

07/06/2026

Re: Proposed Evaluation of Alumni Hall Site Using Assemble Lincoln Site Selection Process

Dear Senator Bostar,

In response to your request, Legends is pleased to outline an approach to evaluate the Alumni Hall site using the same structured site selection process previously undertaken by Assemble Lincoln for potential public and private convention center sites. This approach is intended to ensure consistency, transparency, and comparability with prior analyses.

Assemble Lincoln's prior site selection effort was built around a consistent, criteria-based framework designed to compare potential sites objectively and transparently. The process considered each site's ability to support the long-term goals of the Lancaster County Convention Center, including development feasibility, operational functionality, accessibility, community integration, and overall project readiness.

Legends proposes to apply the same evaluation methodology used during Assemble Lincoln's previous site selection process so that the Alumni Hall site can be reviewed on a comparable basis with the other sites previously considered.

The proposed evaluation would focus on the following key categories:

Site Fundamentals and Development Considerations

Review of site size, configuration, development capacity, ownership, acquisition considerations, access, utilities, visibility, physical constraints, and overall project readiness. The site's ability to support the required convention center program, including exhibit, meeting, ballroom, back-of-house, loading, service, event operations, parking strategy, hotel adjacency, schedule implications, funding considerations, and long-term operational viability.

Community Integration & Growth

Review of the site's relationship to downtown Lincoln, the University of Nebraska campus, surrounding civic assets, hotels, restaurants, entertainment, public spaces, future development opportunities, and broader community goals.

Accessibility & Connectivity

Review of pedestrian access, vehicular access, service and loading access, transit proximity, parking availability, regional connectivity, traffic considerations, and universal accessibility.

Site Environmental Impact

Review of existing conditions, environmental considerations, demolition requirements, geotechnical considerations, drainage or floodplain considerations, sustainability opportunities, cultural or community sensitivity, and unknown risks requiring further diligence.

By applying the same evaluation framework, Assemble Lincoln would be able to consider the Alumni Hall site through a disciplined and consistent process before any conclusions are reached. This approach would provide a clear understanding of the site's opportunities, constraints, and alignment with the objectives of the Lancaster County Convention Center project.

Sincerely,

Fabio VazdeMelo Braz, PE

Project Director
Legends Global Planning



**ALUMNI HALL SITE
ALTERNATE SITE EVALUATION**

**LANCASTER COUNTY CC
SITE SELECTION PROCESS**

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DOWNTOWN LINCOLN | SELECTED SITE & ALUMNI HALL SITE



Stadium / Alumni Hall Site Evaluation Approach

Following the original Lincoln Convention Center site selection process, Assemble Lincoln will review an additional concept located adjacent to Memorial Stadium and the University of Nebraska campus. The concept is understood to include a vertical mixed-use tower with residential and/or hotel uses above a lower-level meeting and event space.

To maintain consistency with the prior process, the Stadium / Alumni Hall concept will be evaluated against the same technical scorecard used for the previous finalist sites, including site fundamentals, community integration and growth, accessibility and connectivity, environmental considerations, development readiness, event operations, parking, hotel adjacency, and Turnback Tax implications.

Based on the information currently available, the site appears to present a compelling University district opportunity; however, it will need to demonstrate its ability to accommodate the full Lancaster County Convention Center program. Key areas of review will include site area, exhibit hall feasibility, loading and service access, parking and hotel availability, ownership and funding structure, and potential event conflicts associated with Memorial Stadium, football weekends, concerts, and other University activities.

This supplemental analysis will provide an objective comparison of the concept against the selected Garfield / Cornhusker site and will help determine whether it should be considered a convention center replacement site, a complementary University event venue, or a separate mixed-use development opportunity.

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SITE SELECTION EVALUATION CRITERIA

1 SITE FUNDAMENTALS		
1.1.1	Site Data / Size & Configuration	General Shape of parcel / Optimized Program Configuration
1.1.2		Single vs Multiple Land Parcels
1.1.3		Street Frontage
1.1.4		Future CC Expansion Adjacent to Site
1.1.5		Future Complementary Development Adjacent to Site
1.2.1	Site Access	Right of Way Vehicular Access
1.3.1	Site Proximity & Attractiveness	Proximity to Downtown Core
1.3.2		Visibility / Civic Presence
1.3.3		Attractiveness of the Site to Event Planners & Attendees
1.3.4	Site Utility Access	Adjacency to Downtown Site Features
1.4.1		Site access to DEC energy
1.4.2		General Services - Water / Sanitary / Gas
1.4.3	Financial Considerations	Technology - Fiber
1.5.1		Turnback Tax Evaluation
1.5.2		Land Acquisition Timeline
1.5.3	Site Condition	Land Acquisition Cost
1.6.1		Site Condition - Project Readiness / Construction Readiness

3 ACCESSIBILITY & CONNECTIVITY		
3.1.1	Surrounding Traffic Flow & Vehicular Access	Pedestrian Ingress & Egress to Site
3.1.2		Visitor Vehicular Access
3.1.3		Service Truck Access
3.1.4		Road Infrastructure - Road Adequacy / Relocation Required
3.1.5		Distance to Interstate (and/or Major Artery)
3.2.1	Pedestrian Connectivity	Conditions of Pedestrian Infrastructure
3.2.2		Proximity to Mass Transit
3.3.1	Parking	Parking Availability
3.4.1	Planning	Compatibility with Downtown Planning Initiatives
3.5.1	Regional Access	Local & Regional Accessibility
3.6.1	Accessibility	Universal Accessibility to Site

2 COMMUNITY INTEGRATION & GROWTH		
2.1.1	Site Adjacency To Hotels	Proximity to Existing Hotel Stock
2.1.2		Walking Proximity to Hotels
2.1.3		Headquarters Hotel in the Future
2.2.1	Site Adjacency to Complimentary Facilities	Proximity to Restaurants/Bars
2.2.2		Proximity to Shopping/Retail
2.2.3		Proximity to Entertainment/Attractions
2.2.4	Surrounding Urban Environment	Proximity to Parks, Green Spaces & Public Open Spaces
2.3.1		Neighborhood Support / Synergy
2.3.2		Attractive Urban Environment
2.3.3		Compatibility to Surrounding Area
2.3.4		Black Out Days / PBA Events
2.3.5		Socioeconomic Characteristics of Population
2.4.1	Future Compatible	Site Compatible with Future Industry Trends
2.5.1	Safety & Security	Visibility & Lighting of Surrounding Blocks
2.5.2		Safe & Modern Surrounding Site Infrastructure
2.6.1	Partnering	Catalyst Potential for Partnership Opportunities & Business Development

4 SITE ENVIRONMENTAL IMPACT		
4.1.1	Current Use	Current Site Use Conflicts / Cultural Sensitivity
4.2.1	Geotechnical & Environmental Reports	Greenfield / Brownfield
4.2.2		Floodplain / Drainage / Wetlands Characteristics
4.2.3		Environmental Contamination
4.3.1	Site Restrictions	Archeological / Historical Building / City District Impact
4.3.2		Easements, Liens, or Restrictions
4.4.1	Constructability Issues	Demolition Required on the site
4.4.2		Business Disruption Potential
4.5.1	Sustainability	Sustainability / LEED Registration
4.6.1	Risk	Unknown Risk

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ALTERNATE SITE REVIEW | ALUMNI HALL SITE



SITE CHARACTERISTICS

PROPERTY SITUS ADDRESS

707 Stadium Dr
Lincoln, NE 68508

SITE SIZE:

±50,000 SF
Preliminary Google Maps measurement provided by project team

PARCEL ID:

10-23-400-005-000

OWNER NAME:

Alumni Association of the University of Nebraska
1520 R Street
Lincoln, NE 68588

LEGAL DESCRIPTION:

S23, T10, R6, 6th Principal Meridian, Irregular Tract Lot 56 & East Half Alley Adjacent SE & North Lincoln Block 15 Lot 3 & East Half Alley Adjacent & Original Plat Block 5 Lot 1 & W12' Vac 10th St Commencing at the Northeast Corner of Block 15 Lot

SITE CONTEXT:

The Alumni Hall Site is located adjacent to Memorial Stadium and near the University of Nebraska campus, with proximity to the Haymarket district and existing downtown activity. The site benefits from strong visibility and civic identity

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LANCASTER COUNTY CONVENTION CENTER PROGRAMMING REQUIREMENTS



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LANCARTER COUNTY CONVENTION CENTER | PROGRAMMING REQUIREMENTS

To meet the varied demands of event organizers and participants, the Lancaster County Convention Center will offer a mix of flexible, high-quality spaces, designed to accommodate everything from massive conventions to small breakout sessions. Each feature has been carefully planned to offer optimal functionality, comfort, and aesthetic appeal:

Large Events Hall:

Size: 36,000 square feet.

Specifications: This column-free space is designed with a minimum ceiling height of 35 feet, offering ample room for large-scale conventions, exhibitions, sports tournaments, concerts, and trade shows. The column-free structure ensures unobstructed views and optimal flexibility in configuring the space to suit diverse event formats. This hall will serve as the centerpiece for major conventions and public shows, accommodating thousands of attendees with ease.

Breakout Meeting Space:

Size: 10,000 to 12,000 square feet.

Specifications: These modern, carpeted meeting rooms are designed with a minimum ceiling height of 12 feet and provide a more intimate setting for smaller meetings, workshops, and seminars. The breakout spaces will be ideal for educational sessions, professional training programs, and smaller corporate meetings, offering a flexible environment that can be divided or combined as needed.

Multi-Use Ballroom:

Size: 10,000 to 12,000 square feet.

Specifications: The multi-use ballroom is envisioned as a refined, upscale space capable of hosting banquets, galas, weddings, and corporate events. With a minimum ceiling height of 25 feet, this space offers a grand setting while still maintaining flexibility. Its aesthetic appeal and functionality make it an attractive option for high-end gatherings, formal events, and special celebrations.

Outdoor Event Space:

Size: Approximately 5,000 square feet of usable outdoor space.

Specifications: This outdoor area will prioritize the creation of a patio or rooftop terrace, providing an elegant setting for outdoor receptions, exhibitions, and social gatherings. With the ability to accommodate 5,000 square feet of event space, it will be perfect for warm-weather events with scenic sightlines of the Nebraska State Capitol and downtown Lincoln, adding a unique dimension to the convention center's offerings.

LANCASTER COUNTY CONVENTION CENTER - CONCEPT PROGRAM	Subtotals	Totals
SUB-TOTAL CLASSIFICATION 1: PUBLIC SPACES		30,623
Main Lobby	3,060	
Prefunction / Registration	14,651	
Vertical Circulation	6,620	
Restrooms	6,292	
SUB-TOTAL CLASSIFICATION 2: ASSEMBLY SPACES		74,804
Exhall	36,385	
Flexhall	7,416	
Exterior Event Space Support Space	721	
Ballroom	15,414	
Meeting Rooms	14,868	
SUB-TOTAL CLASSIFICATION 3: FOOD SERVICE & RETAIL		8,264
Food & Beverage Concessions	2,205	
Kitchen	6,059	
SUB-TOTAL CLASSIFICATION 4: ADMINISTRATION		6,347
Administration Offices	4,982	
Housekeeping Offices	1,365	
SUB-TOTAL CLASSIFICATION 5: OPERATIONS & SUPPORT		24,973
Building Support	7,875	
MEP Spaces	17,098	
TOTAL GROSS BUILDING SQUARE FOOTAGE		145,011
EXTERIOR SPACES		15,010
Exterior Exhibit Space	5,000	
Exterior Loading Dock	10,010	
TOTAL GROSS PROJECT SQUARE FOOTAGE		160,021

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