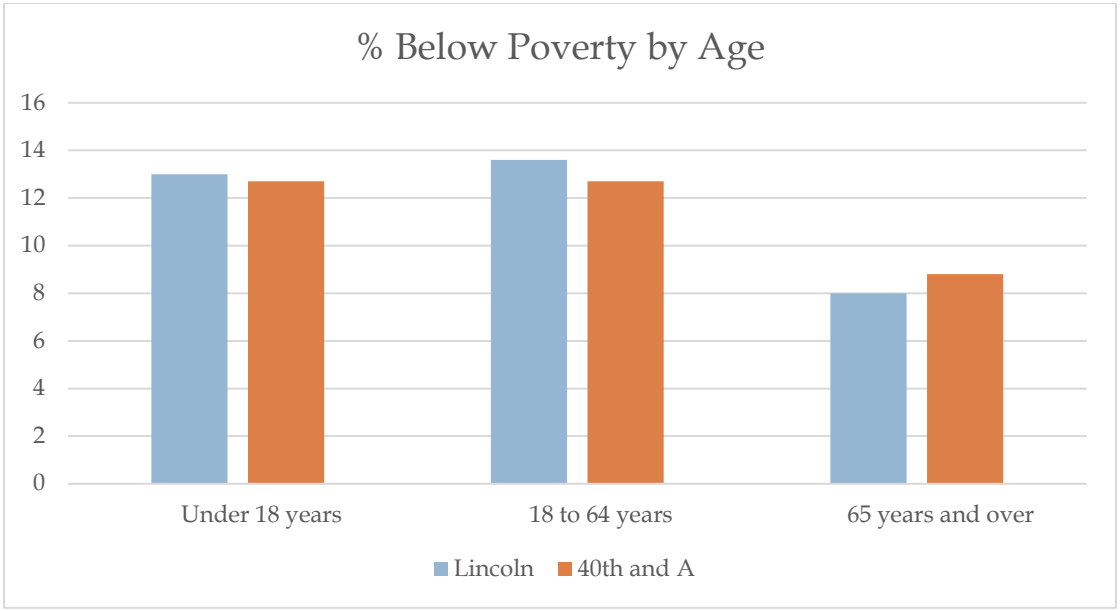
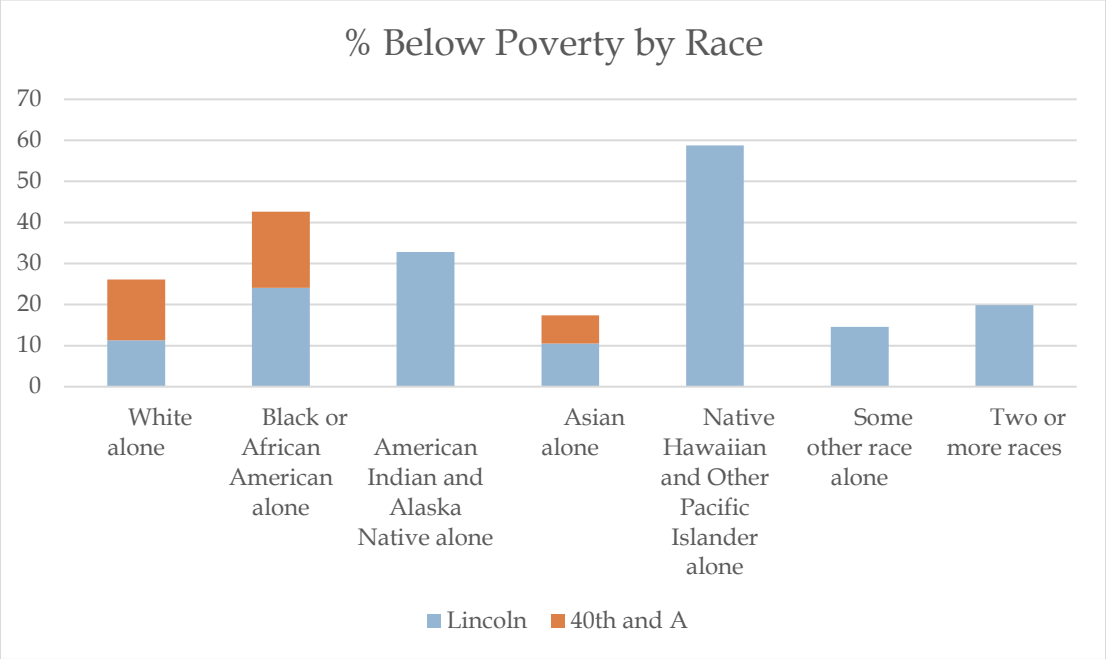


Table 11: Poverty Rate by Race





SAFE STREETS LINCOLN
Vision Zero Action Plan

Related City Plans

Comprehensive Plan

PlanForward, Lincoln's long-range vision for the city, recommends "preserving existing housing for owners and renters and a mix of supporting uses should remain the focus in established neighborhoods, with modest opportunities for infill and redevelopment." There are 24 goals within the Existing Neighborhoods policy to support the commitment to strong, diverse, and complete neighborhoods. A few key action steps include:

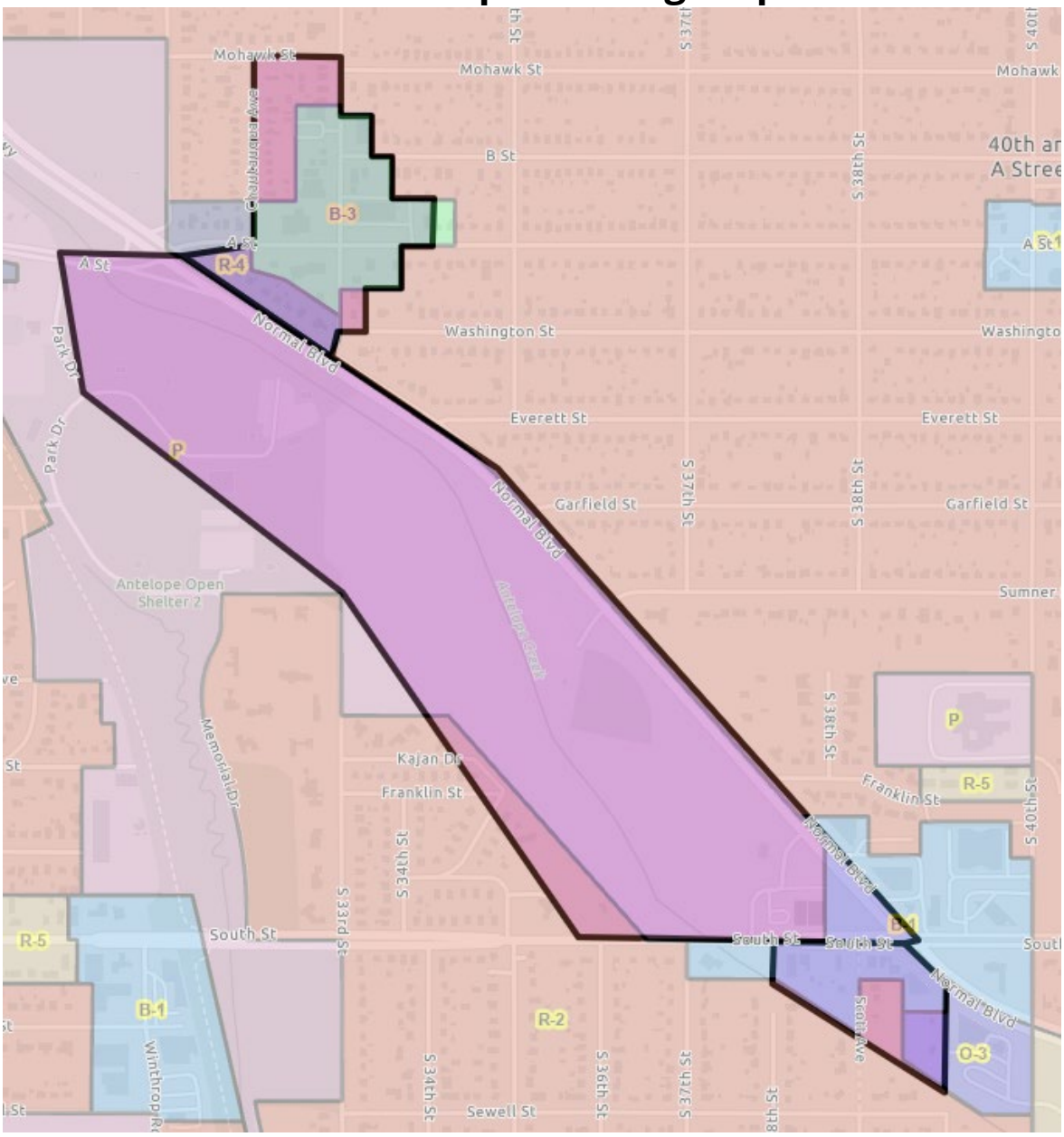
- Promote the preservation, maintenance, and renovation of existing housing and supporting neighborhood uses throughout the City, with special emphasis on low and moderate income neighborhoods.
- Maintain and enhance infrastructure and services, commensurate with needs, in existing neighborhoods.
- Preserve, protect and promote the character and unique features of urban neighborhoods, including their historical and architectural elements.
- Promote neighborhood and community design that supports healthy and active lifestyles.

Additionally, the plan calls out nodes as the foundation of a great neighborhood by providing services and retail goods oriented to the residents in and adjacent to the development, with significant pedestrian orientation and access. An applicable action item is "continue utilizing TIF, and evaluate other incentives, to promote high-quality development in targeted areas."

Last, supporting small business is identified as important to the local economy with several action items to directly support small businesses by providing resources and updating policies and ordinances.

The land use designation for the 40th and A Focus Area is primarily commercial at the two nodes, green space along Antelope Park, and a small portion of residential-urban density surrounding the commercial nodes.

Map 2: Zoning Map



The focus area is primarily zoned R-2 Residential, a low-density residential district. A recent Planned Unit Development was approved for the business district at 33rd and A Streets to allow flexibility in the redevelopment of this commercial node. The homes to the southwest of this district along Normal Boulevard are zoned R-4 Residential which allows for higher density residential. The other small area of high density residential is along Franklin Street west of 40th Street. The commercial district at 40th and South Streets is primarily B-1 Local Business district with a small area zoned O-3 Office Park at 40th and Normal Boulevard.

Vision Zero Action Plan

The High Injury Network (HIN) is a mapping tool designed to identify street segments where a disproportionately high number of fatal and injury traffic crashes occur. The HIN considers all injury crashes that occurred midblock or are not intersection-related. Crashes are weighted based on severity: fatal crashes (K) are assigned 15 points, suspected serious injury crashes (A) 15 points, suspected minor injury crashes (B) 1 point, and possible injury crashes (C) 1 point. The HIN highlights the top 8.6% of centerline roadway miles, which account for 72.3% of all Killed and Serious Injured (KSI) crashes. Tier 1 of the HIN is the top 10% of roadway segments in the HIN by injury score.

- The corridor along Normal Blvd from 33rd to 40th is part of the Tier 2 Injury network, but is not on the pedestrian and bicyclist high injury network.

Like the HIN, High Injury Intersections (HII) are a mapping tool aimed at identifying the intersections where a disproportionately high number of fatal and injury traffic crashes occur. Similar to the HIN, the HII uses an injury score based on crash severity while only examining intersection-related crashes: fatal crashes (K) are assigned 15 points, suspected serious injury crashes (A) 15 points, suspected minor injury crashes (B) 1 point, and possible injury crashes (C) 1 point.

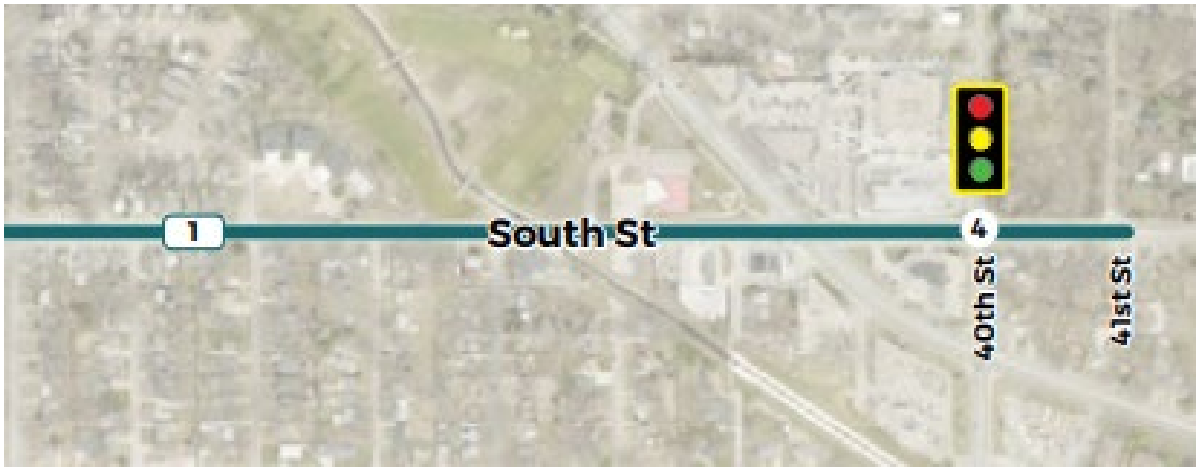
- The 40th and Normal and 40th and South Street intersections are part of the Tier 2 Injury Intersections

The High Risk Network (HRN) is a mapping tool aimed at identifying the street segments with a higher potential for fatal and injury traffic crashes to occur. While some streets in the HRN are included in the HIN, the HRN (unlike the HIN, which is based on crash history), is developed using risk factors such as roadway type, traffic volumes, posted speed, number of lanes, truck and bus routes, and the presence of vulnerable road users that indicate an elevated crash risk.

- The corridor along Normal Blvd from 33rd to 40th is part of the Tier 2 risk network.

One project in the corridor is proposed in the plan:

- Reconfigure South Street from 4 to 3 lanes (1)
- Systemic traffic signal modifications at 40th Street (4)



Mobility Plan

The Lincoln Mobility Plan (LMP) provides a unified vision for improving how people move throughout the city by enhancing existing transportation facilities and guiding the development of new ones.

There are no planned bike infrastructure projects in this corridor, however the existing Billy Wolff Trail runs along Normal Boulevard and crosses at the 40th Street intersection. While not in the mobility plan, there is potential to make this crossing feel safer and better for users.

Mobility Nodes

Mobility nodes are inherently a collection of infrastructure elements that help to bridge the gaps between multiple modes of transportation and enhance the user experience. Each node type is intended to include a certain base level of infrastructure elements, while additional elements may be added as enhancements in locations where it is deemed necessary and supported by available resources. An Intermodal Mobility Hub is proposed at 33rd and A Streets.

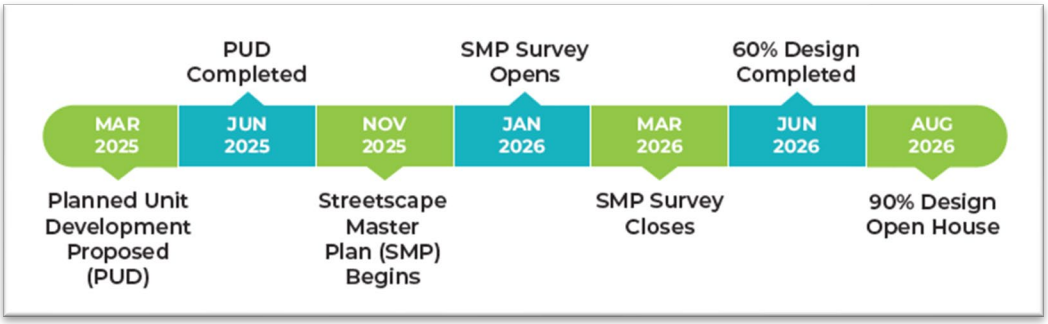


Neighborhood Engagement

Work in District 33 started in March 2025 with the submission of the Planned Unit Development. This was followed in November 2025 by the start of the Streetscape Master Plan process. The Focus Area Plan began in January 2026 which includes District 33 work, but also included the 40th and South Street commercial district area. The District 33 Streetscape work was driven by an advisory board comprised of 24 members, including business owners, Neighborhood Association representatives, property owners, advocates, and residents of the 40th & A, Woods Park, and Witherbee neighborhoods.
The opportunities for public feedback included:

- January 22, 2026: Stakeholder Meeting #1 and Project Kick Off
- April 23, 2026: Presentation to the District 33 Business Group on the Focus Area Plan
- May 7, 2026: District 33 Design Workshop
- June 25, 2026: Neighborhood Association Presentation on Focus Area Process
- August 20, 2026: Public Open House on design concepts for each commercial district

During the August open house, approximately 50 people attended and provided comments on the proposed designs. Feedback was largely positive. Attached in the Appendix are two reports, one for each district, that summarize the proposed designs.





Focus Area Strategies

Following the final open house for the two commercial districts, action items were identified for each area. The District 33 project was more in depth than the 40th and South Street work, therefore the action items for the former are listed by goal with short- and long-term designations in the attached report. The action items for the 40th and South Street district are listed below.

Action Item	Timeframe	Lead
Normal Blvd boulevard trees and landscaping	3-5 years	Parks/UDD
Normal Blvd access drive closures	5-10 years	UDD/LTU
Build sidewalks on the east side of 40th Street north of South Street where missing	5-10 years	LTU
South Street lane reconfiguration (4 to 3 conversion)	10-15 years	LTU
Reroute Billy Wolff Trail crossing down Scott Avenue along the creek to cross 40th Street south of Normal Blvd intersection	10-15 Years (to be studied when bridge repair project is initiated)	Parks/UDD
Sources of funding that could be used for these projects include, but are not limited to, tax increment financing, federal funds, or grants as they arise.		

Appendix A: 40th and South Street Concepts

LINCOLN

40TH & SOUTH STREET

Streetscape Improvement Ideas

OVERVIEW

As part of the Focus Area Plan process, streetscape improvements were identified for the area around 40th and South Streets. The proposed improvements aim to identify near- and long-term projects and future funding to improve pedestrian safety and comfort, along with increasing amenities such as trees, landscaping, public art, and seating.

Initial design concepts for the priority intersections and corridors include:

- Plant more street trees (in coordination with property owners).
- Move sidewalks away from the street when possible (dependent on available right-of-way).
- Reroute the Billy Wolff trail connection from the 40th Street intersection to the south in conjunction with the future bridge replacement project if feasible.
- Reduce conflict points between drivers, pedestrians, and cyclists by removing redundant or unneeded driveway access points.
- Add placemaking elements such as public art displays at key locations.

The proposed design in *Figure 2* reduces South Street from five lanes to three lanes, with a center turn lane, between Scott Avenue and 41st Street. This will create additional green space to buffer pedestrians from vehicle traffic. A traffic study is needed to determine if the reduction in traffic lanes is feasible.

Proposed improvements along Normal Boulevard (*Figure 3*) also include the construction of green space buffering. These buffer spaces could include landscaping and public art installations.

During the August open house, approximately **50 participants** attended and provided comments on the proposed designs. Overall, positive feedback was received on the potential improvements along this corridor.

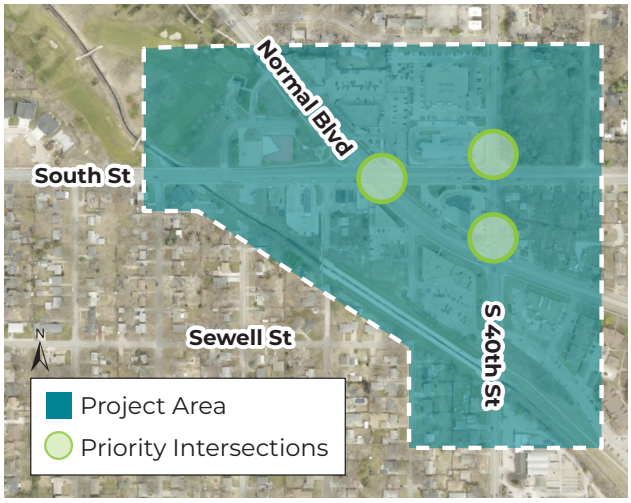


Figure 1: Project Area



Figure 2: Concept image looking west on South Street

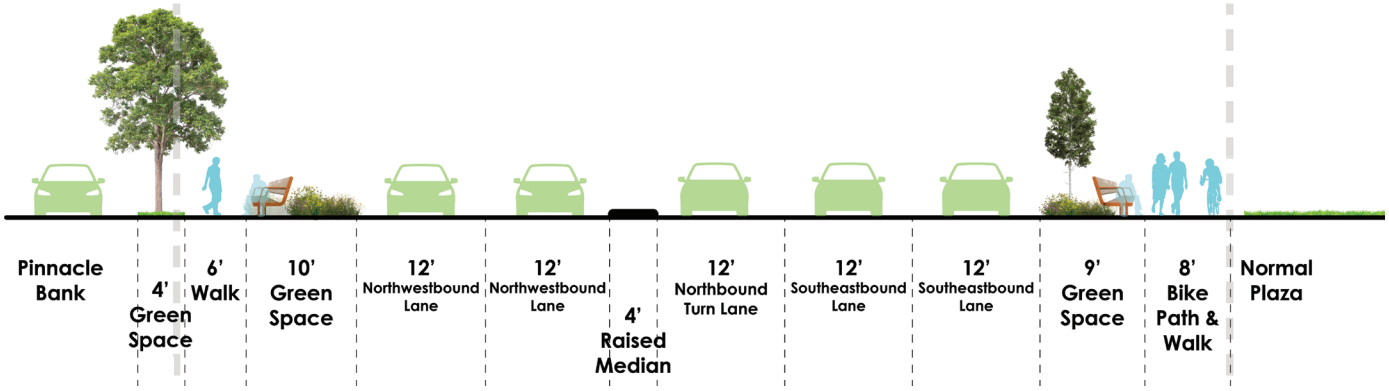


Figure 3: Concept image looking southwest on Normal Blvd

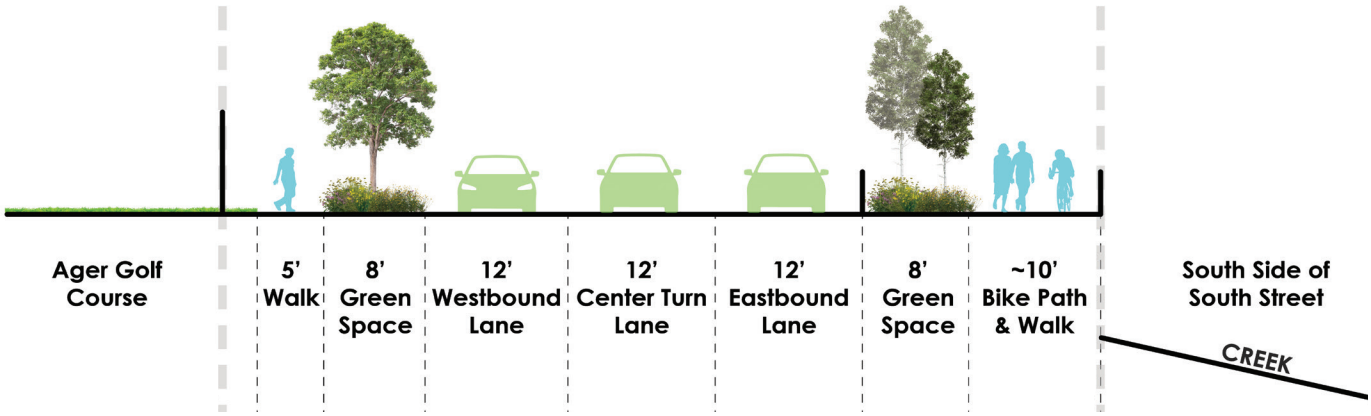
CONTACT

Contact **Stephanie Rouse** in the Urban Development Department at **slrouse@lincoln.ne.gov** for more information about this project.

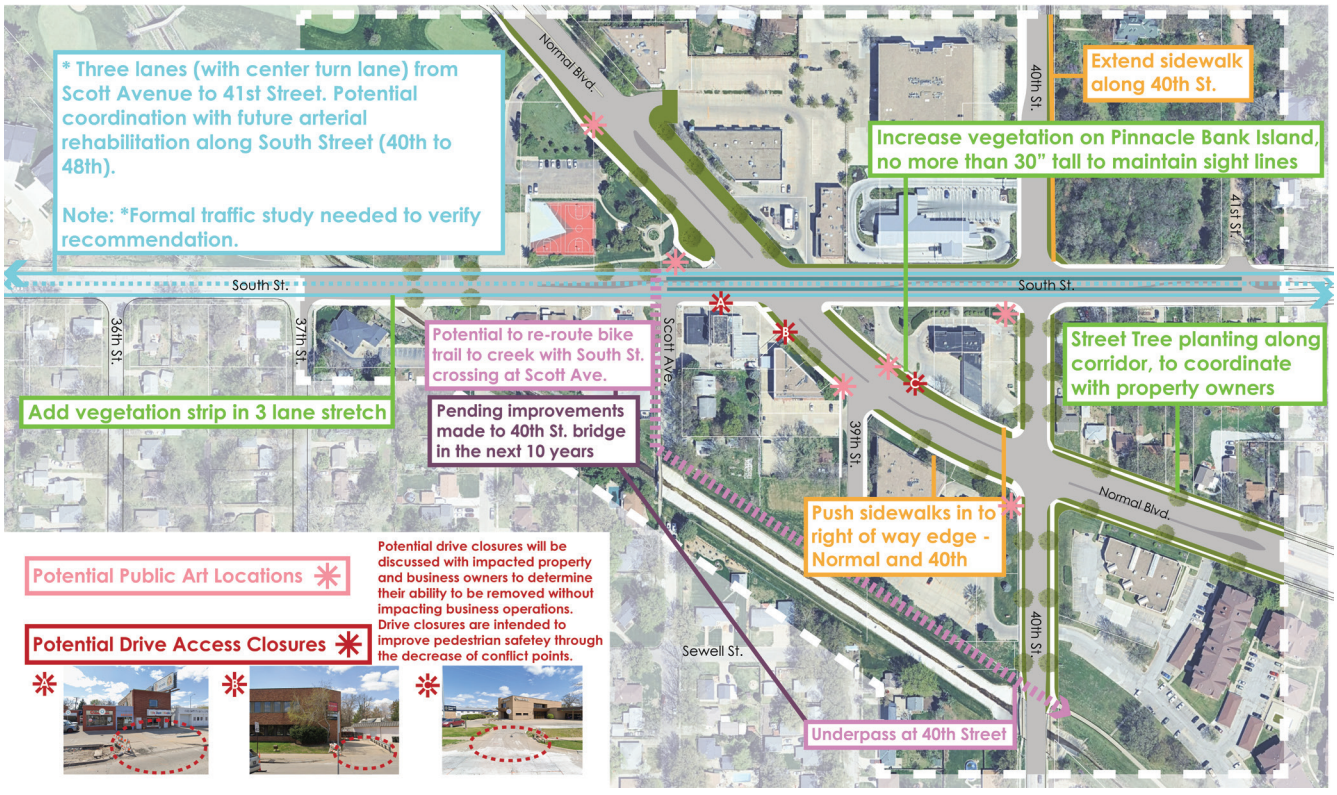
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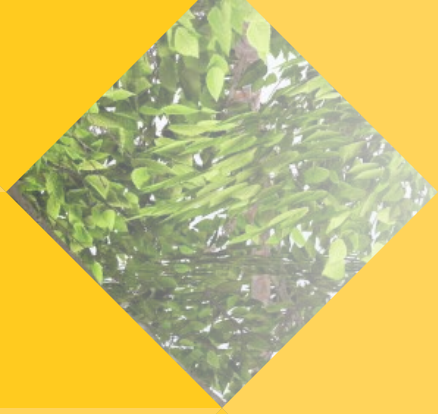
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STREETSCAPE CONCEPT



Appendix B: District 33 Streetscape Master Plan











LINCOLN

DISTRICT 33

STREETSCAPE MASTER PLAN

SEPTEMBER 2026

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EXECUTIVE SUMMARY



The commercial corridor located at the intersection of 33rd Street & A Street, referred to as **District 33**, became a Planned Unit Development (PUD) District in 2025 through local zoning changes to allow for more flexibility in future development and revitalization of the area. The District 33 Streetscape Master Plan was developed to provide a clear framework for revitalization of the existing business district in Lincoln, Nebraska. Key goals for this project were to identify ways to enhance the sense of community and identity of the neighborhood while also creating a cohesive space with new streetscape amenities and safer pedestrian spaces.

A group of stakeholders, referred to as the project Champions, led the planning process for the **District 33 Streetscape Master Plan**. Property and business owners, neighborhood associations, and active community members participated in facilitated discussions and activities to share what this area means to them, where it could be headed, and how they want to get there. The public was also asked to help guide plan recommendations through participation in a public survey and an open house meeting.

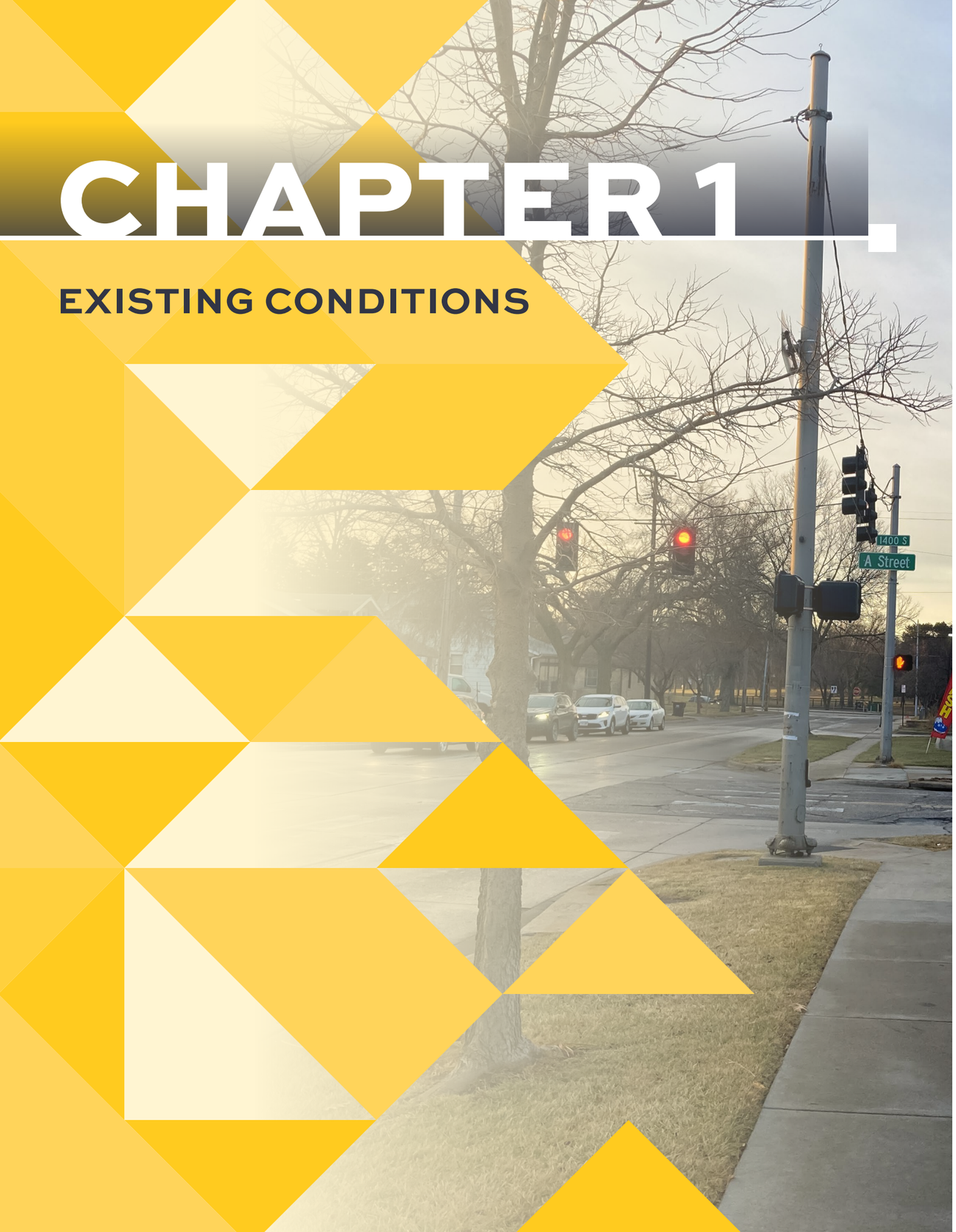
Through engagement with project Champions and community members, the team developed the overall vision for District 33. This Plan aims to create a neighborly, community-centered, and active area that highlights its historic and natural surroundings while creating comfortable gathering spaces. The plan is organized around five goals: strengthening the District's identity and character, improving pedestrian safety and comfort, supporting placemaking and community events, upgrading infrastructure to meet current and future needs, and continuing coordinated implementation efforts.

Recommended strategies include **branding and public art, enhanced seating and green space, improved pedestrian crossings and sidewalks, traffic-calming measures, parking and roadway upgrades, and ongoing coordination among the City of Lincoln, local businesses, and community partners.** Together, these actions provide a phased path for transforming District 33 into a safer, more distinctive, and vibrant neighborhood destination. Final design concepts were presented at an open house meeting in August 2026. Feedback from the public was collected at this meeting and is reflected in the final plan recommendations.

The Implementation and Funding chapter of this Plan also identifies local, statewide, and federal funding opportunities for streetscape improvements along with a commitment to continue pursuing opportunities to accomplish the Plan's goals and actions.

CHAPTER 1

EXISTING CONDITIONS



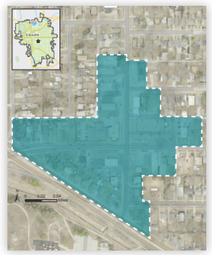
Background & Historical Context

The area now known as District 33 has been a Lincoln, Nebraska, commercial district supporting small businesses for nearly a century. The area began as a streetcar stop on the line from Lincoln towards the community that was once called Normal, Nebraska. The streetcar and nearby park were both major drivers for development in the area. As Lincoln grew, so did this area, and by 1955, most of its original homes were constructed. More changes came following World War II and the advent of the automobile. Eventually the streetcar service tapered off and a new focus on individual vehicle use became the primary driver of infrastructure improvements in the area. However, over decades of change and growth, the original commercial district experienced stagnation and even some properties sitting vacant or poorly maintained for extended periods of time.

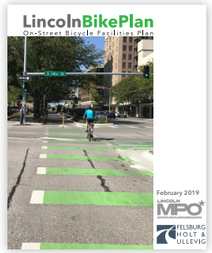
In more recent years, there has been renewed interest and reinvestment in the area from the City and the local business community. Part of this reinvestment effort resulted in the development of a Planned Unit Development (PUD) district within the study area. A PUD essentially grants special zoning application within a designated area to help support mixed use development. This plan and its recommendations are a direct result of the momentum created from the PUD and more recent reinvestment.

Previous Studies

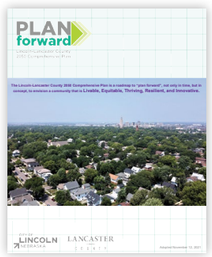
The City of Lincoln and Lancaster County have multiple plans and studies with relevancy to positive growth and development of this area. As part of this project, the study team reviewed these documents to better understand previous planning efforts and goals that were established and are still applicable to District 33.



Normal Boulevard Redevelopment Area Blight Study - A blight study was conducted for the area known as the Normal Boulevard Redevelopment Area which includes District 33 and the intersection of 33rd and A Street. This creates opportunity for redevelopment and special financing support for reinvestment projects located within the designated area.



Lincoln Bike Plan (2019) – The Lincoln Bike Plan details opportunities for improved bicycle infrastructure throughout Lincoln. This plan identifies on- and off-street bike networks in coordination with the City's current trail network. Improvement projects near the planning area include proposed shared lanes along with intersection enhancements near Normal Boulevard and A Street.



PlanForward 2050 Comprehensive Plan Update (2021) – The Lincoln/Lancaster MPO's comprehensive plan illustrates the area's vision for future development until 2050. This master plan will coordinate with the vision and goals identified in the comprehensive plan to ensure consistency throughout all planning efforts.

Several areas of the **Plan Forward Lincoln-Lancaster County Comprehensive Plan** align with the redevelopment of District 33. Relevant goals, elements, and policies from the comprehensive plan that relate to this project include:

Goals

Goal 2: Complete Neighborhoods – Lincoln and Lancaster County will support complete neighborhoods within both developing and redeveloping areas of Lincoln.

Goal 4: Economic Opportunity – Lincoln and Lancaster County will have high-quality jobs in an economic environment that supports business creation, innovation, and expansion.

Goal 13: Community Appearance – Lincoln and Lancaster County will have a high-quality physical environment that creates a strong sense of place and community pride.

Elements

Element 1: Complete Neighborhoods and Housing – This element discusses the desired pattern of development in newer and older neighborhoods and strategies for meeting future housing demand.

Element 2: Infill and Redevelopment – This element describes the strategy for mixed-use infill and redevelopment that strives for compatibility with surroundings while accomplishing various principles of the Plan.

Policies

Policy 2: Existing Neighborhoods – Maintain a commitment to strong, diverse, and complete neighborhoods.

Policy 6: Nodes and Corridors – Facilitate the redevelopment of prioritized Nodes and Corridors to create high-quality mobility-focused neighborhoods. Focus efforts on supporting additional jobs and residential development, including a variety of housing types and price points.

Policy 36: Public Art – Public art is an important means by which the community can strengthen its sense of place and promote a positive image.

Policy 39: Community Space – Enhance existing community gathering spaces and look for opportunities for new gathering spaces.



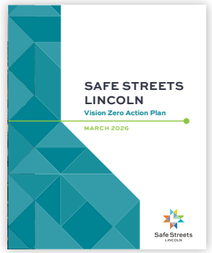
2050 Lincoln/Lancaster Long Range Transportation Plan (LRTP) Update (2021) – This plan establishes a blueprint for investment in the regional transportation system. A project identified during the LRTP planning process was the removal of the existing traffic signal and construction of a mini roundabout at the intersection of 33rd and D Streets. There were also indications that the planning area has a high to very high bike demand and will likely see an increase in daily traffic and congestion levels over the years.

The LRTP lists policies and action steps as guides to further the vision laid out in the plan. These policies and action steps also support the comprehensive plan. Below are policies and action steps that correspond with the goals of the District 33 project:

Policy	Action Steps
Plan, design, build, and maintain streets to provide travel mode choice and to accommodate people of all ages and abilities.	(7) Plan, design, build, and maintain streets to provide travel mode choice and to accommodate people of all ages and abilities.
Integrate land use and transportation decisions to ensure transportation infrastructure can support travel demands associated with growth.	(1) Increase multimodal connections within and between all neighborhoods and commercial centers. (2) Support infill development by providing high-quality transit service to attract riders who would select transit over driving (often called “Choice Riders”).
Manage an efficient and reliable multimodal transportation network.	(2) Encourage infill and mixed-use development that aligns with the PlanForward growth Scenario. (5) Improve the safety of existing bicycle and pedestrian facilities.
Foster economic health through transportation investments that improve access to education, employment, and services and reduce transportation costs.	(4) Provide well-maintained infrastructure for all modes of transportation that support existing businesses and services inside the city. (5) Encourage redevelopment that adds a mix of uses that diversify the economic potential and access to jobs within neighborhoods.
Improve the safety and connectivity of the pedestrian environment to encourage walking and the use of mobility aids as a mode of transportation.	(1) Continue to require all new development to abide by design standards for sidewalk alignment and cross-sections when constructing sidewalks and intersections for all street improvements. (2) Require or direct the repair of existing sidewalk sections that have become unsafe for walking or use of mobility devices. (3) Coordinate sidewalk and intersection safety improvements into roadway projects.
Recognize the role of Mobility as a Service provider to help address mobility needs and transportation inequities.	(2) Provide safe, accessible, and well-connected on-street infrastructure for shared mobility devices to use.
Strive to reduce transportation-related deaths and injuries, especially for vulnerable users (pedestrians, bicyclists, motorcycle users, the elderly, youth, and individuals with disabilities).	(1) Prioritize the protection of vulnerable users such as bicyclists and pedestrians.
Optimize the maintenance of transportation infrastructure through data-driven asset management.	(2) Advance system preservation (e.g., filling potholes, repairs and crack sealing) to extend the lifecycle cost of existing streets and program rehabilitation of major and residential streets annually with priority for resolving deferred maintenance equitably throughout the community. (4) Continue annual programming for the sidewalk replacement and rehabilitation program to meet the safety, access, and connectivity needs of residents within the city.



Lincoln Transit Development Plan (2022) – The Lincoln Transit Development Plan highlights the current conditions and performance of the City's bus system (StarTran) and recommends service and capital improvements. Results of the plan will be used to implement short- and long-term improvements to StarTran's operations. Bus Route 54 runs east-west on A Street, with two stops near the 33rd Street intersection. Ridership on this bus route is lower compared to other routes. The bus route has a high on-time performance rating, and minor recommendations for adjusting the schedule to better reflect running times.



Safe Streets Lincoln Vision Zero Action Plan (2026) – The Safe Streets Lincoln Vision Zero Action Plan is a data-driven and community-informed document to reduce serious injury and fatal crashes in the city. Roadway and pedestrian safety strategies are included for implementation to reach the city's goal of zero traffic fatalities and serious injuries in the future.

Lincoln on the Move – This multi-phased effort by the City identifies various street improvement projects. The 40th and A Neighborhood Street Improvements were completed in 2021, with improvements along B Street from 33rd to 40th, 39th Street from "D" to Randolph, 38th Street from "E" to "F", and "E" Street from 38th to 39th.

City of Lincoln Projects

Current projects throughout the city have been reviewed to ensure there are coordinated efforts made and that impacts are minimized when implementing streetscape projects in District 33. Intensive programs such as the lead service line replacement program and utility projects are included on the City website. At the time this plan is being developed, no major infrastructure projects are planned for the District in the near future. If a project is proposed, the Planning Department can work with other City Departments to determine if efforts can be coordinated to prevent excessive impacts.

Study Area

The study area (*Figure 1*) is located within the urban core of Lincoln. It is generally centered on the intersection of 33rd Street & A Street and bounded by the alley half a block north of B Street, 32nd Street to the west, half a block east of 33rd Street, and Normal Boulevard to the south/southwest. It encompasses businesses and homes along A Street & 33rd Street, as well as portions of the Woods Park Neighborhood and the 40th & A Neighborhood.

Most of the land use in this commercial district has recently been converted to a PUD, consisting of residential and commercial uses with a nearby public land use designation for parks and recreation.

Stakeholders from the project Champions kick-off meeting held in January 2026 have expressed that this area is very walkable and has a special vibrancy compared to other areas in Lincoln.

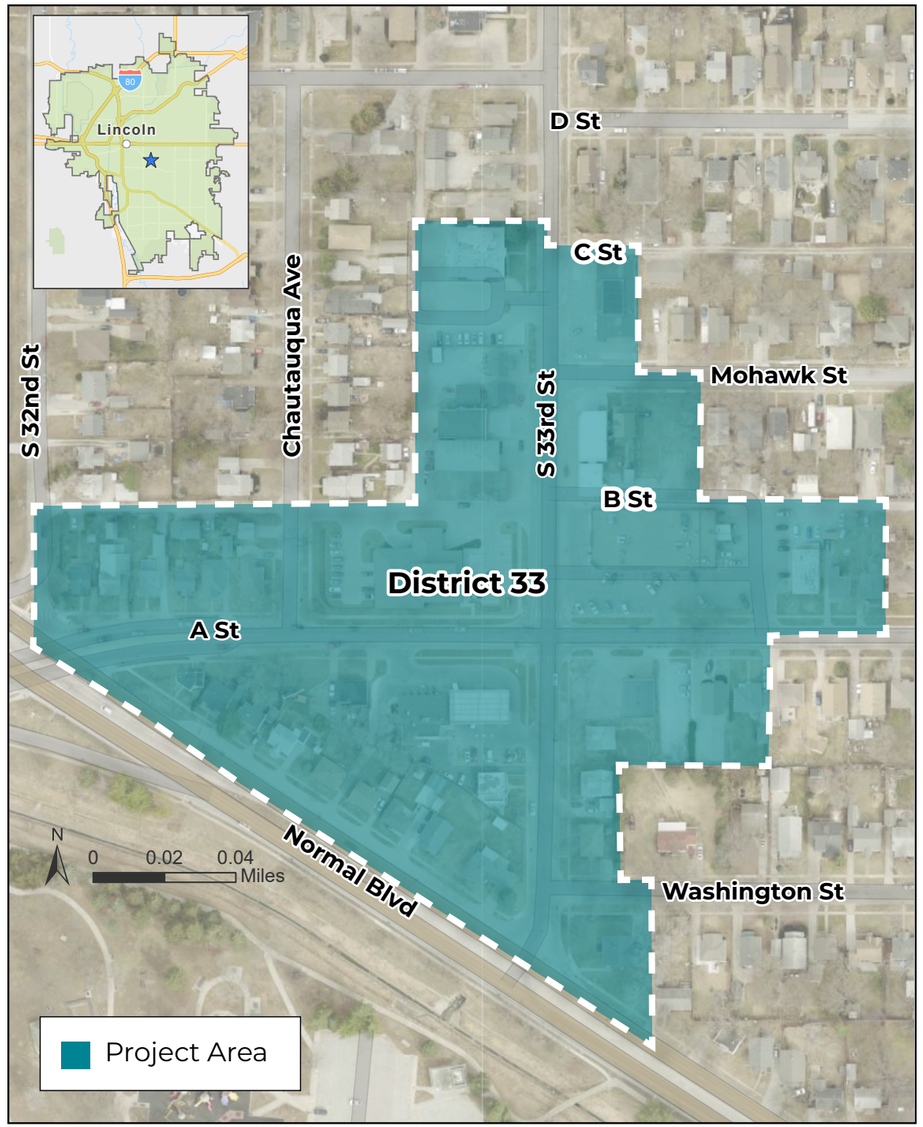


Figure 1: Study Area Map

Street lighting and pedestrian furniture can enhance human-centered design and make a space feel more walkable. *Figure 2* shows the location of existing light fixtures, bike racks, benches, and other infrastructure within the study area.

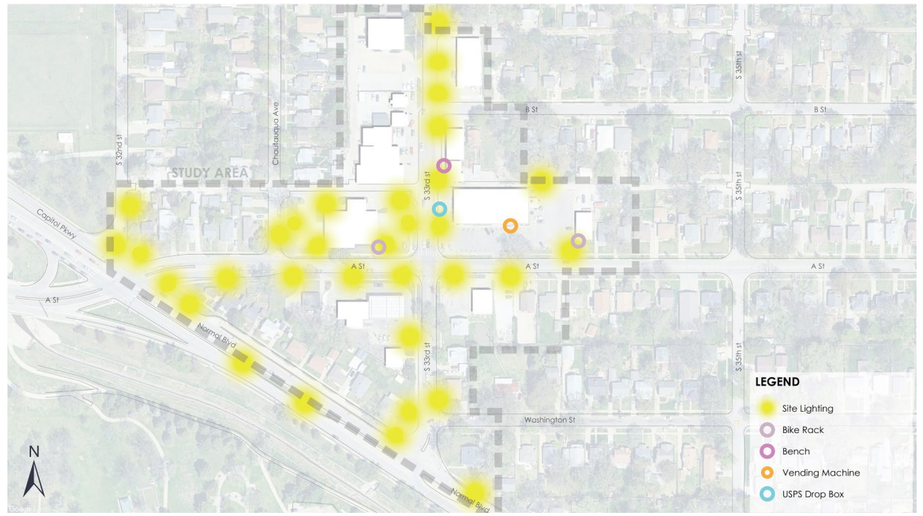


Figure 2: District Assets Map

Another asset the project Champions mentioned included the need for additional signage or wayfinding. Public art and a District 33 welcome sign are present in the study area, as shown in *Figure 3* and *Figure 4*, but more signage or markings throughout the District could further distinguish the space.



Figure 3: Fox Mural in District 33



Figure 4: District 33 Welcome Sign

During the project Champions kick-off meeting, stakeholders raised concerns about the lack of greenery and tree shade in the commercial core. *Figure 5* illustrates a lack of tree coverage along 33rd Street in the District. Most of the tree concentration is within the neighborhood and green space areas. There is a higher concentration of trees at Antelope Park and along the Billy Wolff Trail in the southwestern area of the map. Most of the trees in the study area are fairly mature and native.

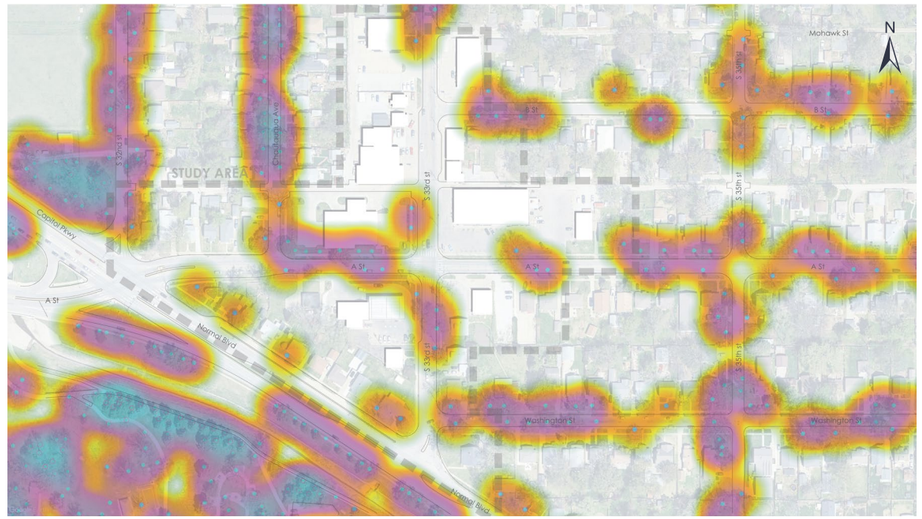


Figure 5: Street Trees Map

Nearby Neighborhoods

Local neighborhood associations are made up of neighbors who work towards making their area a quality place to live. As depicted in *Figure 6*, District 33 includes portions of two neighborhoods and is located close to eight additional established neighborhoods.

Representatives of the associations were contacted as part of this project's community engagement process. Their feedback on existing conditions and potential improvements was captured at multiple points throughout the planning process, including a survey open to participants from January to March 2026.

Additionally, the Witherbee Neighborhood Association publishes its own newsletter (Witherbee Buzz) to residents, with around 1,800 addresses on its mailing list. Coordinated outreach efforts with this neighborhood association were made during this project.

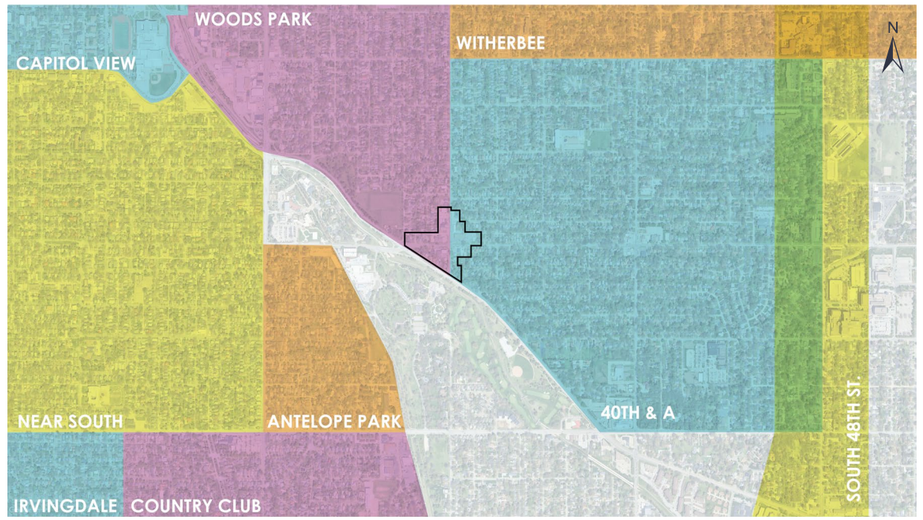


Figure 6: Neighborhood Association Map

Commercial Use and Businesses

District 33 has multiple businesses within its boundaries, which provide the surrounding neighborhoods with close access to goods and services. During the development of this Plan, the businesses in the study area included:

- A Street Market
- Carbon Coffee
- Casa Property Management
- Cleanest by Farr
- Curio
- Fishers Beauty and Barber Parlor
- Goodfolk Tattoo
- Larkspur Upholstery Studio
- Little Mountain Print Shoppe
- MembersOwn Credit Union
- Mingalar Asian Market
- Moran's Liquor Store
- Phillips 66

Figure 7 provides an aerial view of the study area with businesses referenced by their commercial type, ranging from grocery/food services, office, and retail. Additionally, this map provides a view of land uses surrounding the commercial district, as well as existing public art displays.

Additional businesses are located near the planning area, including within surrounding neighborhoods and homes. Properties with both residential and commercial uses were also included in outreach if they fell within the identified outreach area.

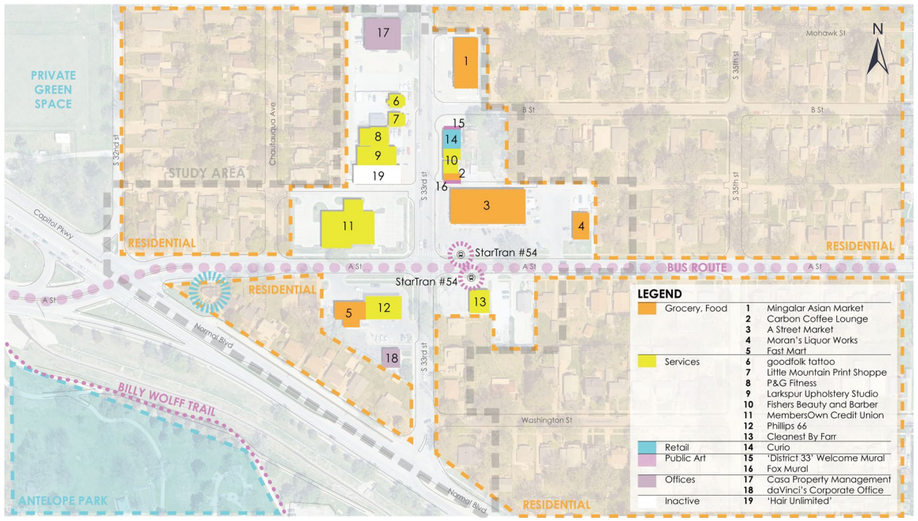


Figure 7: Commercial Area and Businesses Map

Parks and Green Spaces

Parks and green spaces offer a range of benefits for a community. Easy access to these areas can provide residents with a place to improve their physical and mental health and enhance their overall quality of life. *Figure 8* identifies key parks and green spaces within a mile (or less than a 30-minute walk) of District 33. Some areas can be accessed using Lincoln's trail system.

- **American Legion Park** is one mile northwest of the District. At a little over an acre of land, this neighborhood park has a playground set with padded ground, benches, covered picnic tables, and a drinking fountain. Tree coverage throughout the park offers adequate shade in the summer.
- **Antelope Park** is a half-mile south of the District. The park covers 31 acres and includes playground facilities, public gardens, rental spaces, art installations, a ballpark, and a golf course. Lincoln's Rock Island Trail runs along Antelope Park.
- **Elks Field** is 0.4 miles southeast of the District and is one of Lincoln's Gold Level Ballfields. The ballfield is located along the Billy Wolff Trail.
- **Jim Ager Memorial Golf Course** is 0.6 miles south of Elks Ballfield. This public nine-hole, par-3 golf course is family-friendly, offering opportunities for youth and adults. The golf course has a shop where people can rent equipment, a lounge, and a snack shop.
- **Lincoln's Sunken Gardens** was originally a neighborhood dumpsite but was converted to a nationally recognized garden after renovations took place in the 1930s. This 1.5-acre green space is located one mile northwest of the study area and features accessible parking, benches, a drinking fountain, and public art. Natural elements include flower gardens, pollinator habitats, and water features.
- **Woods Park** is located one mile north of the District. This is a community park that is about 47 acres, with flower gardens, a fitness park, a swimming pool, and sports courts.

Additional Community Park Spaces

» **Lincoln Children's Zoo** is a privately-owned attraction half a mile west of the study area. The zoo is open to the public for an admission fee and features hundreds of animals, including opportunities for closer interaction with select animals at Zoofari stations.

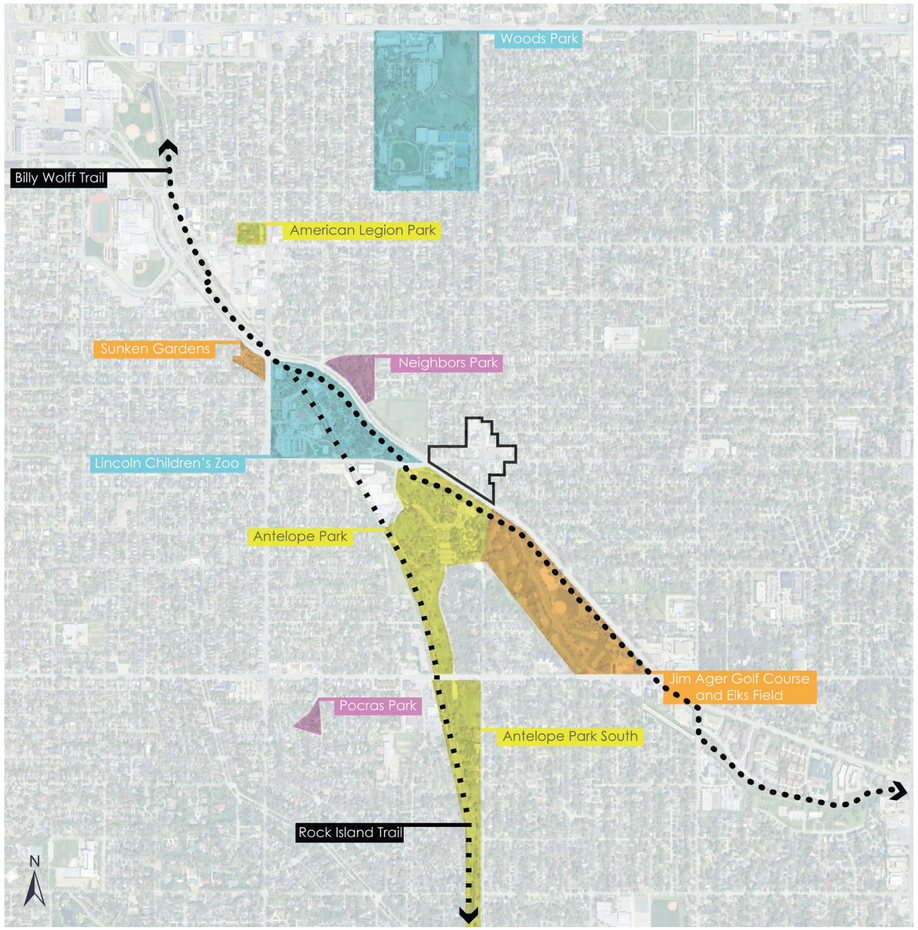


Figure 8: Parks and Green Spaces

Nearby Schools

Schools and education centers are another asset to the greater District 33 neighborhood area. Below is a list of public and private schools near District 33 that serve students from pre-kindergarten through 12th grade, which are also shown in *Figure 9*.

» **Bill Nuernberger Education Center:** 6th through 8th who have been referred from other middle schools in Lincoln Public Schools

» **Bluestem Montessori Elementary:** kindergarten through 6

» **Christ Lincoln:** preschool + kindergarten through 5

» **Lefler Middle:** 6 through 8

» **Lincoln High:** 9 through 12

» **Prescott Elementary:** prekindergarten through 5

» **Randolph Elementary:** prekindergarten through 5

» **Sheridan Elementary:** kindergarten through 5

» **St Teresa Catholic Elementary:** preschool + kindergarten through 8

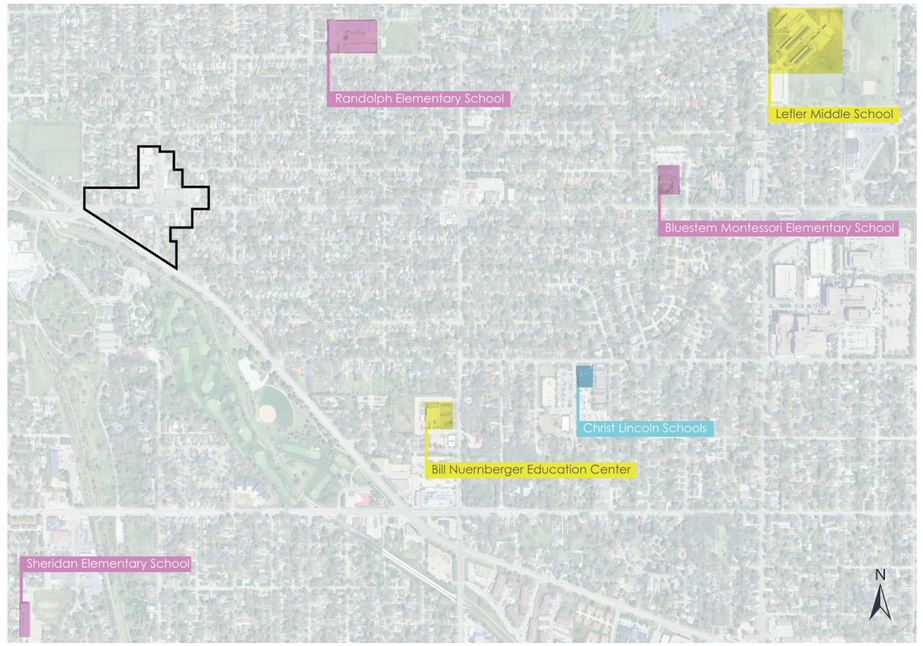


Figure 9: Nearby Schools

Historic Registry and Significant Buildings

There are many historically important landmarks and architectural structures present in and surrounding District 33. Highlighted in *Figure 10*, these elements help shape the District's character and provide a connection to the area's history.

- **"A" Street Water & Power Station:** Originally built as a water pumping and electric generating facility, this historic site now serves as a residential building. Designated as a historic site by the city in 1991, the preservation project was also recognized in 1992 with the National Preservation Honor Award from the National Trust for Historic Preservation to recognize the project partner's efforts in preserving original architectural and cultural elements of the space.
- **Brownbilt Residential Historic District:** Brownbilt District is a 47-acre neighborhood designated a historic district in 2012 as a result of the strong concentration of residences financed by the Federal Housing Administration (FHA).
- **East Lincoln/Elm Park:** The East Lincoln/Elm Park District is made up of two residential plats developed in the late 19th and early 20th centuries. This district was designated a local landmark in 1991.
- **Franklin Heights:** Designated as a historic district in 1995, the Franklin Heights addition represents architectural themes from the early 20th century, ranging from bungalow to mansion-sized housing. The district still has a brick-paved street and well-kept homes that are over 100 years old.
- **Mount Emerald/Capitol Addition:** This historic district has four Lincoln Landmark Districts within its boundaries: Mount Emerald, Capitol Addition, Hillsdale, and Clark-Leonard. There are hundreds of residential and religious structures that were established between the 19th and 20th centuries. The city designated this area a historic district in 1980.
- **Pink Corner House at 3210 Normal Blvd:** Although not officially designated a historic site, this structure does hold local historical significance with its unique architectural style from the early 20th century.
- **Randolph Elementary School:** Randolph Elementary School is not formally designated as a historic landmark, but the school does have a rich history in the Lincoln community. The building celebrated its 100th anniversary in 2025.
- **Woods Park Bungalow District:** This historic district is a well-kept example of early 20th century 1- to 1.5-story starter homes in Lincoln. This district was designated a Landmark District Destination by the City of Lincoln in 1991 for its architectural charm.

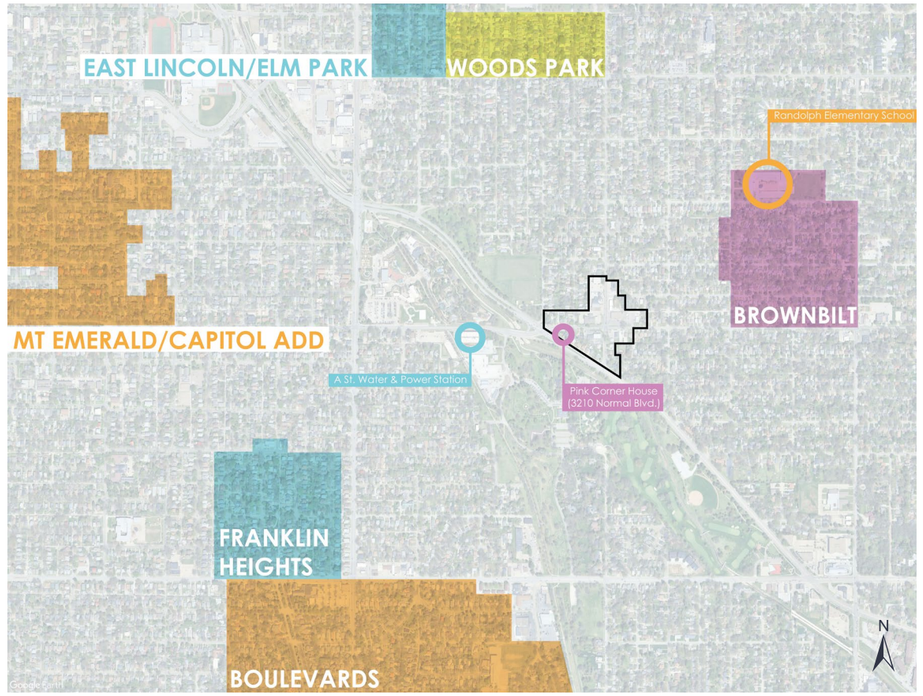


Figure 10: Historic Places Map

Transportation Routes

Lincoln's StarTran bus system has one bus route that goes through the study area - Route 48/54 (Veteran's Hospital). Route 54 runs one bus per hour in each direction on weekdays and on Saturdays. This route connects to Route 48 at the Veterans Hospital and to the downtown transit hub. The bus stops are located on "A" Street, with the inbound stop outside of A Street Market on the north side of "A" Street and the outbound stop outside Cleanest by Farr on the south side of "A" Street. Neither stop includes bus stop amenities beyond a sign designating the route.

Figure 11 shows that the Billy Wolff and the Rock Island Trails are located along the southwest boundary of the District. People traveling from District 33 must cross the six-lane Normal Boulevard to access this trail system. There are designated bicycle lanes on 37th and 28th streets that are shared with motor vehicles. Bike racks are currently located at the southeast corner of B & 33rd, to the southeast of MembersOwn Credit Union and west of Moran's Liquor. In the future, D Street is planned to become a designated shared bicycle route according to the 2019 Lincoln Bike Plan.

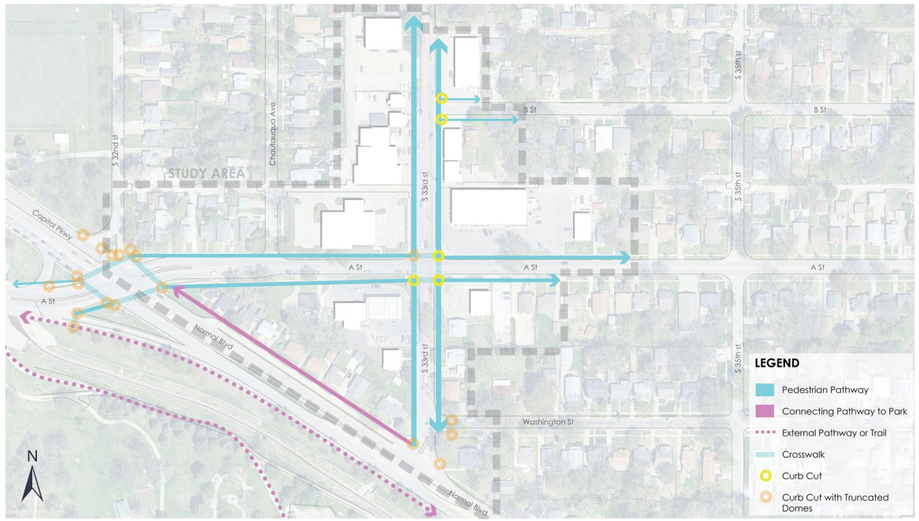


Figure 11: Pedestrian Transportation Routes

Figure 12 highlights primary access points into District 33, along with private and on-street parking and average daily traffic counts. Normal Boulevard and A Street have the highest traffic volumes in the District. Project Champions also expressed that 33rd & A can be loud and dangerous for pedestrians.

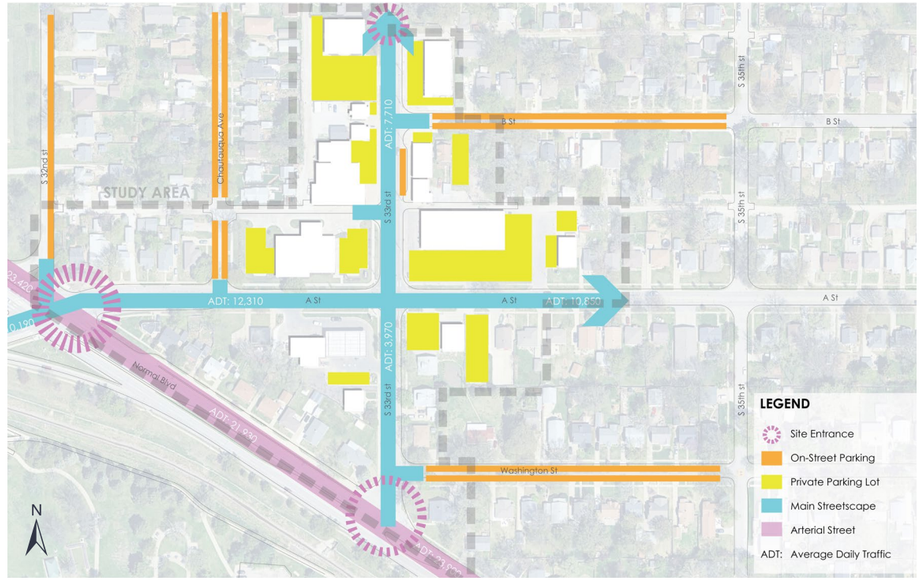


Figure 12: Vehicular Accessways Map

Utilities

Understanding the locations of utilities is helpful to include in a streetscape master plan, as it impacts the design decisions for the area. *Figure 13* shows public utility lines for water systems and power in District 33.

Overhead utility lines are present throughout the District and surrounding area. Project Champions noted that overhead utility lines detract from the area's aesthetics and obstruct trees, especially in areas with limited tree coverage.

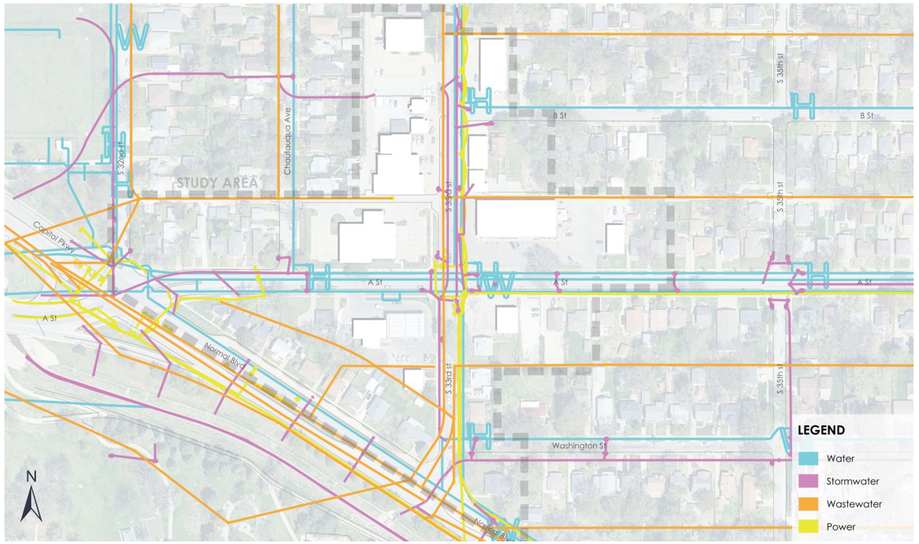


Figure 13: Public Utility Lines

Summary

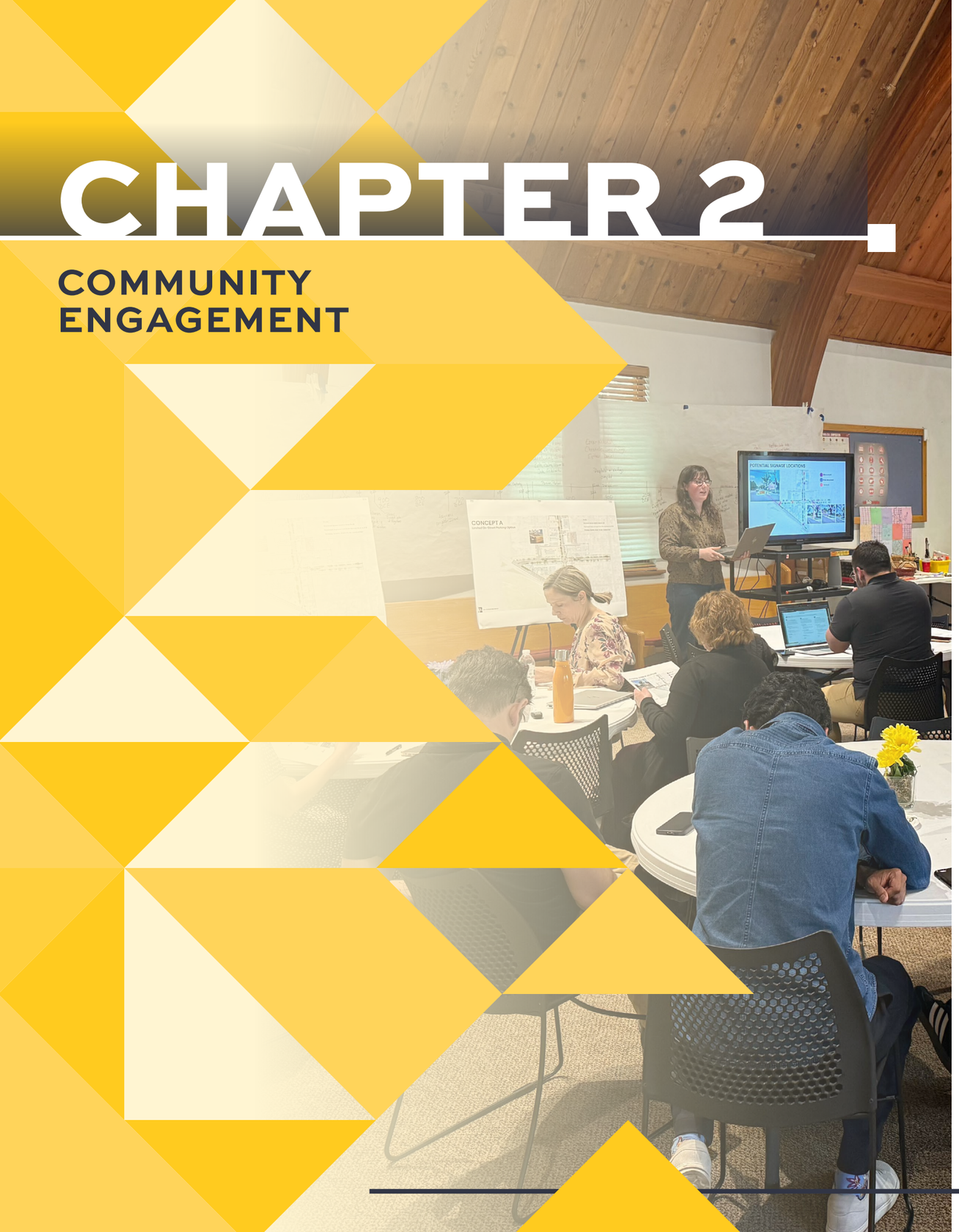
District 33 is a well-established neighborhood commercial district with a distinct history, strong community identity, and renewed momentum for reinvestment. Its proximity to the city's urban core provides easy access to parks, trails, schools, downtown, and the public transit network. Previous City planning efforts also provide strong policy support for continued investment into the District, particularly through streetscape improvements and redevelopment opportunities that support the City's long term growth.

Existing conditions reveal several opportunities to build upon these assets while addressing gaps in the public realm. Additionally, strong stakeholder support for District 33 will help to carry momentum forward on any proposed improvements. Transportation conditions are also an important consideration to this plan, particularly around 33rd and A Streets and surrounding street and trail networks, where pedestrian comfort and safety remains a top concern.

Together, these findings suggest that future improvements should focus on strengthening District 33's identity and sense of place while creating a safer, greener, more comfortable, and better-connected environment for residents, businesses, and visitors.

CHAPTER 2.

COMMUNITY ENGAGEMENT



LINCOLN

Community Engagement Overview

Community engagement took place throughout the development of the District 33 Streetscape Master Plan. Residents, business and property owners, neighborhood leaders, customers, and visitors were invited to learn about the project and share their ideas throughout the planning process. Community engagement outreach tools included project Champion meetings, a community survey, a design workshop, an online StoryMap, and an open house public meeting.

Throughout project conversations, community members have described District 33 as friendly, walkable, and well connected to the surrounding neighborhoods. District 33 is valued for its local businesses, nearby parks, murals, and the strong sense of community. Community members also shared improvements they would like to see for the area, including safer street crossings, more trees and shade, pedestrian and bicycle connectivity, public gathering spaces, and consistent streetscape features.

The feedback received during the planning process directly informed plan recommendations. As funding becomes available and individual improvements advance into design and construction, continued coordination with businesses, property owners, neighborhood organizations, and community members will remain important.

Project Champions were identified at the start of the project to help ensure the final master plan was grounded in local knowledge and informed by the people who live, work, and spend time in the area. The project Champions included area business owners, neighborhood leaders, and community members who served as liaisons between the project team and the broader community.

The project Champions were involved throughout the project and at each major project milestone--from the kick-off meeting to the streetscape design workshop.

Neighborhood community members were also invited to provide input through an online survey and an open house meeting. These provided opportunities for input to be collected and shared with project team members, ultimately informing the development of the District 33 Streetscape Master Plan.

Community Engagement Timeline

Project Champions Kick-Off Meeting

A project Champions kick-off meeting was conducted on January 22, 2026. Representatives from the City of Lincoln were also present for this meeting. The meeting was held in a conference room where participants were given a presentation, then participated in a roundtable discussion. The presentation included a project overview, background, timeline, and a summary of existing conditions. Project Champions and City representatives discussed the goals of the project and opportunities for improvement.

Participants described District 33 as an active, friendly, and walkable neighborhood and often referred to it as a “hidden treasure” within Lincoln. During the discussion, participants also identified many strengths of the District, including its strong sense of community, local businesses, and walkability. The group shared concerns regarding pedestrian safety, aging infrastructure, limited shade, and a lack of cohesive streetscape features. The project Champions want to preserve the District’s unique character while making it more comfortable, connected, and welcoming. Suggested improvements included adding more trees and landscaping, seating areas, signage, and other features that enhance pedestrians' experience throughout the District.

Community Survey

A community survey was also conducted to collect input from a broader audience. The survey focused on participants’ vision for the future of District 33 and their thoughts on current conditions.

The online survey was distributed via email and promoted through posters, while physical copies were placed in neighborhood businesses and provided to Neighborhood Associations. Survey responses were collected from January 22 through May 4, 2026.

A total of 71 responses were collected. As shown in *Figure 14*, respondents represented a range of ages and tenure of residency, with the largest share reporting that they had lived in their neighborhood for five to 10 years. Respondents also represented several neighborhoods within and surrounding District 33.

Survey results aligned with the feedback received during the project Champions’ kick-off meeting. Respondents highlighted the importance of pedestrian safety, improved landscaping, public gathering spaces, and preserving the District's unique character.

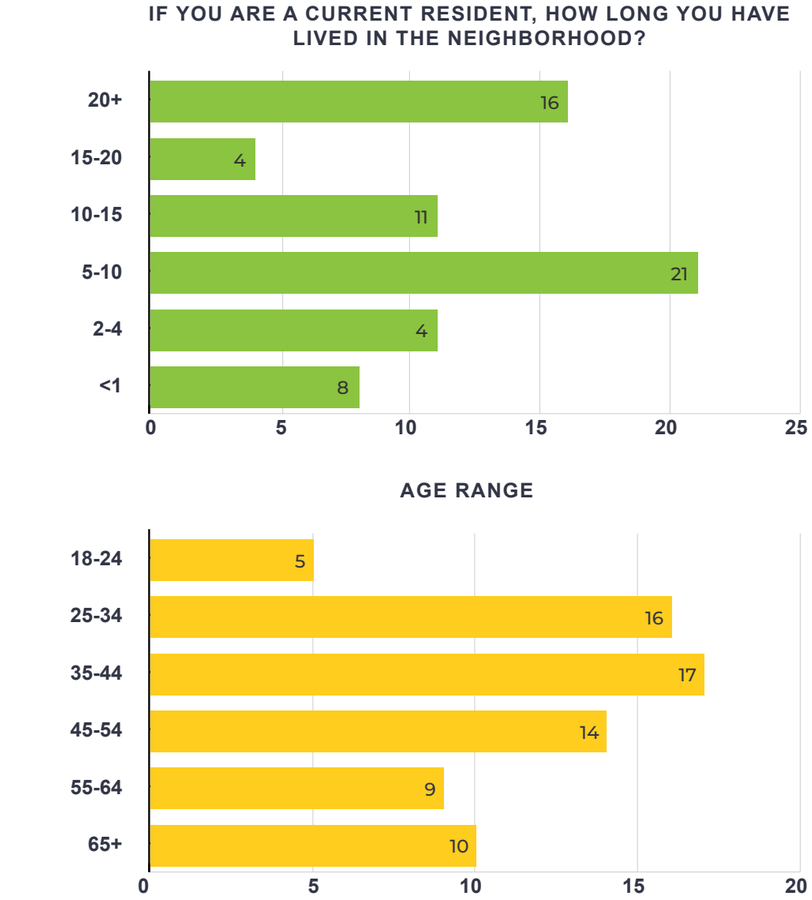


Figure 14: Survey Respondent Characteristics

Project Design Workshop

A design workshop with the project Champions was conducted on May 7, 2026. During the workshop, the project team shared the community survey results, presented three proposed street layouts, and facilitated an interactive design preference survey and a placemaking and branding activity. Participants reviewed options for intersection and streetscape improvements, including updated traffic signals or a possible roundabout at the 33rd & A Street intersection. Adding green space, improving pedestrian safety, and slowing traffic were ideas supported by workshop attendees. The feedback collected from the design workshop helped inform refinements to the streetscape design and further clarify community priorities.

The workshop also included placemaking and branding activities that focused on District 33's character and identity. These themes reflect the District's nearby parks, strong sense of community, murals and other local art. Participants reviewed potential themes of Bold Nature, Neighborly, Folk Art, Hidden Gem, and Prairie Revival.

The group strongly supported the themes of:

- **Bold Nature**
- **Folk Art**
- **Neighborly**

Feedback from the workshop was incorporated into the streetscape master plan and guided recommendations for public art, landscaping, signage, and other streetscape features.

Post Design Workshop StoryMap

A StoryMap was created with updated streetscape design alternatives based on feedback from the project Champions. The StoryMap was shared with the project Champions, and a QR code postcard with a direct link to the StoryMap was shared with the larger community. The StoryMap included an overview of the streetscape design, with incorporated comments from the workshop. A comment form where community members could share feedback was also included in the StoryMap for additional input before the plan moved into final design.



Figure 15: Presentation at the Project Design Workshop

Public Open House Meeting

An open house meeting was held on August 20, 2026, at the Auld Pavilion and Recreation Center in Antelope Park to present the draft District 33 Streetscape Master Plan. Project Champions and community members were invited through social media, press release, posters advertised throughout District 33, and television displays located in City Hall. The public open house meeting allowed attendees to review displays about the draft plan, learn about current conditions, speak to project team members and provide feedback on future plans and goals. Comment forms were available for attendees to fill out and submit at the meeting to provide comments on the draft plan.

After the open house, the District 33 StoryMap was updated with the displays presented at the meeting, along with an online comment form for those who could not attend. Comments received and conversation notes were recorded by project team members. Key takeaways from those conversations include:

- Enthusiasm about the increased focus on pedestrians, the added shade, and future infrastructure improvements.
- Other priorities emphasized safer bicycle facilities, specifically a safe crossing of Normal Boulevard, bicycle parking, street repaving and maintenance, public trash cans, and timely construction.
- Participants emphasized preserving the area's neighborhood character and creating a more welcoming and connected District.

Summary

Community input and participation directly helped shape the District 33 Streetscape Master Plan and its final recommendations. Through open house surveys, workshops, and the project StoryMap, community members shared what they value most about District 33 and what they would like to improve.

Feedback showed strong interest in safer pedestrian crossings, better bicycle connections, more trees and shade, welcoming public spaces, and improvements that support local businesses. Participants also emphasized preserving the District's unique neighborhood character. Questions about traffic operations, access, maintenance, and intersection design identified areas that will require further study and coordination.

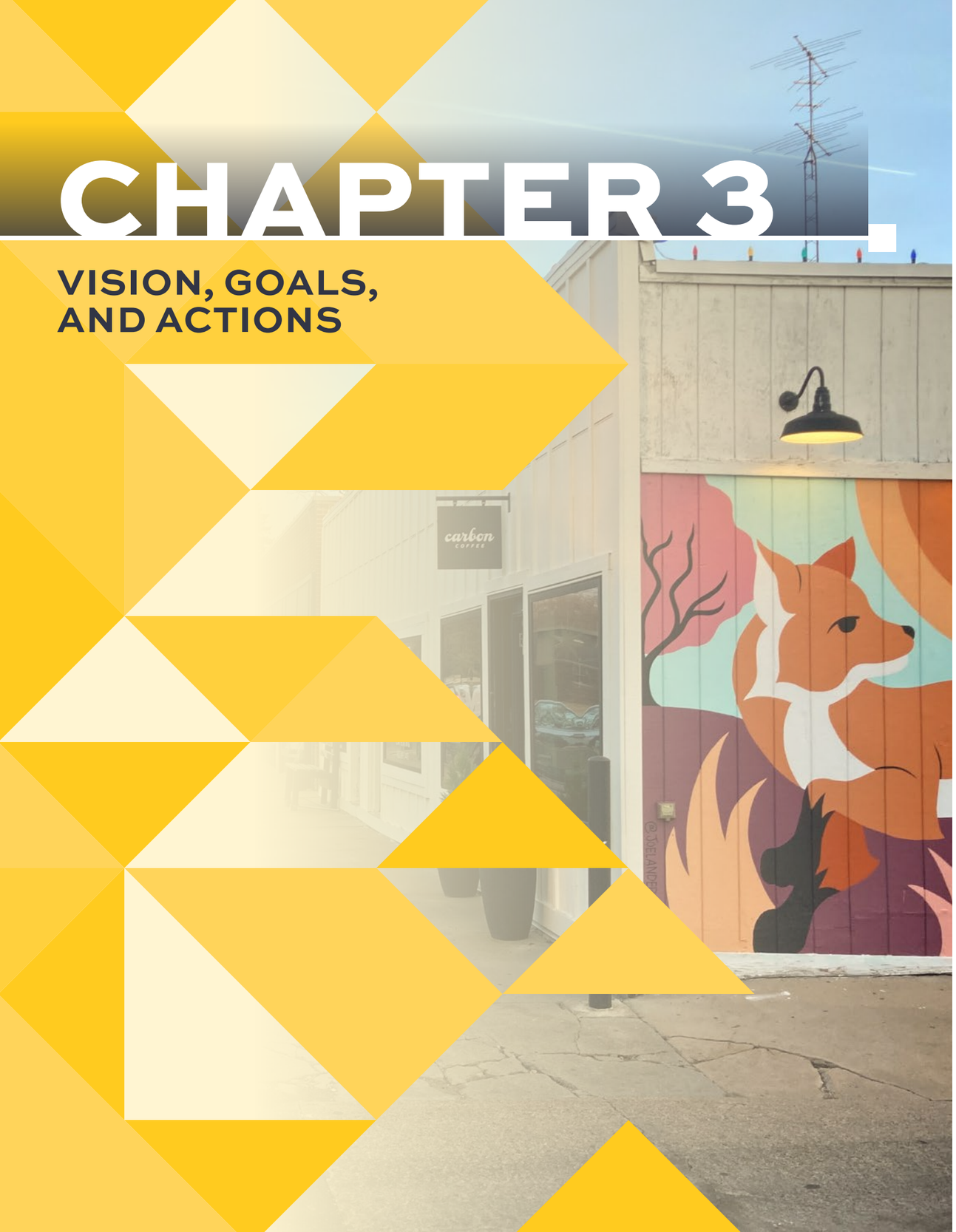
Continued communication with residents, businesses, property owners, and neighborhood groups will be important as funding is identified and projects move into design and construction.



Figure 16: Attendees at the August 2026 Public Open House Meeting

CHAPTER 3

VISION, GOALS, AND ACTIONS



Vision Statement

A vision statement is a clear declaration that summarizes the long-term goals for District 33. This statement will guide future decision-making to achieve the desired outcome for the District. The vision statement for the District 33 Streetscape Master Plan was developed from multiple community engagement interactions with the project Champions and pulls key themes from those discussions:

District 33 is a neighborly, community-centered, and active district that celebrates its historical and natural surroundings by creating comfortable spaces for people to gather and belong.



Goals and Objectives

The goals and objectives for this Plan are measurable statements that support its vision statement. They were developed to address key concerns identified through community engagement activities. While goals are more of an umbrella statement, the objectives identify specific actions to achieve the overall vision.

Goal 1 IDENTITY AND CHARACTER

To create a cohesive streetscape design that defines District 33's identity.

- **Objective 1.1:** Develop a brand and theme for the physical design features of the District that encapsulate its character and history.
- **Objective 1.2:** Implement more public art with similar themes to the fox mural and that is in line with the branding design developed as part of this Plan.
- **Objective 1.3:** Incorporate elements into the future streetscape design that highlight the unique character and identity of District 33.

Goal 2 PEDESTRIAN FOCUSED

To implement more pedestrian-friendly design elements.

- **Objective 2.1:** Make the corridor a safer place for non-vehicle users.
- **Objective 2.2:** Reduce the number of conflict points between pedestrians and vehicles.
- **Objective 2.3:** Improve crosswalk conditions along arterial streets.
- **Objective 2.4:** Strategically place streetscape elements to provide coverage and refuge for pedestrians navigating the streets and sidewalks.
- **Objective 2.5:** Create more awareness for vehicle drivers that this is a pedestrian-oriented corridor.

Goal 3 PLACEMAKING AND EVENTS

To establish the District as a community and neighborhood gathering space.

- **Objective 3.1:** Incorporate more green spaces and seating for community gatherings and events.
- **Objective 3.2:** Establish wayfinding and signage that makes navigating the area easier for all users and visitors.
- **Objective 3.3:** Build lighting features into the planned streetscape design that tie in with the aesthetics of the District.
- **Objective 3.4:** Capitalize on the momentum of the District by continuing to engage with project Champions on future events and programming in the area.
- **Objective 3.5:** Host an annual event that the District becomes known for to highlight its unique character, uses, and offerings.

Goal 4 INFRASTRUCTURE

To upgrade the roadway design to better align with the current and future traffic volume needs of the corridor.

- **Objective 4.1:** Slow vehicular traffic along arterial streets to improve overall safety for all users.
- **Objective 4.2:** Increase opportunities for parking along the street and in existing lots along the corridor.
- **Objective 4.3:** Improve pavement and sidewalk conditions; coordinate with future projects in the area to limit duplicative work.
- **Objective 4.4:** Optimize the 33rd & A signal to support current and future traffic volumes.

Goal 5 IMPLEMENTATION

To continue the planning and coordination efforts in establishing District 33 as an active economic and neighborhood area.

- **Objective 5.1:** Establish a Business Improvement District (BID) to help maintain and upkeep the implemented streetscape improvements.
- **Objective 5.2:** Coordinate with City staff on design elements that need additional funding for implementation.
- **Objective 5.3:** Continue relationship-building with local businesses for community events and cohesion in the District.

Actions

Actions are the approaches that decision-makers can implement to accomplish the vision and goals identified in this plan. The journey to the vision and goals for District 33 will take time and require coordination between multiple interest groups. Phasing the actions based on short-, mid-, and long-term periods makes the process more manageable.

The planning and development process of any project will also require ongoing efforts to ensure progress is made in the right direction. Furthermore, the City of Lincoln should include action items and projects identified in this streetscape plan in the Comprehensive Plan and Long Range Transportation Plan updates, capital improvements planning, relevant neighborhood plans, and other project planning that may impact District 33.

Goal 1 Action Steps & Strategies

Short-Term:
- Install temporary planters along the corridor and commercial areas, design murals with bold nature themes on storefronts and business siding, install seating along 33rd Street and in areas where community events occur.

Mid-Term:
- Install more lighting in the commercial area for greater visibility.

Long Term:
- Bury overhead utility lines in conjunction with other street improvement and construction projects.

Ongoing:
- Incorporate the District 33 brand into public art, landscaping, and pedestrian infrastructure throughout the corridor to help establish the District as a special area within Lincoln.

Goal 2 Action Steps & Strategies

Mid-Term:
- Reduce the speed limit in District 33 from 35 MPH to 25 MPH.

Long Term:
- Permanently close the right-turn lane southbound on 33rd Street and convert it into a green space bump-out with seating.
- Improve sidewalks throughout the District.
- Install pedestrian crossings at 33rd & A along 33rd Street at Mohawk Street, B Street, and Normal Boulevard. Incorporate more mid-block crosswalks along 33rd Street.
- Consolidate vehicular access points along 33rd and A streets.
- Construct more bump-out green spaces that will slow vehicular speeds and reduce crossing distances for pedestrians.

Goal 3 Action Steps & Strategies

Short-Term:
- Designate areas within District 33 as community event spaces for block parties, food truck festivals, and other community events.
- Add signage throughout to highlight community features.

Mid-Term:
- Install landscape beds along 33rd and A streets for street trees and plants.

Ongoing:
- Host the Back Alley Social event annually by coordinating with local vendors and businesses.
- Feature District 33 on social media platforms.

Goal 4 Action Steps & Strategies

Short-Term:
- Designate applicable parking spaces as ADA-accessible, specifically at corner of 33rd and B Streets.
- Temporarily block off the right turn lane southbound on 33rd Street to later be converted to green space and seating.

Mid-Term:
- Add more public or shared parking through collaboration with businesses in the District.

Long Term:
- Install raised medians along 33rd and A streets with green space and street trees.
- Replace the traffic signal at 33rd & A Street with a mini-roundabout.
- Pavement improvements along 33rd Street from B Street to Normal Boulevard.

Goal 5 Action Steps & Strategies

Ongoing:
- Conduct regular meetings with representatives of the BID to address potential projects.
- Have a designated point of contact with the City of Lincoln on infrastructure improvements within District 33.
- Research and compile long-term and continuous funding options for projects.

This image shows proposed improvements to pedestrian facilities in the project area. These improvements would create a safe designated space for pedestrians to walk and linger through the space.



Figure 17: Looking north on 33rd Street.

The installation of seating creates an opportunity to extend business services out into the public realm. Allowing for visitors to patron local businesses and prolong the amount of time they spend in the space.



Figure 18: Looking northwest toward 33rd and B

CHAPTER 4.

PROPOSED STREETSCAPE DESIGN



Streetscape Master Plan

Two concepts were developed during the 60% design phase for the Streetscape Master Plan - Concept A and Concept B.

Both concepts incorporated additional green spaces and vegetated medians, crosswalks, additional parking, and lane configuration, or converting four-lane roads to three-lane roads. Potential drive access closures along the commercial corridor are also included in the two design concepts to limit drive accesses and reduce conflict points between pedestrians and vehicles. The center turn lanes along A Street have a raised median for vegetation intended to provide more greenery in the area and slow traffic. The southbound right-turn lane on 33rd Street is replaced with a green space bump-out to reduce travel distances along crosswalks for pedestrians.

The primary difference between the two concepts is the type of traffic control recommended at the intersection of 33rd & A Street. Each concept provides its own benefits to supporting current and future traffic volumes through this corridor. However, each require further traffic analysis in coordination with Lincoln Transportation and Utilities (LTU) to determine the proper selection.

Concept A - Signalized Intersection

In this streetscape proposal, the traffic signal located at the 33rd & A Street intersection would be maintained with some improvements. To improve pedestrian experience and safety, this concept proposes the closure of the 33rd Street southbound right-turn lane, which would support current traffic volumes. After discussing with the project Champions, the current lane widths along A Street have been reviewed to determine that a curb lane divider is not the appropriate traffic calming device in the area. Instead, Concept A proposes traffic delineators that sit along the lane lines yet can be mounted by trucks making wide turns.

An estimated **70% of additional green space** will be added to District 33 with these design element proposals.



The removal of the southbound right turn lane on 33rd Street expands opportunity for placemaking and supports the overall goal of this plan which is to make the District a more pedestrian friendly space.

Figure 19: Aerial looking northeast toward the intersection of 33rd and the alley north of A Street



The recommendation to install mid-block crosswalks at key points along 33rd Street supports another primary goal of the plan - improve safety for all roadway users in this corridor. By drawing attention to crosswalks and forcing vehicles to slow down through intentional design, the space automatically becomes safer for people walking and biking.

Figure 20: Looking southeast from the corner of 33rd & B

The use of strategic signage and branding throughout the project area can help to create a more cohesive identity for the District. This can be accomplished with lighting and banner signage as pictured here.



Figure 21: Looking northwest toward 33rd and B

Concept 'A'

Signalized Intersection

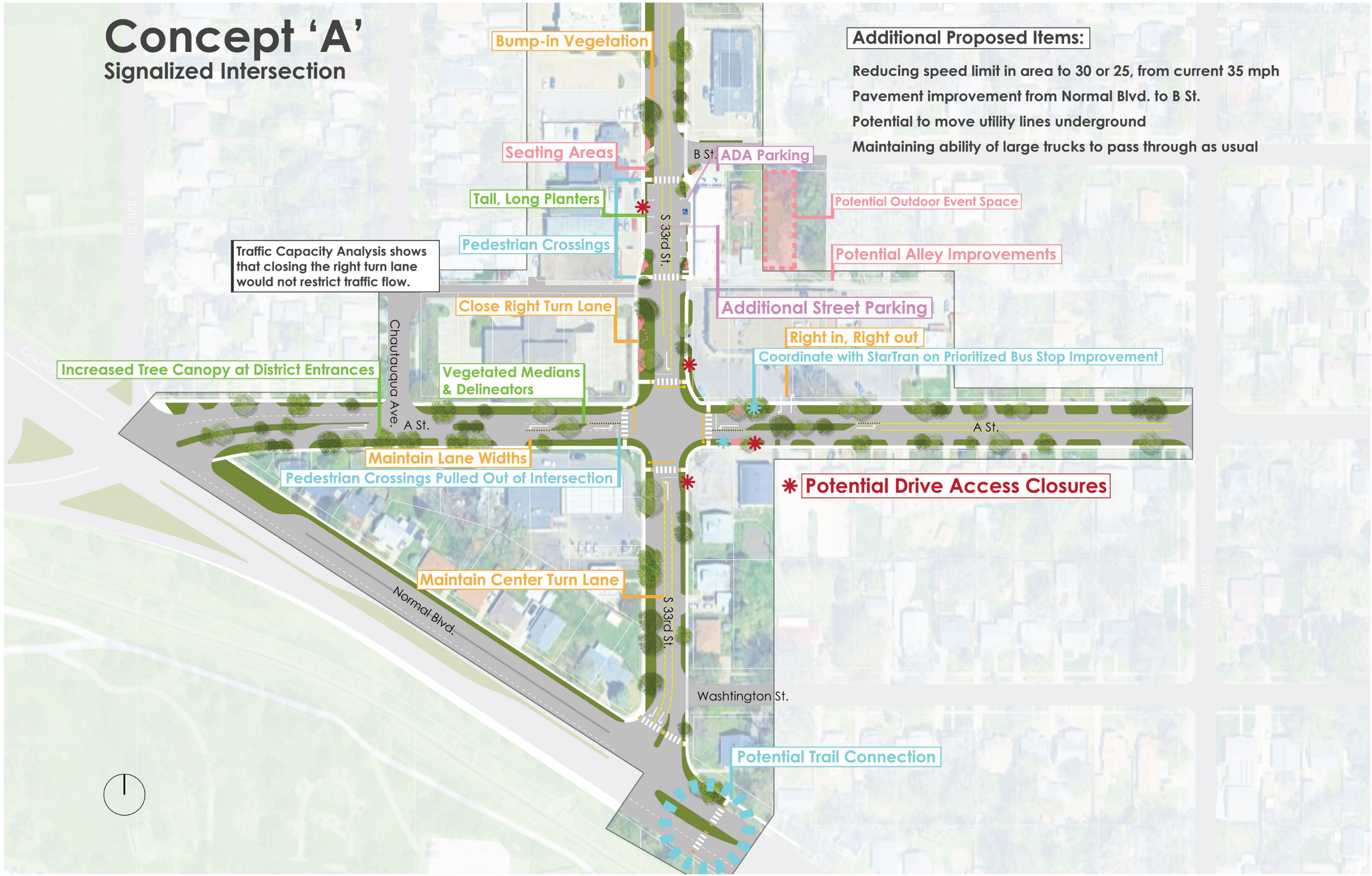


Figure 22: Concept A Design

Concept B - Roundabout

In this streetscape design concept, the signalized intersection at 33rd & A Street will be replaced with a mini roundabout. This will improve vehicular and pedestrian safety by slowing vehicle traffic and requiring drivers to yield to all pedestrians. A preliminary traffic analysis was conducted and determined that a roundabout is feasible for this intersection. After discussions with the project Champions, pedestrian safety at roundabouts was evaluated in-depth to address concerns about walkability in this concept.

Over 72% of added green space is included in Concept B compared to the current streetscape layout. A mini roundabout operates similarly to a standard roundabout, but fits within the dimensions of this intersection. The center island is traversable by larger vehicles (semi-trucks) and is free of signs and vegetation.



A mini roundabout not only presents a more opportunity for incorporating landscaping features into the space, but it also is a safety solution to creating a more multi-modal friendly intersection.

Figure 23: Aerial looking northwest toward the intersection of 33rd & A

In general, ***roundabouts are likely to reduce crashes involving death and serious injury by 80-95%****, according to LTU's roundabout informational webpage (https://www.lincoln.ne.gov/City/Departments/LTU/Transportation/Traffic-Engineering/Roundabouts). In Lincoln, the first modern roundabout was constructed at the 33rd & Sheridan Boulevard intersection, which helped reduce total crashes by 83% and a 95% reduction in injury crashes.*

The addition of landscaping to intersection corners and bump outs creates a barrier of protection for pedestrians as they navigate the space and also help to slow down vehicle traffic naturally.



Figure 24: Looking northwest from the corner of 33rd & A



The removal of certain driveway access points can help to eliminate conflicts between vehicles and pedestrians as well as create more opportunity for landscaping and placemaking features, as pictured in this image near the existing east access to the A Street Market.

Figure 25: Looking north on 33rd

Concept 'B'
Roundabout

Additional Proposed Items:

Reduce speed limit in area to 30 or 25, from current 35 mph

Pavement improvement from Normal Blvd. to B St.

Potential to move utility lines underground

Maintaining ability of large trucks to pass through as usual

Bump-in Vegetation

Seating Areas

Potential Painted Street Mural Opportunity within Roundabout

Tall, Long Planters

36'R Mini Roundabout, No Vegetation or Obstructions

Pedestrian Crossings

Traffic Capacity Analysis shows that a roundabout would not restrict traffic flow.

Close Right Turn Lane

Increased Tree Canopy at District Entrances

Vegetated Medians & Delineators

Maintain Lane Widths

Pedestrian Crossings Pulled Out of Intersection

Maintain Center Turn Lane

B St

ADA Parking

Potential Outdoor Event Space

Potential Alley Improvements

Additional Street Parking

Right in, Right out

Coordinate with StarTran on Prioritized Bus Stop Improvement

Potential Drive Access Closures

Potential Trail Connection

S 33rd St.

Chautauqua Ave.

A St.

A St.

Normal Blvd.

Washington St.

Capitol Pkwy.

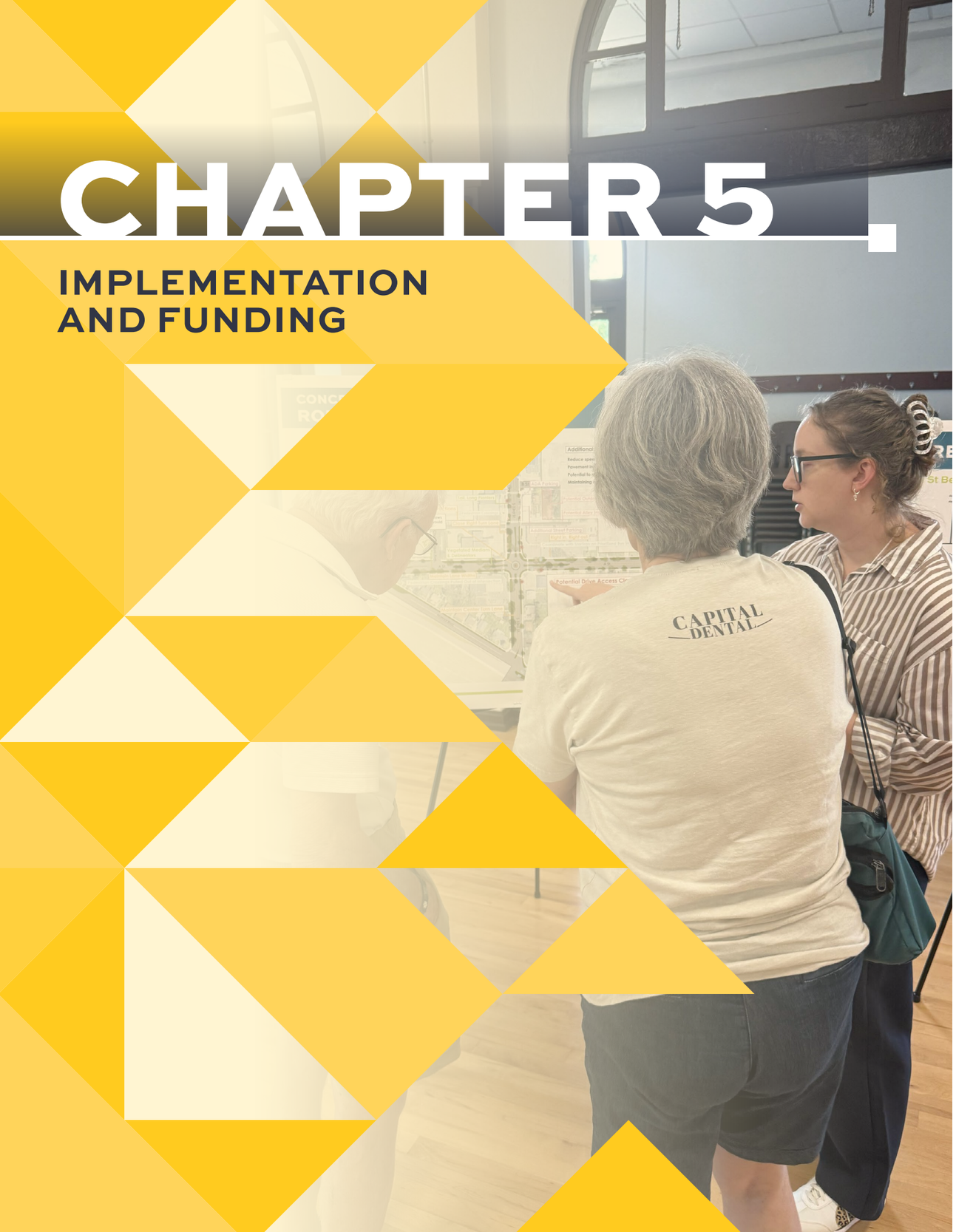
S 32nd St

S 35th St

Figure 26: Concept B Design

CHAPTER 5

IMPLEMENTATION AND FUNDING



Funding Options

A holistic funding strategy that draws from a range of sources can support implementation of this Plan and the actions needed to accomplish the vision and goals.

Below are funding options that can support the implementation of the goals and actions identified in this plan. Balancing federal, state, and local funding mechanisms can provide greater flexibility if certain funding options are not available or require time to acquire. Additional funding opportunities and programs may also be available to support public art installations and business improvements.

Federal Funding Options

Name & Type	Description	Eligible Projects
Highway Safety Improvement Program ● Highly Competitive	Federal Highway Administration program to reduce traffic fatalities and serious injuries on all public roads (including non-State-owned roads).	Multi-modal safety improvements. Projects can include adding turn lanes, roundabouts, medians, and lighting.
Safe Streets and Roads for All (SS4A) ● Highly Competitive	Federal grant program to support planning, infrastructure, behavioral, and operational projects that prevent death and serious injury on roads and streets.	Action steps and strategies identified in the Safe Streets Lincoln Vision Zero Action Plan.
Better Utilizing Investments to Leverage Development (BUILD) Grants ● Highly Competitive	Grants for surface transportation infrastructure projects that have a significant impact on a local or regional level.	Public transportation projects, intermodal projects whose component parts are an eligible project type; any surface transportation infrastructure project the Secretary considers to be necessary to advance the goals of the program.

Name & Type	Description	Eligible Projects
Community Development Block Grant (CDBG) Criteria-Specific *(dependent on local program requirements)*	Department of Housing and Urban Development funding opportunity for developing and improving community spaces, public infrastructure, and more.	Transportation infrastructure improvements and commercial district revitalization.
Surface Transportation Block Grant Program Moderately Competitive	Federal funding program to preserve and improve the conditions and performance of Federal highways, bridges, and tunnels on any public roads, pedestrian and bicycle infrastructure, and transit capital projects.	Maintenance and restoration of existing recreational trails, installing intelligent transportation technologies, protective features (including natural infrastructure), and maintenance on roads functionally classified as local.
Transportation Alternatives Program Highly Competitive	State-allocated federal program for smaller-scale transportation projects.	On- and off-road trail facilities, traffic calming techniques, lighting and other safety-related infrastructure, transportation projects to comply with ADA, safe routes for non-drivers, and construction of SS4A improvements.

State Funding Options

Name & Type	Description	Eligible Projects
Build Nebraska Act (BNA) Highly Competitive	Statewide program for roadway projects where a portion of a sales tax revenue goes towards local transportation projects.	Local road and street projects.
Highway Allocation Funds Moderately Competitive	Collected through the statewide motor vehicle sales tax, the funds are distributed to counties and municipalities.	Local road construction, bond payments, and off-street parking facilities.
Community Development Assistance Act Limit on tax credit	State tax credit within the Department of Economic Development that distributes a 40% tax credit to individuals and businesses that made an eligible contribution to certified projects or programs.	Contributions can include monetary, in-kind, and material donations. Eligible projects or programs include physical facility enhancements, neighborhood improvement services, and community programs
Transportation Innovation Act (TIA) Criteria-Specific	The Economic Opportunity Program, a program within TIA, is designed to attract and sustain economic growth through strategic transportation improvements that can better connect businesses to the transportation system.	Projects that connect businesses to statewide multimodal transportation network.

Local Funding Options - Capital Improvement Program

Name & Type	Description	Eligible Projects
Tax Increment Financing (TIF) Dependent on Individual Application	Economic development tool available to the City to provide financing options for development in areas determined to be blighted and substandard.	All TIF projects must meet the City of Lincoln's requirements for TIF applications. Review the City's TIF policy for more information about these requirements.

Name & Type	Description	Eligible Projects
General Revenue ● Dependent on Budget	Revenue collected from the City of Lincoln that can be used for transportation projects (property tax, sales tax, etc.)	General operating functions for the City.
City Wheel Tax ● Dependent on Budget	Tax revenue Lincoln drivers pay when they register their vehicles. Funds are used for street or traffic maintenance and operations.	Alleys, resurfacing streets, maintaining streets, improving streets, traffic signs, traffic signals.
Lincoln on the Move ● Dependent on Budget	A local sales tax program that generates funding to improve the transportation system within Lincoln.	Rehabilitate, reconstruct, and construct arterial streets.

Other Funding Options

Name & Type	Description	Eligible Projects
Community Improvement District	A political subdivision established under Nebraska law to finance eligible public infrastructure improvements within a defined area. Requires approval of property owners prior to establishment.	Public improvements, including streets, sidewalks, water systems, sanitary sewers, storm drainage, utilities, parking facilities, parks, landscaping, recreational improvements, and more.
Business Improvement District	A political subdivision established under Nebraska state law to finance eligible business improvements within a defined area. Requires approval of property owners prior to establishment.	Constructing and maintaining parking facilities, street beautification, installing pedestrian facilities (sidewalks, bus stop shelters, lighting, benches, public art, trash receptacles), developing public events, and more.

An important step in ensuring local funding is allocated for projects identified in this plan is coordinating reviews with the citywide Capital Improvement Program, which can guarantee these projects align with potential City projects and financing opportunities.

Programming

Supplemental programs for placemaking are available at the local and statewide levels.

- **The Lincoln Community Foundation** offers funding for local projects within arts and culture, community improvement, education and youth, environment and animals, and health and human services.
- **PlantNebraska** offers a greenscaping program where neighborhood associations can apply to receive preselected trees to be planted in public spaces through the Trees for Nebraska Towns program.
- **The Nebraska Arts Council** is a statewide organization that offers programming, grants, and opportunities to boost creative endeavors in Nebraska. Grants can support arts projects or programs, including but not limited to concerts, festivals, art events, and murals.

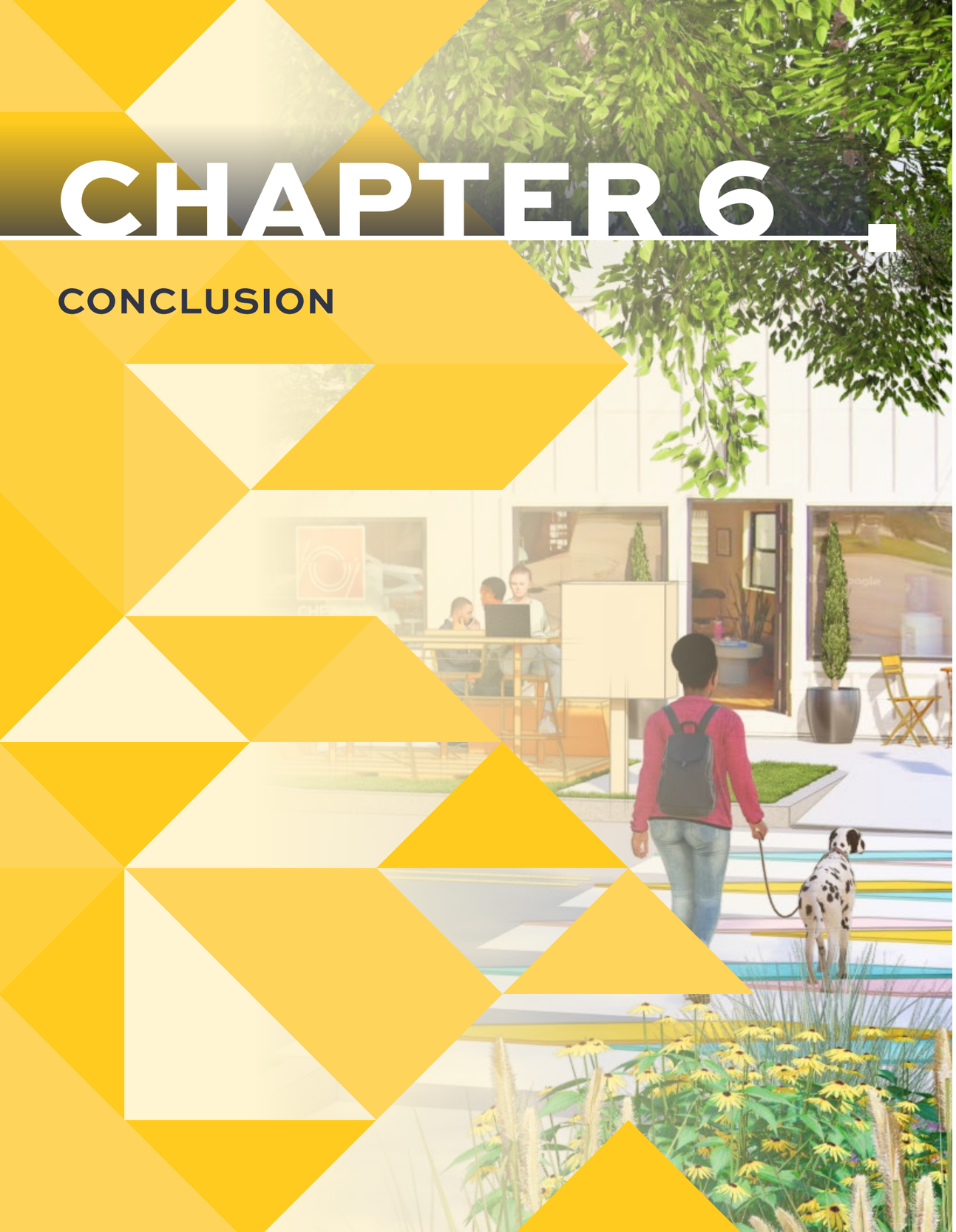
Collaboration with local public and private sectors to achieve the actions outlined in the Streetscape Master Plan can provide additional funding streams and support for placemaking projects. Private donors can include businesses, philanthropists, and other private-sector entities that make monetary or in-kind donations.

Commitment to Implementation

A successful implementation process relies on collaboration between the City of Lincoln, business owners in District 33, project Champions, and residents passionate about the neighborhood. Each of these groups can be responsible for reviewing and implementing the District 33 Streetscape Master Plan. Periodic reviews of the master plan are recommended to ensure the goals and actions remain aligned with the District's needs and vision.

CHAPTER 6.

CONCLUSION



Conclusion

The Lincoln District 33 Streetscape Master Plan has been a year-long process consisting of collaboration with the City of Lincoln, project Champions, and the greater public. The Plan incorporates the input received from each of these groups to establish a future design concept for District 33 and required steps for plan implementation.

Engagement from community members and the project Champions led the development of this Plan. Feedback from the public survey, design workshop, and open house was woven into the final design elements of the Master Plan. The goals, objectives, and actions in this Plan were developed to address the concerns the public shared during the community engagement portion of this project. Each action was given a timeline for completion to support incremental progress toward the overall vision for District 33.

This Plan should be considered an active document and be regularly referenced by all city departments when decisions are being made which could impact the District and its future development.

Over time, changing needs and priorities may prompt updates to the vision, goals, and actions identified in this Plan. The City of Lincoln welcomes feedback and potential changes, provided those recommendations align with the direction of the District and the City's long-term planning efforts.