The introduction of Omaha’s first bus rapid transit route, ORBT, brings the opportunity to facilitate Transit Oriented Development along the route. One goal of Omaha’s Transit Oriented Development initiative is to respect neighborhood context. This document serves as a guide to neighborhood context. This document should be used to inform the design and form of new development within 1/2 mile of the 72nd Street ORBT Station (see map on page 3).

Within this document you will find:

1. Area Characteristics - Facts from the 2017 Census American Community Survey, Douglas County Assessor, and 2017 Market Study by Enterprise Partners
2. Map - A map of the area showing recommend Tiers of development and other areas of note
3. Recommendations - Recommendations for new development within the area

72nd Street and Dodge Street are two major arterials and each quadrant has a different character.

The northeast corner of 72nd and Dodge Street hosts larger lot, pad site developments, which transition further to the northeast into a historic large lot single family neighborhood. The northwest corner is occupied by a large shopping mall poised for a large scale redevelopment. Further to the northwest are smaller lot single family homes. The southwest corner is small scale to big box retail. The southeast corner includes small scale retail along 72nd Street and Dodge Street and quickly transitions into a single family neighborhood.

The 72nd Street area is often where people view as the shift from pedestrian oriented eastern Omaha to the auto oriented western Omaha.
The 72nd Street ORBT Station Location (study area) is similar to the city as a whole in many characteristics.

Five census tracts are within 1/2 mile of the 72nd Street Orbit Stations. The total population of those 5 census tracts is over 18,000 persons. Population density, housing unit density, household size, and vehicle ownership are very similar to the City as a whole. The median home value and median household income are both higher than the City as a whole. Slightly fewer households have persons under the age of 18 years when compared to the City as a whole. Slightly more persons commute to work by public transportation or walking when compared to the City as a whole. The following facts relate to TOD regulations or recommendations.

The 2015 median household income within 1/4 mile of the 72nd Street ORBT station vs. 2015 Citywide median household income:

- $66,042 vs. $49,896

Of the 236 Housing Units within 1/4 mile of the 72nd Street station...

- Renter: 82
- Owner: 140
- Vacant: 14

Multi family buildings currently exist within 1/2 mile of the 72nd Street station:

- 2 Accessory Dwelling Units already exist within 1/2 mile of the station

Land Uses (by acreage) within 1/2 mile of the 72nd Street ORBT station location:

- Commercial: 31%
- Single Family Residential: 26%
- Institutional: 25%
- Multi Family Residential: 3%
- Office: 3%
- Light Industrial: 5%
- Parks & Recreation: 3%
- Vacant: 4%

A variety of land uses exist within the study area. The predominate use is Commercial. A significant percentage of the area is also used for Single Family Residential and Institutional purposes. This is different than other station locations (with the exception of downtown) where the predominate use is residential.

Sources:
1. Douglas County Assessor
2. Housing Market Study for Omaha, November 2017, Enterprise
The 72nd ORBT station area provides more opportunities for redevelopment than other station locations - and the opportunities are closest to the station.

Tiers guide the height and scale of development. Tier 1 is the most intense with a minimum of 4 stories and unlimited height; 2-6 stories are appropriate in Tier 2; 1-3 story buildings including duplexes, townhomes, and small apartment buildings are appropriate for Tier 3; and Tier 4 is the least intense opening the door for accessory dwelling units in traditionally single-family areas. The map to the left shows the appropriate Tier boundaries.

The Fairacres Historic District, with 134 properties, is in the northeast corner of the 72nd Street station area. A few properties thought to be eligible for historic status exist southeast of 72nd Street & Dodge Street, but have not been formally listed.

Generally, amendments to the City’s Future Land Use map in alignment with the Tier map would be supported. One notable area of inconsistency between the Future Land Use map and current zoning is southwest of 72nd Street and Dodge Street - the Future Land Use recommendation is office / commercial and the zoning is Industrial.
1. Context Summary

Neighborhood context is specific to each quadrant of the 72nd Street & Dodge Street intersection. The neighborhood to the northeast of the intersection is a nationally registered historic district. New construction should follow the Secretary of the Interior's Standards. The neighborhood to the northwest is smaller lot, single family residential; setbacks are consistent; mature trees are present; and the typical style is ranch or raised ranch. The neighborhood to the southeast is smaller lot, single family residential; setbacks are consistent; mature trees are present; and the architectural styles vary.

The context of commercial development varies and many opportunities for redevelopment are present. The majority of commercial uses are auto oriented. During the public engagement process, attendees expressed their desire for more mixed use buildings.

As part of the public participation process, feedback was gathered on a series of images. Those with the strongest reaction are shown below and on page 5, along with highlights of the feedback received. It must be noted that participation was low and the following may not be reflective of the majority opinion of the area.

The majority of public meeting attendees and online voters found the residential building to the left “acceptable” or “excellent.” Voters liked the brick, trees, traditional style, windows, and thought it would hold its value over time.

The majority of public meeting attendees and online voters found the residential building to the left “acceptable” or “excellent.” The main appeal was the proximity to the street and street trees.

The majority of public meeting attendees and online voters found the residential building to the right “acceptable” or “excellent.” The main appeal was the accessory dwelling unit above the garage. The appeal is the different housing type while staying consistent to the scale and style of the main residence.

The majority of public meeting attendees and online voters found the residential building to the right “acceptable” or “excellent.” Voters like the brick, trees, traditional style, windows, and thought it would hold its value over time.
The majority of public meeting attendees and online voters found the above residential building “acceptable” or “excellent.” Voters like the materials and facade and height variation.

The majority of public meeting attendees thought the above residential building was “bad” or “close - but not acceptable.” Voters did not like the garage doors or materials.

The majority of public meeting attendees thought the above residential building was “bad” or “close - but not acceptable.” Voters did not like the lack of setback, landscaping, and entrance.

The majority of public meeting attendees and online voters found the residential building to the right “acceptable” or “excellent.” Voters like the materials, setback, and landscaping.

The majority of public meeting attendees thought the accessory dwelling unit was too tall for the area and too close to the street.

The majority of public meeting attendees and online voters found the above residential building “acceptable” or “excellent.” Voters liked the housing type and setbacks.

The majority of public meeting attendees and online voters found the above residential building “acceptable” or “excellent.” Voters like the materials and facade and height variation.
2. Specific Recommendations

Within residential neighborhoods, new development should be compatible with the existing context of the block. Compatibility is evaluated based upon a building’s footprint, placement in relation to the street, massing, scale, and form of adjacent properties.

The Fairacres Historic District is listed on the National Register. Any new development should follow the Secretary of the Interior’s Standards. If more “protection” is desired by the area, they should pursue a Local Register listing.

The commercial areas within 1/2 mile of the 72nd Street station are primed for a new context. Creating a mix of uses with vertical development on Dodge Street, 72nd Street and other commercial streets within the area is welcome.

All new development should be landscaped, connected, and prioritize walkability.

Specifically, new development within or adjacent to a neighborhood should:

- Integrate into the *predominant scale* of the neighborhood and / or particular block and be sensitive to the height, scale, setback, building footprint, etc. of adjacent uses. Use a combination of building setbacks, upper-story stepbacks, and articulated sub-volumes to sensitively and adequately transition to adjacent lower height buildings.

- Design the *massing* of buildings on *combined lots* to respond to the pattern and rhythm of both adjacent development and the prevailing development within the block.

- Residential projects should use building *materials* found in the neighborhood and avoid metal, concrete, and concrete block as wall surfaces.

- Avoid creating *walls* or perceived boundaries within the area. These are typically created by long and / or tall walls and / or fences.

New development within the commercial context of the area should:

- Construct buildings closer to the street.

- Use quality, lasting materials.

- Include windows, especially on the ground level.

- Prioritize the safety of pedestrians by installing wide sidewalks, minimizing the number and length of automobile - pedestrian conflict points, etc.

- Minimize parking lot size by sharing spaces with other uses, dividing large parking lots into smaller parking lots to the side and / or rear of buildings.

- Plant landscaping in front of buildings and place parking to the rear or side of the building.