26 Reasons Lincoln Public Market is Right for Pershing Center

In a recent essay in the Lincoln Journal Star, Jayne Institute President & CEO Wic Cecile Steward detailed the reasoning for locating a public market focal point in the beleaguered Pershing Center building. Following is a more complete explanation of the 26 reasons Steward’s proposition.

1) Local food agriculture is a growing industry and the nation’s future. Frail-brakes, supply and employment are increasing rapidly.

2) Demand and consumption of locally grown foods is a national and local need; the health and economic benefits are significant and have been recognized in many communities.

3) The Pershing Center structure is sound, sustainable, and historically important to Lincoln’s culture and distinctive assets.

4) The unique architectural condition of the high roof and open interior space affords an unusual “construction code waivable” for major rehabilitation without influence of adverse weather conditions.

5) No new parking would be immediately required. The building has underground parking space for approximately 200 automobiles.

6) The building’s location on the Centennial Mall and downtown Lincoln proximity to Lincoln’s most tourist attractions. The Pershing Center building. Following is a

7) The University of Nebraska’s Co-op Marketing and Business Center offers a unique opportunity, through the Pershing Center’s Mixed Use Development Program, for the building and the zoning of floor space to be redefined for major rehabilitation without influence of adverse weather conditions.

8) The Pershing Center is zoned for multi-level parking immediately required. The building has underground parking space for approximately 200 automobiles.

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10) The recent proposed autonomous downtown shuttle can connect more people from state government, UNL, downtown employees, downtown residents; and visitors to convenient access to the site.

11) The year-round, 12+ public markets immediately improve pedestrian traffic and tourist attractions. The Pershing Center proximity to the most visited site, the Nebraska State Capitol, will only add to the attraction for Nebraska National Fair and downtown Lincoln.

12) The Lincoln Public Market can become the showplace/public market for food, culture and distinctive assets. Historically important to Lincoln’s cultural and economic development.

13) There can be space for at least three local food restaurateurs to open a restaurant on the north facade.

14) A winter garden glass enclo- sure for the west facade musk and public waterfront can accommodate an indoor space – a garden, a restaurant, a retail store – with permanent parking for the existing music venue.

15) The main floor of the former baseball stadium can accommodate approximately 60 portable producer booths, providing permanent space for seasonal produce and arts and crafts.

16) Space is available on the market floor for at least one market for sale of in-season imported produce and grocery supplies (potentially “Open Harvest Imports Market!”)

17) It is feasible to consider an indoor produce greenhouse, given the capacity to open an appropriate section of the roof to natural sunlight.

18) It is also feasible to build a two, approximately 60,000 square foot structure inside the arena house to a web-based, Chicago-based online market with a Husker Village style electronic calendar, visible from anywhere inside the market. (The center could have some of the same benefits focused on youth activities and cross-cultural learning.

19) The existing stage house at the east end of the arena floor has been identified by LES to accommodate a future distinctive energy system for east and downtown, accommodating not only a new clean energy supply system for a large portion of downtown, but also the central system for the interior market space.

20) The mid and south facade of the building can accommodate a significant increase in solar energy collector panels.

21) When other urban development plans for multi-level parking materials in the area, the base- ment parking area of the existing building can ultimately be redefined for a retail store and food distribution hub for the surrounding area.

22) The University of Nebraska Public Policy Center has surveyed prospective consumers, inquiring whether they would support a farmer’s market and produce from a public market, with results that indicated more than 97 percent in favor.

23) The proposed 12-month mar- ket would work cooperatively with existing farmer markets during the normal green seasons, by scheduling non-conflicting hours of operation for the public market for the consuming public. Whole- sale market schedules could be scheduled when the public market can be closed to individual consumers.

24) The nature of the existing building and the zoning of floor space for the proposed mixed uses establishes a very workable four or five phased process of accommodating the envisioned mixed uses. Occupied spaces can function while redevelopment of subsequent phase proceed.

25) The proposed LNK Market would stimulate operational net- works with the following Lincoln institutions and organizations: The City of Lincoln, the Lincoln Food Policy Council, existing farmer’s markets, Cooperative Food, non-pro, Open Harvest Market, Lincoln Public Schools System, Lincoln Public Libraries, Lincoln Electric System, Southwest Community College’s Culinary Center, and the SCC’s Farmerama program, UNL Buy Fresh Buy Local program, UNL Food Science program, UNL Plant Science and Horticulture program, Streeterville Agri- culture program, Nebraska Health Care Association, Nebraska Restau- rant Association, and Lincoln’s Lancaster Public Health Department.

26) Fully developed is all of the proposed mixed uses. It is esti- mated that approximately 200 jobs will be added to the Lincoln workforce at the Pershing Center location, plus the potential of increased farmerproducer employment within the surrounding county and region.

27) The City of Lincoln has a unique opportunity, through the Pershing Center, to create a quality place that, along side the State Capitol, Centennial Mall, Pinion Bank Arena and Haymarket, and the University of Nebraska cam- pus, to create one of the three or four most attractive public spaces within the city.

New SLPS Season is Under Way

The 2018-19 Sustainability Learning Series has begun, pairing six compelling programs from October through April. Jaime Ceston, founder of CestonCo Global, a social enterprise business specializing in program management and marketing the sustainability sector – prioritizes work that create a positive impact in our communities, our state, and our global cities. Her presentation in October shared real-world experience in implementing projects – from cloudey education services to cross-border trade, audience and market need, societal and cross-sector sustainability, and communications, and more.

The next SLPS webinar will be 3:30-4:30 pm, Thursday, November 1st, presented by Bethann Proctor, Sustainable Communities at the University of Nebraska-Lincoln. The program will be free and open to the public.

Partners include The Student Leaders Institute, Sustainability Learning Series at the University of Nebraska-Lincoln, the Lincoln Chamber of Commerce, Community College, Metropolitan Community College, Nebraska State College, Community College, and the University of Nebraska-Lincoln.

Recycling Markets in Omaha and Beyond is Sierra Club Topic

The Nebraska Sierra Club will present a program by Lee Cornell of Firstar Fiber from 6 to 7 pm Thursday, December 20th, 2018 at the Central United Methodist Church, 7120 Cass Street.

With China no longer purchasing our recycled paper from the United States, the recycling market has plummeted in recent months. In many cities across the state, curbside recycling is no longer picked up by the trash collector. Cornell will address the challenges facing our Omaha recycling programs. Firstar Fiber will discuss the future of recycling in the US. The presentation will cover current recycling and future recycling efforts and most importantly, the impact on the environment.