



the
North
Omaha
development
project

October 2007

*A strategy for
community investment*

North Omaha Development Project Steering Committee

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North Omaha Development Project

The North Omaha Development Project is a commitment of the Greater Omaha Chamber of Commerce, African American business leaders, the North Omaha community, corporate leaders and elected officials to develop a strategy that would result in significant business investments in North Omaha. The North Omaha Development Project plan is the culmination of a year-long study process that capitalized on the area's greatest assets - the people of the community and the rich heritage. This plan builds upon the economic rebirth already taking place throughout North Omaha.

Residents, business owners and the community at large were invited to complete surveys and participate in neighborhood workshops and community forums to provide input into this effort to reinvigorate the North Omaha economy. Located just north of Omaha's downtown, the North Omaha study area is bordered by Sorensen Parkway on the north, Cuming Street on the south, 16th Street on the east and 52nd Street on the west. The completion of the plan is only the beginning of the journey to transform a vital part of the Omaha community. The North Omaha Development Project Steering Committee, Greater Omaha Chamber of Commerce, and business and individual investors have made a three-year commitment to hire and support staff that will work daily to implement development strategies for a more economically successful North Omaha.

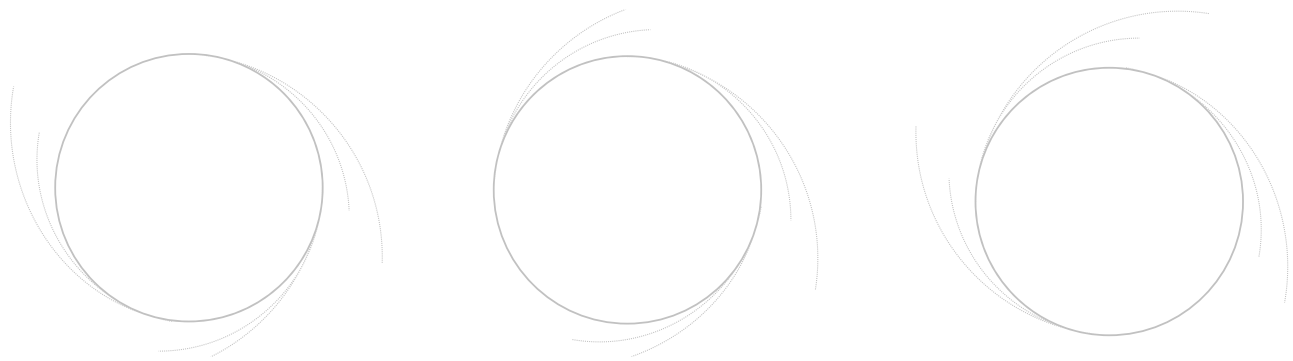


The Purpose of the Plan

The fundamental goal of the North Omaha Development Project is to determine a development strategy for North Omaha, opening opportunities by capitalizing on the growth experienced by the rest of the city. Thus, the dual outcomes of this plan are to move toward:

Creating the conditions by which North Omaha achieves a more proportionate share of the metropolitan growth market. Housing development, employment and economic growth, and retail development should expand in North Omaha. Ultimately, the private market should view it as a growth area, where private investment is economically rewarding and the market sustains itself.

Assuring North Omaha's residents and businesses are the principal beneficiaries of growth, so that the neighborhood shares in the city's overall prosperity. If North Omaha grows economically and developmentally, it must and will attract new people to the neighborhood. However, this effort should provide the greatest benefit to existing residents.



The Framework

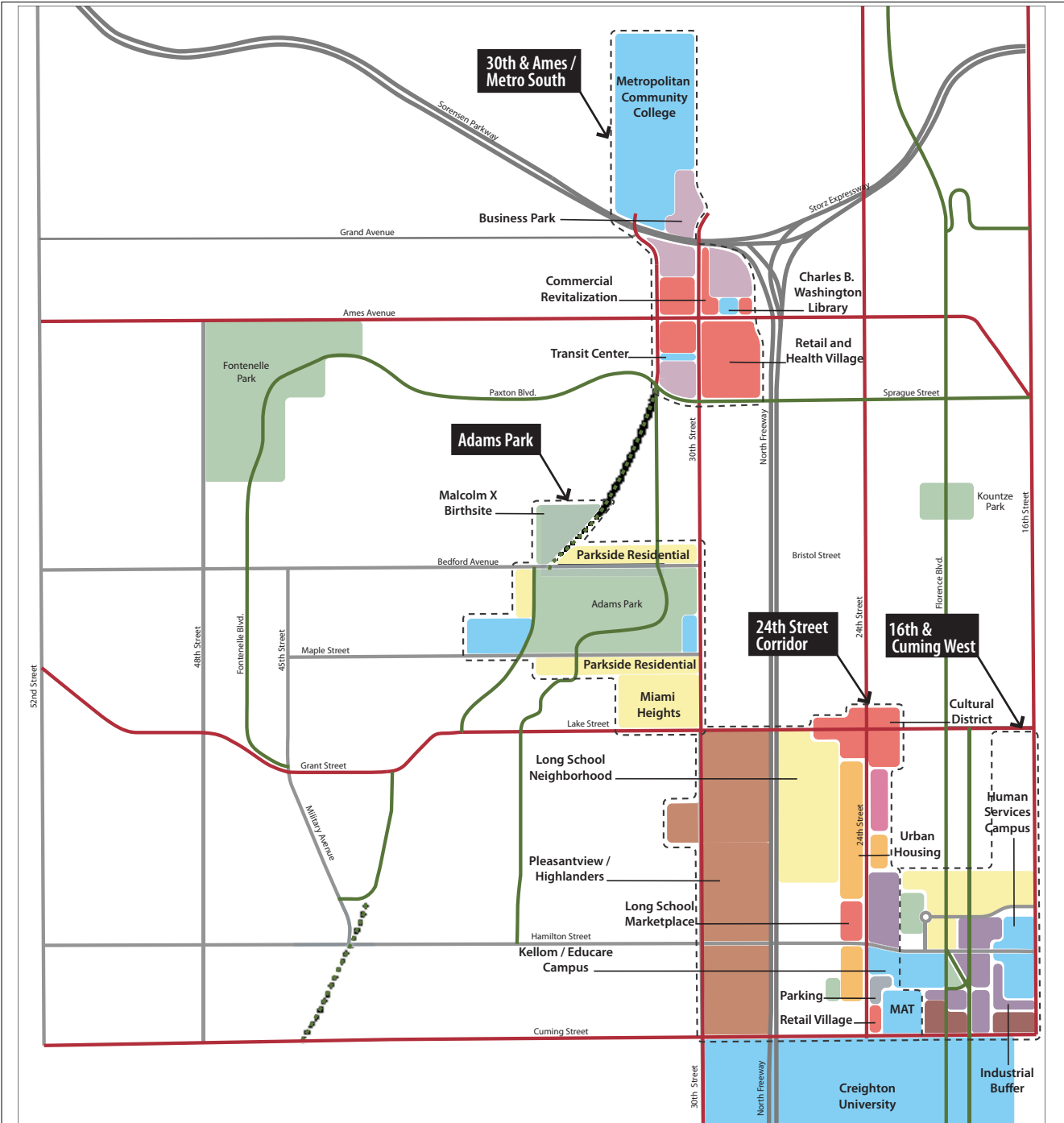
From a physical development perspective, the North Omaha neighborhood has strong surrounding community assets and a less financially-secure neighborhood center. This situation suggests a three-step strategy.

Step One: *Build inward from surrounding strengths.* It makes sense to start development in areas that have the greatest chance of short-term success, building on the strength of surrounding features and extending that strength into the neighborhood. On the south edge, downtown Omaha, North Downtown (NoDo), and Creighton University create a stable environment for investment. The successful completion of new, owner-occupied neighborhoods such as Concord Square (21st & Charles streets) and Charles Place (20th & Charles streets) and successful redevelopment in the Kellom Heights (25th Avenue & Cuming Street) and Grace Plaza (20th & Grace streets) areas have already demonstrated this area's expanding housing market. To

the north, Metropolitan Community College, high visibility and transportation access, and existing commercial development and financial institutions also support new growth.

Step Two: *Complete a feature at the core of the neighborhood that transforms the community's image.* This step creates an area that dramatically changes perceptions and has the power to generate new investment around it.

Step Three: *Expand this development momentum throughout the neighborhood.* With centers of strength growing in from the edges and out from the center of the neighborhood, self-sustaining growth expands outward to the rest of the neighborhood.



Principal Land Use

- Parks and Recreation
- Commercial
- Mixed-Use
- Business Park
- Civic
- Single-Family Housing
- Urban Housing
- Urban Housing / Mixed Use
- Industrial
- Multi-Family Housing / Mixed Use
- Parking

Transportation System

- Boulevard / Green Street
- Major Street
- Other Street
- - - Belt Line Corridor

Opportunity Areas



DEVELOPMENT BUILDING BLOCKS

The three steps above, applied to the entire study area, tell us where the North Omaha Development Project should focus its attention. Analysis of market potentials, the insights of community residents and stakeholders and an understanding of economic needs can help tell what types of development should occur. The building blocks of business investment in North Omaha are:

Employment Creating Development: creating more jobs and opportunities for the community.

Medical and Health Care: building on the fastest growing sector of Omaha's economy and a critical future demand.



Existing 24th Street Corridor



Potential 24th Street Urban Housing

Retail: providing goods and services that people now leave the neighborhood to obtain.

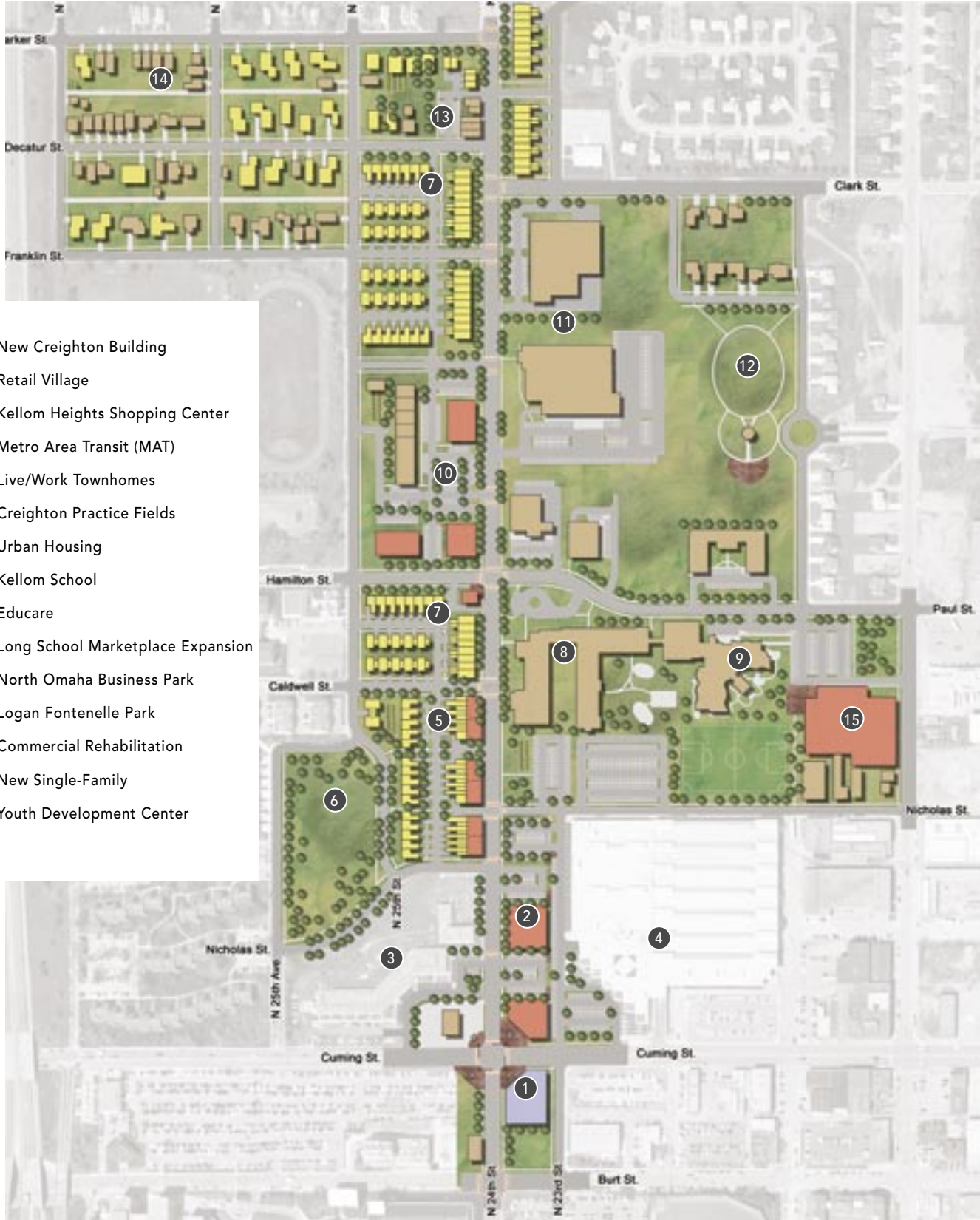
Mixed Income Residential: increasing both the population and economic diversity of North Omaha, building markets and restoring vacant land to productive use.

Culture, Entertainment, and Image: building on North Omaha's rich heritage to improve the neighborhood's quality of life and fundamentally change community perceptions.

Development Opportunity Areas

The 24th Street Corridor

This area is from 24th Street to 30th Street, from Cuming Street to north of Lake Street. The main focus of this development area is the 24th Street corridor, but it incorporates both sides of the North Freeway. The vision for the corridor is a diverse mixed-use urban district, anchored by new, locally-based retailing on the south and a cultural and entertainment district on the north.



- 1 New Creighton Building
- 2 Retail Village
- 3 Kellom Heights Shopping Center
- 4 Metro Area Transit (MAT)
- 5 Live/Work Townhomes
- 6 Creighton Practice Fields
- 7 Urban Housing
- 8 Kellom School
- 9 Educare
- 10 Long School Marketplace Expansion
- 11 North Omaha Business Park
- 12 Logan Fontenelle Park
- 13 Commercial Rehabilitation
- 14 New Single-Family
- 15 Youth Development Center

24th Street Corridor



Potential 24th and Cuming streets looking north

RESIDENTIAL COMPONENTS

An urban family housing development with live/work units on the remaining site in the Kellom Heights redevelopment area between 24th and 25th streets south of Hamilton Street.

Urban townhomes along 24th Street and, where possible, intersecting east-west streets, from Seward to Burdette streets.

An independent market-rate senior living development along 25th Street between Parker and Burdette streets.

Single-family detached, owner-occupied housing in the Long School neighborhood north of Franklin Street between 24th Street and the North Freeway.

Implementation

The implementation program is guided by the following principles:

The program should provide a comprehensive land development strategy plan with site control and phased development, giving people security that they are part of a larger project.

Financial incentives should be provided that are applicable and appealing to middle-income homebuyers.

The development area should include multiple builders and be a focus for both profit and nonprofit developers. Project phasing should provide a comprehensive development site, with complete site control.

IMPLEMENTATION COMPONENTS

Purchase of available land for future development.

Construction financing for phased development.

Incentive possibilities for market rate buyers.

Deferred mortgage support for affordable housing buyers.

COMMERCIAL COMPONENTS

Retail Village: reusing a commercial site and a substantial portion of parking lots near 24th and Cuming streets.

Long School Marketplace: construction of additional buildings in the Long School Marketplace development.

Commercial Rehabilitation: resources for the rehabilitation and historically appropriate enhancement of several distinctive older commercial buildings along the street.

Other New Commercial Development: new commercial buildings may be integrated into townhouse blocks along 24th Street, if demand exists.

Implementation

The commercial projects must provide financing in a way that permits businesses to invest their resources in things that build business – marketing, inventory, and operations – and not on rent. The implementation concept addresses this primary need.

Retail Village Financing Program: The retail village project must provide front-end financing so that tenants are only responsible for occupancy costs. This will require financial resources assembled as part of the North Omaha Development Project.

Long School Marketplace: Additional project resources should be made available to complete the development, giving the project a better street exposure; and providing expanded marketing to new clients, including retailers, offices, and medical services.

PUBLIC AREA COMPONENTS

Features of this concept include:

24th Street Streetscape: The 24th Street streetscape program would be completed from Cuming to Ohio streets, as proposed by the city's current concept. The project should also include the corner plaza concept at 24th and Cuming streets with a vertical gateway and lighting elements to mark the importance of the intersection as the gateway entrance to both North Omaha and Creighton University.

Lake Street Enhancement: An improvement to the Lake Street right-of-way between the North Freeway and 24th Street would acknowledge the importance of the interchange as an entrance to the district. Enhancements to the street could include a thematic gateway feature at the interchange, upgraded sidewalks, street landscaping and lighting.

Residential Gardens: As part of the design of urban homes along 24th Street, a small area with porches can provide opportunities for gardens. This will add vitality and a personal touch to the street, and provide a buffer between the street and the private homes.

Transit and Streetcars: The 24th Street concept creates a transit-oriented environment and design of public areas should encourage use of public transportation.



Before



After

Lake Street Improvements



Before



After

HERITAGE DISTRICT COMPONENTS

The Museum and Theater Center:

The project could include two distinct but connected institutions, a renewed African-American museum and a theater center building on the success of Love's Jazz & Arts Center at 24th and Lake streets.

Programming for the Dreamland Plaza at 24th Street and Lizzie Robinson Avenue:

This square, just south of the new Family Housing Advisory Services building at 24th and Lake streets, could provide a home for both regular and special events.

New Commercial Development:

The northeast corner of 24th and Lake streets, adjacent to the Business and Technology Center, provides an opportunity for a new commercial building that takes advantage of the corner and reduces the visibility of a large, open parking lot.

Implementation

Private charitable giving for construction.

Development of an endowment for maintenance and operations.

A business-based administration to help manage the facilities.



- 1 Urban Housing
- 2 Long School Urban Infill
- 3 Museum & Theater Center
- 4 New Retail
- 5 Family Housing Advisory Service
- 6 Business & Technolgy Center
- 7 Jewell Building
- 8 Bryant Center
- 9 Dreamland Plaza
- 10 Love's Jazz & Arts Center

24th and Lake



30th and Ames/ Metro South

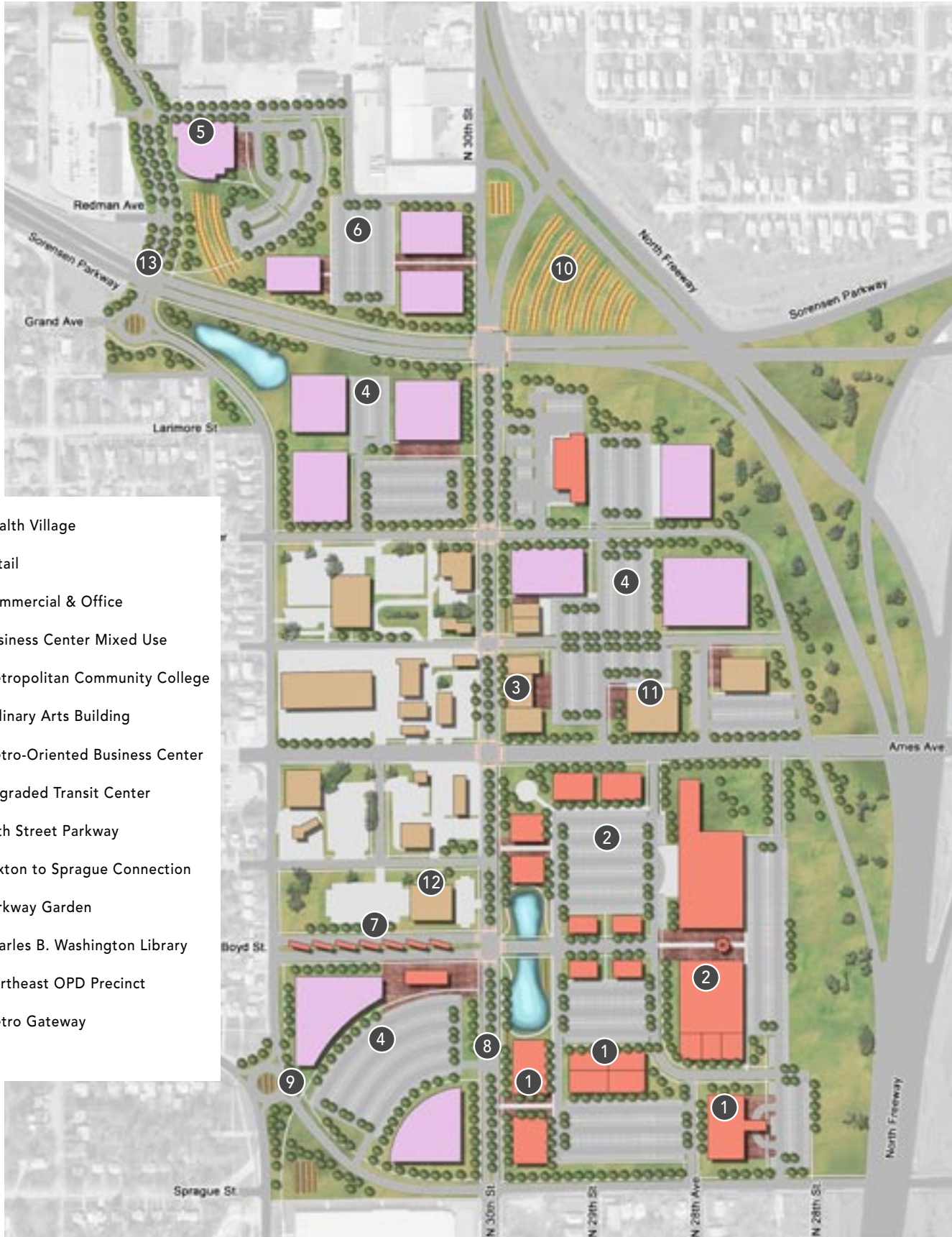
The 30th and Ames/
Metro South Development
Opportunity Area, with
its focus on business
development, major
retailing and innovative
health services, has a
relatively straightforward
implementation process.
The process involves land
acquisition, site preparation
and infrastructure. The
plan for the 30th and
Ames/Metro South
Development Opportunity
Area includes three project
components: high amenity
business park sites related
to Metropolitan Community
College, a community
commercial center and
health retail village, and
supporting transportation
improvements.



Potential 30th & Ames/Metro South - Looking Northwest



Potential Retail Village - Looking Northeast



- 1 Health Village
- 2 Retail
- 3 Commercial & Office
- 4 Business Center Mixed Use
- 5 Metropolitan Community College Culinary Arts Building
- 6 Metro-Oriented Business Center
- 7 Upgraded Transit Center
- 8 30th Street Parkway
- 9 Paxton to Sprague Connection
- 10 Parkway Garden
- 11 Charles B. Washington Library
- 12 Northeast OPD Precinct
- 13 Metro Gateway

30th and Ames/ Metro South



BUSINESS PARK COMPONENTS

The business park component includes four individual sites that can be developed separately and in sequence as demand requires. These four sites include:

Site 1: Existing commercial and light industrial sites on the northwest corner of 30th Street and Sorensen Parkway adjacent to Metropolitan Community College.

Site 2: Existing residential area between Sorensen Parkway and Fowler Avenue, between 31st Avenue and 30th Street.

Site 3: Existing residential and vacant land north of Meredith Avenue and adjacent to the North Freeway.

Site 4: Redevelopment of vacant and industrial sites between 30th Street and 31st Avenue from Sprague to Boyd streets.

Implementation requires a process of land assembly and infrastructure development.

COMMUNITY COMMERCIAL COMPONENTS

The commercial project includes both a community commercial center with two anchor stores and the medical village, encompassing a variety of health-related services and retail uses. Features of the project include:

An Entrance Street: lined with businesses, aligned with the existing MAT Transit Center.

Internal Parking Lots: wrapped by buildings.

The Health Village: located on the south edge of the site, but having integrated walkway and parking systems.

Walkways: connected to all buildings throughout the project, with minimum automobile traffic conflict.

Implementation requires site acquisition and preparation and infrastructure development.

TRANSPORTATION AND PUBLIC AREA COMPONENTS

30th Street Parkway: Thirtieth Street between Sprague Street and Sorensen Parkway would be upgraded to a divided, urban parkway section, with landscaped median and street trees.

Metro Gateway: Metropolitan Community College's new south entrance would be continued to a new intersection—utilizing a roundabout because of its nearness to the Parkway, connecting to 31st Avenue and Grand Avenues.

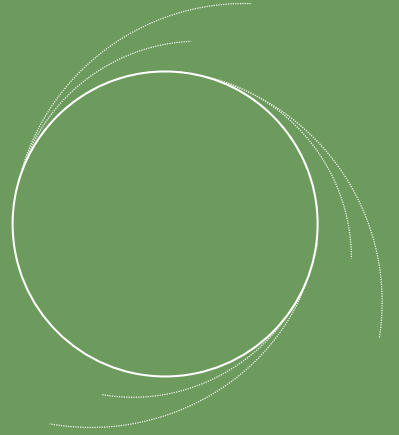
Paxton/Sprague Connection: The current intersections of 31st Avenue, Sprague Street, Creighton Boulevard, and Paxton Boulevard should be resolved in a roundabout governed intersection that provides continuity between Paxton Boulevard and Sprague Street.

Transit Center Upgrades and Route Improvements: North Omaha Development Project should work with Metro Area Transit (MAT) to upgrade the North Omaha Transit Center to the contemporary standards of its newer facilities. An upgraded North Omaha Transit Center would also form the base for new services, including expresses to west Omaha job centers.

Pedestrian and Bicycle Access: Links should be made to existing and potential trail networks serving the Development Opportunity Areas to make the project a model for excellent non-motorized access.



Potential 30th & Ames/Metro South – Looking Northwest



Adams Park

Adams Park should be developed as the highly visible, “Central Park” for North Omaha. Adams Park should be a destination that draws people from around the greater Omaha community and creates a catalyst for residential growth in adjacent neighborhoods.

COMPONENTS

Increase Access to the Park: Acquiring property that opens the park to 30th Street on the east and Maple Street on the south.

Create a More Usable Park: Changing the land to cut down much of the hill that takes up over half the park’s area, which makes most of the open space unusable for recreation.

Extending Neighborhood Streets into the Park: Most of Adams Park today has no street access. Increased public use depends on people being able to get to its interior.

Integrating Adams Park With The Malcolm X Birthsite: Unifying Adams Park and Malcolm X Birthsite into a combined open space project would create a facility of nationwide importance and expand the exposure and use of the Malcolm X site.

Including Signature Features: Signature features including trails, boating, fishing and recreation fields that showcase North Omaha and attract residents from around the city.

Emphasizing Community Wellness Features: A remade Adams Park should incorporate features that promote wellness and fitness, including trails, places for informal recreation and facilities for active recreation.

Surrounding the Park with Housing: Creating and developing housing sites around the park both takes advantage of the demonstrated development potential of a high-quality open space and increases the park’s security by making it part of a neighborhood with “eyes” on the park.

Creating a Development Corridor That Links Adams Park to the Rest of the City: The belt line corridor, incorporated into the expanded Adams Park, can be part of a greenway and parkway system that connects this part of the neighborhood to 30th Street and Ames Avenue and Levi Carter Park to the northeast and Destination Midtown and the University of Nebraska Medical Center to the southwest.

Implementation

Funding for Adams Park and the Malcolm X Birthsite is likely to come from a combination of public and private sources. The process should include public participation in the design of the park.



Adams Park & Malcolm X Birthsite

- 1 Malcolm X Birthsite
- 2 Single-Family Residential
- 3 Recreation Fields
- 4 Adams Recreation Lake
- 5 Community Center
- 6 Water Playground
- 7 Kennedy School
- 8 Observation Area



16th & Cuming West

The 16th & Cuming Development Opportunity Area touches the 24th Street corridor, Creighton University and North Downtown (NoDo), and is a crossroads district affected by a variety of contradictory forces. The 16th & Cuming streets concept seeks to resolve these conflicts and involves five subareas: the Cuming Street corridor, the Human Services Campus, an industrial buffer, a residential district and expansion of the Kellom/Educare campus. The concept also proposes significant changes in the street system to support the overall concept.

CUMING STREET CORRIDOR COMPONENTS

The private sector will be very active along the Cuming Street corridor, adjacent to Creighton University and a continuation of NoDo's development trends. The concept for the corridor provides guidance for private development and has two specific areas of focus: "NoDo West", between 16th and 18th streets, and "Cuming Quads," from Florence Boulevard to 21st Street.

NoDo West

- Reuse the Bloom Monument building and former city of Omaha Fire Station, both of which are good commercial reuse candidates; and residential reuse of the Fitzgerald Hotel.
- Develop new multi-family development west and north of the Tip-Top apartments, giving that important project a neighborhood context.
- Preserve the historic Holy Family Church, providing new emphasis as a neighborhood anchor.
- Enhance 16th Street as a parkway between Cuming and Nicholas streets, strengthening the street's role as a downtown gateway and supporting adjacent new development.

Cuming Quads

- Apartment blocks oriented to the student community, featuring covered parking, street definition and private interior courtyards. Corners of buildings could accommodate commercial mixed uses depending on market demands.
- Parking on part of the Modern Equipment property, possibly for Creighton University and MAT.
- Street landscaping along Florence Boulevard, 20th Street and Izard Street to create a unified apartment neighborhood of residential scale.

Implementation

The NoDo West and Cuming Quads are likely to develop through the private market as part of the momentum generated by NoDo, a new downtown ballpark and Creighton University.

HUMAN SERVICES CAMPUS COMPONENTS

The Human Service Campus component strives to create a setting that respects the dignity and humanity of all people, recognizes the realities of the impact of a homeless population on surrounding properties and improves the neighborhood environment. Features of the Human Services Campus include:

Campus Expansion: Creating a larger campus with subtly but strongly defined boundaries, containing all the spaces and features that clients require, including quality green space and recreational facilities.

Charles Street Extension: Extending Charles Street to 16th Street and realigning the street to the north, allowing a portion of the existing Kellom Greenway to be incorporated into the Human Services Campus as green space.

Campus Entrance: Creating a main campus entrance on Nicholas Street and establishing a campus circulation loop with access off 16th Street.

New Facilities: Building several new projects within the Campus, including:

- Two building sites on either side of the entrance circle off Nicholas Street
- An industrial rehabilitation building providing a place for productive work and training for Siena Francis House clients
- Transitional housing
- A Human Services "Empowerment Center," providing additional service and training facilities
- Three new pavilion modules for the Campus of Hope
- Additional parking



- 1 Tip Top West Residential
- 2 Bloom Monument Building
- 3 Cuming Quads Residential
- 4 16th St. Boulevard
- 5 New Apartments
- 6 Firehouse Cafe
- 7 Fitzgerald Apartments
- 8 Human Services Campus
- 9 Siena Francis House
- 10 Industrial Rehabilitation Center
- 11 Human Services Campus Expansion
- 12 Human Services Empowerment Center
- 13 Community Green
- 14 Transitional Housing
- 15 Expanded Parking
- 16 Campus of Hope Expansion
- 17 Extended Charles Street
- 18 Light Industrial Transitional Area
- 19 Nicholas Square
- 20 Youth Development Center
- 21 Current Tip Top Apartments

16th & Cuming West

Implementation

The Human Services Campus will generally be supported by charitable contributions and grants. City assistance may be necessary for purchasing land, and vacating streets and redesign.

INDUSTRIAL BUFFER COMPONENT

The 16th & Cuming streets area includes a number of solid commercial and industrial uses. These stable businesses, which offer both econom-

ic strength and employment opportunities, should remain in the area. Additional light industrial buildings can both wrap the Human Services Campus, buffering it from other more residential and civic uses, and create more business and employment opportunities.

Implementation

Like 30th and Ames/Metro South, this area would have significant private-market involvement. Assistance

with land assembly may be necessary and incentives, such as Tax Increment Financing, should be available.

RESIDENTIAL DISTRICT COMPONENT

Single-family development will be a major part of development in the 16th & Cuming streets area and should eventually extend from existing housing. Other aspects of the residential component include:

Two-Way Street Pattern: Changing the character of 20th Street by converting the street to two-way circulation.

Nicholas Green: As part of street redesign, creating a new urban open space – Nicholas Green – that would also be lined with new homes.

Charles Street Extension: Reconnecting Charles Street to 16th Street, and an alignment to the north to provide an open space buffer between the Campus for Hope and proposed residential development to the north.

Implementation

Single-family residential development should use the same implementation structure recommended for the 24th Street Corridor, including land assembly, construction financing, market-rate incentives and deferred mortgage loans.

KELLOM/EDUCARE CAMPUS COMPONENT

This important educational and child care campus, between Nicholas and Paul streets, could be expanded to 20th Street. This would allow an expansion of the campus to include a new educational and youth development enterprise, along with a soccer field and expanded open space.

Implementation

Like the Human Services Campus, the Kellom/Educare Campus will generally be supported by charitable contributions and grants. Again, city assistance may be necessary for purchasing land and vacating and redesigning streets.

TRANSPORTATION IMPROVEMENTS COMPONENT

The 16th & Cuming streets concept includes several significant transportation changes, including:

Converting Florence Boulevard and 20th Street to two-way circulation north of Paul Street.

Connecting 18th Street and Paul Street, providing better street connections.

Changing Nicholas Street into the primary entrance to the Human Services Campus.

Implementation

Transportation improvements will use city transportation bonds and federal aid for the Florence Boulevard/20th Street modifications; and project-related funding for other relatively small-scale changes.

16TH STREET CORRIDOR

While not specifically part of the 16th & Cuming development area, the rest of the 16th Street corridor is an important element of overall North Omaha policy. Improvements to this important entrance to the neighborhood include:

Street landscaping along the 16th Street corridor north from Nicholas Street.

North of Clark Street, continued multi-family infill and new construction, reinforcing Omaha Housing Authority's Ernie Chambers Court and re-establishing the historic character of the one-time Sherman Avenue to Lake Street apartment area.

Transportation Systems

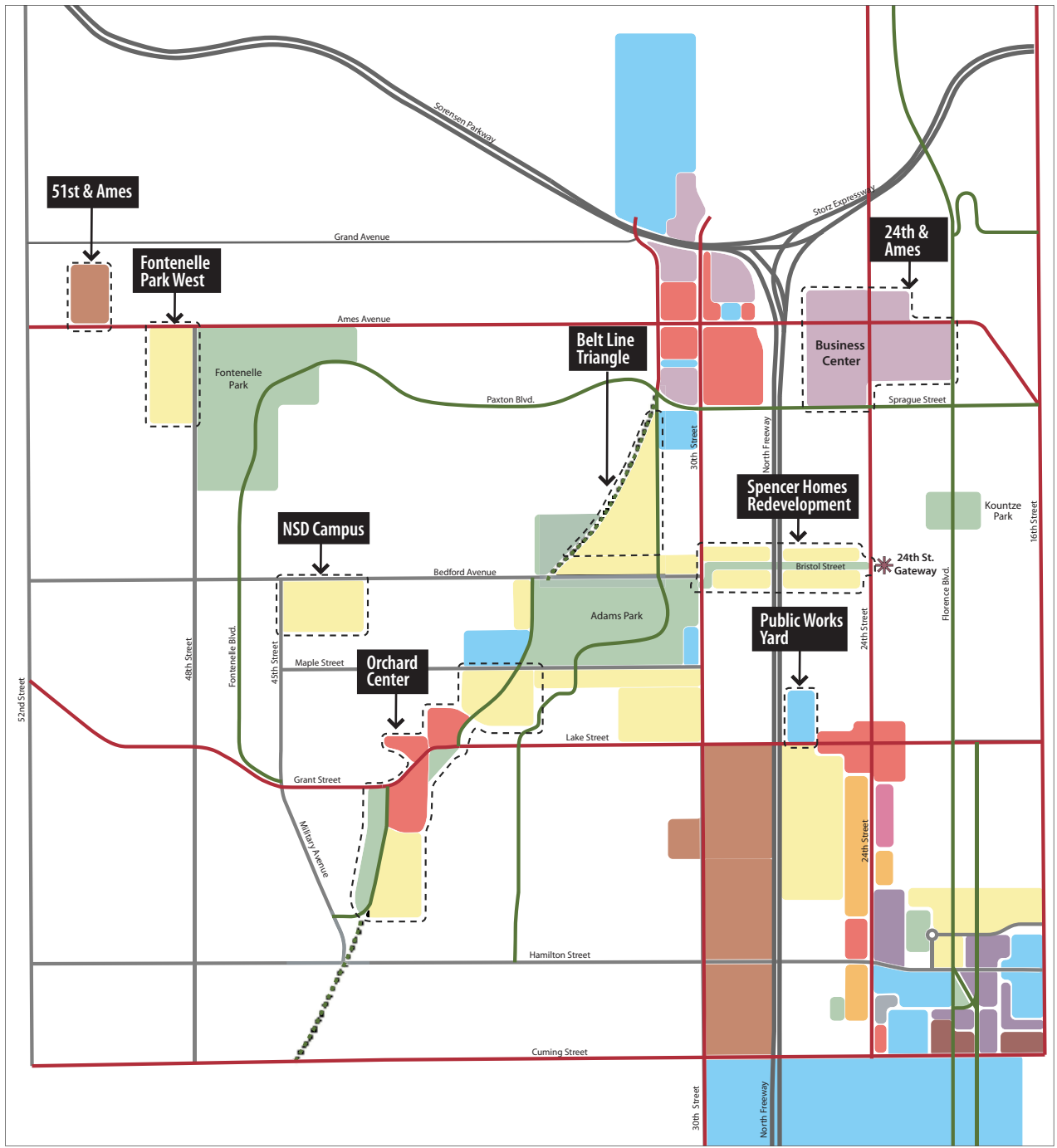
The detailed concepts for the four opportunity centers presented include transportation-related recommendations for streets, public transportation, and pedestrian and bicycle facilities. These are part of a balanced transportation framework that over time will improve access for residents and businesses.

North Omaha has a web of local streets, collectors and arterials, but has important street connection problems. The plan proposes several street projects that address these problems, including:

New East-West Connections: Two new east-west collector systems, including Sprague/Paxton Boulevard connecting 16th Street and Fontenelle Boulevard; and Lake/Grant streets/Military Avenue between 16th Street and the Northwest Radial Highway.

Orchard Center: A new circulation system in the center of the neighborhood that restores local street connections, removes dead ends and creates a number of new development sites in the center of the study area, near 40th and Lake streets.

Bridge and Right-of-Way Improvements at the North Freeway: Hamilton Street, Lake Street and Ames



- | Principal Land Use | |
|---|---|
| ● Parks and Recreation | ● Civic |
| ● Commercial | ● Single Family Housing |
| ● Mixed-Use | ● Urban Housing |
| ● Business Park | ● Urban Housing / Mixed Use |
| ● Industrial | ● Multi-Family Housing / Mixed Use |
| ● Parking | |

- | Transportation System |
|---|
| — Boulevard / Green Street |
| — Major Street |
| — Other Street |
| - - - Belt Line Corridor |

Future Project Directions

Avenue have overpasses with access to the North Freeway; Parker, Bristol and Sprague streets have overpasses without access; and a pedestrian overpass crosses the freeway at Pratt Street. These overpasses should be upgraded over time to more contemporary standards with attractive railings, new lights, and improved and protected pedestrian access.

30th & Ames Intersection: Improvement of the 30th and Ames intersection with the development of the 30th and Ames/Metro South opportunity center.

Two-way Conversions of Florence Boulevard and 20th Street from Ohio to Paul Street: This change will respect the neighborhood character of these streets and calm traffic.

Future Project Directions

The four development opportunity areas, if fully developed, would effectively launch North Omaha on the path to a self-sustaining economy. However, North Omaha has many other sites that will present major opportunities if the market grows. These “Stage 2” sites include:

Pleasantview Homes/Highlanders Neighborhood: Easy access, proximity to downtown Omaha, Creighton University and Midtown, along with excellent views to the east, will support development of this area. The site will require a more detailed master plan when the market is ready to move into this area.

City of Omaha’s Public Works Facility: The Public Works maintenance yard, between 26th Street and the North Freeway, is an industrial use within a residential area with a large concentration of vacant lots. When the City moves to a larger site, this strategic piece of land would become available. A logical use program is new, mixed-density residential development with the possibility of commercial use along Lake Street near the North Freeway interchange. In the short-term, site landscaping along the Lake Street frontage would complement the Lake Street enhancement project proposed as part of the 24th Street Corridor opportunity center.

24th Street and Ames Avenue Area: The 24th and Ames streets area incorporates major industrial uses and trailer storage, roughly between Sahler and Fowler streets from Florence Boulevard to the North Freeway. Continued industrial use in an upgraded setting is the likely future for the site. Uses proposed in this district should avoid impact on residential areas to the north and south.

Spencer Homes: In the future, the Omaha Housing Authority is likely to replace this more than 50 year-old development. This plan envisions redevelopment with new, mixed-income housing, organized around a greenway that would connect Adams Park to a gateway at around 24th and Bristol streets. This linear park and greenway would cross the North Freeway on an upgraded Bristol Street bridge.

Orchard Center: This stage 2 concept proposes mixed-use development on industrial sites in the 40th and Lake streets area and new housing construction along the railroad belt line corridor north and south of Lake Street. It should be the reaction to a transportation program that includes the Lake/Grant Connector, the Belt Line Parkway, and improved east-west local street connections. A linear park would be developed between 42nd

Street and the Belt Line Parkway from Seward to Grant streets, and includes a trail that links the development area to Adams Park.

The Belt Line Triangle: This triangle, north of Adams Park, is defined by the park, the abandoned railroad right-of-way, and John Creighton Boulevard, and includes vacant land, some older industrial sites and scattered houses. Housing development is a logical reuse of the site, building from the foundation of a renewed Adams Park and the adjacent Malcolm X Birthsite.

Nebraska School for the Deaf Campus: The Nebraska School for the Deaf (NSD) campus closed in 1998 and now houses the Nebraska School for the Deaf Museum and the Omaha Street School. Potential programs for the site could include residential development, civic or educational uses.

51st and Ames/Baker Place: From a commercial perspective, the site competes with new development in the 72nd Street corridor and north-south traffic. The lack of north-south cross traffic makes large-scale commercial development difficult. A focus on the 30th Street and Ames Avenue area produces stronger overall community benefits. However, the 51st Street and Ames Avenue site presents good potential for mixed-density residential or senior living with some commercial or office components.

Fontenelle Park West: The site, located between Fontenelle Park and the Omaha Home for Boys (OHB), is extremely attractive and is adjacent to a solid single-family neighborhood. The plan recommends assembly and demolition of deteriorated structures, and their replacement with new single-family development. Townhomes may be built along the 48th Street frontage, facing Fontenelle Park. This site may be combined with some OHB land to the west, if available, as part of a unified project.



Orchard Center



Summary

The North Omaha Development Project holds tremendous promise for this vitally important part of Omaha. This is a long-term initiative. The initial projects proposed in the four Development Opportunity Areas will generate over \$200 million in private development, \$3 to \$3.5 million in annual sales tax revenue, more than 2,500 jobs and nearly 1,000 housing units with a spin-off affect for more. Combined, these projects will enliven 24th Street as a mixed-use urban neighborhood; provide new retail services; develop major employment centers; open opportunities for new businesses; celebrate the rich culture and history of the North Omaha community; and transform a neglected open space into a great city park. By so doing, the image of the neighborhood will be transformed.

Moreover, this project re-energizes and builds upon the economic re-birth already taking place throughout North Omaha.

Project areas were selected strategically for their ability to create a strong investment response in other areas. Ultimately, North Omaha will become a dynamic, secure, self-sustaining neighborhood, full of vitality and hope, that faces the future with confidence and a sense of community.

Bringing this plan to reality will require significant investments. Existing programs and techniques will help fund many parts of the effort and changes in state law can help make financing methods like tax increment financing, tax credits and others more effective. However, substantial private funding will be needed to help North Omaha meet its full potential. The private sector and foundations can become involved in many ways, ranging from short-term loan pools to long-term investments to grants for park and cultural projects that will change the neighborhood and attract visitors from around the region. The project and its associated programs will require purchasing and preparing sites, building new infrastructure and improved transportation facilities, establishing loan pools for housing and business development, and creating signature parks, cultural facilities and public environments.

The North Omaha Development Project is another example of how public and private partnerships work in Omaha. The rewards and stakes are great. The opportunity to transform a specific community area for the benefit of North Omahans — present and future — and for our entire city, is extraordinary.

Next Steps

Implementation Processes:

The North Omaha Development Project steering committee and the executive director, with the support of the Greater Omaha Chamber of Commerce, will be responsible for day-to-day implementation of this plan. Seven task forces, chaired by members of the steering committee and community leaders, have been established to address transportation, business development, workforce development, capacity building, housing, finance and communications.

In addition to the executive director, the Chamber has designated staff to work in the following two areas:

WORKFORCE DEVELOPMENT

The Chamber has established a workforce development program assisting businesses and industries identifying workforce needs. The staff is focused on developing customized solutions that draw on existing community resources and partnerships. The workforce consultants are working initially with the North Omaha Development Project steering committee to address business employment opportunities, employee recruitment and job training issues. The goal is to maintain a competitive edge for business growth and investment in Omaha by bridging employment gaps.

CAPACITY BUILDING

The Chamber is facilitating the creation of the framework within which the capacities of local minority-owned businesses will be expanded. The plan embraces the many facets of education, workforce development, finance, skills training and relationship development that are necessary to develop capacity. The mission is to increase and strengthen the number of successful minority firms by enabling them access to the resources needed for long-term viability and sustainable growth. Many like-minded community partners, including the education, banking, major construction and municipal entities, will need to execute a comprehensive plan, span many disciplines and dedicate sufficient resources to the effort. Focused initially on North Omaha, the vision of this effort is to create a community-wide initiative that will effectively coordinate the resources, create jobs, and provide sufficient and appropriate assets to address issues faced by all minority-owned businesses.

North Omaha Development Project Steering Committee Members

Reverend Leroy E. Adams, Jr., Morning Star Baptist Church

Reverend Selwyn Bachus, Salem Baptist Church

Cathy Banks, SAC Federal Credit Union

Jerry Banks, Lozier Company

Robert Braun, Lozier Company

David G. Brown, Greater Omaha Chamber of Commerce

Frank Brown, Omaha City Council

Dr. Richard Brown, Charles Drew Health Center, Inc.

Shawn Buchanan, All American Meats, Inc.

Susan Buffett, The Sherwood Foundation

Dan Burkey, Creighton University

Roger Christianson, Omaha Public Power District

Pat Corrigan, 3MV Bancorp

Brenda Council, Whitner Law Firm, P.C., L.L.O.

Frank Dailey, Stage II

Dick Davis, Davis Companies

Calvin Dunn, Asphalt Maintenance, Inc.

Mayor Mike Fahey, City of Omaha

Rex Fisher, Qwest

Bishop John O. Ford, Second Advent Christian Church

Dell Gines, District 2 Neighborhood Coalition

Michael Green, EverGreen Capital Management, Incorporated

John Griffith, 3MV Bancorp

Jim Grotrian, Metropolitan Community College

Frank Hayes, Hayes & Associates, L.L.C.

Amanda Jedlicka, Habitat for Humanity of Omaha, Inc.

Steve Jensen, City of Omaha Planning Department

Tim Kenny, Nebraska Investment Finance Authority

Percy Kirk, Cox Communications

David Kramer, Wells Fargo Bank Nebraska, N.A.

Celann LaGreca, BlueCross BlueShield of Nebraska

Jim Landen, Security National Bank

Kay Leflore, Leflore's New Look Fashions

Ken Lyons, New Community Development Corporation

Michael Maroney, Omaha Economic Development Corporation

JoAnn McDowell, Metropolitan Community College

Thomas McGowan, McGowan Family Foundation

Dennis O'Neal, First National of Nebraska

Judy Pearl-Lee, Frontier Bag Company, Inc.

Vicki Quaites-Ferris, City of Omaha

Herb Rhodes, American Harvest Company

Chris Rodgers, Douglas County, Commission

Ted Schwab, Alegent Health

Michael Simmonds, Simmonds Restaurant Management

Ted Simpson, Nebraska Investment Finance Authority

Thomasina Skipper, State Farm Insurance

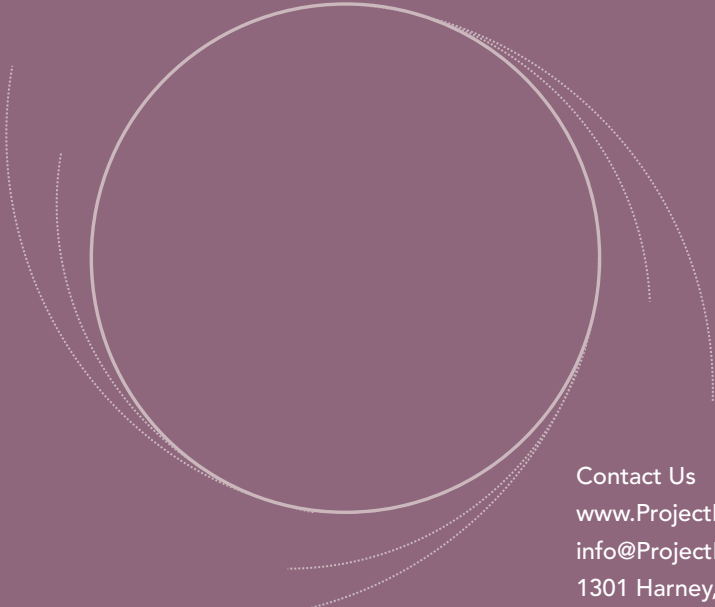
Dr. Thomas L. Smith, Sr., Paradise Baptist Church

Chief Thomas Warren, Omaha Police Department

Marguerita Washington, The Omaha Star

Ernest White, American National Bank

Cathy Wyatt, Midwest Geriatrics, Inc.



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