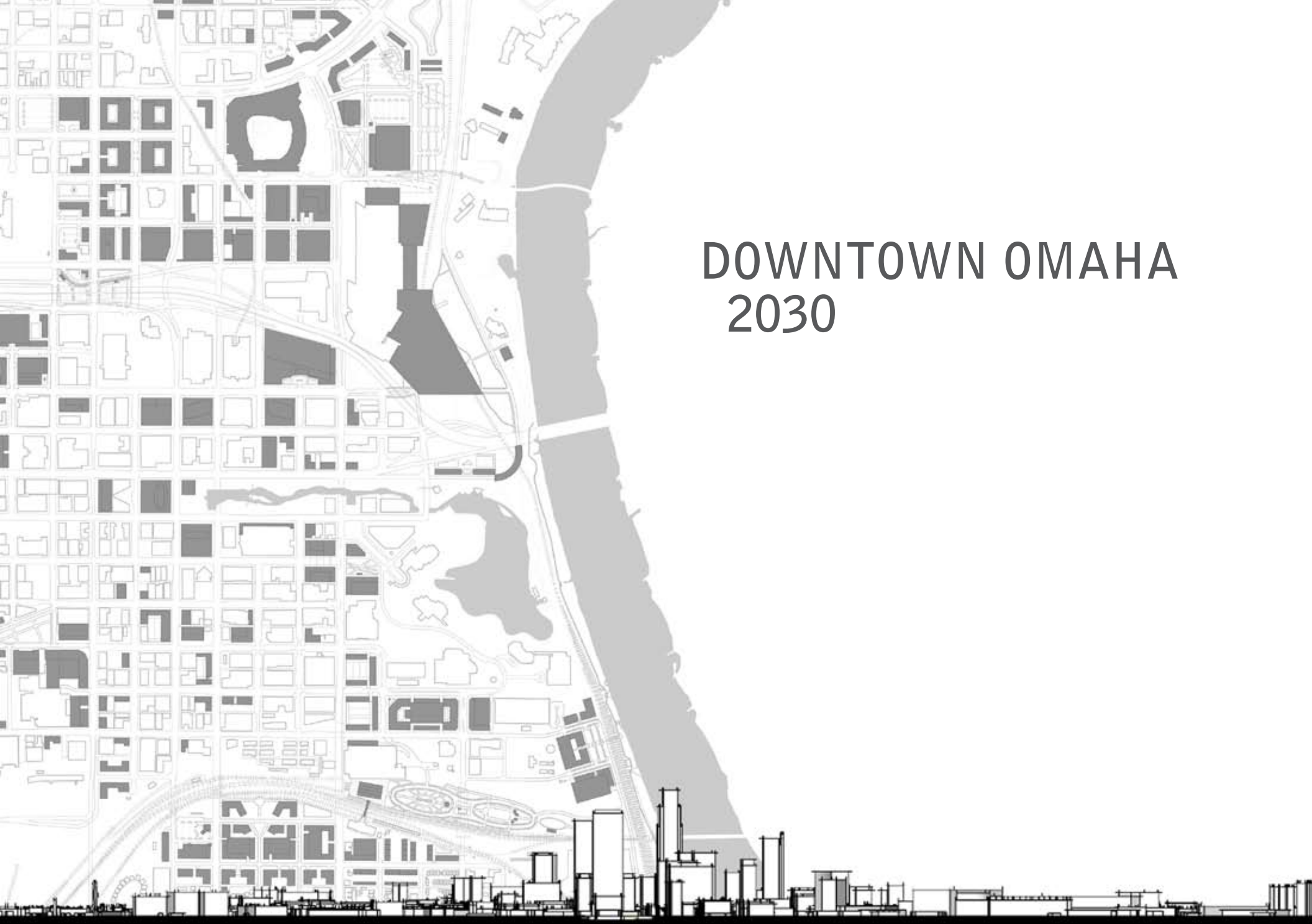

DOWNTOWN OMAHA 2030

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Omaha Chamber Young Professionals Council

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The Downtown Omaha Master Plan Team would like to thank all those who attended the visioning sessions and charrette; called, emailed, or visited with suggestions and ideas; provided insights, thoughts, and guidance; and assisted through the course of the planning process. If your name has inadvertently been omitted, we apologize and thank you for your contribution.

1.0 EXECUTIVE SUMMARY

In the early 1970s, faced with continuing disinvestment in its historic core, the City of Omaha commissioned a Downtown Master Plan. Published in 1974, the Downtown Plan was credited by many with helping "save" the heart of the city, creating renewed interest and investment in the downtown, and generally providing a sense of direction and energy for over thirty years. In 2009, City leaders chose to revisit the topic of a downtown plan, and to lay out an ambitious program for the next twenty years of development.

Where a fundamental premise of the 1970's plan was to ensure that Downtown would survive, the motivating force behind the current plan is to help Downtown Omaha thrive. Omaha is a city of nearly half-a-million citizens, the heart of a metro area of 850,000. What will it take to make the Downtown a world-class place to live, work and play; a resource for residents and workers, regional visitors and tourists from around the globe? The current plan attempts to address these issues and lay out an ambitious, but achievable, vision of what could happen between now and the year 2030.

The backbone of the plan, as presented here, are ten principles that were developed collaboratively during the planning process, with input from all the participants: the City, stakeholders, residents, employees, design professionals, and members of the general public. These ten principles summarize the community's goals for its heart, covering the full spectrum of social, economic, physical and environmental concerns.

1. Downtown Omaha should be the dominant economic engine for the region.
2. Downtown Omaha should be a great place to live, work, play, visit and learn.
3. Downtown Omaha should be home to the unique civic and cultural resources of the region.
4. Downtown Omaha should have distinct neighborhoods, districts and corridors.
5. Downtown Omaha should be urban.
6. Downtown Omaha should have a comprehensive system of integrated, diverse open spaces for public use.
7. Downtown Omaha should be a multi-modal environment where one can live everyday life without using a car.
8. Downtown Omaha should comprise a series of integrated "park once" districts.
9. Downtown Omaha should be a model of sustainable urbanism.
10. Downtown Omaha should strive to cultivate a culture of design excellence.

These ten principles derive from the surveys, interviews, questionnaires and visioning workshops that defined the first part of the planning process. In turn, they became the framework for the five day planning charrette that was the centerpiece of the effort. Over 400 citizens participated in this charrette, presenting ideas, questioning decisions, offering advice and support, and ultimately helping make the plan their own. Participants represented all walks of life, and ranged in age from pre-teens to retirees. Those who could not physically attend the public presentations watched them on streaming video; and provided

comments on the website set up for this purpose.
The plan builds upon the physical and functional characteristics of Downtown Omaha as it currently exists, and projects a future based on both the publicly espoused principles and a very rigorous quantitative analysis of opportunities and potentials. The program of development outlined in this document derives from a detailed assessment of local, regional, national and even international growth trends, demographic patterns, and development practices. The plan tries to anticipate significant macro-economic factors such as the end of inexpensive fossil fuels or the need for all communities to address green house gases or to minimize their carbon footprints. The plan imagines the heart of the city as much more a "downtown" and much less a "central business district," offering a wide range of options for people to live, work, play, visit and learn. While the downtown of the future is anticipated to remain the dominant economic center, it will also be a dominant social, cultural, recreational and educational center. All of these characteristics will benefit from a deliberately integrated diversity characteristic of great cities and great downtowns.

This document presents the Downtown Plan as it emerged during the five month planning process. It describes the current situation within the 2.2 square mile study area, and matches quantitative and factual data with the qualitative concerns and overall vision that were presented by the clients, the stakeholders and the community at large. The document describes the "framework elements" around which the downtown will develop, discusses the primary functional issues including a diverse range of mobility options, and summarizes the urban design features and priorities that will help determine the appearance, feel and character of the downtown over time. It highlights the myriad opportunities for change and growth, development and redevelopment, showing how they connect back to the principles and frameworks. The document ends by laying out an implementation matrix – a set of guidelines and directions for how to set about achieving the ideas and projects presented in the Plan.

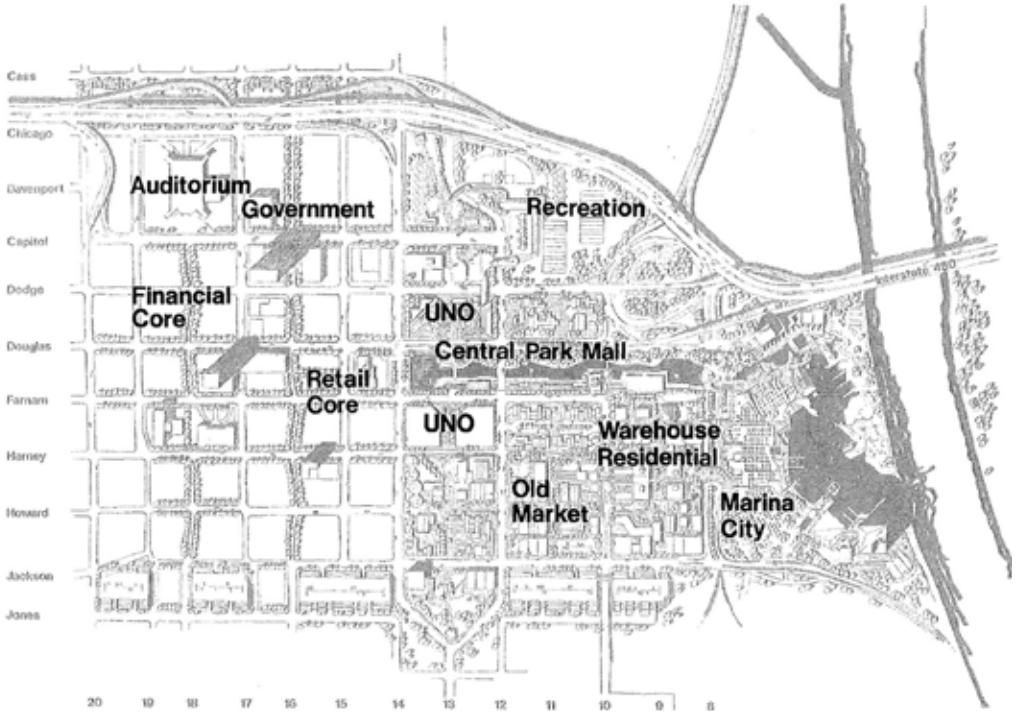
Aerial photo of Downtown Omaha from the west
© Tom Kessler Photography 2009

Omaha may never be as large as New York or Los Angeles, nor as diverse as San Francisco or Toronto. It does not have the same cultural characteristics as Portland, OR or Boston, MA, and it should not strive to be something that is not part of its essential DNA. However, it can and will learn from all the great examples of urbanism, both in North America and world-wide. It will build on the inherent characteristics of its geography, its climate, its economy, its physical location and its people. It will continue to grow and mature into a diverse and wonderful place to live and visit; and, its heart, its iconic image, and its essence will be the Downtown.

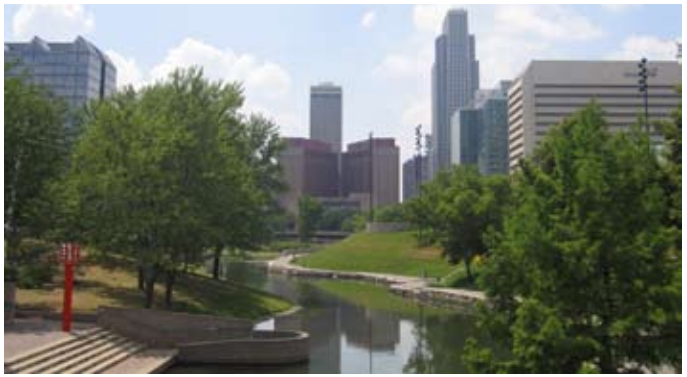
2.0 BACKGROUND

INTRODUCTION

Omaha's last plan for Downtown was the Central Business District Plan, adopted by the City Council in 1974. This plan provided a cohesive framework for addressing housing, transportation, economics, and the physical environment of Downtown Omaha. The main purpose of this document was to strengthen Downtown Omaha as the social, cultural, and economic center for the region, while ensuring that the unique characteristics that attracted residents and visitors would be well preserved. In consideration of the market and demographic trends of the time, this plan was, in essence, the plan to "save" Downtown Omaha.

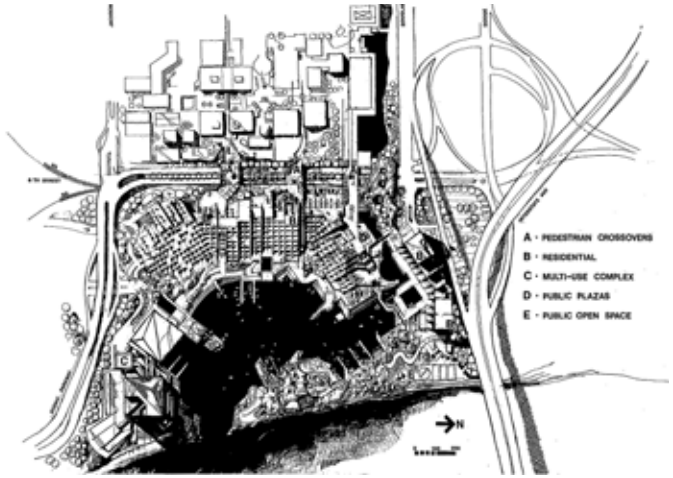


1974 Downtown Plan

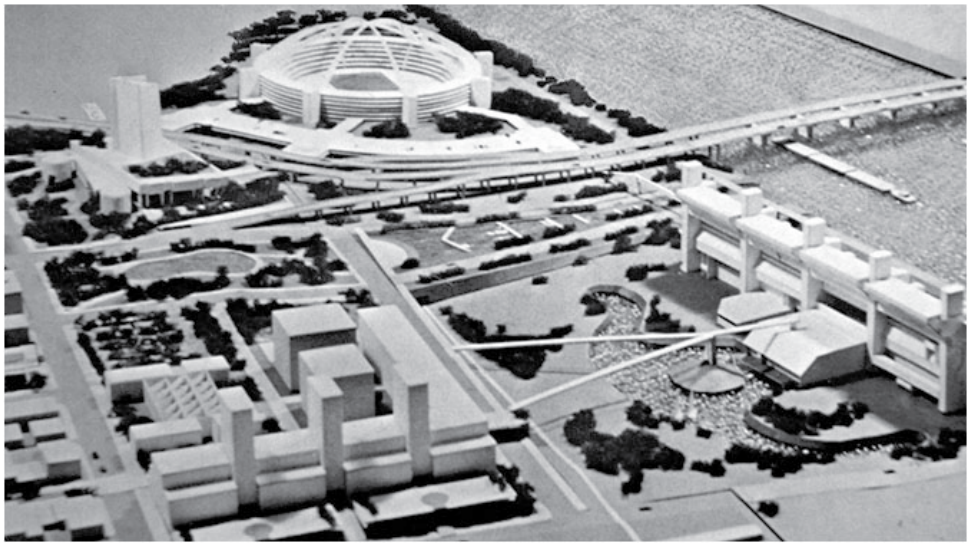


1974 concept for Central Park Mall and Gene Leahy Mall today

The 1974 Plan identified several potential projects that were ultimately implemented. Significant among these were the Central Park Mall (now known as the Gene Leahy Mall), Marina City (developed as Heartland of America Park and the Con Agra Campus), and a domed stadium located along the riverfront just north of I-480 (current site of Qwest Center Omaha). It is important to note that although the details of each of these projects differ from their initial concepts, they were cornerstones of Downtown Omaha's resurgence and remain critical elements of Downtown's development framework.



The concept for Marina City subsequently developed into Heartland of America Park and Con Agra Campus



Proposed domed stadium at the location of the current Qwest Center Omaha

Qwest Center Omaha

Future catalyst, the proposed streetcar system

Since the adoption of the 1974 Plan, Downtown Omaha has experienced significant revitalization and vibrancy. Roadway changes and development pressure brought about by construction of Qwest Center Omaha led to a plan for North Downtown. Approved by the City Council in 2005, this plan serves as a guide for development and redevelopment in the area located to the north of I-480. Continued growth throughout Downtown Omaha, changing conditions brought about by construction of TD Ameritrade Park Omaha, and development tied to a potential streetcar system, have all necessitated a new Downtown Plan, the details of which are outlined on the following pages.

Current catalyst, the new TD Ameritrade Park Omaha

3.0 INVENTORY AND ANALYSIS

INTRODUCTION

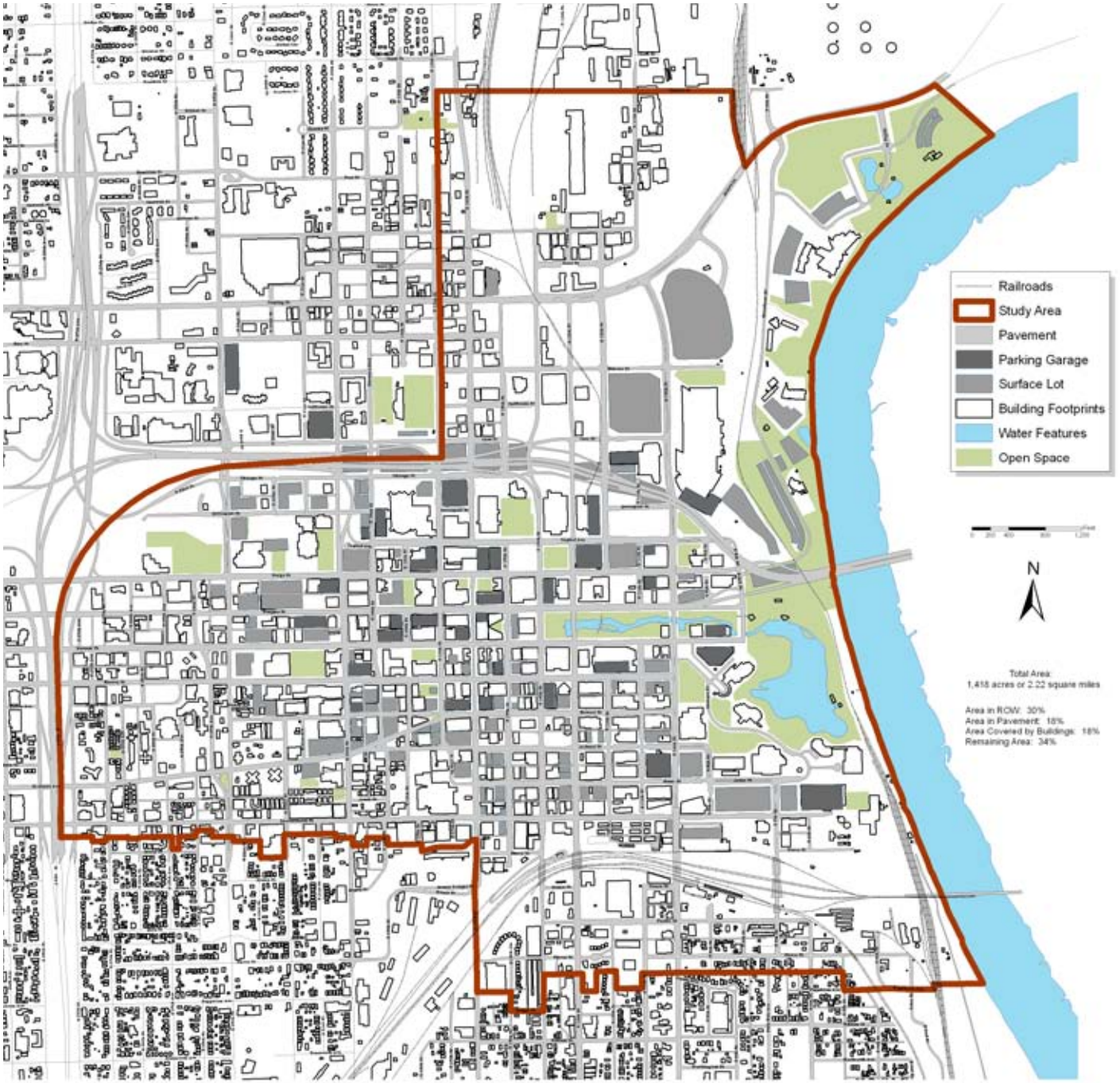
The cornerstone of a master plan is a thorough inventory of an area's existing conditions and an analysis of their potential impacts on the planning effort. Inventories of key elements, such as planning framework, environmental conditions, mobility options, and infrastructure are required. In order to facilitate this for the Downtown Master Planning effort, the City's GIS was utilized to create a series of inventory and analysis maps. Key analysis maps created for the Downtown Omaha Master Plan are shown on the following pages.

Downtown Omaha from the northwest

3.1 STUDY AREA BOUNDARY

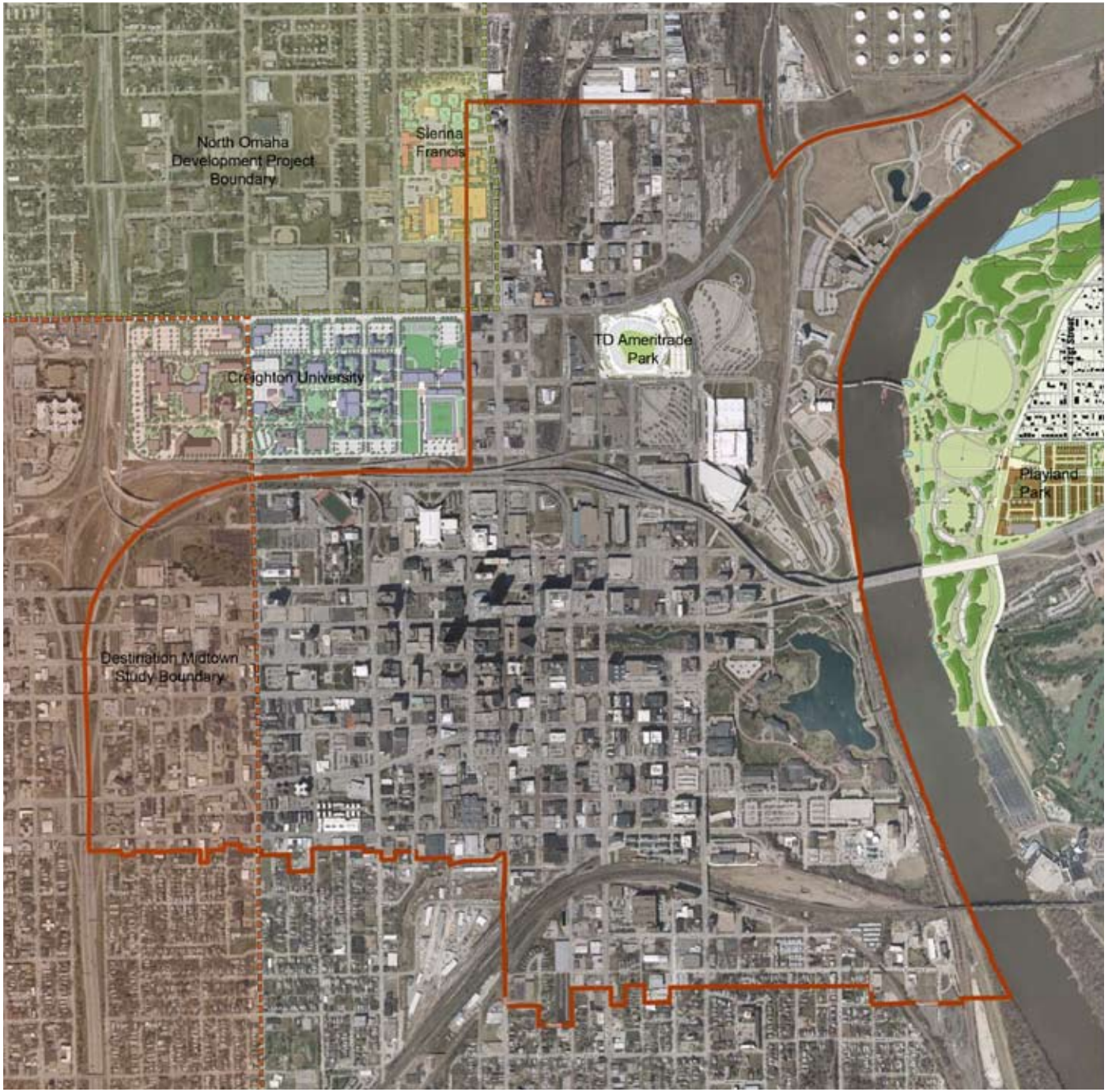
The Study Area boundary is shown on an aerial photograph of Downtown Omaha. The Study Area runs from Seward Street on the north, 17th Street on the west, I-480 on the north and west, Leavenworth Street on the south, 16th Street on the west, Pierce Street on the South, and the Missouri River on the east. The Study Area is 2.2 square miles in size.

3.2 BASE MAP



The Base Map of the Downtown Omaha Master Plan Study Area identifies building footprints, streets, parking lots and structures, parks and open space, and significant bodies of water.

3.3 MASTER PLANNING AND DEVELOPMENT

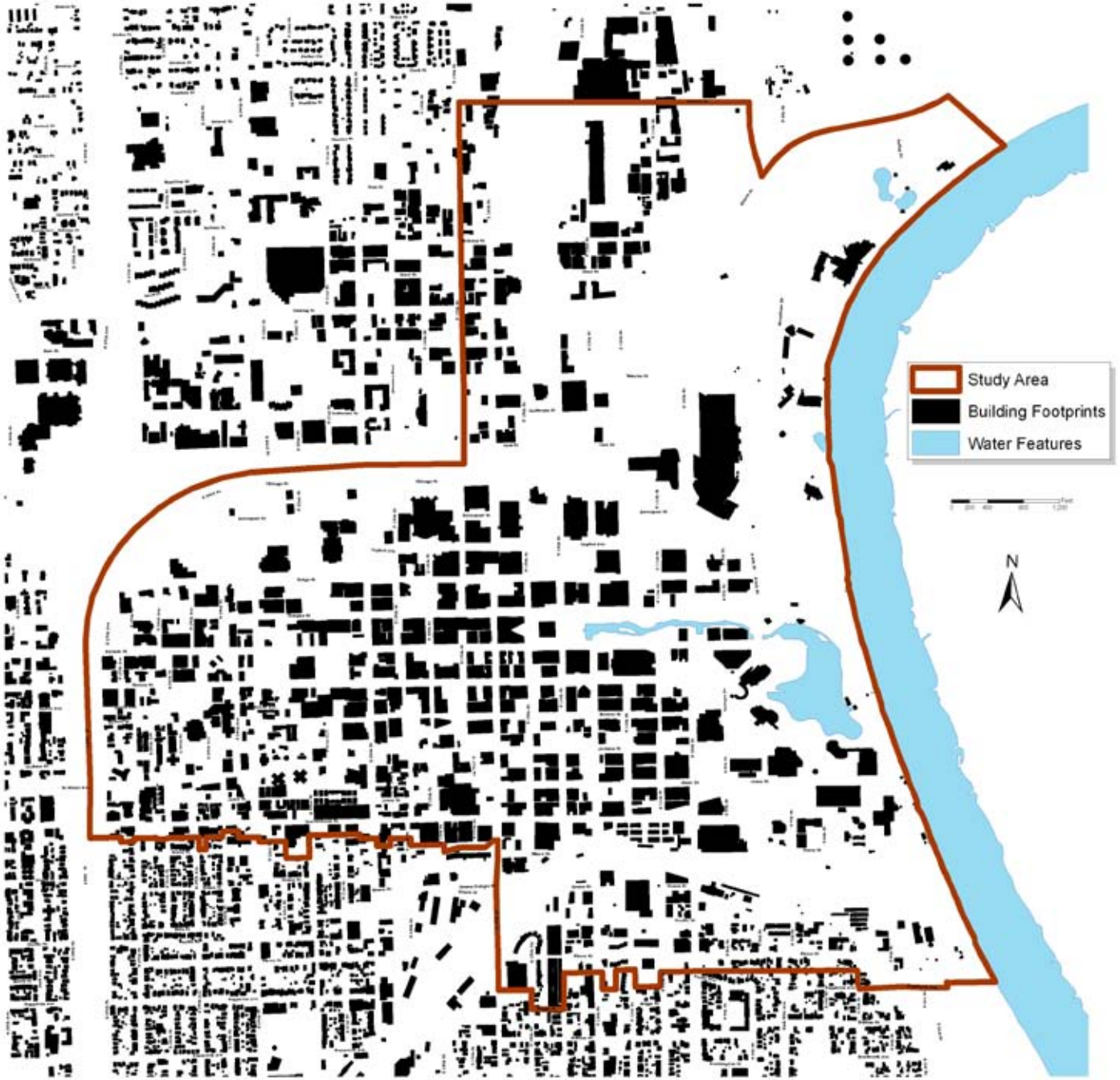


The Master Planning and Development Map identifies significant development projects and master planning efforts within or adjacent to the Study Area. TD Ameritrade Park is the largest development project occurring within the Study Area and can be seen north of I-480. The recently completed master plan for the Omaha Social Service Campus and the Playland Park Master Plan, located at the Iowa landing of the Missouri River Bridge, are also shown. Creighton University is currently in the process of updating its master plan. Its current master plan is shown.

3.4 OPEN SPACE

The Open Space Map identifies parks and open spaces within the Study Area. Formal open spaces (designed for use) are identified by dark green while "accidental" open spaces (not designed for usage) are identified by light green.

3.5 FIGURE GROUND



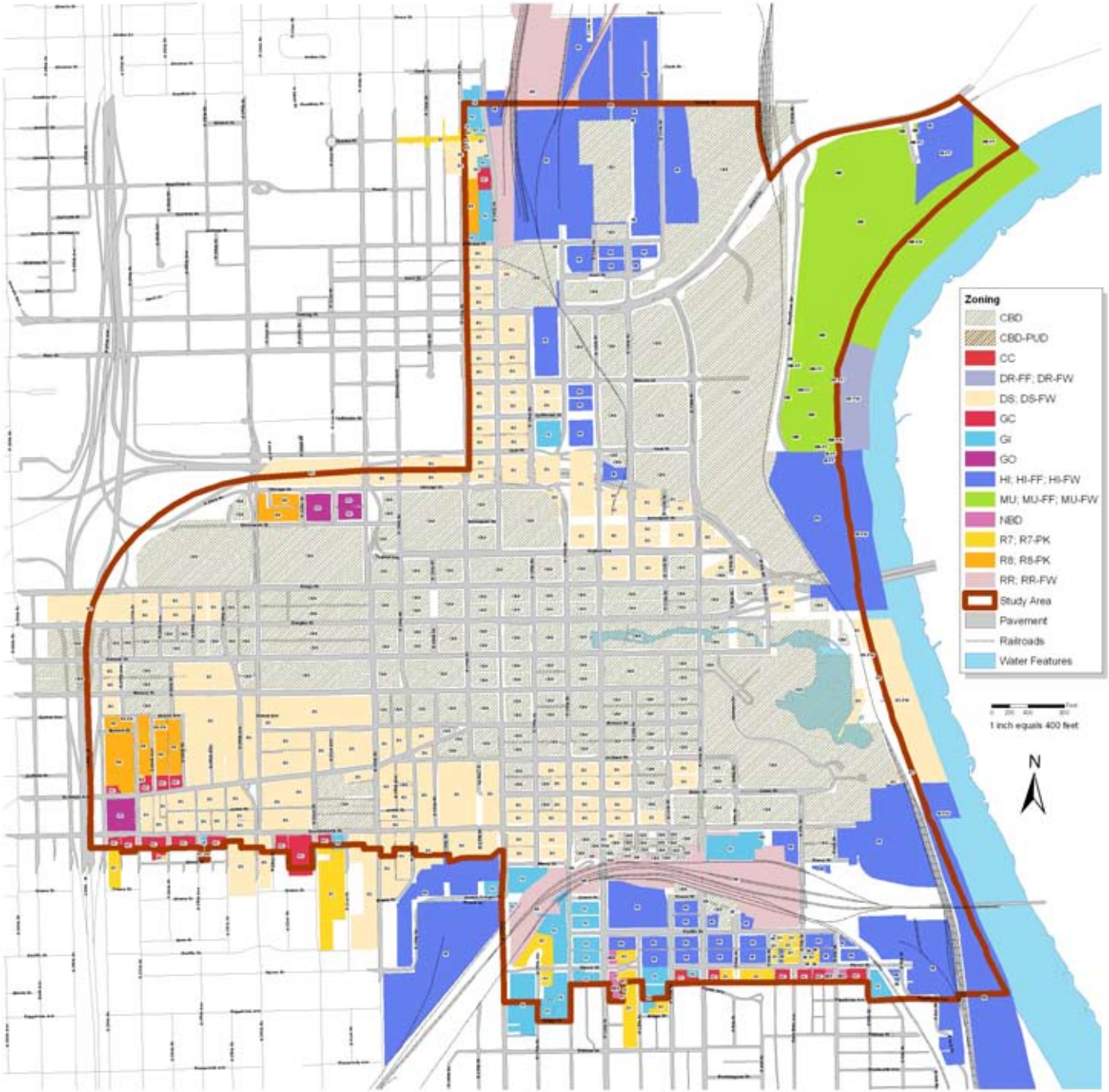
The Figure Ground Map shades in all building footprints. Figure ground maps are useful in order to gain an understanding of an area's urban fabric. The building footprints of larger downtown buildings can be differentiated from the smaller single family detached homes in neighborhoods adjacent to Downtown Omaha. In addition, the open space along the riverfront, the Union Pacific main line, I-480, and the Qwest Center Omaha parking lots can easily be identified by the lack of buildings.

3.6 LAND USE

The Land Use Map identifies the various land uses within the Study Area. Large areas of parking, civic, office, commercial, mixed-use, and open space uses are readily visible. Buildings with two colors (i.e. red and yellow in the Old Market) represent structures with different uses on different levels.

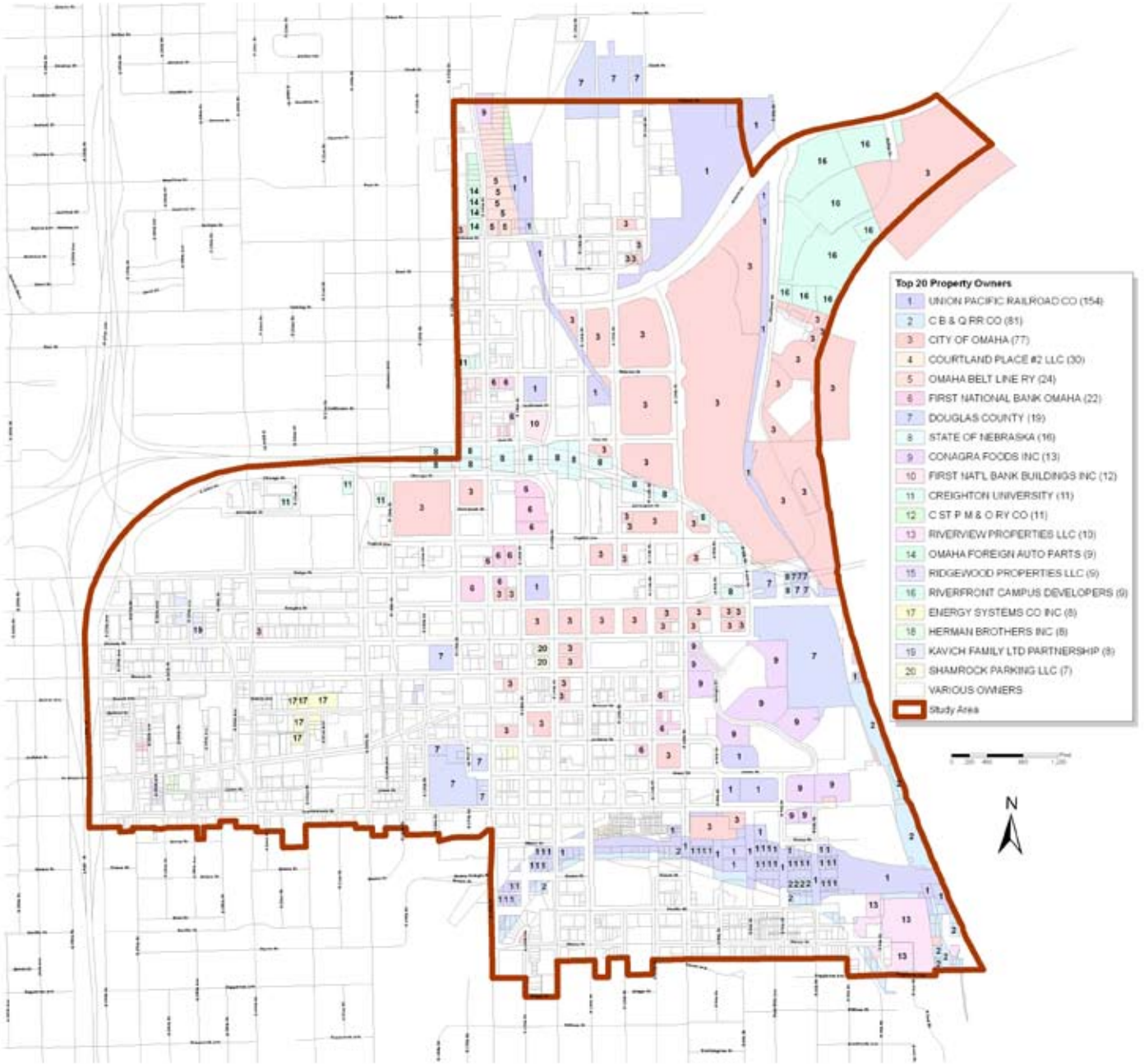
3.7 ZONING

The Zoning Map identifies the various zoning districts within the Study Area. The majority of the study area is comprised of Central Business District (CBD) and Downtown Service (DS) zoning districts. Other significant districts include Heavy Industrial (HI) and Mixed Use (MU).

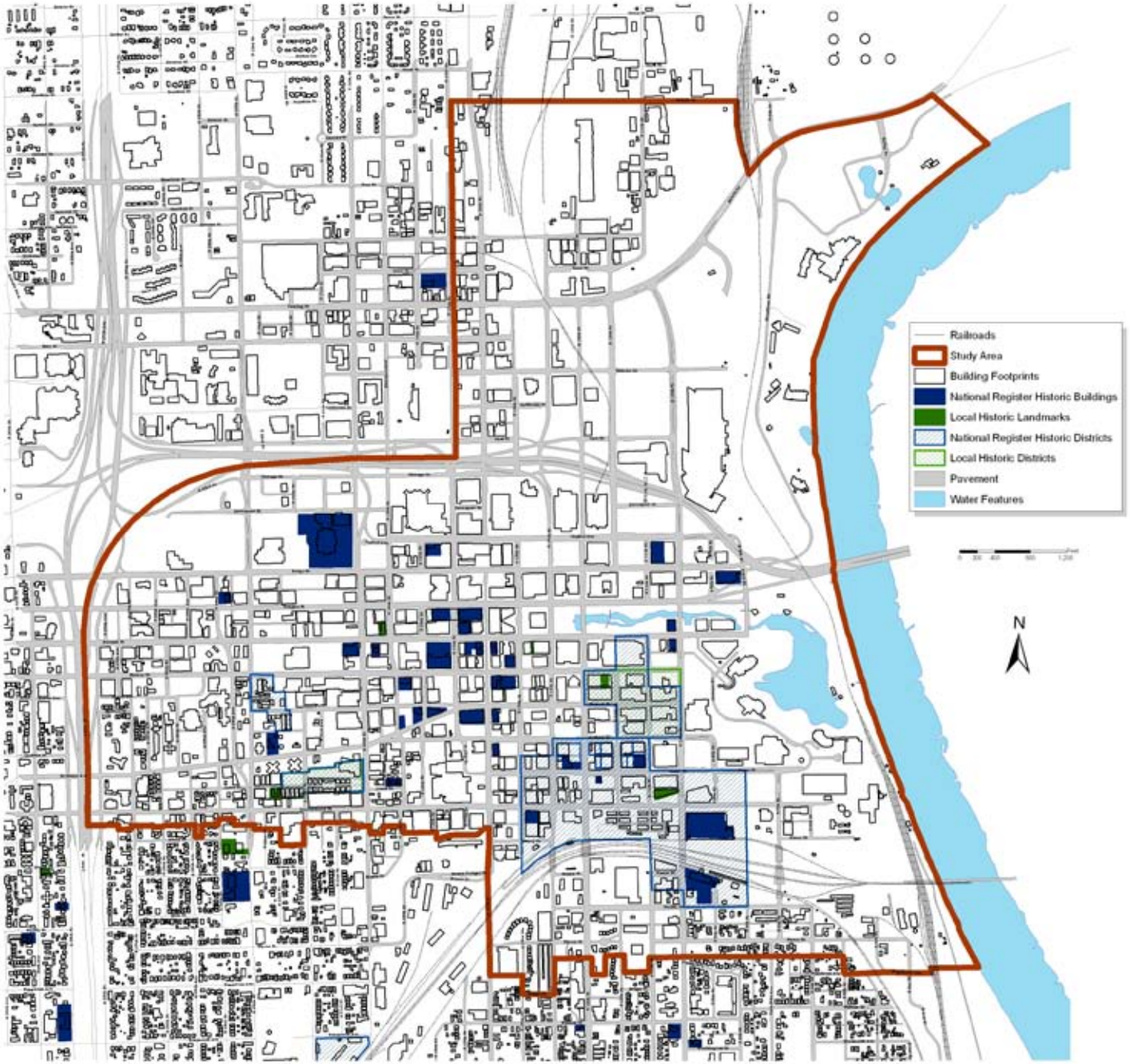


3.8 OWNERSHIP

The Ownership Map identifies significant property owners within the Study Area. The largest property owner is the City of Omaha. Other significant property owners include the Union Pacific Railroad, Douglas County, the State of Nebraska, Con Agra, and First National Bank.

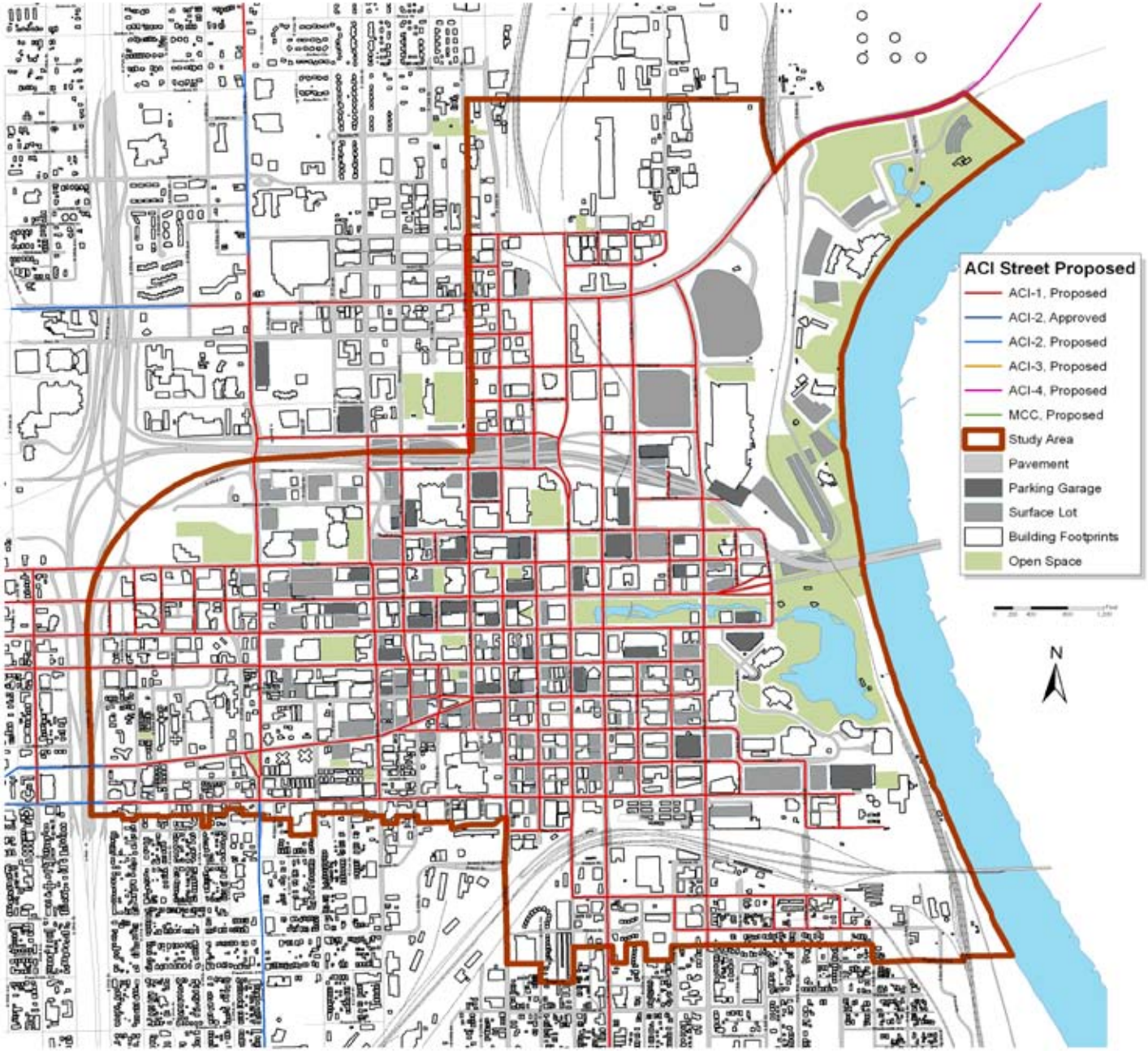


3.9 HISTORIC PRESERVATION



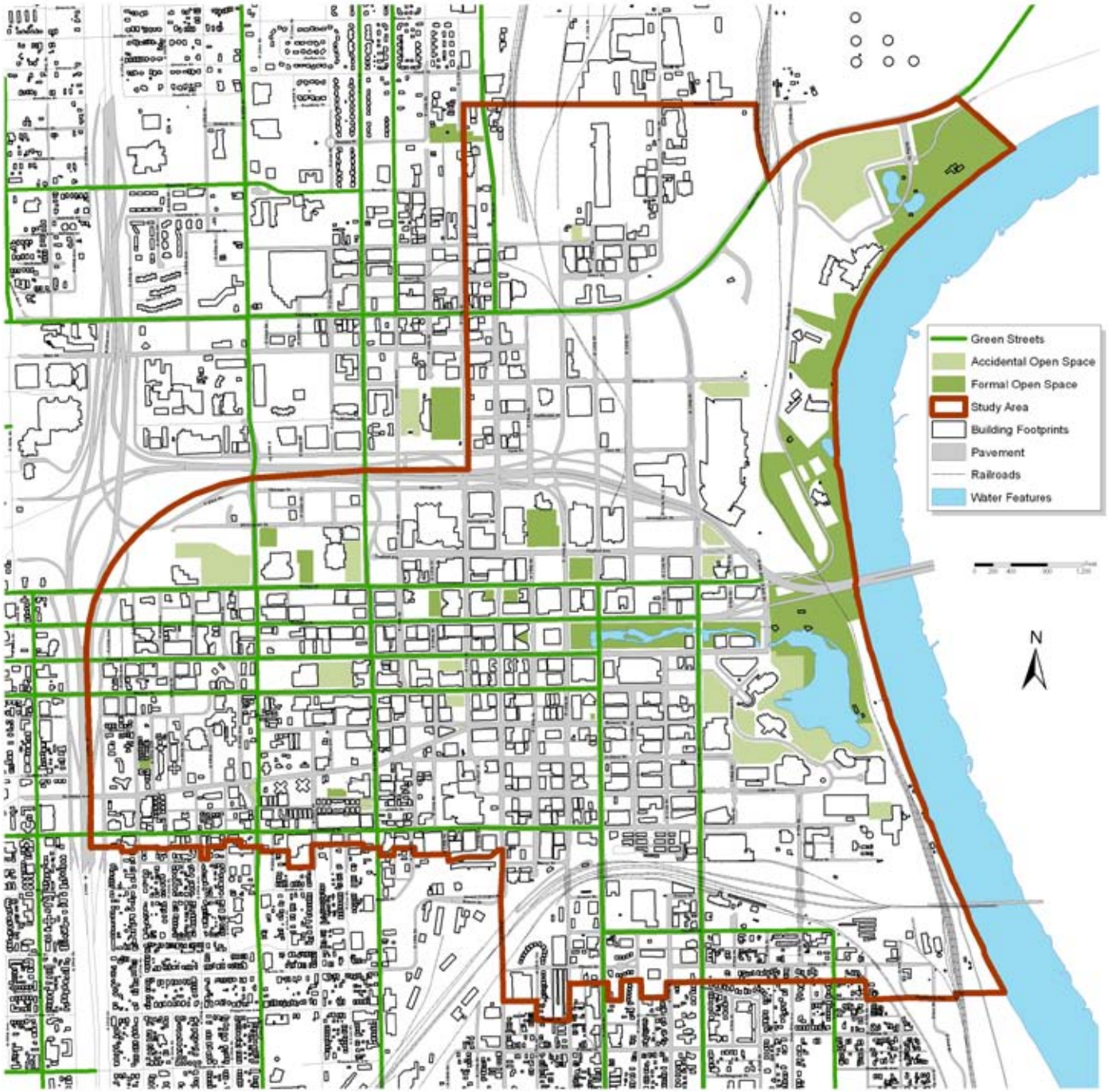
This map highlights the location of historically designated buildings and districts within the Study Area. It includes the locations of buildings and districts designated on the National Register, as well as locally designated landmarks and districts.

3.10 AREAS OF CIVIC IMPORTANCE



This map identifies street corridors and districts that are proposed as Areas of Civic Importance. Potential Areas of Civic Importance were identified in the City's Urban Design Element of the Comprehensive Plan, and are designated for enhanced urban design treatment. Most of the street corridors within the Study area are proposed for inclusion, as are two districts straddling south 10th and south 13th Streets.

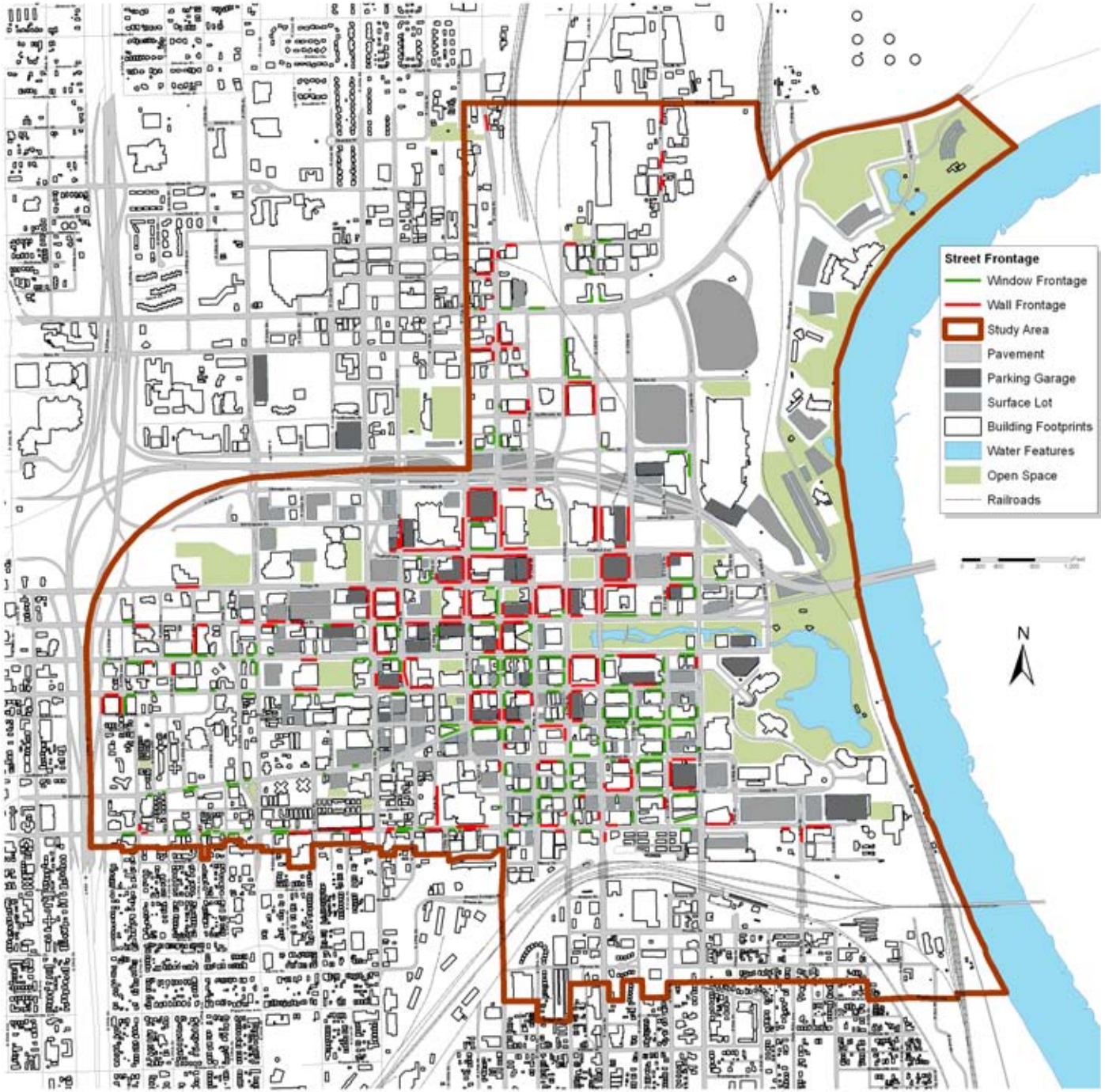
3.11 GREEN STREETS



The Green Streets Map identifies the streets that were included in the City's Green Streets for Omaha Plan. This plan establishes special design and landscape guidelines for the City's Green Streets network.

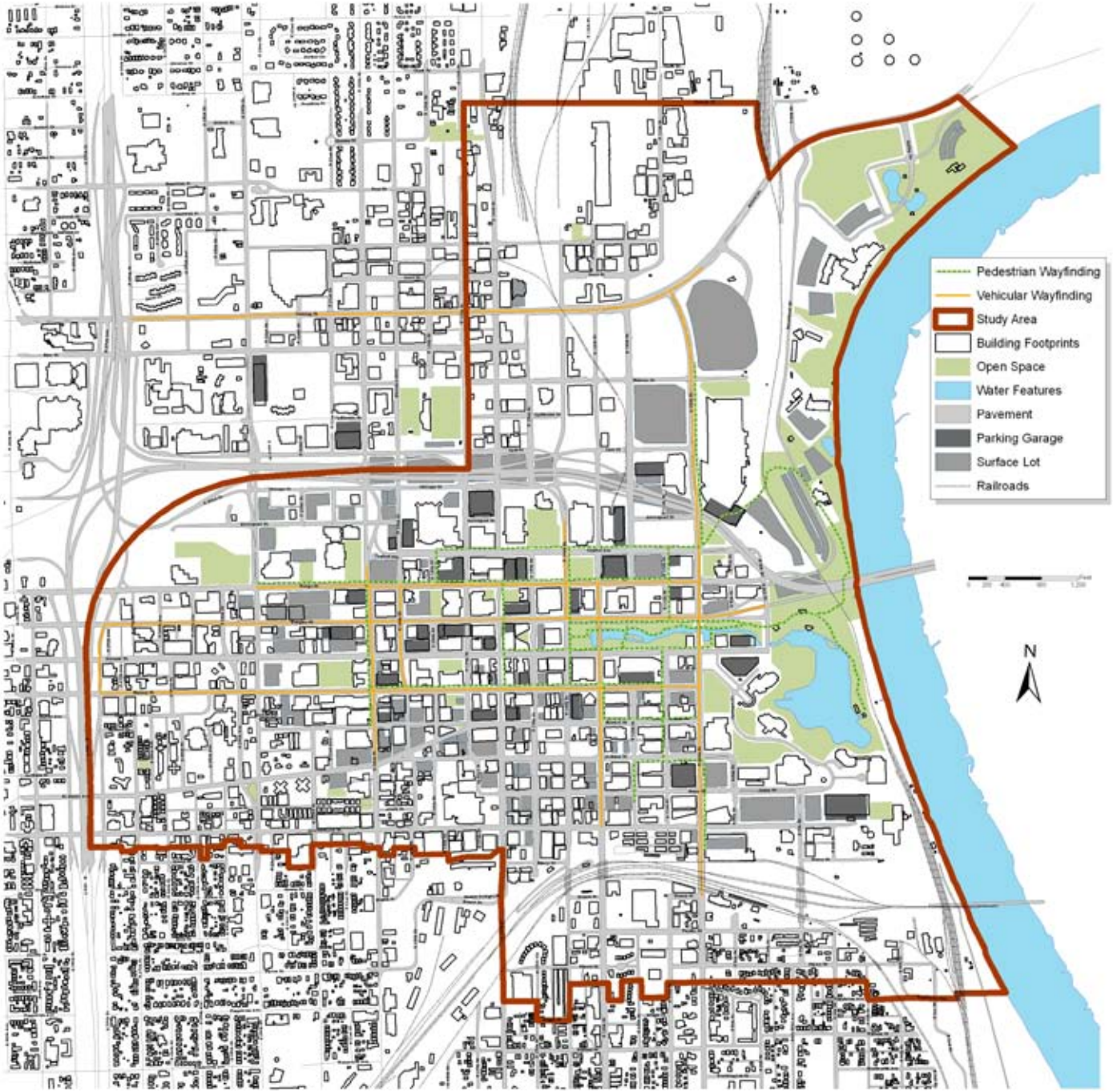
3.12 FRONTAGES

Frontages are a key indictor of street level activity. Blank walls on building fronts typically lead to limited sidewalk vitality, whereas windows and active uses typically lead to a more vibrant street life. The Frontage Map identifies buildings fronted with both blank walls and windows.



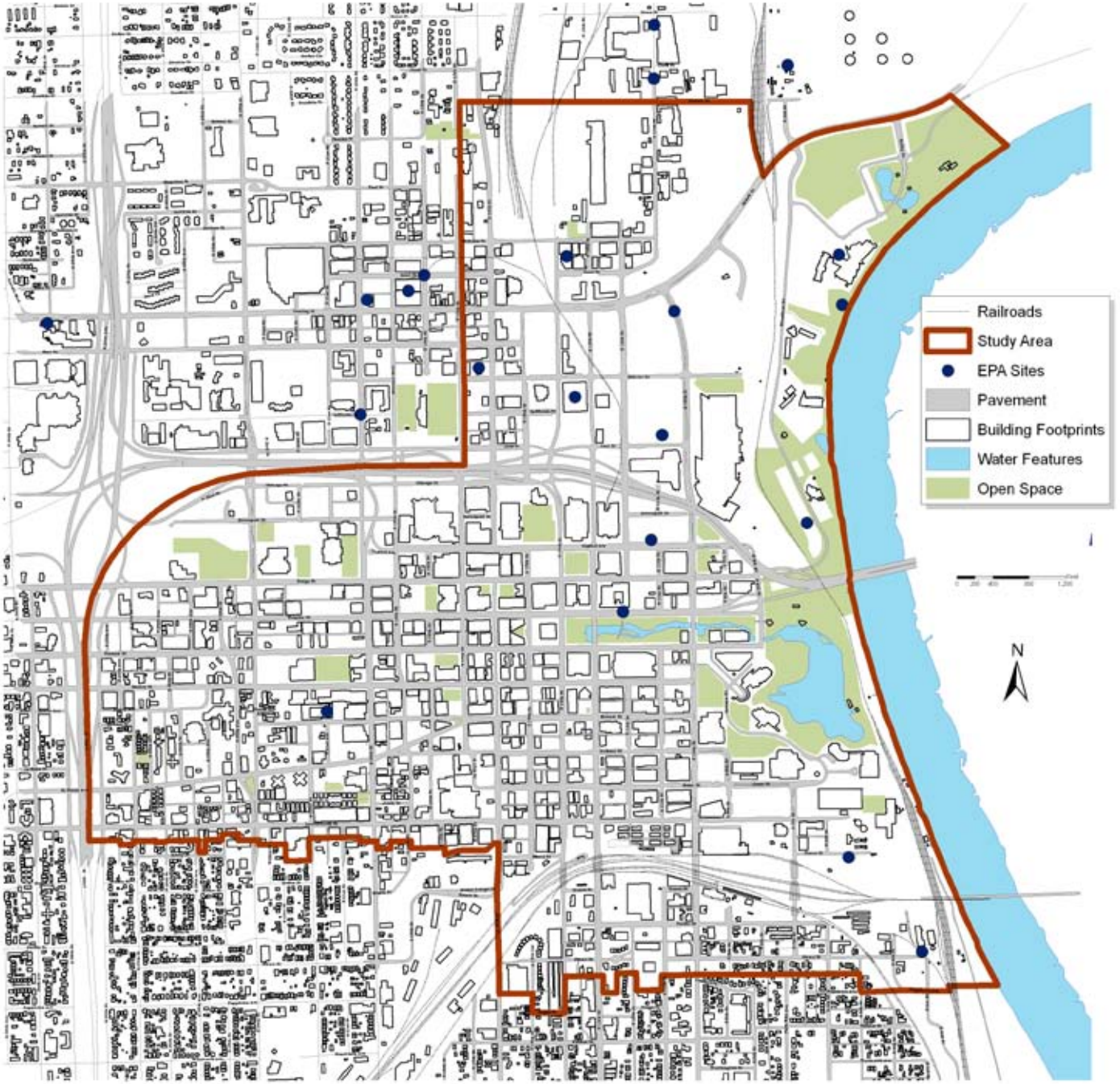
3.13 WAYFINDING

Providing directions to key Downtown attractions and destinations is a key element in assisting users of downtown. This map identifies key pedestrian and vehicular routes recently identified in the Downtown Wayfinding Study. As attractions are added to downtown or changes are made to the City's transportation system, the wayfinding study must be updated.



3.14 EPA SITES

An understanding of a site's environmental issues is imperative for moving forward with a redevelopment project. The EPA Site Map identifies locations where various environmental issues are present. This knowledge should help provide confidence to developers interested in developing a particular site within the Study Area.

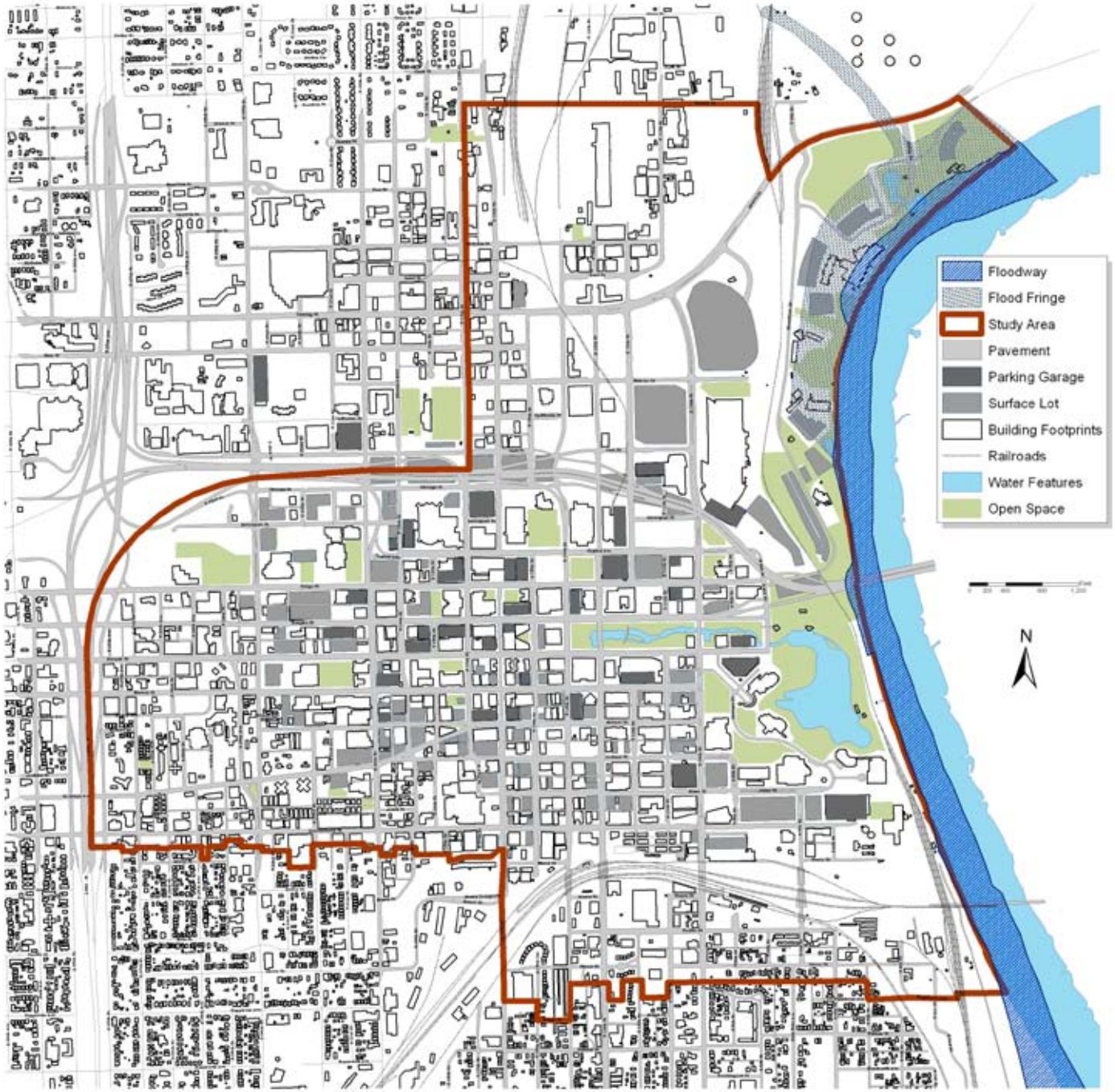


3.15 TOPOGRAPHY

Downtown Omaha has a variety of topographic conditions. Eastern portions near the Missouri River are relatively flat, while western portions are undulating. Between the two areas is a significant hill that runs north to south roughly between 15th Street and 17th Street. The Topography Map identifies topographic conditions within the Study Area.

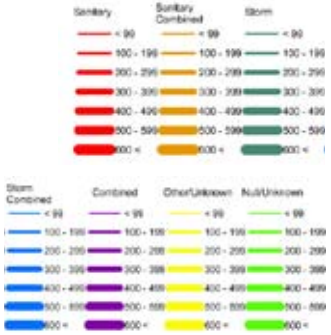
3.16 FLOODPLAIN

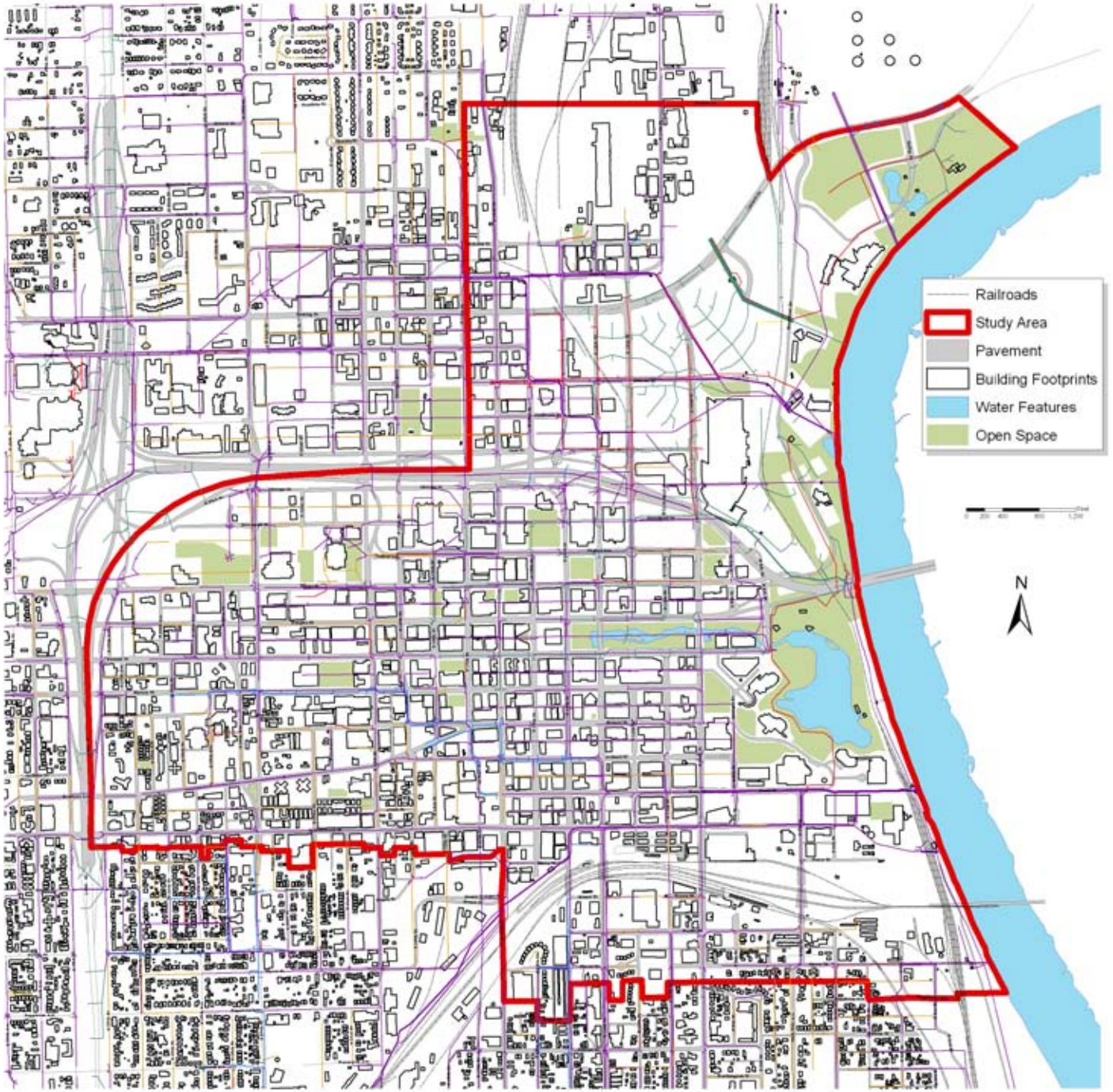
Developed as a "river city," flooding has been a concern in Omaha since the earliest days. Construction of a floodwall and raising portions of the Study Area above the 500-year flood level have addressed most of these concerns. The Floodplain Map identifies areas classified as floodway and flood fringe.



3.17 SEWERS

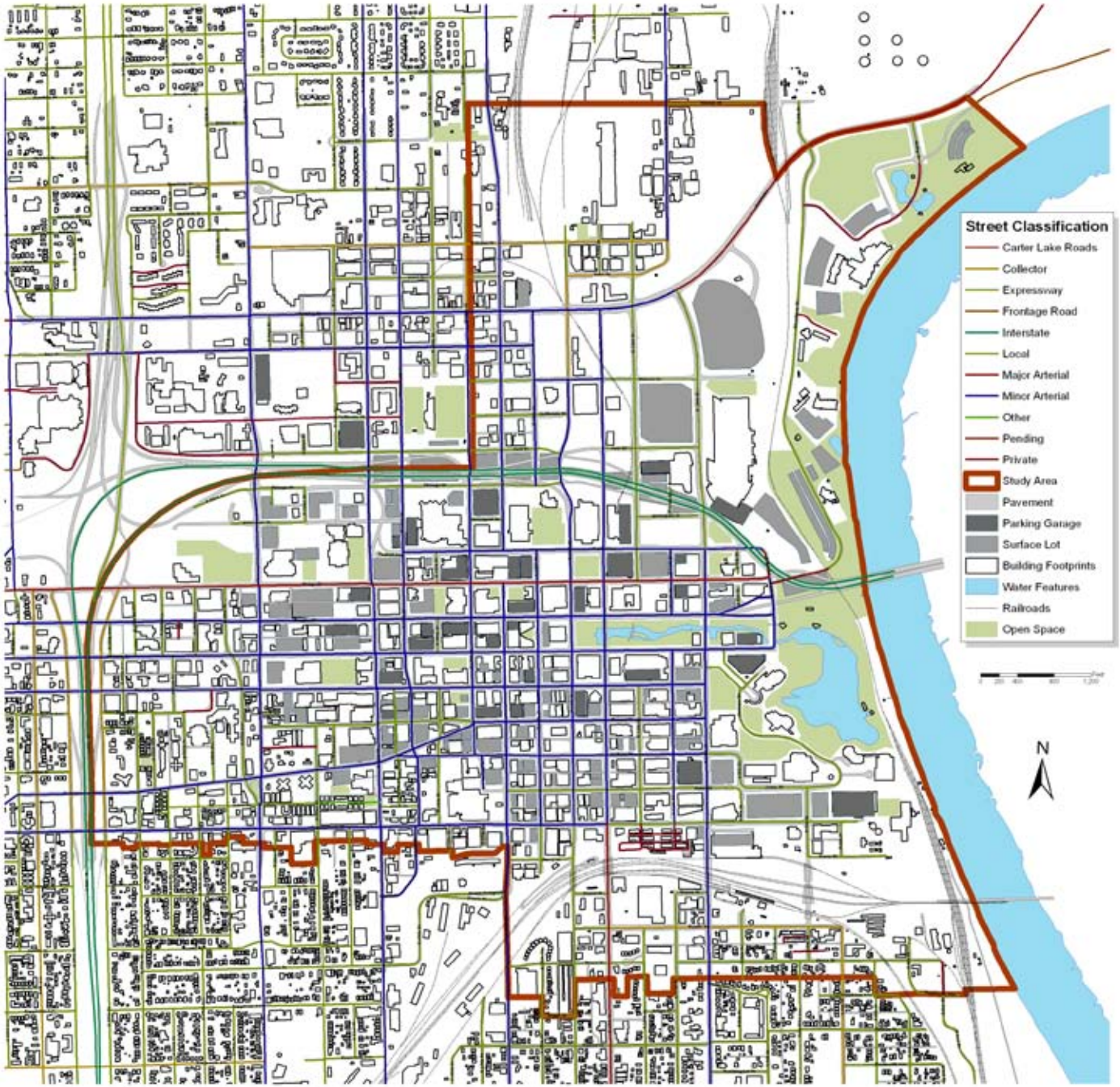
The provision of utilities is a key requirement for growth and development. Underground utilities typically follow public right-of-way, such as alleys and streets. The Sewer Map identifies the location and size of significant sanitary and storm sewers within the Study Area.





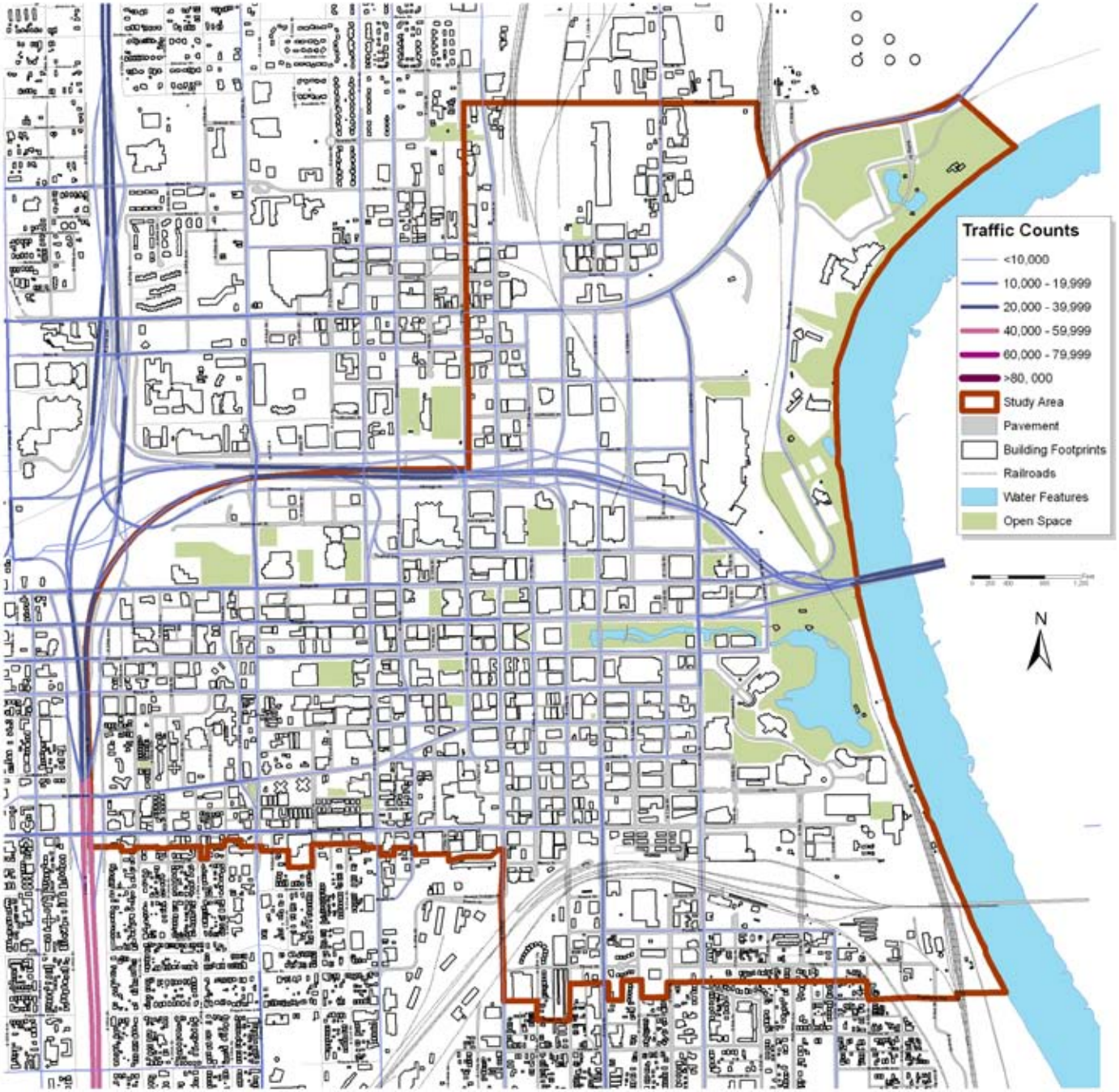
3.18 STREET CLASSIFICATIONS

Streets are classified according to their purpose, design, and amount of traffic they carry. They can range from local streets to interstate highways. The Street Classifications Map identifies the classification of each street within the Study Area.



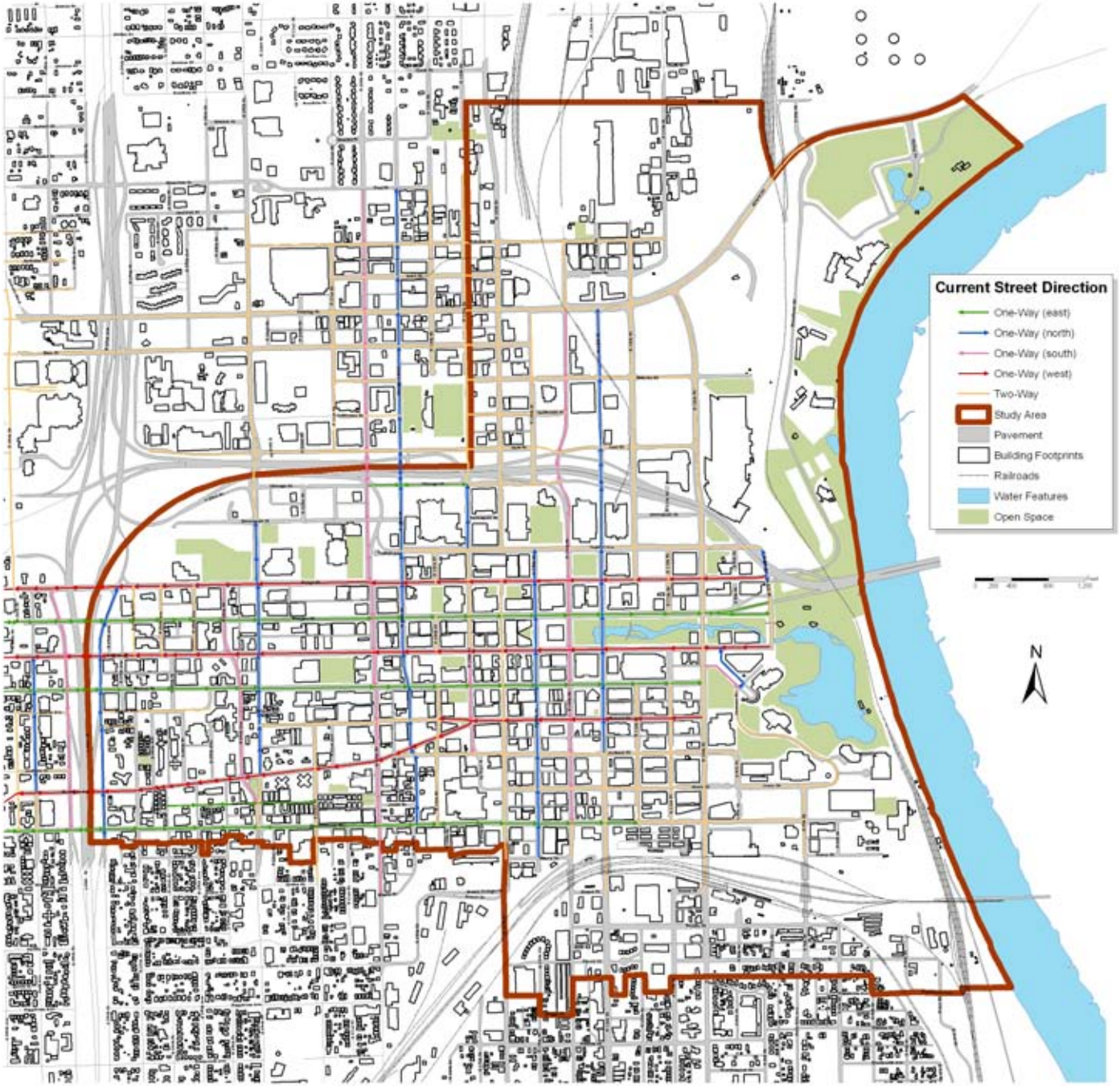
3.19 ADT TRAFFIC VOLUMES

Streets are designed according to the amount of traffic they are projected to carry. Average daily traffic (ADT) counts can range from a few hundred cars a day on local streets to tens of thousands of cars a day on interstate highways. The ADT Traffic Volume Map identifies the average daily traffic volume on most streets within the Study Area.



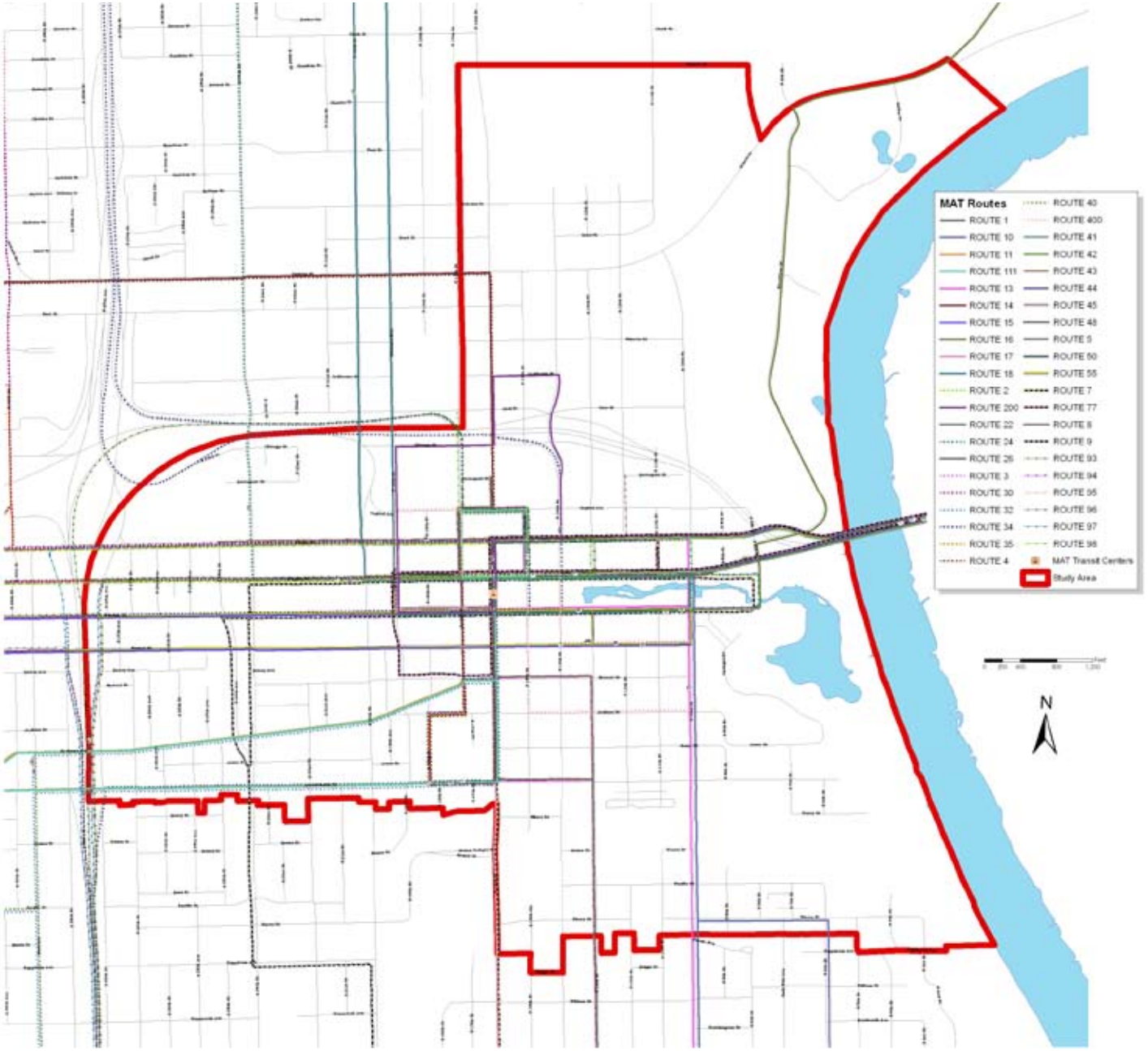
3.20 CURRENT DIRECTIONAL TRAFFIC

Streets were typically designed for two-way traffic movement. In locations where large volumes of traffic needed to pass through an area, two-way streets were often converted to a system of one-way pairs. As a result, downtowns around the country often have a mix of one-way and two-way streets. The Current Directional Traffic Map identifies the direction of streets within the Study Area.



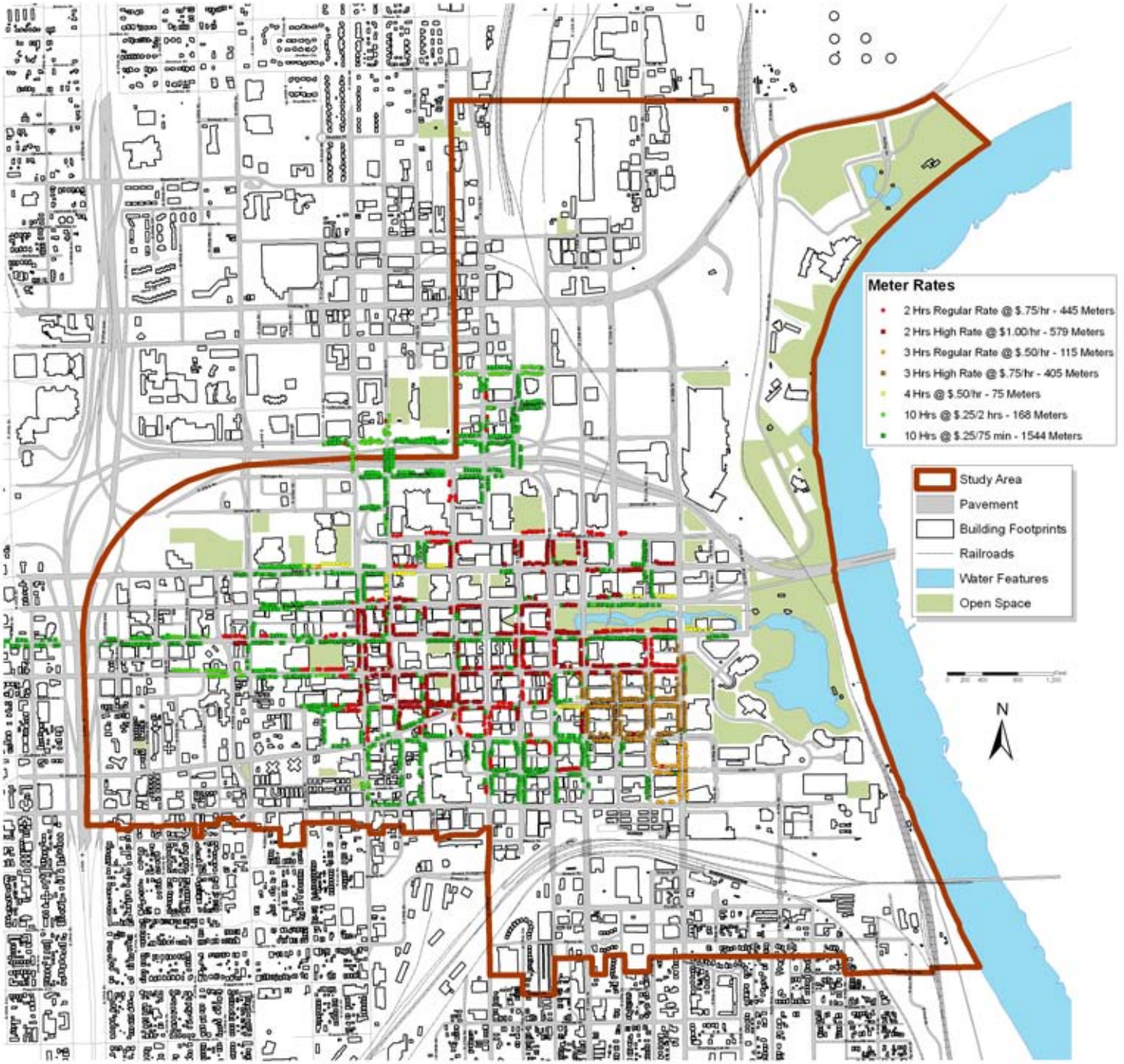
3.21 MAT ROUTES

Metro Area Transit (MAT) provides bus transit throughout the metro area. Downtown Omaha is one of the key hubs, with a number of routes converging on the 16th Street transit mall. The MAT Routes Map identifies the locations of all of the bus routes within the Study Area.



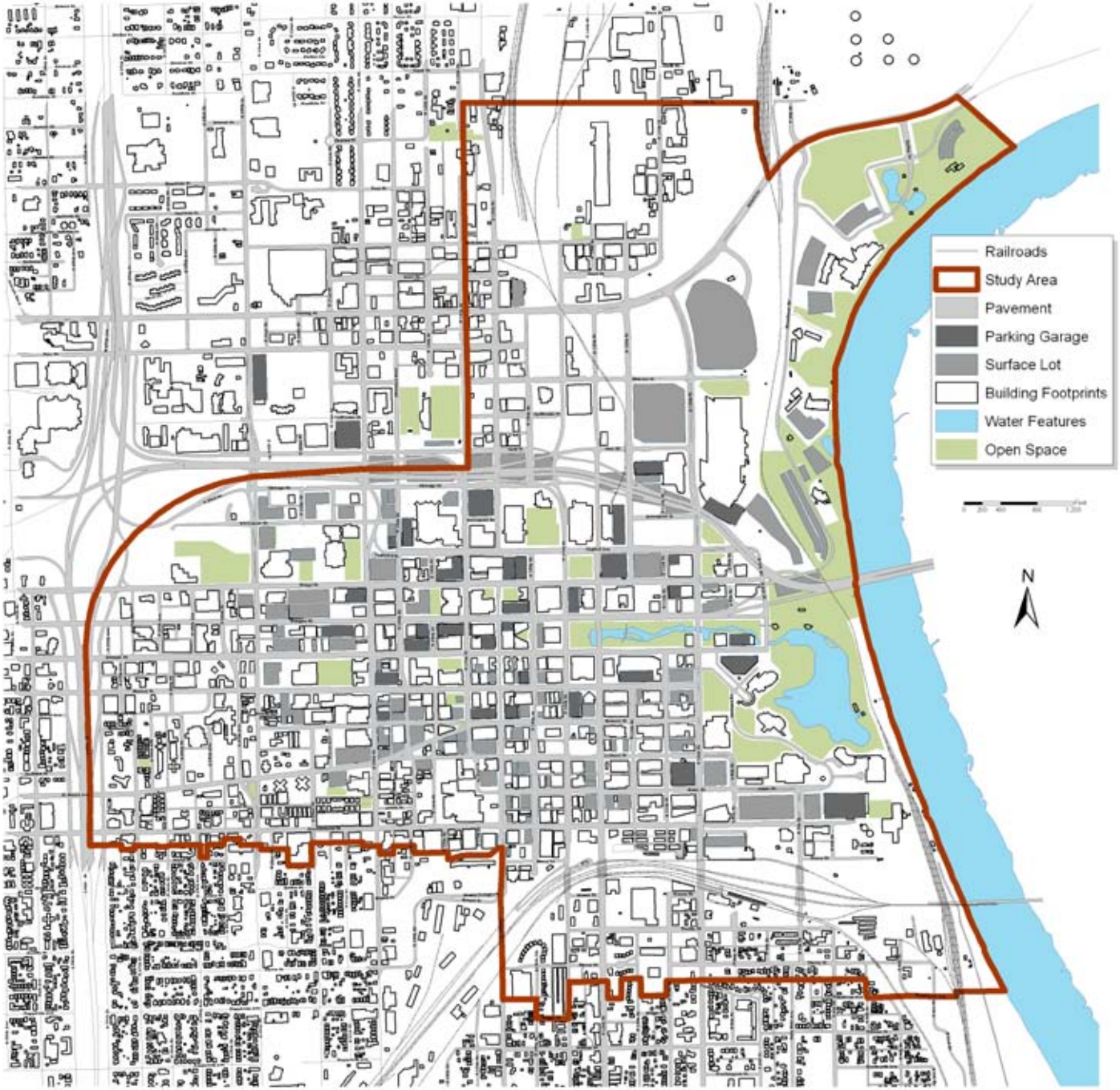
3.22 METERED PARKING

On-street metered parking is a significant source of parking in urban areas. Parking can be provided in a number of ways, including parallel, diagonal, and back-in. During the 2005 North Downtown Plan, it was calculated that 80 – 90 stalls per block could be provided if on-street diagonal parking was provided. The Metered Parking map identifies locations where on-street parking is provided, time limits, and cost.



3.23 COMBINED PARKING

Downtown Omaha contains a significant amount of parking located on surface parking lots or in parking structures. This parking is required as long as the majority of downtown employees arrive by car. Over the course of the planning period, it is desired that a more even split occur between vehicles, transit, bicycles, and walking. When this occurs, the significant amount of space required for parking cars can be transitioned to higher and better uses. The Combined Parking map identifies the significant amount of space occupied by surface and structured parking.



4.0 VISIONING PROCESS

INTRODUCTION

A key element of the planning process was the establishment of a consensus-driven Vision for the Study Area. This Vision, when combined with the Market and Real Estate Assessment, helped form the Strategic Principles necessary to guide the effort and was manifested in the Development Program that was followed during the design process. For the Downtown Omaha Master Plan, a thorough process for soliciting public input and establishing a consensus-driven vision was undertaken, and is highlighted on the following pages.

4.1 SPECIFIC INTERVIEWS

The public involvement process began with small group interviews with Steering Committee and Advisory Committee members. On February 10-12, 2009, five Steering Committee members and approximately 30 Advisory Group members took part. Each interview lasted one and a half hours and included the following questions:

1. What are your general impressions of Downtown Omaha/ North Downtown?
2. What do you feel are the problems and issues facing Downtown?
3. What specific uses, features, items, etc. are necessary for a successful downtown?
4. What specific uses, features, items, etc. are currently missing from Downtown Omaha?
5. Are there any specific uses, feature, items, etc., that would not be appropriate for Downtown Omaha?
6. What is your most important priority, goal, use, etc. for Downtown Omaha?
7. Are there references (projects, districts, uses) that you have seen in other cities that you think would be relevant for Downtown Omaha?
8. Is there anyone who is critical to the success of this effort who should be involved?

Each individual response varied and, depending on the group, conversations focused more or less on particular topics. Still, common themes emerged. Overall it was agreed that Downtown Omaha has many successful signature projects, but the spaces between the projects need work. The physical and psychological connections between projects need to be made with better pedestrian connections, fewer surface parking lots, and more two-way streets. The everyday areas – not the museums and concert venues – are in need of public and private investment. Neighborhood-scale improvements, small parks, maintained sidewalks, on-street service retail, and informal gathering spaces would do a lot to increase the level of activity downtown and could help dispel negative misconceptions of the area. Any major addition to Downtown should complement its unique culture, support its role as the region's employment center, sustain a diverse population and foster creative endeavors.

4.2 VISIONING WORKSHOPS

Following the Specific Interviews, two Visioning Workshops were held. On February 17, 2009, Steering Committee members, Advisory Group members, Elected Officials, and City Staff participated in the first Visioning Workshop. The 40 participants were given an overview of the downtown planning process, participated in a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats), performed a Geographic Mapping Exercise, and developed a Vision Statement.

The Public Visioning Workshop was held the evening of February 18, 2009. The agenda for this workshop was the same as the previous day's workshop. Turnout for this workshop was heavy, with over 300 participants in attendance. The following is a brief summary of the ideas gathered during the two Visioning Workshops.

- Downtown has many great, world-class arts and entertainment venues, but a better physical framework is needed to maximize its potential. The physical framework should be based on maximizing accessibility, incorporating principles of sustainability, and encouraging a sense of community.
- The Old Market is a genuine, urban environment. Its energy and atmosphere is something to be valued and preserved.
- Activity centers and visitor attractions need better connections for cars, transit, bicycles, and pedestrians. Pedestrian and bicycle accessibility should take precedence. One-way streets cause confusion and limit convenient accessibility.
- Downtown Omaha's corporate headquarters and 30,000 daily employees are assets that should be capitalized upon.
- Adequate parking should be provided without wasting space or limiting the density needed to create and true urban environment.
- Actual and perceived crime and safety concerns limit downtown's potential.
- Every day, round-the-clock activity should be encouraged through the creation and programming of usable public parks and community gathering spaces.
- 16th Street is inefficient as a transit mall for bus passengers and MAT. Constant bus traffic along the street does not support new uses or redevelopment. A better solution for transit is needed throughout downtown.



Images of the public Visioning Workshop

Small groups listed ideas that were later voted on by all in attendance

- High standards for maintenance of public spaces and infrastructure would encourage additional use and investment.
- The Gene Leahy Mall needs to be renovated to create more usable space.
- Housing options should be broadened to attract a mix of incomes, lifestyles, and age groups.
- A cultural arts plan, public art, art institutions, galleries, and incubator display space can enliven downtown. The importance of art should also be reflected in the architecture of downtown.
- Service retail – grocery, drug store, etc. – is needed to make living downtown more convenient.
- A spirit of inclusivity should guide the provision of social services and facilities to help address concerns about homelessness and panhandling.
- Omaha has a history of successful public/private partnerships and a committed philanthropic community. Development and revitalization of downtown should be a joint public/private endeavor.

These common themes and the visioning statement exercise at the close of the workshop were the basis of what became the downtown plan's ten guiding principles.

4.3 DESIGN COMMUNITY WORKSHOP

On February 27, 2009, design professionals met to share their knowledge and expertise of Downtown. More than 50 professionals donated time to contribute to the Downtown Master Plan. Working in small groups, they developed overall concepts for the Study Area. Nearly all of the groups identified connectivity as a central feature to their design. Connectivity took many forms. Many concepts focused on internal connections between downtown activity centers and neighborhoods. Strengthening connections between the Riverfront and the rest of downtown was a principle focus, as was improving north/south access under the railroad viaduct and I-480 overpass. In some cases, these connections were made with small improvements – prominent gateways, pedestrian improvements, and wayfinding signage. In other cases, the connections required major interventions – adding a streetcar system, creating a series of urban parks stretching from the River to Midtown, or demolishing the I-480 overpass and replacing it with an at

Interdisciplinary design teams allowed for a mix of ideas and expertise

Teams identified key activity centers and the connections between them

City staff provided detailed information to design teams

grade urban boulevard or below grade expressway. New connections and linkages were intended to support the creation of additional activity centers in the form of a new artist district, a revitalized Gene Leahy Mall, and affordable housing on perimeter surface parking lots.

The connectivity and activity concepts recommended in the Design Professionals' Workshop were critical concepts discussed during all public involvement opportunities and have guided many of the design concepts included in the plan. Other specific site interventions may not ultimately have been included in plan, but the basic design components and principles are found through its recommendations.

4.4 YOUNG PROFESSIONALS COUNCIL

The Omaha Chamber's Young Professionals Council created a downtown plan website (www.omahadowntownplan.com) to stream public meetings and offer a discussion venue for sharing ideas. Comments on the website ranged from suggestions for a specific site to general comments on the safety and affordability of living downtown. Gathering spaces were common suggestions, specifically skate and dog parks, but also more conventional parks and recreation opportunities. Services for those living downtown were considered lacking. Bicycle routes for recreation, like along the River, and for commuting east/west were popular recommended improvements. Other suggestions included: public market space, stronger connections to North and South Omaha, boating facilities along the River, a cultural arts plan, and providing social services for downtown residents in need. The input gathered on the website was shared with the City and the design team to help refine concepts included in the master plan.

http://www.omahadowntownplan.com

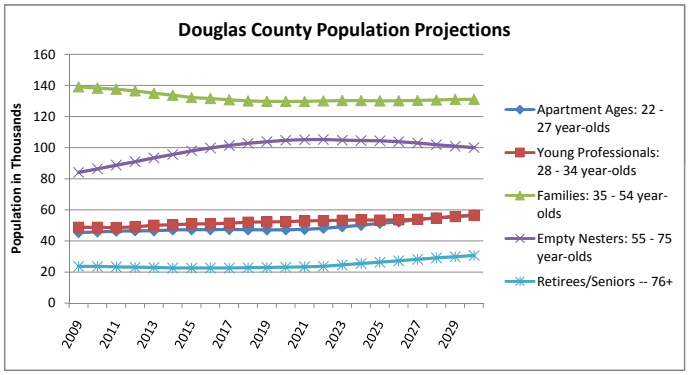
Young professionals discussing concerns at the public visioning workshop

5.0 DEVELOPMENT OPPORTUNITIES ASSESSMENT

5.1 CHARRETTE DEVELOPMENT PROGRAM

The following is a summary of the conceptual development program created for the Downtown Omaha Master Plan. Long term demographic projections, current and historical market conditions, and information on downtown civic, cultural, and educational institutions were analyzed in order to assemble a program of land uses, activities, and rough development quantities. The development program was coordinated with the physical analysis and opportunities identified during the design charrette in order to establish the various design concepts included in the plan.

The development program covers both market-driven uses and non-market uses. For example, arts and cultural activities were identified by the public as a key element of the plan. Cultural, civic, and educational uses are critical anchors that should be addressed at an equal (or even greater) level of importance as market-driven residential, office, and retail uses.



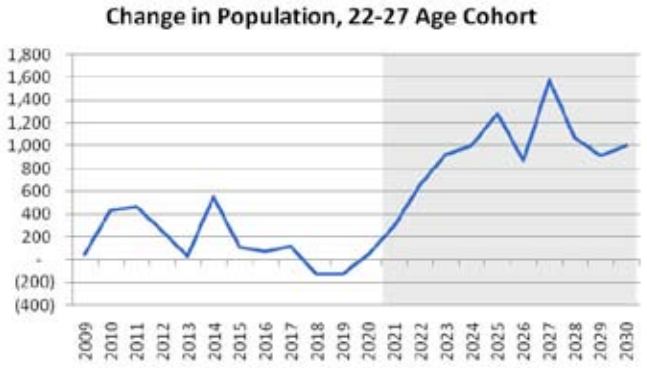
The Downtown Master Plan also should emphasize a diverse set of districts and neighborhoods as one of its organizing principles. Different neighborhoods should be defined that serve and/or include a mix of uses, incomes, ages, and household types.

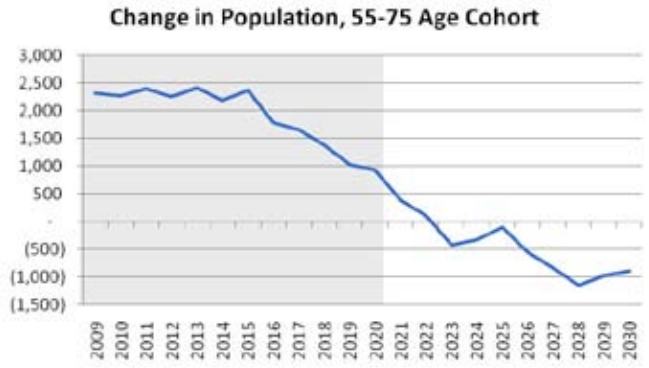
Key findings and observations for each major land use type are summarized below.

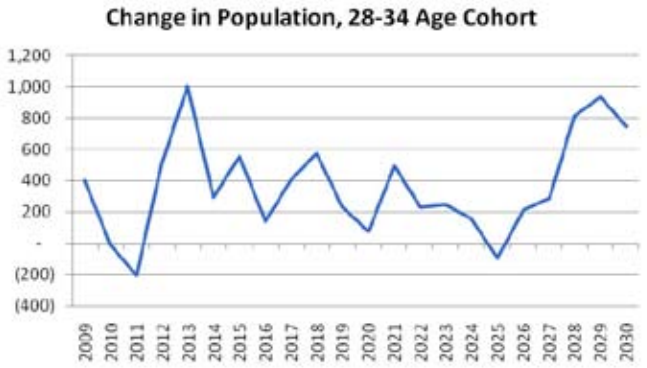
RESIDENTIAL

Residential development potential in the Study Area will be driven by trends in population growth in certain age cohorts over the next 20 years. Downtown housing is assumed to be attached townhouses and/or multi-family units (both rental and ownership). Three key cohorts have been identified. These cohorts tend to seek out particular forms of housing based on their lifestyle needs and activities.

- The 22-27 age cohort primarily rents since its members are just starting their adult lives and jobs, tend to move more often, and typically have lower incomes.
- The 28-34 age cohort typically represents young professionals, often two-income households with no or small children at home, who may be moving out of rental housing already in





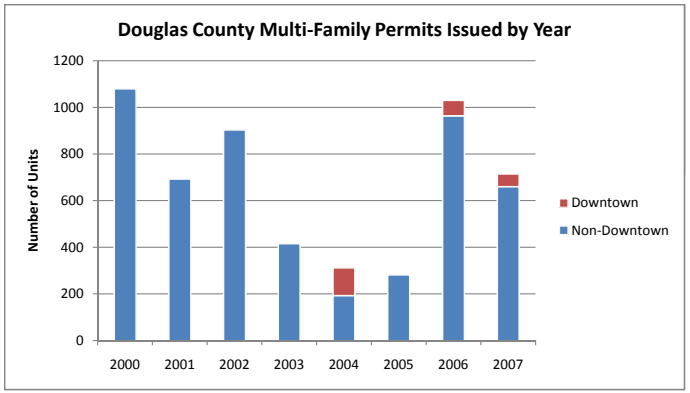


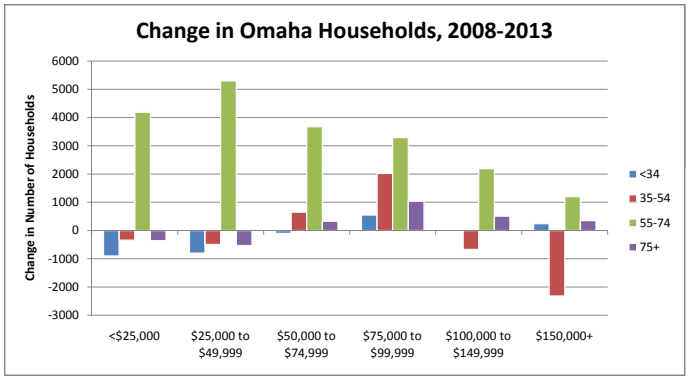
downtown but are typically seeking ownership units (i.e., condominiums or townhouses).

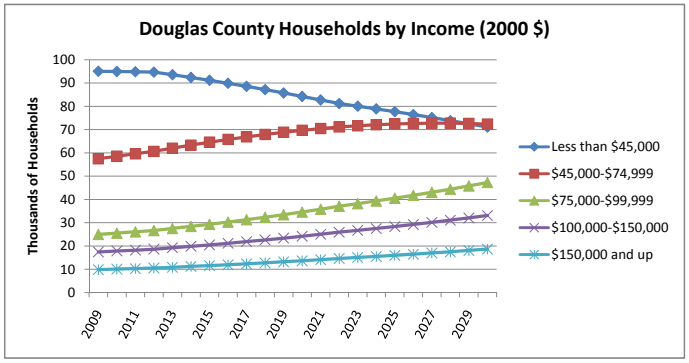
- The 55-75 age cohort includes the baby boom generation ("empty-nesters") that is now in the early stages of planning their retirements and some will choose to move downtown. These buyers typically choose condominiums because of their single-level living arrangement and maintenance-free aspects, but some empty-nesters may choose townhouses (particularly buyers who still can navigate stairs) or become "renters by choice."

Long-term population projections obtained for Douglas County from Woods & Poole Economics show that from 2010-2020, the empty-nester cohort will be the primary driver of residential development after an initial period of apartment-age growth. After 2020, a dramatic surge of 22-27-year-olds occurs, which will create a significant new demand for rental housing. During the entire period, the young professionals cohort moves between strong spikes and decreases in growth (see corresponding illustrations of these long-term projections).

By examining the historic relationship between multi-family housing permit issuance in Douglas County and population growth in relevant age cohorts, and assuming that the recent market share of downtown condominium sales versus the total Omaha market will continue, a four-step methodology can be used to project long-term multi-family housing demand in the Study Area.







1. The historical population statistics for the three key age cohorts were compared to the historical trend of multi-family building permit issuance in Douglas County. The intent was to determine if one or more cohorts were the primary driver of multi-family residential demand in the Omaha market. From 1999 to 2007, the annual population change in the 22-27 age cohort appeared to have a significant influence over multi-family permit issuance, with the two trends moving roughly in parallel. The other two cohorts did not demonstrate any or as significant an influence. This finding generally corresponds with market experience, as rental apartments (which are primarily preferred by young households) are still the dominant component of the Omaha multi-family market. According to the U.S. Census Bureau, almost 95% of Douglas County's multi-family housing stock was renter-occupied in 2007.

2. The historical relationship between annual change in the 22-27 age cohort and multi-family permit issuance was analyzed by calculating the ratio of permits issued versus population change in each year. While the relationship is not perfect throughout the entire 1999-2007 period, a consistent trend was observed over several years. An average ratio of 2.38 permits per new 22-27-age person was calculated to illustrate the influence that population change in this cohort has had on multi-family demand.

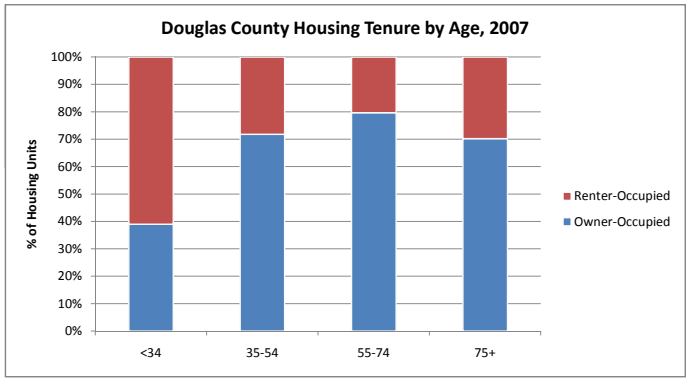
3. The annual population changes for each age cohort from 2010-2030 were calculated from the Woods & Poole projections. Strong positive changes represent demographic "pressure" for new or additional housing product. While all three age cohorts

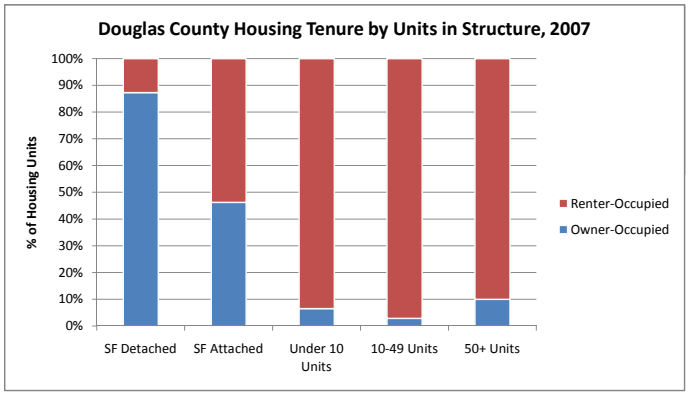
will contribute to multi-family demand, the relative influence on demand of each cohort in each year was allocated based on the amount of cohort growth projected to take place at the time. For example, from 2010-2020 the 55-75 age cohort was allocated 70% or 80% of the "influence" because of its strong growth compared to the other cohorts. From 2021-2030 the allocation was reversed, with the 22-27 age cohort receiving the dominant share of influence due to the decline in empty-nester population growth and the increased growth in the younger cohort.

4. The allocated annual population change was multiplied by the permit-to-population ratio of 2.38 to produce county-level projections of multi-family residential demand from 2010-2030. Based on research by the University of Nebraska-Omaha Department of Economics and Real Estate showing that downtown condominium sales from 2000 to 2006 represented approximately 20% of total market sales, that market share was applied to produce demand projections for the downtown study area. The split between rental and ownership housing was estimated at 25%/75% in the 2010-2020 period due to the dominant influence of empty-nester buyers. From 2021-2030 the split was reversed in favor of rental due to the projected dominance of the 22-27 age cohort in those years.

Based on this analysis preliminary residential projections for Downtown Omaha are:

- Phase 1 (2010-2020): 1,500 total units, split between 400 rental and 1,100 ownership
- Phase 2 (2021-2030): 3,700 total units; 2,700 rental and 1,000 ownership

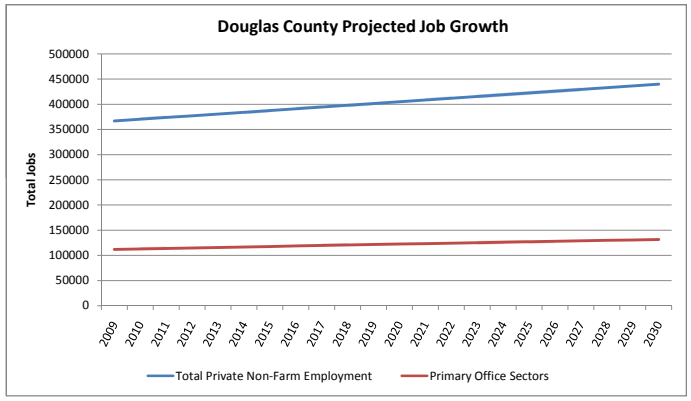




This projected demand would be expected to be satisfied in the Study Area through a variety of development/building types:

- "Mainstream" rental projects, typically developed by national apartment REITs, with a typical project size of 150 to 250 units
- Midrise, infill condos and loft conversions typically developed by local/regional developers (roughly 40 to 60 units per project on average)

Riverfront Place townhomes and mind-rise condo tower



- Townhouses or similar attached product types
- Condo towers of a greater scale and higher end finish than typical midrise/loft product (similar to the proposed Wall Street Tower; probably 10+ stories)
- Artists live/work units

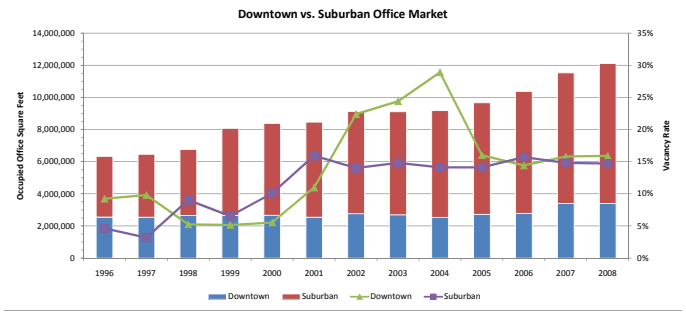
The exact mix of development and building types will be dependent in part on the availability of appropriate and marketable development sites that fit the physical requirements of the housing product.

OFFICE

Long-term employment projections for Douglas County obtained from Woods & Poole show that job growth in Omaha will be steady but modest. Organic growth in the market is not likely to be a primary driver of new office development in the Study Area. Absorption figures prepared by local commercial brokers bear this out, with the downtown area typically experiencing modest or minimal absorption of building space since 2000. The exception is new buildings built where a major downtown employer is the primary or sole tenant.

Given the 20-year length of the primary planning period and the number of major employers currently located in the Study Area, it is reasonable to assume that over this time period each employer will initiate a major new building project, such as a relocation or consolidation of existing office space. Based on these parameters, it is recommended that sites be identified and planned for up to eight major new office towers in the Study Area. Other planning parameters identified include:

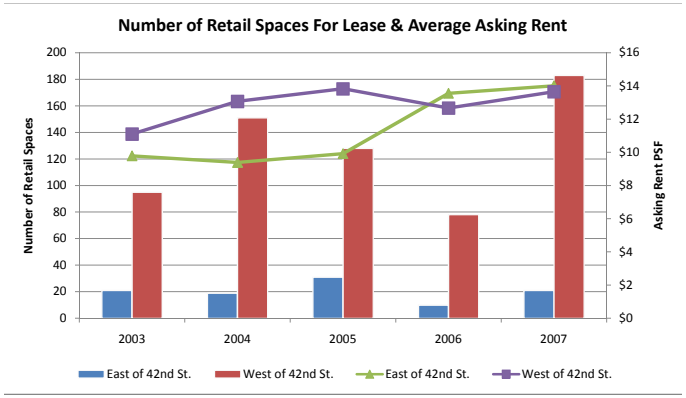
- Building floorplates of approximately 20,000-25,000 square feet
- Building prototypes between 500,000 and 1 million square feet, which suggest towers of 20 to 40 stories
- Likely preference to cluster in the downtown core, along Capitol, Dodge, Douglas, and the Gene Leahy Mall.



RETAIL

Field reconnaissance and third-party research have demonstrated that the Study Area contains only a modest amount of retail space, especially modern, marketable space that would be competitive for high-quality new tenants. The Lund Company inventory shows that the downtown retail vacancy rate is low (less than two percent), but the company found less than 400,000 square feet across the entire downtown area (including some areas west of I-480) worthy of including in its database.

Since projecting the amount of retail demand that downtown could attract away from suburban locations is a complex and fairly speculative undertaking, especially over a 20-year period, the analysis focused on estimating potential retail demand that would be driven by new residents in the Study Area and spending by office workers on lunch, errands, etc. While this is not a complete tally of potential demand, it begins to identify the order of magnitude of store space that could be needed. Other demographic factors were also examined, such as the locations of major community-serving retail anchors such as grocery stores relative to the study area and surrounding neighborhoods, and certain neighborhood dynamics that the new Master Plan could potentially create and/or nurture through other planning strategies.



The future demand projections were derived from different methods of estimating retail spending potential, depending on the target market or opportunity.

- For new residents, the average annual spending per household in key categories was calculated at the City of Omaha level from 2008 data obtained from ESRI, and assumed to apply to the new households moving into the Study Area. The key categories were Food at Home (grocery stores), Food Away from Home (restaurants), and General Retail. This average amount was adjusted downward depending on the likelihood that the households would do all or most of their shopping in these categories in the Study Area. For example, grocery shopping was assumed to entirely take place in downtown, but a significant portion of General Retail shopping was assumed to still take place outside of downtown due to the wide variety of shopping options available in non-downtown locations. The adjusted household spending amounts were multiplied by the new housing demand projected for 2010-2030.
- For office workers, a research report by the International Council of Shopping Centers (ICSC) was consulted that

provides data on annual retail spending by downtown office workers. Separate spending categories such as Lunch, Dinner/ Drinks, Groceries, Drugstore Products, and "Mall-Type" products are broken out.

- Potential new shopping destinations or neighborhood-level opportunities were identified from a retail leakage analysis of the City of Omaha area east of 72nd Street, which was noted as a key dividing line by City staff. This analysis identifies retail categories for which the spending of local households is "leaking" out of the area. Categories with high amounts of leakage represent opportunities that can be satisfied with new stores located in the area that will be more convenient for local residents. Key opportunities for new retail destinations in the Study Area were identified in the Furniture, Apparel, and Shoes categories.

Once the retail spending potential for key categories from each target market was estimated, the dollar figures were divided by typical sales-per-square-foot measures for retailers in those categories as reported by the Urban Land Institute (ULI) in its most recent Dollars & Cents of Shopping Centers report. This produces an estimate of retail square footage in each category supportable by the projected retail spending potential. The supportable square footages were then compared to the typical store sizes in those categories to determine the potential number of grocery stores, drugstores, etc. that could be supported. For General Retail, the supportable square footage of building space was translated into linear footage of storefronts (assuming an average leasable depth of 60 feet) to aid in the planning of downtown retail corridors.

New ground level retail with residential units above in North Downtown

Key findings and recommended planning parameters for retail include:

- Potential for two full-line grocery stores, located on the edges of the Study Area in North Downtown and south near the Old Market, serving residents and workers in the Study Area, North Omaha, and South Omaha. The typical store size would be 30,000 to 40,000 square feet.
- Potential for two or three modern drugstores (sundry stores) that also could include small grocery sections, located on 16th Street, in North Downtown, and in the Old Market area. Typical store size would be 10,000 to 15,000 square feet.
- Temporary use by artists of retail storefronts on 16th Street should be allowed and encouraged in order to change the market position/image of the area and set the stage for future retail reinvestment.
- The area along 16th Street between Farnam and Jackson, and along Howard Street from 16th to the edge of the Old Market,

Urban format drugstore with residential uses above

is a key zone for establishing a core of downtown retail that can serve office workers, municipal/county/court employees and visitors, and residents and visitors throughout the downtown core and Old Market. Howard Street can serve as a "hinge" area that connects the leading edge of the Old Market as it expands westward with a revitalized 16th Street streetcar corridor.

- A potential retail program for the 16th Street/Howard Street area would include approximately 180,000 square feet of general retail and services space. This is assumed to be located both within existing (renovated) storefronts on 16th Street and in newly developed space on opportunity sites along both 16th and Howard. The total square footage corresponds with the typical size of a Community Shopping Center as defined by the Urban Land Institute. The tenant mix would most likely be a combination of everyday convenience retailers, personal and professional services, some specialty retailers such as apparel stores, and artist-related uses (as the area transitions from arts-oriented to retail oriented over time).
- Potential for specialty retail and services to cluster in North Downtown around the intersection of 16th Street and Webster, building off of the presence of "edgy" retailers such as American Apparel and Urban Outfitters, and tapping into the activity generated by Creighton University, Slowdown, Filmstreams, and the Qwest Center and a ballpark.
- Potential for an arts-driven home design and interiors corridor on Leavenworth Street, filling a demonstrated gap in home furnishings and accessories sales in the area east of 72nd Street in the city, and tapping into an emerging artists' studio corridor.
- Potential to create a retail and entertainment corridor along 10th Street anchored by the Qwest Center on the north and the Old Market on the south. The southern portion of the corridor could contain a mix of local, naturally occurring uses rather than the more commercial/contrived mix of urban entertainment zones such as the Kansas City Power & Light District. The northern portion could contain national retailers and chains.

Retail is typically a "follower" use in that it waits on the presence of significant demand generated by office workers, residents, tourists, and other markets. However, retail also is keenly sensitive to the street environment, quality of public spaces, and accessibility/visibility of the store spaces to the maximum number of potential shoppers. The physical planning and urban design elements of the Master Plan should pay careful attention to the needs of retailers and shoppers as specific neighborhoods and districts develop.

The Orpheum Theatre on 16th Street between Harney and Howard
© Tom Kessler Photography

Qwest Center Omaha

ARTS AND ENTERTAINMENT

Arts, cultural, and entertainment uses are key components of a vibrant downtown and reflect the downtown's ideal position as the primary location for unique regional-level activities that cannot be found anywhere else. Downtown Omaha is an established destination for many arts and entertainment activities, and the Master Plan should reinforce and expand upon that position.

- Identify any gaps in the existing commercial entertainment mix that serves tourists, convention-goers, and other visitors to the Study Area, and work to fill them with local establishments and select national chains where appropriate to maintain the unique appeal of existing businesses in the Old Market and Events District/North Downtown.
- Build on the substantial arts presence in the study area represented by Kaneko, Bemis, Filmstreams, the planned Omaha Creative Institute, and others
- Support initiatives and redevelopment activities planned and instigated by artists

CIVIC, SPORTS, AND CULTURAL

Similar to arts and entertainment, the Study Area is and should remain the primary location for major civic facilities and cultural institutions. Key elements in this area that were identified and addressed included:

- Support/facilitation for TD Ameritrade Park and Qwest Center Omaha expansion
- Planning and facilitation of new civic facilities: library, police headquarters, courthouse, and others
- Reinforce existing cultural anchors such as the Joslyn Museum, Durham Museum, Holland Center, Orpheum Theater, and others

EDUCATIONAL INSTITUTIONS

Educational institutions are a natural fit with arts, cultural, and civic uses and can create valuable synergies with those activities that will drive development in the Study Area. Students at all grade levels are an important source of demand for the market-based uses in the downtown, including shopping, dining, entertainment, and housing (for post-secondary students). The Master Plan should create /encourage linkages between educational institutions and downtown activities, and facilitate initiatives including:

- Gallup University expansion
- Creighton University expansion
- Proposed Omaha Creative Institute
- Downtown public K-12 schools – Liberty Elementary and Central High
- Potential to attract other private collegiate and/or vocational institutions

The concentration of office workers and corporate employees downtown means that the Study Area should be a key center for lifelong learning, training opportunities, and other personal educational and enrichment activities.

Student Housing at Creighton University

STUDENT HOUSING

College and graduate students are a natural target market for downtown housing. Besides contributing to market-based housing demand, they also create potential for privately developed off-campus (or near-campus) student housing. The planned expansion of Creighton's campus near North Downtown is a key opportunity for student housing, especially since the university reports that demand for campus housing is increasing among juniors and seniors even though they are not required to live on-campus. The Master Plan should coordinate with Creighton's new campus plan and facilitate the university's redevelopment of properties it controls for student housing and mixed-use projects that contribute to the emerging urban character of the North Downtown neighborhood.

Two of the four hotels in the North Downtown area

HOTELS

New hotel development traditionally grows at roughly the rate of overall economic growth in the region. Assuming a three percent annual growth rate over the next 20 years, this would translate to approximately 300 new hotel rooms added per year in the Omaha market. While some of this new development would locate in suburban areas, a significant portion can be assumed to locate in the Study Area due to downtown's prominence as a business/entertainment center and tourist destination. Key opportunities for hotel development that should be incorporated into the Master Plan include:

- Supporting Qwest Center expansion – stated need for an additional full-service convention center hotel
- Opportunities for boutique hotels throughout the Study Area, especially in the Old Market and downtown core

RECREATION AND SPORTS

Recreational and sports-related uses were identified as important elements of the Master Plan during the charrette process, and several different constituencies provided significant input during the public sessions. The Study Area already is actively used for a variety of recreational purposes, and the potential exists to add new facilities and to better link existing facilities throughout the downtown. Opportunities that were identified included:

- Bicycle trails, routes, and facilities
  - Commuter connections into Downtown Omaha
  - Completion of Riverfront bike trail
  - Linkage to Missouri River Pedestrian Bridge
  - Connection to existing 20-mile route and Aksarben bikeway
- Skate parks – north and south Riverfront, and elsewhere
- Dog parks
- Small, neighborhood parks and gathering spaces
- "Aksarben Yard" opportunity at UP yard site south and east of the Durham Museum
- Redevelopment of Riverfront parcels in Little Italy
- Potential for tournament sports complex on former industrial properties north of Cuming – soccer fields, ballfields, tennis courts, etc.
- Natatorium adjacent to Qwest Center Omaha

6.0 KEY PRINCIPLES

INTRODUCTION

A key to devising an effective long-term strategy for downtown development and redevelopment is to work around areas of significant agreement and consensus as to what is acceptable and desirable. After reviewing the results of the Visioning Process and Development Opportunities Assessment, a number of areas emerged around which there seemed to be considerable agreement. These areas were presented during the initial phases of the Design Charrette as potential Key Principles. As such, they were discussed and debated, not only by the members of the design team, the Steering Committee, and Advisory Group, but also by members of the audience and the general public. During the course of the week-long Design Charrette, the list of proposed principles was revised and modified, but by the end of the event there was considerable agreement among all participants that the principles were, in fact, essential elements of the desired future for Downtown Omaha.

As presented here, the principles summarize key motivations for the final Downtown Omaha Master Plan. Each principle is stated in a brief sentence, which is then elaborated upon in several paragraphs. The principles are deliberately broad, but are also object oriented. They strive to define key conditions and characteristics of the desired Downtown, without necessarily prescribing specific features or elements. The subsequent Framework Elements, Development Opportunities, and Operational Initiatives that comprise the recommendations of this plan reflect, to some degree, one or more of these ten principles.

The Key Principles carried through design into the final master plan.

6.1 GUIDING PRINCIPLES

1. DOWNTOWN OMAHA SHOULD BE THE DOMINANT ECONOMIC ENGINE FOR THE METRO REGION

At present, Downtown Omaha has the largest and most diverse concentration of employment within the greater Omaha Metropolitan region, with over four million square feet of office space. Approximately thirty to thirty-five thousand people work each day within the Study Area and that number has been steadily, if slowly, climbing. Nonetheless, as the metro area grows, significant development is occurring in locations away from the Downtown and even outside the city limits. A variety of factors impact the location of such projects: the desire for large areas of open land, generally less expensive land costs, the desire for horizontal rather than vertical development, the need to be closer to potential customers and/or workers.

As the commercial heart of the metro area, however, the Downtown needs to maintain its economic concentration and diversity. Economic development policies should promote a broad range of employment opportunities within the Study Area, including the potential for modest amounts of light industrial development at the northern and southern fringes. These policies should build on the current employment base of the Downtown, but should highlight other, non-employment features: walkability, diversity, the ability to live and work in close proximity, easy access to cultural, recreational and sporting events, etc.

View of Downtown from the east

2. DOWNTOWN OMAHA SHOULD BE A GREAT PLACE TO LIVE, WORK, VISIT, PLAY & LEARN

Unlike most other areas of the City, the Downtown truly belongs to everyone and, as such, it must truly be a great place for all users. First and foremost, the Downtown must cater to the needs and wishes of those people who choose to live there and/or to work there. Beyond residents and workers, however, the Downtown must be a place that is receptive and accessible to residents from throughout the City and region who may look to come there intermittently: once a week during basketball season to watch the Creighton Blue Jays or seasonally to catch a play or eat at a fine restaurant.

Downtown must also be a place that is receptive and inviting to the occasional visitor. These could be residents of the greater Omaha region who might come to town once or twice a year for a special event. They could be regular business travelers who come to the City often for work, but look to stay downtown because of all the additional amenities and features. Or, they could be the occasional tourist, drawn to Omaha for its myriad resources and attractions, but who stays Downtown because of its special and unique character and sense of place.

Beyond these different types of users, the Downtown must have features and attractions that appeal to multiple economic brackets. It cannot be a place where only the well-to-do can afford to attend events or visit attractions. Nor can it be a place reserved for young adults or middle-aged empty-nesters. It must cater to the needs, wishes and tastes of all incomes brackets and age groups, from toddlers and school-age children all the way to retirees and senior citizens.

In addition, Downtown Omaha should strive not simply to accommodate these varied audiences, but to be a great place for all of them. Features and attractions for these different users need not occur in all parts of the Downtown; clearly, there will be districts and quarters that cater to one market or another. Nonetheless, everybody should be able to claim some area or aspect of the Downtown as his or her own and, in this respect, the Downtown should strive to be a vibrant and special place for these unique visitors and users - not simply another place to go, but the place to go.

The Old Market has been a popular destination for more than 30 years

3. DOWNTOWN SHOULD BE HOME TO THE UNIQUE CIVIC AND CULTURAL RESOURCES OF THE REGION

Part of what makes a great Downtown is its clustering of unique and special elements. A primary principle in thinking about continuing growth within the greater Omaha region is that Downtown Omaha should be the home of the unique civic and cultural uses for the region.

Facilities: This applies particularly to cultural facilities such as museums or performing arts centers, civic facilities such as main libraries or government buildings, or sports facilities such as arenas or stadiums.

Programs and Events: Beyond individual buildings, the Downtown should look to be the setting for unique events or programs: arts fairs, cultural events, music festivals, etc. Downtown Omaha is already the setting for a number of such events, and this will grow with the addition in 2011 of the College World Series. As such, the Downtown is a well-established setting for large, popular, occasional events and has the infrastructure, as well as the primary and ancillary facilities needed to support such events. The annual calendar of programmed events should aim for one or two significant events each month.

Districts: Beyond serving as the setting for individual events, the Downtown can also strive to develop a series of unique and special districts dedicated to supporting special activities: Arts District(s) notable for their galleries, studios and other facilities; an Entertainment District recognized for its venues hosting live performances; and so forth. The size of such districts can vary significantly, and based on theme, individual districts could host specialized programs or events.

Holland Performing Arts Center

© Tom Kessler Photography 2009

Joslyn Art Museum and Sculpture Garden

4. DOWNTOWN OMAHA SHOULD HAVE DISTINCT NEIGHBORHOODS, DISTRICTS AND CORRIDORS

Downtown Omaha, as defined for this project, covers over 2.2 square miles of area. This area is not a single, undifferentiated locale, defined by a single type of urbanism, a single overall appearance, character, or feel. Rather, it is comprised of dozens of unique enclaves characterized by broadly diverse architecture and building scales, ranging from twenty and thirty-story full-block high rise office buildings to one- and two-story historic houses on small lots. Any good downtown is this diverse and varied, and downtown Omaha should strive to build upon these natural differences and distinctions. As defined for this project, Downtown Omaha should be a combination of many diverse and unique neighborhoods, districts and corridors.

Neighborhoods are defined as mixed-use places where people live, shop and recreate, generally in close proximity. Districts can be less diverse and are often dominated by one or two primary uses – i.e. a convention center district, an arts district, etc. Corridors are long linear elements that serve to tie the Study Area together, help differentiate between neighborhoods and districts, and can also be neighborhoods or districts in their own right. While the primary corridors within the Downtown at present are roadways, any linear element can serve this purpose: a streetcar line, a linear park, a water's edge, etc.

The extent of individual neighborhoods or districts can be loosely or crisply defined. It is not unusual for two neighborhoods to overlap at certain points, and corridors clearly cut across multiple neighborhoods and districts. In general, the transition from one enclave to another is marked by a change in the scale and/or use of buildings, the character of the urbanism (the relationship of one building to another, or buildings to the street), the nature of the architecture, and/or the nature of streetscape and open space.

In some areas of the Downtown, the transitions are easy to understand and commonly accepted; i.e. the use of I-480 to separate "Downtown" proper from "North Downtown." In other areas, the boundaries are less clearly defined or perceived – i.e. the functional definition of the "Old Market." In all cases, however, going forward, significant attention should be given to the linkages between enclaves. These will generally be street corridors which should be designed to accommodate the fullest range of users and uses and should be "complete streets" in the fullest sense of the term.

Towns at Little Italy in the Near South District

5. DOWNTOWN OMAHA SHOULD BE URBAN

As a mid-sized metropolitan area, Greater Omaha should encompass a full range of neighborhoods and districts, providing a wide variety of places to live, work, play, and visit. Within the metro area, however, Downtown Omaha should be the predominant urban setting, recognizing that the word "urban" implies more than simply large buildings or higher-density development. As defined in this principle, Downtown Omaha should be a mixed-use environment. This implies that many different types of land use should be proximate to one another. The most urban situation would be vertical mixed-use where two or even three distinct uses would be contained within a single building. The next scale would include two, three or more uses mixed horizontally within a single block. This is a condition that already exists in many locations within the Study Area and should be further encouraged. In almost every situation, a wide variety of uses – residential, commercial, retail, recreational, etc.— should be located within two to four blocks of one another.

In this same vein, Downtown Omaha should include a wide variety of typologies within an individual land use. For example, Downtown Omaha should encourage a broad range of housing types, sizes and levels of affordability. High-rise condominiums, mid-rise apartments, townhouses, lofts, duplexes, triplexes, small-lot single family homes - all of these and more should find an appropriate setting within the downtown.

A complementary characteristic of an urban setting is that it must be oriented towards pedestrians. The benefits of density and proximity disappear if people cannot easily and comfortably walk between different uses. This implies that significant attention must be paid to the quality of the pedestrian experience – the design of streets and sidewalks, the inclusion of streetscape elements – lights, kiosks, benches, etc., landscaping – street trees, planters, etc., and urban design elements – galleries, awnings, etc.

Finally, Downtown Omaha should be significantly denser than most other parts of the metropolitan region. This does not imply a uniform density across the Study Area, nor should there be a minimum threshold for development density. The Study Area already includes a broad range of densities and intensities of development: thirty story office buildings on one block, single-family homes less than half-mile away. Across the range of accepted building types, however, the density of uses within Downtown should be higher than in other locations. One benchmark that can be used to differentiate urban densities from suburban densities is the use of structured parking versus surface parking. With few exceptions, a downtown environment is built to densities and intensities that optimize the use of structured parking, where most suburban environments are built to the standards of surface parking.

Downtown density

6. DOWNTOWN OMAHA SHOULD HAVE A COMPREHENSIVE SYSTEM OF INTEGRATED, DIVERSE OPEN SPACES FOR PUBLIC USE

A complement to the increased density and intensity of a downtown setting is the provision of a wide range of open spaces designed for public use. A key distinguishing difference between living in a downtown and living in a suburban or exurban neighborhood is the provision of significant amounts of private open space in the latter settings. While urban dwellers often forego private open space (although many urban dwelling units contain balconies or porches), there is still a strong desire and demand for access to usable outdoor space. In urban settings, this must come in the form of parks, plazas and playgrounds, and, in particular, well-designed, well-landscaped streets.

Downtown Omaha should be designed to accommodate a wide-range of well-connected open spaces. These should be both formal and informal – a public plaza versus a corner café with outdoor seating. These should be both publicly owned and maintained and privately owned and operated - the aforementioned plaza and café. These should be active and passive - there should be a place for young people to throw Frisbees, play catch, and even use their skateboards, but there should also be places for people to sit and read or eat or talk or just watch the world go by. These range of activities need not be in separate locations; one of the time-honored pastimes of urban living is sitting and watching other people playing formal or informal sports.

These spaces can be very small – a pocket park or a small open space carved out of an otherwise built-up lot—or very large – a riverfront park filled with ponds, picnic areas, jogging trails and play fields. Regardless of size or location, they should cater to the full range of audiences found in a diverse downtown: playfields, pocket-parks, outdoor dining, jogging trails, dog parks, community gardens, skate-parks, fountains, and so forth.

Functional open spaces should be distributed throughout the Study Area as well, although certain facilities may tend to cluster in key locations – i.e. large-scale outdoor gathering spaces along the Riverfront. Each neighborhood and district within the Downtown should have a representative sampling of accessible open spaces, and to the degree possible, the range of spaces across the Study Area should fit within an integrated network of "green streets." These last are streets that have been specifically designed to highlight landscape and streetscape features and which should function as some of the urban corridors mentioned in a previous principle.

The popularity of the slides at Gene Leahy Mall, even in winter

7. DOWNTOWN OMAHA SHOULD BE A MULTI-MODAL ENVIRONMENT WHERE YOU CAN LIVE EVERYDAY LIFE WITHOUT USING A CAR

A characteristic of a truly urban environment is that one is able to comfortably live a full and active life without access to a personal automobile. Within the greater Omaha metro region, the Downtown should be the setting that most supports this lifestyle. As mentioned in previous principles, this implies a broad mix of uses, generally higher densities and intensities, and a focus on designing to support pedestrian activities.

Beyond walking, however, a downtown should support a broad range of mobility options. Primary among these are the use of bicycles and access to transit. As corollaries to this principle, the following three conditions should apply within Downtown Omaha:

- A person should be able to easily get anywhere in the downtown on foot.
- A person should be able to get within two blocks of any location downtown on a designated bike lane or path.
- A person should be able to easily get within four blocks of anywhere in the Downtown by using mass transit.

The combination of these three modes (walking, biking, transit) plus the use of cars as desired or needed, characterizes an urban environment as truly "multi-modal." Currently, bus service already meets the four-block spatial requirements within many parts of the downtown, but needs to be improved with respect to the timing of service. Facilities for biking within the downtown remain underdeveloped and warrant significant improvement. Bicycles are a successful, popular and time-honored form of urban mobility in cities across the globe, but the use of bikes is impacted by physical conditions – is the city designed and built to support this mode? —and cultural conditions – are bikes recognized as a legitimate form of mobility? Global cities such as Amsterdam, Copenhagen and Berlin have long recognized bike mobility as a valid urban form; many American cities are following suit, such as Portland OR, Boulder, CO, and New York City, NY.

Streetcar in Portland, Oregon

Bicycle parking

8. DOWNTOWN OMAHA SHOULD COMPRISE A SERIES OF INTEGRATED "PARK-ONCE" DISTRICTS

As a complement to the previous principle, Downtown Omaha should be planned and organized to optimize the efficiency of private automobiles. The primary goal is not to ban or necessarily discourage the use of cars, but to create a setting where individuals, particularly visitors and commuters, are able to park their cars once at the beginning of their visit downtown, and not need to use it again until they leave. This is known as the "park once" concept and implies that the entire downtown should be organized around an integrated series of district parking plans and official parking management strategies.

Downtown Omaha currently has a significant amount of both surface and structured parking, most of which is used for less than fifty hours a week. In the case of structured parking, this is an extremely inefficient use of infrastructure. In the case of surface parking, it is an inefficient use of downtown land. As additional growth occurs within the Downtown, it should be organized around defined parking districts, in which the goal is to accommodate the full complement of weekly parking needs within centralized parking facilities, with an eye on mixing uses based on complementary parking demands. For example, offices typically need parking during the 8:00 – 5:00 M-F work week. Restaurants typically need parking in the evenings; hotels and apartments need parking at nights and on weekends. Organizing these uses within physical proximity of each other and centralized parking facilities optimizes the use of the parking spaces and minimizes the need to create redundant facilities.

A successful parking management strategy requires coordination of all forms of parking across the downtown. It will imply 18-hour or even 24-hour operation (much of which can be automated), the organization of facilities to coordinate with transit routes and well-designed pedestrian streets, the use of effective signage and lighting, and the use of just-in-time information sources, to make the system effective and efficient for downtown residents, regular users, and occasional visitors.

Parking garage with corner liner building

9. DOWNTOWN OMAHA SHOULD BE A MODEL OF SUSTAINABLE URBANISM

Sustainability, in its most simple form, implies the use of limited resources in an effective and efficient manner. Traditionally, mixed-use, medium- to high-density urban environments have been among the most sustainable when measured in terms of resource use per capita. In terms of simple metrics such as energy use, water use or carbon footprint, the most efficient setting in the United States is the island of Manhattan in NewYork, followed by other urban enclaves on the West Coast. Conversely, the least efficient tend to be the largely suburbanized Sunbelt cities.

Downtown Omaha should strive to build upon the inherent sustainability of an urban center, a place where the density and mix of uses reduces the resources consumed by buildings or for mobility. Beyond these inherent characteristics, however, Downtown Omaha can become a model for sustainability across many areas of focus:

Energy – An urban concentration allows for the development of district energy (cogeneration) systems to provide heating and cooing efficiently to a large number of buildings source.

Mobility – A pedestrian-oriented urban plan combined with a range of bicycle and mass transit options can dramatically reduce per capita energy demand for mobility.

Waste – The concentration of population generally reduces the amount of waste generated per capita, and also allows for efficiencies of scale for recycling and waste diversion programs.

Water –Water-use per capita is lowest in an urban setting, but low-impact development principles, the use of district stormwater collection, and/or the development of a district reclaimed water system can further reduce water use.

Green roof on Chicago City Hall

Facilities – Great strides have been made in recent years to dramatically enhance the resource efficiency of buildings, primarily through the efforts of the LEED (Leadership in Energy and Environmental Design) program of the United States Green Building Council (USGBC). Many jurisdictions and entities mandate that new buildings achieve a minimum level of LEED certification, and opportunities exist to develop such a program within Downtown Omaha.

Open Space – The large percentage of vacant land in the Study Area represents an under-utilized resource that allows for substantial development without the use of agricultural or natural open space.

Landscape - Urban landscapes, whether low-irrigation, native plantings, functional open space, street trees or green roofs help to address water and air quality as well as mitigate the urban heat island effect.

10.DOWNTOWN OMAHA SHOULD STRIVE TO CULTIVATE A CULTURE OF DESIGN EXCELLENCE

Downtown is the dominant post card image of Omaha and the metropolitan region. It attracts more visitors than any other district in the state, and contains the widest diversity of uses and users. As such, it deserves to be approached as a comprehensive design opportunity, in which each addition adds to the overall perception of aesthetic excellence. This cuts across all aspects of the downtown: buildings and facilities, streets and bridges, public spaces, open space, etc. It implies the preservation, renovation and rehabilitation of existing examples of design excellence, and the development of guidelines and programs for insuring similar standards of excellence for all future development, be it public, private or a public-private partnership.

Downtown Omaha already has a significant presence of artists and arts-related businesses and programs. There is significant opportunity to build upon these entities and expand the impact of the arts to other aspects of the downtown as a whole – i.e. arts festivals, annual art competitions for public art or open space design, rotating collections of public art, etc. At a minimum, as a follow-up to this current master plan, a formal plan should be developed for arts within the Downtown.

The same approach could be taken for the design of new buildings and facilities within the Downtown. An important corollary to the current urban planning process is the development of an agreed-upon set of design guidelines for future urban development. Within these guidelines, however, future developments could be given a variety of non-financial incentives to exceed the expectations for design excellence. These could imply programmatic elements such as formal design competitions, urban elements such as the dedication of public open space, design elements such as the inclusion of public art, or cultural elements such as historic preservation or the inclusion of public facilities as part of a new project.

In the competition among cities worldwide, design and the arts carry significant weight. While downtown Omaha may never have the density and intensity of Manhattan, or the cultural diversity of San Francisco or Miami, it has the capacity to compete nationally, if not globally, from a perspective of excellence in urban design, architecture, and the arts.

Enhanced design of 10th Street Bridge

© Tom Kessler Photography

The Bob Kerrey Pedestrian Bridge over the Missouri River

7.0 DESIGN CHARRETTE

INTRODUCTION

The focal point of the Downtown Master Planning Process was the Design Charrette held March 16th – 20th, 2009 at the W. Dale Clark Library. The Charrette merged the results of the Visioning Process with the Development Opportunities Assessment created by S. B. Friedman & Co., and was guided by the Key Principles identified in the previous Chapter.

The Charrette was staffed by professionals from a variety of fields, including urban planning and design, landscape architecture, architecture, traffic engineering, civil engineering, and market and real estate advisors. Held over five days and attended by well over 400 participants, the iterative process continually tested ideas and concepts and made revisions based on input from the participants. Ideas were continually refined, so that by the end of the final day, general consensus on the key elements and development concepts to be included in the Master Plan had been achieved. The results of the Design Charrette are included on the following pages.

Public comments during the first evening of the Design Charrette

Omaha NE - Downtown/North Downtown Redevelopment Master Plan

W. Dale Clark (Main) Library
215 South 15th St.

Charrette Schedule

Charrette Team

Team Leader:
James A. Moore, PhD, AIA, AICP

Project Manager:
Doug Bisson, AICP

HDR
Steve Schukraft, AICP
Oliver Kuehne, LEED-AP
Troy Henningson, RLA, ASLA
Matt Selinger, PE
Ellen Fitzsimmons, AICP, LEED-AP
Paula Suda, ASLA, LEED-AP
Eric Pohlmann, ASLA

City of Omaha
Jed Moulton, AIA, LEED-AP
Lynn Meyer
Mike Leonard, AIA
Derek Mlller
Jim Krance

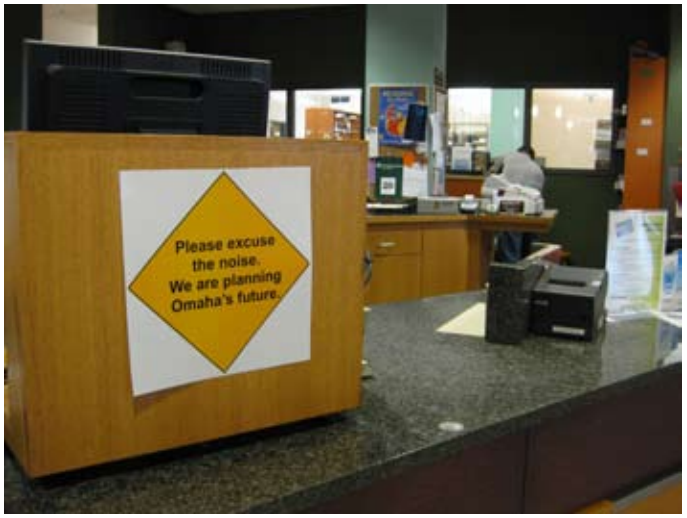
S. B. Friedman & Company
Steve Friedman, AICP, CRE
David Stamm, AICP

Renderings
P. Knight Martorell

Time	Monday March 16, 2009	Tuesday March 17, 2009	Wednesday March 18, 2009	Thursday March 19, 2009	Friday March 20, 2009
8:00 AM		Charrette Team meeting Finalize Day's Work Program	Charrette Team meeting	Charrette Team meeting	Final Graphics Preliminary Charrette Document
8:30 AM	Studio Set Up {EP, EF, PS}		Further Refinement of Selected Overall Concept(s)	Begin Final Graphics Begin to Develop Numbers to Support Master Plan (Parking, Units, New Development, Demographics, Etc.)	Prep for Final Presentation [JAM]
9:00 AM	Tour Study Area (DB, SS, OK, TH, LM, JM, LM)	Combine & Refine Initial Concepts into Two or Three Overall Concepts	Begin Topical Studies: Parking, Mobility, Housing, Infill Development, Open Space, Etc.		
9:30 AM	Sue Morris [JAM]	Public Works [JAM]	Hospitality Management Assoc. [JAM]		
10:00 AM		ODIDA. [JAM]	TBD		
10:30 AM	Charrette Team meeting				
11:00 AM		Chamber of Commerce [JAM]	TBD		
11:30 AM	Presentation Prep/Lunch				
12:00 PM	Develop Initial Concepts for Entire Study Area Teams: DB/EP, SS/PS, OK/EF, TH/JM, ML/JK	Working Lunch Open to Steering Committee & Advisory Group	Working Lunch Open to Steering Committee & Advisory Group	Working Lunch Open to Steering Committee & Advisory Group	Final Presentation
12:30 PM	Kick-Off Presentation				
1:00 PM		Mike Moylan [JAM]	Finalize Selected Overall Concept with Variations	Finalize Design Graphics Draft Preliminary Charrette Document	
1:30 PM			Refine & Develop Topcial Studies		
2:00 PM	Cultural Arts [JAM]	MECA [JAM]	Begin Special-Area Studies [16th Street; 10th Street; Hot Shops; etc.]		
2:30 PM		Begin to Add Detail to Refined Concepts			Break Down Studio
3:00 PM	MAT [JAM]	Gallup [JAM]	Finalize Layout of Selected Renderings		Out of Town Staff Head to Airport
3:30 PM		Begin to Develop 3-D Base for Refined Concepts			
4:00 PM	Creighton University [JAM]	Parks Department [JAM]			
4:30 PM					
5:00 PM					
5:30 PM	Presentation Prep	Presentation Prep	Presentation Prep	Presentation Prep	
6:00 PM	Pin Up Public Presentation	Pin Up Public Presentation	Pin Up Public Presentation	Informal Pin Up Open to the Public	
6:30 PM					
7:00 PM					
7:30 PM				Team Working Dinner	
8:00 PM	Charrette Team Dinner	Charrette Team Dinner	Charrette Team Dinner		

- Open to General Public
- Open to Steering Committee & Stakeholders
- Small Group Meetings
- Charrette Team Meeting
- Charrette Team Work Session
- Support Work

Schedule for Downtown Charrette



Charrette photos

Sharing ideas with the public

8.0 FRAMEWORK ELEMENTS

INTRODUCTION

During the course of the planning process, several prominent features were discussed on a recurring basis. Due either to their prominent role in the plan or their relevance and impact on other elements, these features became to be known as Framework Elements. Framework Elements consist of combinations of Districts; Corridors; Streetcar; and Riverfront Connections. These Framework Elements are discussed in further detail on the following pages.

View of Downtown Omaha from above Council Bluffs *© Tom Kessler Photography 2009*

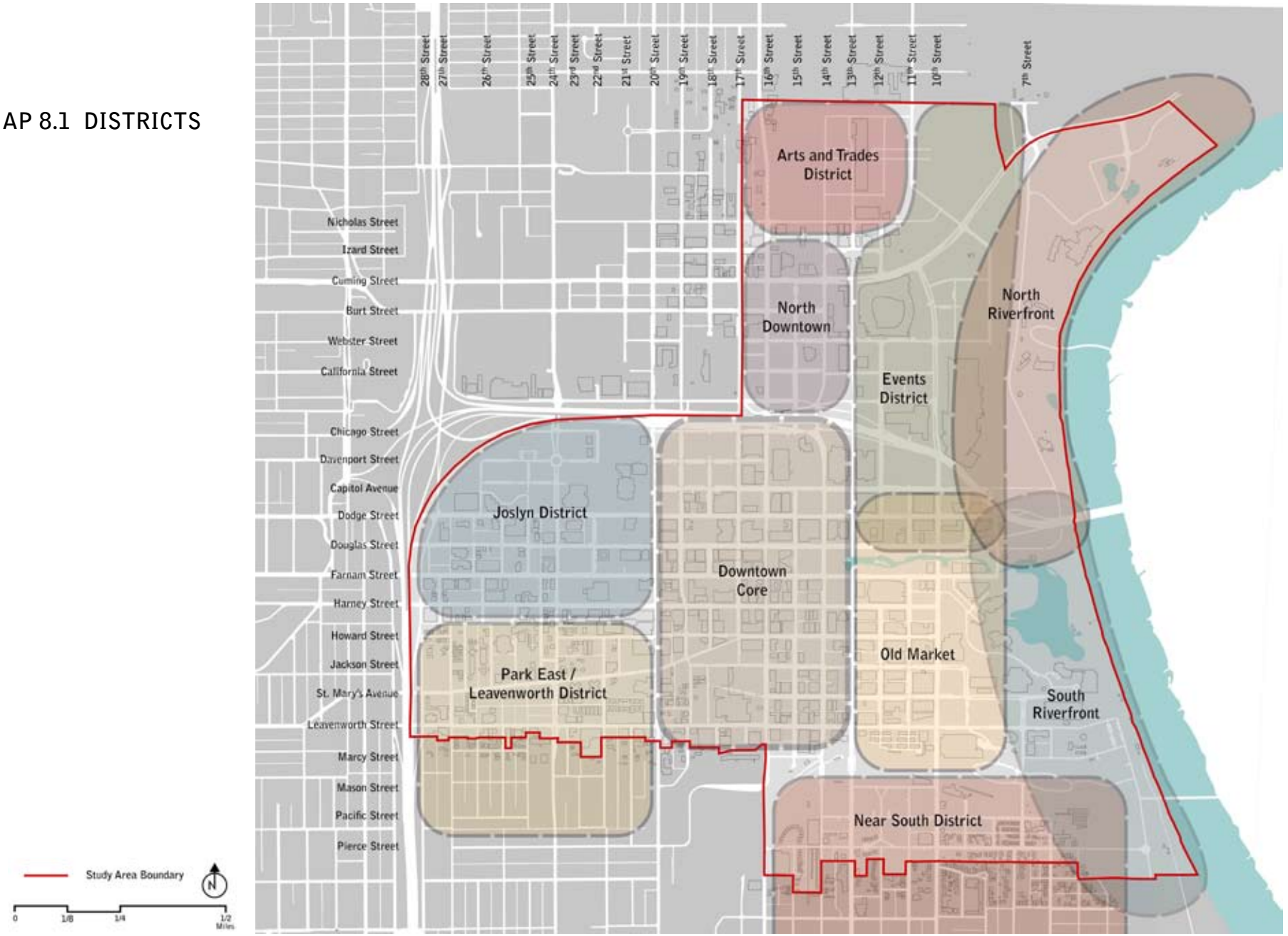
8.1 DISTRICTS

The Downtown Omaha Master Plan Study Area is 2.2 square miles in size. This large area contains a variety of neighborhoods and settings, each with its own identity. Instead of combining them into one homogeneous district, it was determined that it would be more useful, and appropriate, to break the Study Area into sub-districts. These sub-districts would be identified based on their location, primary use, scale, and other identifying features. In all, ten districts were identified:

- North Riverfront District
- South Riverfront District
- Events District
- Arts and Trades District
- North Downtown District
- Old Market District
- Downtown Core
- Joslyn District
- Park East / Leavenworth District
- Near South District

Many of these districts existed in a geographic sense, but were un-named and given formal names as part of the planning process Other times, districts were known by their formal names, but did not have identified geographic boundaries. In the case of North Downtown, the eastern portion of the district was re-named as the Events District in order to more appropriately identify the activities occurring at Qwest Center Omaha and the new TD Ameritrade Park. Each District will be described in more detail in Chapter 11, Development Opportunities.

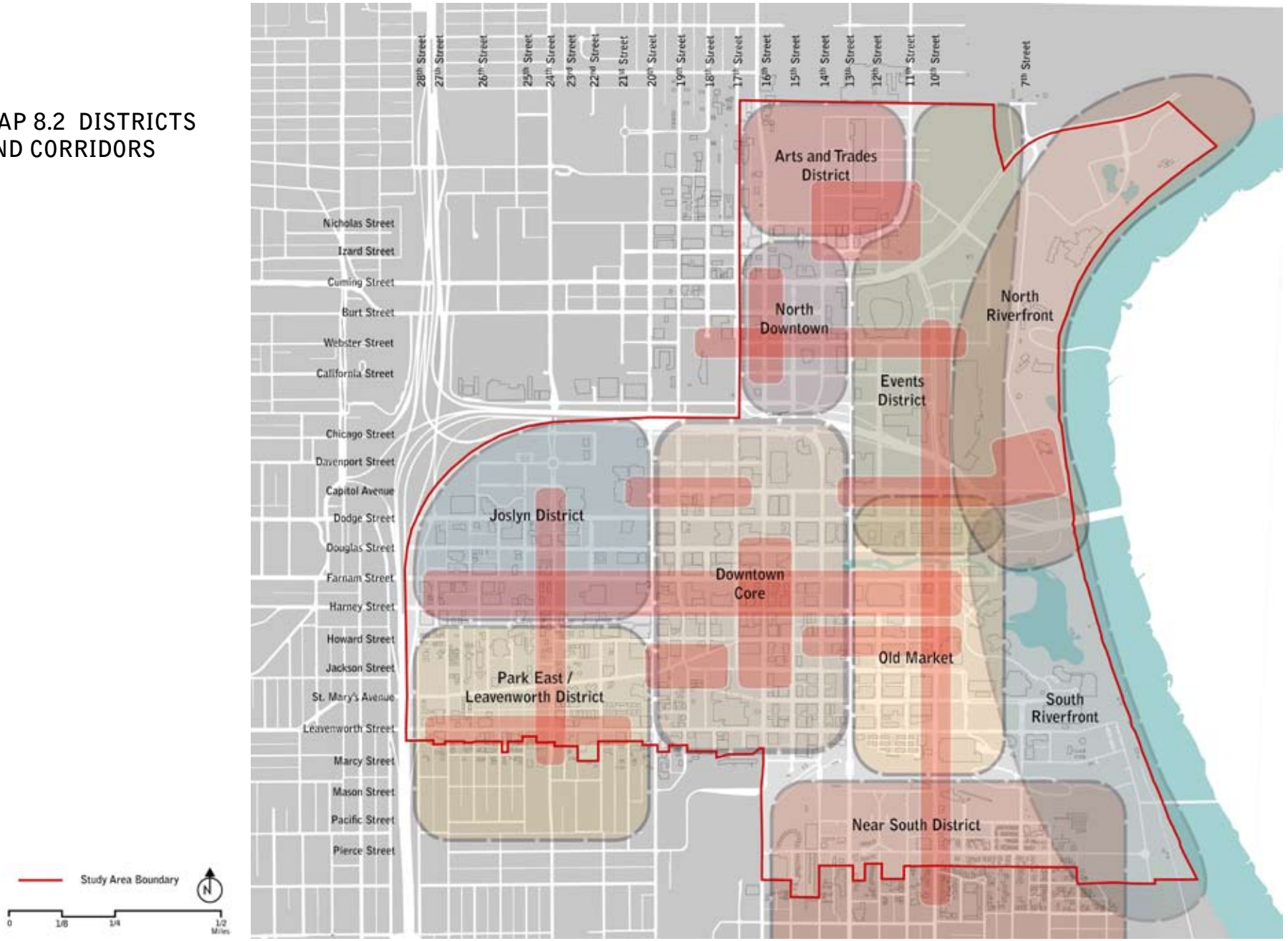
MAP 8.1 DISTRICTS



8.2 DISTRICTS AND CORRIDORS

Every great city has great streets. Great streets are not streets that just move vehicular traffic. Instead, they are streets that are known for their pedestrian activity, retail vitality, connectivity, and desirability as a sought-after address. Howard Street in the Old Market currently best fits this definition, while 16th Street formerly wore this crown. As the Downtown Plan comes to fruition, additional street corridors will be added to this list. Webster Street linking the Events District with Creighton University holds great potential as a very active and lively street. Portions of Capitol Avenue, St. Mary's, and Leavenworth also hold significant potential. If a system of streetcars is developed, the Farnam and Harney corridors will join together as a central spine lined by higher density development linking Downtown with Midtown. North/South streets that hold significant potential include 10th Street linking the Old Market and the Events District, 16th Street in the Downtown Core, and 24th Street linking Downtown to North and South Omaha.

MAP 8.2 DISTRICTS AND CORRIDORS



8.3 STREETCAR

Omaha has discussed the possibility of streetcars on and off for the last decade. Early discussion centered on a tourist-oriented Riverfront/North 24th Street route. In 2005, Heritage Services commissioned a Streetcar Feasibility Study that identified a North Downtown/Downtown loop. This later study differed from the previous study in its focus on the economic development benefits of a streetcar.

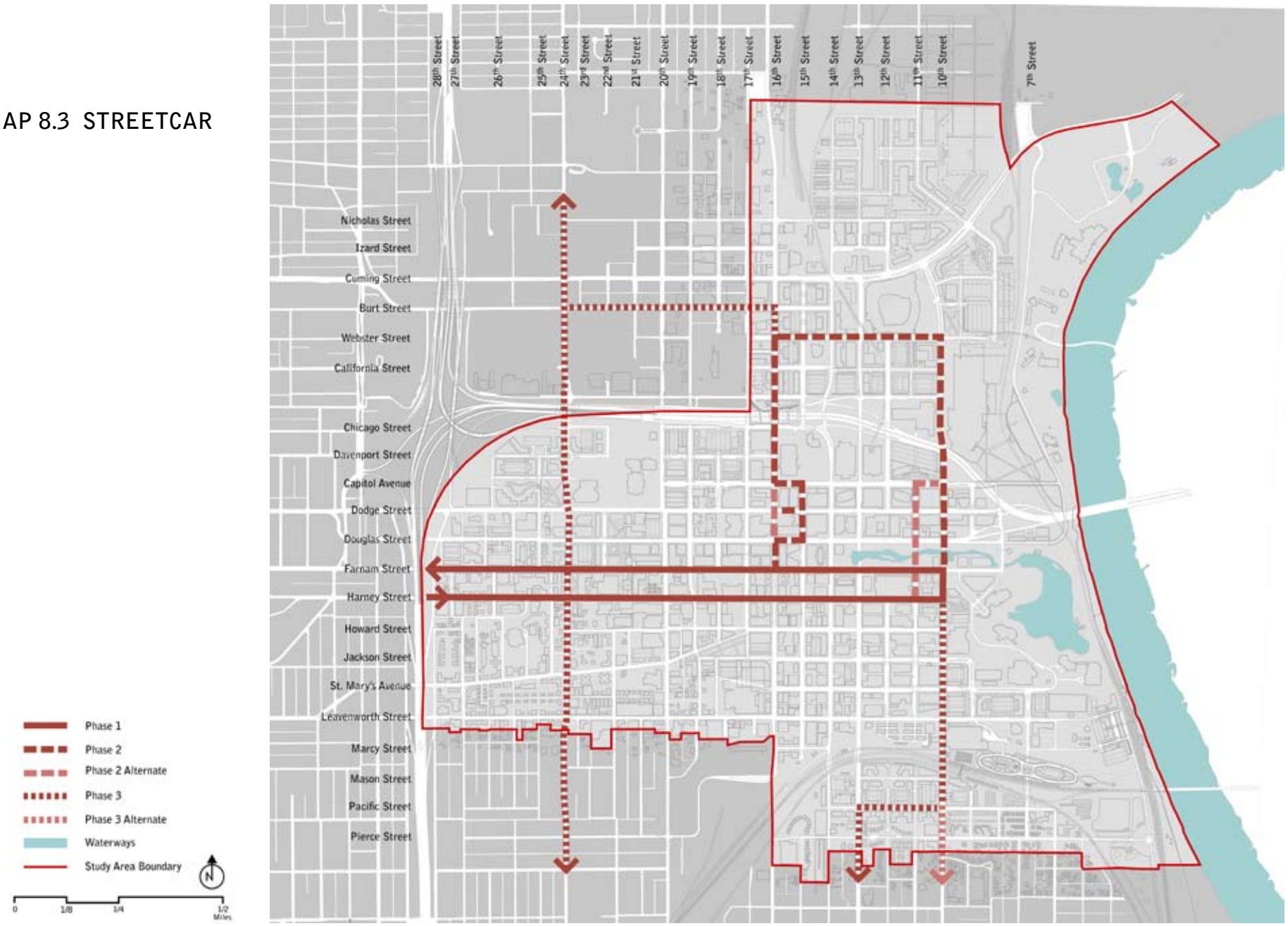
As additional modern streetcar systems have come on-line in recent years, the true benefits of a streetcar system have emerged. Streetcars are not only a form of transit or a tourist amenity. Instead, they are, first and foremost, a development catalyst that builds ridership in place. In other words, they provide neighborhood-level mobility and act as "walk extenders." Instead of placing the streetcar tracks in corridors that are fully developed, successful cities have identified corridors where they desire new growth and redevelopment. Once the system is operational, new development generates a majority of the ridership. This concept is no different than when tracks were originally laid to Dundee and other "edge" locations during the last century. The tracks came first, followed by development and ridership.

The Master Plan process provided a new opportunity to look at the goals for Downtown Omaha, potential streetcar routes, and their redevelopment potential. A variety of routes were examined and three phases were recommended:

- Phase One - An out and back loop connecting Downtown Omaha with the University of Nebraska Medical Center. This route would generally go from 10th Street to 42nd Street on Farnam and Harney Streets. It would link major corporate nodes, assist in developing the "long blocks" between 20th and 24th, and be a catalyst for the redevelopment of additional sites along its entire length.
- Phase Two – A bi-directional loop connecting the Downtown Core with the Events District and North Downtown. This loop would follow 10th Street, Webster Street, and 16th Street, and connect with the Farnam/Harney Loop. Eleventh Street could be an alternative if further analysis determined that traffic conflicts at the intersections of Dodge and Douglas negatively impacted headways. Likewise, 15th Street could be utilized depending upon the ultimate timing of the removal of the Doubletree Hotel and the re-opening of 16th Street. This loop would link Downtown/Midtown with Qwest Center Omaha and TD Ameritrade Park.
- Phase Three – Following completion of the first two phases, two additional routes should be considered. One route would connect Downtown Omaha with the Henry Doorly Zoo down either 13th Street or 10th Street. This route would assist in the redevelopment of the Near South District and connect "rooftops" to the Downtown Core. The second route would be along 24th Street, connecting North Omaha and South Omaha to Downtown.

With the identification of a recommended first phase for a streetcar, Heritage Services and the City of Omaha will move forward with a study of the financial feasibility of the recommend Phase One route. This study will determine planning level costs for the first phase and potential financing options (local and federal). Possible options include, among others, creation of a Downtown TIF District and pursuit of Federal funding (stimulus funding, Transportation Reauthorization Bill, earmark, etc.). If

MAP 8.3 STREETCAR



the Financial Feasibility Study leads to positive findings, ensuing steps include the establishment of a TIF District; initiation of the NEPA/Alternatives Analysis process; creation of an operations, maintenance, and financing plan; and preliminary engineering. The ultimate goal is implementation of the initial phases of the streetcar during the early years of the planning horizon.

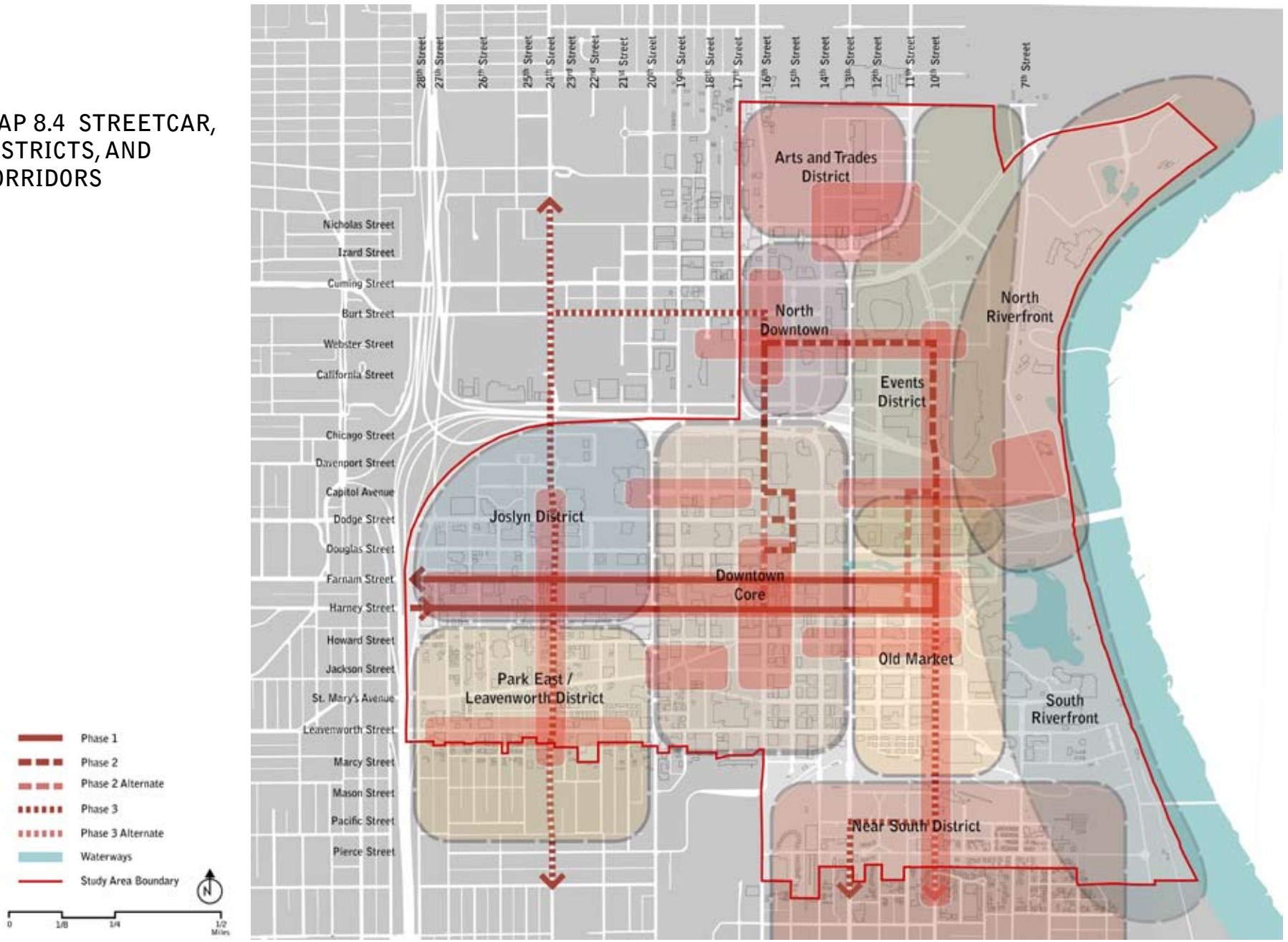
Streetcar Implementation:

- Establishment of TIF District
- Initiation of the NEPA/Alternatives Analysis process
- Creation of an operations, maintenance and financing plan
- Completion of preliminary engineering

8.4 STREETCAR, DISTRICTS, AND CORRIDORS

When the proposed streetcar routes are overlaid on top of the districts and corridors, the overall redevelopment framework for Downtown Omaha becomes apparent. Key emphasis is placed on the Farnam and Harney corridor, along with Webster Street, 10th Street, 16th Street, and 24th Street. These corridors will be the focal point of development and activity within Downtown, and will also help connect the various districts to one another, as well as adjacent neighborhoods. The value of the streetcar as a redevelopment catalyst for all of Downtown is emphasized.

MAP 8.4 STREETCAR, DISTRICTS, AND CORRIDORS



8.5 RIVERFRONT CONNECTIONS

Omaha has always been a "river city." Its early growth and development was directly tied to the river, and recent development has returned the City "back to the river." Although great strides have been made in reconnecting Downtown with its most prominent physical feature, the majority of the Study Area is still disconnected from the Riverfront. This notion became vary apparent during the visioning process, in which many commented on this fact. As a result, significant emphasis during the design charrette was placed on identifying new opportunities to cross the railroad tracks and reconnect Downtown with the Riverfront.

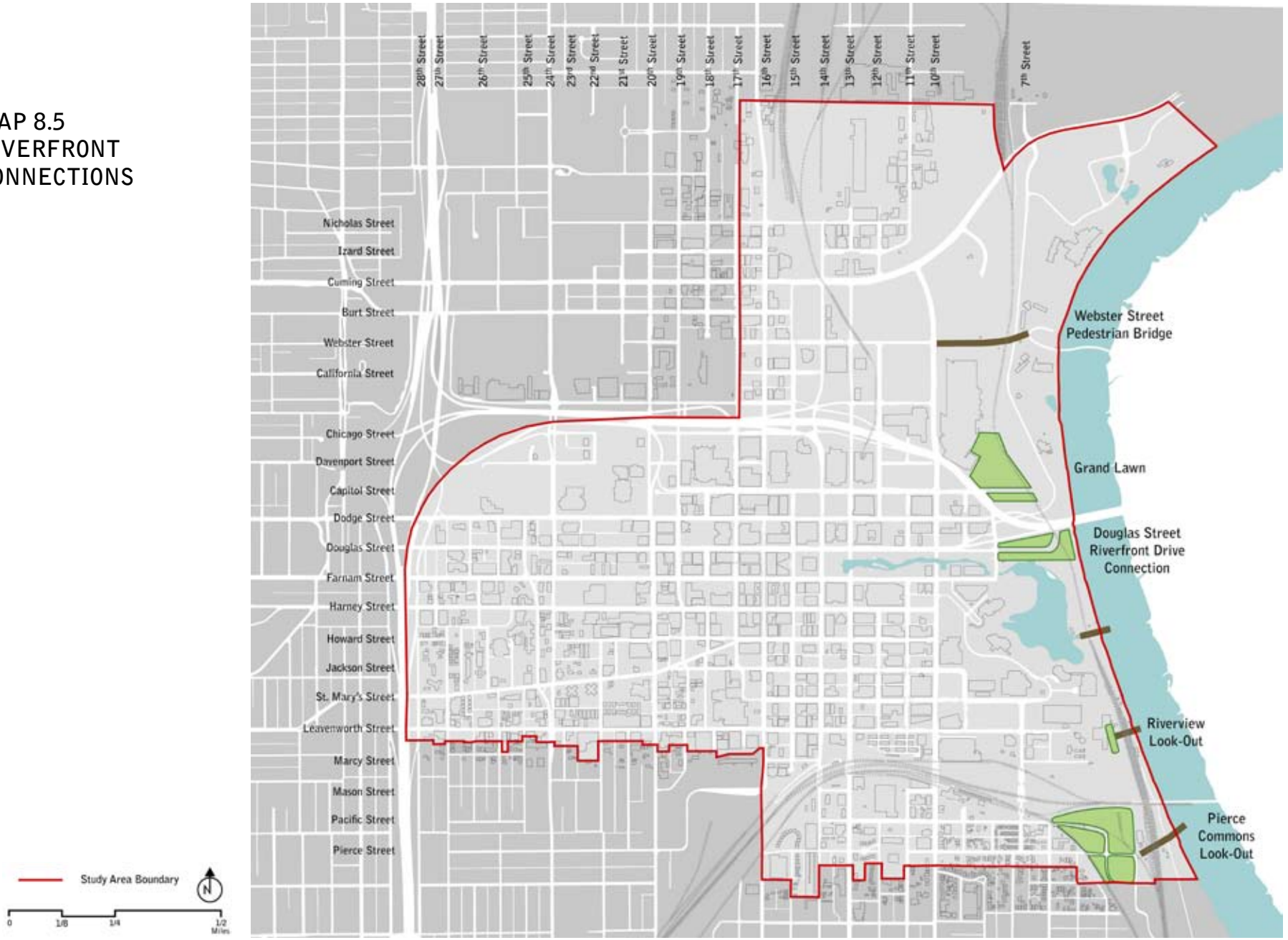
Utilizing the existing Missouri River overlook in Heartland of America Park as an example, five additional riverfront connections were identified. These include:

- **The Webster Street Pedestrian Bridge** – This second, smaller pedestrian bridge would link Creighton University, North Downtown, and the Events District with the Bob Kerrey Pedestrian Bridge.
- **The Grand Lawn/Capitol Avenue Connection** – This structure would span the "valley" between Qwest Center Omaha and Lewis and Clark Landing, as well as provide a large programmable area for major public events.
- **Douglas Street/Riverfront Drive Connection** – This structure would provide a direct connection between the Downtown Core and the riverfront, as well as create a new site for development.
- **Riverview Overlook** – This connection would be similar to the overlook in Heartland of America Park, and provide views of the river from the OPPD Jones Street Station redevelopment site.
- **Pierce Commons Overlook** – An opportunity for an iconic overlook or viewing tower along the riverfront south of the Union Pacific Railroad Bridge.

These potential Riverfront connections will be described in further detail in the District Development Opportunities Chapter. Implementation of any of these riverfront connections could commence at any time. However, it should be the City's long range goal to find a comprehensive solution that would ultimately relocate the riverfront railroad tracks and provide a direct connection to the river along the entire Downtown Riverfront.

Riverfront railroad tracks do not allow direct connections to the River

MAP 8.5
RIVERFRONT CONNECTIONS



9.0 MOBILITY ELEMENTS

INTRODUCTION

Currently, the vast majority of people visiting Downtown Omaha arrive by car. In order to be successful in creating the vibrant, pedestrian-oriented, mixed-use environment that was desired by the majority of the participants in the Visioning Process, this modal split will need to change. Surface parking lots will need to be transformed into mixed-use building sites, traffic will need to be calmed, transit will need to be enhanced, commuting by bicycle will need to be encouraged, and the pedestrian experience will need to be improved. The following Mobility Elements are part of a complete package of enhancements that will alter the way people move in and through Downtown, resulting in increased accessibility and an improved quality of life for all.

9.1 TRAFFIC

Downtown streets were typically designed for two-way traffic movement. In locations where large volumes of traffic needed to pass through an area, two-way streets were often converted to a system of one-way pairs. This was the case with Downtown Omaha, where a high number of drivers from North Omaha worked in the stockyards, and intersected with commuters arriving from the west, causing significant traffic congestion.

Times have changed. Interstate 480 was constructed and now carries most through traffic around Downtown, commuting patterns have changed, and best practices from around the country recommend conversion of one-way pairs back to two-way traffic movement in order to support neighborhood redevelopment goals. Results of the visioning process placed a high priority on examining the possibility of converting Downtown's streets back to two-way traffic movement. Working with the Public Works Department, a tiered approach for conversion was identified.

- Conversion from one-way to two-way can occur now:
  - 15th Street from Marcy Street to Capital Avenue
  - 17th Street from Chicago Street to Capital Avenue
  - 17th Street from Farnam Street to Jackson Street
  - 19th Street north of I-480
  - 20th Street north of I-480
  - Jones Street from 22nd Street to 26th Street
- Conversion from one-way to two-way will require additional study. An alternative would be to reduce lanes and add additional on-street parking
  - Study Priority #1: 24th Street and 24th Avenue between Dodge Street and Leavenworth Street
  - Study Priority #2: Leavenworth from 13th to I-480 and Howard Street/St. Mary's Avenue from 14th to I-480
  - Study Priority #3: Farnam Street and Harney Street between 10th Street and I-480.

- Must remain as one-way pair:
  - Dodge Street and Douglas Street from 8th Street to I-480
  - 13th Street and 14th Street from I-480 to Leavenworth Street
  - 19th Street and 20th Street from I-480 to Mason Street

Conversion of one-way pairs to two-way streets is not without its challenges and expense. The following need to be considered as the City studies the impacts of converting the 24th Street/24th Avenue, Leavenworth/St. Mary's, and Farnam/Harney corridors to two-way movement:

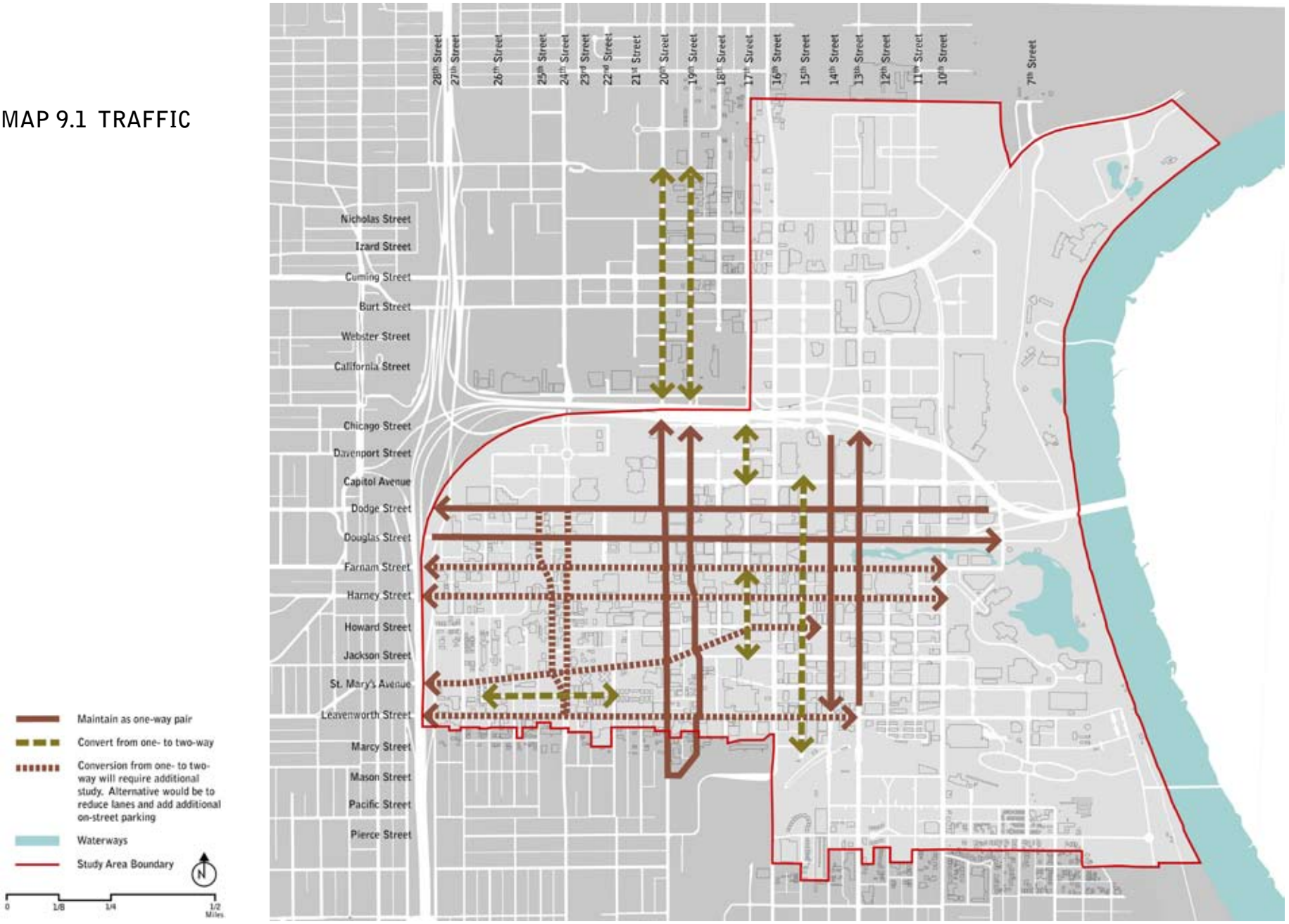
- Signal timing changes
- New signals to face opposite direction
- Possible need for left turn lanes
- Reduced capacity due to left turn lanes
- Parking structure entrances designed for one-way streets
- Real or perceived increase in congestion

Traffic Implementation:

- Funding/Conversion of streets identified for immediate conversion
- Commencement of Traffic Studies for the three priority pairs identified for further study
- Implementation of results of Traffic Studies

Lunch time traffic on Douglas Street flowing smoothly with three lanes temporarily blocked by school buses

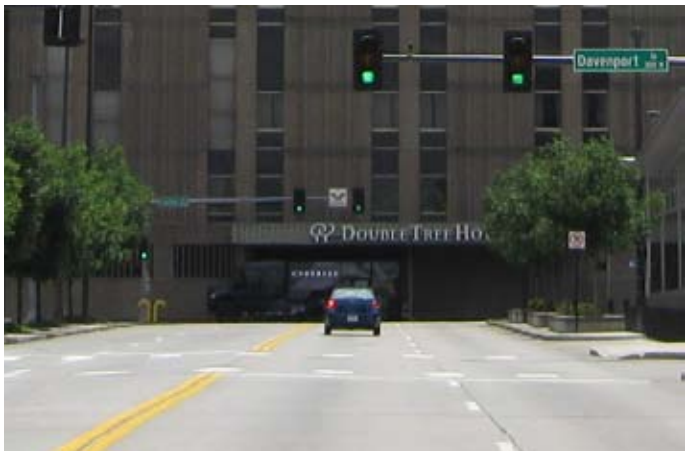
MAP 9.1 TRAFFIC



9.2 NEW STREET SEGMENTS

The Downtown Omaha Master Plan has identified a number of opportunities for new streets within the Study Area. These streets are designed to facilitate traffic movement and provide new connections between districts. The following is a summary of recommended new street segments.

- **11th Street/Nicholas Street/Cuming Street Intersection Reconfiguration** – The reconstruction of this intersection is intended to direct heavy truck traffic emanating from industrial areas to the north of the Study Area to Cuming Street. Trucks currently disperse throughout the area, and have a negative impact on redevelopment. This new alignment will provide a direct route to Cuming Street and then west to the regional freeway network.
- **I-480 20th Street On/Off Ramp Reconstruction** – The 20th Street on and off ramps should be constructed as slip ramps connecting directly to Cass and Chicago Streets. The primary benefit of this reconstruction would be the provision of a second set of on/off ramps to service the Events District, thus helping to alleviate traffic congestion during major events. A secondary benefit would be the two blocks of redevelopment potential created by the vacation of the off-ramp on the blocks bounded by 19th, 20th, Chicago, and Capitol.
- **Capitol Avenue Connection to 20th Street** – Reconstructing the 20th Street ramps would allow Capitol Avenue to connect directly with 20th Street, thus completing the grand axial relationship of Capitol Avenue and Central High School.
- **24th and Davenport Round-a-bout** – Construction of this round-a-bout would help calm traffic along 24th Street as it moves through the Joslyn District and Creighton University campus.
- **16th Street Connection** – By the end of the planning period, the Doubletree Hotel will be approaching 70 years in age. It is entirely possible that it will be at the end of its useful life span. If redevelopment of the site occurs, 16th Street should be reconnected between Capitol Avenue and Dodge Street, thus providing a direct connection (streetcar, vehicular, and pedestrian) between the Downtown Core and North Downtown.



The Double Tree Hotel currently terminates 16th Street

- **10th Street Bridge Reconstruction** – The 10th Street Bridge over the Gene Leahy Mall is currently being redesigned to accommodate an additional travel lane, streetcar tracks, and pedestrian walkways. Once reconstructed, traffic flow and pedestrian accommodations on this key link between the Qwest Center and Old Market should be greatly enhanced.
- **11th Street Pedestrian/Streetcar Bridge** – Enhanced connectivity between the Old Market and North Downtown/ the Events District was identified as a key priority during a

design study of the Gene Leahy Mall funded by Omaha by Design. If the City moves forward with a Downtown streetcar system, and 11th Street is the recommended route due to traffic conflicts on 10th Street, a pedestrian/streetcar-only bridge should be constructed over the mall. Located at 11th Street, this bridge would be designed to accommodate both pedestrians and the streetcar.

10th Street Bridge looking north over the Gene Leahy Mall

- **Capitol Avenue Connection to Riverfront Drive** – As part of the previously mentioned Grand Lawn project, Capitol Avenue would be extended east, across the railroad tracks, to Riverfront Drive. This new elevated connection would provide a direct vehicular and pedestrian link connecting the Downtown Core with the Riverfront.
- **Douglas Street Connection to Riverfront Drive** – As part of the previously mentioned Douglas Street riverfront connection, Douglas Street would be extended east, across the railroad tracks, to an extended Riverfront Drive. This new elevated connection would provide another direct vehicular and pedestrian link connecting the Downtown Core with the Riverfront.

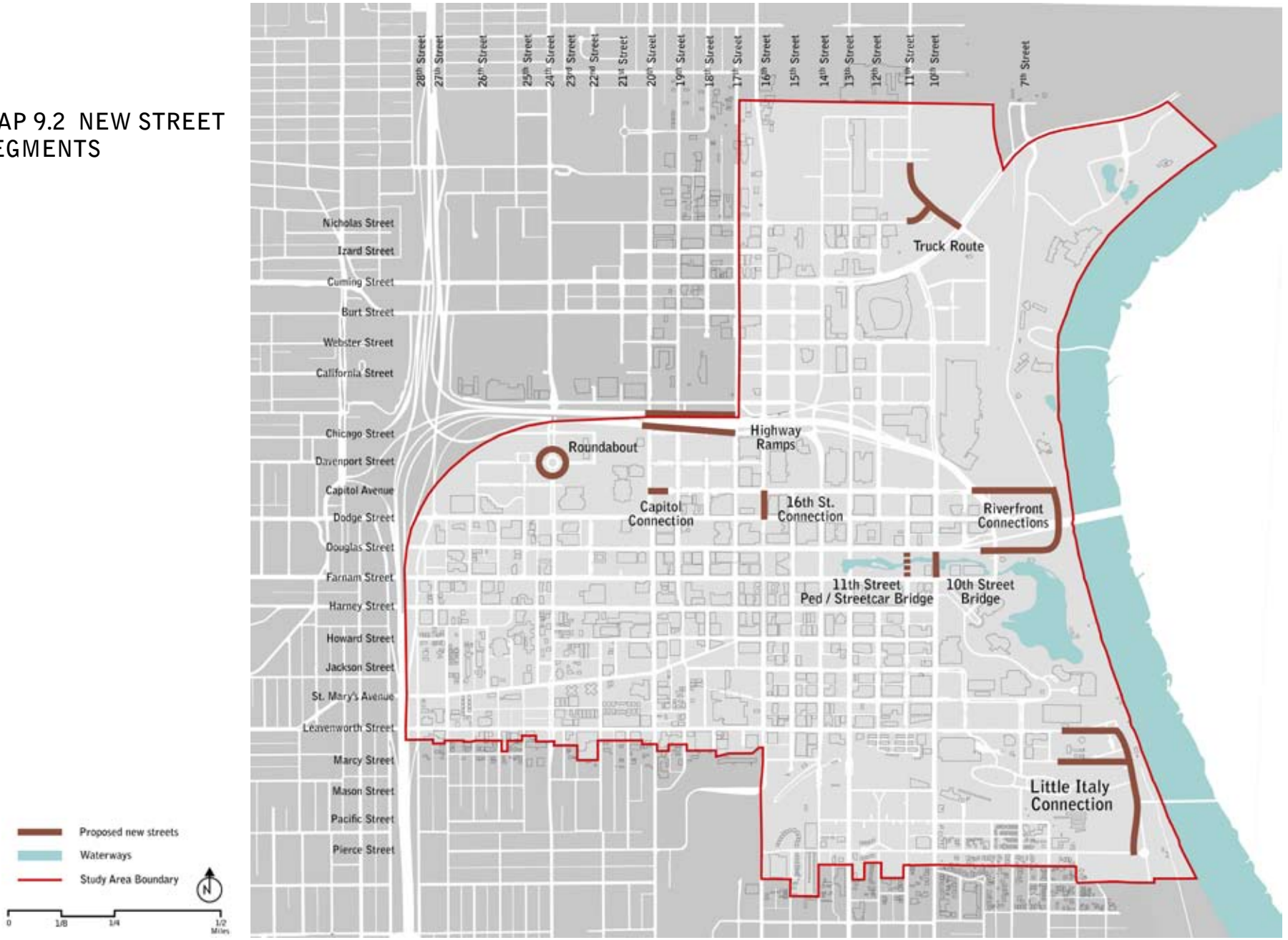
The T-intersection of Douglas Street at 8th Street would connect to an extended Riverfront Drive.

- **Little Italy Connection** – In order to encourage additional redevelopment along the South Riverfront, it will be necessary to provide additional access to and from this isolated area. As such, Leavenworth Street and Marcy Street should be extended to the east, where they would intersect Riverfront Drive South (a new street that would parallel the Missouri River) and extend south, under the Union Pacific Missouri River Railroad Bridge, and ultimately connect with Pierce Street. This series of new streets would establish an interconnected network that would assist in opening up this isolated area.

New Street Segments Implementation:

- Construct those segments that have already been designed and funded
- Prioritize the list of new street segments identified above
- Design and fund construction of new segments based on the priority list

MAP 9.2 NEW STREET SEGMENTS



9.3 BIKE ROUTES

During the Visioning Workshop, advocates of commuting to and from work on bicycles lobbied for identifying appropriate bike routes within the Study Area. The result is a bike route map that incorporates their ideas and identifies several key opportunities. Key elements include connections to residential neighborhoods to the west via the proposed 20-Mile System and Aksarben Bikeway, completion of the Riverfront Trail through Downtown Omaha, additional multi-use trails, bike lanes, streets with shared bike/parking shoulders, and bicycle boulevards (sharrow routes). In addition, advocates helped identify appropriate locations for Bike Centers, which would provide bicycle locker, shower, and repair facilities. Details are identified on the Bike Route Map.

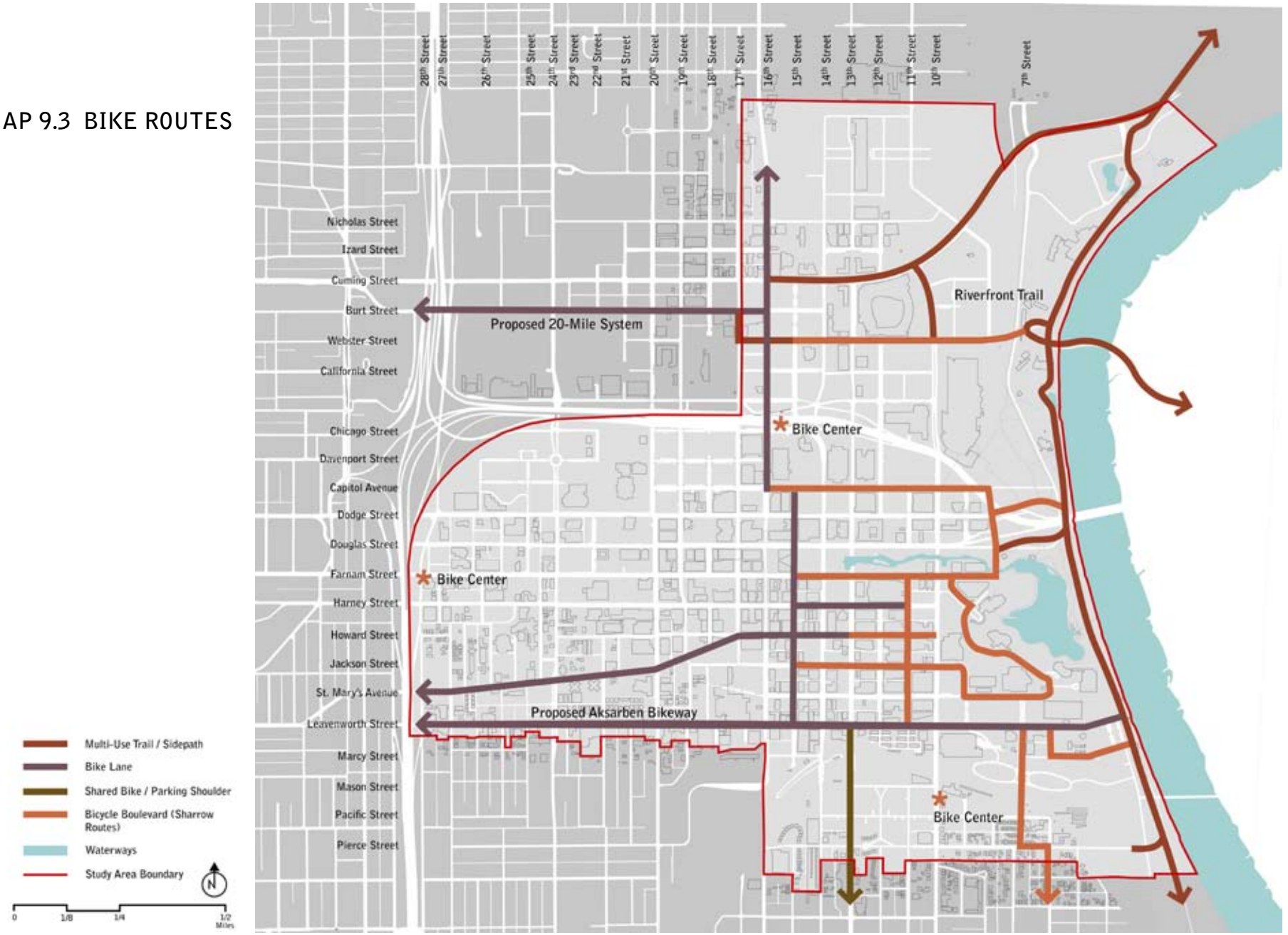
Bike Route Implementation:

- Confirm locations for Bike Centers
- Co-locate/coordinate construction of Bike Centers with new MAT bus transfer center and future multi-modal center
- Prioritize the list of new bike routes identified on the map
- Design and fund construction of new segments based on the priority list

Striped bike lane on arterial roadway

Bike lanes and bike boxes designated with solid green paint

MAP 9.3 BIKE ROUTES



9.4 TRANSIT

The Transit Map identifies future opportunities for downtown transit service. In addition to the streetcar lines that were mentioned in the Framework Elements chapter, the Plan also identifies Downtown as a hub for future light rail and/or commuter rail lines. The former Burlington Station would be converted into a Multi-Modal Center that would accommodate commuter and/or light rail, streetcars, inter-city bus, MAT bus, taxis, jitneys, and bicycles.

A preferred location has also been identified for a new MAT Transit Center. This facility is currently located on 16th Street between Dodge and Harney, and accommodates approximately 355 busses per day. The new site would be located farther to the north on 16th Street, adjacent to I-480 (on State of Nebraska right-of-way). This new site could accommodate streetcars, busses, and bicycles (see concept plan), and is centrally located between the Downtown Core, Creighton University, and the Events District. Relocating the transit center to the north would allow for the redesign of 16th Street between Dodge and Jackson, something identified during the Visioning Process as a high priority.

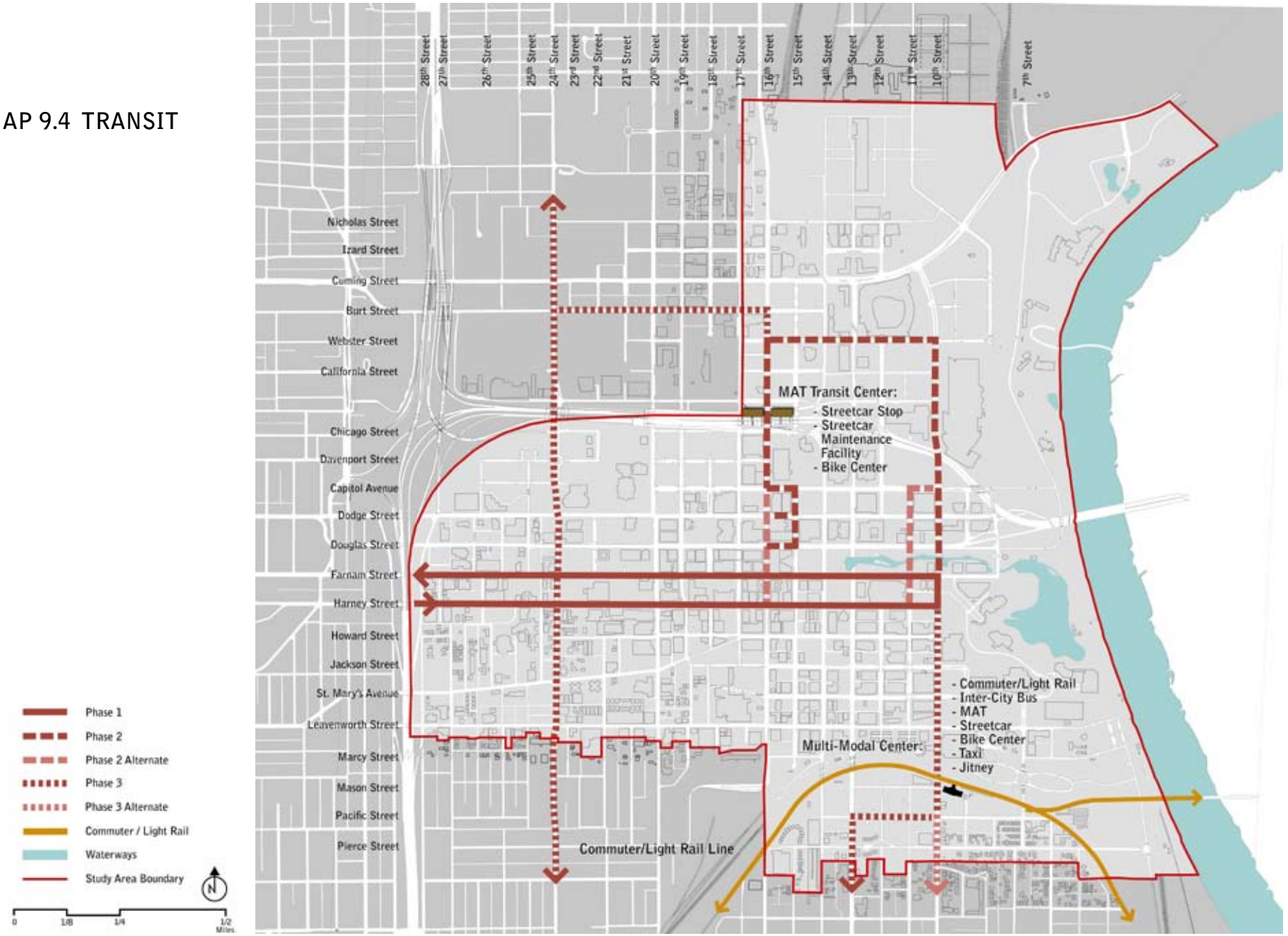
Transit Implementation:

- Confirm location for new MAT Transit Center
- MAT negotiate with NDOR for long-term lease
- MAT apply for Federal funding
- Secure Burlington Station for Multi-Modal Center
- Prioritize future transit investments (i.e. light rail, commuter rail, etc.)

Current bus transit center on 16th Street

Conceptual plan of a new MAT Transit Center at 16th and Cass Streets

MAP 9.4 TRANSIT



9.5 PARKING

The majority of those visiting Downtown Omaha arrive in their personal vehicles. To help keep Downtown vibrant, and until more visitors and employees choose other transportation options, it will be necessary provide parking. New public parking should be in the form of parking structures instead of surface parking lots. In addition, these structures should not front onto the sidewalk but should instead be hidden from view, behind liner buildings that contain active uses.

The Parking Structures Map identifies all existing parking structures within Downtown Omaha. In addition, it identifies public parking structures proposed during the planning process. These structures are dispersed throughout Downtown, and serve a variety of purposes. Parking structures near Qwest Center Omaha are designed to replace parking on a 1:1 basis so that new development can occur on the large surface parking lots. These parking structures are designed to not only provide replacement parking, but to also accommodate additional demand brought about by new development and TD Ameritrade Park. Elsewhere throughout Downtown Omaha, new parking structures are strategically located to accommodate new development.

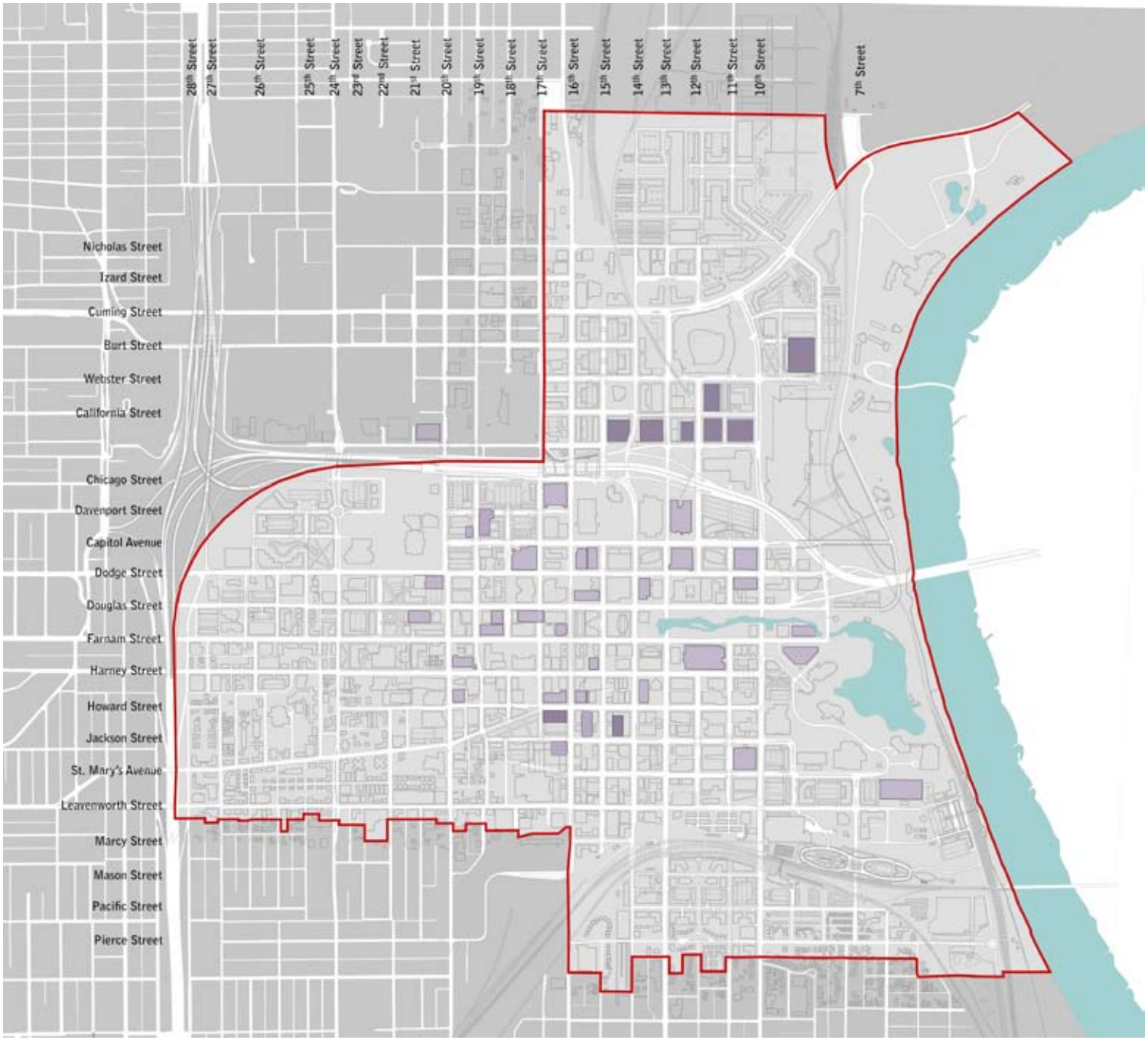
Parking Structure Implementation:

- Coordinate with the proposed Parking Management Study identified in the Plan
- Identify key priorities in terms of highest demand or potential as a catalyst for new development
- Develop appropriate funding sources/mechanisms

Parking garage built behind historic structures

Parking garage tucked behind retail in Dubuque, IA

MAP 9.5 PUBLIC PARKING STRUCTURES



10.0 URBAN DESIGN ELEMENTS

INTRODUCTION

Great cities happen by choice, not by chance. From the placement of buildings and parking on a site to streetscape design, open space, and architectural detailing, great cities make strategic decisions that guide their appearance. Left to chance, the sum of a city's parts is rarely greater than its individual pieces. The Downtown Plan is not taking this for granted and will instead take a proactive approach to Urban Design. The following are part of a comprehensive package of elements that will help positively shape and define Downtown Omaha well into the future.

10.1 AREAS OF CIVIC IMPORTANCE

The Urban Design Element of the Omaha Master Plan has identified Downtown Omaha as an Area of Civic Importance (ACI). Development within ACI districts is required to meet special urban design zoning intended to improve key image forming centers of the City of Omaha. The urban design provisions address site design and architectural design. The goals established by the downtown master plan will be supported by rapid implementation of the ACI overlay zoning for Downtown. This process should include:

- The planning department shall study the downtown and connecting areas to determine the extent of the ACI district.
- An examination of existing conditions shall be performed to best calibrate the ACI zoning.
- Property owners receiving the ACI zoning should be notified and provided with information about the zoning and how they will be affected.
- The planning department should prepare the necessary materials to move the proposed district through the approval process.

Area of Civic Importance Implementation:

- The City should take immediate action to begin implementation of the ACI zoning for the downtown study area and adjacent areas.

Figure 1: *Areas of Civic Importance*

10.2 DESIGN STANDARDS

Design standards are created to help shape and form the built environment. To supplement the ACI and assist Downtown reach its potential, design standards for the entire Downtown Study Area should be adopted. These standards should be graphically-oriented and form-based, and guide new development on redevelopment and infill sites. The design standards should include lot and building standards, frontage type standards, fence standards, architectural standards, and sign standards. As part of the Downtown planning process, a draft set of design standards has been created for three key areas of Downtown:

- Workplace (Leavenworth Corridor) Design Standards
- Downtown Core / Streetcar Corridor Design Standards
- Single-Family Residential Design Standards

The design standards included in Appendix A are intended to serve as a starting point for a full set of form-based standards for Downtown. They should be adjusted and modified as needed.

Design Standards Implementation:

- Develop a complete set of Downtown design standards in concert with the ACI for the remainder of Downtown Omaha.
- Meet with downtown property owners and developers to review and adjust standards if needed.
- Adopt a Neighborhood Conservation and Enhancement (NCE) Overlay District for Downtown that incorporates the design standards or modify the Central Business District (CBD) zoning classification to incorporate the standards.

10.3 POTENTIAL NEW OFFICE TOWER LOCATIONS

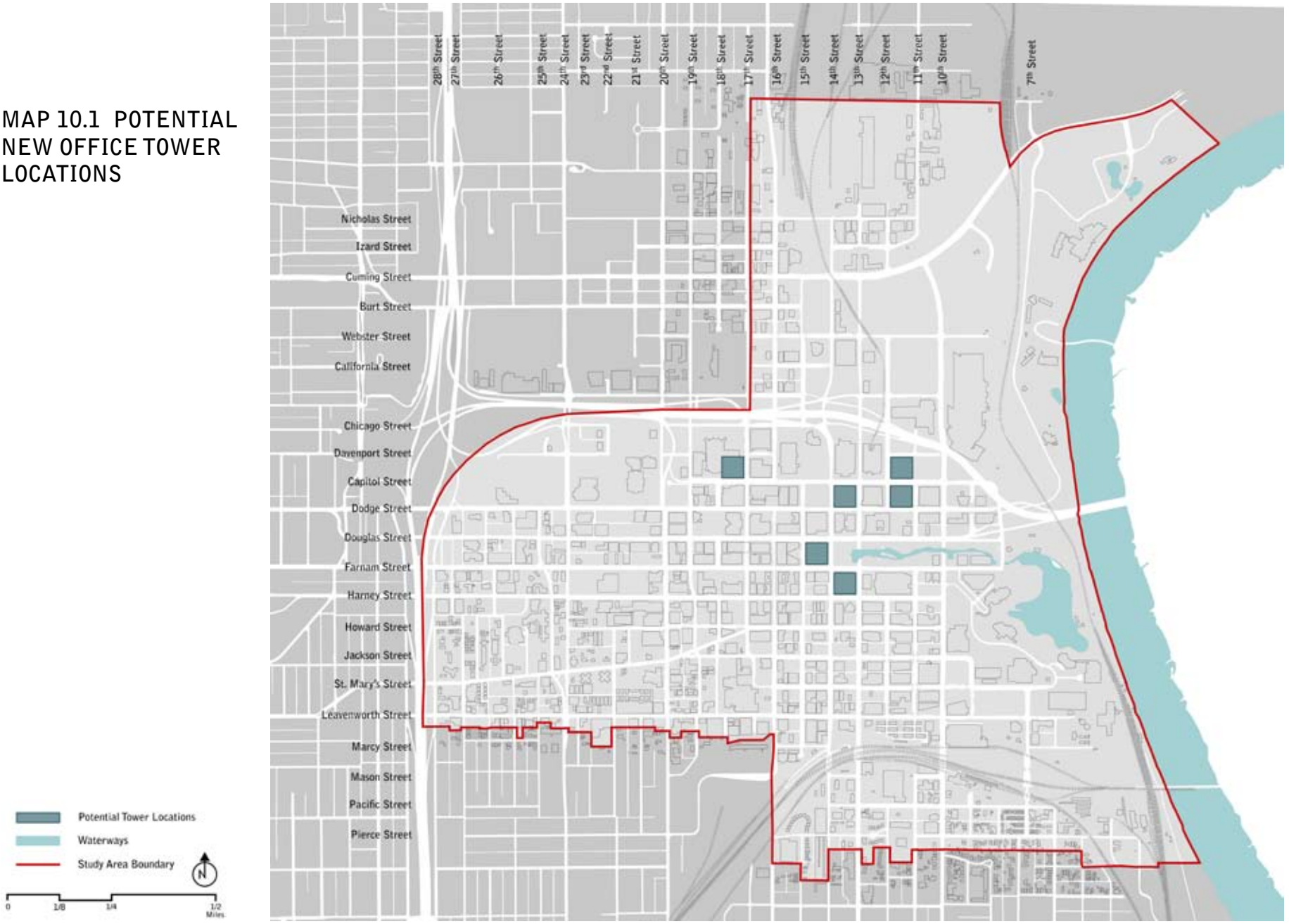
The development opportunities assessment identified the need for up to 8 new office tower sites Downtown within the next 30 years. The typical prototype would be a 20 – 40 story tower (500,000 – 1 million sq. ft. with floor plates between 20,000 and 25,000 sq. ft.). Six preferred sites for these new towers are identified in the plan. These sites are strategic for their redevelopment potential, size, and context (proximity to the Downtown Core). Tower sites are purposely kept out of the Old Market due to its historic context and difference in mass and scale. The six identified sites include the following:

- Pinnacle Site
- Pinnacle South Site
- World Herald Park Site
- W. Dale Clark Library Site
- Kiewit Conference Center/State Office Building Site
- Civic Auditorium Site

Office Tower Locations Implementation:

As opportunities for new officer towers arise, entities such as the City and Omaha Chamber should actively market the identified sites.

MAP 10.1 POTENTIAL NEW OFFICE TOWER LOCATIONS



10.4 PARKS AND OPEN SPACE

Downtown Omaha has a number of existing parks and open spaces. Some are formally designed for use, while others are remnant spaces that function as public space. Key existing facilities include the Gene Leahy Mall, Heartland of America Park, and First National Bank's Spirit of Nebraska Wilderness Park.

An important element of the new plan is the inclusion of additional parks and open spaces within Downtown. The visioning process identified a strong demand for dog parks, skate parks, and community gardens. Locations for these parks have been identified, along with additional active and passive recreation space. These spaces are important not only for their quality of life benefits, but also for their potential to act as a development catalyst. These sites are typically located as focal points for their respective neighborhoods, and are connected to the remainder of the Study Area by priority streetscape corridors, which will be discussed in the following section. Details of individual parks and open spaces will occur in the following chapter.

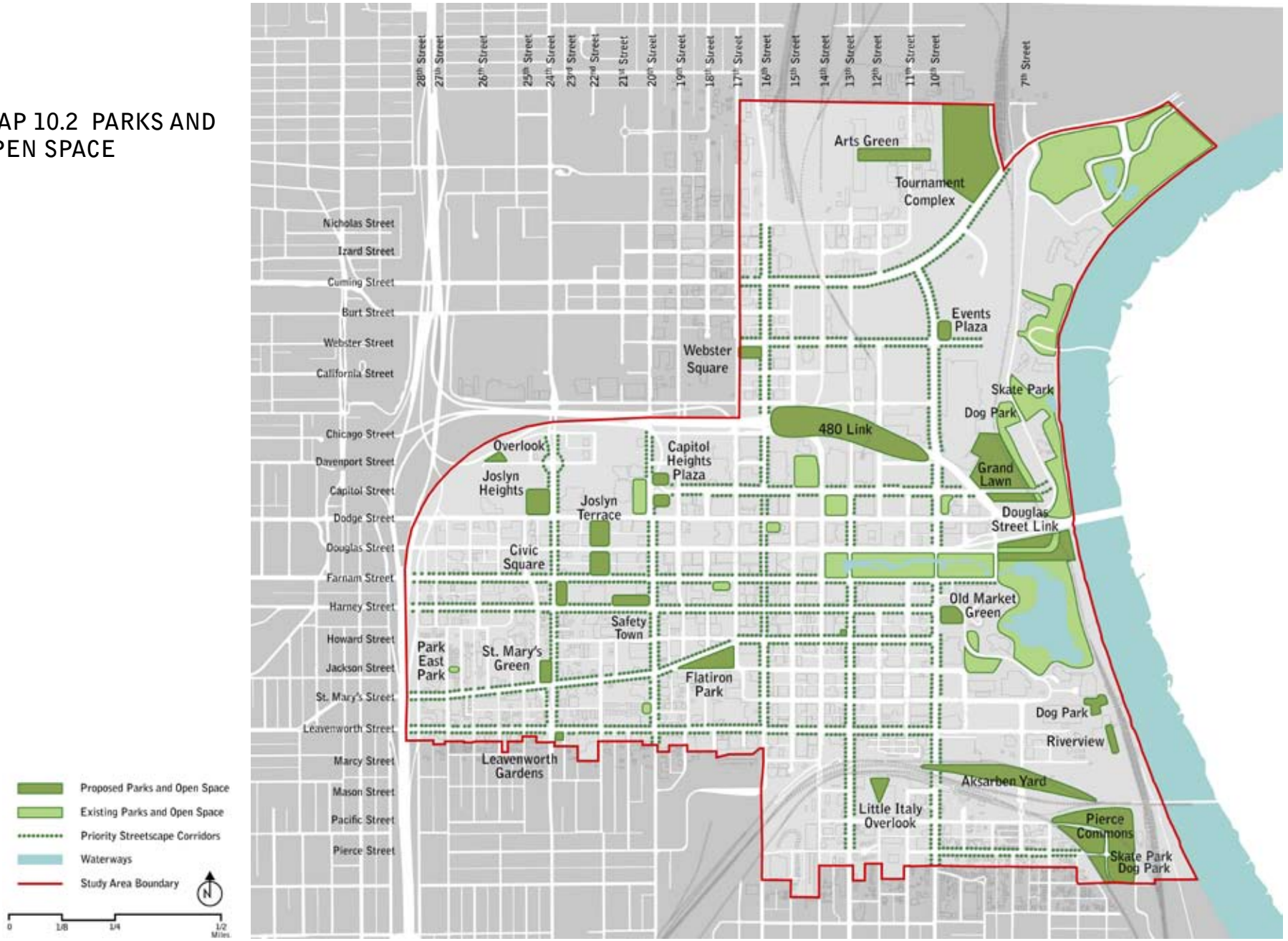
Parks and Open Space Implementation:

- Identify a priority list for new parks (based on their potential of being a development catalyst)
- Identify funding sources such as public/private partnerships, TIF Districts, etc.
- Examine new opportunities/funding sources for operation and maintenance

Gene Leahy Mall

Pioneer Courage Park

MAP 10.2 PARKS AND OPEN SPACE



10.5 PRIORITY STREETSCAPE CORRIDORS

Priority Streetscape corridors should be designed as the highest quality examples of urban streetscape environments in Omaha. Special urban design standards shall be developed by the City in order to create a basis of design for subsequent improvement projects. The City shall prioritize the development of streetscape improvement projects and funding along priority streetscape corridors. Because there is little precedent within the City for the implementation of high quality, urban, multi-modal streetscape design projects, an evaluation of means and methods should be performed. This process should include:

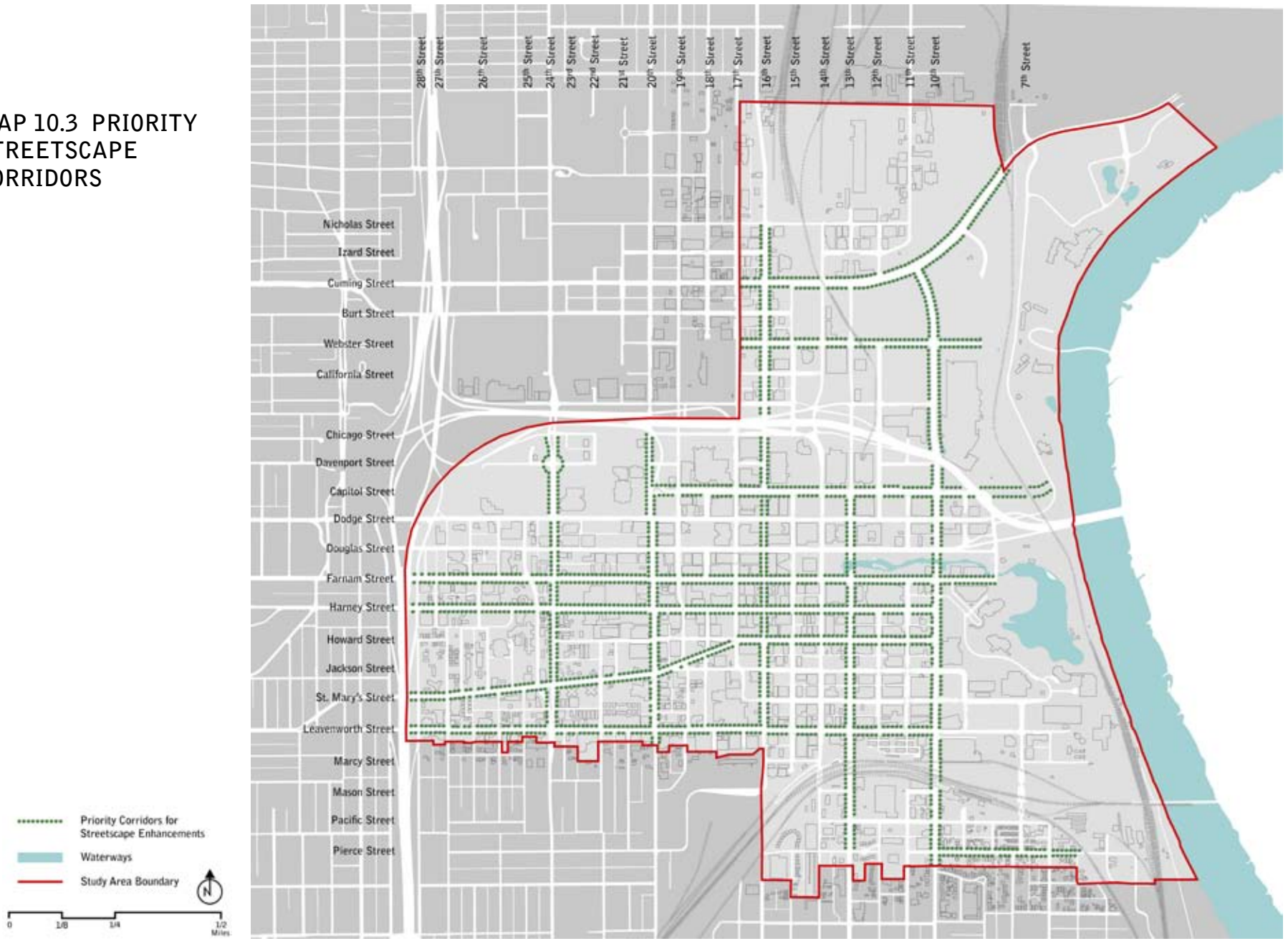
- Individual components identified within the "Omaha Streetscape Handbook" shall be addressed.
- In depth research and evaluation of existing design, specifications, and construction and maintenance practices should be performed to determine the optimal design outcome.
- Priority streetscape improvement projects shall utilize the Context Sensitive Solution (CSS) design methodology published by the Institute of Transportation Engineers (ITE).
- Priority Streetscape Improvement projects shall incorporate a "Complete Street" policy suitable to the context.
- Priority streetscape improvement projects are required to receive approval from the Urban Design Review Board.
- An interdepartmental task force should be established to ensure the efficient implementation of higher design standards, quality of construction and maintenance of streetscape improvements.

Three new prototypes for priority streetscape corridors were developed during the planning process to supplement the standard 50' residential street ROW. These prototypes are based on 64' and 100' right-of-ways, and include an 64' ROW concept for new residential streets in the Study Area, a 100' ROW concept for a 2-lane "complete" street, and a 100' ROW concept for a 4-lane "complete" street. All of the proposed sections accommodate pedestrians, bicycles, vehicles, and transit. The 64' ROW is intended to be used for higher density residential streets, to easily accommodate two traffic lanes with parking along both sides of the street. The 64' ROW may also be used to transition from the standard 100' ROW in Downtown to the standard 50' residential ROW in adjacent neighborhoods. Typical street sections for these three new prototypes are found in Appendix B.

Priority Streetscape Corridors Implementation:

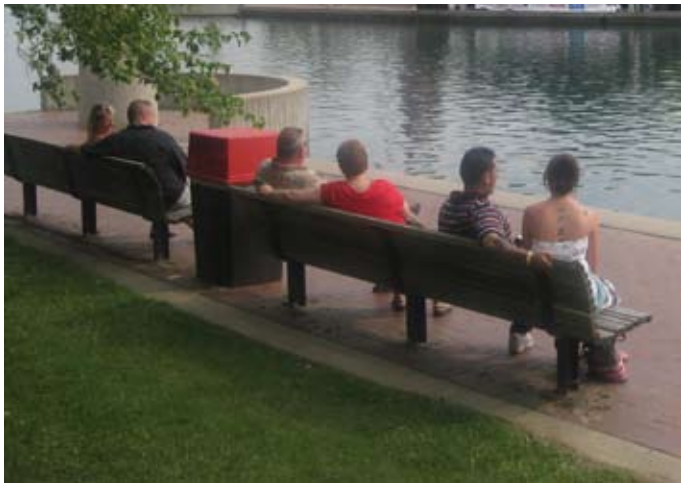
- Identify a priority list for priority streetscape corridors (based on redevelopment activity or their potential of being a development catalyst)
- Identify appropriate funding source(s)

MAP 10.3 PRIORITY STREETSCAPE CORRIDORS



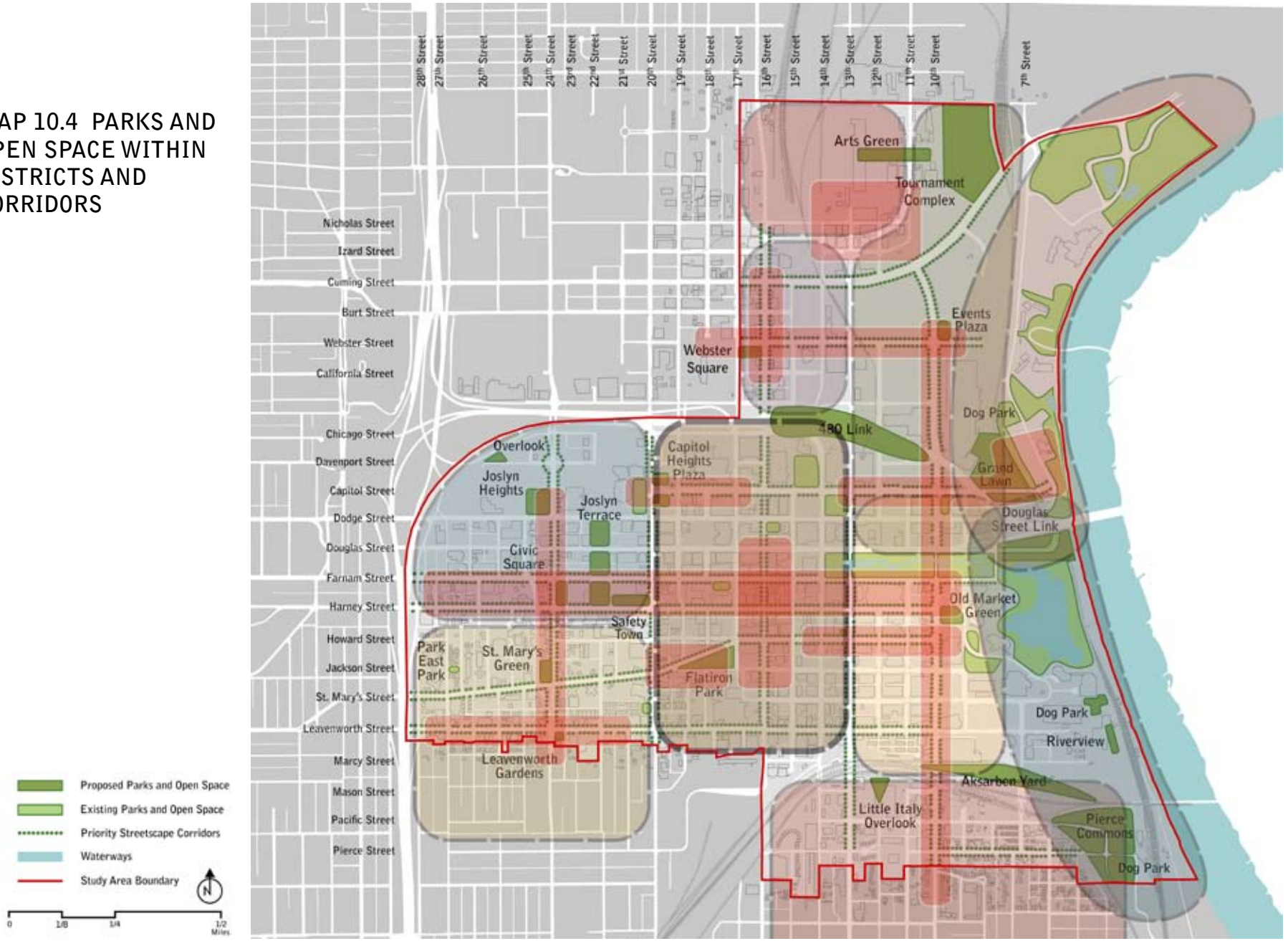
10.6 PARKS AND OPEN SPACE WITHIN DISTRICTS AND CORRIDORS

The parks and open spaces identified during the planning process work in concert with the priority streetscape corridors. As mentioned earlier, parks are proposed not only for their quality of life benefits, but also to act as focal points and development catalysts for their respective districts. The parks and districts are then linked together by the priority streetscape corridors, in much the same way as Omaha's turn of the century park system was connected by its boulevard system. This allows for enhanced connectivity between Downtown's various districts via pedestrian and bicycle-friendly green streets.



Downtown open space

MAP 10.4 PARKS AND OPEN SPACE WITHIN DISTRICTS AND CORRIDORS



10.7 ENTRANCE GATEWAYS

Many cities, Omaha included, often celebrated the entrance into their downtowns with ceremonial archways, signage, and other features. The four decorative towers at the intersection of 10th Street and Cuming Street are a prime example. Many participants of the visioning process identified new opportunities for enhanced entrance gateways. These gateways fall into several categories:

Six Bridges – The Public Works Department is currently working on a concept to enhance the six bridges over I-480 (Dodge Street, Douglas Street, Farnam Street, Harney Street, St. Mary's Avenue, and Leavenworth Street). These bridges will be enhanced with decorative lighting and new structural elements.

Missouri River Bridges – The Bob Kerrey Pedestrian Bridge set the standard for bridge enhancements leading into Downtown Omaha. Taking a cue from its design and decorative lighting, many participants identified enhanced lighting as an opportunity for both the I-480 Bridge and the Union Pacific Bridge over the Missouri River.

Railroad Bridges and Underpasses – Citing the decorative design of the new 10th Street Bridge over the Union Pacific railroad tracks, many participants identified the need to upgrade the remaining railroad bridge and underpass crossings. This included decorative lighting and railings on the 16th Street Bridge and pedestrian enhancements and decorative lighting at the three underpasses (7th Street, 13th Street, and 14th Street).

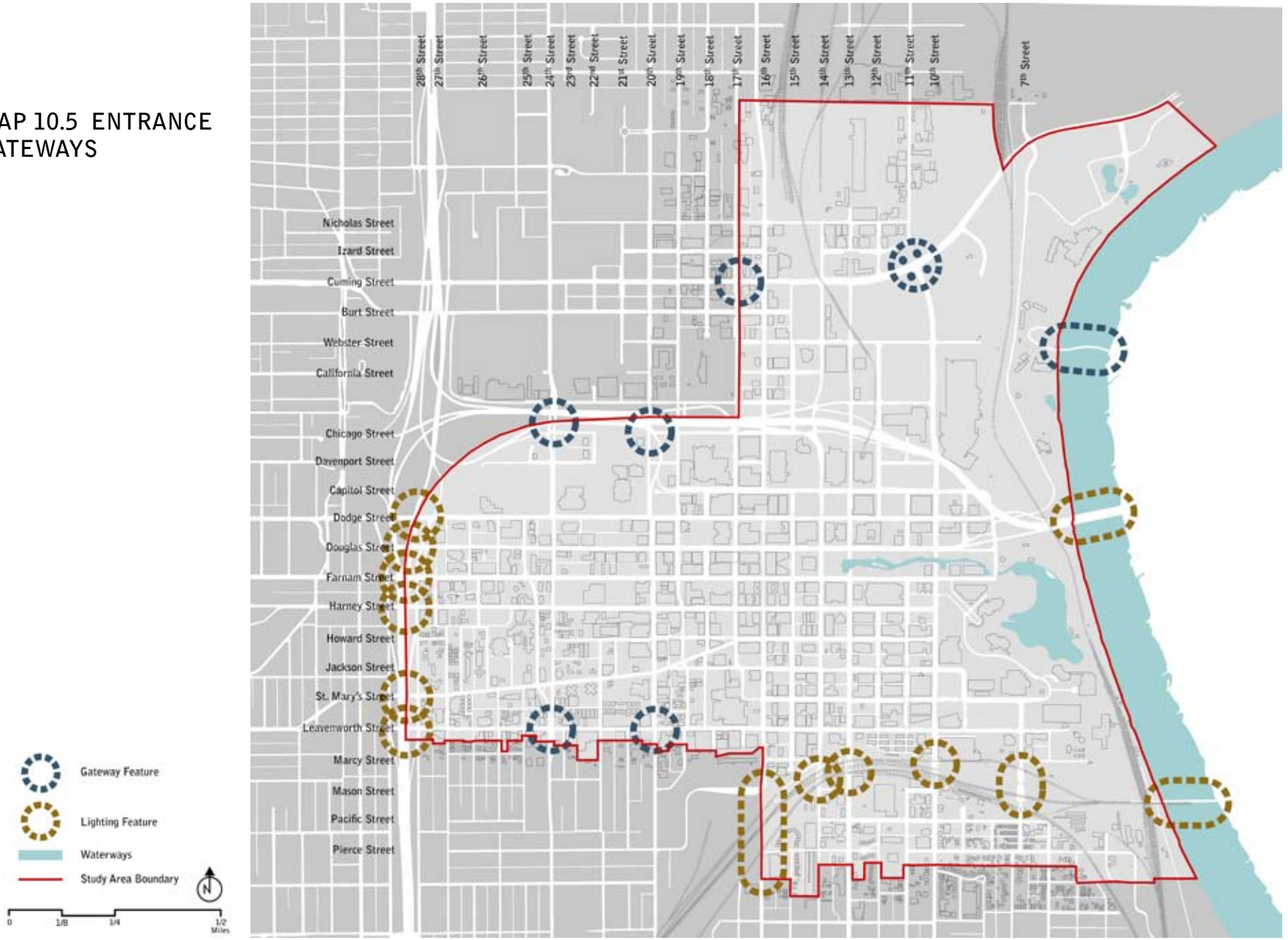
Neighborhood Gateways – Entrance gateways from adjacent neighborhoods were also identified as opportunities for enhanced gateway features such as signage and lighting. Possible locations include 20th Street at I-480, 24th Street at I-480, Cuming at 17th Street, 20th Street at Leavenworth, and 24th Street at Leavenworth.

Entrance Gateways Implementation:

- Establish priorities and budgets for enhancements with respective entities (Public Works, Union Pacific, NDOR, IDOT, etc.)

7th Street underpass connecting the South Riverfront with the Near South District

MAP 10.5 ENTRANCE GATEWAYS



11.0 DEVELOPMENT OPPORTUNITIES

INTRODUCTION

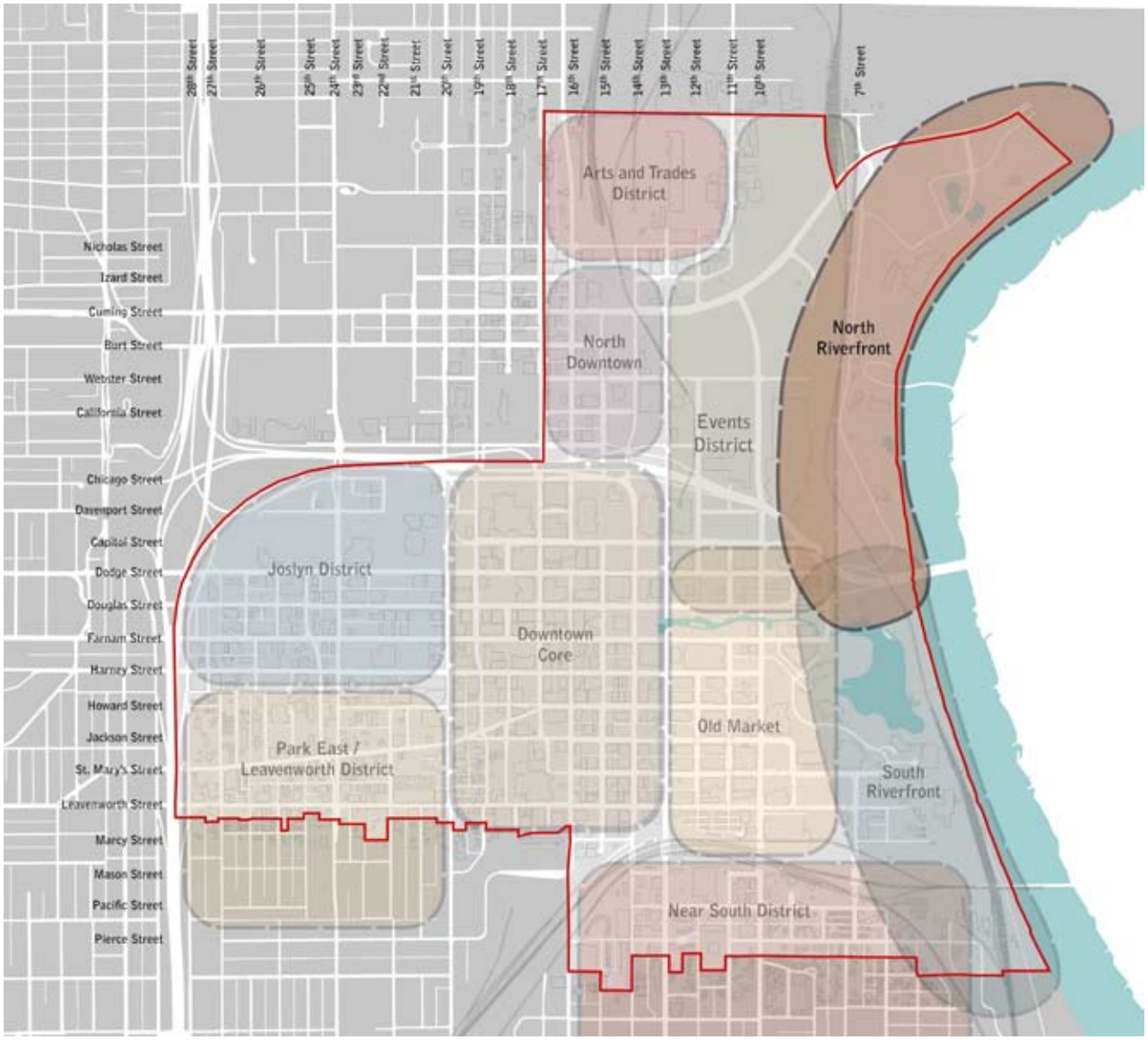
A key element of the Downtown Omaha Master Plan is the identification of future development opportunities. These opportunities emerged from the Visioning Process, were tested during the Design Charrette, and further refined and vetted in the following weeks. They are grounded in the Market Assessment prepared for this plan, and have been developed to the level of detail possible in a long-range plan. It bears repeating – the Development Opportunities identified on the following pages are conceptual in nature. Like their predecessors in the 1974 Plan, their value is to identify visions and ideas for specific areas. As in the 1974 Plan, the successful visions will endure, but the details will change and evolve as projects are implemented. The Development Opportunities are listed by their respective Districts with brief descriptions of each major project or intervention.

Recent development in North Downtown

Infill townhouse development near the Old Market

Major Development Opportunities

North Riverfront District



North Riverfront District

11.1 NORTH RIVERFRONT

The North Riverfront District is the focal point of Omaha's riverfront resurgence. Within the last decade, this district has been transformed from a deteriorating heavy industrial area into Omaha's front porch. It is currently the home of Miller's Landing, Gallup University, Riverfront Place, the Bob Kerrey Pedestrian Bridge, the National Park Service Regional Headquarters, and Lewis and Clark Landing. Although significant improvements have been made in recent years, it is noteworthy for its lack of activity between major programmed events. The reasons for this are many, including the sheer size of the area, isolation from Downtown, its disjointed development pattern, and lack of active uses and/or destinations. The following interventions are recommended to help activate and enliven the district between programmed events and make it more of a draw for visitors and residents.

A Union Pacific rail line separates the riverfront from Downtown

Bob Kerrey Pedestrian Bridge over the Missouri River

NR-1: Riverfront Place – Riverfront Place consists of a mid-rise condo tower and two rows of townhouses overlooking the Missouri River and Bob Kerrey Pedestrian Bridge. In terms of helping activate the riverfront, the importance of this project can not be overstated. As such, the following are recommended to further enhance the area:

- Construct Riverfront Place Tower #2
- Construct the third row of planned townhouses
- Construct the planned restaurant on the riverfront retail pad site

Riverfront Place Townhomes and Condos

NR-2: Webster Street Pedestrian Bridge – A second pedestrian bridge should be constructed across the railroad tracks, connecting the Bob Kerrey Pedestrian Bridge with the Events District. This bridge would be located on the Webster Street right-of-way, and would provide a direct link to the riverfront. This connection will allow residents and visitors from the Events District, North Downtown, and Creighton University direct access to the existing pedestrian bridge and the regional open space network.

Webster Street Pedestrian Bridge would provide access over the rail line to better connect the Riverfront with other nearby attractions.

Credit: HNTB

View from proposed Webster Street Pedestrian Bridge

Credit: HNTB

NR-3: Lewis and Clark Landing – Additional uses and activities should be added to Lewis and Clark Landing. These uses would activate the riverfront and help it become more of a destination. Possible interventions include:

- Utilize the existing pad to construct the second proposed restaurant next to Rick's Café Boatyard
- Encourage seasonal kiosks that would cater to visitors and residents (bike/skate rental, kites, food and beverages, etc.)
- Moor a barge to the landing to provide additional space for kiosks and outdoor programmed events such as concerts, art fairs, festivals, etc.
- Moor a hotel barge or riverboat to the landing during large events to provide additional rooms during periods of increased demand (Berkshire Hathaway Annual Meeting, College World Series, Olympic Swim Trials, etc.).
- Utilize a portion of the existing large grass area as a formal dog park for residents and pets living in the Downtown Core, Events District, and North Downtown

Riverfront vendor

- Re-design the portion of the landing near the marina that contains the large stone blocks as a vendor area serving the marina
- Re-design the area north of Rick's Boatyard and south of the

The Grand Lawn could be constructed above this surface parking lot.

NR-4: Qwest Center Omaha – Qwest Center Omaha is one of Downtown Omaha's major anchors. As such, its continued success should not be taken for granted. In order to maintain its competitive advantage, additional enhancements should be made to the facility, including:

- Add additional exhibition space to the north of the facility
- Add additional meeting space to the second level of the facility, which will assist in attracting conventions
- Build a large cover/canopy on the east side of the facility to provide additional weather protected loading and unloading capabilities

NR-5: The Grand Lawn – Construct a large programmable open space spanning the "valley" between Qwest Center Omaha and Lewis and Clark Landing. This large outdoor events deck should be constructed with a green roof and designed for large outdoor events such as festivals and concerts. The Grand Lawn would provide a direct pedestrian connection from Downtown Omaha, across the railroad tracks, to the riverfront. It could be constructed on top of a parking structure, which would provide additional parking and access for Qwest Center Omaha. Additionally, it may be possible for portions of Qwest Center Omaha to open up directly on the Grand Lawn with patios and other outdoor spaces.

NR-6: Capitol Avenue/Riverfront Drive Connection – As part of the Grand Lawn, an elevated Capitol Avenue should be extended eastward to a slightly realigned Riverfront Drive. This would provide a direct vehicular and pedestrian link from Downtown to the Riverfront. In addition, the parking structure located under the Grand Lawn could be designed to exit directly onto Capitol Avenue/Riverfront Drive, thus providing an alternative route for ingress/egress.

Figure 2: *Conceptual plan of major North Riverfront interventions, the Grand Lawn and Riverfront Drive Connections*

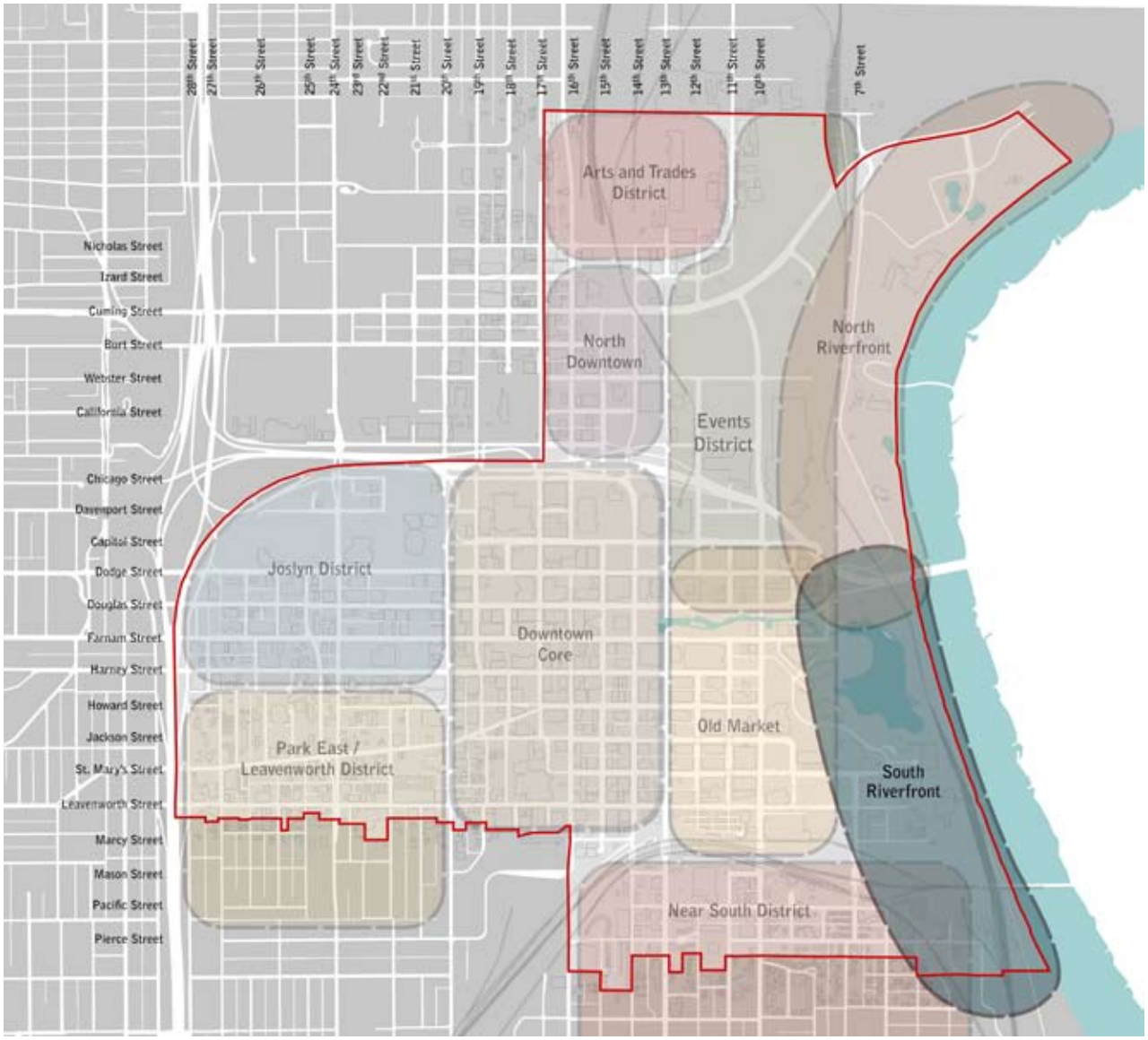
NR-7: Douglas Street/Riverfront Drive Connection – Similar to the previous intervention, Douglas Street should be extended eastward to a realigned Riverfront Drive. Douglas Street would transition directly into Riverfront Drive and provide an additional direct vehicular and pedestrian connection from the Downtown Core to the Riverfront. A portion of this link would be constructed on a deck over the riverfront railroad tracks.

NR-8: Heartland of America Park Condos – Mid-rise condo towers should be constructed on the new development parcel created by the eastward extension of Douglas Street. These condo towers should be single-loaded (facing south) and front directly onto Heartland of America Park. This will not only provide future residents with some of the best views in the City, but also help shield views of the underside of the I-480 Bridge from park users. An added benefit is the 24-hour a day presence the condos would provide on the park.

Heartland of America Park condos overlooking the park and Con Agra Campus

Rendering of Omaha's North Riverfront interventions.

South Riverfront District



South Riverfront District

11.2 SOUTH RIVERFRONT

The South Riverfront District is known primarily for Heartland of America Park and the Con Agra Corporate Campus. Both of these were central in Omaha's movement back to the river, as well as the general revitalization of Downtown Omaha that occurred during the 1980's. Using these projects as prototypes, the City can once again reclaim aging industrial sites farther south along the riverfront and convert them into assets that will not only provide new rooftops, but also act as catalysts for additional development. The following interventions are recommended to maximize the development potential of the South Riverfront.

SR-1: Leavenworth Street/Riverfront Drive South Connection – Access to the South Riverfront is limited. The entire area functions as a large cul-de-sac. In order to improve access and redevelopment potential, Leavenworth Street should be extended east to the riverfront, where it would connect with a new Riverfront Drive South. Riverfront Drive South would run parallel to the river, where it would cross under the Union Pacific Railroad Bridge and connect with Pierce Street. This would create an interconnected network of streets allowing enhanced accessibility to the riverfront.

SR-2: Riverview Park and Overlook – Redevelopment on the OPPD Jones Street Power Plant site should include a park open to public use and a river overlook that provides views of the Missouri River. The park and overlook should be the focal point of the site, and their placement would ideally occur at the intersection of Leavenworth Street and Riverfront Drive South.

Historic image of the Union Station, Burlington Station and railyards

Site of proposed Pierce Commons, Aksarben Yard and Riverview

SR-3: Riverview – The OPPD Jones Street Power Plant site is a key redevelopment opportunity along the South Riverfront. The site should be redeveloped for residential use and a limited amount of destination retail. Development on the site would ideally frame the park and overlook mentioned in the previous section. To reach targeted densities, parking should be structured and provided on-street. Another option would be to develop the entire project on a parking plinth, which would put parking "underground" and raise the entire site, thus allowing for river views over the railroad tracks.

SR-4: Riverview Dog Park – A portion of the Riverview site should be developed as a dog park. This dog park would serve residents and pets living on the riverfront and in the Old Market.

SR-5: Aksarben Yard – The former Union Pacific Railroad Yard adjacent to the Durham Museum creates a grand opportunity to develop a marginal site into Omaha's version of Millennium Park. The site is approximately the same size as Chicago's Navy Pier, and could be developed into a diverse and festive public space. The concept plan includes the following features:

- Grand Stairs leading down from the 10th Street Bridge
- An Urban Plaza at the base of the stairs
- An Overhead Walkway, reminiscent of that which occurred in the heyday of rail travel, connecting the Burlington Multi-Modal Center to the Durham Museum, with stairway access to Aksarben Yard
- A Central Market located in the Urban Plaza. This market would operate year-round, and be a center of creativity and activity
- A 150 foot tall Ferris Wheel and other amusement rides in a

Figure 3: *Conceptual plan for Riverview and adjacent development*

Figure 4: *Conceptual plan of Aksarben Yard*

space designed for programmed events and traveling exhibits

- A Railroad Siding for viewing trains, such Special Union Pacific Movements, excursions, etc.
- A Stair Tower connecting the 7th Street tunnel with the Yard, allowing easy access for residents of adjacent neighborhoods
- A Hilltop Promenade along the northern side of the site that takes advantage of the views of Downtown, Heartland of America Park, and the Missouri River
- A large Boat Pond suitable for remote controlled boats. During the winter months, the pond would be converted into an Ice Skating Rink in order to draw visitors during the "off season."
- Pavilions designed for renting remote controlled boats, ice skates, food and drink, etc.
- A programmable Event Space, suitable for outdoor performances, sand volleyball, mounted patrol horse paddock, etc.
- A Terminating Focal Point, as simple as a fountain or piece of art, or as unique as a tethered helium balloon ride or a sky-lift down to additional riverfront attractions
- Parking, accommodated both on-street and on the lower level of the Durham Museum parking structure
- A second road connection providing access to and from Riverfront Drive South

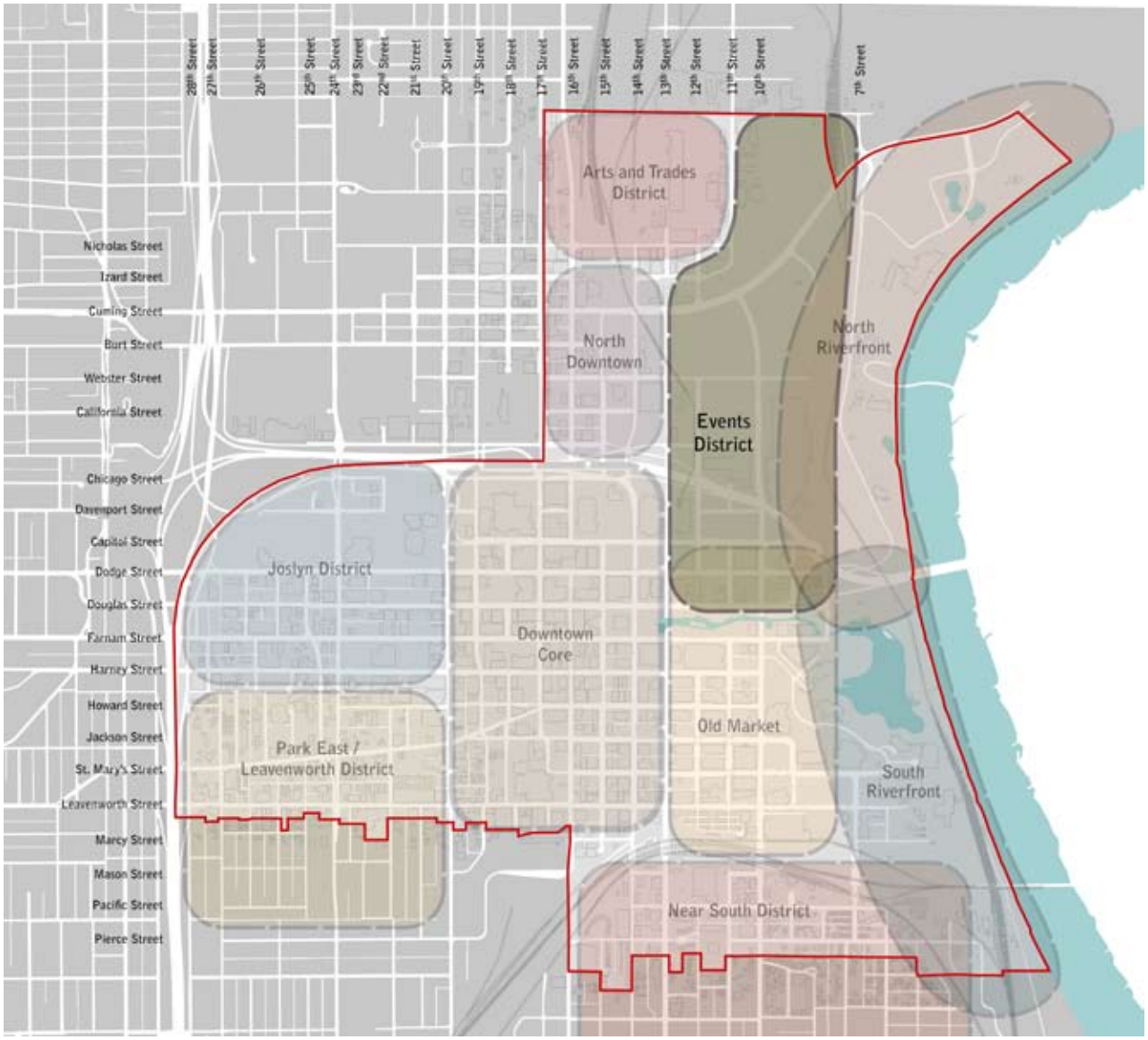
Rendering of AksarbenYard with the Downtown Core in the background

SR-6: Pierce Commons – Pierce Commons is located between the railroad tracks and the bluff line immediately south of the Union Pacific Missouri River Bridge. This area consists of a number of heavy industrial uses and associated heavy truck traffic. As adjacent neighborhoods continue to redevelop, this area should transition into an active public space. This would help eliminate blighting influences and provide amenities for adjacent residents. Additionally, access would be enhanced by the new Pierce Street/Riverfront Drive South connection. Key amenities of Pierce Commons include:

- A Missouri River Overlook Tower at the intersection of Pierce Street and Riverfront Drive South
- Community Gardens at the base of the Overlook Tower
- A Driving Range catering to Downtown residents
- A large Dog Park for area residents
- A Skate Park in the shadow of the railroad bridge

Figure 5: *Conceptual Plan of Pierce Commons*

Events District



Events District

11.3 EVENTS DISTRICT

The Events District is located between the North Riverfront District and the North Downtown District. It encompasses land that was formerly included in North Downtown. Based on existing facilities (Qwest Center Omaha, TD Ameritrade Park Omaha) and potential opportunities (Tournament Complex, Pinnacle Site), the Events District was formed to more appropriately reflect the exciting character and potential of this area. It is anticipated that over time, this area will build out with additional local and national retail, sporting, arts, entertainment, and cultural uses. These uses will cater not only to local and regional audiences, but to national audiences as well. Future opportunities for the Events District include the following:

ED-1: Tournament Complex – In the past, a variety of uses have been discussed for the area north of Cuming Street. Poor visibility and the appearance of adjacent industrial uses have limited the desirability of this site. One option would be to develop a tournament complex for baseball/softball or soccer on the site. This complex would be used for local, regional, and national tournaments. Besides the quality of life benefits of this project, it would also provide an economic boost for local businesses. Out of town visitors for regional and national tournaments would occupy downtown hotels, shop at local stores, and eat at nearby restaurants. Tournaments could be held from early spring to late fall, thus extending the economic benefits over many months. The Tournament Complex could be designed to:

- Attract local, regional, and national tournaments from little league to high school to college
- Hold Championship games either on-site or at Morrison Stadium or TD Ameritrade Park Omaha
- Accommodate sports clinics tied to local universities
- House an indoor tennis complex

Aerial view of the Events District

Figure 6: *Concept plan for Tournament Complex configured with baseball/softball fields or soccer fields*

ED-2: Lot D – The concept for Lot D, which is located immediately to the north of Qwest Center Omaha, balances the needs of the facility with the future development potential of the parking lot. As shown, new development must avoid two large utility easements that bisect the site. For development to occur, existing parking must be replaced on a 1:1 basis and additional parking for new uses must be provided. Key features of the Lot D concept include:

- An Events Plaza located at the northeast corner of 10th and Webster. This plaza sits atop one of the large easements, and provides a strategic location for programmable outdoor events tied to Qwest Center Omaha and TD Ameritrade Park Omaha.
- The landing for the second Pedestrian Bridge is located in the Webster Street right-of-way adjacent to the Events Plaza.
- A large Parking Structure for replacement parking is strategically located adjacent to Qwest Center Omaha. A mixed-use liner building fronts the structure and has views onto the Events Plaza.
- A Natatorium is shown on the north side of the Events Plaza. This facility would contain a 50-meter pool (possibly attained following the 2012 U.S. Olympic Swim Trials) and allow for local, regional, and national swim meets.
- Large areas of Surface Parking remain, but are located on the interior of the site. These lots provide marshalling space for vehicles and equipment required for conventions, shows, and events, and are important for the on-going operation and success of Qwest Center Omaha.

Figure 7: *Conceptual plan for redevelopment of Qwest Center Omaha Parking Lot D*

Figure 8: *Full service hotel fronting onto the intersection of 10th and Webster*

Figure 9: *Parking structures are lined with retail uses to activate streets.*

- Mixed-use Buildings front onto the intersection of 10th and Cuming, taking advantage of this key intersection and shielding views of the surface parking located to their south.
- On-site Storm Water Collection in a park-like setting will create an amenity for Townhouse and/or Loft Units that will front onto this feature.

ED-3: Lot B and Adjacent Development – Lot B is located directly to the west of Qwest Center Omaha. The concept for Lot B breaks up the large parking lot into four standard-sized blocks for retail, entertainment, and hospitality uses. As with Lot D, all surface parking will need to be replaced on a 1:1 basis, with additional parking provided for new uses. Key components of Lot B include the following:

- Three new Parking Structures developed on the site. These parking structures should be designed for rapid ingress and egress, with Qwest Center Omaha parking on the lower levels and parking for other uses on upper levels.

Figure 10: *Rooftop corporate zone overlooking TD Ameritrade Park Omaha*

Figure 11: *Conceptual plan for Lot B and adjacent blocks in the Events District*

- Street Level Retail is located at the base of each parking structure. Preferred tenants include local and national retailers, restaurants, and entertainment uses.
- A Full Service Hotel to complement Qwest Center Omaha.
- An Entertainment District (similar to the Power and Light District in Kansas City) strategically positioned between Qwest Center Omaha and TD Ameritrade Park Omaha.
- A Rooftop Corporate Zone on the northernmost parking structure. This would be designed as a green roof and function as a corporate zone during the NCAA College World Series. It would be designed to house corporate tents and bleachers (similar to Wrigleyville), which would overlook TD Ameritrade Park Omaha.

Development on the blocks west of Lot B would contain similar retail and entertainment uses. These uses would be housed in mixed-use buildings or in liner buildings attached to parking structures. The new parking structures would be constructed along Cass Street, and provide additional parking for Qwest Center Omaha, TD Ameritrade Park Omaha, the Events District, the North Downtown District, and the Downtown Core. Parking structures in this location would provide easy access to

and from I-480 and could be designed for easy ingress and egress. In addition, they could be priced according to their location.

Another opportunity would be to enhance the experience for pedestrians walking to and from Qwest Center Omaha, especially during the winter months. Key corridors such as those along Cass, California, and Webster would have radiant heat coils in the sidewalk to melt snow and ice and overhead heated canopies to block precipitation, and provide needed warmth in the winter and shade in the summer.

ED-4: Pinnacle Site – The Pinnacle site is one of the most important sites in Downtown Omaha. Its strategic location between the Qwest Center Omaha and the Downtown Core/ Old Market make it a critical link between some of the City's most active destinations. As such, future development of this site will require density, a mix of uses, pedestrian orientation, and replacement parking. Key features of the Pinnacle Site concept include the following:

- A Full Service Hotel at the corner of 10th and Capitol to complement Qwest Center Omaha.
- A new Office or Mixed-Use Tower at the corner of 12th and Capitol.
- Street-Level Retail and Entertainment Uses fronting onto 10th Street, Capitol Avenue, and 12th Street.
- A Parking Structure providing replacement parking for Qwest Center Omaha and additional parking for the new uses on the site. This structure should be located on the interior of the block or under the elevated section of I-480.
- A Corporate Office Tower located on the surface parking lot located immediately to the south of the Pinnacle Site. This tower should include street-level retail and entertainment uses on its key frontages.

Figure 12: *Concept plan of Pinnacle Site infill development*

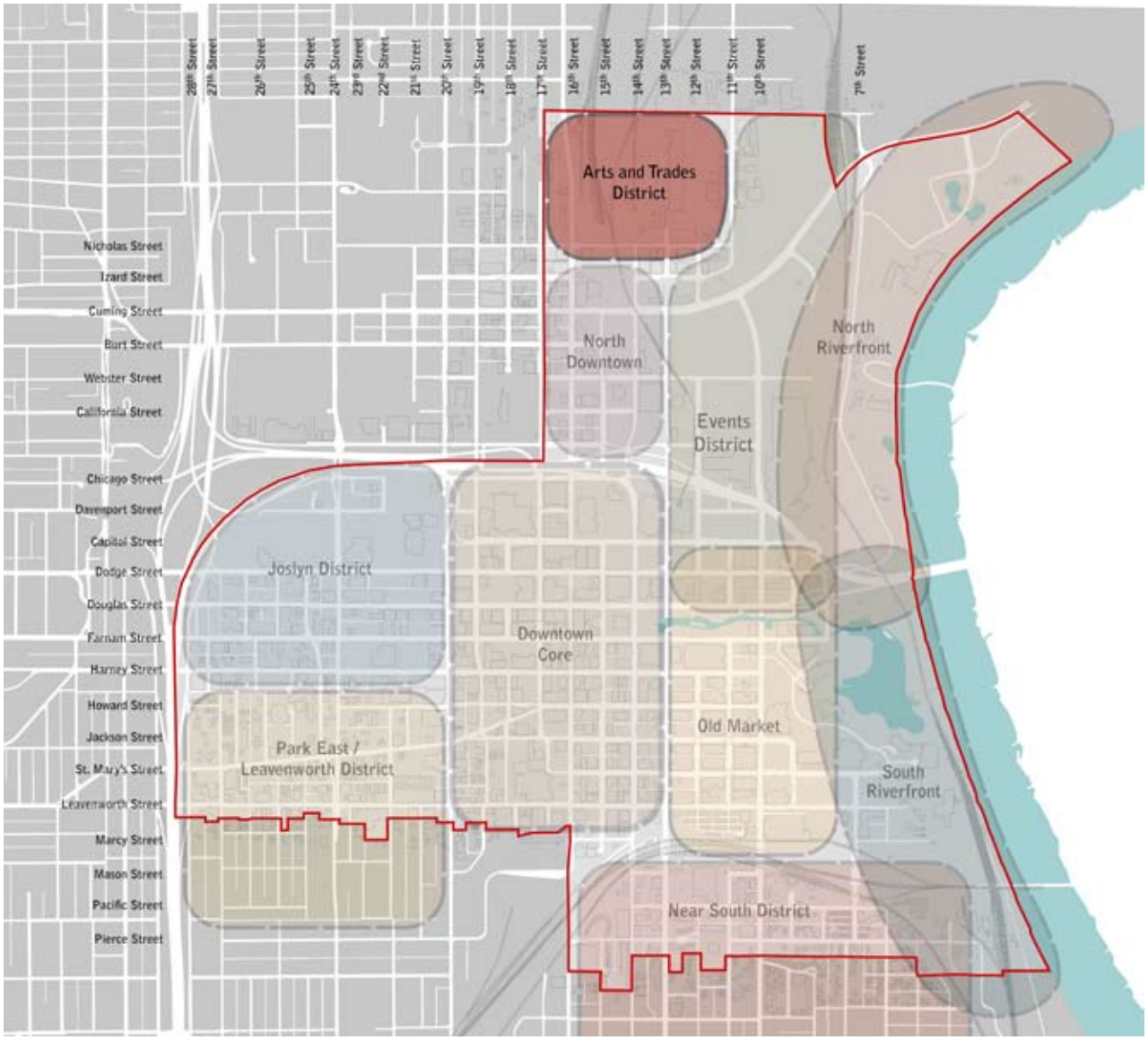
Image of Pinnacle Site developed as a hotel and mixed use tower

ED-5: Baseball Plaza – As additional parking is made available for Qwest Center Omaha and TD Ameritrade Park Omaha, a portion of the parking lot located at the northwest corner of the intersection of 10th and Webster should be transformed into a Baseball Plaza. This plaza would play off of the new ballpark and could be a year-round destination for visitors. The following features could be included:

- An Amateur Baseball Museum
- Activities relating to the College World Series
- Batting Cages and Game Simulators
- Coordination with the adjacent natatorium and the Tournament Complex across Cuming Street

ED-6: Contextual Infill – The Events District will transform into one of Omaha's most active and exciting districts. As infill sites become available, they should be developed in a contextual manner. Buildings should be pedestrian-oriented, mixed-use, and similar in scale, mass, and design. This is particularly important for new buildings fronting onto 10th Street, Webster Street, and Capitol Avenue. These streets connect the major activity nodes of the district with the Old Market and other destinations. Uses in these buildings should contain a mix of local, naturally occurring uses and national retail, cultural, and entertainment uses, and be oriented towards tourists, convention-goers, and other visitors.

Arts and Trades District



Arts and Trades District

11.4 ARTS AND TRADES DISTRICT

The Arts and Trades District is located north of Cuming Street between 11th Street and 15th Street. The area is a burgeoning design district and gets its name from the Hot Shops and Omaha Creative Institute, both of which are located within the district's boundaries. Over time, this district will become a focal point for creativity and design (both artistic and industrial). Opportunities for instruction, design, and fabrication will merge with residential and gallery space to create a truly unique district.

AT-1: Arts and Trades Neighborhood – One of Omaha's most exciting neighborhoods will flank both sides of the Mastercraft Building (a possible location for the Omaha Creative Institute). The neighborhood will be comprised of live-work units and loft space for artists and tradespeople. The live-work concept allows work space on the first floor (studios, galleries, offices, light fabrication, etc.), with living quarters above. The neighborhood, which will mix design-oriented living and working, will compliment adjacent uses, foster creativity, and be a unique destination.

Hot Shops pioneered the concept of a combined design, fabrication, and gallery space in the Arts and Trades District.

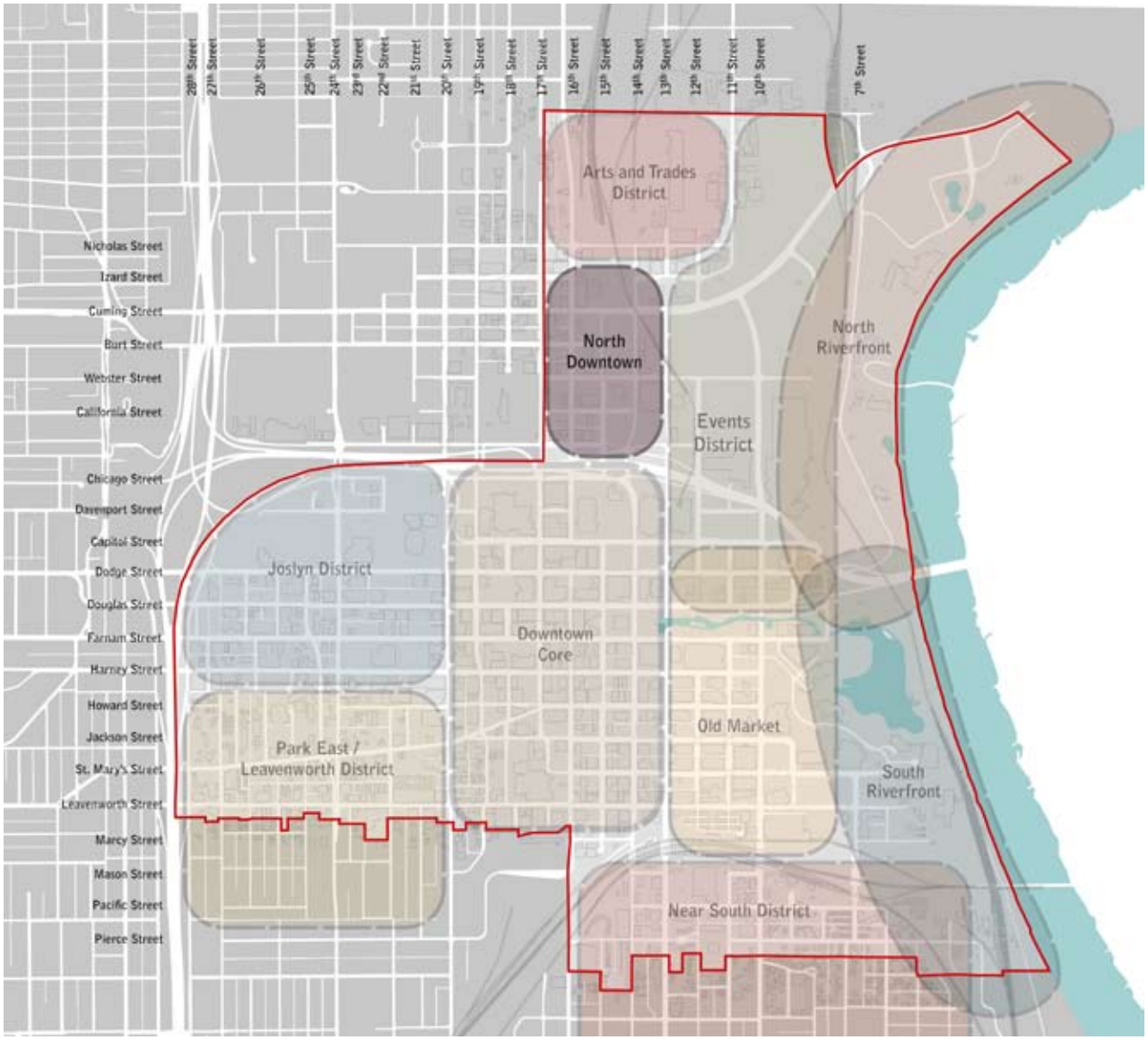
AT-2: Arts Green – An Arts Green and several smaller public spaces will help establish an inclusive, communal framework for the neighborhood. The Arts Green will symbolically connect the Arts and Trades Neighborhood to the Tournament Complex, drawing potential customers and clients to the district. Pieces of public art and other wares will be displayed prominently on the Arts Green and other public spaces within the district.

AT-3: 10th and Nicholas Center – Another focal point of the Arts and Trades District will be the mixed-use center at the intersection of 10th and Nicholas. The focus of the center will be a small green that takes its shape from the numerous utilities and easements that cross through the area. A number of uses are ideal for this location, including light industrial, flex space, and mixed-use. Buildings will front onto the green and adjacent streets, but will need to be slightly set back from 11th Street due to the heavier amount of truck traffic on this street.

Figure 13: *Conceptual plan of the Arts and Trades District and its interface with the Tournament Complex*

The Arts Green will become an open air gallery and community gathering space for the Arts and Trades District.

North Downtown District



North Downtown District

11.5 NORTH DOWNTOWN DISTRICT

As established in the 2005 plan, North Downtown will continue to develop into one of Omaha's most exciting, urban neighborhoods. Characterized by pedestrian-oriented, mixed-use development, and served by a future streetcar line, this neighborhood will fuse the Events District with Creighton University and the Arts and Trades District with the Downtown Core. Students, young professionals, empty nesters, and the creative class will mingle in a district defined by street level retail, sidewalk cafes, and active street life. Key elements of North Downtown include the following:

ND-1: 16th Street and Webster Street Corridor Development – Both 16th Street and Webster Street are primary axes within the Study Area. Sixteenth Street connects Downtown Omaha with North Omaha, and Webster Street connects Creighton University with the Events District and the North Riverfront. With a future streetcar line, both of these corridors take on added significance.

Both corridors will be lined by mixed-use buildings that contain street-level retail and restaurants and upper level office and/or residential units. Rooftops (housing units) are critical in this area in order to achieve the level of retail desired by study participants. Results of the Development Opportunities Assessment indicate that in addition to a variety of residential typologies, a modern drug store (sundry) of 10,000 – 15,000 sq. ft., specialty retail, and services would be appropriate in this area.

Rendering from the 2005 plan, looking south towards the skyline from 16th Street in North Downtown

ND-2: Full Line Grocery Store – A potential site for a full line grocery store (30,000 – 40,000 sq. ft.) has been identified between 16th and 17th on the south side of Cuming Street. The grocery store would have a retail liner building along 16th Street, but would take on more of a conventional appearance along Cuming Street and 17th Street. The store would not only draw from Downtown Omaha and Creighton University, but from neighborhoods to the north as well.

ND-3: Webster Square – North Downtown currently lacks public open space. With increased residential densities, a new park or plaza becomes necessary. The preferred location for this would be the intersection of 16th and Webster. A public square at this location would become the focal point for the neighborhood and would help link Creighton University with the rest of Downtown Omaha. The square should be programmed with a variety of activities throughout the year, and would be a good location for the display of public art.

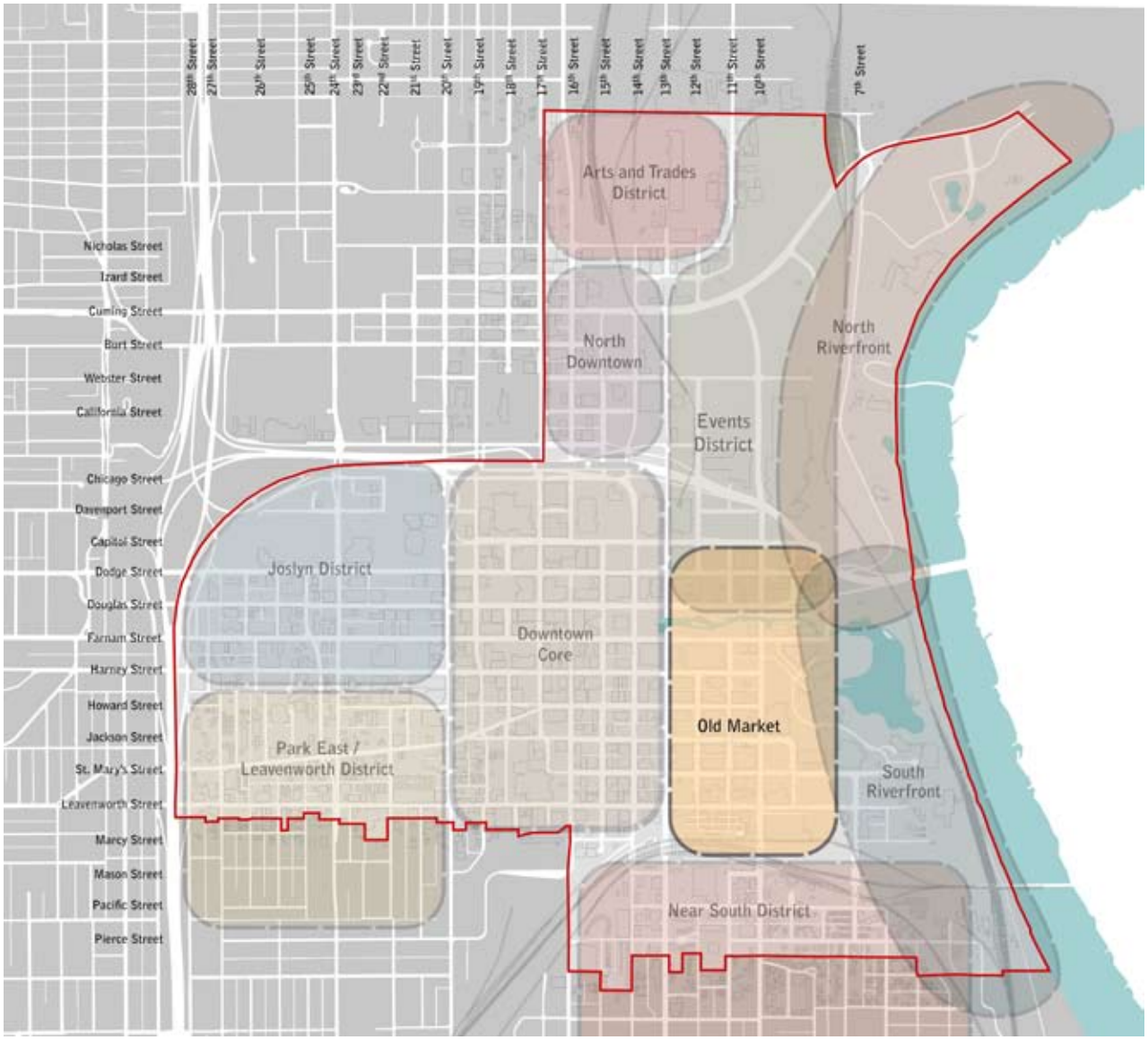
Figure 14: *Wesbster Square at the intersection of 16th and Webster allows for more comfortable urban densities.*

ND-4: 480 Link – The elevated section of I-480 forms a barrier between the Downtown Core and North Downtown. Creating enhanced pedestrian linkages between the two districts was a key priority identified by many participants during the Visioning Process. The 480 Link Project would empower local creative talent (artists, designers, young professionals, skateboarders, bicyclists, etc.) to develop a program of ideas for enhancing the space under the interstate. Ideas could range from special lighting to graffiti art walls and seasonal programmed activities. Ideally, the space would be designed as a single composition that activates this challenging space.

Under-utilized space beneath I-480

Figure 15: *Conceptual plan for the continued development of the North Downtown District*

Old Market District



Old Market District

11.6 OLD MARKET DISTRICT

The Old Market, Omaha's former fruit and produce district, is one of Nebraska's top tourist destinations. Known for its historic architecture, cobble stone streets, restaurants, and shops, this district is a focal point of Downtown activity. Because of its success, the character of the district should not be changed. When needed, existing buildings should be thoughtfully renovated and vacant lots should be in-filled with new structures that are contextual in scale, mass, and design. The following recommendations apply to the Old Market District:

OM-1: Contextual Infill – The Old Market is one of Omaha's most active and exciting districts. As infill sites become available, they should be developed in a contextual manner. Buildings should be pedestrian-oriented, mixed-use, and similar in scale, mass, and design. This is particularly important for new buildings fronting onto 10th Street, 13th Street, Howard Street, and Jackson Street, each of which connect the Old Market to other adjacent districts. In order to maintain the Old Market's unique appeal, uses in these buildings should contain a mix of local and select national arts, cultural, and entertainment uses that serve residents, tourists, convention-goers, and other visitors. A strategic location for a modern drug (sundry) store (10,000 – 15,000) should also be identified.

The Old Market is the image that comes to mind when many people think of Downtown Omaha.

Outdoor uses activate every street in the Old Market.

OM-2: Old Market Green – Con Agra currently has a large open space fronting onto 10th Street between Farnam Street and Howard Street. This passive green space is the front yard for the Con Agra World Headquarters. This privately owned space is used for a variety of community events throughout the year. With 10th Street gaining prominence as the primary link between the Old Market and the Events District, the Old Market Green concept was established in order to guide development of this key site if Con Agra ever decided to develop it. Key features of the concept include:

- A formal green specifically designed to act as a focal point for the Old Market and accommodate a variety of outdoor events
- New mixed-use buildings fronting onto both 10th Street and the Green
- Buildings and landscaping designed to frame the Green and Con Agra's headquarters building and clock tower
- Parking structure used by the new development and Embassy Suites on the south portion of the site

Development of the large surface parking lots flanking Harney Street on the west side of 10th Street is also proposed. Key elements include the following:

- Parking located in structures on the interior of the blocks and/or under Harney Street
- Mixed-use liner buildings containing restaurants, retail, and cultural uses fronting onto the adjacent streets, with upper level office and/or residential uses
- Buildings similar in scale to those in the Old Market on the block south of Harney Street
- Mid-rise buildings on the block north of Harney Street

Figure 16: *Conceptual plan for the Old Market Green illustrating its prominence in the District*

Figure 17: *The Con Agra headquarters and clock tower should remain the focal point of any design concept for the space.*

OM-3: Old Market East – Several large surface parking lots serving the Embassy Suites Hotel, Union Pacific Harriman Dispatch Center and Con Agra campus are located east of 10th Street between Jackson Street and Leavenworth Street. Taken as a whole, these parking lots take up approximately five full blocks. Surface parking in this location is not the highest and best use of the property. In order to achieve the vitality envisioned during the public involvement process, these lots should be developed into a dense urban neighborhood. This neighborhood would cater to a variety of households, and would help support the desired level of retail and street life in the Old Market and adjacent districts.

Key features of Old Market East include:

- Parking (replacement and new demand) is located on-street and in parking structures located on the interior of blocks
- New buildings front onto the street
- New buildings contain a variety of for-sale and for-lease residential unit types (flats, lofts, etc.)
- Small neighborhood retail node at the intersection of 9th and Jones Street

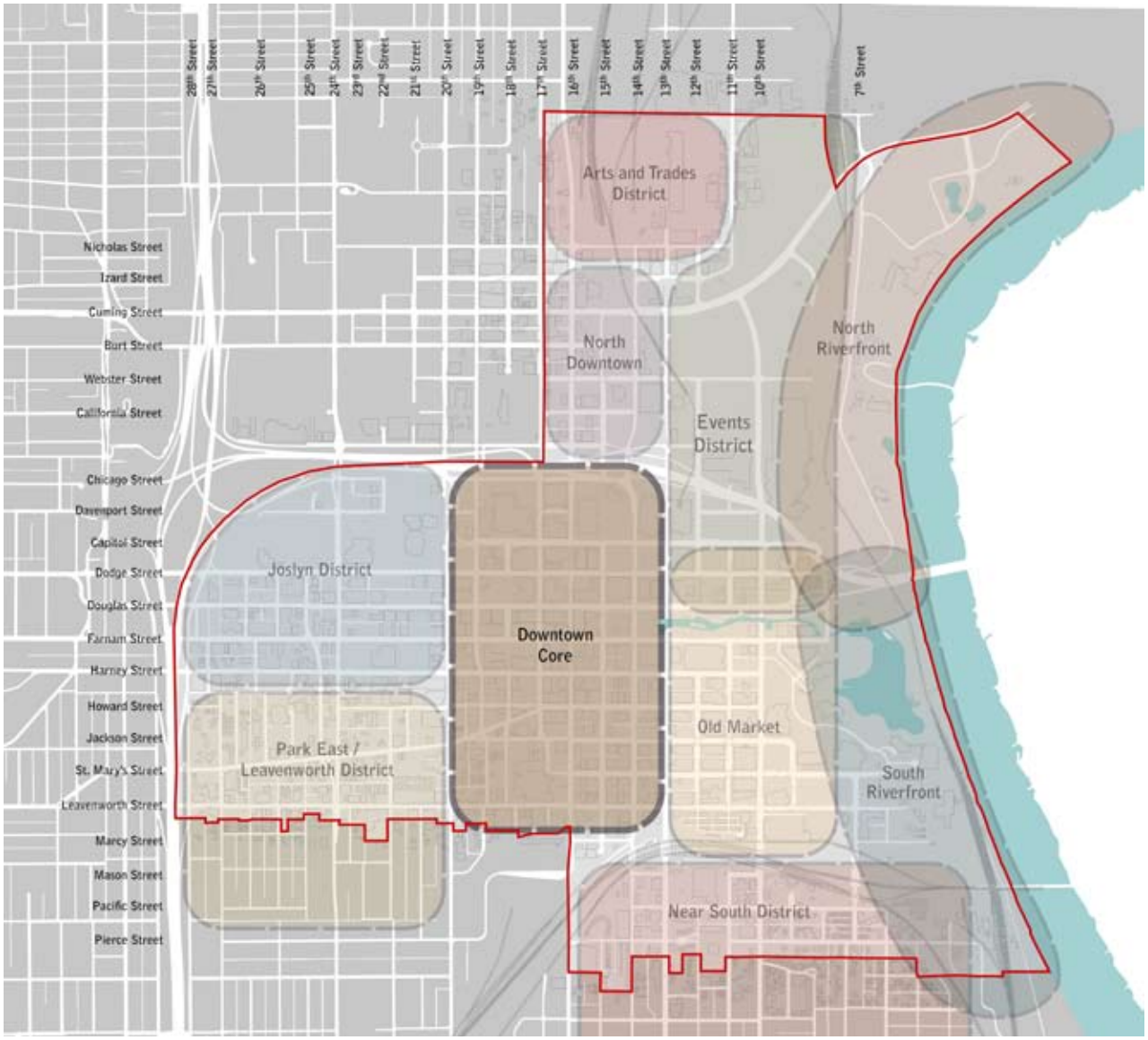
Figure 18: *Conceptual plan of Old Market East, a new urban neighborhood created by the redevelopment of surface parking lots.*

OM-4: Gene Leahy Mall – The Gene Leahy Mall was identified by many participants in the visioning process as a major Downtown feature that needed to be addressed. Reasons included a lack of maintenance, a significant homeless presence, and design limitations. A conceptual re-design of the Mall was also recently completed by Michael Van Valkenburgh Associates. The Mall's prominence in Downtown and in the image of the City warrants attention beyond the scope of this study. In the interim, several interventions have been recommended to address some of the identified issues.

- Locate a restaurant with outdoor dining on the space where the bosque of trees was recently removed at the far west end of the Mall.
- Install small pavilions strategically throughout the Mall. These pavilions could house art studios and/or galleries.
- Construct a bridge over the Mall at 11th Street. This bridge would be for pedestrians and the future streetcar line.
- Develop design guidelines for new buildings fronting onto the Mall. These guidelines would require building to the property line and active uses fronting on the sidewalks.
- Examine the Beta West Data Center building and, if possible, establish active uses on its first floor.
- Replace the W. Dale Clark Library with a new corporate tower. The revenue from the sale of this block could be utilized for construction of a new high-tech, right-sized main branch library in a new, more strategic location.

The Gene Leahy Mall is the postcard image of Downtown Omaha

Downtown Core District



Downtown Core District

11.7 DOWNTOWN CORE DISTRICT

The Downtown Core is the heart of the Study Area. The City's most dense area is home to both large and small businesses, civic venues, condos, and apartments. Historic landmarks can be found next high-rise office buildings, and streets are active during most times of the day. The area has experienced a significant amount of new development during the last several years, including the Omaha World Herald Freedom Center, First National Center, and the Union Pacific Headquarters. Even with all of this new development activity, there are many opportunities to strategically enhance this area.

DC-1: 16th Street Corridor – The 16th Street corridor used to be Omaha's primary retail street. Over the years, a variety of reasons have caused it to lose its luster. It was identified by participants of the Visioning Process as one of the key areas of Downtown that needed to be addressed by the plan. With Metro Area Transit considering the possibility of relocating its bus transit center, and funding from an anonymous donor for the conceptual redesign of the corridor, brighter days appear to be ahead. Key enhancements to the corridor should include:

- Compete re-design of the 16th Street corridor (from property line to property line)
- Restore on-street parking
- Create an identity for the corridor by establishing, on an interim basis, artist studios and galleries in vacant street-level shopfronts
- Re-develop the Parkfair Mall with street-oriented retail bays

DC-2: Downtown Hinge – As Downtown Omaha continues to grow, a natural tendency will be to connect the Downtown Core with the Old Market. The focal point for this will be the "downtown hinge," consisting of 16th Street between Farnam Street and Jackson Street and Howard Street between 13th Street and 16th Street. This hinge will be the core of downtown retail, serving residents and employees. Over the course of the planning horizon, demand should be generated for general retail and service space, including a modern drug (sundry) store. This space will be located in existing buildings where available, and will occur as shopfronts transition from arts-oriented uses to more mainstream retail uses.

Current view of 16th Street corridor

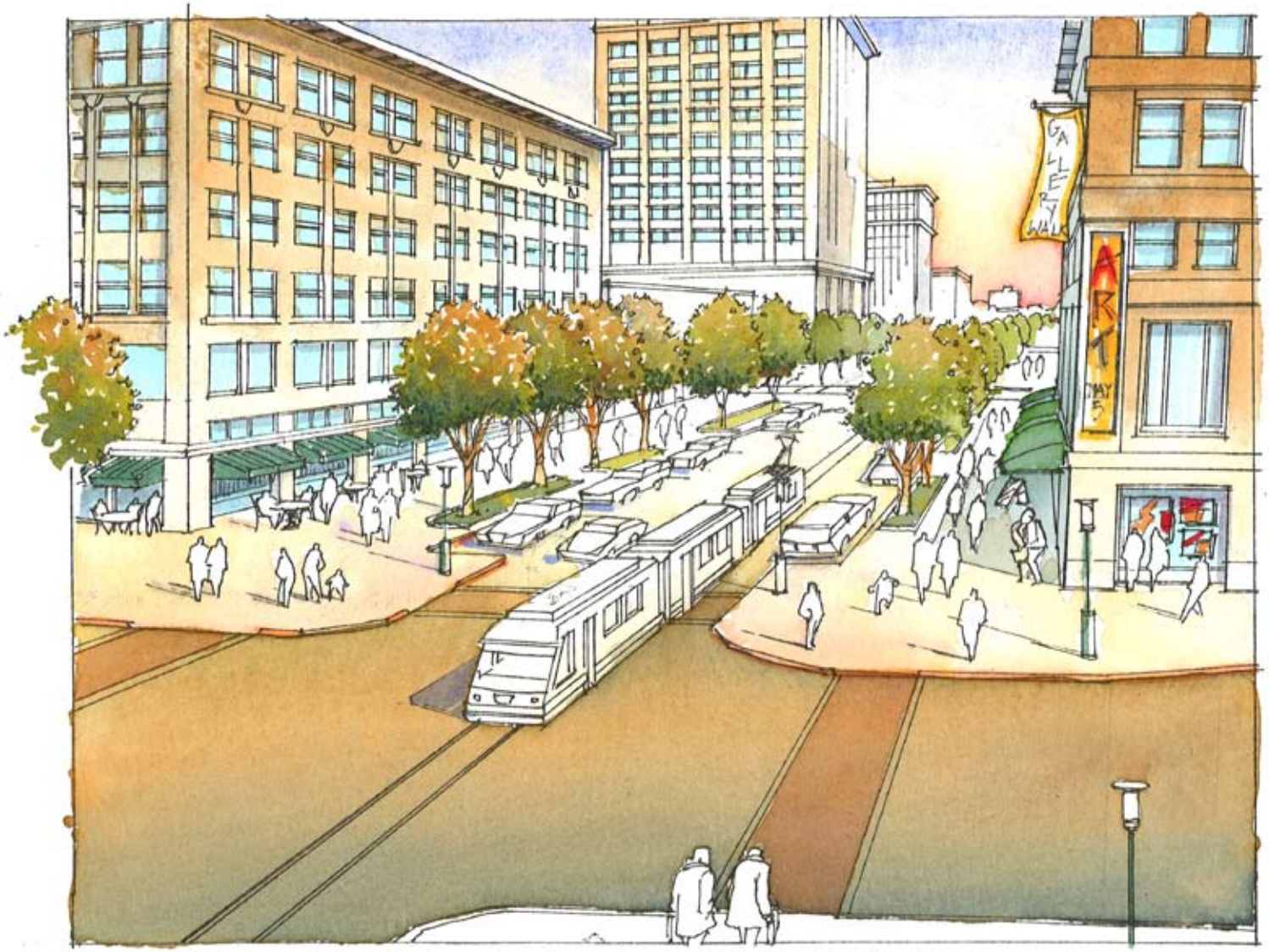


Illustration of 16th Street returned to its historic prominence with the addition of the streetcar, streetscape design, on-street parking and new ground level uses

DC-3: Capitol Heights – Capitol Heights is a new downtown neighborhood on the 7 blocks that are currently occupied by the Civic Auditorium and 20th Street off-ramp. This project would provide a substantial number of new residential units for Downtown Omaha, but would occur only if the Civic Auditorium is torn down in the future. The Civic Auditorium is currently utilized by a number of functions, but will lose two of its primary tenants when Creighton University completes its new woman's field house. With this in mind, and with the prospect of the high cost of substantial near-term renovations, a decision on whether on not to keep the Civic Auditorium will occur early in the planning horizon.

If the decision is made to tear down the auditorium, and funding is available to relocate the 20th Street off-ramp, one of the largest redevelopment sites in Downtown would be made available. With substantial changes in elevation, this site is not without its challenges. However, the site is large enough to be attractive to the national development community, and would help Downtown reach the desired level of activity insisted upon during the Visioning Process. Key elements of the neighborhood could include the following:

Figure 19: *Conceptual plan of Capitol Heights illustrating the redevelopment of the Civic Auditorium site as a mixed use neighborhood.*

- Capitol Heights Plaza, located at the intersection of Capitol Avenue and 20th Street, as the focal point for the neighborhood
- Ceremonial Capitol Avenue axis terminating on Central High School
- Options for a variety of residential typologies (townhouse, loft, flats, etc.)
- Interior semi-public courtyards
- Office tower site at the corner of 17th and Capitol Avenue
- Neighborhood retail on the ground floor of key buildings
- Parking provided on-street and in structures
- Ability to be completed in phases

Conceptual rendering of Capitol Heights with restored vista of Central High School following relocation of 20th Street off-ramp

DC-4: Justice Center – Significant development in the Downtown Core stops at Howard Street. This development pattern occurs for a variety of reasons, including the presence of the Douglas County Correctional Center. In order to stimulate new development in this area, a new public open space – Flatiron Park – should be constructed immediately to the south of the Flatiron Building. This park, designed as a canvas for public art, could be developed with below-grade parking, and would be a catalyst for new development.

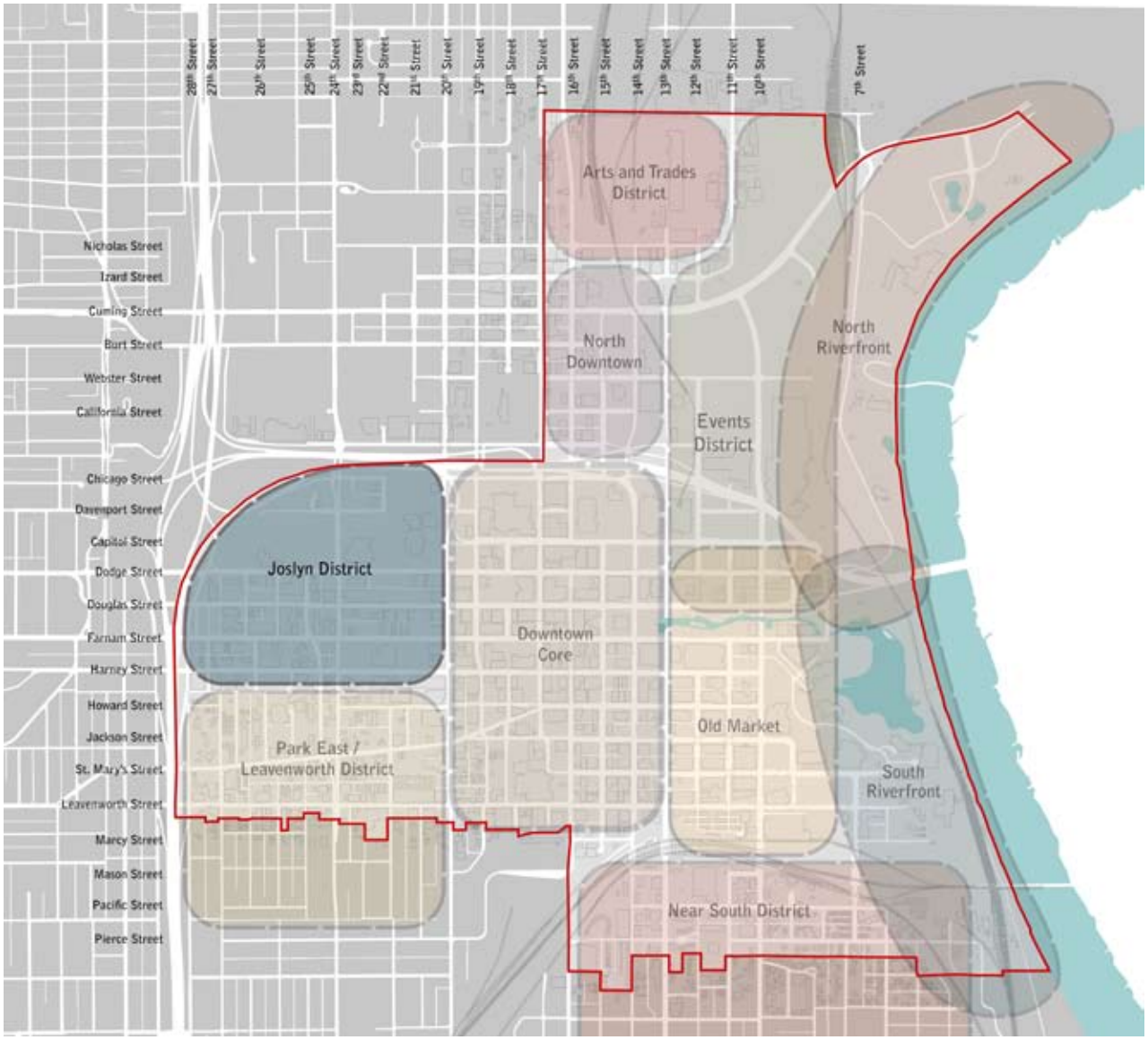
A prime development opportunity for the site is a new County Courthouse. Two recent studies prepared for Douglas County have identified the need for new criminal courts. Moving the courts to this location would provide a functional advantage over their current location, and allow other uses to back-fill into the space that was vacated by the courts. Another prime development opportunity is a new Police Headquarters. The existing headquarters has a $30 million renovation price tag. Instead of renovating it, a new Police Headquarters could be constructed adjacent to the Criminal Courts and form a Justice Center with the Douglas County Correctional Center. Both new uses (County Courthouse and Police Headquarters) could front onto Flatiron Park and buffer adjacent development from the DCCC.

Figure 20: *Concept plan for Flatiron Park, a focal point for the Justice Center at the southern edge of the Downtown Core*

Figure 21: *Illustration of new development opportunities, looking east along St. Mary's Avenue. This view is seldom seen today because traffic runs one-way to the west.*

The unique triangle shaped block is emphasized with the Flatiron Park concept.

Joslyn District



Joslyn District

11.8 JOSLYN DISTRICT

The Joslyn District, which is bounded by 20th Street, Harney Street, and I-480, is centered on some of the City's major civic and cultural institutions and holds great potential for new residential development on the edge of Downtown. The Joslyn Art Museum, Central High School, Scottish Rite Cathedral, and Rose Children's Theater are all located within this district. These facilities will help draw new residential units, and the new residential units will in turn help support these and other facilities Downtown. The district contains many marginal sites that, if developed, will turn this area into a bustling neighborhood that will support downtown activity.

Seeman Stadium is a recent addition to the proposed Joslyn District.
© HDR

JD-1: Joslyn Heights – Joslyn Heights is located on the "hilltop" adjacent to the Physicians Mutual campus. This prime site is currently not utilized to its fullest potential, and could transform over time into a new upscale neighborhood catering to culture, the arts, and Creighton University. The neighborhood would be centered on Joslyn Heights Park, a passive open space located at the northwest corner of the intersection of 24th and Dodge.

Ample space would be provided for the expansion of Physicians Mutual. Any land not needed by the insurance company could then be utilized for redevelopment. The neighborhood would take advantage of the dramatic views from the highest point Downtown. A small overlook could be developed on the far northwest corner of the site. Neighborhood buildings would front onto the new park or onto one of the new streets constructed in the area. Uses would range from residential and neighborhood-

otential hotel serving the western edge of

hton University.

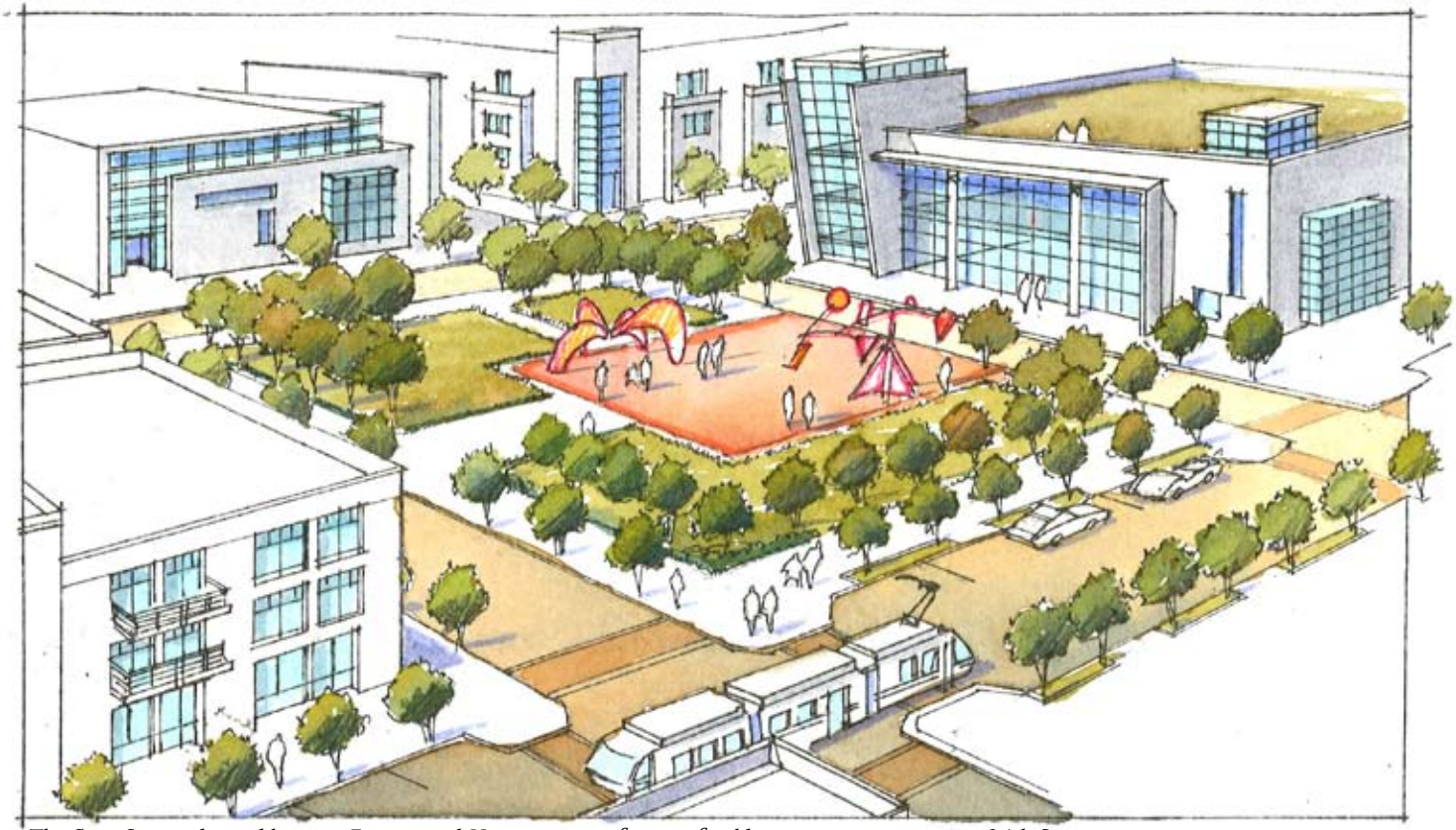
Figure 24: *Conceptual plan for Joslyn Heights showing redevelopment of the high ground surrounding the Physician's Mutual Campus.*

JD-2: Joslyn Terrace – Joslyn Terrace consists of the "long blocks" located between 20th Street and 24th Street. These blocks, which step down in elevation from Dodge Street to Harney Street, currently contain several marginal uses and surface parking lots. Under this concept, the blocks would redevelop into a mixed-income neighborhood focused on families, art, and academia.

The focal point of this development would be a grand civic terrace/sculpture garden that runs north to south and visually connects the blocks. Working with the topography, an outdoor amphitheater could be constructed on the block bounded by Dodge Street and Douglas Street. South of the amphitheater, on the block bounded by Douglas Street and Harney Street, the Westbrook Tower would be re-skinned and transformed into a high-end condo "tower-in-the-park." The terrace would terminate south of Farnam Street on the Federal Reserve building.

Mixed-use buildings with street-level retail and residential units above would front onto the terrace and help activate it. Upper-level residential units would be designed in a variety of sizes and typologies in order to accommodate a mix of income levels. The synergy created between Joslyn Terrace and Joslyn Heights could be the catalyst necessary to transform the vacant Northern Natural Gas building into condominiums or apartments.

Figure 23: *Conceptual plan for the Joslyn Terrace neighborhood illustrating a mix of open space development, parking lot infill, and renovation of existing buildings.*



The Civic Square, located between Farnam and Harney, is one of series of public open spaces activating 24th Street

South of Farnam Street, portions of the Federal Reserve block would be re-developed. A new downtown elementary school could be constructed east of the Federal Reserve, while west of the Federal Reserve, and fronting on a new Civic Square, would be the new Downtown Library or similar civic building, such as a museum. This prominent block, which is located on the 24th Street corridor and situated between the Farnam and Harney streetcar lines, will be widely accessible and ideal for these prominent uses.

Figure 25: *The Civic Terrace links Dodge Street to Farnam Street and provides a framework for new, mixed-use infill development.*

Figure 26: *Located across from the Joslyn Art Museum, a proposed amphitheater could host cultural events and concerts.*

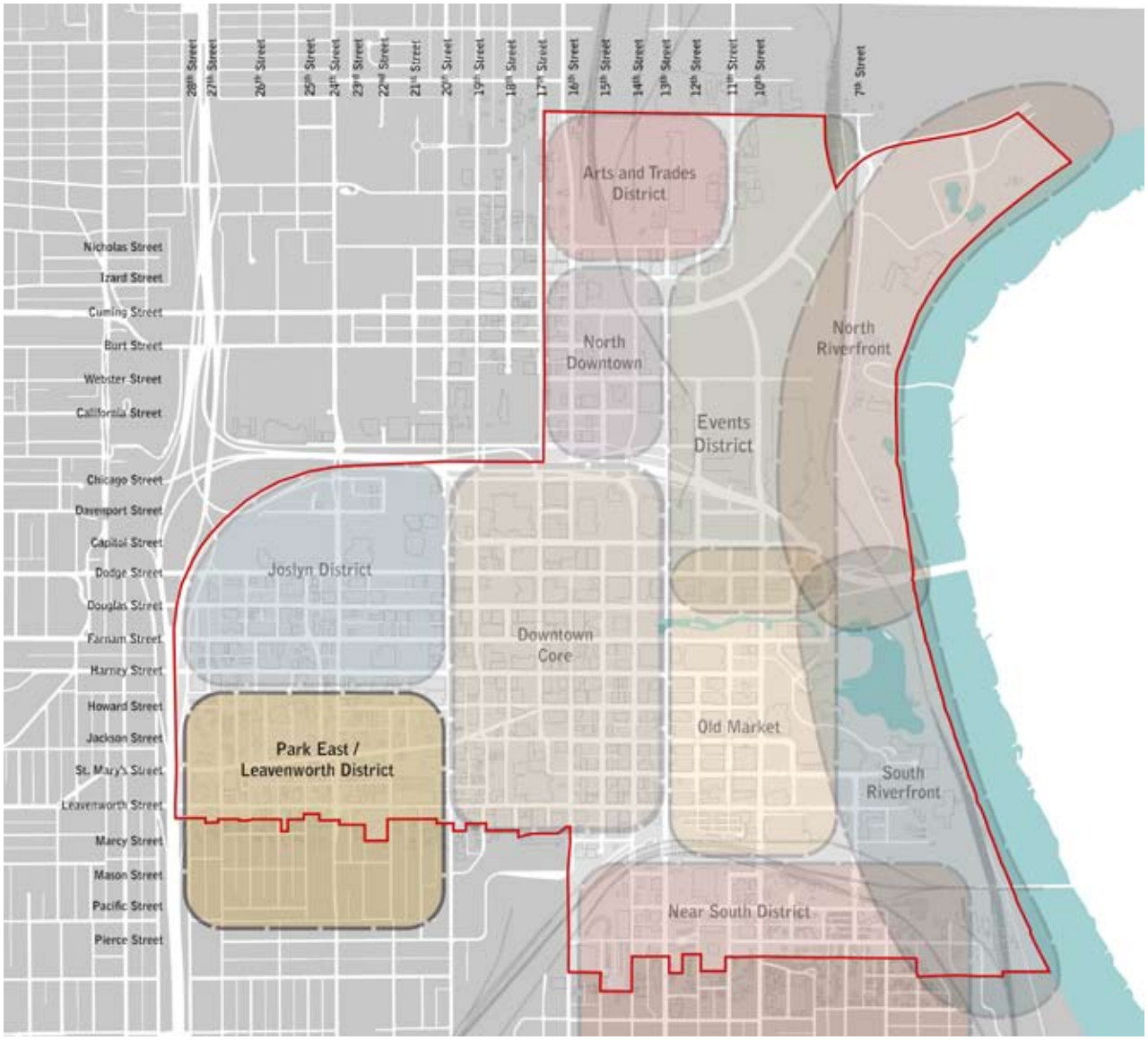
JD-3: Safety Town – Strategically located next to the proposed new elementary school and adjacent to the Rose Children's Theater is Safety Town. Safety Town is a reduced scale "town" designed to help teach children how to ride their bicycles in a safe manner. The "town" contains streets, railroad tracks, traffic signals, buildings, and other challenges. In addition to providing real world experience for children learning how to ride a bicycle, the facility will help attract families to Downtown and be an integral part of this burgeoning family district.

JD-4: 24th Street Corridor Infill – Twenty-Fourth Street will be transformed into a very prominent corridor during the planning period. With the street converted back to two-way traffic, and a series of grand public open spaces (Joslyn Heights Park, Civic Square, St. Mary's Square, and Leavenworth Gardens) lining it, the street's role in connecting North and South Omaha through Downtown will be amplified. Infill development here, and throughout the district, is sure to follow, and should be contextual in nature.

Safety Town is one possible family-oriented use for the Joslyn District

An example of Safety Town in Frisco, Texas

Park East / Leavenworth District



Park East / Leavenworth District

11.9 PARK EAST/LEAVENWORTH DISTRICT

The Park East / Leavenworth District is located on the southwest side of Downtown Omaha. The district is comprised of the Leavenworth and St. Mary's commercial/light industrial corridors and lower density neighborhoods comprised of single-family detached homes, 2- and 4-plexes, and small apartment buildings. The district was one of the last in Downtown to experience redevelopment pressure. What little has occurred is spontaneous in nature and art-driven. This area is the true last frontier for redevelopment in Downtown Omaha, but also holds some of the most promise due to the uniqueness of the corridor and availability of low cost real estate.

PL-1: Leavenworth / St. Mary's Corridor Infill – The Leavenworth / St. Mary's corridor will continue to develop as an affordable location for emerging artists and their studios. This trend should be supported by a concerted effort to attract arts-driven home design and interiors (home furnishings and accessories) to this area. The overall goal is to transform this area into a specialty design district, including some light industrial uses. All new development in the district should be contextual in nature and follow the Workplace Design Standards found in the Appendix.

PL-2 St. Mary's Green - The redevelopment framework for this district is based on the conversion of 24th Street to 2-way traffic and the creation of two important green spaces. The primary green space is St. Mary's Green, which would be constructed at the key intersection of 24th and St. Mary's. This green would act as a forecourt for the church located across the street and act as a catalyst for additional, spontaneous redevelopment. The second green space, Leavenworth Gardens, should be constructed on the mostly vacant lot at the southeast corner of 24th and Leavenworth. This green space would be a community garden for adjacent neighborhoods and act as a ceremonial gateway to Downtown Omaha from the south and west.

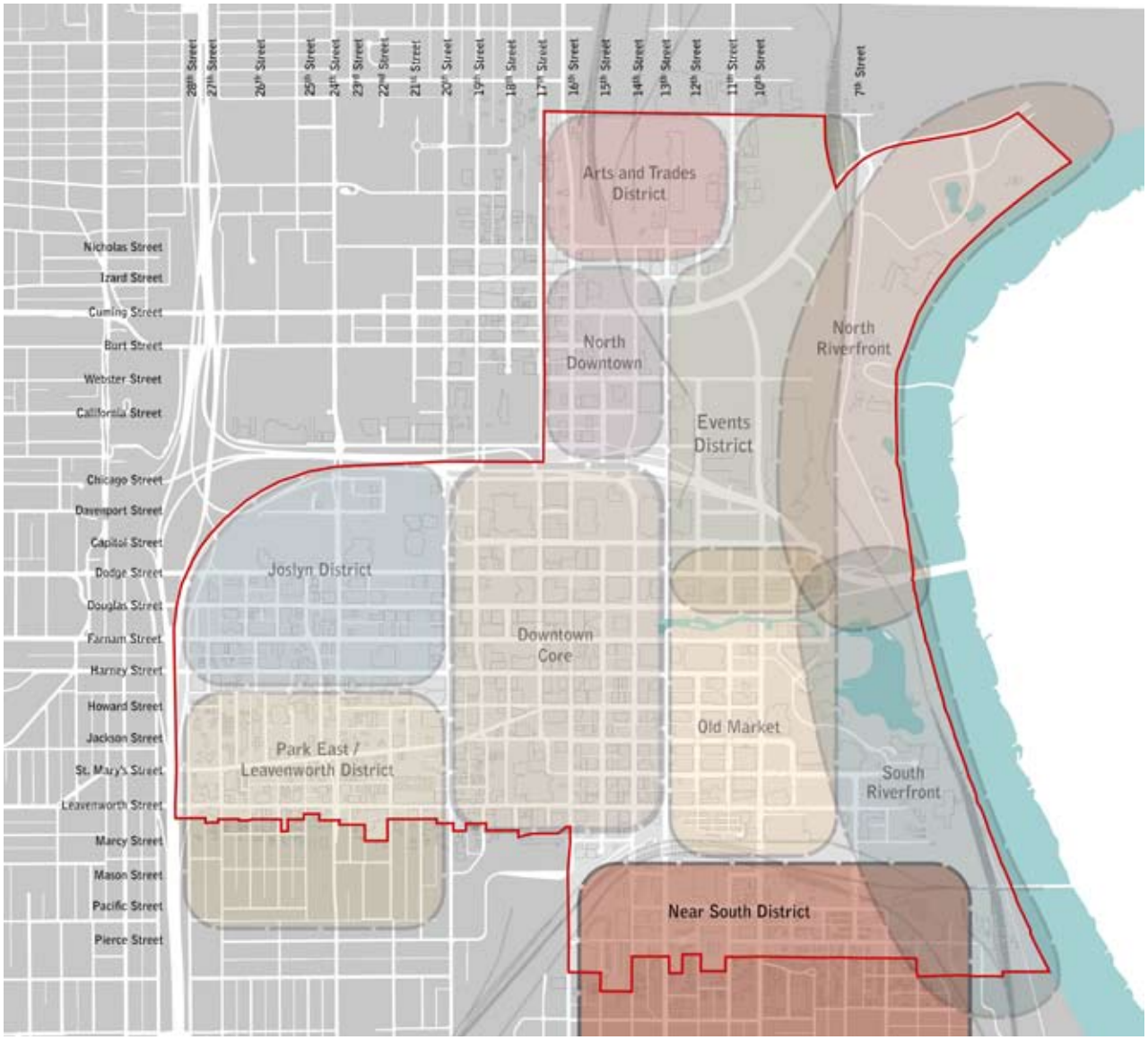
Leavenworth Corridor looking east

Figure 27: *Conceptual plan for Leavenworth / St. Mary's Corridor infill development, St. Mary's Green and Leavenworth Gardens*

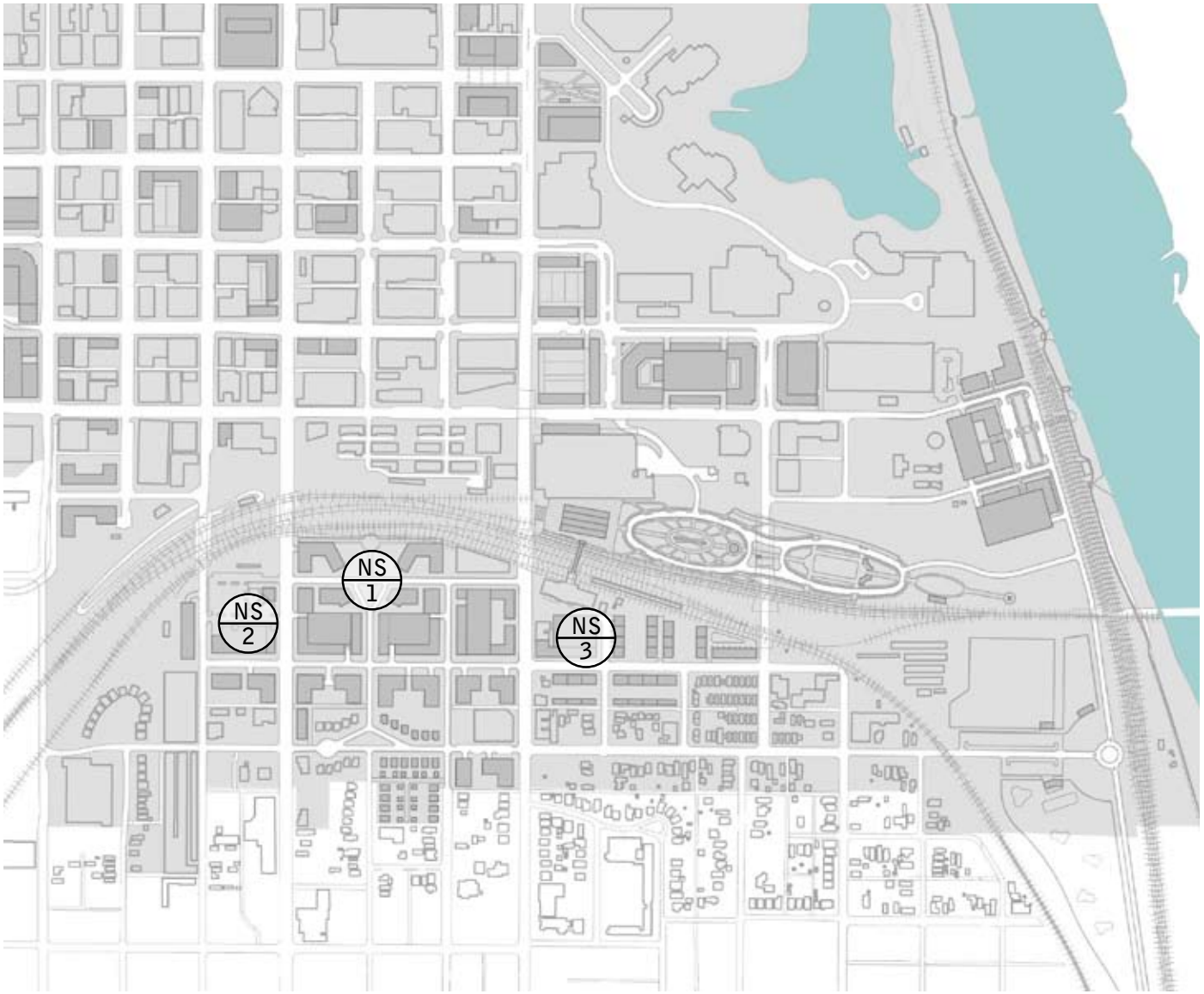

Leavenworth Street

St. Mary's Green at the northwest corner of 24th and St. Mary's Avenue

Near South District



Near South District



11.10 NEAR SOUTH DISTRICT

The Near South District is located south of the Union Pacific railroad tracks between the South Riverfront District and 16th Street. The district is predominantly residential in nature, although it contains a variety of uses. The area is experiencing significant redevelopment with several new residential projects currently under construction. These include the Towns at Little Italy, Giovanna Rows, and Dusany Flats. Due to current trends and its proximity to Downtown Omaha, it is recommended that the Near South District continue its transition to an urban neighborhood sustaining Downtown.

NS-1: Little Italy Overlook – The Post Office commands one of the best views of Downtown from its perch overlooking the City. Some day in the future, it may make better sense, from an operational perspective, to relocate the Post Office to another, better suited location. If this ever happens, the site occupied by the Post Office should be redeveloped as a neighborhood that takes advantage of the great views towards Downtown. This neighborhood would include a variety of residential typologies, including single family detached units, lofts, and flats in 2 – 4 story buildings. These units in these buildings would be oriented to the north and front onto the overlook in order to take advantage of the spectacular skyline views.

The Towns at Little Italy integrated into the existing neighborhood

Giovanna Rows

Figure 28: *Conceptual plan of Little Italy Overlook neighborhood and full service grocery store.*

Little Italy Overlook

Little Italy Overlook with the Downtown Core in the background

NS-2: Full Line Grocery Store – A key element of Little Italy Overlook is the full line grocery store located on the west side of 13th Street between Mason and Pacific Street. This store would be 30,000 – 40,000 sq. ft. and have a pedestrian-oriented retail liner along 13th Street. The store's market area would include parts of Downtown and the Near South District.

NS-3: Burlington Station Redevelopment – Burlington Station would be renovated into an inter-modal center. Existing Amtrak operations would be relocated to the track level of Burlington Station, thus opening up a large portion of the site for redevelopment. The now cleared site would be redeveloped with townhouses fronting onto mini-greens that take advantage of the views of Downtown. The additional residential units would enhance the existing neighborhood redevelopment efforts and provide sufficient critical mass for the sustainable redevelopment of this formerly grand landmark.

11.11 YIELD ANALYSIS

The previous sections listed a series of development opportunities for Downtown Omaha. These interventions identified a number of opportunities, ranging from grand civic features and high-rise office towers to mixed-use buildings, townhouses, and parking. The following images identify all of the interventions as they would exist in the year 2030 (buildings – dark gray, parking structures – light gray).

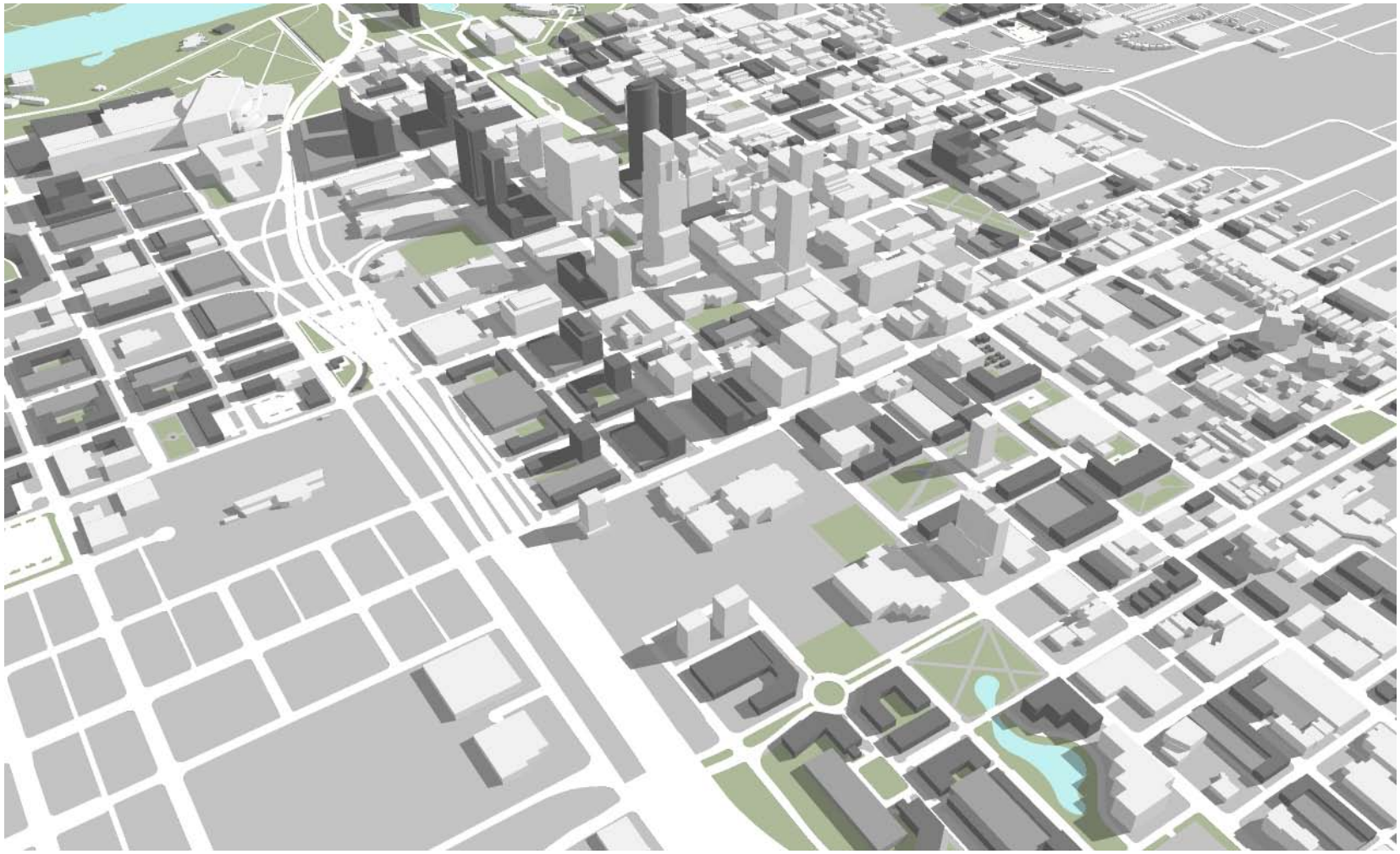
In order to gain a greater understanding of the impact of these interventions, a yield analysis was performed. The yield analysis was calculated for each district and by key intervention, and includes square footage, residential units, hotel rooms, and parking. The following tables summarize the results of the yield analysis:

DISTRICT TOTALS	Square Footage	Comm. SF	Office SF	Flex SF	Resid SF	Hotel SF	Misc SF	Resid Units	Hotel Rooms	Parking Demand	Parking Provided	*Private*	*Pkg Lot*	*Pkg Gar*	*On-street*
ARTS and TRADES DISTRICT	1,378,125	42,200	0	270,900	1,065,025	0	0	461	0	903	1,452	405	1,047	0	0
DOWNTOWN CORE	5,615,920	309,970	3,347,550	4,320	1,095,480	298,260	560,340	583	453	13,789	6,230	1,146	0	4,210	874
EVENTS DISTRICT	2,410,575	367,900	1,060,550	10,250	216,775	502,900	252,200	122	650	10,792	10,448	252	2,849	7,284	63
JOSLYN DISTRICT	2,248,825	154,600	168,000	0	1,610,225	0	316,000	1,011	0	3,378	3,079	90	0	2,635	354
NEAR SOUTH DISTRICT	1,265,700	44,450	0	0	1,221,250	0	0	713	0	1,307	1,738	749	150	600	239
NORTH DOWNTOWN	807,525	269,925	0	10,900	526,700	0	0	329	0	1,664	1,962	0	500	1,076	386
NORTH RIVERFRONT	434,800	21,400	0	0	235,400	0	178,000	143	0	300	315	315	0	0	0
OLD MARKET DISTRICT	1,460,900	218,800	41,400	0	983,600	77,100	140,000	607	100	1,956	1,834	35	0	1,568	231
PARK EAST/LEAVENWORTH DISTRICT	834,580	89,900	0	0	744,680	0	0	449	0	1,038	354	21	0	210	123
SOUTH RIVERFRONT	648,600	22,600	0	0	598,400	0	27,600	382	0	663	951	79	67	660	145
DOWNTOWN PLAN TOTALS	17,105,550	1,541,745	4,617,500	296,370	8,297,535	878,260	1,474,140	4,800	1,203	35,790	28,363	3,092	4,613	18,243	2,415

ARTS and TRADES DISTRICT	Square Footage	Comm. SF	Office SF	Flex SF	Resid SF	Hotel SF	Misc SF	Resid Units	Hotel Rooms	Parking Demand	Parking Provided	*Private*	*Pkg Lot*	*Pkg Gar*	*On-street*
Creative Neighborhood and Arts Green	1,378,125	42,200	0	270,900	1,065,025	0	0	461	0	903	1,452	405	1,047	0	0
DOWNTOWN CORE															
Capitol Heights	1,159,990	50,400	421,240	4,320	684,030	0	0	356	0	2,203	2,338	0	0	2,015	323
Flatiron Park	654,560	63,200	591,360	0	0	0	0	0	0	2,224	1,738	0	0	1,600	138
Downtown Infill	3,801,370	196,370	2,334,950	0	411,450	298,260	560,340	227	453	9,362	2,154	1,146	0	595	413
EVENTS DISTRICT															
Lot B	753,500	252,750	0	10,250	123,000	367,500	0	74	470	2,486	2,834	0	0	2,834	0
Lot D	225,325	13,500	114,750	0	58,075	0	39,000	26	0	2,922	3,075	52	928	2,075	20
Pinnacle Site	1,156,050	38,550	819,600	0	35,700	135,400	126,800	22	180	4,112	2,675	200	57	2,375	43
Tournament Complex	275,700	63,100	126,200	0	0	0	86,400	0	0	1,273	1,864	0	1,864	0	0
JOSLYN DISTRICT															
Joslyn Heights	746,125	0	168,000	0	578,125	0	0	356	0	1,094	1,118	0	0	975	143
Joslyn Terrace	856,400	112,300	0	0	428,100	0	316,000	266	0	1,528	1,150	90	0	960	100
Joslyn District Infill	646,300	42,300	0	0	604,000	0	0	389	0	756	811	0	0	700	111
NEAR SOUTH DISTRICT															
Little Italy Overlook	1,068,350	44,450	0	0	1,023,900	0	0	627	0	1,148	1,423	631	150	460	182
Near South Infill	197,350	0	0	0	197,350	0	0	86	0	159	315	118	0	140	57
NORTH DOWNTOWN															
NoDo	807,525	269,925	0	10,900	526,700	0	0	329	0	1,664	1,962	0	500	1,076	386
NORTH RIVERFRONT															
Grand Lawn	434,800	21,400	0	0	235,400	0	178,000	143	0	300	315	315	0	0	0
OLD MARKET DISTRICT															
Old Market East	654,650	31,500	0	0	623,150	0	0	385	0	704	975	0	0	920	55
Old Market Green	335,550	84,750	41,400	0	209,400	0	0	128	0	697	706	0	0	648	58
Old Market Infill	470,700	102,550	0	0	151,050	77,100	140,000	94	100	556	153	35	0	0	118
PARK EAST/LEAVENWORTH DISTRICT															
Leavenworth Infill	698,080	89,900	0	0	608,180	0	0	367	0	915	346	21	0	210	115
Saint Mary's Green	136,500	0	0	0	136,500	0	0	82	0	123	8	0	0	0	8
SOUTH RIVERFRONT															
Aksarben Yard	27,600	0	0	0	0	0	27,600	0	0	0	79	0	0	0	79
Riverview	621,000	22,600	0	0	598,400	0	0	382	0	663	872	79	67	660	66
DOWNTOWN PLAN TOTALS	17,105,550	1,541,745	4,617,500	296,370	8,297,535	878,260	1,474,140	4,800	1,203	35,790	28,363	3,092	4,613	18,243	2,415

The proposed full build-out plan for the Study Area in 2030. Existing buildings are shown in white, proposed building are shown in dark gray, and proposed parking structures in light gray.

View to the southwest - Proposed Arts and Trades, Events, and North Downtown Districts shown in the foreground; Downtown Core shown in the background.



View to the southeast - Downtown Core in the center; Joslyn Heights and Joslyn Terrace in the foreground.

View to the northeast - Proposed Park Avenue/Leavenworth District in the foreground.

View to the northwest - Proposed AksarbenYard development, Heartland of America Park, and the North Riverfront.

View of Downtown Core from the Missouri River.

12.0 OPERATIONAL INITIATIVES

INTRODUCTION

In addition to the development opportunities identified in the previous chapters, several key operational initiatives that are imperative to the success of Downtown Omaha were also identified. These range from arts and sustainability initiatives to parking management and housing policy. A summary of these initiatives is provided on the following pages:

12.1 CULTURAL ARTS PLAN

The arts community – including those who make a living from all forms of the arts (painters, musicians, playwrights, authors, sculptors, etc.), those who run businesses that help support these artists (galleries, theaters, etc.), the audiences, collectors and fans who view, visit and attend events, as well as amateurs—is a key element of any major city or metro area. Often, this community aggregates around certain physical locations, buildings or neighborhoods – this could be a theater, a collection of galleries or night-clubs, or a single building turned into lofts. Within Omaha, there is an increasing focus of such activities and individuals within the Downtown Study Area. As such, these people and activities represent an enormous resource for the Downtown that should be encouraged, supported and cultivated.

A Cultural Arts Plan should include traditional as well as contemporary arts

The City should work with arts groups and individuals to strengthen and expand existing arts "clusters" – south of the Old Market around the Kaneko and Bemis Center, north of Cuming Street around the Hot Shops; in NoDo around FilmStreams and Saddle Creek records; and along Leavenworth Street where individuals are buying buildings to create work spaces. This work should build upon the nascent "cultural arts plan" that some members of the arts community have begun circulating, collecting and modifying ideas from other cities across North

Publicly funded Dangoes at the Hilton Omaha

America. Developing and refining a formal cultural arts plan for Downtown should be a key operational initiative to follow this master planning effort. It should look at not only the physical locations of different facilities, but also programmatic elements that can help support and expand the role of artists and the arts community within the downtown. This could range from the development of additional public and civic institutions oriented towards the arts – theaters, museums, etc.—to the support for existing non-profit entities and facilities—to the creation and organization of regular events that will support the arts

Pieces of First National Bank's world class bronze collection

community and attract increasingly diverse audiences to the downtown – arts fairs, music festivals, film festivals, etc.

Many communities require that 1% of any building built in the downtown be contributed to some form of public art. Some communities limit this requirement to public buildings, to buildings above a certain size or cost, or to buildings that receive

any form of public assistance. Omaha needs to craft such a program to best meet its own criteria, but any program should include a clear set of guidelines as to what constitutes public art, and an overarching plan for tying together the various arts project that will ensue. Additional ideas include annual public arts events or competitions, annual arts festivals that could draw crowds not unlike the College World Series does, using existing downtown facilities and resources and contributing similarly to the city's financial success and reputation.

Implementation:

- Develop a City-wide Cultural Arts Plan with a specific focus on Downtown Omaha

12.2 PARKING MANAGEMENT PLAN

While great downtowns are invariably pedestrian-oriented environments that support a wide range of mobility options, parking for automobiles is, nonetheless, a critical concern. Key to addressing this issue is to provide just enough parking within the downtown to meet the average daily demand, but very little more, to locate these spaces in a manner that is in keeping with the overall downtown plan, and to charge an appropriate fee for the use of these spaces.

Currently, downtown Omaha has an oversupply of parking, both in structures and surface lots. These spaces occupy unnecessarily prominent locations and are, for the most part, ineffectively managed and operated. A key goal over the upcoming years will be to gradually increase the efficiency of downtown parking operations, to replace surface lots with more effective uses, and to dramatically increase the effectiveness of current public parking operations.

Back-in angle parking is safer for streets with parking and bike lanes

The best way to address all of these goals is to devise a Downtown Parking Management Plan that will address the location, design, and operations of all public parking spaces within the downtown, including those located on-street. The overarching goal for this plan must be the effective deployment of what is a very expensive piece of public infrastructure. Quite simply, every parking space should be filled as often as possible. Empty spaces represent inefficiencies and potentially lost revenues.

District Parking Approach - People will willingly walk a certain distance between a parking facility and their destination. Depending on a number of factors, this distance could be as high as a quarter mile (approximately 1300 feet; three or four urban blocks in most cities). This factor must be taken into account when developing a parking plan for the downtown, which

should be divided into logical parking districts, with the goal of matching average daily parking supply and parking demand within each district. Within each district, all parking spaces must be considered, including on-street spaces as well as those within structures.

On-Street Parking - Within a typical downtown, hundreds, if not thousands of parking spaces can be found along the edges of streets. On-street parking serves multiple purposes: it helps meet parking demand, it helps create activity along the streets and sidewalks, it provides separation between sidewalks and moving vehicles, and it can help slow down traffic thereby increasing overall safety.

Commonly, on-street parking occurs in three forms: parallel parking, angled parking, and head-in parking. Within Downtown Omaha, every street should be evaluated for its capacity to provide one of these forms of on-street parking. Initial studies done during the first North Downtown planning process in 2004 indicated that a typical block in NoDo could accommodate well over 80 angled parking spaces if all four block faces were utilized. Spread out over a multi-block district, on-street parking could easily accommodate over 500 vehicles.

Operationally, on-street spaces should be metered and planned to provide short-term parking, generally ranging for time frames between 1 and 3 hours. The exact time should be determined by analyzing the uses found in adjacent buildings and the preponderance of nearby destinations. A retail street with multiple short-term uses such as restaurants could be metered for 1 or 2 hour time frames. An office block with regular visitors could be metered for 2 or 3 hours time frames. Only in a few situations should on-street spaces be metered for times longer than three hours: locations that include only office or employment uses, with little day-time turnover and little demand for short-term usage. In locations where deliveries and/or pick-ups occur, spaces can be metered for as little as 5, 10 or 15 minutes.

Parking kiosks on each block can replace meters and allow payment with cash, parking card or credit card

All on-street spaces should be metered. The appropriate fees for usage should be established after significant study. One does not want to under-value parking spaces and lose potential revenues. Nor, however, does one want to over-value such spaces and induce people to seek other options. It is accepted practice to charge different rates for spaces at different times of the day or different days of the week. Downtowns often see a drop in demand outside of the standard work week (8:00 AM – 5:00 PM, M-F), and many meters drop in price outside these hours.

Demand Pricing - A key goal in devising a parking plan is to accurately match the price of a metered space (on-street or in a structure or lot) to the amount of money a typical user will willingly pay. This number will vary throughout the day, week and year, and is probably most easily addressed in parking structures that include human parking attendants. Increasingly sophisticated technology is being applied to these issues, however, all approaching the goal of adjusting the cost of parking spaces to match the demand for these spaces on a user by user basis.

Parking Structure Wayfinding - In recent years, the City of Omaha has invested significantly in the Downtown, including the construction of eight public parking structures. All were designed as stand-alone buildings with considerable visibility, so additional thought went into the architecture, materials and details of the buildings. Programmatically, however, all of these facilities should be considered as part of an overall parking "system" within the downtown. Visitors, in particular, often have little idea of where these structures are located and even regular users have difficulty determining how many spaces may be available in a structure or in finding out where the most convenient structure might be.

As part of a coordinated "park once" approach, all of the parking facilities within the downtown need to be organized into an overall system. Information about rates, vacancies, etc. should be prominently displayed using just-in-time sensors, and external signage throughout the downtown should make it easy to find the nearest structure and include relevant information as to rates, hours of operation, etc. Possibly, city-owned structures could be renamed based on their location or other identifying feature as opposed to the existing generic number one through eight, which means virtually nothing to most users.

Operations - A critique of parking within Downtown Omaha is that it is not always convenient for the users. As a case in point, the hours of operations for garages are often limited, with no attendants available a key times of the evening and night. Across the nation, garages are moving to automated payment systems, in which people can either pay when they enter the garage, or use a credit-card machine to pay when they leave, at any time of night and day.

Implementation:

- Develop a Parking Management Plan for Downtown Omaha

12.3 DOWNTOWN SUSTAINABILITY STRATEGY

The subjects of sustainability and sustainable design were recurring issues of interest throughout the public process and particularly during and immediately after the five-day design charrette. People energetically supported the principle that Downtown Omaha should be a model of sustainable urbanism, and proffered a wide variety of ideas for how this might be accomplished.

While a full-fledged sustainability strategic plan is beyond the scope of this planning process, the key elements of such a plan are well known and deserve particular attention. Communities across North America and the world are all trying to address the need to simultaneously become more energy and resource efficient, more financially frugal, and to provide increasing services to ever more diverse audiences. The more successful examples begin with the fundamental elements of community sustainability and look to two critical goals: first, enhancing the inherent internal efficiency of addressing each individual element and, second, looking to optimize the interaction among different elements.

The commonly-addressed elements of a community sustainability plan include:

- Land Use & Community Form
- Climate
- Culture
- Economics
- Energy
- Environment
- Facilities
- Health
- Mobility
- Quality of Life
- Waste
- Water

A sustainability strategy for Downtown Omaha would address each of these issues individually, looking for ways to optimize their role within the Downtown, and would then look for synergies between elements. For example, it has been recognized that the downtown should provide a wide range of mobility options for people. At the same time, it has also been recognize that land uses within the Downtown should be mixed, as much as possible. However, mixing land uses also helps reduce the need for mobility in that people need not move around as much to accomplish a wide variety of tasks. And, the reduced need for mobility helps to reduce per-capita energy use within the Downtown.

The following describe some of the conceptual elements of a downtown sustainability strategy as they relate to each of the aforementioned elements.

The National Park Service Headquarters was one of Omaha's first LEED certified buildings.

Land Use & Community Form - Land uses within the downtown should be mixed as much as possible, and the "grain" of the mix should be as fine as possible. That is, different uses should be integrated with one another to the highest degree possible. At the same time, the overall community form of the downtown should reflect both the mix of uses and their integration, knitted together by a very cohesive street grid with lots of intersections and a wide variety of options for moving about within the downtown.

Climate - Cities, in general, and city centers in particular, have significant impacts on the climate, at several scales. The "urban heat island effect" has been widely studied, and it is not unusual for an urban center to be five to nine degrees warmer than a

Curb-side swales can be used in dense urban environments to increase stormwater absorption and add landscaping

nearby suburban or rural area. This temperature differential impacts the local micro-climate in multiple ways, not the least of which is that it causes heating, ventilating and air conditioning equipment to function less efficiently. A number of strategies are being proposed world-wide to address this issue: they include high-reflectivity roofing materials, green roofs, urban forestry, heat-recovery systems, and other low- and high-tech measures.

Green stormwater solutions can be incorporated into Downtown development projects.

Culture - It is accepted that sustainability incorporates environmental, economic and social elements. A truly sustainable city center has a place for the full diversity of residents and users, reflective of the larger metropolitan area as a whole. In contrast to an individual neighborhood, which almost always reflects the dominance of one or a few cultural, ethnic or economic cohorts, a sustainable downtown provides opportunities for all users. A traditional way this is accomplished is not by providing diversity everywhere, but by coordinating a wide range of individual enclaves into a cohesive whole. The classic downtown with its "Chinatown," "Little Italy," "Uptown", "Jazz District," "Steeltown" and collection of other ethnic and functional neighborhoods provides this level of social sustainability while, at the same time, facilitating internal coherence among a broad range of distinct ethnic, economic and demographic cultures.

Climate sensitive features like these sunshades can be a feature of high quality design projects.

Economics - Economic sustainability means that there is a degree of diversity and resilience in the economy of the Downtown. It is not overly dominated by a single industry or business but instead has a broad mixture of primary and secondary industries that mutually reinforce one another. In addition, the downtown provides a venue for startup businesses, particularly for entrepreneurs who would benefit by proximity and easy access to capital, mentors, and other human skill sets.

Energy - Because of their density and mix of uses, downtowns tend to use energy more efficiently than less urban environments in which users are dispersed. Nonetheless, significant opportunities exist to optimize the way energy is used within the downtown. There are opportunities to take advantage of economies of scale: district heating and cooling, cogeneration, and related collaborative approaches to energy generation, transmission and use. Alternative, or renewable energy options should also be explored, particularly for isolated situations – for example, the roof of the City-owned parking garages could be used to hold a solar array; wind mills and turbines could be integrated with public art within key public areas of the downtown; etc.

Environment - Historically, downtowns have emphasized the human environment, often by significantly diminishing the natural environment. The best cities, however, recognize that there must be a symbiotic relationship between the built-up physical environment and the natural environment. Downtown Omaha still has significant amounts of open, undeveloped land within it. This open environment should be as well designed as the built-up physical environment, with emphasis on xeriscaping that uses native flora and designs that provide habitat for native species, where possible.

Facilities - In recent times, the term "sustainability" has often been synonymous with "green building" design. Because of the density of structures and the increased mix of uses within a downtown, structures have inherent opportunities to be more efficient and effective than their suburban counterparts. Nonetheless, every new and renovated structure within Downtown Omaha should be viewed as an opportunity to optimize green design and development. Logically, these structures should adhere to the principles and practices of the LEED green building approach, as presented by the US Green Building Council. Older buildings could be retrofitted over time, with an eye towards increasing energy efficiency and reducing carbon emissions.

Health - The health of the people who live in and visit the Downtown is a key social aspect of sustainability. To the extent

Facilities like bike lockers encourage Downtown residents and commuters to make greener transportation choices

that the downtown is a comfortable, convenient and exciting place to walk, people will take advantage of this option, with its related health benefits. Biking is another form of renewable, effective and healthy exercise. As with walking, the downtown should support effective, safe and comfortable biking, including the ancillary elements associated with such a program – i.e. bike racks, signage, locker rooms and changing facilities.

Mobility - Downtown should be the Omaha metro region's most efficient and effective multi-modal environment, providing residents, workers and visitors with myriad options for moving about. As noted, the plan should begin with a safe, comfortable and stimulating pedestrian environment. This may go beyond traditional streetscape measures to include weather protection designed into buildings – canopies, awnings, arcades, etc—and climate controlled walkways – i.e. radiant heating coils to keep ice from forming. Particular attention must be paid to the quality of the street crossings within the downtown; the environment will not work for pedestrians if they cannot safely and easily cross streets.

The same attention should be paid to the quality of the downtown as an environment for biking. Again, non-conventional measures should be considered – "zip bike" rentals available to anyone looking to quickly get from one location to another; "bike box" road striping that gives priority to bicyclists at intersections; "free bike" giveaway programs to downtown residents and employers.

Downtown is one of the most effective environments for mass transit in Omaha; this service should be expanded with an eye on easy accessibility anywhere within the Downtown. One element of this could be the proposed streetcar system, which would not only create enhanced mobility within the Downtown, but would also create an effective link to the Medical Center complex in Midtown Omaha, another significant concentration of jobs and visitors.

Cars will remain a key mobility element within the downtown, but should not be allowed to dominate. Streets should be designed and configured to naturally reduce vehicle speeds, and every opportunity should be taken to level the playing field among the multiple mobility options. One of the allures of downtown is the ability to live without recourse to a personal car. Many cities across the United States now have "zip car" programs in which residents or workers can easily and conveniently rent a variety of vehicles for short periods of time.

Downtown offers play opportunities for young and old.

Quality of Life - Three of the fundamental principles behind the Downtown Omaha Plan are that residents and visitors to the downtown should have access to a full range of activities and choices; that Downtown should be a great place to live, work, play, and learn; and that those elements and activities that are unique to the Omaha metro region should be located downtown. Combined, these three principles suggest that the quality of life in Downtown Omaha should be the highest of any location within the metro area.

While quality of life is a subset of the socio-cultural aspects of sustainability, it is also a goal and an end unto itself. A person who chooses to live or work in Downtown Omaha should have access to as full a set of opportunities as anyone in the metro area. In addition to the typical services and activities – shopping, recreation, restaurants, etc.—those who live and work in the downtown should have access to civic, cultural, artistic and entertainment activities unrivaled in the metro area. These also include a full range of educational options, including elementary, secondary and college level courses as well as life-long learning options. In short, the downtown should become a microcosm of the metro area as a whole, with the full range of life-style and quality of life options compressed into a dense and concentrated urban core.

Waste - Cities across the nation are aggressively trying to reduce the amount of material sent to landfills by diverting it to other options, including composting and recycling. Nationwide, the average city diverts about 35% of its waste, and the option to do this efficiently increase in a compact, dense mixed-use urban center. Omaha should examine the solid-waste characteristics of the downtown looking for opportunities to institute recycling measures and to streamline the efficiency and efficacy of collection and disposal.

The Omaha Public Library provides outdoor recycling bins.

Additional waste reduction options include organizing restaurants and food processing groups to collect used cooking oil, which can be cleaned and mixed to create bio-diesel, and food wastes which can be used for a communal composting facility. In addition to formal city-run recycling programs, the city can encourage and support the creation of drop-off or walk-in recycling centers (often associated with larger for-profit entities or dedicated non-profits) for easy-to-recycle items such as glass, plastics, paper, cardboard and aluminum.

Water - Across the world, the efficient use of water is becoming a critical concern. Even in environments that have substantial rainfall (forty or more inches per year), communities are focusing on enhancing the effective capturing, retention, purification and use of water. Substantial areas of downtown Omaha are impervious – buildings, hardscape, pavement and streets. Rainfall cannot penetrate these areas and must be diverted, collected and captured prior to any potential re-use. Many communities are instituting policies that call for green roofs on all urban buildings as a way to capture rainwater before it hits the ground. (Green roofs have the additional benefit of providing additional insulation effect, often reduce the solar absorption of buildings, and can counter the urban heat-island effect). Others are calling for the use of pervious pavements in low-traffic areas. Captured rainwater can often be used immediately within the buildings with green roofs, for process water or as greywater for flushing toilets and urinals. The innovative Banner Bank building in downtown Boise, ID, collects stormwater from a seven block area and uses it for all the grey-water systems within the building.

Implementation:

- Develop a Sustainability Strategy for Downtown Omaha

12.4 DOWNTOWN SIGNAGE

Just as a coherent approach to streetscape and the use of urban design guidelines can help create and enhance an over-arching character for Downtown Omaha as a whole, so too should an overall strategy be developed for signage within the downtown. A signage strategy, or wayfinding plan serves the very functional purpose of facilitating navigation throughout the downtown, making life easier for residents and regular users, as well as tourist and occasional visitors.

Omaha completed a Downtown wayfinding plan in 2007. The plan identified primary entrances and provides directions to popular destinations. Since the plan was drafted, attractions like the TD Ameritrade Park Omaha and the Kaneko have been located or opened downtown. The wayfinding plan should be updated as attractions are added.

Implementation:

- Review existing wayfining plan and develop a complete and flexible signage strategy for Downtown Omaha

12.5 DOWNTOWN HOUSING STRATEGY

Downtown Omaha has witnessed significant growth in residential development in recent years, but there remains significant potential for additional development. As this potential comes to fruition, efforts must be made to insure that housing options within the study area are not balkanized into enclaves for the very well-to-do, with few moderate and market-rate options. There are a wide variety of programs and approaches that can be applied to help insure a range of housing options. These

Small lot, single family homes are an option for more affordable family housing on the periphery of Downtown

range from regulatory mandates such as inclusionary zoning, to financing incentives such as low-income housing tax credits, to bonus programs such as providing additional density to projects that include a range of housing options.

It is difficult to predict which of these approaches might be best applied to Downtown Omaha, but policies should be established to insure that future housing within the downtown is as diverse and representative as the population of the greater Omaha metro area. Housing policies for the downtown should address both the full range of price points as well as the range of consumers – student housing for undergraduates and graduates at Creighton University, rental options for recent graduates and young professionals, small-scale ownership options for first-time homebuyers, all the way to luxury urban condos and apartments for empty-nesters and mature professionals.

Contemporary infill townhomes

Price point issues should be considered in keeping with discussions of appropriate scales and densities for different neighborhoods and districts, and all should be ultimately formalized through the development of form-based codes to insure appropriate integration within the overall fabric of the downtown.

Implementation:

- Develop a Housing Strategy for Downtown Omaha

12.6 DESIGN COMPETITION FOR KEY PUBLIC SPACES

A key defining element of a good downtown environment is the manner in which public spaces are treated. With private open space a premium, public open spaces become a significant

factor in determining the viability and livability of an urban environment. Parks, plazas, squares, playgrounds and other open space facilities are critical aspects of a good urban setting. Equally important, if not more so, are the streets and rights-of-way which, by themselves, comprise the largest open space element within a city center.

In this respect, the streetscape can be seen as a framework that helps tie the downtown together. The dedicated open spaces become the key elements within the framework that create variety, bring utility, and ultimately add delight to urban living. At present, the current and potential open spaces within downtown Omaha provide areas of respite, but do not really attain their potential quality, variety and status. One way to address this issue and, at the same time, to help bring some attention to the downtown would be to establish a program of design competitions for key open public spaces throughout the downtown. The scale and nature of these could range from low-key, local efforts to help address some of the smaller spaces within the Downtown, all the way to well-publicized and well-funded international competitions to help stimulate ideas for and interest in some of the city's key public spaces. These could include re-thinking the role and design of the Gene Leahy Mall; developing a design for the proposed Grand Lawn linking Qwest Center Omaha to the Riverfront, enhancing the open spaces around TD Ameritrade Park Omaha; or devising ideas for the proposed Civic Square at the western side of Downtown.

Implementation:

- Develop a Process to hold Design Competitions for Key Public Spaces in Downtown Omaha

12.7 FORM BASED CODE FOR DOWNTOWN

As has been discussed, the 2.2 square mile study area for the Downtown Master Plan is extremely diverse and varied. No single type or scale of development describes the entire area. Instead, it is an integrated tapestry of uses, building types, scales, heights and densities, and these characteristics should be maintained and enhanced in the future. Wherever possible, future designs and development should build upon the historic and existing physical character of the surrounding sites and blocks. As a follow-up to the master plan, a form-based code should be devised that helps define the parameters for future designs and development and also helps insure compatibility between the existing urban fabric and future opportunities. A form-based code emphasizes that physical characteristics of new and future development as much, or more so, than the defined or potential uses of such development. In taking this approach, a form-based code holds out the opportunity that development will be seen as a long-term investment aimed at enhancing the physical and social character of the community as well as the financial returns for the developer or investors.

The outcome of an effective form-based code will be a clear sense of the downtown as a compilation of distinct neighborhoods, districts and corridors, with different physical scales, types of development, and types of architecture. The current diversity of scale and type found within the Study Area will be maintained and strengthened.

Implementation:

- Develop a Comprehensive Form Based Code for Downtown

13.0 IMPLEMENTATION

INTRODUCTION

In order to bring to fruition the many public improvement projects and private developments envisioned in the Downtown Omaha Master Plan, an implementation strategy must be put into place that identifies opportunities, assigns responsibilities, and facilitates funding for a broad range of activities. A matrix is presented in this section that summarizes key actions, initiatives, and projects in four main areas:

1. Enabling Initiatives
2. Catalytic Projects
3. Emerging Opportunities
4. Opportunity Facilitation

For each of the four areas, specific actions are identified, along with public or private entities to lead or administer the efforts (Who?), descriptions (What?), reasons for their importance or potential viability (Why?), tasks to undertake (How?), and an estimated timeframe for completion (When?).

13.1 ENABLING INITIATIVES

These initiatives are key actions, programs, or downtown-wide projects that will help enable development. They would each be expected to have a broad impact on opportunities in the downtown.

- **Downtown Plan Steering Committee** - Will provide leadership for the implementation of the Downtown Plan and annually review progress toward achieving its goals
- **Streetcar** - Will link districts, provide enhanced mobility throughout downtown without the use of automobiles, and act as a development catalyst
- **Downtown Improvement District (DID) Expansion** - Would create a strong advocacy and management entity for downtown development service provision
- **Federal Funding** - The City of Omaha should identify and track funding opportunities that will arise from the variety of federal economic stimulus programs that have been and will be implemented
- **Transportation Funding** - State and federal funding sources specific to transportation should be explored for the streetcar, as well as for needed roadway, bicycle, and pedestrian improvements
- **Visitor Trolley** - A rubber-wheeled circulator trolley linking the Qwest Center to the Old Market would be an interim mobility solution later replaced (or supplemented) by the streetcar, and would begin the process of more effectively linking key downtown districts

13.2 CATALYTIC PROJECTS

While the Master Plan has identified a great number of potential development projects, several have been selected as key private sector or public-private projects that would catalyze activity and investment. Ideally, these projects would help spur additional development in their respective districts and possibly across an even larger area of the downtown.

- **Joslyn Heights and Joslyn Terrace** - Areas with capacity for large-scale development which are proximate to the Downtown Core, civic institutions, and the Phase 1 streetcar route
- **Douglas Street Connection** - Creates a high-profile, high-value development site and helps re-establish downtown's connection to the river
- **Pinnacle Site** - Prime site for a second convention hotel that would increase the Qwest Center's competitiveness and increase activity in the Events District
- **16th Street Corridor Re-design** - Lays the groundwork for the rebirth of downtown's historic "main street" by relocating the transit center, facilitating artists' use of storefronts, and planning for the eventual development of modern retail/services space
- **Riverview** - Creation of a major riverfront development project on the site of the former OPPD Jones Street power station on the river

13.3 EMERGING OPPORTUNITIES

The Master Plan provides a framework for development opportunities in multiple districts throughout the downtown. These opportunities are in various stages of "readiness," and others may emerge as the plan implementation process continues. These development opportunities, emerging districts, and other initiatives have been identified as key ones to nurture and support.

- **North Downtown** - Build on the success of initial projects and continue the area's emergence as a mixed-use district
- **Near South** - Support the ongoing development projects in Little Italy and nurture future opportunities in that neighborhood and adjacent blocks
- **Park East/Leavenworth** - Create a framework and guidelines to facilitate redevelopment opportunities, such as an arts-based home furnishings/décor corridor
- **Arts and Trades District** - Encourage the development of an arts-related commercial district anchored by the Hot Shops and Omaha Creative Institute
- **Police Headquarters** - Redevelopment of this key City-owned site once the existing facility has reached the end of its useful life, or whenever a new headquarters may be planned
- **New Justice Center** - Development of a new civic facility adjacent to the existing jail that would improve operations at the county courts facility, revitalize the area around the jail, and create a major activity generator at the southern end of the 16th Street corridor
- **Capitol Heights** - Creation of a high-profile, large-scale development site through redevelopment of the existing Civic Auditorium site and adjacent blocks

13.4 OPPORTUNITY FACILITATION

Implementation of the Master Plan will be accomplished through actions and policies as well as development projects and public improvements. The City of Omaha, downtown stakeholders, civic institutions, and other organizations will need to collaborate

in order to achieve all of the Plan's objectives. Key actions which will facilitate the realization of development opportunities include:

- **Interdepartmental Coordination** - The City of Omaha is a critical partner in the implementation effort, and should have a task force in place to coordinate the multiple cross-disciplinary tasks and projects that will arise during the process
- **Developer Relations** - Since private projects need developers to execute them, there should be a comprehensive and focused program of outreach and marketing of Downtown Omaha to developers at the local, regional, and national levels
- **Developer Recruitment** - The City should establish a consistent and transparent process for recruiting developers for publicly owned sites and situations where public-private joint ventures with private landowners are being facilitated
- **Design Competitions** - Downtown Omaha and the Master Plan can gain national visibility and new creative perspectives through the strategic use of design competitions for major projects
- **Capital Improvement Program** - A long-term schedule of public investments in downtown linked to the Master Plan, to fund improvements that cannot be addressed by place-based sources such as TIF or DID funds, or other governmental sources
- **TIF Strategy** - Tax Incremental Financing (TIF) is a key financing tool for redevelopment, and the City should conduct a comprehensive review of its TIF strategy and existing districts to maximize the effective use of this tool. A key element of the strategy should be to explore the potential of legislative action to increase the maximum life of a district, which is relatively short in Nebraska:

MAXIMUM LIFE OF TIF DISTRICTS

Colorado	25 to 50 years [1]
Illinois	23 years [2]
Iowa	20 years
Kansas	20 years
Minnesota	26 years
Missouri	23 years
Nebraska	15 years
Oklahoma	25 years
South Dakota	15 years
Wisconsin	23 to 27 years [3]
Wyoming	25 years

[1] Depends on statute

[2] Individual districts can be extended to 35 years with legislative action

[3] Depends on type of development

Source: Council of Development Finance Agencies

13.5 IMPLEMENTATION MATRIX

The abbreviations used in the following summary tables include:

- **City** - Planning, Parks, Public Works, Police, etc.
- **County** - Douglas County
- **Creighton** - Creighton University
- **Developer** - Private Development Opportunity
- **MAT** - Metro Area Transit
- **MAPA** - Metro Area Planning Agency
- **NDOR** - Nebraska Department of Roads
- **ODIDA** - Omaha Downtown Improvement District Association
- **Org** - Community/nonprofit organizations
- **Private** - Corporate or Philanthropic Donation/Investment

ENABLING INITIATIVES

Key actions, programs or Downtown wide projects that will help enable development

INITIATIVE	WHO?	WHAT?	WHY?	HOW?	WHEN?
Downtown Plan Steering Committee	City, ODIDA, Private, Org	A committee to review progress and set priorities for the implementation of the Downtown Plan recommendations on at least an annual basis	- Provides leadership and oversight for Downtown Plan implementation - Sets priorities and reviews progress toward the implementation of the Downtown Plan - Allows for revision or update of the Plan - Serves as advocates for public and private Downtown projects	1. Mayor's Office and Planning Department select representatives of major Downtown stakeholders 2. Planning Department coordinates annual meetings (or more frequently as needed)	Immediately
Streetcar	City, MAT, Private	A fixed-route transit system designed to provide circulation into, out of, and around downtown. Focus is on linking districts and key attractions, and stimulating development activity along the routes.	- Allows people to move around downtown without using a car - Creates corridors and nodes of activity that attract development - Links key destinations and districts such as Qwest Center and Old Market - Provides access to/from destinations outside of downtown such as Midtown Crossing and the medical center	1. Confirm routes and phases 2. Detailed planning of Phase 1 alignment, stop locations, and operational needs 3. Prepare operating plan 4. Funding - TIF generation, other sources	Planning and conceptual engineering study underway and will follow after master plan
Downtown Improvement District (DID) Expansion	ODIDA, Private	Expansion of the scope, authority, and activities of the existing DID to give it a key strategic and operational role	- Creates a strong advocate for downtown - Provides enhanced services and improvements - Increases the marketing profile of downtown in the region - Ensures comprehensive management and maintenance	1. Evaluate current boundaries and potential need for expansion/revision 2. Determine the menu of services and the benefits to property owners 3. Create an expanded budget 4. Create a fair and equitable assessment formula linked to benefits received 5. Evaluate operational needs and staffing levels	Next 1 to 3 years
Federal Funding	City	Explore and capitalize upon funding opportunities created by federal stimulus programs	- Potential funding source for major infrastructure and other public improvements - Relieves funding burden on local and state sources - Some programs can help finance private sector projects - Number and complexity of new programs requires dedicated staff resources to identify, track, and access the various funding processes	1. Designate key City staffers to identify and track opportunities 2. Coordinate efforts with state and federal legislators 3. Seek to designate downtown as a Recovery Zone in order to access key stimulus programs	Immediately (some efforts already underway)
Transportation Funding	PW, MAT	Identify outside funding sources specifically targeted for streetcar system and other mobility improvements	- Many dedicated transportation funding sources available - Streetcar is a key catalyst for development - Farebox revenue will not be sufficient to cover streetcar operating and capital costs - Improvements to key streets and bike/ped facilities are components of master plan	1. Coordination with state and federal DOTs	On-going
Visitor Trolley	MAT, CVB	A rubber-wheeled trolley service connecting the Events District/Qwest Center with the Old Market	- Short-term solution until streetcar implementation complete - Enhances visitor experience and downtown's competitiveness for conventions/meetings - Creates/reinforces links between the two districts - Establishes transit corridor along 10th Street - Relatively simple to implement	1. Determine operator and funding source(s) - DID, MECA, etc. 2. Identify route and stops 3. Conduct feasibility analysis 4. Coordinate with relevant City departments 5. Prepare specific implementation and marketing plan	Next 1 to 2 years
Parks Maintenance Fund	City, Parks, Private	Parks maintenance endowment	- Fund on-going maintenance of additional open space	1. Fund raising campaign	Next 1 to 2 years

EMERGING OPPORTUNITIES

Development opportunities, emerging districts, and other initiatives to nurture and support

OPPORTUNITY	WHO?	WHAT?	WHY?	HOW?	WHEN?
North Downtown	Plan, Creighton, Org, Developer	Build on the successful projects already in place or underway to create a thriving mixed-use district	- Significant anchors and attractions: ballpark, Slowdown, Filmstreams, etc. - Substantial vacant or underutilized land available - Proximity to Creighton campus, Qwest Center, interstate access, riverfront, airport - Development momentum from recent projects	1. Establish development and design guidelines that create a walkable mixed use neighborhood 2. Explore a districtwide TIF district 3. Link TIF investment priorities with guidelines and master plan objectives 4. Coordinate with Creighton campus plan and development initiatives 5. Pursue opportunities that complement existing uses and businesses	Next 1 to 3 years
Near South	Plan, Parks, Developer	Support ongoing redevelopment in Little Italy and nurture future opportunities	- Substantial redevelopment already occurring - Build on neighborhood history and character, dedication of longtime residents and businesses - Proximity to Old Market, south riverfront, streetcar line - Potential for creating development sites with prominent views of downtown skyline	1. Establish infill development guidelines 2. Explore a districtwide TIF district 3. Link TIF investment priorities with guidelines and master plan objectives 4. Explore potential relocation of Post Office 5. Identify/assemble site for grocery store opportunity 6. Guide and facilitate Burlington Station redevelopment	Next 10 years
Park East/ Leavenworth	Plan, PW	Create a framework to nurture infill redevelopment opportunities	- Major arterial corridors into/out of downtown: Leavenworth, St. Mary's, 24th St. - Proximity to Downtown Core, institutional anchors in Joslyn District - Links to adjacent residential neighborhoods - Redevelopment currently in early stages - Potential for arts-based commercial development	1. Establish infill development guidelines 2. Explore a districtwide TIF district 3. Link TIF investment priorities with guidelines and master plan objectives	Next 10 years
Arts and Trades District	Plan, Creighton, Org, Developer	Encourage the development of an arts-related commercial district	- Hot Shops and planned Omaha Creative Institute: existing arts presence - Proximity to Creighton - Historic industrial character	1. Establish redevelopment guidelines 2. Explore a districtwide TIF district 3. Link TIF investment priorities with guidelines and master plan objectives 4. Coordinate with OCI plans 5. Facilitate/assist due diligence on industrial properties	Next 10 years
Police Headquarters	City, Plan, OPD	Redevelopment of site for mixed-use project	- Site owned by City - New police facility needed in coming years - Located in key "hinge area" between 16th St. and Old Market	1. Coordinate with police needs and City capital budget 2. Explore potential for TIF district 3. Create development concept and guidelines 4. Market site to national development audience through RFQ/P process	5 years out
New Criminal Justice Center	City, Plan, OPD, County	Development of new civic facility adjacent to existing jail	- New facility improves courthouse operations - Revitalizes area around jail - Creates major civic anchor and activity center at south end of 16th St. corridor	1. Assess facility needs and design 2. Explore financing potential from City/County Building Commission 3. Assemble project site	5 to 10 years out
Capitol Heights	City, MECA, NDOR, Plan, PW	Redevelopment of Civic Auditorium site and adjacent highway ramp blocks	- Auditorium approaching point of renovation vs. obsolescence - Potential to create a multi-block, publicly owned land assemblage - Prominent, high-visibility site with capacity for large scale development - Proximity to Downtown Core, Joslyn Museum, Creighton, interstate, 16th St. corridor, streetcar line	1. Assess useful life of Auditorium and operating feasibility 2. Plan for relocation of events/activities to other venues (Qwest Center, Creighton, etc.) 3. Analyze reconfiguration options for interstate ramps 4. Create development concept and guidelines 5. Market site to national development audience through RFQ/P process	10 to 15 years out

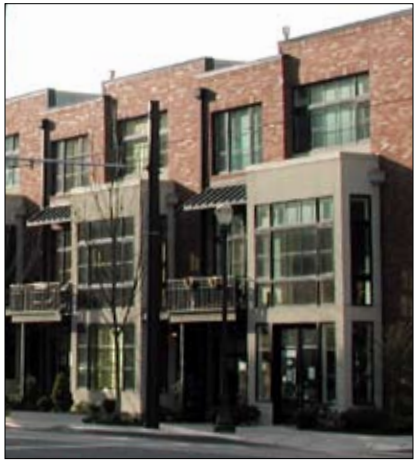
CATALYTIC PROJECTS

Major development projects to focus on which will catalyze activity and investment

PROJECT	WHO?	WHAT?	WHY?	HOW?	WHEN?
Joslyn Heights & Joslyn Terrace	City, Private, Developer	Mixed-use developments in the Joslyn District. Joslyn Heights is bounded by 24th St., Dodge, and the interstate. Joslyn Terrace is bounded by Dodge, 20th St., Farnam, and 24th St.	- Underutilized parcels with relatively few owners - Capacity for large-scale redevelopment - Rejuvenation/repositioning of Physicians Mutual campus - Proximity to interstate, Dodge St., Creighton, Joslyn Museum, and Downtown Core - Adjacent to Phase 1 street car route	1. Evaluate land ownership situation and potential for assemblage 2. Explore potential for TIF district 3. Assess owner's future plans and development potential of Physicians Mutual property 4. Convert 24th Street to two-way traffic 5. Implement open space plan and infill development guidelines	Next 10 years
Douglas Street Connection	City, NDOR, Developer	Connection to Riverfront Drive creates a high-profle development site	- Views of river and Heartland of America Park - Access to interstate - Proximity to Downtown Core, Leahy Mall, and riverfront activities - Makes previously inaccessible, City-owned land available for development - Prime site for an upscale condo tower catering to empty-nesters	1. Feasibility study of Douglas connection 2. Explore potential for TIF district 3. Create development concept and guidelines 4. Market site to national development audience through RFQ/P process	Next 5 years
Pinnacle Site	City, Developer	Site bounded by 10th St., Capitol, 12th St., and the interstate	- Currently vacant with significant developer interest - City-owned - Prime site for second convention hotel and events-driven mixed-use development	1. Feasibility study of connection to Qwest Center Hilton 2. Explore potential for TIF district 3. Create development concept and guidelines 4. Market site to national development audience through RFQ/P process	Next 5 years
16th Street Corridor Re-design	City, Private, Org	16th Street between Capitol and Jackson	- Historic "main street" of downtown - Key streetcar corridor - Proximity to major downtown employers and office buildings - South end: "hinge" connection east to Old Market	1. Conceptual redesign of corridor 2. Establish artist studio/residency program for rejuvenated storefront spaces 3. Plan for incremental evolution into retail stores 4. Re-design/relocate existing transit center 5. Explore potential for TIF district	Immediate conceptual redesign; Artists program over next 5 years; Next 10 years.
Riverview	City, OPPD, Developer	Former OPPD power station at Jones St. and the river	- Currently controlled by a developer with planning underway - River views - Proximity to Old Market and Little Italy	1. Coordinate City plans and objectives with developer's 2. Explore potential for TIF district 3. Consider priority of adjacent projects and public improvements to create redevelopment momentum in surrounding area	Immediately and over next 1 to 3 years, depending on developer's timeline

APPENDIX A - DESIGN STANDARDS

A.1 WORKPLACE DESIGN STANDARDS



Examples of typical live-work buildings

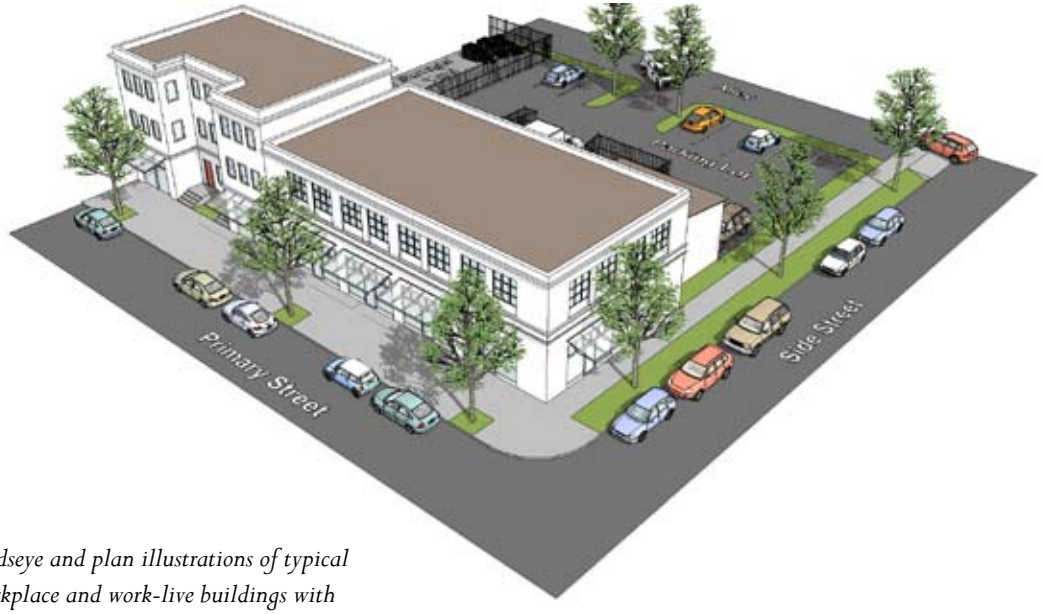
Purpose and Applicability

The following standards are intended to guide the development or redevelopment of properties intended for workshops, artist and artisan studios, light manufacturing and live-work uses in the Park East/Leavenworth District within the Downtown Master Plan area. Once adopted, these standards will allow the continued and future use of lots and buildings by artists, artisans and cottage industries while fostering an interesting, attractive and pedestrian-friendly streetscape. Prior to adoption, these standards should be reviewed with downtown property owners, developers, designers, and the public to ensure they achieve the goals outlined in this document. The graphically-oriented, form-based standards apply to redevelopment sites, infill sites and newly developed properties and include:

- Lot and Building Standards for Workplace Lots with Alley Access.
- Lot and Building Standards for Workplace Lots without Alley Access.
- Workplace Frontage Type Standards.
- Workplace Architectural Standards.

Examples of typical workplace buildings

Lot and Building Standards for Workplace Lots with Alley Access



Birdseye and plan illustrations of typical workplace and work-live buildings with alley access.

A. Character Description. Buildings with articulated facades with door and window openings and active uses are oriented to the primary street. Parking lots, workshop yards and/or secondary buildings that contain parking, storage, service or manufacturing uses are placed behind the primary buildings and may be more simple and utilitarian in their architectural expression.

B. Building Massing and Composition.

1. Primary buildings shall be composed of one, two, three, and/or four-story volumes and have a minimum depth of 25 feet. Secondary buildings may be attached to or detached from the primary building and consist of one, and/or two-story volumes.
2. Primary building facades shall have an identifiable base, middle and top.
3. Buildings on corner lots shall be designed with two facades of equal architectural expression.

C. Frontage and Primary Pedestrian Access.

1. The main entrance to the primary building shall be located within the facade and shall be accessed from the primary street.
2. The transition from public to private, indoor to outdoor at the main entrance shall be created by an appropriate frontage type (see Frontage Type Standards below).
3. Active uses within the building shall be located along the primary street frontage with transparent windows facing the street.

D. Vehicle Access, Parking and Services.

1. Vehicular access to parking and loading areas shall be provided through an alley.
2. Required parking spaces may be provided in a surface lot or structure. Parking placement shall comply with the Secondary Building Setbacks below.
3. Services, including all above-ground utility access or meters, above-ground equipment, and trash containers, shall be located at the rear of the lot and be accessed from the alley.

E. Open Space and Landscaping.

1. At minimum 10 percent of the lot area shall remain pervious open space.
2. Front yard landscaping shall comply with the applicable Frontage Type requirements where applicable.
3. Parking lots and workshop/storage yards shall be screened from abutting lots or rights-of-way through landscaping.
4. Yards may be fenced in compliance with the Fence Standards below.

F. Building Placement. Each proposed building shall comply with the following building placement requirements. Setbacks are to be measured from the applicable property line, as indicated on the diagrams below.

1. **Primary Building Setbacks.** Each primary building shall be located in compliance with the following setback requirements.

A	Primary street setback:	0 ft. build-to-line, except per applicable Frontage Type.
B	Side street setback:	5 ft. max.
C	Side yard setback:	Attached or 5 ft. min.; 20 ft. max
D	Rear setback:	5 ft. min. from alley.

2. **Secondary Building Setbacks.** Each secondary building shall be located in compliance with the following setback requirements. These setbacks shall also apply to parking.

E	Primary street setback:	25 ft. min.
F	Side street setback:	5 ft. min.
G	Side yard setback:	Attached or 5 ft. min.
H	Rear setback:	5 ft. min. from alley.

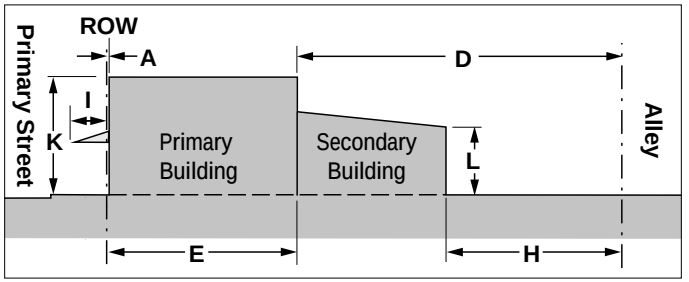
G. Building Profile. Each proposed building shall comply with the following building profile requirements, as indicated on the diagrams below.

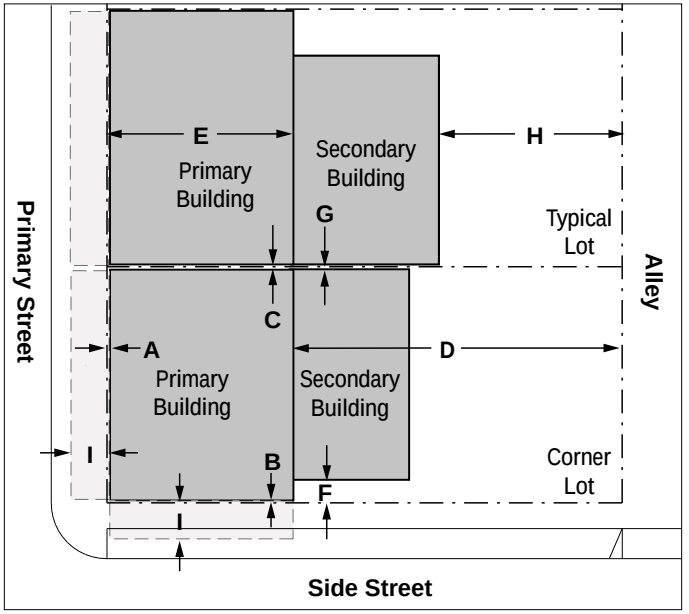
1. **Encroachments.** The following building elements may encroach into the public right-of-way as stated below. Encroachments into the right-of-way shall provide at minimum 8 feet clear above the sidewalk.

I	Awnings: 10 ft. max., min. 2 ft. away from the curb; Balconies: 5 ft. max.; Bay windows:3 ft. max.; Eaves, cornices, wall-mounted signs, lighting: 2 ft. max.

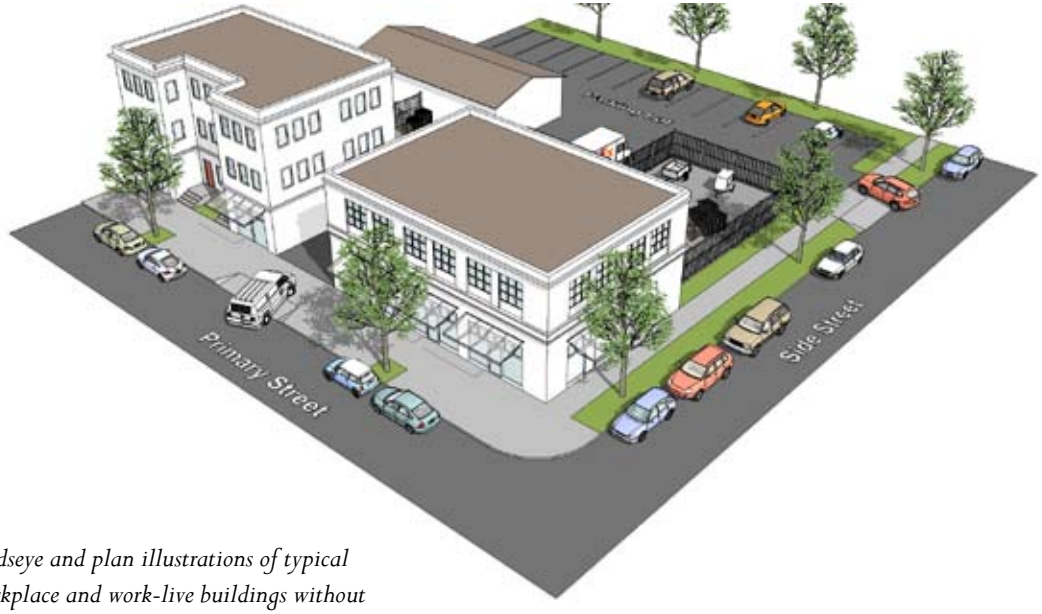
2. **Height limit.** The height of primary and secondary buildings shall not exceed the following limits. Heights shall be measured from average finished grade to the eave or parapet of the primary roof.

K	Primary building height:	20 ft. min., 40 ft. max.
L	Secondary building height:	70% of K max.





Lot and Building Standards for Workplace Lots without Alley Access



Birdseye and plan illustrations of typical workplace and work-live buildings without alley access.

A. Character Description. Buildings with articulated facades with door and window openings and active uses are oriented to the primary street. Parking lots, workshop yards and/or secondary buildings that contain parking, storage, service or manufacturing uses are placed behind the primary buildings and may be more simple and utilitarian in their architectural expression.

B. Building Massing and Composition.

1. Primary buildings shall be composed of one, two, three, and/or four-story volumes and have a minimum depth of 25 feet. Secondary buildings may be attached to or detached from the primary building and consist of one, and/or two-story volumes.
2. Primary building facades shall have an identifiable base, middle and top.
3. Buildings on corner lots shall be designed with two facades of equal architectural expression.

C. Frontage and Primary Pedestrian Access.

1. The main entrance to the primary building shall be located within the facade and shall be accessed from the primary street.
2. The transition from public to private, indoor to outdoor at the main entrance shall be created by an appropriate frontage type (see Frontage Type Standards below).
3. Active uses within the building shall be located along the primary street frontage with transparent windows facing the street.

D. Vehicle Access, Parking and Services.

1. Parking shall be accessed by a driveway a maximum of 20 feet wide along one side of the primary building. On corner lots, the driveway shall be accessed from the side street at the rear of the lot and shall be a maximum of 20 feet wide.
2. Required parking spaces may be provided in a surface lot or structure. Parking placement shall comply with the Secondary Building Setbacks below.
3. Services, including all above-ground utility access or meters, above-ground equipment, and trash containers, shall be located at minimum ten feet behind a street-facing building wall and shall be enclosed or screened with landscaping.

E. Open Space and Landscaping.

1. At minimum 10 percent of the lot area shall remain pervious open space.
2. Front yard landscaping shall comply with the applicable Frontage Type requirements where applicable.
3. Parking lots and workshop/storage yards shall be screened from abutting lots or rights-of-way through landscaping.
4. Yards may be fenced in compliance with the Fence Standards below.

F. Building Placement. Each proposed building shall comply with the following building placement requirements. Setbacks are to be measured from the applicable property line, as indicated on the diagrams below.

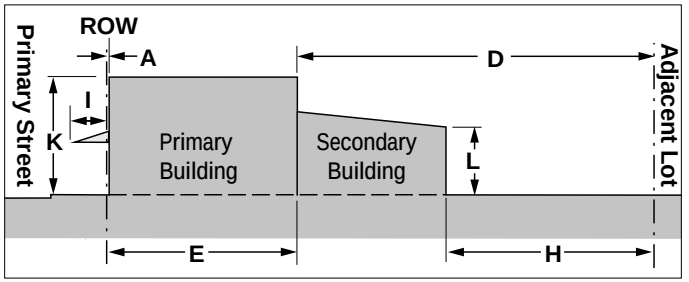
1. **Primary Building Setbacks.** Each primary building shall be located in compliance with the following setback requirements.
   - A Primary street setback: 0 ft. build-to-line, except per applicable Frontage Type;
   - B Side street setback: 5 ft. max.
   - C Side yard setback: Attached or 5 ft. min.; 20 ft. max.
   - D Rear setback: 25 ft. min.

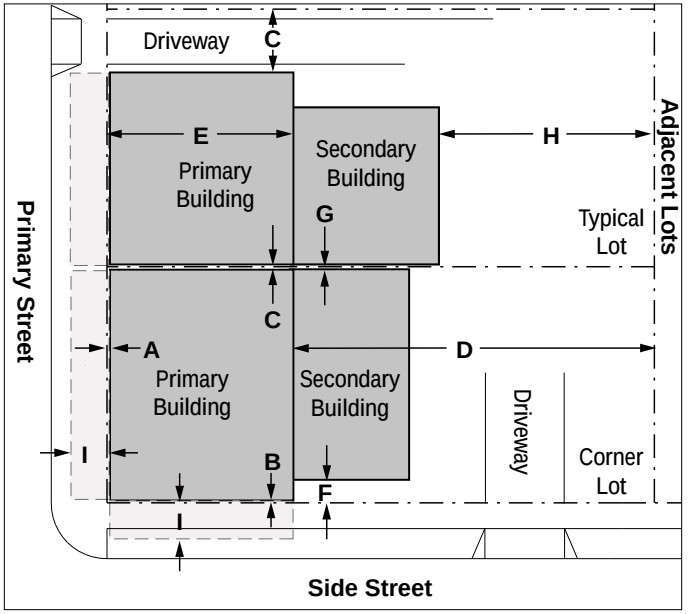
2. **Secondary Building Setbacks.** Each secondary building shall be located in compliance with the following setback requirements. These setbacks shall also apply to parking.
   - E Primary street setback: 25 ft. min.
   - F Side street setback: 5 ft. min.
   - G Side yard setback: Attached or 5 ft. min.
   - H Rear setback: 10 ft. min.

G. Building Profile. Each proposed building shall comply with the following building profile requirements, as indicated on the diagrams below.

1. **Encroachments.** The following building elements may encroach into the public right-of-way as stated below. Encroachments into the right-of-way shall provide at minimum 8 feet clear above the sidewalk.
   - I Awnings: 10 ft. max., min. 2 ft. away from the curb;
     Balconies: 4 ft. 6 in. max.;
     Bay windows:3 ft. max.;
     Eaves, cornices, wall-mounted signs, lighting: 2 ft. max.

2. **Height limit.** The height of primary and secondary buildings shall not exceed the following limits. Heights shall be measured from average finished grade to the eave or parapet of the primary roof.
   - K Primary building height: 20 ft. min., 40 ft. max.
   - L Secondary building height: 70% of K max.





Frontage Type Standards for Workplace Lots

The Frontage Type Standards describe the design characteristics and parameters of each of the Frontage Types appropriate for workplace properties. A building's frontage defines the transition between the inside and the outside, the private and public realms. The image below is intended to illustrate a typical condition. The actual design and configuration of a building's frontage may vary depending on the building's architecture and floor plan.

This illustration shows the appropriate Frontage Types for workplace lots: Stoop, Forecourt, and Shopfront & Awning. Each Frontage Type is described in detail on the opposite page.

Stoop

Forecourt

Shopfront & Awning

STOOP

Stoops are exterior stairs with landings that provide access to buildings placed close to the property line. Building facades are set back just enough to provide space for the Stoop. The exterior stair of a Stoop may be perpendicular or parallel to the sidewalk. A Stoop's landing may be covered or uncovered. Stoops shall be raised above grade a minimum of 18 inches and a maximum of 36 inches to provide privacy for ground floor residences. A Stoop's landing shall be at minimum four feet in width and depth.

Landscaping on either side of the Stoop maybe be at grade or elevated, and may be demarcated by a garden wall that shall not exceed 24 inches in height. Plants may include grasses, vines, and small shrubs limited to 42 inches in height at maturity.

FORECOURT

The Forecourt frontage is created by setting back a portion of the building, typically the middle, to create an entry square that is surrounded by building façades on three sides. Forecourts shall be at minimum 15 feet in depth and width, however, the width of a Forecourt shall not exceed one third of the overall facade width, and the depth shall be equal to or less than the width. Forecourts may provide access to a central lobby or to multiple users through individual entrances. A Forecourt may be combined with other frontage types at individual entrances. Forecourts may be hardscaped or landscaped, or a combination thereof, and may be elevated above the sidewalk level a maximum of 24 inches. If elevated, steps and/or ramps shall be provided to connect the Forecourt with the adjacent sidewalk. Landscaping shall not be used to separate the Forecourt from the public realm, and shall be limited to groundcovers, low shrubs, and trees with sufficiently transparent canopies that permit views of the building façades.

SHOPFRONT & AWNING

Shopfront & Awning frontages are created by inserting storefronts with large transparent windows into the ground floor facade of a building. The facade is aligned with the property line, although partially recessed storefronts, such as recessed entrances, are also common. The building entrance is at sidewalk grade and provides direct access to a non-residential ground floor use.

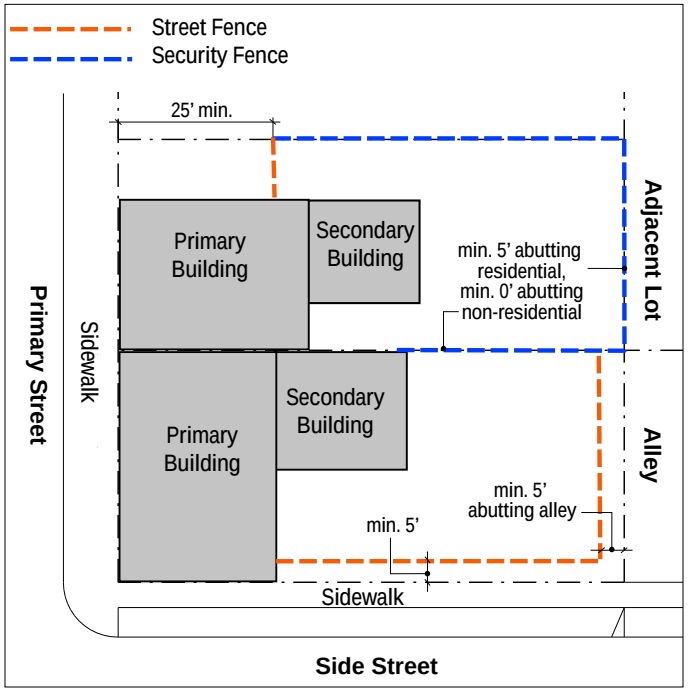
Shopfronts are composed of storefronts, entrances, awnings or sheds, signage, lighting, cornices, and other architectural elements - see Architectural Standards for further detail. Awnings may encroach into the public right-of-way. Awnings, sheds, signage or other sidewalk encroachments shall be at minimum eight feet above sidewalk grade.

Landscaping is not required. Vines may be acceptable at the building facade and shall be planted on grade in vine pockets that may not encroach more than 18 inches into the public right-of-way.

Fence Standards for Workplace Lots

Workplace lots often require secure outdoor storage and work areas, typically achieved through the use of fences and walls. These Fence Standards are intended to provide for that need while ensuring attractive street frontages. The Fence Standards provide direction for the location of fences and walls on a lot, their height, and their basic design features.

The figure below identifies two types of fences: Street Fences that directly face a street or alley, and Security Fences that are located within or between private lots and are not visible from the public realm. The dimensions indicate required setback distances.



A. Street Fence. Street fences are all fences or walls facing a public street right-of-way. Street fences shall comply with the following standards:

Primary Street Setback: 25 ft. min.
Side Street Setback: 5 ft. min.
Height: 84 in. max.
Design Characteristics: High quality ornamental steel or aluminum fence (welded wire mesh or chain link fences are prohibited). Or: masonry wall clad in brick, stone or stucco and compatible with the architecture of the primary building. Fence-wall combinations shall be permitted.

B. Security Fence. Security fences are all fences that do not directly front on a public right-of-way or alley easement. Security fences shall comply with the following standards.

Lot Line Setback: 0 ft. min. from abutting non residential properties;
5 ft. min. from abutting residential properties; the setback area shall contain a landscape screen.
Height: 120 in. max.
Design Characteristics: Basic quality metal, welded wire mesh or chain link fence; or: masonry or concrete wall. Fence-wall combinations shall be permitted.

Examples of Street Fences

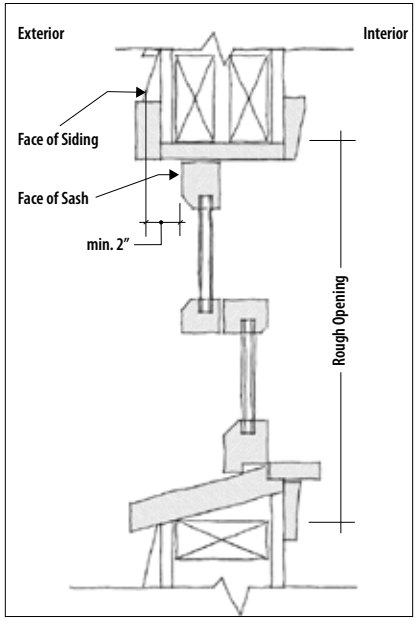
Examples of Security Fences

Architectural Standards for Workplace Lots

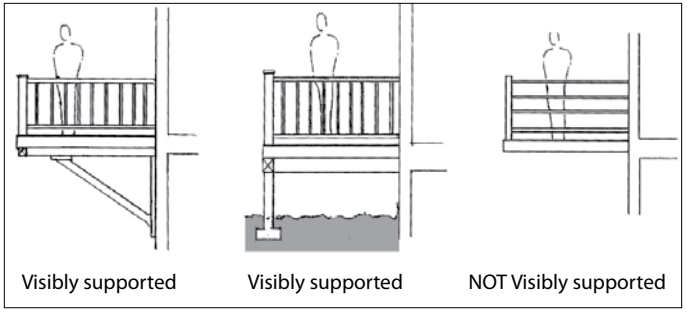
The following Architectural Standards are intended to provide direction for the design of workplace and live-work buildings. The materials, methods, and forms herein are standard. All other materials, methods, and forms are prohibited.

A. Walls.

1. Building walls shall be clad in wood drop siding, wood board and batten, cementitious siding, concrete, concrete block, stucco, brick, stone masonry, or metal.
2. Building walls shall be trimmed in wood, metal, stone, or cast stone.
3. Two or more wall materials may be combined on one facade only with one above the other - lighter materials above those more substantial (e.g. metal above stucco or masonry, or stucco above masonry.)
4. All building elements that project from the building wall by more than 16 inches, including but not limited to decks, balconies, stoop roofs and bays, shall be visibly supported by wood or steel brackets, posts, or beams, or columns made of masonry or concrete.
5. Exterior chimneys shall be finished in brick, stone, stucco, or metal.



See C.5



See A.4

B. Roofs.

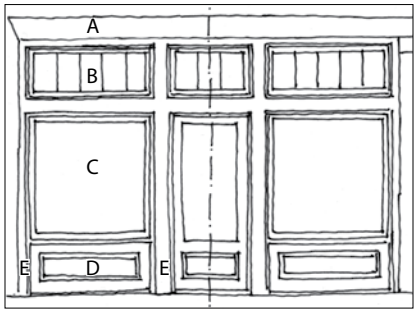
1. Roofs may be flat, gabled, hipped, or vaulted.
2. Parapet walls shall conceal flat or minimum slope roofs.
3. Pitched roofs shall be finished in narrow standing seam metal, corrugated metal, dimensional composite shingles, or concrete tile.
4. Secondary buildings may have shed (monopitch) roofs attached to the rear primary building wall.
5. Skylights shall be flat (non-bubble) and are not allowed in roofs visible from the public right-of-way.
6. Dormers shall be placed no closer than three feet to building sidewalls or another dormer.
7. Gutters and downspouts shall be made of galvanized steel, copper, or painted aluminum.

C. Windows and Doors.

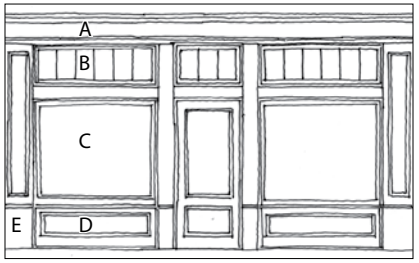
1. Windows and doors shall be made of wood, vinyl-clad wood, fiberglass-clad wood, aluminum-clad wood, fiberglass or metal. Windows made of solid PVC shall be indistinguishable from wood windows in detailing and profile thickness when seen from the public realm.
2. Windows on facades shall be double or single hung, hinged casement, or fixed. On side or rear elevations not facing a public right-of-way, windows may be horizontal sliders to be located at least six feet from the facade. Horizontal sliders are not allowed on the side facades of corner buildings.
3. Window openings shall have vertical proportions, or may be square.
4. Total fenestration on facades shall be no more than 33 percent of the facade area, except for storefronts.
5. Windows shall be recessed no less than two inches from the building facade (see figure on the left).
6. Glazing shall be clear glass with no more than ten percent daylight reduction (tinting). Glazing shall not be reflective (mirrored).
7. Muntins shall be on the exterior of the windows.

D. Shopfronts

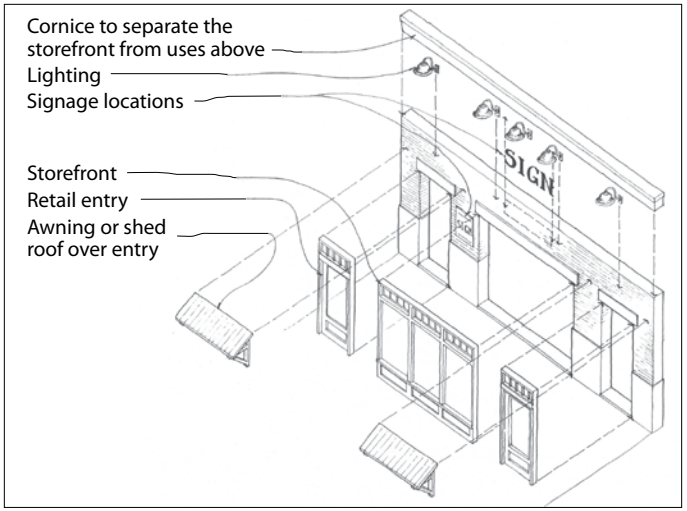
1. Shopfronts shall be composed of storefronts, entrances, awnings or sheds, signage, lighting, and cornices. See illustration below.
2. Storefront infill assemblies shall be made of painted or varnished wood, aluminum clad wood, or painted metal.
3. Shopfronts shall be at minimum 10 feet tall with a maximum 24-inch tall solid base of bulkhead.
4. At minimum 50 percent of the facade area between 2 and 10 feet shall consist of transparent fenestration, including glass doors.
5. A cornice or horizontal band shall be provided to differentiate the shopfront from upper stories.



Masonry or stucco storefront - see D.6



Wood storefront - see D.7

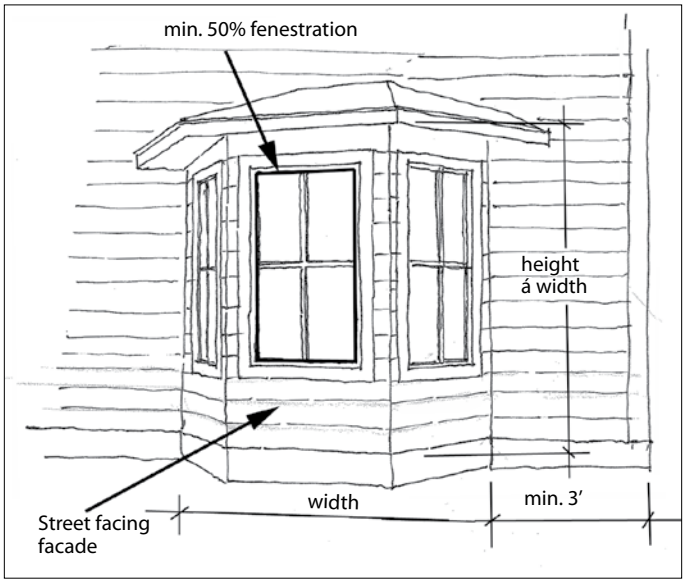


Shopfront assembly - see D.1

6. Stucco or masonry storefronts shall be configured as follows (see illustration on the left):
   - A Header shall either be four or five brick courses high, and project out at least one inch from face of the building.
   - B Transoms windows shall be equally divided and consistent across the facade.
   - C Storefront windows shall be equal in size and recessed a minimum of two inches from stucco or masonry piers as adjacent materials.
   - D Base panels or bulkhead shall not exceed 24 inches in height.
   - E The brick mould shall be equal at the top and sides, with interior divisions of equal to or twice the size of the sides.
7. Wood storefronts shall be configured as follows (see illustration on the left):
   - A Entablature shall consist of architrave, frieze and cornice.
   - B Transoms windows shall be equally divided and consistent across the facade.
   - C Storefront windows shall be equal in size and recessed a minimum of two inches from wood piers as adjacent materials.
   - D Base panels or bulkhead shall not exceed 24 inches in height.
   - E Pier bases shall align with horizontal elements on the storefront, such as sills.

F. Miscellaneous Building Elements.

1. Bay windows shall be made of materials identical to or compatible with the building's wall finish and windows.
2. Bay windows shall be a maximum of eight feet in width and shall have a height that is equal to or greater than its width. Bays shall be placed a minimum of three feet from any building corner or other bay. A bay's street facing facade shall consist of at least 50 percent transparent fenestration (see figure below).
3. All mechanical and electrical equipment - including, but not limited to, air-conditioning units, solar panels, antennas, and satellite dishes - shall be completely screened from public view.



See E.2

F. Signage

1. Colors on signs and structural members shall be harmonious with one another and relate to the dominant building colors.
2. Signs shall be constructed of durable materials and shall be permanently attached to the ground or building.
3. Signs shall not include reflective materials.
4. The dimensions of structural members shall be proportional to the sign panel size.
5. Each permanent sign shall be designed, constructed and installed by professionals whose principal business is the design, manufacture, or sale of signs, or who are otherwise capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability.
6. Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.
   a. External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.
   b. Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.
   c. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
   d. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
   e. For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.

Awning sign - see F.7.a

Projecting sign - see F.7.b

Wall sign - see F.7.c


Window signs - see F.7.d

7. The following sign types shall be permitted:
   a) Awning sign:
      Sign shall be fully contained within the awning valence. The sign size shall be limited to 2/3 of the valence height.
   b) Projecting or suspended sign:
      Sign shall be mounted perpendicular to the facade and project above the sidewalk. The sign size shall be limited to 6 square feet in area and 16 inches in height. A minimum clearance of 8 feet below the sign shall be provided.
   c) Wall sign:
      Sign shall be attached to the face of the facade. The sign area shall be limited to 1 square foot for each linear foot of shopfront. The sign height shall not exceed 2 feet.
   d) Window sign:
      Sign shall be affixed directly to the storefront window or door. The sign size shall be limited to 15 percent of the window area.

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A.2 DOWNTOWN CORE AND STREETCAR CORRIDOR DESIGN STANDARDS

Purpose and Applicability

The following standards are intended to guide the development or redevelopment of properties in Omaha's downtown core and any future streetcar corridor. Once adopted, these standards will allow for a variety of building types to be located in the downtown core and ensure a cohesive streetscape that is supportive of an attractive, pedestrian-friendly downtown environment. Prior to adoption, these standards should be reviewed with downtown property owners, developers, designers, and the public to ensure they achieve the goals outlined in this document. The graphically-oriented, form-based standards apply to redevelopment sites, infill sites and newly developed properties and include:

- Lot and Building Standards for Downtown Core/Streetcar Corridor Lots.
- Downtown Core/Streetcar Corridor Building Type Standards.
- Downtown Core /Streetcar Corridor Parking Type Standards.
- Downtown Core/Streetcar Corridor Frontage Type Standards.
- Downtown Core/Streetcar Corridor Architectural Standards.

Lot and Building Standards for Downtown Core and Streetcar Corridor Lots

A. Character Description. Downtown Core/Streetcar Corridor lots may be occupied by a variety of building types, ranging from live-work townhouses to mixed-use buildings and high-rise pedestal buildings. Building facades are located at or close to the sidewalk and occupy most or all of the lot frontage. Facades along primary streets are articulated and contain door and window openings, with active uses oriented to the sidewalk, which may accommodate restaurant and cafe seating, as well as merchandise display. Off-street parking is relegated to the side and rear of the lot in structures or surface lots, or may be contained within the building footprint above or below grade.

Birdseye and plan illustrations of typical range of downtown core and streetcar corridor buildings, including a pedestal building, a liner building, a mixed-use building, and live-work townhouses.

B. Building Massing and Composition.

1. Buildings may be any of the following types. See Building Type Standards below.
   - Live-work townhouse;
   - Commercial building;
   - Mixed-use building;
   - Liner building;
   - Pedestal building;
   - Object building.
2. Primary building facades shall have an identifiable base, middle and top.
3. Buildings on corner lots shall be designed with two facades of equal architectural expression.

C. Frontage and Primary Pedestrian Access.

1. The main entrance to the primary building shall be located within the facade and shall be accessed from the primary street. Buildings abutting more than two streets shall have entrances on at least two sides.
2. The transition from public to private, indoor to outdoor at the main entrance shall be created by one of the following frontage types (see Frontage Type Standards below).
   - Dooryard;
   - Stoop;
   - Forecourt;
   - Shopfront & awning;
   - Gallery.
3. Active uses within the building shall be located along the primary street frontage with transparent windows facing the street.

D. Vehicle Access, Parking and Services.

1. Vehicular access to parking and loading areas shall be provided through an alley where present.
2. Where no alley is present, parking and loading areas shall be accessed by a driveway a maximum of 20 feet wide along one side of the primary building. On corner lots, the driveway shall be accessed from the side street and shall be a maximum of 20 feet wide.
3. Parking placement shall comply with the Secondary Building Setbacks below.
4. Required parking spaces may be provided in any of the following parking types, or a combination thereof in compliance with the Building Type Standards and Parking Type Standards below.
   - Surface lot;
   - Tuck-under;
   - Mid-block structure;
   - Lined structure;
   - Integrated structure;
   - Subterranean structure.
5. Services, including all above-ground utility access or meters, above-ground equipment, and trash containers, shall be located at the rear of the lot and be accessed from the alley where present. Where no alley is present all above-ground equipment shall be located within the building, or beside the building at minimum ten feet behind a street-facing building wall and shall be enclosed or screened with landscaping.

E. Open Space and Landscaping.

1. Open space is not required.
2. Where applicable, front yard landscaping shall comply with the applicable Frontage Type requirements.
3. Parking lots and service areas shall be screened from abutting lots or rights-of-way through landscaping.
4. Where applicable, yards and parking lots may be fenced in compliance with the Fence Standards below.

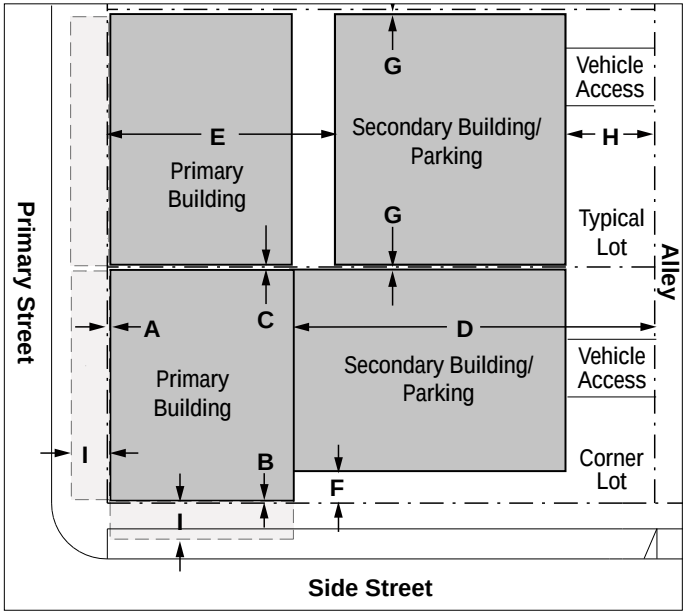
F. Building Placement. Each proposed building shall comply with the following building placement requirements. Setbacks are to be measured from the applicable property line, as indicated on the diagrams below.

1. Primary Building Setbacks. Each primary building shall be located in compliance with the following setback requirements. For buildings abutting a street on 3 or all sides: each street fronting wall shall comply with primary or side street setbacks.

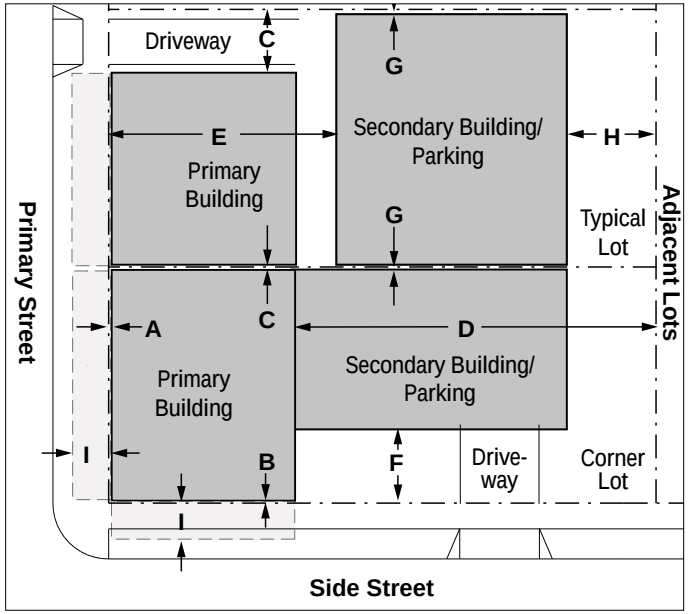
A	Primary street setback:	0 ft. build-to-line, except per applicable Frontage Type.
B	Side street setback:	0 ft. build-to-line.
C	Side yard setback:	Attached or 5 ft. min.; 20 ft. max
D	Rear setback:	5 ft. min. from alley; 25 ft. min from abutting lot.

2. Secondary Building Setbacks. Each secondary building shall be located in compliance with the following setback requirements. These setbacks shall also apply to parking.

E	Primary street setback:	25 ft. min.
F	Side street setback:	5 ft. min.
G	Side yard setback:	Attached or 5 ft. min.
H	Rear setback:	5 ft. min. from alley. 10 ft. min. from abutting lot, except 0 ft. for attached or shared parking lots or structures



Building placement diagram for lots with alley access.



Building placement diagram for lots without alley access.

G. Building Profile. Each proposed building shall comply with the following building profile requirements, as indicated on the diagrams below.

1. **Encroachments.** The following building elements may encroach into the public right-of-way as stated below. Encroachments into the right-of-way shall provide at minimum 8 feet clear above the sidewalk.

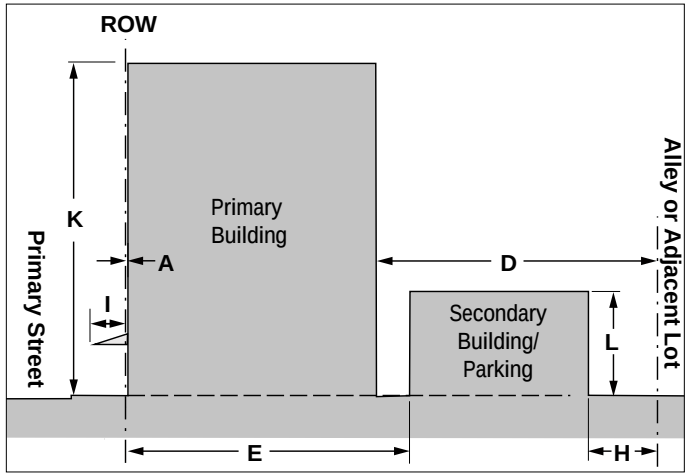
   I Awnings: 10 ft. max., min. 2 ft. away from the curb;
   Balconies: 4 ft.6 in. max.;
   Bay windows:3 ft. max.;
   Eaves, cornices, wall-mounted signs, lighting: 2 ft. max.

2. **Height limit.** The height of primary and secondary buildings shall not exceed the following limits. Height limitations are subject to the building type as stated below. In addition, buildings shall comply with the massing requirements set forth in the applicable Building Type Standards. Heights shall be measured from average finished grade to the eave or parapet of the primary roof.

   K Primary building height for allowed building types:

   - Live-work townhouse: 20 ft. min., 40 ft. max.
   - Commercial building: 30 ft. min., 65 ft. max.
   - Mixed-use building: 35 ft. min., 85 ft. max.
   - Liner building: 35 ft. min., 85 ft. max.
   - Pedestal building: 85 ft. min., unlimited max.
   - Object building - freestanding: 15 ft. min., 35 ft. max.
   - Object building - integrated:: 35 ft. min., 85 ft. max.

   L Secondary building height: 80 ft. max. or 90% of K max., whichever is less.



Downtown Core Building Type Standards

The Building Type Standards set forth additional requirements specific to each of the Building Types. The following requirements are intended to complement the Lot and Building Standards above. In the event of conflicting requirements the more stringent requirement shall control.

The illustration above shows the typical configuration of Live-Work Townhouses.

LIVE-WORK TOWNHOUSE

The Live-Work Townhouse is a variation of a townhouse designed to be occupied by a single dwelling unit and a single ground-floor commercial or flex space. The live-work townhouse shares common walls with one or two adjacent units and may be located on a separate fee-simple lot or be part of a multi-unit development.

In addition to the requirement set forth in the Lot and Building Standards above, Live-Work Townhouses shall comply with the following additional requirements.

Building size and massing.

- Buildings shall be composed of two, two and a half, or three-story volumes.
- Groups of Live-Work Townhouses may consist of three to six to ten units.

Primary Pedestrian Access.

- Entrances to ground floor commercial or flex space shall be located within the façade and shall be accessed directly from a primary street through an allowed Frontage Type.
- Entrances to each dwelling unit shall be provided through a separate street level entrance or through a foyer shared with the commercial space.

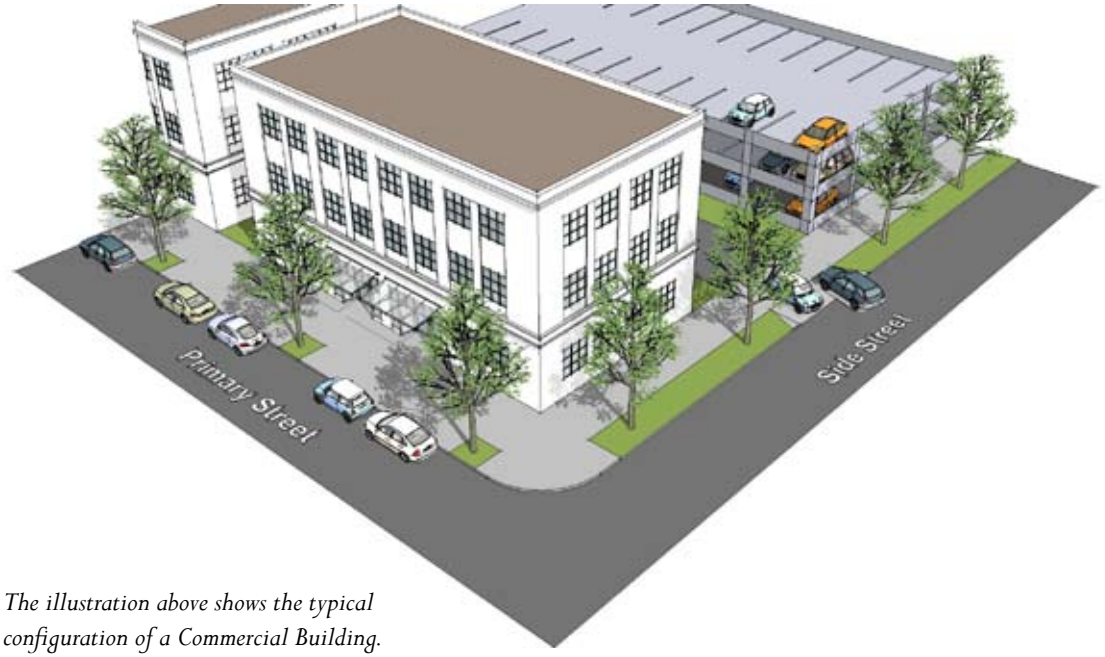
Vehicle access, Parking, and Services.

- Vehicular access shall be provided through an alley.
- Parking shall be provided in garage attached to or tucked-under the unit at the rear.

COMMERCIAL BUILDING

Commercial Buildings are designed for occupancy by commercial uses such as retail, restaurant, personal service or office uses. A Commercial Building may be occupied by a single user or may be subdivided into multiple smaller commercial units, each with a separate entrance.

In addition to the requirement set forth in the Lot and Building Standards above, Commercial Buildings shall comply with the following additional requirements.



The illustration above shows the typical configuration of a Commercial Building.

Building size and massing.

- Buildings shall be composed of two to four-story volumes.
- Façades shall be composed of increments of 25 feet or less. Increments may be created through projecting or recessing wall surfaces, changes in roofline and/or placement of piers and pilasters.
- Façades shall not exceed 100 feet without a vertical break from the base of the building to the roof line of at least 18 inches in width and depth, giving the building an appearance of multiple attached buildings.

Primary Pedestrian Access.

- Entrances to ground floor commercial spaces shall be located within the façade and shall be accessed directly from a primary street through an allowed Frontage Type.
- Entrances to upper story commercial spaces that are not connected with the ground floor unit shall be through individual entrances or a street level lobby accessed directly from the street through a separate entrance.

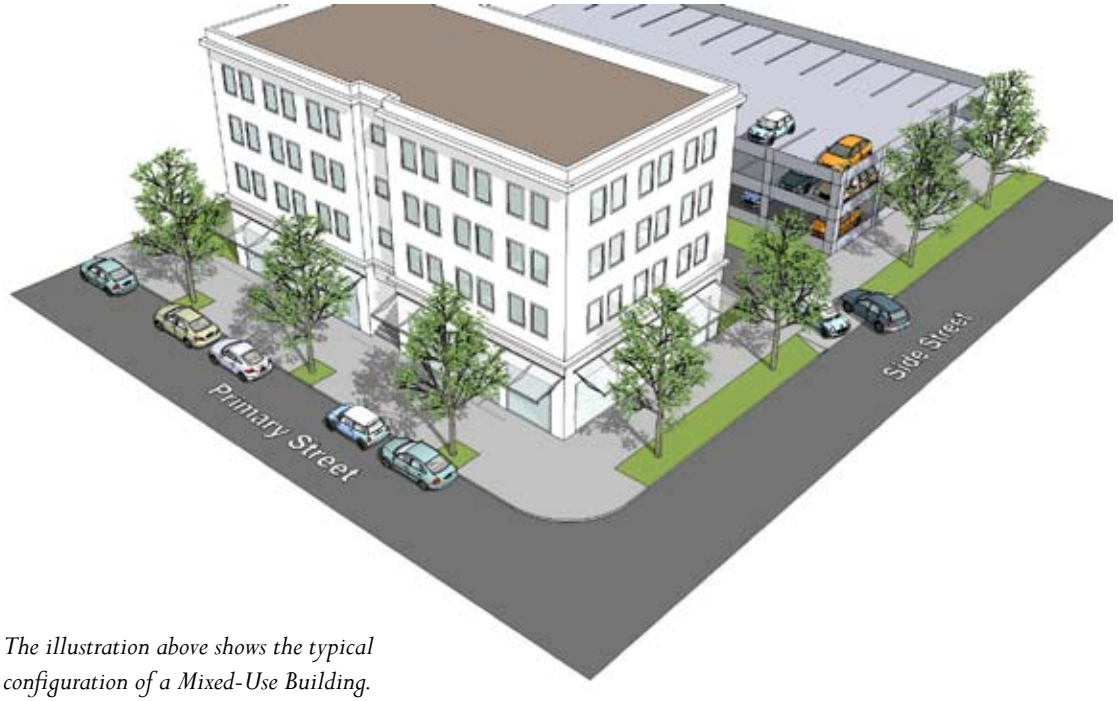
Vehicle access, Parking, and Services.

- Parking may be provided in a surface lot, subterranean structure, mid-block structure, tucked-under, or a combination thereof.
- Where present, entrances to subterranean or structured parking shall be located to the side or rear of the lot.
- Where present, parking structures shall be separated from the Commercial Building by at minimum forty feet. This space may contain an alley or driveway.

MIXED-USE BUILDING

Mixed-Use Buildings are designed for occupancy by a minimum of two different uses that may be vertically or horizontally demised. Uses generating visitor or customer traffic (such as retail, restaurants, personal services) shall be located on the ground floor facing the sidewalk, whereas uses generating limited pedestrian activity (such as office or residential) shall be located on upper floors or behind street fronting commercial uses.

In addition to the requirement set forth in the Lot and Building Standards above, Mixed-Use Buildings shall comply with the following additional requirements.



The illustration above shows the typical configuration of a Mixed-Use Building.

Building size and massing.

- Buildings shall be composed of three to six-story volumes. Above the fourth story, all façades facing a street shall step back at minimum 8 feet.
- Façades shall be composed of increments of 25 feet or less. Increments may be created through projecting or recessing wall surfaces, changes in roofline and/or placement of piers and pilasters.
- Façades shall not exceed 100 feet without a vertical break from the base of the building to the roof line of at least 18 inches in width and depth, giving the building an appearance of multiple attached buildings.

Primary Pedestrian Access.

- Entrances to ground floor commercial spaces shall be located within the façade and shall be accessed directly from a primary street through an allowed Frontage Type.
- Entrances to upper story commercial space or dwelling units shall be through a street level lobby and/or corridors accessed directly from the street through a separate entrance.

Vehicle access, Parking, and Services.

- Parking may be provided in a surface lot, subterranean structure, mid-block structure, tucked-under, or a combination thereof.
- Where present, entrances to subterranean or structured parking shall be located to the side or rear of the lot.
- Where present, parking structures shall be separated from the Mixed-Use Building by at minimum forty feet. This space may contain an alley or driveway.

LINER BUILDING

A Liner Building is a shallow building designed and placed in a manner that hides a parking structure from public view. Liner buildings are oriented toward the street with no or minimal openings to the rear. The parking structure in the rear may be attached to the Liner Building, or slightly detached as required for fire separation. The Liner Building is a variation of a Mixed-Use Building with occupancy by a minimum of two different uses; uses generating visitor or customer traffic (such as retail, restaurants, personal services) shall be located on the ground floor facing the sidewalk, whereas uses generating limited pedestrian activity (such as office or residential) shall be located on upper floors.

The illustration above shows the typical configuration of a Liner Building.

Building Size and Massing.

- Buildings shall be composed of three to six-story volumes. The building height shall be equal or greater than the height of the parking structure behind the building. Above the fourth story, all façades facing a street shall step back at minimum 8 feet.
- Façades shall be composed of increments of 25 feet or less. Increments may be created through projecting or recessing wall surfaces, changes in roofline and/or placement of piers and pilasters.
- Façades shall not exceed 100 feet without a vertical break from the base of the building to the roof line of at least 18 inches in width and depth, giving the building an appearance of multiple attached buildings.

Primary Pedestrian Access.

- Entrances to ground floor commercial spaces shall be located within the façade and shall be accessed directly from a primary street through an allowed Frontage Type.
- Entrances to upper story commercial space or dwelling units shall be through a street level lobby and/or corridors accessed directly from the street.

Vehicle access, Parking and Services.

- Parking shall be provided in a lined structure.
- Entrances to structured parking shall be located to the side or rear of the lot.

PEDESTAL BUILDING

A Pedestal Building is a tall mixed-use building designed for occupancy by a minimum of two different uses that may be vertically or horizontally demised. Uses generating visitor or customer traffic (such as retail, restaurants, personal services) shall be located on the ground floor facing the sidewalk, whereas uses generating limited pedestrian activity (such as office or residential) shall be located on upper floors or behind street fronting commercial uses. Pedestal buildings have a lower plinth approximating the height of other buildings, and a stepped-back taller volume.

The illustration above shows the typical configuration of a Pedestal Building.

Building Size and Massing.

- Buildings shall be composed of seven to unlimited volumes. Above the fourth story, all façades facing a street shall step back at minimum 8 feet.
- Façades shall be composed of increments of 25 feet or less. Increments may be created through projecting or recessing wall surfaces, changes in roofline and/or placement of piers and pilasters.
- Façades shall not exceed 100 feet without a vertical break from the base of the building to the roof line of at least 18 inches in width and depth, giving the building an appearance of multiple attached buildings.

Primary Pedestrian Access.

- Entrances to ground floor commercial space shall be located within the façade and accessed directly from a primary street through an allowed Frontage Type.
- Entrances to upper story commercial space or dwelling units shall be through a street level lobby and/or corridors accessed directly from the street.

Vehicle Access, Parking, and Services.

- Parking may be provided in an integrated structure, a subterranean structure, a mid-block structure, or a combination of any of the above.
- All parking entrances shall be located to the side or rear of the lot.

OBJECT BUILDING

Object Buildings are designed for occupancy by civic uses and may include public uses (e.g. library), private non-commercial uses (e.g. places of worship), and commercial uses that provide important services to the community (e.g. day care, cafe in the park). An Object Building contributes significantly to the quality of a place and often is the focal point of a park, terminates a vista, or is placed at a prominent location. The architectural quality of an Object Building shall exceed the quality of the surrounding buildings.

Building Size and Massing.

- Buildings may be designed as freestanding buildings in a public space or integrated into the urban fabric, as deemed appropriate for their use and context.

The illustration above shows the typical configuration of a freestanding Object Building in a park.

- Freestanding Object Buildings shall be composed of one or two story volumes and shall be designed with four façades of equal architectural quality. Freestanding Buildings shall be exempt from the setback requirements set forth in the Lot and Building Standards above.
- Object Buildings that are integrated into the urban fabric shall be composed of three to six-story volumes.

Primary Pedestrian Access.

- The main entrance shall be located within the façade and accessed directly from the primary street through an allowed Frontage Type.
- Freestanding Object Buildings shall provide pedestrian access from at least two sides.

Vehicle Access, Parking, and Services.

- For freestanding Object Buildings in a public space:
  - Vehicular access shall be limited to service and emergency vehicle access, provided through pedestrian walkways of sufficient width and construction.
  - Parking shall be provided on-street around the public space. Shared off-street parking may be provided remotely in a lot or structure.
- For Object Buildings integrated into the urban fabric:
  - Vehicular access shall be provided in accordance with the Lot and Building Standards above.
  - Parking may be provided in a surface lot, subterranean structure, mid-block structure, tucked-under, or a combination thereof.
  - Where present, entrances to subterranean or structured parking shall be located to the side or rear of the lot.
  - Where present, parking structures shall be separated from the Object Building by at minimum forty feet. This space may contain an alley or driveway.

Downtown Core and Streetcar Corridor Frontage Type Standards

The Frontage Type Standards describe the design characteristics and parameters of each of the Frontage Types appropriate for the downtown core. A building's frontage defines the transition between the inside and the outside, the private and public realms. The images below are intended to illustrate typical conditions. The actual design and configuration of a building's frontage may vary depending on the building's architecture and floor plan.

The illustration below shows the appropriate Frontage Types for the Downtown Core and Streetcar Corridor: Stoop, Dooryard, Forecourt, Shopfront & Awning, and Gallery. Each Frontage Type is described in detail on the following pages.

DOORYARD

The Dooryard frontage is an elevated garden or terrace that allows the building to be set back or recessed a maximum of 20 feet from the property line. The Dooryard is separated from the sidewalk by a low garden wall at the property line, which shall be limited to 24 inches in height to maintain visual connectivity between the Dooryard and the street. The garden wall's design and materials shall be compatible with the building's architecture. Steps and/or ramps shall be provided to connect the Dooryard with the adjacent sidewalk. The building's entrance shall be accessed directly from the Dooryard. The Dooryard may be hardscaped or landscaped. Landscaping shall not be used to separate the Dooryard from the public realm or adjacent yards, and shall be limited to grasses, groundcovers, low shrubs, and trees with sufficiently transparent canopies that permit views of the building façade. Plants may be planted directly in the ground or in pots.

STOOP

Stoops are exterior stairs with landings that provide access to buildings placed close to the property line. Building facades are set back or recessed just enough to provide space for the Stoop, a maximum of 10 feet. The exterior stair of a Stoop may be perpendicular or parallel to the sidewalk. A Stoop's landing may be covered or uncovered. Stoops shall be raised above grade a minimum of 18 inches and a maximum of 36 inches to provide privacy for ground floor residences. A Stoop's landing shall be at minimum four feet in width and depth. Landscaping on either side of the Stoop maybe be at grade or elevated, and may be demarcated by a garden wall that shall not exceed 24 inches in height. Plants may include grasses, vines, and small shrubs limited to 42 inches in height at maturity.

FORECOURT

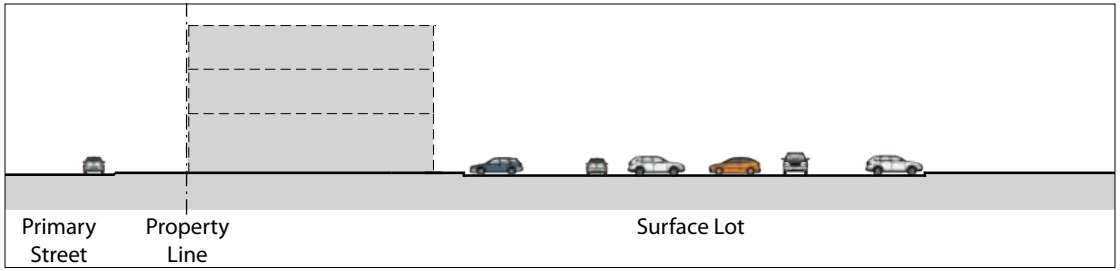
The Forecourt frontage is created by setting back a portion of the building to create an entry square surrounded by façades on three sides. Forecourts shall be at minimum 15 feet in depth and width, however, the width shall not exceed one third of the overall facade width, and the depth shall be equal to or less than the width. Forecourts may provide access to a central lobby or to multiple users through individual entrances. A Forecourt may be combined with other frontage types. Forecourts may be hardscaped or landscaped and may be elevated above the sidewalk level a maximum of 24 inches. If elevated, steps and/or ramps shall be provided to connect the Forecourt with the adjacent sidewalk. Landscaping shall not be used to separate the Forecourt from the street, and shall be limited to groundcovers, low shrubs, and trees with sufficiently transparent canopies that permit views of the building façades.

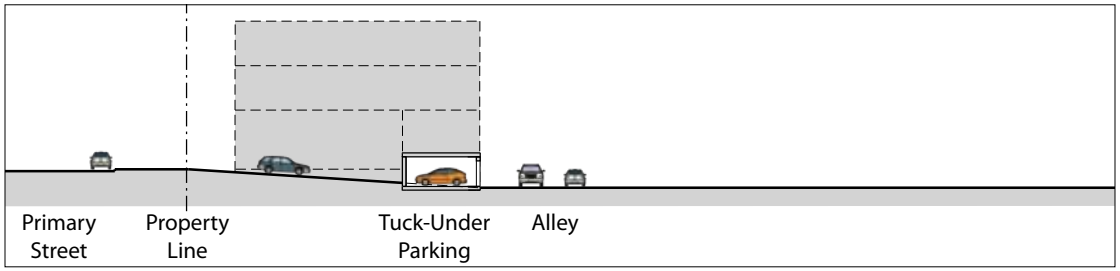
SHOPFRONT & AWNING

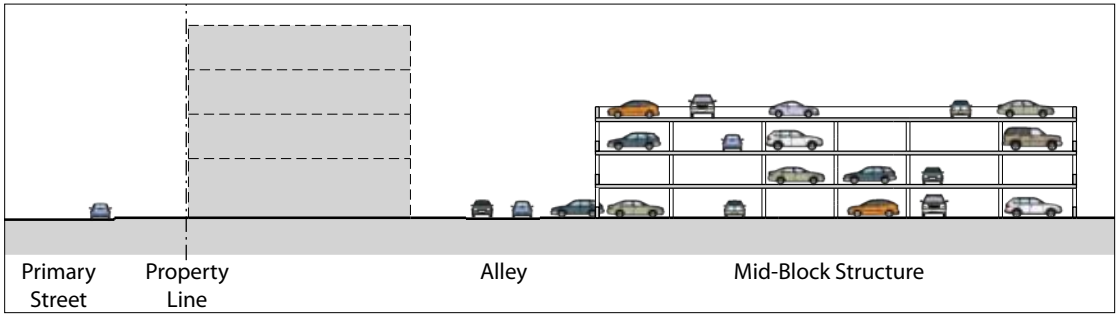
Shopfront & Awning frontages are created by inserting storefronts with large transparent windows into the ground floor facade of a building. The facade is aligned with the property line, although partially recessed storefronts, such as recessed entrances, are permitted. The building entrance is at sidewalk grade and provides direct access to a non-residential ground floor use. Shopfronts are composed of storefronts, entrances, awnings, signage, lighting, cornices, and other architectural elements - see Architectural Standards for further detail. Awnings may encroach into the public right-of-way. Awnings, sheds, signage or other sidewalk encroachments shall be at minimum eight feet above sidewalk grade. Landscaping is not required. Vines may be acceptable at the building facade and shall be planted on grade in vine pockets that may not encroach more than 18 inches into the public right-of-way.

GALLERY

The Gallery frontage is created by attaching a colonnade to a building façade built to the property line. Galleries typically contain ground-floor storefronts, making this frontage type ideal for retail use. Galleries may be two-story structures, providing a covered balcony for upper-story uses. The Gallery projects beyond the building façade into the public right-of-way and provides a covered or partially covered sidewalk alongside the façade. The Gallery frontage shall provide a minimum 8 feet clear space between the façade and the inside of the posts or columns, and a minimum clear height of 10 feet. The space between the face of the curb and the outside face of the posts or columns shall be between 24 and 30 inches to provide sufficient room for overhanging bumpers but to discourage walking along the outside of the Gallery. Vines may be acceptable at the gallery columns and shall be planted on grade in vine pockets located between the columns and the curb. Rectangular planter boxes or pots, depth no larger than 24 inches, may be placed in between gallery columns to provide enclosure for uses such as café seating, limited to one consecutive column space.







Downtown Core Parking Type Standards

The Parking Type Standards describe the off-street parking options allowed in the District and determine their basic design requirements. Additional requirements are set forth in the Subdistrict Standards above. The images are intended to illustrate typical conditions. The actual design and configuration of a parking facility may vary.

SURFACE LOT

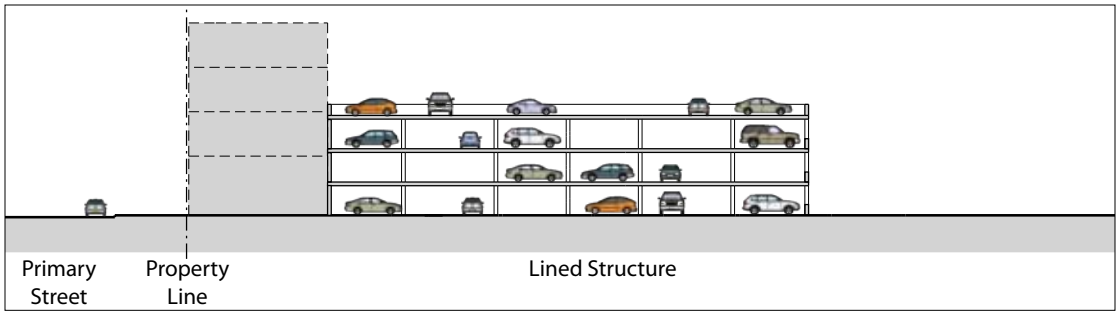
Surface lots provide uncovered, at-grade parking spaces. Surface lots shall be located behind the building and shall be accessed from an alley or a side street where no alley is present. Where a surface lot abuts a side street or alley, a landscape screen of at least 5 feet shall be located between the lot and the street or alley. In addition, one tree for every 8 parking spaces shall be provided within the surface lot.

TUCK-UNDER PARKING

Tuck-under parking provides covered and/or enclosed parking spaces located at the rear of a building. Access to tuck-under parking shall be provided by an alley or driveway. Tuck-under parking may be combined with other parking types and works particularly well on properties that slope away from the street right-of-way.

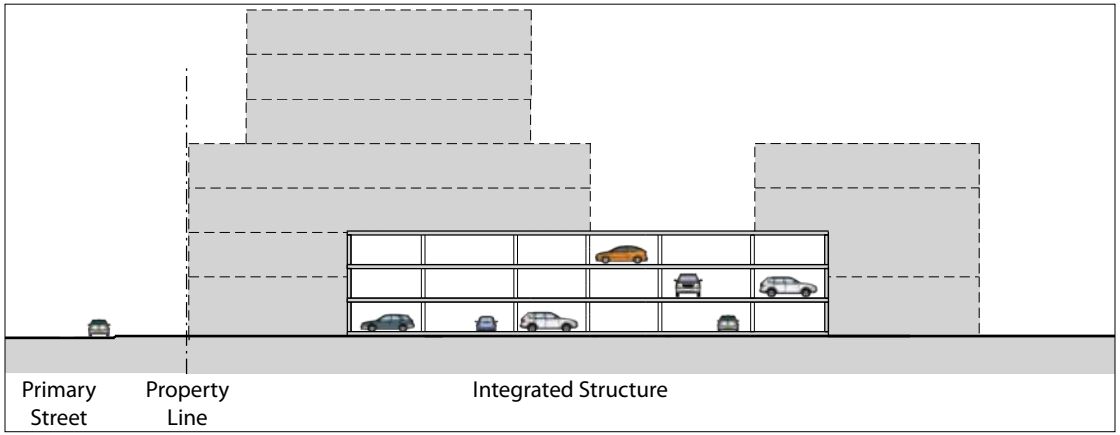
MID-BLOCK STRUCTURE

Mid-block structures are freestanding parking structures located in the center of a larger block. Access to mid-block structures shall be provided from a rear alley or a side street where no alley is present. Mid-block structures shall be set back from adjacent buildings by at least 40 feet to provide sufficient light and privacy for commercial or residential uses facing the block interior. This setback may accommodate an alley and/or rear yards.



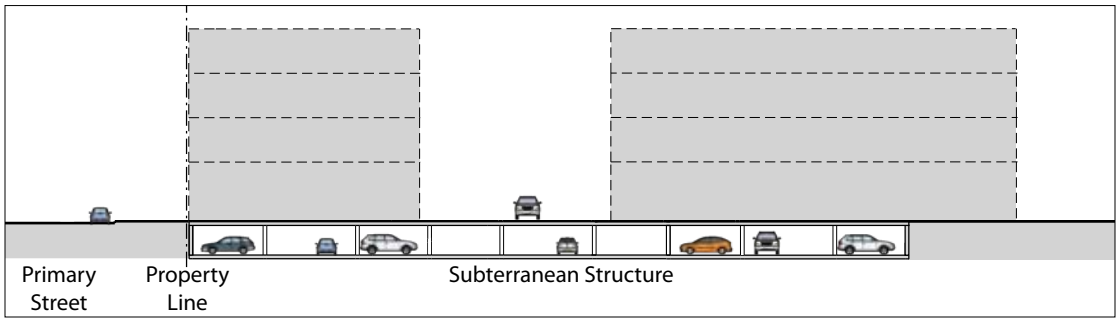
LINED STRUCTURE

Lined structures are parking structures located behind shallow Liner Buildings that are oriented solely toward the street. Lined structures may be directly attached to the liner building or detached by a minimal fire separation distance. Lined structures shall be limited in height to equal or less than the height of the liner building. Access to lined structures shall be provided from a rear alley or from a side street where no alley is present.



INTEGRATED STRUCTURE

Integrated structures are parking structures located within an occupied building. Integrated structures may be fully or partially integrated into the building. Access to an integrated structure shall be provided directly from a side street or an alley, where present.



SUBTERRANEAN STRUCTURE

Subterranean structures are parking structures located below grade. Access to a subterranean structure shall be provided by ramps accessible directly from a side street or an alley, where present. Subterranean structures may be combined with other above-ground parking types.

Downtown Core and Streetcar Corridor Architectural Standards

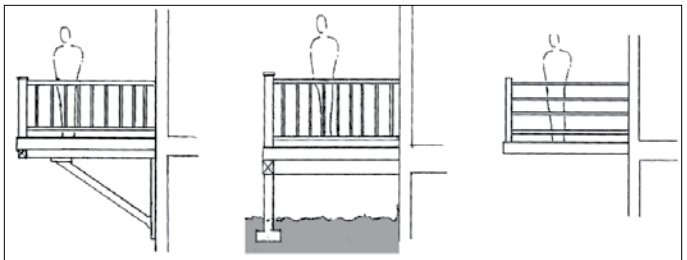
The following Architectural Standards are intended to provide direction for the design of buildings in the Downtown core/ Streetcar Corridor. The materials, methods, and forms herein are standard. All other materials, methods, and forms are prohibited.

A. Walls.

1. Building walls shall be clad in brick, concrete, concrete block, stucco, stone masonry, or metal. Building walls shall be trimmed in metal, stone, or cast stone.
2. Pedestal building walls above the fourth story may additionally be constructed as curtain walls and clad in glass and steel or aluminum. If deemed appropriate and approved by the Urban Design Review Board curtain wall construction may extend to the 4-story pedestal, however, all other requirements, including subsection D (Shopfronts) below, shall still apply.
3. Two or more wall materials may be combined on one facade only with one above the other - lighter materials above those more substantial (e.g. metal above stucco or masonry, or stucco above masonry.)
4. All building elements that project from the building wall by more than 36 inches, including but not limited to decks, balconies, stoop roofs and bays, shall be visibly supported by steel brackets, posts, or beams, or columns made of masonry or concrete. Exceptions may be granted by the Urban Design Review Board for cantilevered elements that are typical for a specific architectural style.
5. Exterior chimneys shall be finished in brick, stone, stucco, or metal.

B. Roofs.

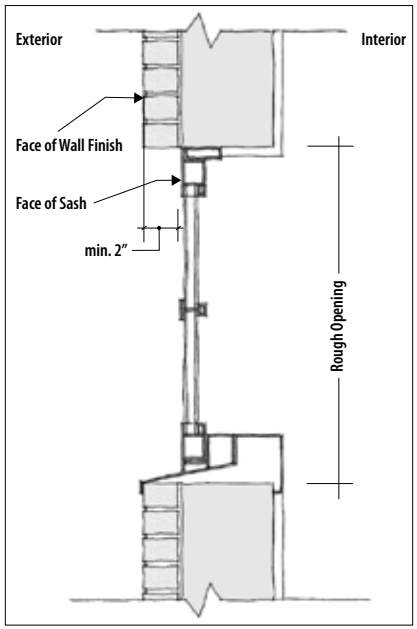
1. Roofs may be flat, gabled, hipped, or vaulted.
2. Parapet walls shall conceal flat or minimum slope roofs.
3. Pitched roofs shall be finished in narrow standing seam metal, corrugated metal, dimensional composite shingles, or concrete tile.
4. Secondary buildings may have shed (monopitch) roofs attached to the rear primary building wall.
5. Skylights shall be flat (non-bubble) and are not allowed in roofs visible from the public right-of-way.
6. Dormers shall be placed no closer than three feet to building sidewalls or another dormer.
7. Gutters and downspouts shall be made of galvanized steel, copper, or painted aluminum.



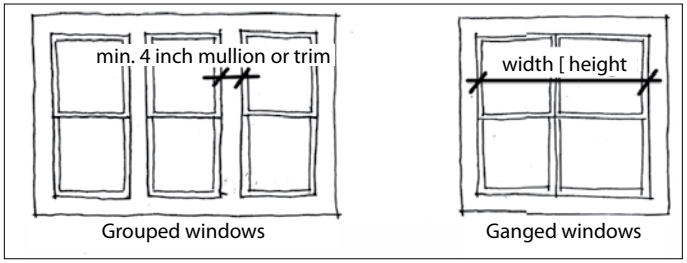
See A.4

C. Windows and Doors.

1. Glazing shall be clear glass with no more than ten percent daylight reduction (tinting). Glazing shall not be reflective (mirrored).
2. Windows and doors in curtain wall construction with glass and metal cladding shall be made of steel or aluminum. The requirements below (C.3 through C.8) shall be waived for glass/metal clad curtain walls.
3. Windows and doors shall be made of wood, vinyl-clad wood, fiberglass-clad wood, aluminum-clad wood, fiberglass or metal. Windows made of solid PVC shall be indistinguishable from wood windows in detailing and profile thickness when seen from the public realm.
4. Windows on facades shall be double or single hung, hinged casement, pivoted, projected, or fixed.
5. Window openings shall have vertical proportions, or may be square. Grouped windows shall be separated by mullions or trim boards a minimum of 4 inches (nominal) in width.
6. Total fenestration on facades shall be no more than 50 percent of the facade area, except for storefronts.
7. Windows shall be recessed no less than two inches from the building facade (see figure on the left).
8. Muntins shall be on the exterior of the windows.



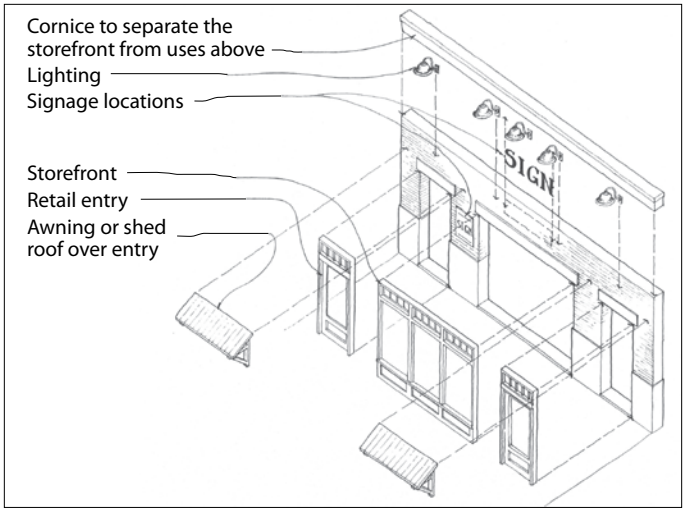
See C.5



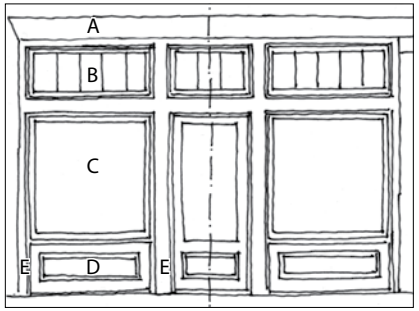
See C.3

D. Shopfronts

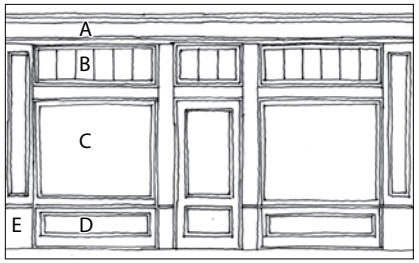
1. Shopfronts shall be composed of storefronts, entrances, awnings or sheds, signage, lighting, and cornices (see typical illustration below). All elements shall be coherent in style and detailing and complement the building's overall architectural style.
2. Storefront infill assemblies shall be made of painted or varnished wood, aluminum clad wood, or painted metal. Storefronts in curtain wall facades may additionally be made of painted or anodized aluminum, painted steel, or structural glass.
3. Shopfronts shall be at minimum 10 feet tall with a maximum 24-inch tall solid base of bulkhead.
4. At minimum 50 percent of the facade area between 2 and 10 feet shall consist of transparent fenestration, including glass doors. Glazing shall be clear glass with no more than ten percent daylight reduction (tinting). Glazing shall not be reflective (mirrored).



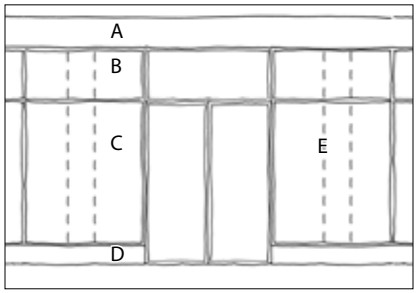
Shopfront assembly - see D.1



Masonry or stucco storefront - see D.6



Wood storefront - see D.7

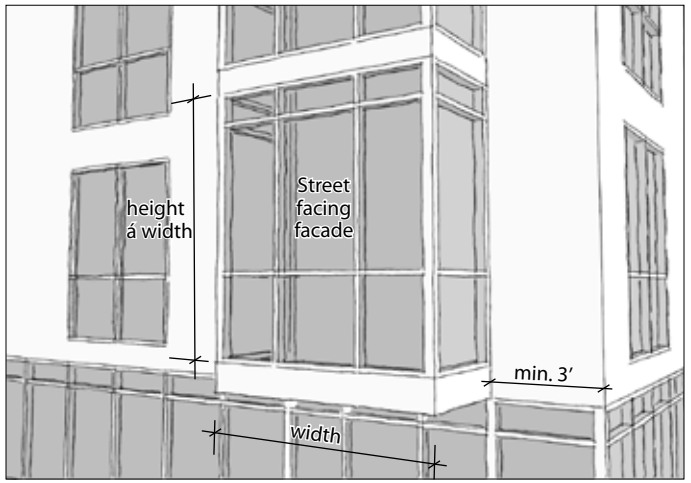


Steel/glass storefront - see D.8

5. A cornice or horizontal band shall be provided to differentiate the shopfront from upper stories.
6. Stucco or masonry storefronts shall be configured as follows (see illustration on the left):
   - A Header shall either be four or five brick courses high, and project out at least one inch from face of the building.
   - B Transoms windows shall be equally divided and consistent across the facade.
   - C Storefront windows shall be equal in size and recessed a minimum of two inches from stucco or masonry piers as adjacent materials.
   - D Base panels or bulkhead shall not exceed 24 inches in height.
   - E The brick mould shall be equal at the top and sides, with interior divisions of equal to or twice the size of the sides.
7. Wood storefronts shall be configured as follows (see illustration on the left):
   - A Entablature shall consist of architrave, frieze and cornice.
   - B Transoms windows shall be equally divided and consistent across the facade.
   - C Storefront windows shall be equal in size and recessed a minimum of two inches from wood piers as adjacent materials.
   - D Base panels or bulkhead shall not exceed 24 inches in height.
   - E Pier bases shall align with horizontal elements on the storefront, such as sills.
8. Steel/glass storefronts shall be configured as follows (see illustration on the left):
   - A Horizontal band shall consist of metal cladding or opaque glass and may contain signage.
   - B Transom windows may be configured as horizontal bands or be divided into smaller panes.
   - C Storefront windows shall be equal in size or configured in a discernible pattern.
   - D Concrete or masonry base shall not exceed 24 inches in height.
   - E Structural columns shall be located behind the curtain wall facade in a regular pattern.

F. Miscellaneous Building Elements.

1. Bay windows shall be made of materials identical to or compatible with the building's wall finish and windows.
2. Bay windows shall be a maximum of eight feet in width and shall have a height that is equal to or greater than its width. Bays shall be placed a minimum of three feet from any building corner or other bay. A bay's street facing facade shall consist of at least 50 percent transparent fenestration (see figure below).
3. All mechanical and electrical equipment - including, but not limited to, air-conditioning units, solar panels, antennas, and satellite dishes - shall be completely screened from public view.



See E.2

Awning sign - see F.7.a

Projecting sign - see F.7.b

Wall sign - see F.7.c

Window signs - see F.7.d

F. Signage

1. Colors on signs and structural members shall be harmonious with one another and relate to the dominant building colors.
2. Signs shall be constructed of durable materials and shall be permanently attached to the ground or building.
3. Signs shall not include reflective materials.
4. The dimensions of structural members shall be proportional to the sign panel size.
5. Each permanent sign shall be designed, constructed and installed by professionals whose principal business is the design, manufacture, or sale of signs, or who are otherwise capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability.
6. Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.
   a. External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.
   b. Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.
   c. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
   d. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
   e. For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.
7. The following sign types shall be permitted:
   a) Awning sign:
   Sign shall be fully contained within the awning valence. The sign size shall be limited to 2/3 of the valence height.
   b) Projecting or suspended sign:
   Sign shall be mounted perpendicular to the facade and project above the sidewalk. The sign size shall be limited to 6 square feet in area and 16 inches in height. A minimum clearance of 8 feet below the sign shall be provided.
   c) Wall sign:
   Sign shall be attached to the face of the facade. The sign area shall be limited to 1 square foot for each linear foot of shopfront. The sign height shall not exceed 2 feet.
   d) Window sign:
   Sign shall be affixed directly to the storefront window or door. The sign size shall be limited to 15 percent of the window area.

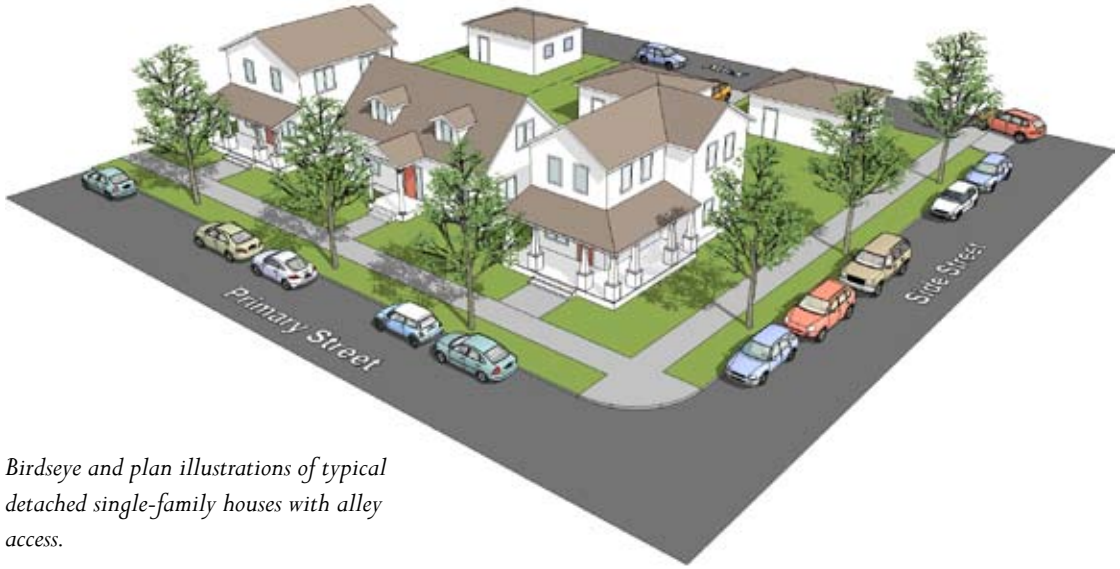
A.3 SINGLE-FAMILY RESIDENTIAL DESIGN STANDARDS

Purpose and Applicability

The following standards are intended to guide the development of detached single-family residential properties in the Downtown Master Plan area. Once adopted, the standards will apply to redevelopment sites, infill sites, and newly developed properties. Prior to adoption, these standards should be reviewed with downtown property owners, developers, designers, and the public to ensure they achieve the goals outlined in this document. These graphically-oriented, form-based standards include:

- Lot and Building Standards for Single-Family Lots with Alley Access.
- Lot and Building Standards for Single-Family Lots without Alley Access.
- Single-Family Frontage Type Standards.
- Single-Family Fence Standards.
- Single-Family Architectural Standards.

Lot and Building Standards for Single-Family Lots with Alley Access



Birdseye and plan illustrations of typical detached single-family houses with alley access.

A. Character Description. Houses are oriented to the primary street. Porches and stoops encroach into the front setback and provide the transition between the public and private realms. Garages are placed at the rear of the lots and are accessed from an alley. Private rear yards are provided between the primary building and the garage. A carriage unit may be provided above the garage.

B. Building Massing and Composition.

1. Buildings shall be composed of one, two, and/or three-story volumes.
2. Building facades shall have an identifiable base, middle and top.
3. Buildings on corner lots shall be designed with two facades of equal architectural expression.
4. Building elevations exceeding 25 feet in length shall be designed to provide at least one vertical break created through projecting or recessing wall surfaces, changes in the roofline, and/or placement of piers, pilasters or chimneys.

C. Frontage and Primary Pedestrian Access.

1. The main entrance to the primary building shall be located within the facade and shall be accessed from the primary street.
2. The transition from public to private, indoor to outdoor at the main entrance shall be created by an appropriate frontage type (see Frontage Type Standards below).
3. First floor living areas shall be oriented toward the front of the house rather than sleeping and service rooms.

D. Vehicle Access, Parking and Services.

1. Parking shall be accessed from an alley.
2. At least one required parking space shall be in a garage which may be attached to or detached from the primary building. Other required spaces may be covered or uncovered. Required parking spaces shall be located in compliance with the Garage Setbacks below.
3. Services, including all "dry" utility access, above-ground equipment, and trash containers, shall be located on and accessed from the alley.

E. Open Space and Landscaping.

1. At minimum 33 percent of the lot area shall remain pervious open space.
2. Front yard landscaping shall comply with the applicable Frontage Type requirements.
3. Rear yards shall not be less than 20 percent of the lot area and not less than 20 feet in width and depth.

F. Building Placement. Each proposed building shall comply with the following building placement requirements. Setbacks are to be measured from the applicable property line, as indicated on the diagrams below.

1. **Primary Building Setbacks.** Each primary building shall be located in compliance with the following setback requirements.
   - A Primary street setback: 15 ft. min.
   - B Side street setback: 12 ft. min.
   - C Side yard setback: 5 ft. min.
   - D Rear setback: 25 ft. min.

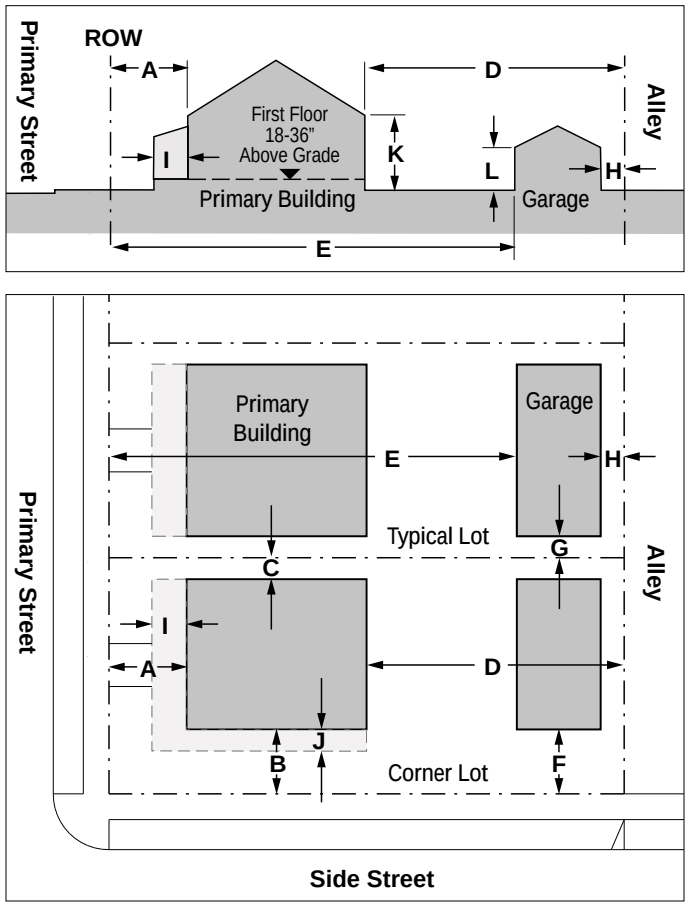
2. **Garage Setbacks.** Each garage or secondary building shall be located in compliance with the following setback requirements.
   - E Primary street setback: 50 ft. min.
   - F Side street setback: 15 ft. min.
   - G Side yard setback: 5 ft. min.
   - H Rear setback: 5 ft. min.

G. Building Profile. Each proposed building shall comply with the following building profile requirements, as indicated on the diagrams below.

1. **Encroachments.** The following building elements may encroach into required setbacks: porches, stoops, balconies, bay windows, chimneys, eaves and cantilevered rooms. Encroachments are limited as follows:
   - I Primary Street Setback Encroachments:
     10 ft. max. for stoops, porches and balconies;
     3 ft. max. for bay windows.
   - J Side Street Setback Encroachments:
     5 ft. max. for stoops, porches and balconies;
     3 ft. max. for bay windows.

   All Other Encroachments: 2 ft. max.

2. **Height limit.** The height of primary and secondary buildings shall not exceed the following limits. Heights shall be measured from average finished grade to the eave of the primary roof.
   - K Primary building eave height: 24 ft. max.
   - L Secondary building eave height: 18 ft. max.



Lot and Building Standards for Single-Family Lots without Alley Access

Birdseye and plan illustrations of typical detached single-family houses without alley access.

A. Character Description. Houses are oriented to the primary street. Porches and stoops encroach into the front setback and provide the transition between the public and private realms. Garages are placed near the rear of the lots and are accessed by narrow driveways from the street. Private rear yards are provided behind the primary building and beside the garage.

B. Building Massing and Composition.

1. Buildings shall be composed of one, two, and/or three-story volumes.
2. Building facades shall have an identifiable base, middle and top.
3. Buildings on corner lots shall be designed with two facades of equal architectural expression.
4. Building elevations exceeding 25 feet in length shall be designed to provide at least one vertical break created through projecting or recessing wall surfaces, changes in the roofline, and/or placement of piers, pilasters or chimneys.

C. Frontage and Primary Pedestrian Access.

1. The main entrance to the primary building shall be located within the facade and shall be accessed from the primary street.
2. The transition from public to private, indoor to outdoor at the main entrance shall be created by an appropriate frontage type (see Frontage Type Standards below).
3. First floor living areas shall be oriented toward the front of the house rather than sleeping and service rooms.

D. Vehicle Access, Parking and Services.

1. Parking shall be accessed by a driveway a maximum of ten feet wide along one side of the primary building. On corner lots, the driveway shall be accessed from the side street at the rear of the lot and shall be a maximum of 18 feet wide.
2. At least one required parking space shall be in a garage which may be attached to or detached from the primary building. Other required spaces may be covered or uncovered. Required parking spaces shall be located in compliance with the Garage Setbacks below.
3. Services, including all "dry" utility access, above-ground equipment, and trash containers, shall be located at minimum ten feet behind a street-facing building wall and shall be screened with permanent landscaping, a landscape wall, or fence.

E. Open Space and Landscaping.

1. At minimum 33 percent of the lot area shall remain pervious open space.
2. Front yard landscaping shall comply with the applicable Frontage Type requirements.
3. Rear yards shall not be less than 20 percent of the lot area and not less than 20 feet in width and depth.

F. Building Placement. Each proposed building shall comply with the following building placement requirements. Setbacks are to be measured from the applicable property line, as indicated on the diagrams below.

1. **Primary Building Setbacks.** Each primary building shall be located in compliance with the following setback requirements.
   - A Primary street setback: 15 ft. min.
   - B Side street setback: 12 ft. min.
   - C Side yard setback: 5 ft. min.
   - D Rear setback: 25 ft. min.

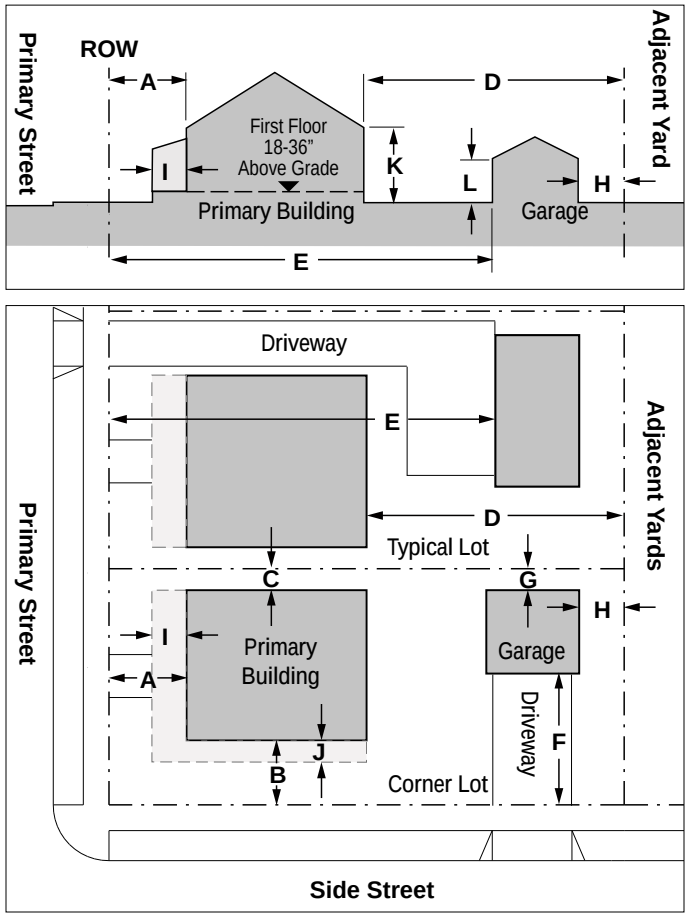
2. **Garage Setbacks.** Each garage or secondary building shall be located in compliance with the following setback requirements.
   - E Primary street setback: 40 ft. min.
   - F Side street setback: 20 ft. min.
   - G Side yard setback: 5 ft. min.
   - H Rear setback: 10 ft. min.

G. Building Profile. Each proposed building shall comply with the following building profile requirements, as indicated on the diagrams below.

1. **Encroachments.** The following building elements may encroach into required setbacks: porches, stoops, balconies, bay windows, chimneys, eaves and cantilevered rooms. Encroachments are limited as follows:
   - I Primary Street Setback Encroachments:
     10 ft. max. for stoops, porches and balconies;
     3 ft. max. for bay windows.
   - J Side Street Setback Encroachments:
     5 ft. max. for stoops, porches and balconies;
     3 ft. max. for bay windows.

   All Other Encroachments: 2 ft. max.

2. **Height limit.** The height of primary and secondary buildings shall not exceed the following limits. Heights shall be measured from average finished grade to the eave of the primary roof.
   - K Primary building eave height: 24 ft. max.
   - L Secondary building eave height: 18 ft. max.



Single-Family Frontage Type Standards

The Frontage Type Standards describe the design characteristics and parameter of each of the Frontage Types appropriate for single-family properties. A building's frontage defines the transition between the inside and the outside, the private and public realms. The images below are intended to illustrate typical conditions. The actual design and configuration of a building's frontage may vary depending on the building's architecture and floor plan.

COMMON YARD

The Common Yard frontage is created by substantially setting back the building facade from the property line. Common Yards remain unfenced and are visually continuous with adjacent yards, supporting a common landscape. Where employed this frontage type should be used on both sides of the street and for the entire length of the block. Porches or stoops that provide access to the buildings may encroach into the setback.

Landscaping shall not be used to visually separate lots and is limited to lawn, grasses, low shrubs and ground covers, and low hedges. Shrubs and hedges within the front setback zone shall be limited to 36 inches at maturity. Small accent or fruit trees are permitted within the front yard setback, provided the canopies are sufficiently transparent and do not block views of the building facade. Planting of trees in a row at the property line creating a visual boundary is not permitted.

PORCH & FENCE

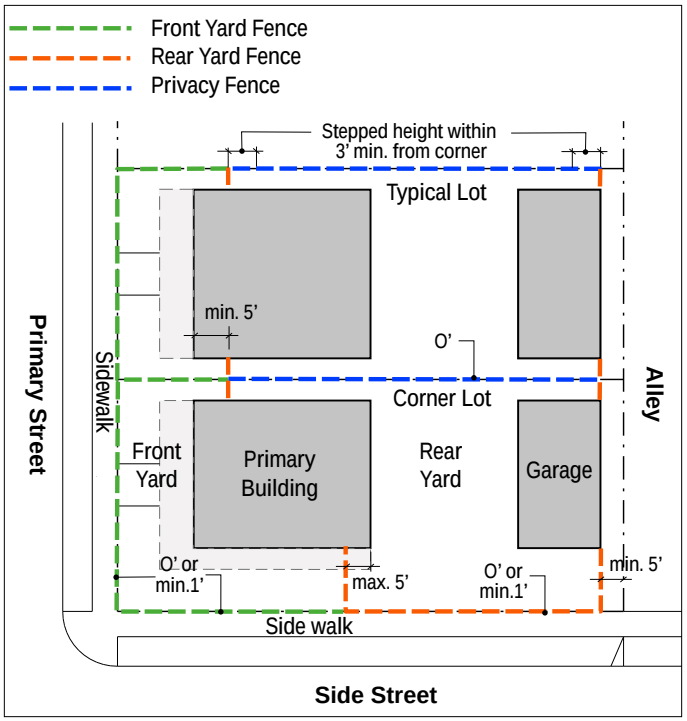
The Porch & Fence frontage consists of a porch that encroaches into the front setback, and an optional fence that delineates the property line. Fences are only permitted if there is at least a six foot yard space between the property line and the face of the porch. Porches shall be at minimum seven feet deep to provide usable space, and shall occupy at least 50 percent of the facade width, unless narrower porches are conventional for the building's architectural style. Porches shall be raised above grade a minimum of 18 inches and a maximum of 36 inches. Fences enclosing the front yard shall comply with the Fence Standards below. Front yard landscaping may include any combination of trees, shrubs, hedges, grasses and/or lawn. If used, tall shrubs and hedges exceeding 42 inches at maturity shall be planted next to the building facade and shall be sufficiently transparent not to block views of the building facade.

DOORYARD

Dooryards are elevated gardens or terraces located between the property line and the building facade. Buildings are accessed directly from the Dooryards. Dooryards are enclosed by low garden walls at or near the property line, with a few steps leading from the sidewalk to the elevated yard. Garden walls enclosing the Dooryard shall not exceed 42 inches in height, unless necessary for structural reasons. Garden walls may be constructed of stucco, brick, or stone; a transparent metal railing may be affixed atop a garden wall if additional height is necessary for safety. Landscaping may include any combination of grasses, vines, shrubs and trees in planters, pots or planted directly in the ground. Plants exceeding 42 inches in height shall be sufficiently transparent not to block views of the building facade.

Single-Family Fence Standards

The Fence Standards provide direction for the location of a fence or garden wall on a lot, its height, and its basic design features. The figure below identifies three types of fences, distinguished by the space they enclose and their context. The dimensions indicate required setback distances. Examples of these fence types are shown on the opposite page.



A. Front Yard Fence. All fences identified as Front Yard Fences shall comply with the following standards. Front Yard Fences are optional. Garden walls and fence/garden wall combinations may be permitted, provided that the solid wall portion does not exceed 24 inches in height.

Street Setback: 0 ft; or 1 ft. min. to provide for landscape strip outside the fence line.

Height: 42 in. max.

Design Characteristics: High quality design compatible with the architecture of the primary building. Fences shall be semi-transparent and not obstruct views of the building facade.

B. Rear Yard Fence. All fences identified as Rear Yard Fences shall comply with the following standards. Rear Yard Fences include all fences that are visible from the public realm, except for Front Yard Fences.

Side Street Setback: 0 ft; or 1 ft. min. to provide for landscape strip outside the fence line.

Alley Setback: 5 ft. min. from alley right-of-way; additional 3 ft. min. clearance between fence and utility entrances and meters to allow unobstructed access from the alley.

Facade Setback: 5 ft. min. behind the street facing primary building facade.

Height: 72 in. max.; optional horizontal trellis top may extend to 96 in.

Design Characteristics: High quality design compatible with the architecture of the primary building. Fences may be solid up to 48 in. in height; the top 24 in. shall be semi-transparent with 50% max. opacity. The fence posts may exceed the maximum fence height by up to 24 in. to accommodate an optional pergola, which shall be limited to 20 in. in width centered on the fence.

C. Privacy Fence. All fences identified as Privacy Fences shall comply with the following standards. Privacy Fences include all fences that are not visible from the public realm and intended to provide privacy for rear yards.

Lot Line Setback: 0 ft.

Facade Setback: 5 ft. min. behind the street facing primary building facade.

Height: 60 in. min, 84 in. max. typical; within 3 ft. of intersection with front or rear yard fence privacy fence height to match adjoining fence.

Design Characteristics: Basic quality. Fences shall be solid up to 48 in. in height and may be solid or semi-transparent above 48 in.

Example of a typical RearYard Fence.

Example of an elaborate RearYard Fence with Pergola.

Example of a typical FrontYard Fence.

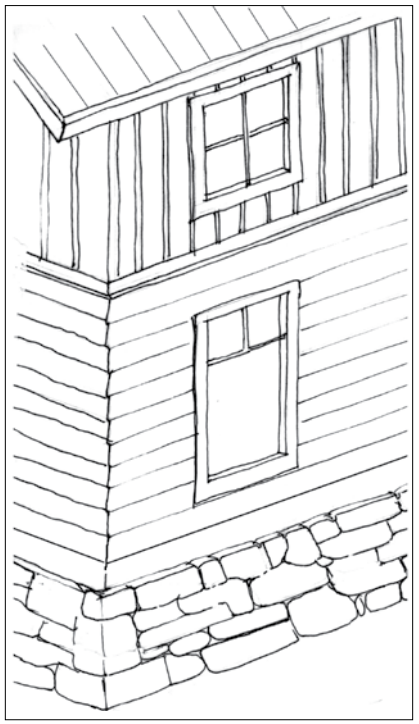
Example of a typical Privacy Fence.

Single-Family Architectural Standards

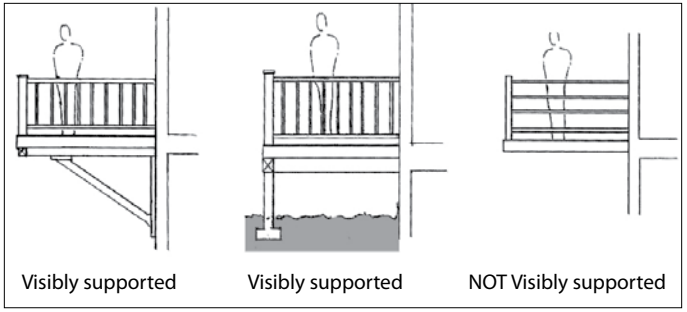
The following Architectural Standards are intended to provide direction for the design of detached single-family buildings. The materials, methods, and forms herein are standard. All other materials, methods, and forms are prohibited.

A. Walls.

1. Building walls shall be clad in wood clapboard, wood shingle, wood drop siding, wood board and batten, cementitious siding simulating permitted wood materials, stucco, brick or stone.
2. Building walls shall be trimmed in wood, stone, or cast stone.
3. Two or more wall materials may be combined on one facade only with one above the other - lighter materials above those more substantial (e.g. wood above stucco or masonry, or stucco above masonry.) See figure on the left.
4. All building elements that project from the building wall by more than 16 inches, including but not limited to decks, balconies, porch roofs and bays, shall be visibly supported by brackets, posts, or beams that are sized at minimum six inches in nominal width or diameter (see figure below).
5. Exterior chimneys shall be finished in brick, stone, or stucco.



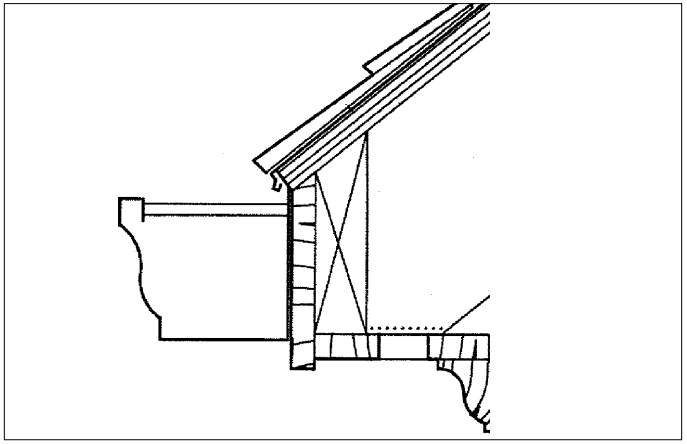
See A.3



See A.4

B. Roofs.

1. Roofs of buildings primarily clad in wood or wood-simulating cementitious siding shall be finished with dimensional composition shingles.
2. Roofs of buildings primarily clad in stucco, brick or stone shall be finished with clay tile, concrete tile faithfully simulating clay tile, slate, or dimensional composite shingles simulating slate roofing.
3. Building roofs shall be gabled or hipped.
4. Shed (monopitch) roofs shall only be attached to the principal building walls, with a minimum slope of two in twelve.
5. Skylights shall be flat (non-bubble) and are not allowed in roofs visible from the public right-of-way.
6. Dormers shall be placed no closer than three feet to building sidewalls or another dormer.
7. Gutters shall be half-round or ogee (see figure below).
8. Gutters and downspouts shall be made of galvanized steel, copper, or painted aluminum.



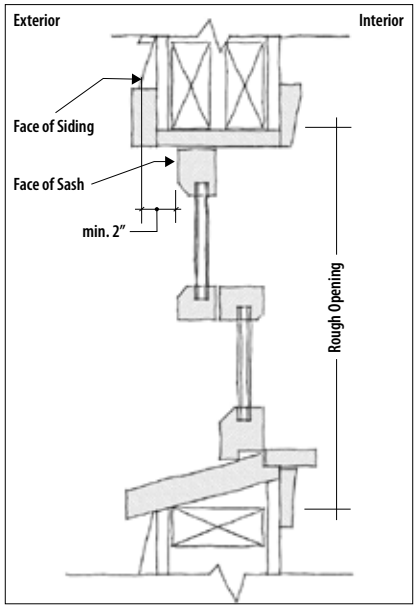
See B.7

C. Windows and Doors.

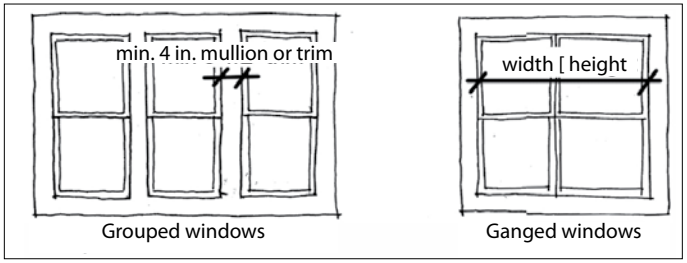
1. Windows and doors shall be made of wood, vinyl-clad wood, fiberglass-clad wood, aluminum-clad wood, fiberglass or metal as appropriate for the specific architectural style. Additionally, windows made of solid PVC may be permitted if they resemble wood windows in detailing and profile thickness and are indistinguishable when seen from the public realm.
2. Windows on facades shall be double hung, single hung, or hinged casement. On side or rear elevations not facing a public right-of-way, windows may be horizontal sliders to be located at least six feet from the facade. Horizontal sliders are not allowed on the side facades of corner buildings.
3. Window openings shall have vertical proportions, or may be square (see figure below).
4. Total fenestration for facades shall be no more than 33 percent of the facade area.
5. Windows shall be recessed no less than two inches from the building facade (see figure on the left).
6. Glazing shall be clear glass with no more than ten percent daylight reduction (tinting). Glazing shall not be reflective (mirrored).
7. Muntins shall be on the exterior of the windows.
8. Windows may have shutters sized to match their openings and planter boxes supported by visible brackets.
9. Garage doors shall have a maximum width of 16 feet.

D. Miscellaneous Building Elements.

1. Bay windows shall be made of materials identical to or compatible with the building's wall finish and windows.
2. Bay windows shall be a maximum of eight feet in width and shall have a height that is equal to or greater than its width. Bays shall be placed a minimum of three feet from any building corner or other bay. A bay's street facing facade shall consist of at least 50 percent transparent fenestration (see figure below).
3. All mechanical and electrical equipment - including, but not limited to, air-conditioning units, solar panels, antennas, and satellite dishes - shall be completely screened from public view.



See C.5



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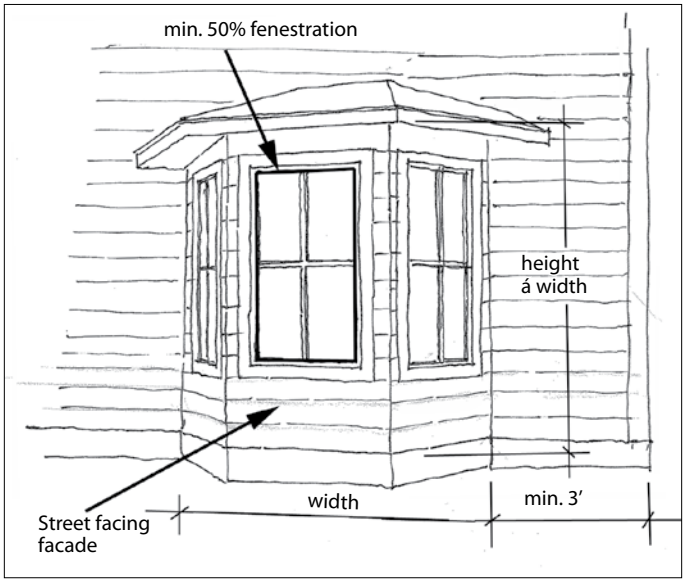
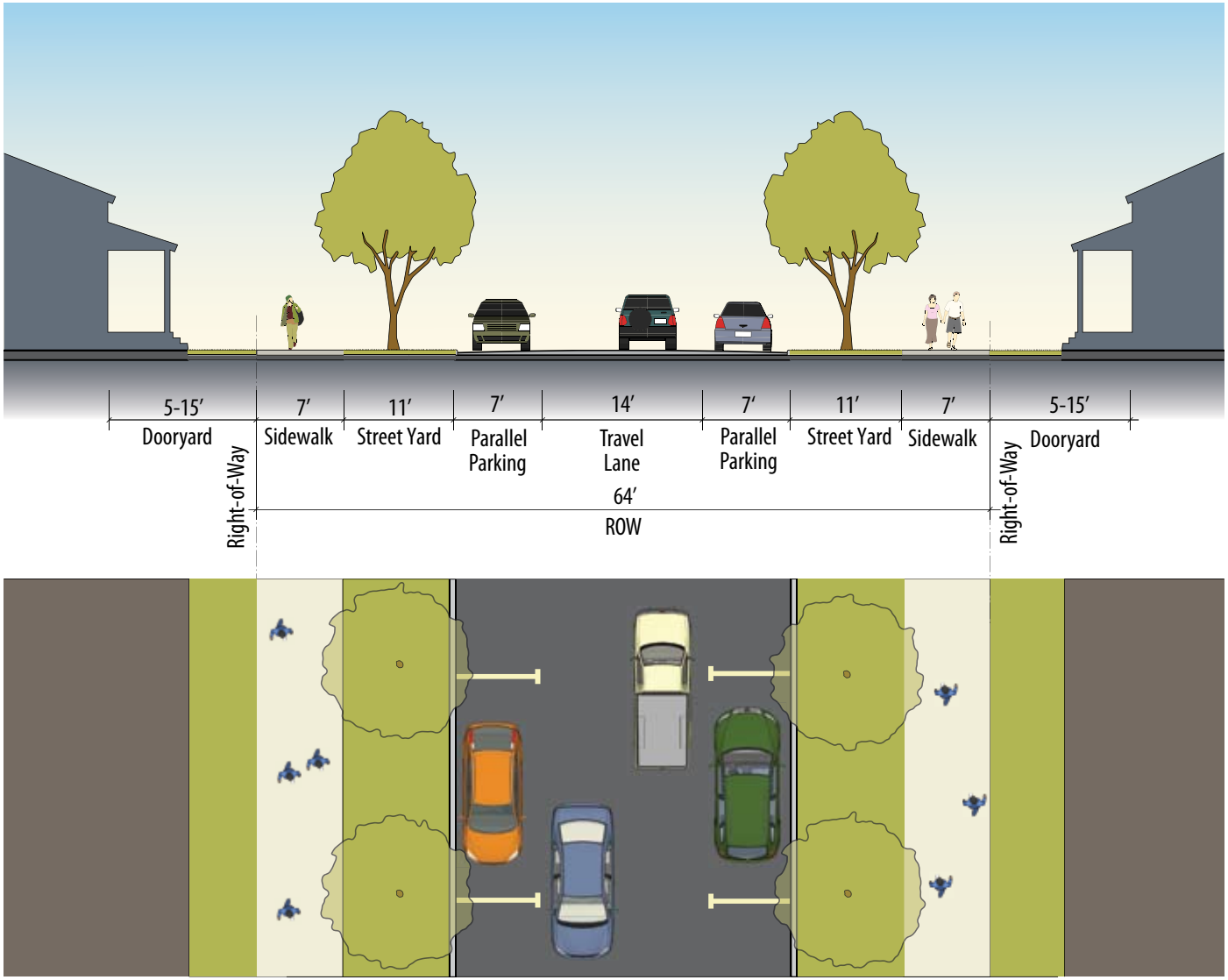
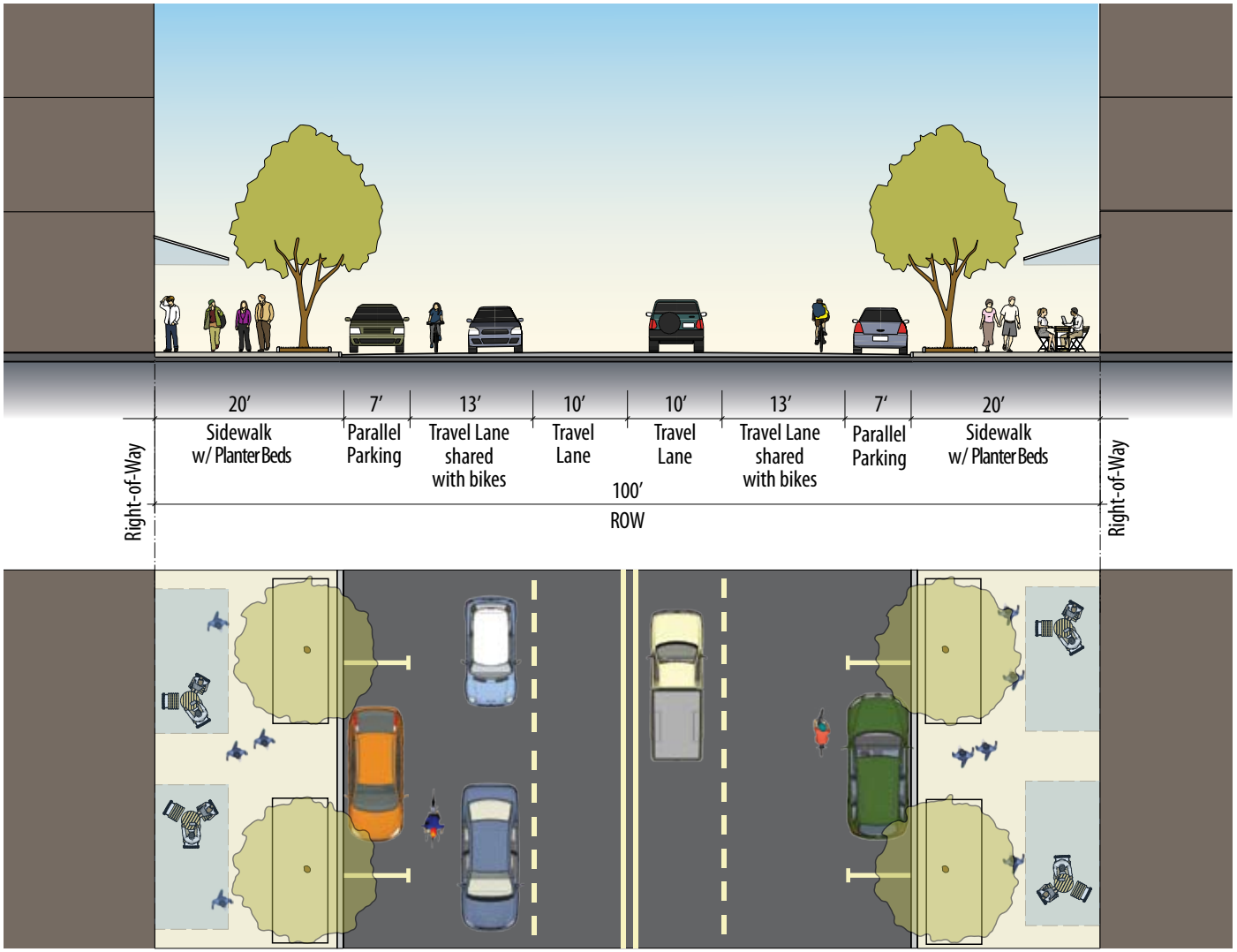


See D.2

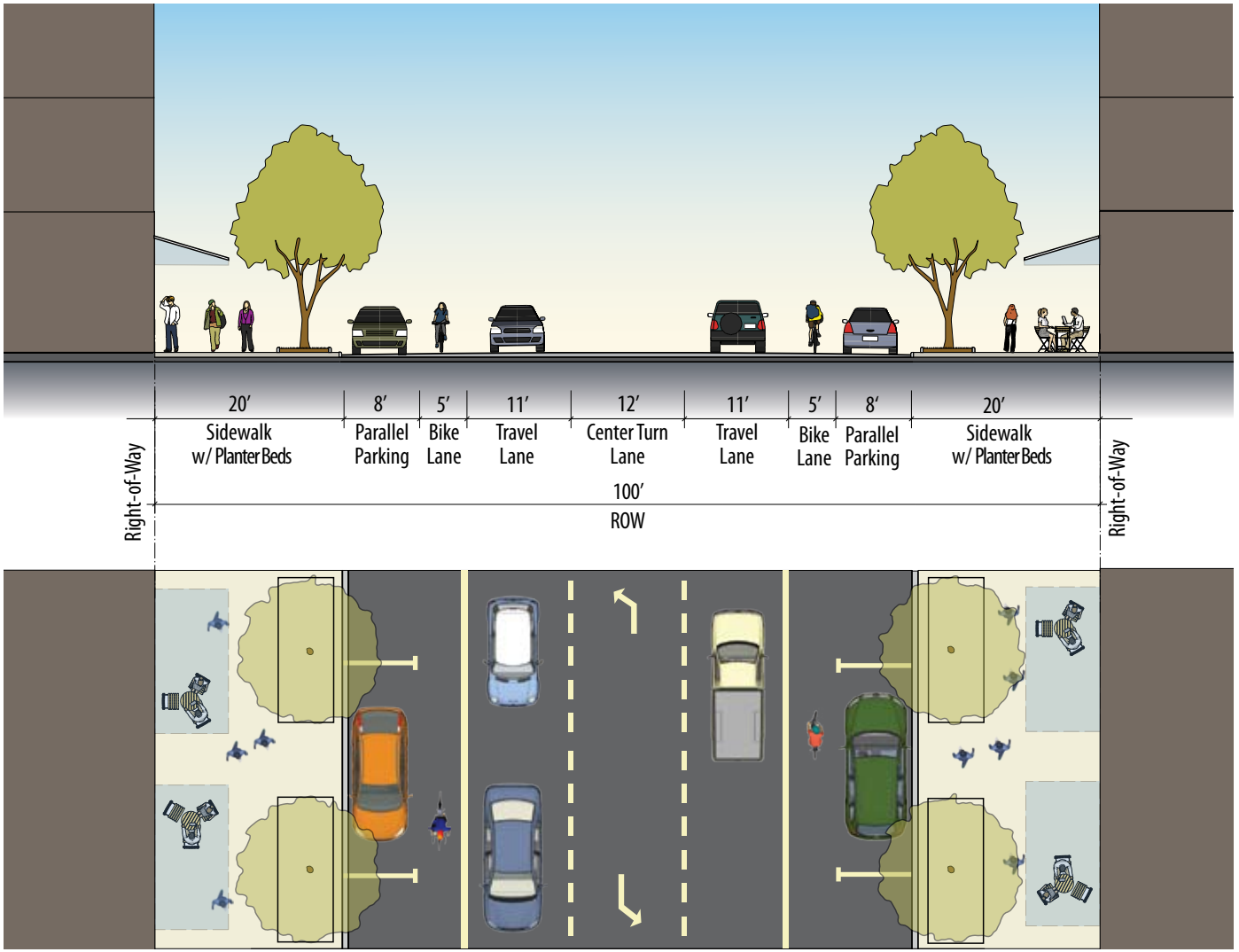
APPENDIX B - STREET SECTIONS



64' Residential ROW



100' ROW 4-lane street



100' ROW Complete Street

APPENDIX C - VISIONING PROCESS

C.1 RESULTS FROM SPECIFIC INTERVIEWS

SPECIFIC INTERVIEW QUESTIONS – STEERING COMMITTEE AND ADVISORY GROUP

Steering Committee and Advisory Group members represented city government, downtown businesses, cultural institutions, community organizations, and residents. Interview participants were asked to speak of behalf of their respective constituencies. A compilation of responses follows. The number in parentheses reflects the number of times each response was mentioned.

1. What are your general impressions of Downtown Omaha/ NoDo?

- Not cohesive design, pockets of successful projects, need more connections (8)
- How do we get past the parking issue (4)
- Perception of downtown as 'dangerous' needs to be changed (4)
- Opportunity of NoDo development (4)
- More street level activity to support an 18-24 hr downtown (3)
- More retail and not just in the Old Market (2)
- 16th Street needs to be redeveloped/remarketed (2)
- The stadium has brought about a problem with public involvement and lack of joint effort with the public (2)
- Need to create public ownership/interest in downtown '"this is my downtown" (2)
- Area around Creighton Soccer stadium has large redevelopment potential (2)
- Entrance from airport is nice but is a work in progress (2)
- There is a positive trend towards more pedestrian-friendliness
- There is a historical importance to downtown
- Think about what will happen around the stadium
- Potential of downtown is under-utilized
- Transportation is a huge issue
- People don't want to go west of Gene Leahy Mall
- There isn't a lot of activity for children beyond Durham, Children's Museum, and ConAgra Park
- Congestion perception vs. reality (only have it after events)
- Low population, low density, concentrate development in tight space
- One-way street is not conducive to street activity
- Downtown core is lively
- Riverfront area is still separate from downtown
- Downtown employees are an untapped opportunity (not giving them a reason to stay)
- Gene Leahy Mall and Library are challenges- need to strive for high-quality civic investments
- Quality of what is affordable here is much higher
- Might be difficult to bring retail down even with incentives

- We have a perfect balance of public/private partnerships, city can't do it all by themselves, may need new incentives

2. What do you feel are the problems and issues facing downtown?

- Surface Parking, takes away from the pedestrian experience (4)
- Homeless and panhandling – some planning for additional services and day-shelter (4)
- 16th Street- too narrow, not using potential (4)
- One-way streets are a big issue that affects business success, confusion (4)
- City maintenance is poor (sidewalks) (3)
- Need a transportation center downtown, not 16th Street for buses only (3)
- Affordable housing- lack of for younger generation and downtown (3)
- Gene Leahy Mall is beautiful, but not usable (2)
- Entrances to downtown are not inviting (Leavenworth) (2)
- Negative perception of downtown- safety, dangerous (2)
- Subway/streetcar would be valuable
- Mass transit issue
- OHA is a problem for the neighborhood
- Gene Leahy Mall- not well designed
- Streets are too wide
- Parking enforcement is a disincentive
- Re-routing truck traffic
- Land costs in NoDo have made development difficult
- Greyhound Station contributes to 16th Street negative perception (in the wrong place)
- Lack of retail
- CWS stadium and the lack of community involvement (city acting on its own)
- No connection between projects
- How to we get something big downtown, something that has 'teeth'
- The city and county made mistakes encouraging development out west
- People don't come downtown to shop, only come for an event
- We need to provide numerous life-style opportunities
- Omaha marathon and Corporate are not utilized
- Need to create more internal green space that is accessible
- Improved bike/walking trails
- Free bikes and more places to park them
- Farmers market during week
- Change the name of NoDo
- Development potential between Creighton and downtown
- Not enough modern compact development
- Transit and streetcar will make parking issues worse
- Need to do a better job of separating people who want to come through downtown to those who want to come downtown
- Needs to be a connection between attractions and nodes
- Parking garages close too early
- Rental tenants have a hard time finding parking spaces to lease
- Parking impacts development of older buildings, co-op parking
- Too many streets? Possibly turn them into pedestrian streets
- Potential development north of Cuming
- Signage is not good
- Lighting is a problem
- Maintenance of the brick streets in the Old Market
- Difficulty selling the downtown experience
- Make 16th Street the gateway to downtown (open it up under Double Tree)

- Taking the bus should be easier
- Density is not there to support transit
- Downtown marketing (people don't know what's downtown)

3. What specific uses, features, items, etc. are necessary for a successful downtown?

- Meeting places, gathering spaces, green spaces (3)
- GenerationY wants unique projects, serve their appeal (2)
- Public art, being used as a catalyst (2)
- More density- can better support transit (2)
- Downtown needs to exercise, watch its diet, get more sleep
- Basic amenities
- Basic issues- maintenance, littering
- Do we all need the one-way streets
- Public sector is not doing a good job
- Make something unique downtown to give someone out west a reason to come downtown
- Opportunities to provide great urbanity, street-level activity
- Control of skyline (right building/development in the right place)
- Free enterprise and economic development
- Clean/maintenance
- Architectural quality (size, look, siting)
- Mixed-use buildings, restaurants for activity
- Historic preservation, renovation, and reuse
- Infrastructure for connectivity
- Public improvement to make downtown appealing again
- Intimate neighborhood restaurants

4. What specific uses, features, items, etc. are currently missing from Downtown Omaha?

- Service retail – grocery store, drug store, gas station, etc. (10)
- Major tourist attraction – baseball museum, amusement park, casino (6)
- Usable green space especially for kids and dogs (6)
- Programming – daily farmers markets, historical tours, riverfront events (5)
- Encouraging a diverse income levels and ages/stages of life (5)
- Established planning framework organize/structure downtown; targeted residential and business nodes (5)
- Affordable housing for students and those just out of college (4)
- Parking solution – longer meter hours, liner buildings, free parking, shuttles (4)
- Improved connections between downtown districts and adjacent neighborhoods (4)
- Multi-screen movie theater (3)
- Improved bicycle/pedestrian trail connections (3)
- Cultural arts center (3)
- Free bikes and pedi-cabs (2)
- Upkeep and maintenance (2)
- Homeless service provision (2)
- Downtown schools (2)
- Streetcar or other transportation to connect attractions (3)
- Activity focused retail or vendors (2)
- Way-finding
- Functionality
- Recycling centers – minicenters, smaller, more appropriate for an urban location, like in the moat of the library, fire station
- University with an urban campus - brings different people, at different times. Need a college/campus atmosphere.
- Additional streets with two-way traffic rather than one-way.

One-way hurts business. Slower traffic encourages people to stop at businesses.
- Preservation and re-use of important buildings.
- Transit center under the interstate for streetcar co-location
- Full service hotel – four star
- Boating on the river – big boats

5. What is your most important priority, goal, use, etc. for Downtown Omaha?
- Perceived as clean and safe (4)
- Activity (4)
- Accessibility and connectivity (3)
- Create neighborhoods (3)
- Strong leadership and community buy-in (3)
- Create a destination (2)
- Parking for West Omaha people – easy parking, cheap/free parking, location, education. We have not come up with a good way to address.
- Organic, sustainable built environment that creates private investment for small and medium sized businesses
- Employment
- Affordability

6. Are there any specific uses, features, items, etc. that would not be appropriate for Downtown Omaha?
- Adult entertainment (4)
- Big box store (4)
- Anything the physically or psychologically discourages active uses (4)
- More buildings like Energy Systems (2)
- Power and Light type district (2)
- In house lunch facilities.
- More class B and C office space
- We have enough institutions and museums.
- Water Parks
- Casino/gambling
- Too many design standards
- Rent-A-Center
- Cash Advance
- Liquor stores
- Greyhound Station - Moving bus station to 42nd and I-80 would do a lot for downtown.
- Jail is downtown. That space could have been a major retail development
- Large signage, digital billboards. If done right and in the right place there is the potential for the liveliness of an entertainment district, but done well and controlled, not proliferated throughout. (Plans for 10th and Capitol) Specialized sign control. It's only neat when you're in Vegas.
- Additional public housing. There are ten low -income housing downtown. There should not be any more.
- More surface parking

7. Are there other references (projects, districts, uses) that you have seen in other Cities that you think would be relevant for Downtown Omaha?
- Kansas City – Power and Light and Country Club Plaza (5)
- Chicago – Urban design standards, Millennium Park, Michigan Avenue (4)
- Portland, OR – Mix of residential price ranges (3)
- Twin Cities – downtown activities, Nicollette Mall (3)
- San Francisco - Arts Academy, Union Square (2)
- Oklahoma City - Brickyard/Riverwalk (2)
- Mutual of Omaha Centennial Celebration – all arts organizations opening for free on Friday night. Closing off streets for activities. Trolley rides. Open until 11 in July.

Tying together the artistic things that are already here. There is competition, why create more if not needed? What do you do afterwards?
- Downtown Atlanta – similarities, what are they doing right?
- Cincinnati
- Covington
- Portland, Maine
- Be careful looking at other cities, it hasn't worked in the past.
- Austin, TX – South Congress funky restaurants, high end restaurants; Heavy industrial area for north of NoDo all the way to Locust
- Cultural trail in Indianapolis
- Seattle
- Milwaukee
- Bryant Park in NYC
- San Antonio Riverwalk

8. Is there anyone who is critical to the success of this effort who should be involved?
- Young Professionals' Council, Gen Y (2)
- DOI, BID, Old Market Business Association working together, focusing
- How do you get the general person to care about this? People care, but aren't involved. They don't believe in the system.
- Kaneko
- Bemis
- Erin Porterfield, Continuum of Care for the Homeless
- Ashton Wholesale Building
- Hot Shops, Creative Institute
- Churches – Nancy Nichols at Episcopal Church
- Campfire
- Lasting Hope Recovery
- Historical social groups – Sons of Italy
- Industrial /light industrial users
- Ownership with the residential population to recruit residential population to the northwest of downtown. The North Omaha Development project has stakeholders in the community and potential to growth because of proximity to downtown. The fear of gentrification can be overcome if you sell it as proximity to downtown. You have communities to the north and west to be built into the process. Need to consider the expanded area.
- Traffic, Public Works
- Environmental/sustainability interests
- Additional web presence

C.2 RESULTS FROM AFTERNOON STAKEHOLDER VISIONING

SWOT Analysis
Steering Committee/Advisory Group Visioning Workshop (February 17, 2009)
Top Vote Receivers in Each Category

STRENGTHS
- Old Market (15)
- Arts (14)
- Corporate headquarters (12)
- Available development sites (10)
- Airport proximity (9)
- Demonstrated public-private partnerships (9)
- River (8)
- Entertainment (5)
- Committed philanthropists (2)

- New residential (2)
- Pedestrian bridge (1)
- Generational commitment (1)
- Quality of existing assets (1)
- Easy accessibility (0)

WEAKNESSES

- Leahy Mall- condition and configuration (15)
- One-way streets (13)
- Too much surface parking and too much concrete (13)
- Limited retail (9)
- 16th Street (7)
- Disconnected (7)
- Lack of usable parks (6)
- Lack of public transportation (6)
- Lack of ambience and identity (4)
- No strategy for residential development (3)
- Lack of a plan to address homelessness (2)
- Lack of population density (1)
- Negative perception (1)
- Inconsistent maintenance (0)
- Blank street walls (0)
- Safety concerns (0)
- No organized advocacy for codes and enforcement (0)
- No niche neighborhoods with services (0)
- Lack of bikeability (0)

OPPORTUNITIES

- Create organized public transit center (11)
- 55,000 employees (11)
- Riverfront- Navy Pier, Ferris Wheel (11)
- Socio-economic diversity (9)
- Market the downtown (7)
- Creighton (7)
- Untapped creative base (6)
- Build off the new ballpark (5)
- Green space – active/public/retail (5)
- Public-private partnerships (4)
- Public art (4)
- Kaneko (4)
- Green building/progressive architecture (2)
- Open land and patient landowners (1)
- Existing success to build on (1)
- Pedestrian bridge as a destination (1)
- Mass transit (1)
- Residents (0)

THREATS

- Aging infrastructure (12)
- Too much surface parking (12)
- Lack of collaboration (11)
- Loss of corporate anchors (9)
- Competition with other metro markets (9)
- Lack of technology czar and plan (7)
- Cash strapped city unable to invest (5)
- Stalled redevelopment (5)
- Perceived lack of public safety (5)
- Competition from development outside downtown (4)
- Transition of philanthropic leadership (3)
- Undeveloped North Omaha (3)
- 24th and St. Mary's Crime (2)
- Vanilla reputation (1)
- Economy (0)
- Truck traffic (0)
- Loss of uniqueness (0)
- SWOT Analysis

- Public Visioning Workshop (February 18, 2009)
- Top Vote Receivers in Each Category

SWOT Analysis
Public Visioning Workshop (February 18, 2009)
Top Vote Receivers in Each Category

STRENGTHS

- Arts and Entertainment (55)
- Old Market (47)
- Healthy Local Arts Scene (37)
- Riverfront (30)
- Local Businesses (29)
- Historic Buildings (27)
- Potential space and room to grow (17)
- Close Airport (15)
- Walkability (13)
- Authentic local restaurants (10)
- Pedestrian Bridge (9)
- Mixed Use (9)
- Events (9)
- No big box retail (7)
- Diversity (6)
- Affordable (5)
- Great people (4)
- Amtrak Station (4)
- Green space (2)
- Residential base (0)

WEAKNESSES

- Lack of public transit (58)
- Not 18 or 24 hour city (43)
- Not bike friendly (36)
- An empty ballpark with no retail (25)
- Retail to support residential (24)
- No skate parks (16)
- Homelessness (15)
- Lack of progressive contemporary architecture (13)
- Lack of activity for a racially diverse market (12)
- Surface parking (11)
- Lack of mixed income housing (10)
- No public restrooms (9)
- No quality affordable housing (9)
- Resistance to change (8)
- I-480 cuts through the city (7)
- Government transparency or lack thereof (7)
- Lack of recycling and composting facilities (7)
- Disconnect between areas (6)
- No dog parks (6)
- 16th from Leavenworth to Dodge (4)
- Lack of dining along Riverfront (4)
- Lack of parking (4)
- Gene Leahy Mall design (3)
- Vandalism and graffiti (3)
- Poor signage (2)
- Racially segregated (2)
- No basic amenities (2)
- Lack of family space (2)
- Lack of identity for downtown (2)
- Lack of public art (2)
- Council Bluffs vs. Omaha (1)
- Too many bars and restaurants (1)
- One-way traffic (0)
- Sewer stinks (0)
- Railroad track divides downtown from River (0)
- Lack of publicity for events (0)

- No specific use public spaces (0)
- Traffic congestion (0)
- 10th and Douglas pedestrian nightmare (0)
- Perception of downtown (0)

OPPORTUNITIES

- Streetcar (54)
- Green movement (35)
- Riverfront (35)
- Bike lanes and trails (34)
- Chance to define Omaha as a more progressive city (25)
- 1% for the arts (23)
- 16th Street from Leavenworth to Douglas and farther north (21)
- Safe and legal space to skateboard (16)
- Make creative use of currently empty space (15)
- Marketing what we have (14)
- Wi-Fi (14)
- Corridor from airport through downtown to the zoo (13)
- Sustainable design (8)
- Utilizing the stadium year round (6)
- Energy efficient development (6)
- Economic development that will spill into North Omaha (5)
- More bike racks (5)
- Redevelop Burlington (5)
- Brick streets (4)
- Affordable retail (4)
- Marina (4)
- Design competitions for nationally recognized architects and artists (3)
- Historical building stock (2)
- Urban agriculture (2)
- Affordable housing (2)
- Transportation from airport to downtown (2)
- Improve connectivity to other parts of the city (2)
- Library renovation (2)
- New cultural attractions – modern art museum (2)
- Restore the tunnels (2)
- Utilizing the urban design element (1)
- Lots of land (1)
- Timing for green technology (1)
- Really cool architecture (0)
- Lower costs (0)
- College sports (0)
- Small green spaces (0)

THREATS

- MAT (35)
- Lack of fundamental retail (29)
- Wasted space (21)
- Conservative class vs. creative class (21)
- Outdated infrastructure (20)
- Sustaining the new stadium (20)
- Loss of historical sites (20)
- Western sprawl (18)
- Big box retail (17)
- High cost of redevelopment limit locally owned businesses (17)
- Conservative new architecture (16)
- 1 am closing time (14)
- Poor execution of planning (11)
- Negative perception of downtown (11)
- Excessive crime rate (8)
- Property tax increases for existing residents (8)
- Intolerance of diversity (8)
- Bad ideas pushed on the city (5)

- Money (5)
- Alienation of West, North, South Omaha (4)
- Brain drain (4)
- Accountability for developers (4)
- Out of town pre-packaged development (4)
- Sewer construction (4)
- Absentee landlords (3)
- Omaha is viewed as 'flyover' nationally (3)
- Apathy (3)
- Opaque politics (3)
- Pollution (3)
- Maintain old streets and buildings (2)
- Flooding (1)
- Corporate influence (1)
- Tax abatement (0)
- Integrity of historical structures (0)

VISION STATEMENT EXERCISE

Steering Committee/Advisory Group Visioning Workshop

- A sustainable city that aspires to not be common. A series of diverse neighborhoods that enhance the quality of life. A place that inspires and attracts businesses, residents, and visitors.
- A unique, intuitive urban center that is a city and regional destination. Our souls are rooted in sustainable and responsible development and living practices. We attract and retain a diverse set of businesses, residents, students, and creative centers.
- A quality gathering place for the Omaha community and a vibrant destination for visitors.

VISION STATEMENT EXERCISE

Public Visioning Workshop

- We envision a downtown to be a pedestrian friendly affordable community with quick access to all necessities/attractions without need of automobiles for residents and visitors that promotes healthy active lifestyles in a sustainable unique retail business environment.
- The Downtown should provide a unique experience that no other place in the City can provide or sustain. It would be a place to facilitate modern day bartering. To compete in a global economy it must identify and brand core ideals and products that will sustain and grow what makes Omaha unique.
- We envision Omaha will embody the standard tropes of progressive cities – pedestrian friendly, diverse, sustainable, vibrant, dense, hip, yet accessible. It should achieve these characteristics in ways that are unique to Omaha and our region. To do so, Omaha should break down its segregation, develop efficient mass transit and provide solid economically diverse housing options. To become a truly progressive city it should be a cradle to cradle city with complete streets. It should develop a comprehensive 1% for public art program and seek out international-caliber contemporary architects to make visionary green architecture. A cool downtown includes urban agriculture, dog parks, skate parks, bike paths and racks, and hybrids of the above. Foremost it should value local talent and creativity and promote organic, authentic development. (Table 11)
- Strengthen our Omaha identity by reinforcing and building upon the framework of Old Market, developing distinct unique neighborhoods with affordable housing for middle income. (Table #15)

- Never having to go west of 42nd Street for anything needed in daily life and still developing at the core of the city nightlife, arts and entertainment. To see that the downtown is not regarded as crime-ridden but rather represents the best of what Omaha is while being accessible to everyone wishing to participate.
- Make Downtown a great place to live, work and play by offering accessibility and diverse options. An open, welcoming and engaging atmosphere.

- A great place to live, work and play. Diverse, cultural, original, unique, successful, happy. A green city, with green transit and green ideas. The Center of America. See what it's About!
- Our vision for the future of Omaha is a thriving, diverse and progressive city. There will always be something going on downtown and it will be the icon of our city. There will be free transportation connecting all of downtown with Creighton University and the Henry Doorly Zoo. Downtown will be an ideal place to live with a vast system of free wireless internet. The City will be diverse with youth-friendly aspects and recreational facilities. A distinct and original art district will exist. There will be entertainment that lasts late into the night. There will be several things to do such as skateboard at a skatepark and fish off of docks in the Missouri.
- A city that's built on a solid, sustainable infrastructure that can withstand growth and change in time. A unique, fun place for all walks of life. A place that bridges the people together as a community. A vibrant, encouraging, positive, welcoming city where people want to continue living and/or move to.
- To create an economically, socially and design-wise sustainable built environment that fosters vitality, creativity, collaboration and inclusion thereby attracting and retaining a diverse, visionary population.
- We'd like to see Omaha become a fine arts/theatre/vacation destination with shopping and retail amenities to support local (Downtown) residents and to draw more people Downtown. It would be a dream for local residents to have all they need within walking distance.
- We envision Downtown Omaha becoming a symbolic destination for the metropolitan area. Simultaneously it is one of several neighborhoods in the city. This central destination is easily accessible through mass transit and other traditional means of travel. Downtown will be an entertaining yet aesthetically pleasing destination.
- Omaha is a dynamic urban experience, culturally diverse, historically unique, environmentally friendly, and accessible to all reflecting the spirit of its people.
- To create a vibrant and sustainable city rooted in Midwest values, that attracts and retains diverse, forward-thinking people.
- To develop into an urban but that lives-out Omaha's greatest hopes, ideals and dreams and supersedes the achievements of America's highest quality CBDs. Define what the Great American City should be!
- Midwest leading community centered upon commerce, education and diversity; driven by strong work ethic, development of the arts, integrated sustainability…future force for….
- Make it a people place, i.e.: work, living, shopping, relaxation, entertainment, low level transportation (streetcars), connected to the rest of the country by high speed or regular passenger trains. Clean environment, no crime, low-level stress, parks.
- The following all had one red circle around a particular word, everyone at the table wrote one, then they took keywords and

developed into one statement (?)

1. A Downtown that represents the heart of a progressive city that embraces and encourages sustainable (green) growth to create a vibrant, diverse and beautiful place to live, work and play.
2. A sense of place reflecting our commitment to sustainable and cultural living through design, transit and the arts.
3. A dense residential community, a pedestrian-friendly neighborhood, supported by adequate public transit making available parking less necessary which will free up more space. Center of the city's culture again. (Bring the 1940s to today)
4. A community with accessible attractions/necessities without the automobile (Manhattan model)
5. Physically interesting (e.g. architecture, layout), easy to move around without using a car, active at least 18 hours, a regional destination, connected to other parts of the city (North Omaha, South Omaha, Zoo, Airport, Midtown), has a spot that's known for "taking the pulse of the City."

= An area that encourages social interaction, producing cutting edge green jobs.

- To develop into an urban place that lives-out Omaha's greatest hopes, ideals and dreams and supersedes the achievements of America's highest quality CBDs.

Notes:
- Thriving
- Diverse
- Youth friendly
- Progressive
- Recreational
- Arts
- Original
- Easy transportation connecting university
- Free wireless access

Notes:
- Vacation destination
- Fine arts/theatre destination
- Shopping-retail

Notes:
- Momentum
- Pedestrian-friendly in many places
- Ease of access
- Safety

Notes:
- Vibrant urban design pedestrian
- Invest quality connected inspired
- Attract retain create sustainable
- Future diversity responsible/green aesthetic
- Identity unique implement friendly
- Promotes intuitive enable destination

Notes:
- Multiple living
- Restaurants
- No public restrooms
- All-night restaurants (ham and eggs)
- Bike routes
- No visitor info
- Not enough marketing

epeated Words and Themes:

- Unique, distinct, original, not common (14)
- Diverse/diversity (14)
- Public transit/non-car accessibility (12)
- Sustainable/sustainability (12)
- Art (8)
- Residential (8)
- Green/environmentally friendly (7)
- Entertainment/nightlife (6)
- Progressive, forward thinking (6)
- Welcoming, friendly, socially accessible (6)
- Vibrant (6)
- Business/commerce (6)
- Attracts and retains (6)
- Pedestrian friendly (5)
- Able to meet daily needs (5)
- Play, recreation, fun (5)
- Destination (6)
- Architecture/design (5)
- Shopping/retail (4)
- Neighborhood (4)
- Local talent and creativity (4)
- Connecting, connections – physical (4)
- Connecting, connections – social (4)
- Cultural (3)
- Urban (3)
- Late night/24-hour (3)
- Successful, thriving (2)
- Affordable (2)
- Dense (2)
- Attractions (2)
- Bicycle accommodations (2)
- Work, employment (2)
- Youth-friendly (2)
- Vacation (2)
- Free wireless access (2)

Related Concepts:

- Collaboration; integration; inclusion
- Future; invest; visionary; withstand growth and change
- Encouraging; inspiring; engaging atmosphere
- Happy; positive
- Aesthetically pleasing; beautiful
- Dynamic; vitality
- Rooted in Midwestern values; work ethic
- Relaxation; low-stress
- No crime; safe; not regarded as crime-ridden
- Identify and brand core ideals and products; marketing
- Healthy, active lifestyles
- Cool; hip
- Symbolic; reflecting the spirit of its people; represents the best of what Omaha is
- Education; students

Single Ideas:

- Organic, authentic development
- Facilitate modern-day bartering
- Building upon the framework of the Old Market
- Break down segregation
- Cradle to cradle
- Complete streets
- Middle income
- Gathering space
- Momentum
- Quality
- Historic

- Urban agriculture
- Dog park
- Intuitive

Slogans:

- The Center of America. See what it's about!
- Defines what a Great American City should be!
- The Pulse of the City

C.3 WEBSITE COMMENTS

The Young Professionals Council and Secret Penguin cooperated to create a website (www.downtownomahaplan.com) to allow the public to comment on-line. The following is a summary of the comments received.

24th Street
- Outdoor gathering space for teens
- Small grocery/deli
- Streetcar
- Large market area

Arts District
- Arts space, retail, and inexpensive living
- Use streetcar to develop this space
- Recycling center

Bike Routes
- Better pavement marking, reflectors, signage
- East/west trail connections
- Zoo and gardens route
- 13th Street Leavenworth to Cuming
- Harney Street east from Midtown
- Riverfront Trail all the way to Bellevue
- Better pedestrian bridge connection

Green Space
- Qwest deck with lots of public rest rooms, and shelter
- East side of 24th on South side of Joslyn
- North of Rick's instead of Safety Town
- 24th and St. Mary's
- Leavenworth
- Dog park
- WiFi in green spaces
- Large green space in North Downtown

Ped/Running Route
- Better access to river trail
- Marked distances
- Better connections on 10th and 24th Street

South Riverfront/Little Italy
- Boater friendly destination
- Restaurant options
- Public plaza

Sports/Recreation Facilities
- Skatepark
- Indoor and outdoor
- Unconventional sports – not just baseball and soccer

I-480
- Streetcar barn
- Lots of light
- Programmed activities
- Year-round farmers market

General
- More street vendors
- Development won't happen if people don't feel safe.