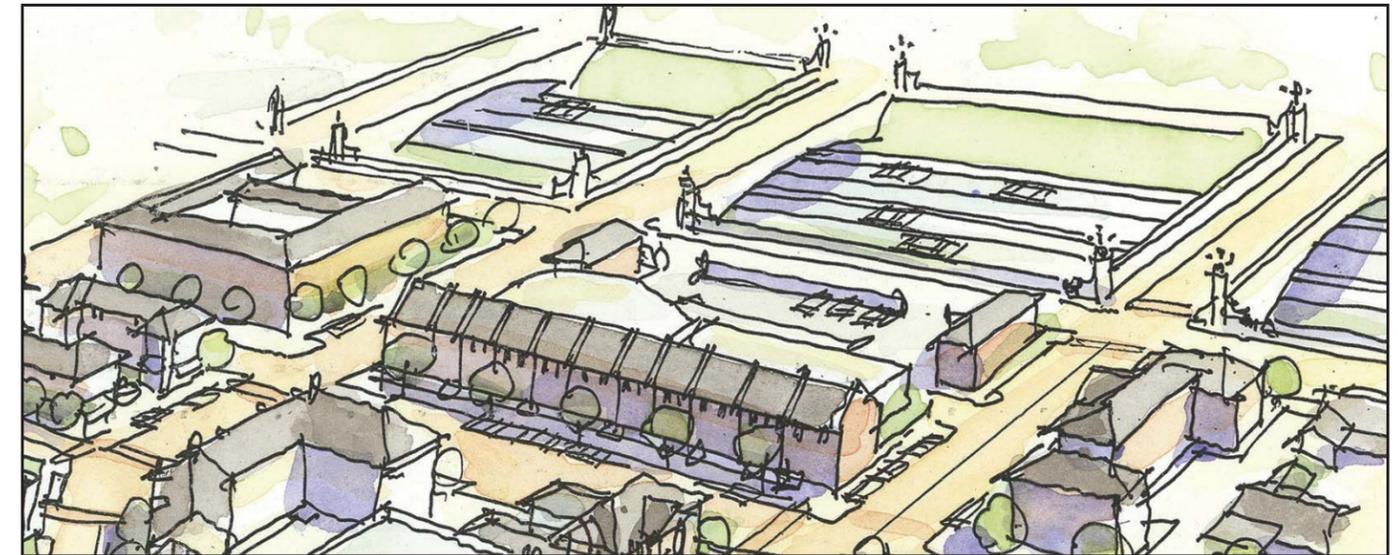




St. Mary's interstate bridge



Leavenworth interstate bridge



Concept rendering of bridges with entry pylons

St. Mary's Avenue and Leavenworth Street Interstate Bridge Redesign

Timeframe: High Priority

The St. Mary's Avenue and Leavenworth Street bridges over Interstate 480 are utilitarian in nature. They were designed to facilitate traffic movement over the interstate and little else. Even with the bridges, the interstate is a barrier between the neighborhoods on each side of it.

Discussion

When I-480 was constructed in the 1960's, it cut through established neighborhoods. To lessen its impact on these neighborhoods, the interstate was lowered below grade. Bridges along major roadways were constructed to span the interstate. These bridges became the "connective tissue" that linked neighborhoods on each side of the interstate. Unfortunately, these bridges were designed more for vehicle use than for pedestrians. The majority of the trips across the bridges are by car, and the interstate still acts as a barrier between the neighborhoods on each side of it.

This does not need to be the case. The new 10th Street Bridge south of Omaha's Old Market has a variety of functions. In addition to carrying vehicular traffic across the Union Pacific main line, the 10th

Street Bridge functions as much needed spill-over parking for the Old Market, a venue for Western Heritage Museum related outdoor festivals, and as a true pedestrian link between the Old Market and neighborhoods to the south.

Recommendation

Enhance the St. Mary's and Leavenworth interstate bridges with pedestrian amenities and on-street parking.

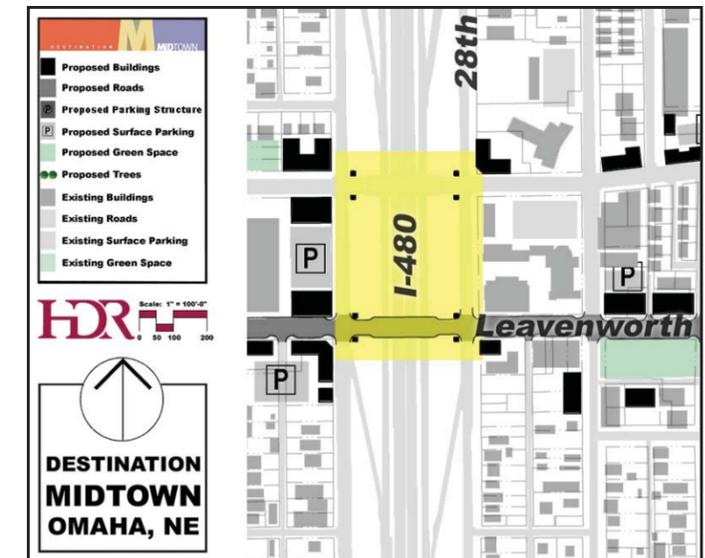
Program

- Redesign the St. Mary's Avenue and Leavenworth Street bridges over the interstate as pedestrian-friendly "links" that accommodate pedestrians and on-street parking.

The St. Mary's and Leavenworth bridges over the interstate should be redesigned as pedestrian-friendly links that accommodate vehicular traffic, pedestrians, and on-street parking. This redesign should complement the efforts to return both St. Mary's Avenue and Leavenworth Street to two-way traffic, and the effort so establish a pedestrian-oriented mixed-use neighborhood business district along this corridor. The bridges over the interstate should be enhanced with on-bridge parking, new lighting, entry

pylons, and pedestrian amenities. It is unlikely that these changes would require structural changes to the existing spans. Rather, re-striping and the addition of new amenities may be enough to achieve the desired effect.

Timeframe: Low Priority



Leavenworth and St. Mary's bridges

Midtown Transit

Timeframe: High Priority

The Destination Midtown Study Area is unlike any other area in Omaha. It was developed substantially prior to World War II, when development patterns encouraged a mixture of uses and pedestrian orientation. The area contains a variety of residential options, and residents can work, shop, and play within walking distance of their homes. Existing population density and neighborhood design encourage transit ridership.

Discussion

The Destination Midtown Study Area was developed during the streetcar era. Development patterns of the time encouraged a mixture of uses and mobility alternatives. This led to a neighborhood structure where a person could live, work, shop, and play, all within easy walking distance.

Unfortunately, Omaha was no different than any other city in the United States. Consumer patterns and preferences changed during the late 1940s, the 1950's and the 1960's, and mass transit usage declined. Rubber tire buses, seen as more flexible, replaced most of the streetcars, and Omaha's final streetcar line ended its operation in the 1950's.

However, streetcars have not been forgotten. A number of cities in the United States have recently

developed new streetcar lines, and many more are currently incorporating them into their near-term future mobility options. Today's streetcars are seen not only as people movers, but also as redevelopment tools. Given the Midtown Study Area's average population density of more than 7,500 residents per square mile, a modern streetcar line may be the ideal strategy to link Midtown neighborhoods, employers, and institutions with the downtown and riverfront, and encourage redevelopment along the way. In the interim, MAT's retro bus circulator routes could be expanded from downtown into the midtown area.

Recommendation

Examine the feasibility of linking Midtown and Downtown with new transit options.

Programs

- Expand the downtown circulator routes into midtown.

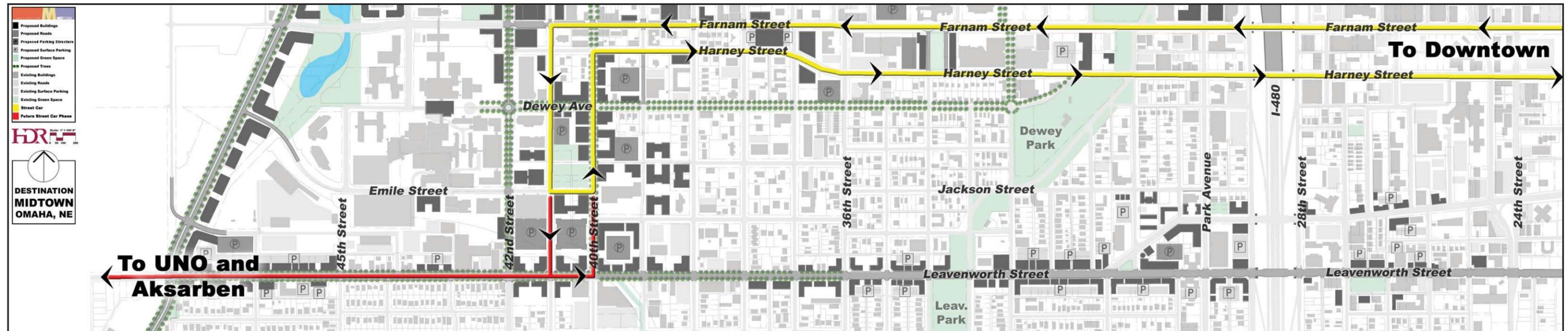
The new downtown retro bus circulator routes have been a major success. Metro Area Transit should examine the feasibility of extending one or more of the routes into the Study Area. Potential stops include Mutual of Omaha, Kiewit Plaza, and UNMC/The Nebraska Medical Center.

Timeframe: High Priority



Metro Area Transit retro circulator buses



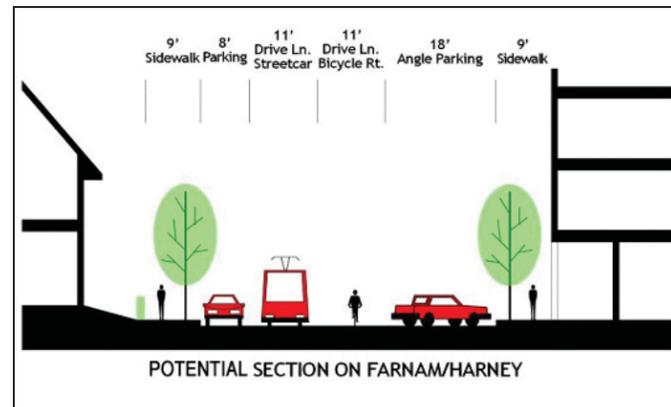


Potential initial and later phases of midtown streetcar route

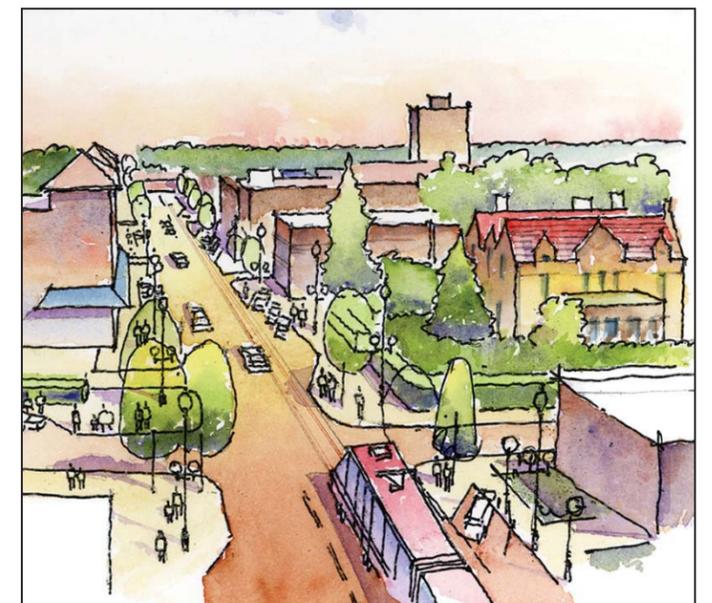
- Analyze the feasibility of creating a modern streetcar system linking the UNMC/The Nebraska Medical Center Campus and Downtown Omaha via Farnam and Harney Streets.

Examine the feasibility of linking Downtown Omaha with Mutual of Omaha, Kiewit, the UNMC/The Nebraska Medical Center, and Midtown neighborhoods. The modern streetcar would link Omaha's significant concentrations of employment with many of its urban neighborhoods, and help encourage mixed-use, pedestrian-oriented redevelopment along the Farnam/Harney corridor.

Starting in Downtown Omaha, the preliminary streetcar route would follow Farnam Street west to 41st Street. At 41st Street, the streetcar would turn south to Emile Street, then east on Emile Street to 40th Street. At 40th Street, the streetcar would turn north to Harney Street, then east on Harney to Downtown Omaha. Later phases of the streetcar system could connect UNMC/The Nebraska Medical Center with UNO and Aksarben.



Portland Streetcar



Concept rendering of streetcar heading west on Farnam Street

Timeframe: Low Priority

Midtown Bicycle Plan

Overview

Bicyclists are clearly second-class citizens within the current organization and function of the Study Area's mobility system.

Discussion

At a number of public meetings during the master planning process, advocates for enhanced bicycle mobility vocally expressed their dismay with current conditions within the Midtown Study Area. In general, their concerns are well founded; bicyclists are clearly second-class citizens within the current organization and function of the Study Area. Given the preponderance of students and working class residents within Midtown, and its relatively high

urban densities, this represents a considerable oversight. With its inherent grid system and a wide variety of street types within the Study Area, Midtown possesses the potential to be an exemplary location for urban cycling.

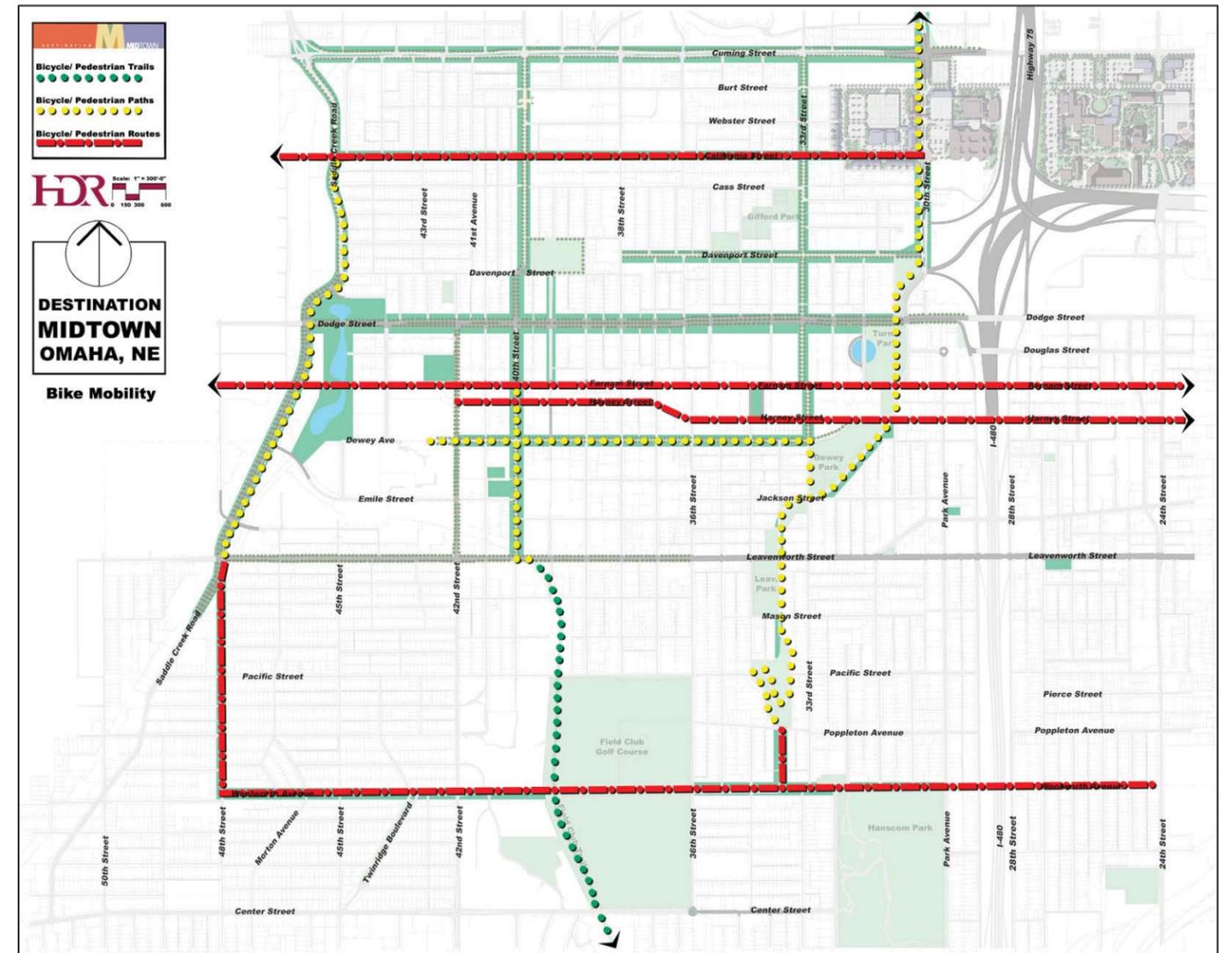
Recommendation

Develop a comprehensive bike plan for the Destination Midtown Study Area.

Program

- Develop a bike mobility plan for the Midtown Study Area.

The Midtown Master Plan includes a rudimentary study of the potential to develop such a comprehensive biking plan, but it needs to be further



Conceptual midtown bike mobility plan

developed, tested and refined. In its current incarnation, the proposed plan includes three distinct types of biking facilities:

- **Bike Trails** – dedicated cartways designed solely for the use of bicyclists, generally distinct from any adjacent roadway;
- **Bike Lanes** – areas within a general purpose roadway used expressly for bicyclists; these are generally at least four feet in width and are striped and labeled as bikeways;

Bike Routes – roadways that are signed for and listed for use by bicyclists but which otherwise include no physical

concessions to bike riders. These are generally streets with some degree of excess capacity and generally low levels of vehicle traffic.

In cooperation with the Midtown Neighborhood Alliance and local cycling organizations, the City Planning Department staff should field test the Bike Mobility plan included in this master plan and alter, amend and improve it as recommended.

Timeframe: High Priority



Conceptual roundabout at 35th and Center Street

Neighborhood Oriented Mobility Programs

Overview

Travel within the Destination Midtown Study Area has changed dramatically since the area was developed during the late 1800's and early 1900's. At the turn of the 20th century, mobility options included walking, biking, horse and buggy, private automobile, and streetcars. Today, fewer options are utilized. Private automobiles are the primary means of transportation within the area, and walking, biking and transit are utilized to a lesser degree. Because of these changes, mobility options within the area need to be examined and adjusted to meet the ever-changing needs of the area.

Discussion

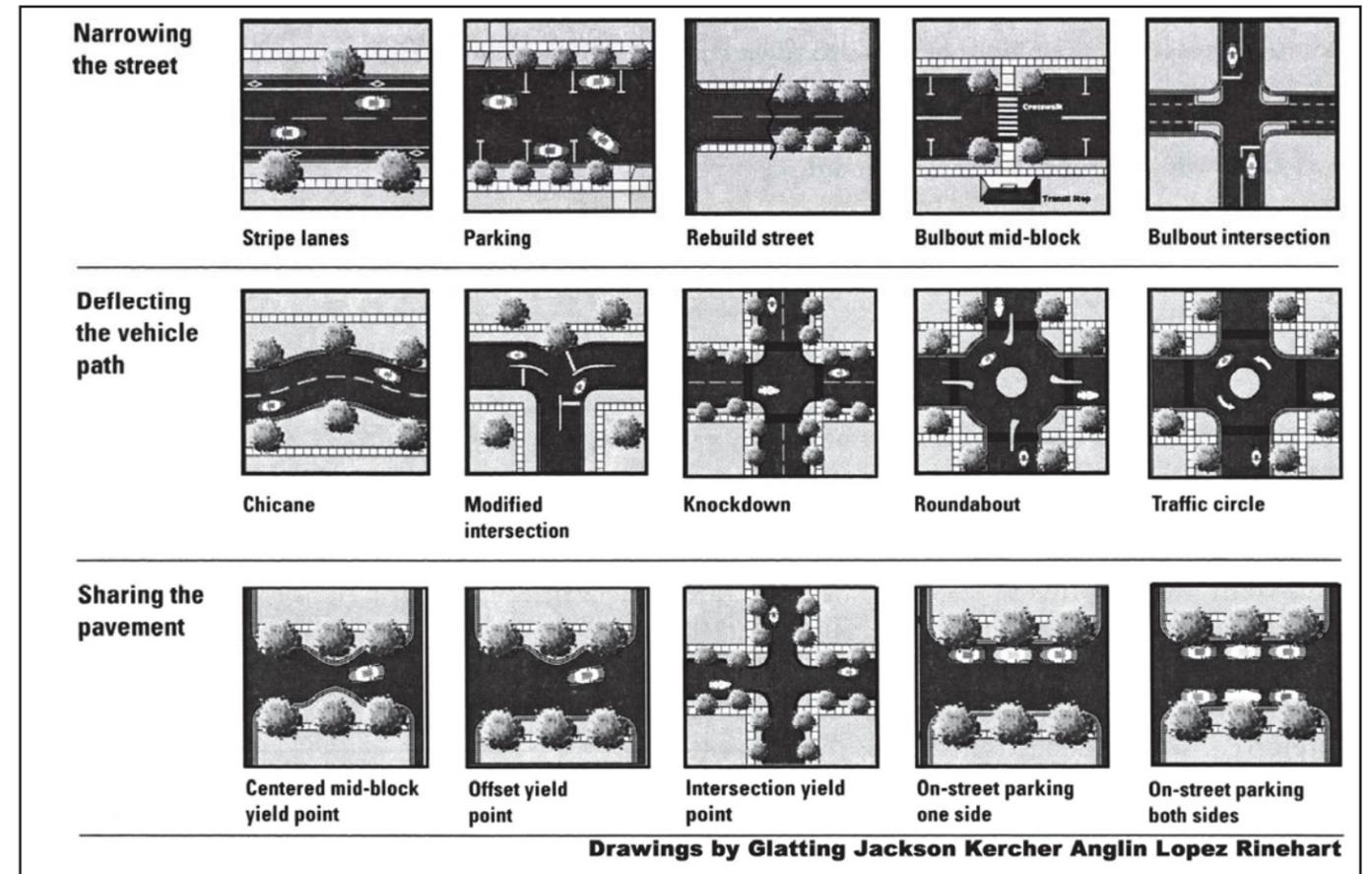
The Destination Midtown Study Area was developed as grid network of streets. This network was broken by occasional boulevards and served by the city's streetcar network. Major east – west streets included Cuming Street, Dodge Street, Farnam Street, Leavenworth Street, Woolworth Street, and Center Street. Major north – south streets included 24th Street, Park Avenue, 38th Street, 40th Street, 42nd Street, and Saddle Creek Road. Turner Boulevard was the dominant boulevard within the Study Area.

This grid of streets continues to play a significant role in the development of the area. Where neighborhood business districts developed at the intersections of streetcar routes, commercial development now lines many of the major arterials. Often times this development has negative impacts on adjacent neighborhoods or creates a substantial amount of traffic or high demand for parking. The SWOT Analysis identified several road corridors and intersections as having a negative impact on the Study Area.

Because of this and the ever-changing needs of the area, enhancements to the mobility network should be a priority. Existing improvement programs should be continued and new programs should be identified and implemented. The continued vitality of midtown neighborhoods will depend upon the adaptability and enhancement of this valuable asset.

Recommendation

Provide a variety of new mechanisms to address the ever-changing mobility needs of residents and businesses within the Study Area.



Traffic calming devices

Programs

- Develop a variety of traffic calming options for neighborhood streets.

Speeding and cut-through traffic are major issues within several Midtown neighborhoods. In coordination with the Midtown Neighborhood Alliance and individual neighborhoods, the Public Works Department should develop a variety of traffic calming options (reducing paving widths, on-street parking, roundabouts, chicanes, etc.) for use on local streets. Construction of these traffic calming mechanisms should occur as part of routine maintenance or upon request of public, private or institutional entities who would be expected to contribute to the costs incurred.

Specific locations within the Study Area the merit consideration for the introduction of traffic calming measures include:

- Park Avenue, at various locations along its length south of Leavenworth Street;
- The intersection of 36th Street and Center Street; and
- 42nd Street as it passes through the UNMC/Nebraska Medical center Campus between Leavenworth Street and Dodge Street.

Timeframe: Medium Priority



- **Expand parking options within the Study Area.**

Parking is a recurring issue within the Midtown Study Area whether it is under-or over-supplied. In certain areas, business owners are prevented from opening or expanding existing operations because they cannot provide on-site parking. In other locations, residents complain when visitors park on-street in front of their houses. In still other locations, the institutional need for parking creates large, unsightly parking lots that encroach into and disturb surrounding residential fabric.

As with many older in-town urban neighborhoods, the Midtown Study Area cannot match up to suburban standards and expectations for the provision of parking. An area-wide parking study for the Midtown district should be commissioned, with the express goal of optimizing the provision of parking on an area-wide basis as opposed to a property-by-property basis.

Such a study could be undertaken by City of Omaha staff, with assistance from external consultants, and could be paid for in a manner similar to the current Master Plan study. General goals for such a study would include, at a minimum, the following:

- Optimizing the use of on-street parking throughout the Study Area; it is clear that a block by block study would turn up an enormous number of potential on-street parking spaces that could be used in a wide variety of ways (i.e., neighborhood residents only, general purpose, time-limited, etc.)
- Optimizing the use of existing parking resources that tend to be monofunctional and are often grossly under-utilized

throughout large portions of the day or week (i.e., parking lots and structures are large institutions such as UNMC, Creighton, Mutual of Omaha, etc.);

- Coordinating mixed-use development both internally and with its immediate surroundings in order to make effective use of limited parking resources (i.e., proposed neighborhood business districts).

Timeframe: Medium Priority



42nd Street looking south



42nd Street existing...



...and with landscaping

42nd Street Landscaping

Overview

Forty-Second Street cuts through the middle of the UNMC/The Nebraska Medical Center campus. The street is designed for vehicular traffic, with few landscape or pedestrian amenities. The street's meager aesthetics belie its potential as a major civic feature for this important Midtown destination.

Discussion

Forty-Second Street is a major functional and ceremonial element on the UNMC/The Nebraska Medical Center campus. The street is a primary route through the Destination Midtown Study Area, and carries a significant amount of traffic through the heart of the campus. The street divides the campus into two halves, with clinical and research uses located to the west and educational and student oriented uses located to the east. Pedestrian traffic along the corridor is substantial, and crossings occur at regular intervals.

Although 42nd Street functions as a "front door" for the UNMC/The Nebraska Medical Center campus, its utilitarian nature ensures that a trip along its length is less than memorable. The street is designed with two lanes of traffic in each direction and sidewalks that are located directly behind the curb, placing pedestrians adjacent to traffic lanes. Trees, shrubs,

and other streetscape amenities are limited in nature. As an important pedestrian corridor, 42nd Street does not live up to its potential as a great urban street.

Recommendation

Improve the appearance of 42nd Street by installing new landscape and streetscape amenities.

Program

- Landscape 42nd Street between Dodge Street and Leavenworth Street.

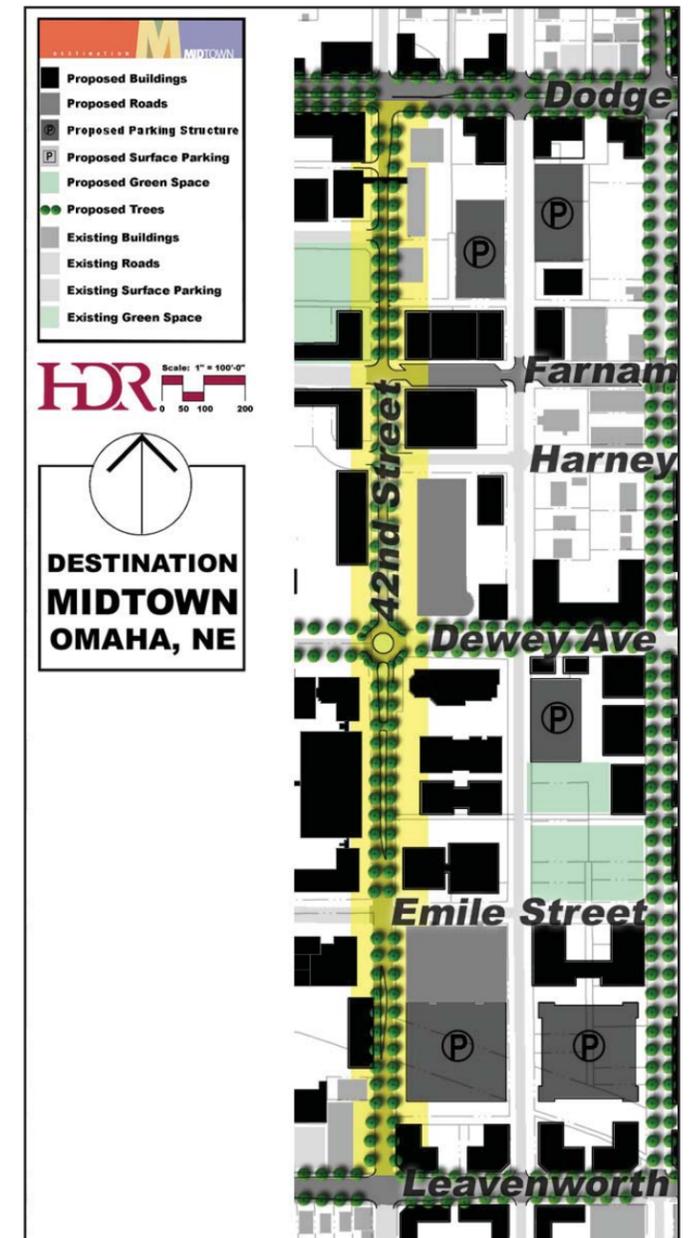
Forty-Second Street is a functional and ceremonial "front door" to the UNMC/The Nebraska Medical Center campus. Because of this important role, the corridor should be heavily landscaped with a variety of trees, shrubs and seasonal plantings between Dodge Street and Leavenworth Street. In addition, pedestrian amenities such as lighting, benches, and similar street furniture should be included. These enhancements should be done in conjunction with the traffic calming measures that were identified in the Transportation Program. If done correctly, these additions would provide a civic focal point for the UNMC/The Nebraska Medical Center campus and establish 42nd Street as a great urban street. In addition, they would assist in the creation of a

seamless transition between the campus and neighborhoods north and south.

Timeframe: Medium Priority



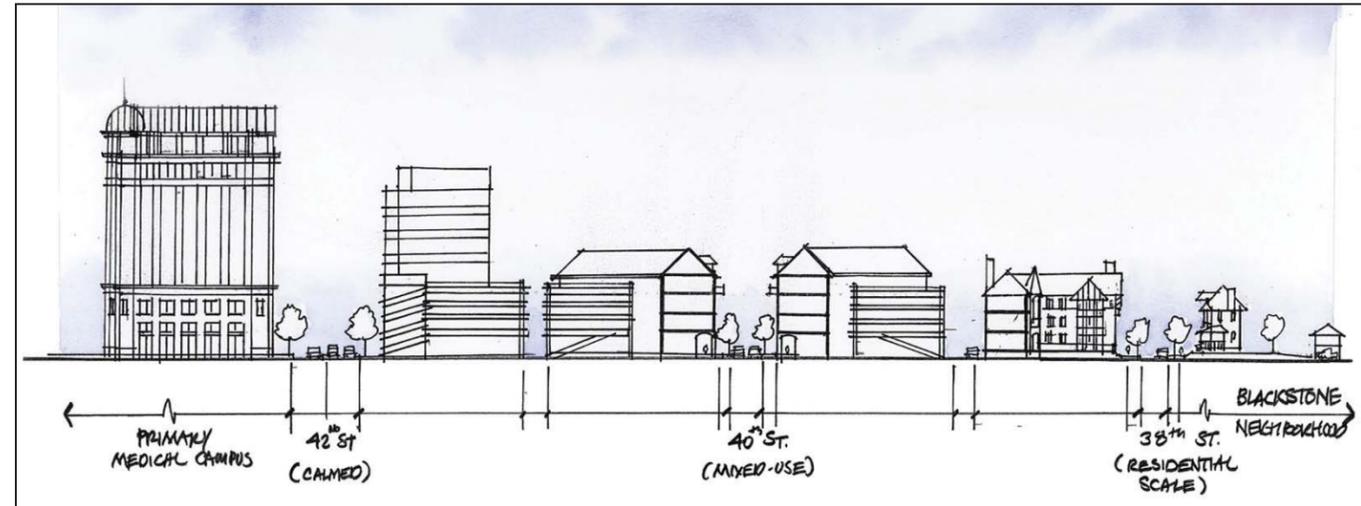
42nd Street looking south from Emile Street



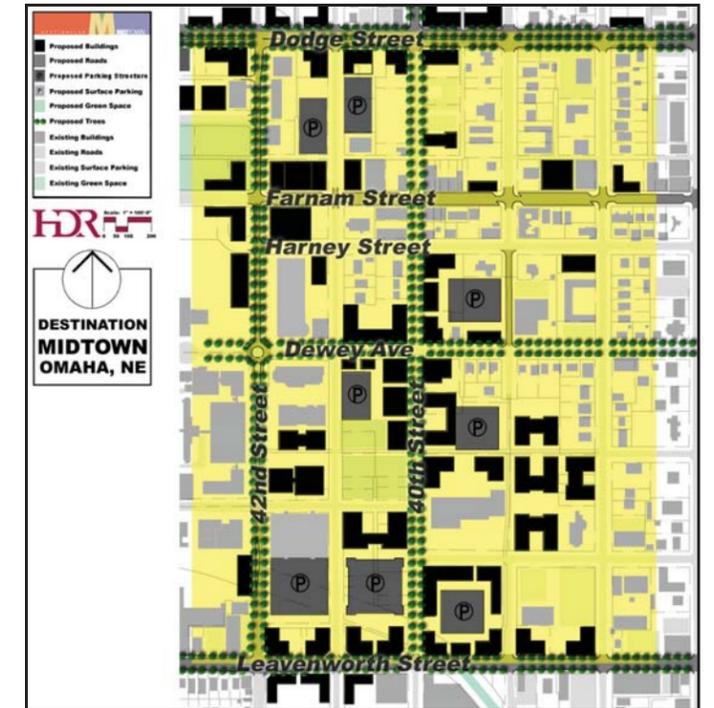
42nd Street corridor study area



New student residential under construction



Medical Center transect



Area recommended for design guidelines

UNMC/The Nebraska Medical Center Campus Design Guidelines

Overview

The medical center recently announced plans for new student housing along 38th Avenue. Neighborhood residents protested the design of the proposed structure and argued for more input into the design process. The medical center responded by soliciting input from neighborhood representatives and modified the design of the project to address neighborhood concerns.

Discussion

Expansion of institutional uses into adjacent neighborhoods can often lead to an atmosphere of conflict and stalemate. Research advances, changing technology, and expanding programs require campus growth and expansion; however, this growth can be incompatible with neighborhood uses and/or insensitive to the existing urban fabric. As a result, neighborhood protests can be vocal and delays in construction can be costly.

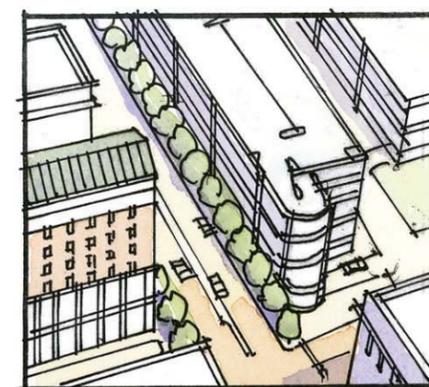
Because this process can repeat itself with every new development proposal, solutions must be established that ultimately provide a framework for future growth and development along the campus/neighborhood interface. This framework must identify the future limits of campus expansion and establish “rules” on how new buildings will be designed to address existing structures and protect neighborhood vitality.

Recommendation

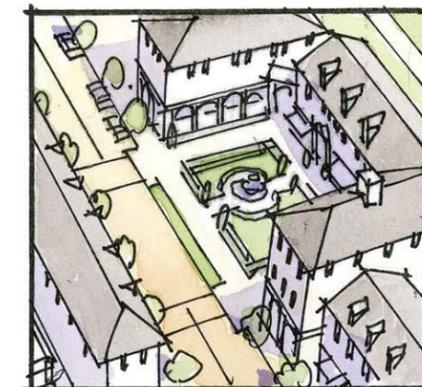
Protect neighborhood vitality by establishing a design framework for future campus growth and development.

Programs

- Develop design guidelines for buildings on the UNMC/The Nebraska Medical Center campus as it moves from west to east: From institutional uses, to academic and administrative uses, to residential uses.
 - The eastward expansion of the UNMC/The Nebraska Medical Center campus and adjacent medical-related properties should be mediated through the use of



42nd Street corridor



40th Street corridor



38th Street corridor

design standards and guidelines. These standards and guidelines should take the form of a “transect,” and regulate the campus as it moves from west to east – from institutional uses, to academic and administrative uses, to residential uses. In particular, the medical center “transect” should match existing development with new development in terms of similar scale, function, and design vocabulary. Thirty-

Eighth Avenue should be identified as the eastern limit of campus expansion, and UNMC/The Nebraska Medical center will be held to a higher standard if campus expansion occurs to the east of this line.

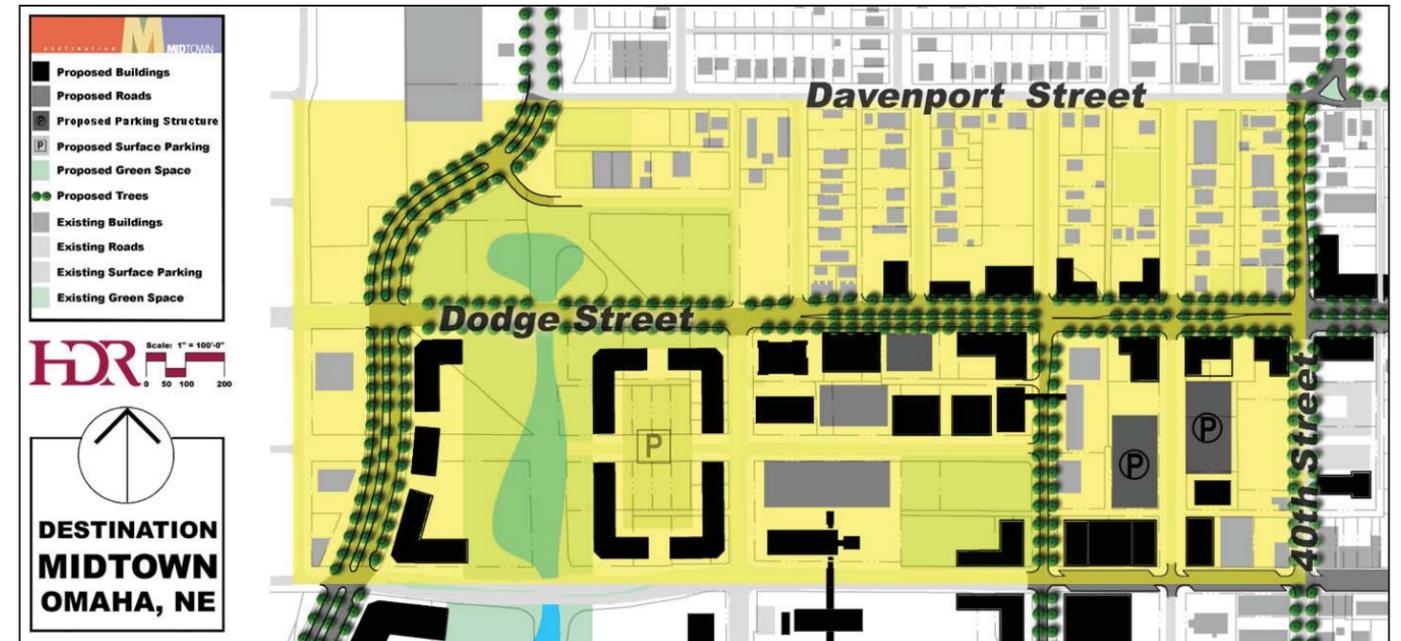
Timeframe: High Priority



Dodge Street looking west from 42nd Street



Current development along south side of Dodge Street



Area recommended for design guidelines

UNMC/The Nebraska Medical Center Corridor Design Guidelines

Overview

Dodge Street and Leavenworth Street are lined with a variety of uses. These uses were developed at various times, and contain a hodgepodge of architectural styles and site configurations. Some buildings are pedestrian oriented and front onto the street, while others are auto-oriented and set back behind surface parking lots. This varied development pattern, with its assorted architectural styles, is less than optimal and does not maximize the valuable frontage along these two corridors.

Discussion

Dodge Street and Leavenworth Street were developed during the turn of the century, when streetcars provided access to neighborhoods and pedestrian oriented, mixed-use businesses lined major streets. These businesses were neighborhood anchors, and contributed greatly to neighborhood vitality. As these streets transitioned from neighborhood-oriented into dominant vehicular routes into downtown Omaha, commuter oriented

uses emerged and the complexion of each corridor began to change.

Eventually, these corridors transitioned from neighborhood serving pedestrian-oriented environments to the hodgepodge of uses they are today. Commercial, clinical, and residential uses predominate, and several existing uses are transitional in nature and detract from adjacent neighborhoods and the UNMC/The Nebraska Medical Center. To complicate the situation, each of the uses was developed with a different site configuration, so that pedestrian-oriented uses are often sited next to auto-oriented uses. As redevelopment opportunities present themselves and the UNMC/The Nebraska Medical Center campus looks to expand to the north and south, a consistent development pattern should be established that will contribute to neighborhood vitality and maximize the potential of Midtown's primary corridors.

Recommendation

Establish design guidelines along Dodge Street and Leavenworth Street in order to establish an urban

design framework for future growth and development at the perimeter of the UNMC/The Nebraska Medical Center campus and maximize the potential of these important corridors.

Programs

- Develop Design Guidelines for future UNMC/The Nebraska Medical Center buildings adjacent to Dodge Street.

Design guidelines for future UNMC/The Nebraska Medical Center buildings adjacent to Dodge Street should be established, taking into account the possibility of the phased widening of Dodge Street in the future and/or turning it into a beautifully landscaped, urban boulevard. As such, the guidelines should consider continuous easements or setbacks to accommodate the future landscaping and street widening and "build-to" lines to establish a uniform street wall in this new location.

In addition to medical center related redevelopment, the guidelines should encourage mixed-use, neighborhood serving redevelopment opportunities.

Geared towards new development, the guidelines should include requirements for architectural design and detailing, reduced distances between adjacent buildings, rear-yard parking, streetscape amenities, and recommended uses. The guidelines should be designed to enhance the character of Dodge Street, encourage redevelopment activity along the corridor, and be developed in conjunction with the Dodge Street Urban Boulevard program mentioned elsewhere in this document. The guidelines should occur between 38th Street and Saddle Creek Road.

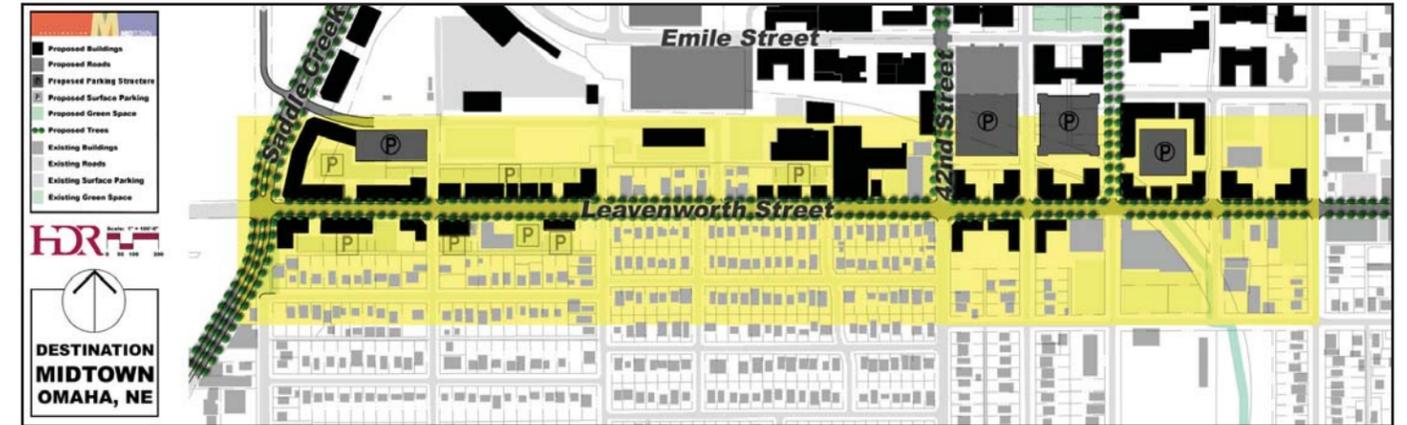
Timeframe: Medium Priority



Leavenworth looking west from 40th Street



Leavenworth corridor looking west from 39th Street



Area recommended for design guidelines

- **Develop Design Guidelines for future UNMC/The Nebraska Medical Center buildings adjacent to Leavenworth Street.**

Design guidelines for future medical center buildings adjacent to Leavenworth Street should be established. In addition to medical center related redevelopment, these guidelines should encourage mixed-use, neighborhood serving redevelopment opportunities. Geared towards new development, the guidelines should include requirements for architectural design and detailing, building and parking lot placement, streetscape amenities, and recommended uses.

Specifically, the guidelines should consider on- and off-street parking in appropriate locations; a uniform 10' public easement located between the curb and front facade to accommodate widened sidewalks, outdoor seating areas, and outdoor merchandise displays; and "build-to" lines to establish a uniform street wall. The guidelines should be designed to enhance the character of Leavenworth Street, encourage redevelopment activity along the corridor, and be developed in conjunction with the Leavenworth corridor roadway improvements mentioned elsewhere in this document. The

guidelines should occur between 38th Street and Saddle Creek Road.

Timeframe: Medium Priority



40th Street looking south towards Emile Street

40th Street Mixed Use Interface

Overview

40th Street between Farnam Street and Leavenworth Street is utilitarian in nature. Its primary function is to provide access UNMC/The Nebraska Medical Center related facilities. The street is lined with surface parking lots, and the pedestrian is an afterthought.

Discussion

40th Street cuts through the eastern half of the UNMC/The Nebraska Medical Center campus. Educational buildings and student housing are located on the west side of the street and the Student Life Center is located on the east side of the street. Large surface parking lots flank both sides of 40th Street as it runs between Farnam and Leavenworth.

Immediately to the east of the medical center is the Blackstone Neighborhood. This neighborhood is relatively dense by Omaha standards. It contains many historic courtyard apartments and several more recent “slip-ins.” The neighborhood is also known for its large, historic homes built by many of Omaha’s early wealthy families. Many of these homes were converted to apartments, but have since been restored to single-family ownership.

The neighborhoods within the Destination Midtown Study Area were developed during in the late 1800’s



Concept rendering looking south on 40th Street

and early 1900’s. Many of these prewar neighborhoods were located within walking distance of neighborhood business districts, and were known for their pedestrian orientation and mix of uses. Because of changing consumer patterns and preferences, few neighborhoods within the Study Area are currently served by neighborhood oriented business districts.

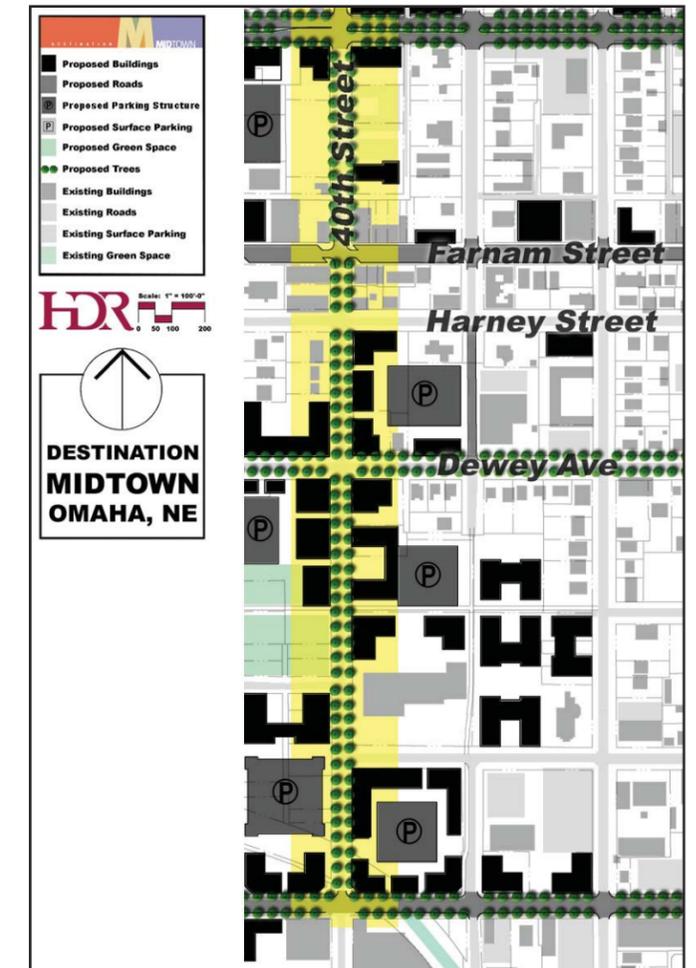
Recommendation

Redesign 40th Street to serve as an interface between UNMC/The Nebraska Medical Center and adjacent neighborhoods.

Program

- Redesign and develop 40th Street as a mixed-use interface between UNMC/The Nebraska Medical Center and the Blackstone neighborhood to the east.

40th Street between Farnam Street and Emile Street should be redesigned and developed as a mixed-use interface between the medical center and the neighborhoods to the east. The street should be designed to accommodate two lanes of traffic, parking lanes on each side of the street, and streetscape amenities. The pedestrian-friendly mixed-use district that will develop along 40th Street will



40th Street mixed-use interface

have a distinct emphasis on the medical center to the west and the Blackstone neighborhood to the east.

Timeframe: Medium Priority



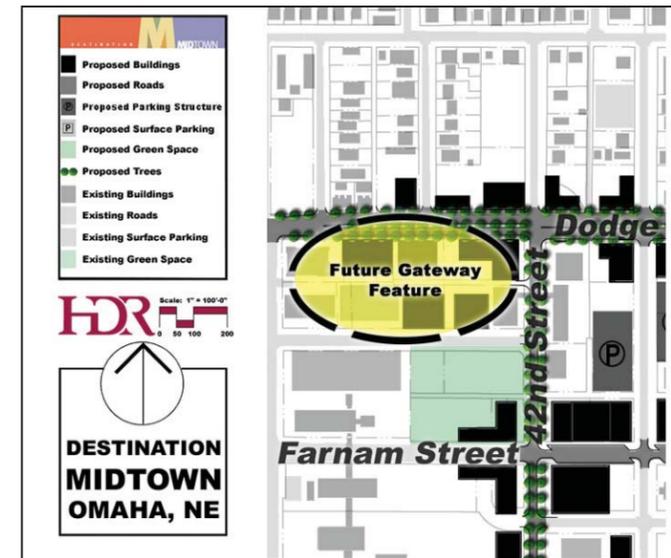
Existing view looking south on 40th Street



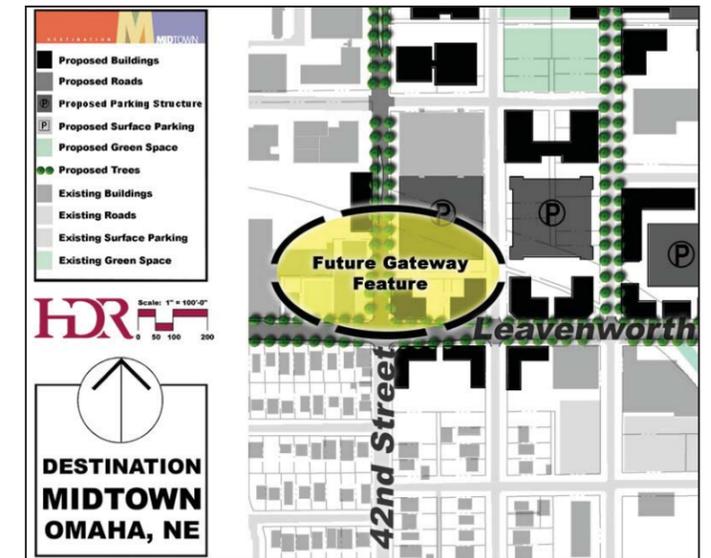
View of medical center looking north from 42nd Street



View of medical center looking south from Dodge Street



Potential location of Dodge Street gateway feature



Potential location of Leavenworth Street gateway feature

UNMC/The Nebraska Medical Center Gateway Features

Overview

The medical center is known throughout Nebraska and around the country for its innovative research programs and quality medical care. It is not known, however, for its campus setting, stimulating urban environment, or unique open space amenities. With the exception of a limited number of landscaped corridors and courtyards, the medical center campus does not announce its presence to passersby and lacks any significant “gateways” or design features.

Discussion

The medical center is located in a relatively dense, mixed-use neighborhood. The campus is situated between a historic residential neighborhood, the Dodge and Leavenworth commercial corridors, and an interurban rail corridor that was developed along an interurban rail corridor. Because of this constrained physical context, the campus has developed in a pragmatic and incremental fashion. Growth and development has been relatively conservative, and design elements have been limited to small-scale landscape improvements and uniform design palates.

Within recent years, UNMC/The Nebraska Medical Center has purchased and razed several marginal commercial buildings along the south side of Dodge Street. These have been replaced with lawn and a limited amount of landscaping. With the exception of these recent efforts and the existing wayfinding signage at the 42nd and Dodge Street intersection, UNMC/The Nebraska Medical Center does not have a true presence along any of its peripheral roadways, nor does it contain a singular identifying design element. Instead, it contains a variety of “images,” including the Lied Transplant Center tower, the Durham Outpatient Center entrance, and recently, the Durham Research Center tower. These “images” portray a variety of campus features, but none of them has established itself as the “post card” view of campus.

Recommendation

Establish the medical center’s presence along peripheral roadways with special “gateway” design features.

Programs

- Develop “gateways” into UNMC/The Nebraska Medical Center Campus from Dodge Street and Leavenworth Street.

UNMC/The Nebraska Medical Center should develop “signature” design elements in order to announce its presence to travelers along Dodge Street and Leavenworth Street. These design elements should draw attention to the medical center and act as gateways into the campus. They should utilize built and natural design features such as trees, shrubs, and seasonal color, and be constructed on the south side of Dodge Street between 42nd Street and Saddle Creek Road and the north side of Leavenworth Street near 42nd Street.

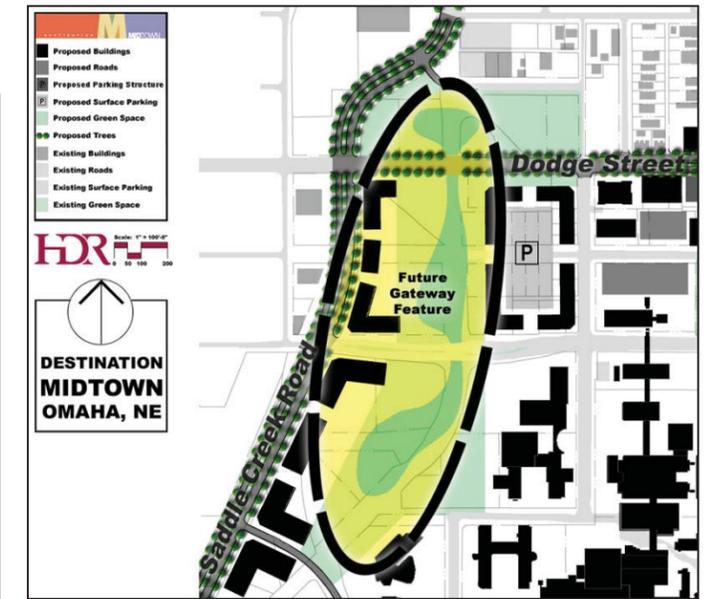
Timeframe: High Priority



Medical center campus looking east from Saddle Creek Road



Concept rendering of Saddle Creek Road gateway feature



Potential location of Saddle Creek Road gateway feature

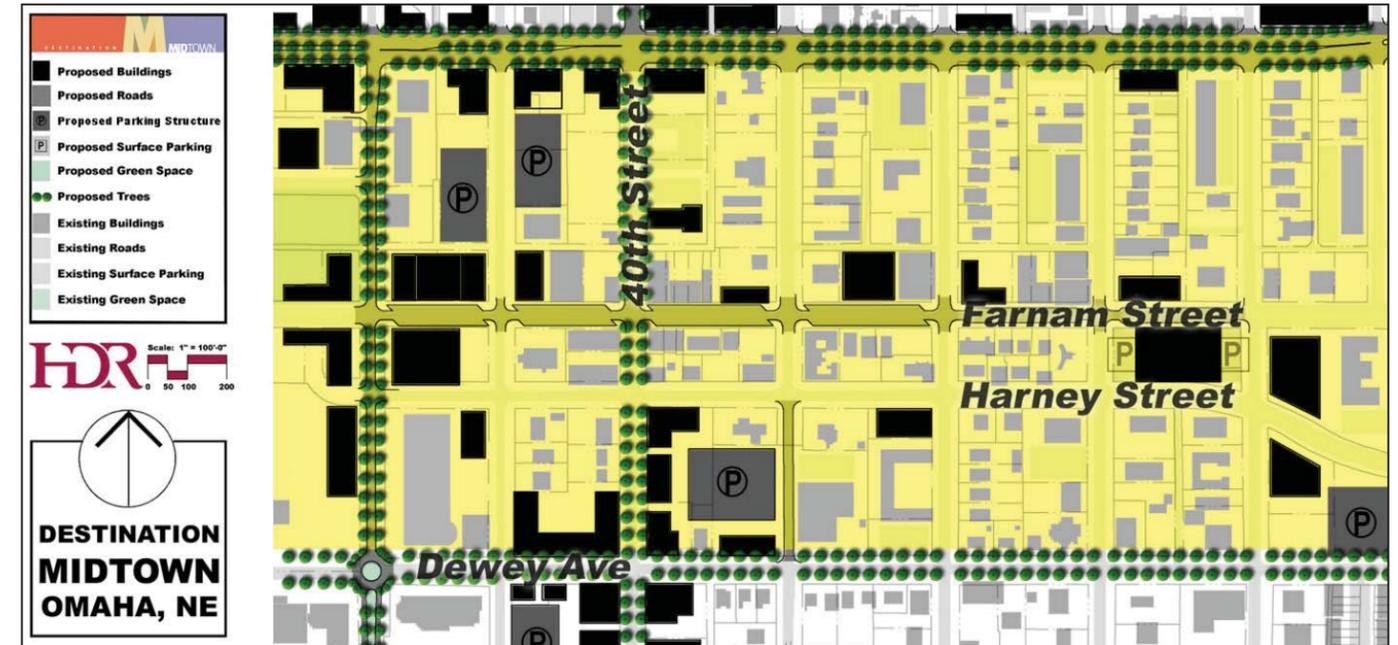
- Develop a “gateway” into UNMC/The Nebraska Medical Center Campus from Saddle Creek Road.

A “signature” design feature should be developed at the western gateway to the medical center, along Saddle Creek Road. This design feature could be developed on land gained if Saddle Creek Road were to be relocated to the west, and provide a continuous expanse of green space and/or incorporate a water feature as a major design element. The feature should be designed as a focal point for UNMC/The Nebraska Medical Center campus and provide easy access for neighborhood residents and businesses. This open space amenity would not only provide a “postcard” image for the medical center, it would also provide a framework for new medical center growth and expansion. In addition, it could provide much needed open space for midtown neighborhoods and encourage redevelopment of adjacent properties.

Timeframe: Low Priority



Concept rendering of intersection of 42nd and Leavenworth Streets



Area to consider shared parking facilities

UNMC/The Nebraska Medical Center Shared Parking

Overview

The medical center has a large inventory of parking stalls located in surface parking lots and parking structures. These stalls are well utilized during the day by patients, faculty, staff, and students. However, many stalls sit empty or underutilized during the evening hours.

Discussion

UNMC/The Nebraska Medical Center has a large inventory of parking stalls located strategically throughout campus. These stalls are located in surface parking lots and parking garages, and are utilized by patients, visitors, faculty, staff, and students. Because parking demand peaks during the day, prime parking spaces can be difficult to find. However, several parking lots and garages clear significantly during the evening, and many sit underutilized until they fill back up in the morning.

As the Farnam/Harney corridor redevelops into a dense, mixed-use corridor, parking will be an issue. Although the district will be pedestrian oriented,

many residents, employees, and visitors will arrive by private automobile. In order to achieve the density required for this type of environment, cost-effective parking will need to be provided “on-street” and in parking structures.

Recommendation

Utilize existing parking solutions, where possible, to meet anticipated parking demand.

Program

- Develop a program to use existing and future UNMC/The Nebraska Medical Center parking facilities to support mixed-use activities along Farnam and Harney Streets.

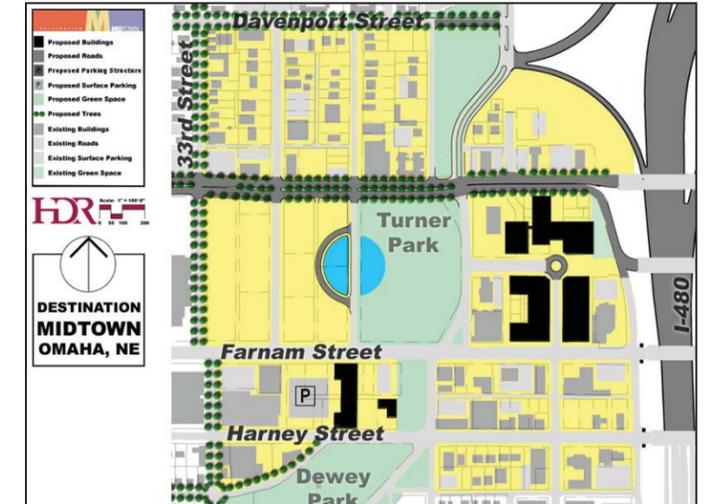
A district-wide parking plan should be developed for the Farnam and Harney corridor. This plan should support mixed-use development and incorporate both on-street and off-street solutions. Existing and future medical center parking facilities should be utilized to the extent possible. The medical center should undertake an inventory of existing stalls and identify those that would be suitable for a shared parking

arrangement. This arrangement would give priority to UNMC/The Nebraska Medical Center users during the day, but allow off-peak parking for adjacent residents, employees, and visitors. This would help satisfy district-wide parking needs, and facilitate development of new residential, retail, and restaurant uses.

Timeframe: Medium Priority



Medical center parking garage located at 42nd and Harney Streets



Photos of Turner Park and adjacent uses

Potential area for Turner Park master plan

Turner Park Area Master Plan

Overview

Turner Park, one of the most visible open spaces within the Destination Midtown Study Area, is located at the confluence of major thoroughfares, two neighborhoods, and the Mutual of Omaha corporate campus. Although such a strategic location should be ripe with opportunity, the immediate area has not experienced significant redevelopment. Instead, the area contains vacant buildings, marginal commercial uses, and surface parking lots. As such, it represents a critical opportunity for redevelopment efforts in Midtown Omaha.

Discussion

Turner Park, which was developed as an important component of Omaha's historic parks and boulevard system, and the adjacent area represent a prime opportunity for redevelopment within Midtown. Strategically located along the Dodge Street and Farnam/Harney corridors, the area is situated between the Gifford Park and Leavenworth neighborhoods and adjacent to the offices of National Indemnity and the Mutual of Omaha corporate campus. Centered on the most visible open space within Midtown, this area should be alive with activity. Instead, it appears past its prime and is characterized by marginal commercial uses, vacant

and/or mothballed buildings, neglected residential units, and expansive surface parking lots.

With Mutual of Omaha examining its future requirements for land holdings and facilities, and in recognition of the need to maximize this strategic location, a redevelopment master plan for the area should be developed and implemented. This plan should establish a vision for the area, examine redevelopment opportunities, and determine the appropriate uses, intensities, and character for the area. This plan should be established in conjunction with the conversion of Farnam Street and Harney Street to two-way traffic, the realignment of the Dodge – Douglas "S" curve, the conversion of Turner Boulevard to a two-way traffic, and the Park Avenue terminus, all of which are mentioned in the transportation section of this document.

Recommendation

Maximize the potential of the Turner Park area by developing a Master Plan for future redevelopment activity.

Program

- Develop a Master Plan for the area around Turner Park.

A master plan for the area around Turner Park should be developed. This plan should establish a framework

for future redevelopment efforts in the area, and be centered on Turner Park. The plan should include the eastern portion of the Mutual of Omaha campus, properties along Dodge Street immediately north of Turner Park, properties immediately east of Turner Park, and the interface with the Gifford Park and Leavenworth neighborhoods. The plan should consider the Turner Boulevard Master Plan that was developed through the Leavenworth Neighborhood Association and the sculpture that will be placed in the park by the Public Art Commission. Key components of the Master Plan should include the following:

- Develop an inventory of current land holdings and parking needs within the area.
- Incorporate the Mutual of Omaha and National Indemnity Strategic Plans for the future need for and use of such holdings and facilities.
- Develop a conceptual Master Plan for the area immediately surrounding Turner Park (several blocks in all four directions), including Mutual of Omaha's future Redevelopment Program for the area immediately west of Turner Park.

Timeframe: High Priority





Existing view looking east on Farnam Street from 38th Street



Concept rendering looking east on Farnam Street showing new infill development

Farnam/Harney Master Plan

Overview

The Farnam/Harney corridor between Mutual of Omaha and UNMC/The Nebraska Medical Center is the geographic “heart” of the Destination Midtown Study Area. The corridor is situated between significant employment centers and located at the epicenter of Midtown’s dense, urban neighborhoods. Unfortunately, redevelopment along the corridor to date has been random and has not maximized the potential of the corridor.

Discussion

The Farnam/Harney corridor was traditionally the center of the Destination Midtown Study Area. The corridor contained a variety of dense residential options, including mid-rise apartment buildings, courtyard apartments, and higher density multiplexes and detached single-family homes. In addition, it contained pedestrian-oriented commercial uses and significant centers of employment, all of which combined to give the area vitality and excitement. Over time, many of the uses along the corridor have transitioned and/or were redeveloped, and much of

the corridor’s contextual, pedestrian-oriented nature has been lost. Nevertheless, the corridor is currently home to some of Omaha’s leading corporate citizens, including Mutual of Omaha, UNMC/The Nebraska Medical Center, Kiewit Construction Company, Berkshire Hathaway, Security National Bank, and National Indemnity.



Recommended area for master plan



Farnam Street looking west from 38th Street

Because there is no common vision or plan for the corridor, redevelopment activity has been random and has not reinforced the “urban” character of the original development pattern. As a result, the corridor has lost some of its vitality and its potential has not been maximized. In order to reverse this, a Master Plan for the Farnam/Harney corridor should be developed, with the goal of reestablishing the corridor as a dominant mixed-use regional center for Midtown. This plan should be established in conjunction with the conversion of Farnam Street and Harney Street to two-way traffic, as mentioned in the transportation section of this document.

Recommendation

Maximize the potential of the Farnam/Harney corridor by developing a Master Plan for future redevelopment activity.

Program

- Develop a Master Plan for Farnam Street and Harney Street between 35th Street and 40th Street.

A Master Plan for the redevelopment of the Farnam/Harney corridor should be developed. This plan would reestablish the corridor as a dominant mixed-use regional draw, with a strong pedestrian orientation and emphasis on local street-level shops, restaurants, and other retail and commercial uses. The upper levels of existing and future structures would be used for residential uses and offices, and a



Concept rendering showing new contextual mixed-use infill along Farnam / Harney corridor

district-wide parking plan would accommodate the full range of parking needs. This plan would include the return of Farnam and Harney Streets to two-way traffic with on-street parking on both sides, and examine the feasibility of a Farnam/Harney streetcar line and on-street bike lanes.

Timeframe: High Priority



Farnam Street looking west from Blackstone



Concept rendering showing new urban grocery along Farnam Street

Midtown Urban Grocery Store

Overview

The Destination Midtown Study Area is underserved by retail uses. Approximately 28,000 residents live within the Study Area and 40,000 people work within the Study Area. However, for the vast majority of daily needs, these residents and employees must drive to the Saddle Creek Road corridor or beyond to fulfill their shopping needs.

Discussion

The Destination Midtown Study Area is approximately 4 square miles in size. Within this area, there are approximately 28,000 residents and 40,000 daytime employees, but little in the way of commercial uses. Residents and employees of the area must drive to the Saddle Creek Road corridor, the Lake Manawa Power Center, Bellevue, or West Omaha for many of their shopping needs. This is especially true for grocery stores and other large format retailers.

The Study Area contains one grocery store, located along Park Avenue between Leavenworth Street and St. Mary's Avenue. Other nearby grocery stores are located along the west side of Saddle Creek Road, at Cuming Street, Leavenworth Street, and Center

Street. All of these grocery stores are located on the periphery of the Study Area, away from the true "core" of Midtown.

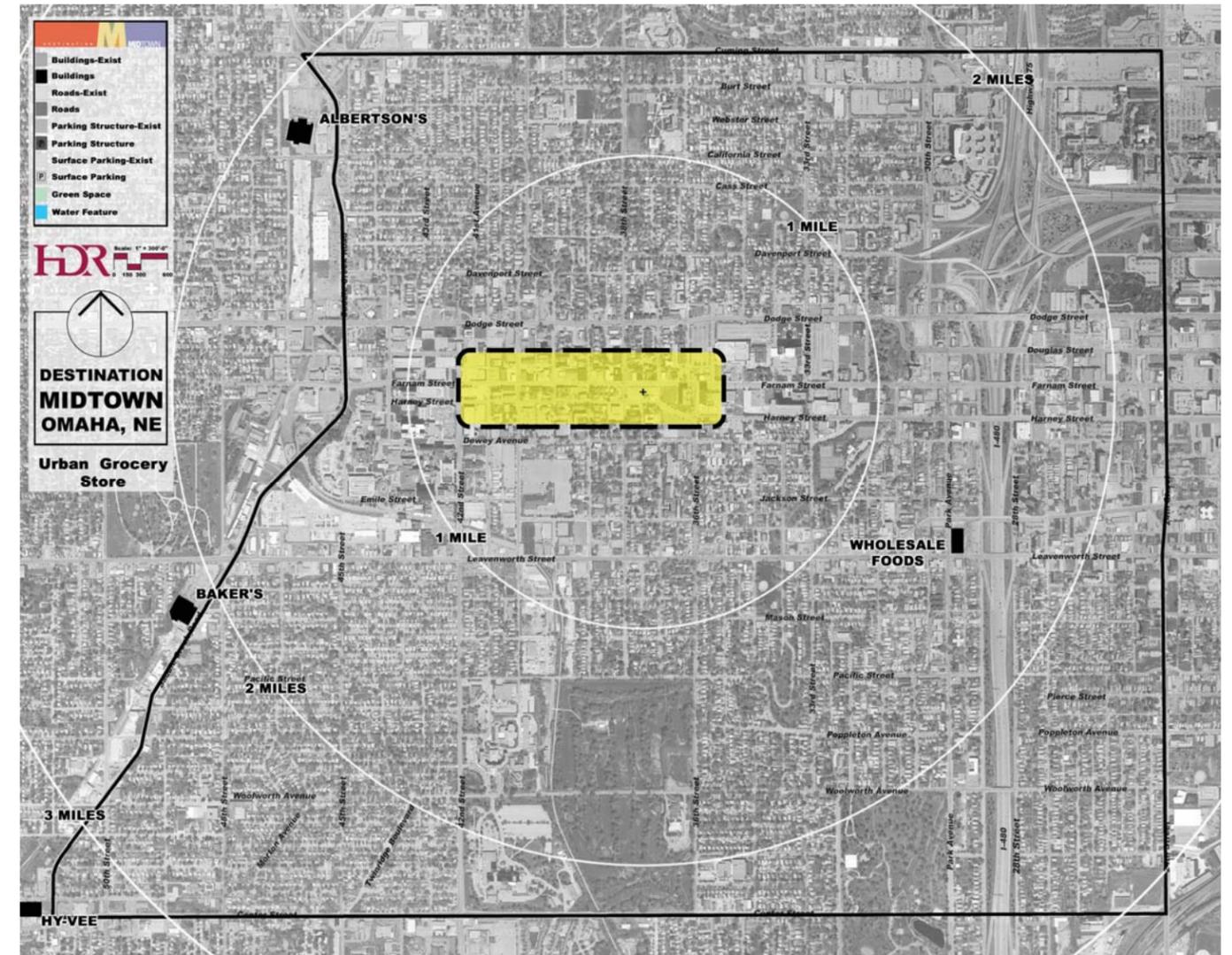
A "niche" urban grocery store may be well suited for the core of the Destination Midtown Study Area. This grocery store could serve residents of the Study Area and adjacent neighborhoods, and take advantage of the traffic created by the establishment of the Farnam/Harney pedestrian-oriented, mixed-use district.

Recommendation

Study the feasibility of developing an urban grocery store in the "core" of Midtown.

Program

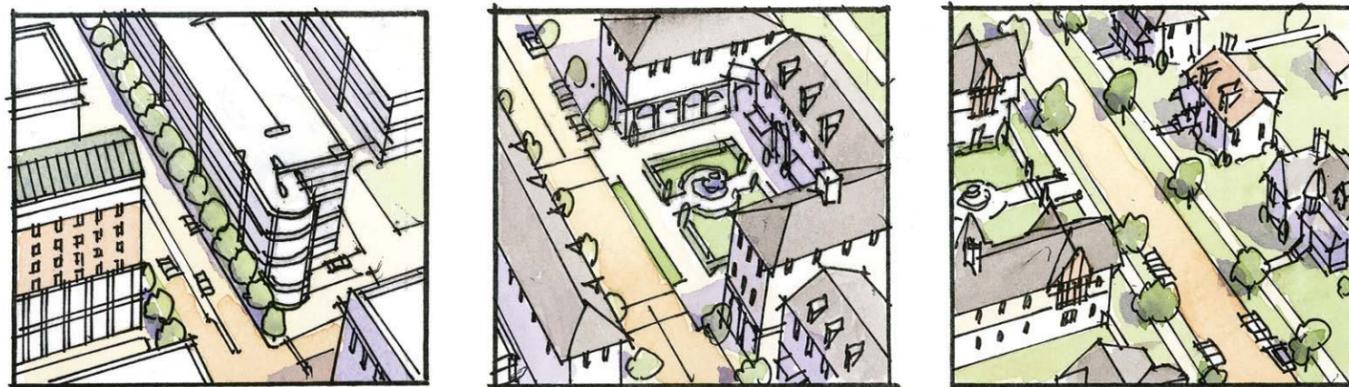
- Do a feasibility study for the viability of developing an urban grocery store along the Farnam/Harney Corridor, between 35th and 40th Streets. A feasibility study should be conducted to determine the viability of developing an urban grocery store in the core of the Destination Midtown Study Area. This grocery store should be located between Farnam Street and Harney Street, between the Mutual of Omaha campus and UNMC/The



Existing grocery stores in Midtown Study area

Nebraska Medical Center. In this location, the store would be sited to serve residents and employees of Midtown and others traveling through the area. This "urban" location would likely require contextual architectural design and a unique parking solution, such as structured parking. In addition, pedestrian-oriented design will be critical as this facility could develop as a major anchor along the Farnam/Harney mixed-use corridor.

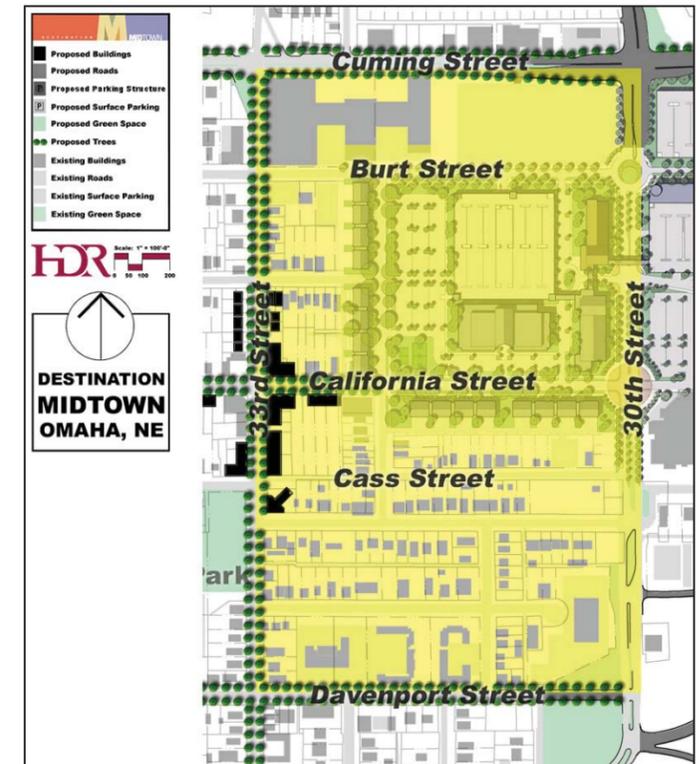
Timeframe: Medium Priority



Institutional transect from institutional uses to residential uses



Interface between Gifford Park and Creighton University



Recommended area for campus design guidelines

Creighton University Campus Design Guidelines

Overview

Residential neighborhoods, the Creighton University Medical Center, Creighton University, and Boys Town National Research Hospital converge in the area bordered by Cuming Street, Dodge Street, 30th Street, and 33rd street. Over time, institutional expansion and commercial uses have expanded into the eastern edge of the Gifford Park neighborhood. Recently, the Omaha City Council approved Creighton University’s new Master Plan, and the university has announced plans to implement a portion of it, including new clinical facilities and a surface parking lot on the west side of 30th Street. Creighton has worked closely with the Gifford Park neighborhood on the plan, but residents are still concerned about neighborhood viability and the impact of institutional expansion into the neighborhood. Currently, neighborhood groups are asking for input into the expansion plans of Boys Town National Research

Hospital, which is located adjacent to the Creighton University Medical Center.

Discussion

Expansion of institutional uses into adjacent neighborhoods can often lead to differences between residents and institutions. Research advances, changing technology, and expanding programs require that institutions grow and expand. This growth should not be incompatible with neighborhood uses and/or insensitive to the needs of the existing neighborhood. This requires meaningful dialogue and discussion between the affected parties, and mutually agreeable solutions.

This process is not unique to the interface between Creighton and the Gifford Park neighborhood, and solutions must be established that ultimately provide a framework for future growth and development along the institutional/neighborhood interface. This

framework must identify the future limits of expansion and establish “rules” on how new buildings will be designed to address existing structures and protect neighborhood vitality.

Recommendation

Protect neighborhood and institutional vitality by establishing a design framework for future growth and development.

Programs

- Utilize Design Guidelines for the interface between the Gifford Park Neighborhood and the Creighton University Medical Center/Boys Town National Research Hospital.

The westward expansion of institutional uses should be mediated through the use of design standards and guidelines, such as those established in the Creighton Master Plan. These standards and

guidelines should take the form of a “transect,” and regulate these uses as they move from east to west – from academic and administrative uses, to institutional uses, to residential uses. In particular, the institutional “transect” should match existing development with new development in terms of similar scale, function, and design vocabulary, and a western limit for institutional expansion should be identified. Creighton University should be held to a higher standard if campus expansion occurs to the west of this line. In addition, the dialogue between the neighborhoods, business groups, and institutional uses as it relates to expansion plans should continue. The Omaha Public Schools should be encouraged to participate in this dialogue, as the TAC Center is a major feature in this interface area.

Timeframe: High Priority



View of Park East area and downtown Omaha.

Park East Master Plan

Overview

The Park East Neighborhood is located between 24th Street and I-480, on the eastern edge of the Destination Midtown Study Area. This area contains a variety of uses and acts as an interface between the central business district and midtown neighborhoods. Because of the area's transitional nature and variety of uses, the area lacks a true identity and redevelopment efforts are wanting.

Discussion

The Park East Neighborhood is located in the transitional area between Omaha's central business district and midtown's neighborhoods. The area contains a variety of uses, including single-family and multi-family residential, office, commercial, institutional, and light industrial. While many of these uses provide stability for the area, several are less than optimal and contribute to the area's negative perception.

Compared to redevelopment efforts on the northern and southern periphery of the CBD, redevelopment has lagged in the Park East area. Substantial buildings await reinvestment, and vacant lots are positioned for redevelopment. Metro Area Transit has recently

announced plans for a bus transfer center at the northeast corner of 24th Street and Farnam Street, and the Richard Young Hospital campus is available for redevelopment. These prospects offer significant opportunity for the area, and could buttress the critical link between downtown Omaha and the core of the Midtown

Study Area.

In order to maximize these and other opportunities within the Park East area, redevelopment efforts must be coordinated. Without coordination, these efforts will be piecemeal and lead to various results. As such, a vision for the area should be established and a plan to guide future growth and redevelopment implemented.

Recommendation

Develop and implement a Master Plan to guide redevelopment within the Park East area.

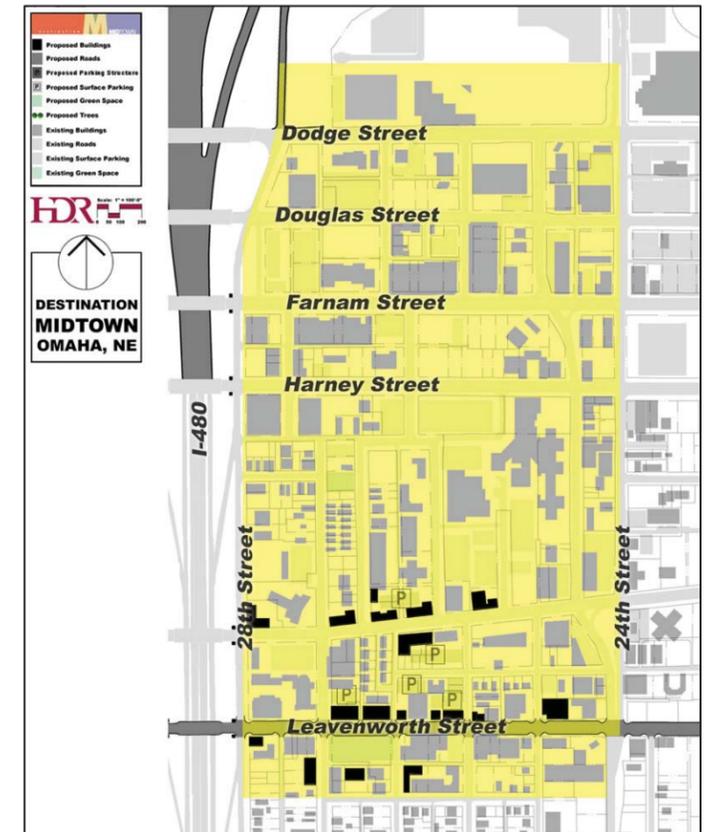
Program

- Develop a Master Plan for the Park East neighborhood, between 24th Street and I-480.

A master plan to guide future growth and redevelopment within the Park East area should be

developed. This plan should be developed based on the needs of existing residents and property owners, and establish a vision for the area. The plan should establish a framework to coordinate redevelopment efforts and strengthen the area as a link between downtown and Midtown. As with any area plan, it should examine market conditions, future uses for the area, parks and open space, urban design, and mobility.

Timeframe: High Priority



Area recommended for Park East master plan



Dewey Park tennis courts

Parks & Open Space Programs

Overview

The Destination Midtown Study Area was developed during the height of this nation's parks and boulevard movement. The area contains wonderful parks, many of which are linked together by Turner Boulevard. These parks are focal points for their respective neighborhoods, but enhancements could be made that would provide greater amenity value to neighborhood residents.

Discussion

The Destination Midtown Study Area contains a variety of public parks and neighborhood open spaces. Notable among these are Hanscom Park, Leavenworth Park, Dewey Park, Turner Park, and Gifford Park. Green corridors that run through the Study Area include Turner Boulevard and the Field Club Trail. The Field Club golf course, although privately held, is also an amenity for adjacent neighborhoods.

The area's parks and open spaces, because of their various attributes and visibility, contribute greatly to the quality of the area. The SWOT Analysis identified the parks and boulevard system as one of the area's major strengths, and mature trees and habitat were singled out as special amenities. Usable open spaces, whether they are active or passive, are one of the identifying features of this area.

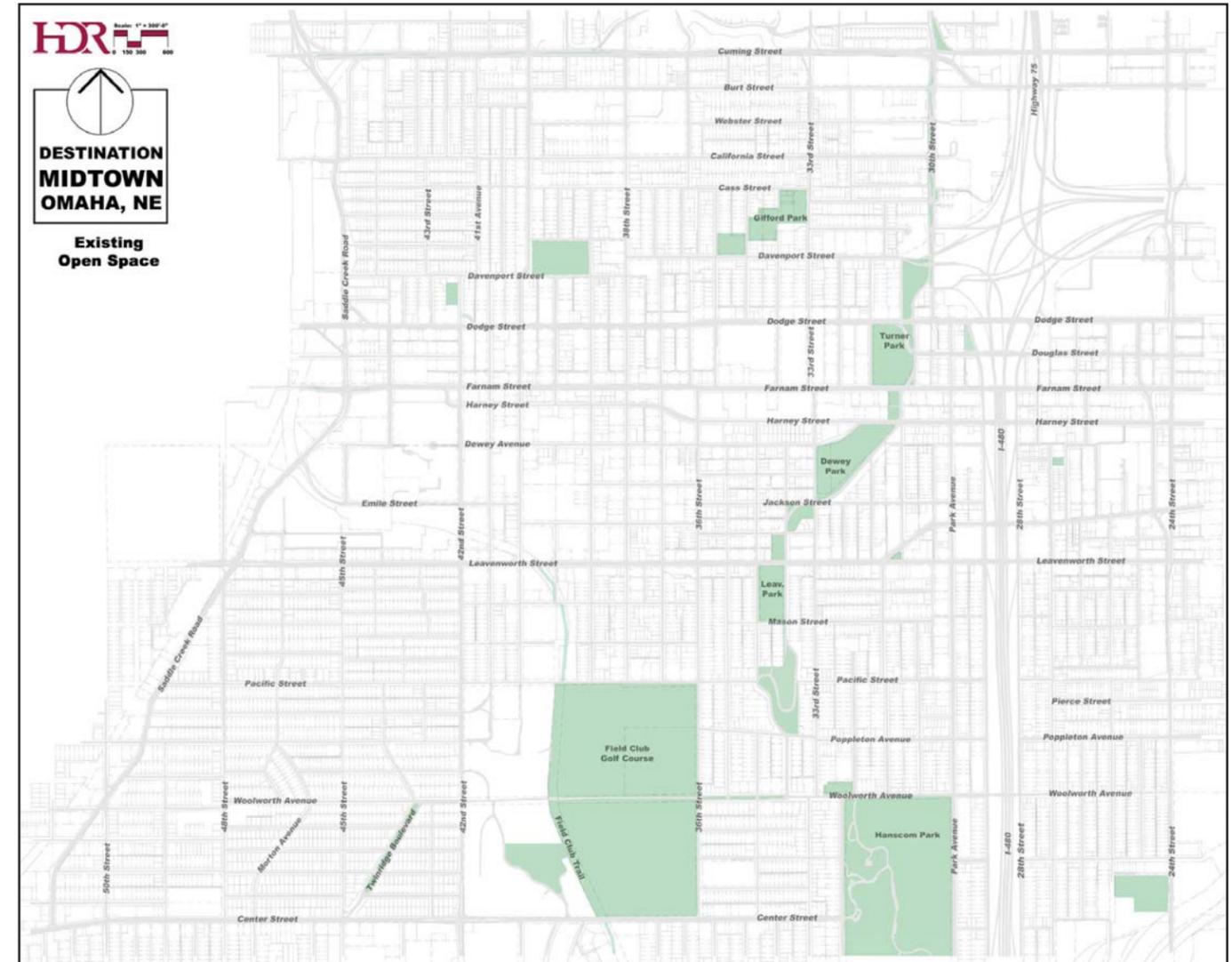
Because of their significance, the continued enhancement of parks and open spaces should be one of the major priorities for the Study Area. Existing recreation and maintenance programs should be continued and new programs should be implemented. Neighborhood stability and enhancement depends upon the continued vitality of the area's parks and open space system.

Recommendation

Develop additional programs to enhance the Midtown Study Area's parks and open space system and to improve the quality of life for area residents.

Programs

- Establish a Neighborhood Park Recreation Program. Parks within the area could benefit from more maintenance than the City is currently able to provide, and more active recreation programs for children and adults during the summer. To supplement the current Sun Dawg Program, which provides Omaha youth with 8 weeks of summertime recreational activities at various sites around Omaha, the City should explore the possibility of utilizing institutional funding for a Midtown summer recreation program in neighborhood parks. College-level or graduate students with appropriate qualifications could be hired for three months to be the superintendents of individual parks. These personnel would have the



Existing open space in Midtown

ability to hire other part-time summer interns to assist in maintenance, to organize and coach sports, to administer tennis courts and give tennis lessons, and so on. Having an active administrative and maintenance presence in these parks during daylight hours all summer, could be a major neighborhood improvement, and would be relatively inexpensive to provide in comparison to the potential benefits.

Administrative oversight for this program should come from the Midtown Development Corporation in association with the City's Parks & Recreation Department. Funding should be solicited from a range

of corporate and philanthropic sources, with a goal of creating a long-term recurring program.

Timeframe: High Priority



Clarkson Park



Gifford Park



Medical Center green space

- Establish an “adopt-a-park” program within the Study Area.

Park maintenance funds are currently stretched to the limit. In order to address park maintenance and upkeep needs, the City should establish an “adopt-a-park” program that would utilize Keep Omaha Beautiful, Inc. and/or corporate funding for park and open space enhancements. In addition, local businesses and neighborhood associations could sponsor volunteer workdays to assist City personnel in planting and maintaining the parks.

Timeframe: High Priority

- Establish citywide festivals to be held in parks within the Study Area.

Midtown neighborhoods could be promoted by establishing festivals and other activities within the area. These activities would have citywide appeal, and could be held in area parks. Local businesses, institutions, and neighborhood organizations could provide funding for these activities, whose coordination and oversight should be undertaken by the Midtown Neighborhood Alliance and the Midtown Development Corporation.

Timeframe: High Priority

- Re-establish the City Arborist position.

A city’s tree canopy is one of its most important assets. Trees provide protection from weather extremes, reduce temperatures during summer heating, and add value to adjacent properties. Maintenance of this amenity is a time consuming task, but one that is critical to improving a community’s quality of life. As a result, the City should provide funding for a City Arborist to help maintain and enhance the tree canopy within the area. Once this position is funded, the Arborist should initiate a street-tree planting program along residential streets within the Study Area.

Timeframe: Medium Priority



Existing I-480 / North Freeway interchange to be removed



Gifford Park community garden



- **Develop functionally aesthetic green space adjacent to the I-480/North Freeway interchange.**

The I-480/North Freeway interchange will be reconstructed over the course of the next several years. As reconstruction commences, the Gifford Park Neighborhood Association and the City of Omaha should work with the NDOR to establish a landscape plan for excess right-of-way. This right-of-way could provide functional and aesthetically pleasing green space for the Gifford Park neighborhood.

Timeframe: Medium Priority

- **Enhance urban wildlife habitat within the Study Area.**

A variety of wildlife species live in Midtown Omaha. Birds, rabbits, opossums, raccoons, and fox have all been viewed within the area. In order to enhance the opportunity for urban wildlife and reduce park maintenance costs, the City should allow certain areas within city parks to naturalize and to serve as enhanced habitat.

Timeframe: Medium Priority

- **Expand community gardens and landscaping within the Study Area.**

A variety of plant life exists within the yards, parks, and open spaces within the Study Area. Because of this, and due to the premium neighborhood residents place on landscaping, additional funding should be provided for community gardens and landscaping. For example, City Sprouts, Inc., a non-profit corporation that serves inner-Omaha neighborhoods, grows well-tended and beautiful gardens, brings people together to improve their environment, and increases the economic hopefulness of inner-city neighborhoods. It is comprised of community members, students, neighbors, and gardeners who work together to turn neglected inner-city vacant lots into beautiful, safe, and productive gardens. City Sprouts volunteers gather to grow vegetables, herbs, and flowers using sustainable organic gardening methods, and sell the produce at the North Omaha Farmers Market or give it to volunteers and neighbors.

Expansion of programs similar to City Sprouts could turn Midtown into a “garden district” by encouraging home landscaping, promoting business landscaping, and establishing community gardens and farmer markets on vacant lots within the area.

Timeframe: Medium Priority



33rd Street looking northwest from Cass Street



33rd Street looking north to the OPS TAC building



33rd Street looking northeast from Cass Street

33rd Street Streetscape

Overview

33rd Street is one of the primary north-south streets located within the Destination Midtown Study Area. The street provides a connection between the Mutual of Omaha campus and Dodge Street corridor and the neighborhood business district located at the intersection of 33rd Street and California Street. Few, if any, streetscape amenities exist along this segment of 33rd Street to encourage pedestrian activity between the Mutual of Omaha campus and Gifford Park Neighborhood and business district.

Discussion

33rd Street runs through the middle of the Gifford Park Neighborhood and is one of the primary north-south streets within the Destination Midtown Study Area. The street connects neighborhoods to the north and south with the Dodge Street corridor, and carries both local and regional traffic. With significant nodes along its length, including Bemis Park, Gifford Park, the 33rd and California neighborhood business district, the Mutual of Omaha campus, and Dewey Park, 33rd Street functions as a major link within the Destination Midtown Study Area.

Although 33rd Street is an important north-south street within the Study Area and it links a variety of

neighborhood amenities, its character is no different than any of the many other streets within the Study Area. The street has narrow parkways, standard sidewalks, and limited landscaping, and is currently fronted by several marginal uses and/or structures. The utilitarian nature of the street does little to encourage connectivity and interaction between residents and the neighborhood amenities that line the street.

Recommendation

Develop 33rd Street as a strategic link between northern and southern portions of the Study Area.

Program

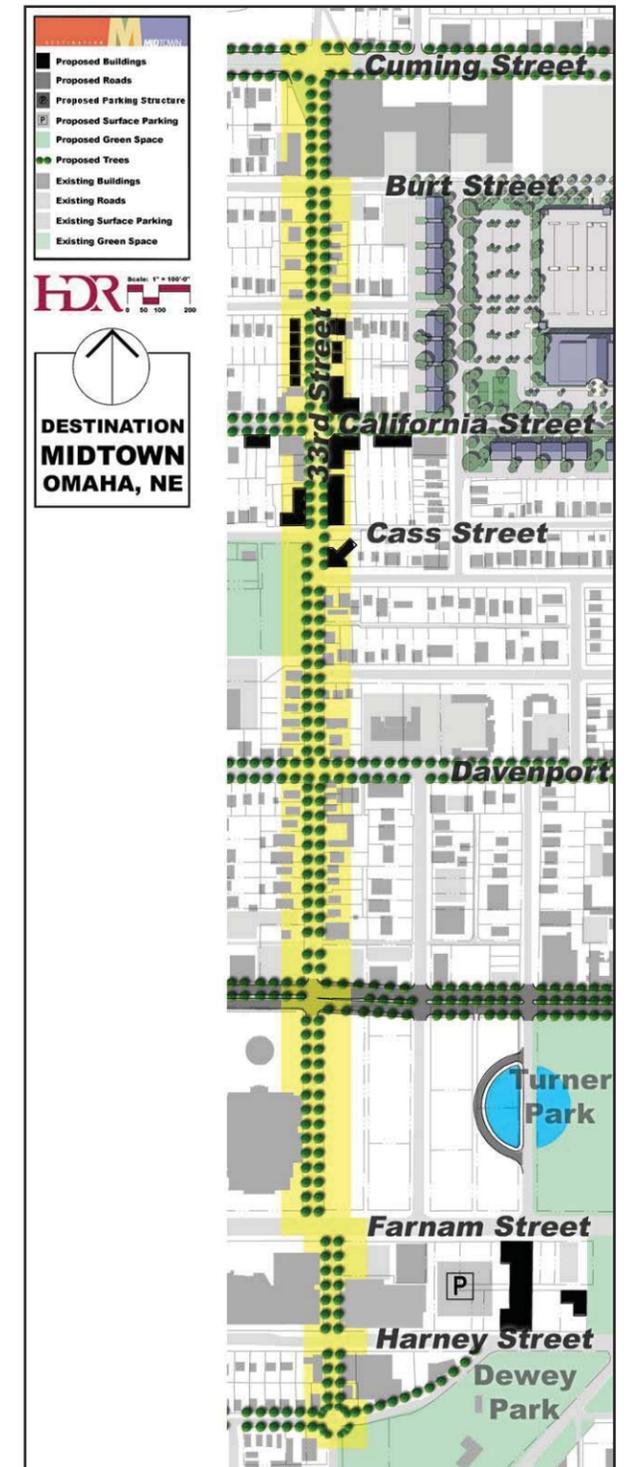
- Redevelop 33rd Street as a strategic link between the southern and northern portions of the Study Area. In particular, strengthen the character of the street between the Mutual of Omaha campus and the intersection of 33rd Street and California Street.

33rd Street presents a viable opportunity to play an enhanced role in the future redevelopment of the Gifford Park Neighborhood. Between Dewey Avenue and Cuming Street, 33rd Street can be enhanced with new development at Dodge Street, revitalized or replaced residences, a renovated and revitalized

Gifford Park, and an effective neighborhood-serving commercial district at California Street.

In order to accomplish this, a corridor plan should be developed for 33rd Street between Dewey Avenue and Cuming Street, with special emphasis on the segment between California Street and Dodge Street. This plan should be developed with representatives of the Gifford Park Neighborhood, Leavenworth Neighborhood, and Mutual of Omaha, and include enhanced streetscaping along both sides of the street. The streetscape should be designed to function as a strategic link for both pedestrians and vehicles, and connect the neighborhood business district with the Mutual of Omaha campus. Special attention should also be given to the northern terminus of the corridor adjacent to the Omaha Public Schools TAC building. OPPD should be consulted for a list of appropriate trees when planting will occur under power lines, and the Nebraska Statewide Arboretum is a valuable resource for trees, shrubs, and perennials that are native to eastern Nebraska.

Timeframe: High Priority



33rd Street Corridor



40th Street looking north from Davenport Street



40th Street looking south from Cuming Street

40th Street Landscaping

Overview

40th Street is one of the primary north-south streets located within the Destination Midtown Study Area. The street provides a connection between the Dodge Street corridor and the neighborhood business district located at the intersection of 40th Street and Cuming Street. There are few, if any, streetscape amenities along this segment of 40th Street.

Discussion

40th Street runs through the middle of the Joslyn Castle Neighborhood and is one of the primary north-south streets within the Destination Midtown Study Area. The street connects neighborhoods to the north with the Dodge Street corridor, and carries both local and regional traffic. With significant nodes along its length, including Joslyn Castle, St. Cecilia's Cathedral, and the Cuming Street neighborhood business district, 40th Street has a ceremonial feel and functions as a "community" street.

Although 40th Street functions as a "community" street, its character is no different than any of the

many other streets within the Study Area. It was developed as a typical urban street, with narrow parkways, standard sidewalks, and limited landscaping. Its existing utilitarian character does not signify its "community" role and does little to enhance the Joslyn Castle Neighborhood.

Recommendation

Enhance the appearance of 40th Street to signify its role as a "community" street.

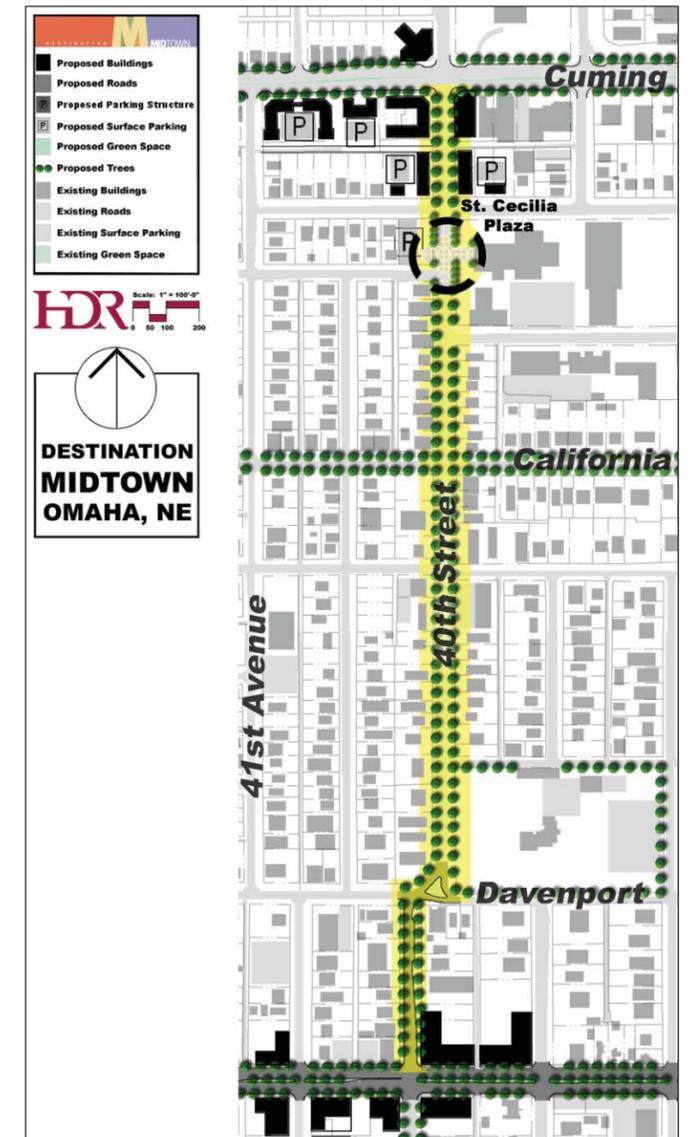
Programs

- Landscape 40th Street between Dodge Street and Cuming Street.

Develop a landscaping plan for 40th Street between Dodge Street and Cuming Street. This plan should be developed with representatives of the Joslyn Castle Neighborhood Association and St. Cecilia Cathedral. The plan should include enhanced landscaping along both sides of the street and be coordinated with the reconfiguration of the 40th and Davenport Street intersection program, mentioned elsewhere in this document. OPPD should be consulted for a list of

appropriate trees when planting will occur under power lines, and the Nebraska Statewide Arboretum is a valuable resource for trees, shrubs, and perennials that are native to eastern Nebraska.

Timeframe: High Priority



40th Street Corridor



St. Cecilia's Cathedral



Plan for St. Cecilia's plaza

- **Develop a plaza in front of St. Cecilia Cathedral.**

St. Cecilia Cathedral is currently in the process of raising funds for the construction of a plaza along 40th Street. This plaza will act as a forecourt for the cathedral, and will extend from the cathedral's façade to a reconstructed parking lot on the west side of 40th Street. This plaza will connect the cathedral with the adjacent neighborhood, and provide a space for public gathering and events.

Timeframe: High Priority



Dewey Avenue looking east from 36th Street



Dewey Avenue looking west from 40th Street



Dewey Avenue corridor

Dewey Avenue Landscaping

Overview

Dewey Avenue connects UNMC/the Nebraska Medical Center campus with Dewey Park. The avenue is utilized by many pedestrians, and provides access from adjacent neighborhoods to the medical center campus. There are few, if any, streetscape amenities along this segment of Dewey Avenue.

Discussion

Dewey Avenue connects UNMC/the Nebraska Medical Center campus on the west with Dewey Park on the east. The avenue cuts through one of Midtown's densest urban neighborhoods, and is used by many pedestrians. Many of these pedestrians live in the Blackstone and Leavenworth Neighborhoods and work or attend school at UNMC/the Nebraska Medical Center.

Although Dewey Avenue provides a natural link between the UNMC/the Nebraska Medical center campus and Dewey Park, it is currently no more than a typical urban street section. It has standard four-foot sidewalks on each side of the street and sporadic street trees and OPPD power poles located in the parkway. The current design does little to enhance the pedestrian experience or encourage interaction between the park, neighborhoods, and medical center campus.

Recommendation

Enhance the character of Dewey Avenue to encourage connectivity between the medical center and Turner Park.

Program

- Develop a heavy landscaping plan for Dewey Avenue. Develop a heavy landscaping plan for Dewey Avenue, linking Dewey Park at the east to the UNMC/the Nebraska Medical Center campus at the west. The Blackstone and Leavenworth Neighborhoods should participate in the development of this plan, which will require the burial of the OPPD power lines that are currently located along the parkway on the south side of the street. This will enable enhanced landscaping along both sides of the street and create a green pedestrian link between Turner Boulevard and 42nd Street. Steps should be installed at the southeast corner of 33rd and Dewey Avenue in order to address the change in elevation between the street and the park and facilitate direct pedestrian access. OPPD should be consulted for a list of appropriate trees when planting will occur under power lines, and the Nebraska Statewide Arboretum is a valuable resource for trees, shrubs, and perennials that are native to eastern Nebraska.

Timeframe: Medium Priority



California Street looking west from 32nd Street



California Street corridor

California Street Landscaping

Overview

With the exception of major arterial streets, California Street is the only local street within the Study Area to run unobstructed between 30th Street and Saddle Creek Road. The street connects Creighton University and Creighton University Medical Center with neighborhoods to the west, and is used by many commuters as an alternative to the area's arterial roadways. The street functions as a "community" street," but has few, if any, streetscape amenities along its length.

Discussion

California Street runs through the middle of the Gifford Park and Joslyn Castle Neighborhoods and is a significant east-west local street within the Destination Midtown Study Area. The street connects Creighton University and Creighton University Medical Center with neighborhoods to the west, and carries both local and regional traffic. With significant nodes along its length, including Duchesne Academy of the Sacred Heart and the 33rd and California neighborhood business district, California Street functions more as a "community" street than as a local street.

Although California Street functions as a "community" street, its character is no different than any of the many other local streets within the Study

Area. It was developed as a typical urban street, with narrow parkways, standard sidewalks, and limited landscaping. Its existing utilitarian character does not signify its "community" role and does little to enhance the either the Gifford Park or Joslyn Castle Neighborhoods.

Recommendation

Enhance the appearance of California Street to signify its role as a "community" street.

Program

- Landscape both sides of California Street to create a "green" link between 30th Street and Saddle Creek Road. Develop a landscaping plan for California Street between 30th Street and Saddle Creek Road. This plan should be developed with representatives of the Gifford Park and Joslyn Castle Neighborhood Associations. The plan should include enhanced landscaping along both sides of the street and be designed to function as a "green" link for both pedestrians and vehicles. OPPD should be consulted for a list of appropriate trees when planting will occur under power lines, and the Nebraska Statewide Arboretum is a valuable resource for trees, shrubs, and perennials that are native to eastern Nebraska.

Timeframe: Medium Priority



Davenport Street looking west from 35th Street



Davenport Street corridor



Joslyn Castle

Davenport Street Landscaping

Overview

Between 30th Street and 38th Street, Davenport Street is a local street lined by single-family homes and apartments. The street connects Creighton University and Creighton University Medical Center with Gifford Park and the Joslyn Castle. Currently, the street has few, if any streetscape amenities and does not stand out from any of the many other local streets within the area.

Discussion

Davenport Street runs through the middle of the Gifford Park Neighborhood and is indistinguishable from any of the many other local streets within the Study Area. The street connects Creighton University and Creighton University Medical Center with Gifford Park and the Joslyn Castle, and carries primarily local traffic. The street is lined with single-family homes and apartments and functions as a local street. Designed as a local street, Davenport Street has narrow parkways, standard sidewalks, and limited landscaping. Its existing utilitarian character offers little in the way of connectivity, and does little to enhance the Gifford Park Neighborhood.

Recommendation

Develop Davenport as a “green” link between 30th Street and 38th Street.

Program

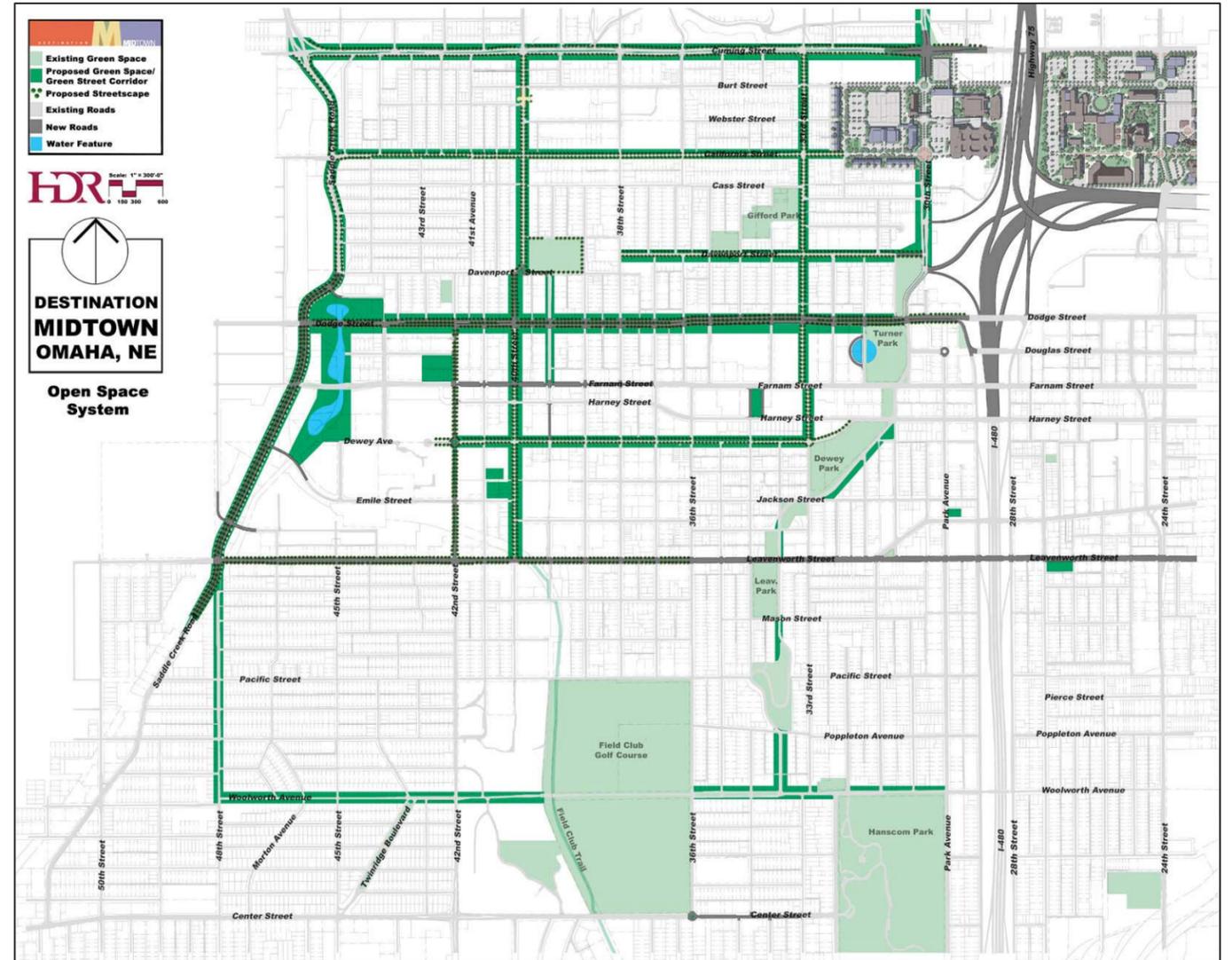
- Landscape both sides of Davenport Street to create a “green” link between 30th Street and 38th Street. Develop a landscaping plan for Davenport Street between 30th Street and 38th Street. This plan should be developed with representatives of the Gifford Park Neighborhood and should include enhanced landscaping along both sides of the street. The streetscape should be designed to function as a “green” link for both pedestrians and vehicles, and connect the neighborhood to major entities to the east and west. OPPD should be consulted for a list of appropriate trees when planting will occur under power lines, and the Nebraska Statewide Arboretum is a valuable resource for trees, shrubs, and perennials that are native to eastern Nebraska.

Timeframe: Medium Priority

- Turn the grounds of the Joslyn Castle into a showcase for Omaha.

The grounds of the Joslyn Castle contain vestiges of the historic landscape that existed during the early part of the 20th century. Although a master-landscaping plan exists for the grounds, funding is limited to maintenance and upkeep. Special funding sources or assistance should be sought from the Nebraska Statewide Arboretum, JCI, Friends of the Castle, and MNA in order to return the gardens to their original grandeur and turn them into a “destination” for all of Omaha.

Timeframe: Low Priority



Proposed Midtown open space system

Matrix Abbreviations	
CCC	Consumer Credit Counseling
City	City of Omaha
CPK	City Parks Staff
CU	Creighton University and Creighton University Medical Center
FM	Fannie Mae
MA	Metro Area Transit
MDC	Midtown Development Corporation
MO	Mutual of Omaha
NDOR	Nebraska Department of Roads
OPPD	Omaha Public Power District
PW	Public Works Staff
UWM	United Way of the Midlands
MP	Medium Priority
CDC's	Community Development Corporations
CP	City Planning Staff
Consultants	Consultants
FHS	Family Housing Advisory Services
GONC	Greater Omaha Neighborhood Center
MC	UNMC/The Nebraska Medical Center
MNA	Midtown Neighborhood Alliance
MRF	Midtown Redevelopment Fund
OPD	Omaha Police Department
OPS	Omaha Public Schools
SC	Saint Cecilia's Cathedral
HP	High Priority
MP	Medium Priority
LP	Low Priority

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
IMPLEMENTATION MECHANISMS									34
Establish a unified Midtown Neighborhood Alliance (MNA)		City Planning (CP) Staff; Existing Neighborhood Associations	None	Nominal	HP	Existing Neighborhood Associations		Ongoing	34
Establish a Midtown Development Corporation (MDC) to coordinate private sector and non-profit development activities within Midtown.		Full-time Director; Part-time Staff Position	None	\$100,000 annually for Three Year initial phase	HP	Midtown Stakeholders	MC, MUTUAL, CU	Immediate	34
Establish a Midtown Redevelopment Fund (MRF) for targeted development and redevelopment projects derived from the Midtown Master Plan.	MDC	MDC	None	\$500,000 annually for Three Year initial phase	HP	MC; MUTUAL; CU	Midtown Business Interests	1-3 years	35
Develop community-based master plans for neighborhood associations within Midtown.	CP	CP; Neighborhood Associations; MNA	None	Nominal	HP	CP	Administrative	1-3 years	35
NEIGHBORHOOD PROGRAMS									
PUBLIC SAFETY									36
Continue to establish "Community Policing" in order to address public safety issues within the study area.	Omaha Police Department (OPD)	OPD; Neighborhood Associations	None	To Be Determined in Consultation with OPD	HP	OPD	TBD	Ongoing	36
Increase police officer visibility by incorporating foot and bike patrols.	OPD	OPD; Neighborhood Associations	None	TBD	HP	OPD	TBD	Ongoing	37
Increase police presence within Midtown in order to improve response times and address the area's unique requirements.	OPD	OPD; Neighborhood Associations	None	TBD	MP	OPD	TBD	1-3 years	37
Explore the use of private security forces to augment public safety within Midtown	Corporate	MC; MO; CU; OPD; MNA	None	TBD	MP	MC; MO; CU; OPD	MC; MO; CU	1-3 years	37
Encourage the creation of additional Neighborhood Watch programs within Midtown	City		None	Nominal	MP	City	City	1-3 years	37

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
CODE ENFORCEMENT									38
Provide additional code enforcement resources and staff for the entire study area.	City	CP	None	TBD	HP	CP	City	Immediate	38
Provide special "private" code enforcement staff for Midtown.	CP, MDC	CP	None	TBD	HP	MDC, MNA, City	Privately Funded	Immediate	38
Improve response times for code enforcement complaints.	City	CP	None	TBD	HP	CP	Administrative	Immediate	39
Educate neighborhood residents and organizations on code enforcement procedures.	CP, MNA	CP; MNA	None	Nominal	MP	CP; MNA; GONC	Administrative	1-3 years	39
Review the City of Omaha's newly incorporated code enforcement procedures for effectiveness.	City	CP; MNA; MDC	None	Nominal	MP	CP; MNA	Administrative	1-3 years	39
HOME OWNERSHIP									40
Establish employer-based benefits that enable entry level and lower waged workers to become homeowners in the Destination Midtown area.	MDC	CP; FM; UWM; FHS	None	TBD	HP	FM; UWM	In-kind with employers covering employee benefits & Federal grants	Immediate	40
Promote home ownership through current and new programs.	MDC	FHS; local lenders; other organizations providing home ownership products	None	Nominal	HP	FHS; local lenders; other organizations providing home ownership products	Existing home ownership programs	Immediate	41
Identify and provide education to employees in the Destination Midtown area about existing resources that provide assistance for down payments and closing costs.	MDC	FHS; CCC	None	TBD	HP	FHS; CCC	Area Employers	Immediate	41
Utilize existing non-profit development corporations to construct new owner-occupied housing units within Midtown.	CP; CDCs	CP; CDCs	None	TBD	MP	CP; CDCs	CDCs; Grants; Philanthropies	1 -3 years	41

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
ABSENTEE LANDLORDS									42
Establish incentives to encourage absentee landlords to address problematic issues.	CP	CP	None	Nominal	HP	CP	Administrative	Immediate	42
Develop a center for landlord and renter education.	CP	CP; MNA; MDC; GONC	TBD	Nominal	MP	MNA, GONC	Administrative	1-3 years	42
Identify, promote, and expand programs that encourage and reward responsible landlords.	CP	CP; MNA; MDC; GONC; MC	None	Nominal	MP	MNA, GONC	Administrative	1 - 3 Years	43
Connect renters who are experiencing problems with their landlords to the Fair Housing Center and/or the Mediation Center to resolve conflicts and problems.	CP	CP; MNA; MDC; GONC	None	Nominal	MP	MNA, GONC	Administrative	1 - 3 Years	43
REHABILITATION AND REMODELING									44
Lobby for tax incentives to encourage rehabilitation of non-income producing properties.	City	City; MNA; MDC	None	Nominal	HP	City	Administrative	Immediate	44
Identify and secure funding to expand the city's Target Area Program, Emergency Repair Program, and other programs that maintain the area's deteriorating housing units.	City	City	None	Nominal	HP	City	City	Immediate	45
Develop a central outlet to provide access to the resources of local financial institutions.	MDC	MDC; CP, MNA, Financial Institutions	None	TBD	HP	MDC	MDC	1-3 years	45
Encourage banks to develop a "Special Home Improvement Loan" for homeowners in the Destination Midtown area.	MDC	Financial Institutions, MDC, MNA	None	Nominal	MP	Financial Institutions	Administrative	1-3 years	45
Develop a housing rehab program for low-income families	MDC	Financial Institutions, MDC, MNA	TBD	TBD	MP	Financial Institutions; Neighborhood Associations	Financial Institutions	1-3 years	46
Utilize the "Main Street Program" to assist in the rehabilitation of the historic mixed-use neighborhood business districts.	MDC	MDC	None	Nominal	MP	MDC	MDC	1-3 years	46

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
Rehabilitate and expand historic mixed-use neighborhood business districts within Midtown.	CP	CP; MDC; MC	TBD	TBD	MP	CP; MDC	MDC; Local Investors	3+ years	46-48
PLANNING & ZONING									49
Identify specific locations within Midtown where down-zoning is necessary and initiate procedures when feasible.	CP	CP	None	Nominal	HP	CP	Administrative	Immediate	49
Develop Design Guidelines for new Infill Redevelopment along the Dodge Street Corridor, between Saddle Creek Road and the Interstate 480.	CP, MDC; MC	CP, MDC, Consultants	None	\$50 - 75,000	HP	MDC, CP	MDC, MRF, City	1-3 years	51
Develop Design Guidelines for new Infill Redevelopment along Leavenworth Street, between Saddle Creek Road and 24th Street.	CP, MDC;MC	CP, MDC, Consultants	None	\$50 - 75,000	HP	MDC, CP	MDC, MRF, City	1-3 years	52
Develop Design Guidelines for new Residential, Commercial, and Mixed-Use Infill Redevelopment within the Destination Midtown Study Area.	CP, MDC	CP, MDC, Consultants	None	\$50 - 75,000	HP	MDC, CP	MDC, MRF, City	1 - 3 Years	53
Identify specific areas within Midtown where the creation of neighborhood conservation overlay districts would encourage and facilitate neighborhood redevelopment.	CP	CP	None	Nominal	MP	CP	Administrative	1 - 3 Years	54
Review outdoor advertising standards and practices within Midtown and, if necessary, develop new signage regulations for Midtown.	CP	CP; MNA; MDC; MC	None	Nominal	MP	CP	Administrative	1 - 3 Years	54

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
PROMOTION & MAINTENANCE									55
Increase the general level of City maintenance within Midtown.	City	City	TBD	TBD	HP	City	City	Immediate	55
Establish a special entity to assist with the maintenance and upkeep of Midtown.	MDC	MDC	TBD	TBD	HP	MDC	MDC; Local Business Institutions; Philanthropic Organizations	1-3 years	55
Utilize special programs to maintain public property.	City	City	None	Nominal	MP	City	Administrative	1-3 years	56
Promote individual neighborhoods or districts within the area by incorporating special signage and landscaping.	City	CP; PW; MNA; Neighborhood Associations	TBD	TBD	MP	City	Administrative; grants, Philanthropic Organizations	1 - 3 Years	56
Turn public spaces and the grounds of Midtown's top attractions into showcases for Omaha.	MDC	Joslyn Castle Association	TBD	TBD	MP	MDC	Grants	1 - 3 Years	56
Develop a campaign to promote Midtown to local and regional residents and visitors.	MNA; MDC	MDC	None	TBD	LP	MDC	MDC	3 -5 years	56
Promote support of public elementary schools within the Study Area by encouraging local corporations to "adopt-a-school."	MDC, OPS	OPS; Local Businesses	None	Nominal	LP	MDC	Local Businesses	3 - 5 years	56
HISTORIC PRESERVATION									57
Nominate previously identified structures as historic landmarks.	CP	CP; MNA	None	Nominal	HP	CP; MNA	Administrative	Immediate	58
Develop a Façade Improvement Program for Midtown.	CP	CP; MNA; MDC	None	TBD	HP	CP; MNA; MDC	Administrative; MDC	1-3 years	58
Develop historic preservation incentives in order to help stimulate neighborhood revitalization.	CP	CP; MNA	None	Nominal	MP	CP; MNA	Administrative	1-3 years	58
Continue survey efforts on behalf of the Omaha CLG and NSHS.	CP	CP; MNA; Individual Neighborhoods	None	Nominal	MP	CP; MNA	Administrative	1-3 years	58

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
Increase public education about historic preservation.	CP	CP; MNA	None	Nominal	MP	CP; MNA	Administrative	1-3 years	58
Expand the geographic coverage of the area's historic streetlights.	CP; OPPD	CP; OPPD; MNA; MDC	\$/fixture avg.	TBD	MP	CP; MNA; MDC	MDC; grants; local business interests; philanthropic organizations; individuals	3 - 5 years	59
Re-expose the original brick pavers on designated residential streets.	CP; PW	CP; PW	\$/SqFt	TBD	LP	CP; PW	CIP; local business interests; developers	3 - 5 years	59
Designate the original route of the Lincoln Highway	CP; PW	CP; PW	\$/Sign	TBD	LP	CP; PW; State DOR	State DOR; local business interests; philanthropic organizations	3 - 5 years	59

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
TRANSPORTATION PROGRAMS									60
Transition Dodge Street from retail uses to a mix of other, less intense uses.	CP	CP	None	Nominal	HP	CP	Administrative	Immediate and on going	62
Reduce the number of curb cuts along Dodge Street.	CP; PW	CP; PW	None	Nominal	HP	CP; PW	Administrative	Immediate and on going	63
Examine alternative approaches to resolving the conflicts related to the current configuration of the intersection of Dodge Street and Saddle Creek Road.	CP; PW; MC	CP; PW; Consultants; MC	None	< \$200,000	MP	CP; PW; MDC	City; MC; Midtown Development Interests; State	Plan for immediately, implement 5+ years	64
Explore the potential to expand the Dodge Street right-of-way to transform Dodge Street into an urban boulevard.	CP	CP; Consultants	TBD	< \$250,000	MP	CP; PWI; MDC	City; State; Midtown Development Interests	Plan for immediately, implement 10+ years	65
Enhance the existing Saddle Creek Road corridor to include additional streetscaping.	CP; PW; MC	CP; PW; MC	TBD	TBD	HP	CP; PW; MDC	City, MC, Grants	1-3 years	67
Explore the feasibility of major reconstruction of Saddle Creek Road south of Dodge Street.	CP; PW; MC	CP; PW; Consultants; MC	None	< \$200,000	MP	CP; PW; MDC	City; MC	3-5 years	67
Explore the feasibility of relocating the Dodge-to-Douglas "S" Curve.	CP; Public Works (PW) Staff	CP; PW; Consultants	TBD	TBD	HP	PW	City; State; Midtown Development Interests	1-3 years	68
Terminate Park Avenue at Douglas Street.	CP; PW	CP; PW; Consultants	TBD	TBD	MP	PW	City; State; Midtown Development Interests	3-5 years	69
Study the feasibility of redesigning Leavenworth Street to include additional landscaping and on-street parking.	CP; PW	CP; PW; Consultants	None	< \$200,000	MP	CP; MDC	City; Midtown Development Interests	3-5 years	70
Explore the feasibility of converting Farnam Street and Harney Street back to two-way traffic.	CP; PW	CP; PW; Consultants	\$1,000,000 +/-	TBD	HP	CP; PW; MDC	City; Midtown Development Interests	1-3 years	71
Return Turner Boulevard back to two-way traffic between Dodge Street and Harney Street.	CP; PW	CP; PW	\$1,000,000 +/-	TBD	HP	CP; PW	City	1-3 years	73
Calm traffic along 42nd Street between Emile Street and Dewey Street.	CP; PW; MC	CP; PW; Consultants; MC	\$1,000,000 +/-	TBD	HP	UNMC	City; MC	1-3 years	74

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
Reconstruct the intersection of 42nd and Leavenworth to facilitate left turns from 42nd Street.	CP; PW; MC	CP; PW; Consultants; MC	\$750,000	TBD	HP	UNMC	City; MC	1-3 years	75
Reconfigure the intersection of 40th Street and Davenport Street.	CP; PW	CP; PW	TBD	TBD	HP	CP; PW	City	1-3 years	76
Convert Cuming Street to two-way traffic flow between 27th and 30th.	CP; PW	CP; PW; Consultants	\$2,000,000 +/-	TBD	HP	CP; PW; MDC	City; Midtown Development Interests	1-3 years	77
Reduce Cuming Street between 30th Street and Saddle Creek Road to two through-lanes in each direction and add streetscape amenities where possible.	CP; PW	CP; PW; Consultants	\$1,000,000 +/-	TBD	MP	CP; PW; MDC	City; Midtown Development Interests	3-5 years	78
Redesign Center Street between Hanscom Park and 36th Street.	CP; PW	CP; PW; Consultants	None	< \$100,000	MP	CP; PW; MDC	City; Midtown Development Interests	3-5 years	79
Conversion of Leavenworth Street and St. Mary's Avenue.	CP; PW	CP; PW	TBD	TBD	MP	CP; PW; MDC	City; Midtown Development Interests	3-5 years	80
Enhance the St. Mary's and Leavenworth interstate bridges with pedestrian amenities and on-street parking.	CP; NDOR	CP; NDOR	TBD	TBD	LP	CP; NDOR; MDC	State	5 + years	81
Expand the Downtown Circulator routes into Midtown.	MAT	CP; MAT	None	TBD	HP	MAT	MAT	1-3 years	82
Study the feasibility of linking Midtown and Downtown Omaha with a streetcar system.	CP; MAT	CP; MAT; Consultants	None	\$200,000 +/-	LP	CP; MAT	City; Omaha Transit; Midtown Development Interests	5 + years	83
Develop a bike mobility plan for the Midtown Study Area.	CP; PW	CP; PW	TBD	Nominal	HP	CP; PW	Administrative	1-3 years	84
Develop and implement a variety of traffic calming options for designated neighborhood streets.	CP; PW	CP; PW	None	TBD	MP	CP; PW		1 - 3 years	85
Initiate Area-Wide parking programs within selected areas of Midtown.	CP; PW	CP; PW	None	Nominal	MP	CP; PW	Administrative	3 - 5 years	86

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
CENTRAL CORRIDOR									87
Landscape 42nd Street between Emile Street and Farnam Street.	CP; PW; MC	CP; PW; Consultants; MC	TBD	TBD	MP	MC	MC	1-3 years	87
Develop design guidelines for buildings on the medical center campus as it moves from west to east: from institutional uses, to academic and administrative uses, to residential uses.	CP; MC	CP; MC; Consultants	None	< \$100,000	HP	MC; CP	City; MC	1-3 years	88
Develop Design Guidelines for future Medical Center buildings adjacent to Dodge Street.	CP; MC	CP; MC; Consultants	None	< \$25,000	MP	MC; CP	City; MC	1-3 years	89
Develop Design Guidelines for future Medical Center buildings adjacent to Leavenworth Street.	CP; MC	CP; MC; Consultants; MNA	None	< \$25,000	MP	MC; CP	City; MC	1-3 years	90
Redesign 40th Street as a mixed-use interface between the Medical Center and the Blackstone Neighborhood.	CP; MC	CP; Consultants; MC	TBD	< \$200,000	MP	MC	MC; City	1-3 years	91
Develop "gateways" into the Medical Center Campus from Dodge Street and Leavenworth Street.	CP; MC	CP; MC; Consultants	TBD	TBD	MP	MC	MC	1 - 3 years	92
Develop a "gateway" into the Medical Center Campus from Saddle Creek Road.	CP; MC	CP; MC; Consultants	TBD	TBD	LP	MC	MC	3-5 years	93
Develop a program to use existing and future Medical Center parking facilities to support mixed-use activities along Farnam and Harney Streets.	MDC; MC	MDC; MC; Consultants	None	< \$100,000	LP	MDC	Administrative	3-5 years	94
Develop a Master Plan for the area around Turner Park.	CP, MDC, MO	CP, MDC, MO, Consultants	TBD	< \$150,000	HP	MDC, CP	MDC, MRF, City	1-3 years	95
Develop a Master Plan for Farnam Street and Harney Street between 35th Street and 40th Street.	CP, MDC	CP, MDC, Consultants; MC	TBD	< \$100,000	HP	MDC, CP	MDC, MRF, City	1-3 years	97

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
Do a feasibility study for the viability of developing an urban grocery store along the Farnam/Harney Corridor, between 35th and 40th Streets.	MDC	MDC, Consultants	TBD	< \$75,000	MP	MDC	MDC, MRF	1-3 years	98
Develop Design Guidelines for Creighton University and the Boys Town National Research Hospital as they expand from east to west: from Academic and Administrative uses, to Institutional uses, to Residential uses.	CP, CU	CP, CU, Consultants	TBD	< \$50,000	HP	CU, CP	City, CU	1-3 years	99
Develop a Master Plan for the Park East neighborhood, between 24th Street and I-480.	CP, MDC	CP, MDC, Consultants	TBD	< \$50,000	MP	MDC, CP	MDC, MRF, City	3-5 years	100

PROGRAM	Administration	Personnel	Capital Costs	Budget	Priority	Lead Agency	Funding Source	Time Frame	Page Number
PARKS & OPEN SPACE PROGRAMS									101
Establish a Neighborhood Park Recreation Program	City; MNA; MDC	City; MNA; MDC	None	TBD	HP	City; MDC	MRF; local business interests; philanthropic organizations	1-3 years	101
Establish an "Adopt A Park" Program.	City; MNA; MDC	City; MNA	None	Nominal	HP	City; MNA	Administrative; Volunteer	1-3 years	102
Establish citywide festivals to be held in parks within Midtown.	City; Chamber	City; Chamber; MNA; MDC	TBD	TBD	HP	Chamber; MNA; MDC	Administrative; Volunteer	1-3 years	102
Re-establish the City Arborist position.	City	City	None	< \$60,000	MP	City	City	3-5 years	102
Develop functionally aesthetic green space adjacent to the interchange between 1-480 and North Freeway	CP; NDOR	CP; NDOR; Gifford Park NA; MNA	TBD	TBD	MP	City	NDOR	3-5 years	103
Enhance urban wildlife habitat within Midtown.	CP	CP	TBD	Nominal	MP	CP	Administrative; Volunteer	3-5 years	103
Expand community gardens and landscaping within the study area.	City	City; MNA	None	Nominal	MP	CP	Administrative; Volunteer	3- 5 years	103
Redevelop 33rd Street as a strategic link between the southern and northern portions of the study area.	CPK, CP, MDC, PW	CPK, CP, PW, Consultants	TBD	< \$50,000	HP	MDC, CPK	MDC, MRF, City	1-3 years	104
Landscape 40th Street between Dodge Street and Cuming Street.	CPK, CP, MDC, PW	CPK, CP, PW, Consultants	TBD	TBD	HP	MDC, CPK	MDC, MRF, City	1-3 years	105
Develop a plaza in front of St. Cecilia Cathedral.	SC, CP, PW	SC, CP, Consultants	TBD	TBD	HP	SC	SC	1-3 years	106
Develop a heavy landscaping plan for Dewey Avenue.	CPK, CP, MDC, PW	CPK, CP, PW, Consultants	TBD	TBD	MP	MDC, CPK	MDC, MRF, City	3-5 years	107
Landscape both sides of California Street to create a "green" link between 30th Street and Saddle Creek Road.	CPK, CP, MDC, PW	CPK, CP, PW, Consultants	TBD	TBD	MP	MDC, CPK	MDC, MRF, City	3-5 years	108
Landscape both sides of Davenport Street to create a "green" link between 30th Street and 38th Street.	CPK, CP, MDC, PW	CPK, CP, PW, Consultants	TBD	TBD	LP	MDC, CPK	MDC, MRF, City	5 + years	109
Turn the grounds of the Joslyn Castle into a showcase for Omaha.	MDC	MNA, JCI, Friends of the Castle, Joslyn Castle Association	None	Nominal	LP	MDC, MNA	Grants	3-5 years	109