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

DESTINATION MIDTOWN | Implementation Matrix

Composite map showing recommended enhancements
Creating Places Where People Want to Be

**Introduction**
- Welcome
- Introductions
- Destination Midtown
- Agenda

**In Case You Missed the SWOT Workshops...**

**SWOT Analysis Summary**
- Positive and Negative Features
- Summary of Sub-Area SWOT Analysis
- Summary of Study Area SWOT Analysis

**SWOT Analysis Summary**

**SWOT Analysis Summary**

**Top 10 Positive Features**
Creating Places Where People Want to Be

SWOT Analysis Summary
Negative Features: 33rd and California (NE, NW, and SW corners)

SWOT Analysis Summary
Negative Features: Travel Inn

SWOT Analysis Summary
Negative Features: Woolworth and Park Ave. (boarded up buildings)

SWOT Analysis Summary
Negative Features: Intersection of Saddle Creek and Dodge

SWOT Analysis Summary
Negative Features: Intersection of 42nd and Leavenworth

SWOT Analysis Summary
Negative Features: Center Street commercial corridor (24th – 36th)
SWOT Analysis Summary
Negative Features: N.E. corner of Park Ave. & St. Mary's

SWOT Analysis Summary
Negative Features: Uses at Intersection of Saddle Creek & Leavenworth

SWOT Analysis Summary
Negative Features: Intersection of Saddle Creek and Farnam

SWOT Analysis Summary
Summary of Sub-Area SWOT Analysis

- North Sub-Area SWOT Analysis
- Central Sub-Area SWOT Analysis
- South Sub-Area SWOT Analysis

SWOT Analysis Summary
North Sub-Area

Primary Strength:
- Old historic architecture 15%
Creating Places Where People Want to Be

**DESTINATION MIDTOWN | SWOT Analysis**

**SWOT Analysis Summary**

**North Sub-Area**

**Primary Strengths:**
- Old historic architecture 15%
- Central location with easy access to downtown 12%
- Historic landmarks (Cathedral, Joslyn Castle, etc.) 10%
- Strong neighborhood associations 8%
- Racial and economic diversity 7%
- Potential to create a neighborhood center 5%

**Secondary Strengths:**
- Grid pattern of streets 4%
- Health facilities 4%
- Great schools (quality, mix, etc.) 3%
- Strong arts and culture 3%
- Jesuit university 3%
- 2nd and 3rd generation homeowners 3%
- Diverse community 3%

**Primary Weaknesses:**
- Lack of code enforcement 14%
- Absentee landlords (slumlords) 12%
- Travel Inn 11%
- Main thoroughfares have bad image 7%
- Lack of law enforcement (no tickets for offenses) 7%
- Dodge Street is poorly engineered (high speeds) 5%
- Not enough housing inspectors 5%

**Secondary Weaknesses:**
- Over-occupancy (residents & parking) 4%
- Perception of high crime rates 3%
- Poor pedestrian experience 3%
- Lack of access to Creighton 3%
- Lack of a neighborhood police precinct 3%
### SWOT Analysis Summary

#### North Sub-Area

**Primary Opportunities:**
- Improve Dodge/Cuming appearance over traffic volume: 12%
- End stigma of living north of Dodge/East of 72nd: 9%
- Get rid of Travel Inn: 9%
- Distinct lifestyle (urban vs. conventional): 8%
- Walk/bike trails: 8%
- Reward program for landlords who contribute to area: 6%
- Increase/improve pedestrian facilities: 6%
- Tax incentives for historic preservation: 5%
- Enforce laws and codes that are already in place: 5%
- New, contextual home construction: 5%

**Secondary Opportunities:**
- Add a quaint shopping district on 40th Street: 4%
- Retain housing for lower incomes to maintain economic diversity and prevent gentrification: 3%

#### Primary Threats:
- Urban sprawl moves the $ out to West Omaha: 14%
- Crime and increased drug traffic: 13%
- Pressure from W. Omaha to keep high speeds on Dodge: 7%
- No tax credits available for historic properties: 7%
- White racism: 6%
- Money hungry developers: 6%

**Secondary Threats:**
- Apathy: 4%
- Unresponsive government: 4%
- Loss of neighborhood character: 4%
- Lack of reinvestment (upkeep of properties): 4%
- Poor architecture: 4%
- Redesigned Cuming bringing more traffic into area: 3%
- Loss of private schools: 3%
- Auto-centric mindset (everything designed with the car in mind): 3%
### SWOT Analysis Summary

**Central Sub Area**

#### Primary Strengths:
- Historic architecture: 20%
- Mixed-use and walkable: 14%
- Strong neighborhood associations: 11%
- Urban density: 7%
- Job opportunities: 6%
- Mature trees and urban habitat: 6%
- Good public and private schools: 6%
- Available rental properties: 5%

#### Primary Weaknesses:
- Absentee landlords/poor rental maintenance: 19%
- Drugs, alcohol, prostitution, crimes: 10%
- Deterioration of rental properties: 10%
- Lack of neighborhood centers (dense, mixed-use): 7%
- Poor perception of the area by others: 6%
- Tax penalty to renovate properties: 6%
- Auto-centric roads (Dodge, Leavenworth, etc.): 5%

#### Secondary Strengths:
- Cultural diversity: 4%
- Positive redevelopment: 4%
- Healthcare: 4%
- Many parks (especially in the eastern portion): 4%
- Interstate access: 3%

#### Secondary Weaknesses:
- Dodge Street: 3%
- One-way streets: 3%
- Daily/weekly rental units: 3%
- Lack of destinations (restaurants, entertainment, etc.): 3%
- Lack of retail: 3%
### SWOT Analysis Summary

#### Central Sub Area

**Primary Opportunity:**
- Renovation of rundown properties **21%**

**Primary Threat:**
- Unkept rental properties **17%**

**Secondary Opportunities:**
- Tax abatement **4%**
- More creative infill development **4%**
- Adequate parking facilities (dual-use, shared, etc.) **3%**
- Urban living (provide an alternative to suburban building types) **3%**
- A mixture of income levels and cultures **3%**

**Secondary Threats:**
- Growth of W. Omaha pulling people and businesses out of this area **4%**
- Decline of mass transit (losing routes) **4%**
- Eminent domain taking homes **3%**
- Money hungry developers and weak officials that give in to them **3%**
Creating Places Where People Want to Be

DESTINATION MIDTOWN | SWOT Analysis

SWOT Analysis Summary
South Sub-Area

Primary Strengths:
- Nice architecture 15%

Secondary Strengths:
- Parks and boulevards 4%
- Mature landscaping 4%
- Strong neighborhood organizations/committed residents 4%
- Compact neighborhoods 3%
- Walkability to neighborhood businesses 3%
- Field Club 3%
- Diversity of churches 3%
- Ford Birth Site and Field Club Trail 3%

Primary Weaknesses:
- Poor perception of the area by others 18%

Primary Strengths:
- Nice architecture 15%
- Population diversity 11%
- Colleges/universities/medical schools 8%
- Major employers in the area 7%
- National historic neighborhoods 6%
- Easy access to downtown 5%
- Locally-owned businesses 5%
- Good public and private schools 5%

Primary Weaknesses:
- Poor perception of the area by others 18%
- Landlord neglect 17%
- Lack of commercial and retail 9%
- No tax incentives to maintain/repair historic structures 6%
Creating Places Where People Want to Be

**DESTINATION MIDTOWN | SWOT Analysis**

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**SWOT Analysis Summary**

**South Sub-Area**

**Secondary Weaknesses:**
- Designated Superfund site 4%
- Aesthetic of east-west streets 4%
- Poor code enforcement 3%
- Outdated buildings 3%
- Landlords not screening tenants 3%
- Boarded-up buildings (Park Ave./Woolworth area) 3%
- Drugs 3%
- Services (dentists, barbers, etc.) leaving area 3%

**Primary Opportunity:**
- Tax incentives for redevelopment 18%

---

**Secondary Opportunities:**
- Available commercial space 4%
- Renovate older apartment buildings along Park Avenue 4%
- Create a “midtown” neighborhood association network 4%
- Create a restaurant district along Leavenworth 4%
- Affordable housing programs for home ownership 3%
- Create a mixed-use, eclectic, artsy area along Park Avenue 3%

**Primary Threat:**
- Absentee landlords 13%

---

**Primary Opportunities:**
- Tax incentives for redevelopment 18%
- Streetscaping program 9%
- Bring back brick streets 6%
- Traffic calming at 32nd and Woolworth/pedestrian access across street to park 6%
- Cultural diversity 5%
- Bring back the streetcar system 5%

**Primary Threats:**
- Absentee landlords 13%
- Drugs, prostitution, gangs 12%
- Don’t want area to turn into W. Omaha 11%
- High costs to renovate vs. rebuild 11%
- Losing diversity 11%
- Disincentives to redevelop 10%
- Field Club losing its lease 7%
- Intolerance of diversity 5%
**SWOT Analysis Summary**

**South Sub-Area**

**Secondary Threats:**
- Aggressive, money-driven developers, corporations, and landlords 4%
- Superfund designation 4%
- Small businesses being victims of crime 4%
- OHA mismanagement of property 3%

---

**Primary Strengths:**
- Old historic architecture 17%
- Diversity of the community 8%
- Strong neighborhood org.'s/committed residents 8%
- Pedestrian friendly (mixed-use, walkable) 6%
- Central location/access to downtown 5%
- Historic landmarks and neighborhoods 5%
- Great schools 5%
- 20,000+ people in the area (jobs, employers) 5%
**SWOT Analysis Summary**

**Primary Weaknesses:**
- Absentee landlords
- Poor perception of the area by others
- Lack of code enforcement
- Drugs, alcohol, prostitution, crime

**Secondary Weaknesses:**
- Tax penalty to renovate properties 4%
- Lack of commercial and retail 4%
- Auto-centric arterials/poor image 4%
- Travel Inn 4%
- Deterioration of rental properties 3%

**Primary Opportunity:**
- Tax incentives to promote redevelopment

---

**Primary Weaknesses:**
- Absentee landlords 16%
- Poor perception of the area by others 9%
- Lack of code enforcement 6%
- Drugs, alcohol, prostitution, crime 5%

---

**Primary Opportunities:**
- Tax incentives to promote redevelopment
- Renovation of rundown properties
- Create a pedestrian friendly environment
Creating Places Where People Want to Be

SWOT Analysis Summary
Summary of Study Area SWOT Analysis

Primary Opportunities:
- Tax incentives to promote redevelopment: 8%
- Renovation of rundown properties: 7%
- Create a pedestrian friendly environment: 5%

SWOT Analysis Summary
Summary of Study Area SWOT Analysis

Secondary Opportunities:
- Improve appearance of Dodge vs. high-speed traffic: 4%
- Independent businesses: 3%
- Leavenworth (24th to Saddle Creek) restaurant and entertainment district: 3%
- Streetscapes program: 3%
- End stigma of living north of Dodge and east of 72nd Street: 3%
- Get rid of Travel Inn: 3%

SWOT Analysis Summary
Summary of Study Area SWOT Analysis

Primary Threats:
- Increase in crime (drugs, prostitution, gangs, etc.): 14%
- Unkept rental properties: 6%
- Absentee landlords: 5%

SWOT Analysis Summary
Summary of Study Area SWOT Analysis

Secondary Threats:
- “Good” people giving up and moving away: 4%
- Deterioration of commercial storefronts on arterials: 4%
- Urban sprawl moves money west: 4%
- Aggressive, money-driven developers and landlords: 4%
- Losing diversity: 4%
- High costs of renovation: 4%
- Don’t want area to turn into West Omaha: 4%
- Disincentives to redevelop properties: 3%
- Lack of follow-through with this study: 3%
SWOT Analysis Summary

Questions about SWOT Analysis?

Visioning Process

What is your short-term and long-term vision for the area?

What do you see the area becoming within 5 to 20 years?

What would you like to see happen in your neighborhood?

...leading to:

Destination Midtown represents a unique partnership of public and private interests working together to return Midtown to prominence and make it the destination of choice in Omaha.

Initial Visions...

Examine the physical and functional context of the project area in order to:

- Create a safe, vibrant area where people want to come to live, work, shop and play;
- Reinforce the position of the Midtown District within the greater Omaha metropolitan area, strengthen the identity of the Midtown District, and create a positive image;
- Identify and optimize the role the Midtown District plays as a premier element within the region;
- Create a people-oriented district that addresses safety, access, appeal, and opportunity, and
- Enhance the District’s abilities to attract and retain businesses and residents;

Additional Opportunities for Participation...

SWOT Analysis Summary/Visioning Workshops
- July 17, 2003, 7-9PM, Anna Wirth of Dodge, 55 Cathedral Grade School, 3904 Webster Street
- July 30, 2003, 7-9PM, Anna Wirth of Dodge, 55 Cathedral Grade School, 3904 Webster Street
- August 10, 2003, 7-9PM, Anna Wirth of Dodge, 55 Cathedral Grade School, 3904 Webster Street
- September 29, 2003, 7-9PM, Anna Wirth of Dodge, 55 Cathedral Grade School, 3904 Webster Street
- October 6, 2003, 7-9PM, Anna Wirth of Dodge, 55 Cathedral Grade School, 3904 Webster Street
- November 9, 2003, 7-9PM, Anna Wirth of Dodge, 55 Cathedral Grade School, 3904 Webster Street

For more information, contact 344-6000 or visit our web site at www.midtownomaha.org/destinationmidtown.
City of Omaha

Zoning Districts

**Base District: Agriculture**

**AG Agriculture District** - The AG agricultural district is intended to encourage and continue agricultural and rural uses in outlying parts of the city's zoning jurisdiction. The AG district is designed to prohibit premature and "leapfrog" development into rural areas not fully served by public facilities and to ensure that such development occurs adjacent to previously urbanized or urbanizing areas.

**Base District: Residential**

**DR Development Reserve District** - The DR development reserve district is intended to provide a transitional zone for the orderly conversion of land from agricultural and rural to urban uses. The DR district coincides generally with undeveloped land on the fringe of the urbanized area that has access to public facilities. However, the DR district may also apply to certain sites within central city development areas as well. It permits both agricultural and rural uses and very-low-density residential use. It assures that land is not developed prematurely or without adequate urban services.

**R1 Single-Family Residential District (Large Lot)** - The R1 single-family residential district is intended to provide for low-density residential neighborhoods, characterized generally by single-family dwellings on large lots with supporting community facilities. The R1 district allows for several development options for single-family residential construction. It provides for conditional approval of community facilities that generate larger quantities of traffic than permitted residential uses. The R3 district is appropriate for established parts of the city, where it serves to preserve existing single-family neighborhoods while promoting development of infill housing, and for newly developing neighborhoods.

**R2 Single-Family Residential District (Low Density)** - The R2 single-family residential district is intended to provide for low-density residential neighborhoods, characterized generally by single-family dwellings on relatively large lots with supporting community facilities. The R2 district provides for conditional approval of community facilities that generate larger quantities of traffic than residential uses. It is appropriate for established parts of the city, where it serves to preserve existing low-density environments; for newly developing, low-density neighborhoods; and for areas in which environmental considerations preclude the platting of smaller lots.

**R3 Single Family residential District (Medium Density)** - The R3 single-family residential district is intended to provide for moderate-density residential neighborhoods, characterized generally by single-family dwellings on medium-sized lots with supporting community facilities. The R3 district allows for several development options for single-family residential construction. It provides for conditional approval of community facilities that generate larger quantities of traffic than permitted residential uses. The R3 district is appropriate for established neighborhoods, characterized generally by single-family dwellings on small lots, and in newly developing single-family neighborhoods while promoting development of infill housing, and for newly developing neighborhoods.

**R4 Single Family Residential District (High Density)** - The R4 single-family residential district is intended to provide for medium-density residential neighborhoods, characterized generally by single-family dwellings on small lots and including supporting community facilities. The R4 district allows for several development options, adaptable to both infill construction in established neighborhoods and to developing areas. It provides for conditional approval of community facilities with greater traffic generating characteristics than the permitted residential use. The R4 district is appropriate for established neighborhoods in the city, particularly those exhibiting relatively small lots, and in newly developing areas.

**R5 Urban Family Residential District** - The R5 urban family residential district is intended to provide medium-density residential neighborhoods with single-family characteristics, while allowing considerable latitude in the physical design of housing. The R5 district permits single-family residential housing, duplexes and townhouses. It is adaptable to both established and developing neighborhoods, as well as to transition areas between single-family and multiple-family development.

**R6 Low Density Multiple-Family Residential District** - The R6 low-density multiple-family residential district is intended to provide locations for low-density multiple-family housing in the approximate range of 20 dwelling units per acre. It provides for the integration of such buildings with lower density housing types, including single-family, duplex and townhouse residential. The R6 district applies to established neighborhoods, including those where the limited conversion of large single-family houses is necessary to extend their economic life; areas in which a mix of single- and multiple-family housing is appropriate to create an urban environment; transitional areas between lower and higher intensity uses; and developing multiple-family areas. The R6 district requires review and conditional approval of supporting community facilities that generate more traffic than the basic allowed residential.

**R7 Medium Density Multiple-Family Residential District** - The R7 medium-density multiple-family residential district is intended to provide locations for medium-density multiple-family housing, in the approximate range of 40 dwelling units per acre. It provides for the integration of multiple-family housing with lower density housing types. In addition, the R7 district provides for the inclusion of limited office and commercial uses, subject to specific standards for buffering and land use intensity. This allows for a mixture of compatible uses within appropriate high-density environments; for newly developing areas; and for areas in which environmental considerations preclude the platting of smaller lots.

**R8 High Density Multiple-Family Residential District** - The R8 high-density multiple-family residential district is intended to accommodate high-density multiple-family housing. The R8 district also provides for the inclusion of limited office and commercial uses, subject to specific standards for buffering and land use intensity. This allows for a mixture of compatible uses within appropriate high-density urban neighborhoods.

**Base District: Office**

**LO Limited Office District** - The LO limited office district is intended to provide office locations generally serving neighborhood and community needs. The LO district may be located adjacent to or within residential areas and is designed to be compatible in scale and land use intensity with residential settings. The district allows for the integration of limited supporting commercial uses into office developments. Combined with the MD major development overlay district, it is also appropriate for larger office developments, characterized by small buildings, low site coverage, and extensive landscaping. The LO district is most appropriate along collector and arterial streets, in areas of transition between residential and higher intensity uses, and in areas of existing and new office development.

**GO General Office District** - The GO general office district is intended to provide office locations serving community and citywide needs. The GO district allows for relatively intense office development, together with selected complementary commercial...
uses integrated into such developments. Site development regulations are designed to ensure compatibility with adjacent or neighboring residential development. GO districts are most appropriately found along or near minor and major arterial streets, on the edge of residential areas, in areas of existing office development, and in areas appropriate for new development. These GO districts, through conditional use permits, also provides for large office developments and projects that, in appropriate urban settings, exceed allowed use intensities and regulations provided.

Base District: Commercial

LC Limited Commercial District - The LC limited commercial district is designed for commercial areas that are different from newly developing shopping facilities which serve the needs of a surrounding residential community. Allowed commercial and office uses are generally compatible with nearby residential areas. Site development regulations are designed to ensure compatibility in size, scale and site characteristics with a residential environment. LC districts are most appropriate at intersections of collector and/or arterial streets at the edge of or in the core of residential neighborhoods, in planned commercial areas in newly developing residential areas, and in other locations where local commercial services are required.

CC Community Commercial District - The CC community commercial district is intended for commercial facilities that serve the needs of several nearby neighborhoods. Commercial and office uses are generally compatible with nearby residential areas. However, uses allowed in the CC district may generate more traffic and have more effect on residential neighborhoods than those allowed in the less intense LC district. Site development regulations are designed to minimize these effects. CC districts usually require access from major streets, primarily minor and major arterials. CC districts are most appropriate at major street intersections, at the edge of residential areas or at the junction of several neighborhoods, and in other areas appropriate for well-developed commercial facilities. The CC district, combined with the MD major development overlay district, provides further thorough review of commercial projects that may be regional in scope. A conditional review process for large projects further assures high development standards for planned commercial facilities.

NBD Neighborhood Business District - The NBD neighborhood business district is designed for established local business districts in the city. These districts were the commercial cores of towns that the city eventually annexed or developed for or at the intersections of public transportation routes. The NBD district accommodates the physical features of these communities and provides for more developing commercial districts. Uses are permitted in the NBD district that preserve the scale and integrity of such districts. In addition, mixed uses are encouraged in such districts.

GC General Commercial District - The GC general commercial district is intended for a wide variety of commercial uses and limited industrial facilities. Uses allowed in the GC district may generate sufficient traffic or have operating characteristics that make them generally incompatible with residential areas or lower intensity commercial and office districts. GC districts require access from major streets, primarily minor and major arterials. GC districts are most appropriate along arterials, at major intersections, and in areas appropriate for commercial uses that are relatively well insulated from residential districts.

CBD Central Business District - The CBD central business district is designed to provide appropriate development regulations for downtown Omaha. Uses are permitted in downtown Omaha that are consistent with the future development and revitalization of the city’s core. Mixed uses are allowed and encouraged within the CBD district. Additional provision is made for future development of suburban and central city areas. GI districts are most appropriate for downtown development with distinctive physical characteristics.

DS Downtown Service District - The DS downtown service district applies to area on the periphery of the central business district. These areas characterize a mixture of residential, commercial, office and light industrial uses. These uses require close proximity to downtown Omaha and occasionally have operating characteristics that are not compatible in other commercial zoning districts. The DS district also is intended to respond to the continued growth of downtown Omaha and accommodate development that supports this growth.

CH Highway Commercial Services District - The CH highway commercial services district is intended to accommodate commercial and limited industrial facilities with access needs that demand location along major arterials and highways. Uses allowed in the CH district are frequently automobile oriented. These uses have traffic generating, operating, lighting and other characteristics that may make them incompatible with adjacent residential or other limited intensity uses. The CH district is most appropriate along or at intersections of major arterials, at highway interchanges, and in other areas of heavy automobile traffic that are well insulated from residential districts.

Base District: Industrial

LI Limited Industrial District - The LI limited industrial district is intended to accommodate service type commercial and light industrial uses with relatively limited external effects in a high quality environment. These uses generally have lower traffic volumes than other commercial and industrial uses. The LI district provides for conditional approval of other uses with moderate but controllable effects. The LI district, combined with performance standards, is appropriately located in both suburban and central city industrial areas, particularly those near to residential and commercial districts.

GI General Industrial District - The GI general industrial district is intended to accommodate a variety of commercial and industrial uses with moderate external effects. The GI district provides for conditional approval of uses with more significant effects that can be controlled through specific requirements. The GI district, combined with performance standards, is appropriately located in principal industrial areas and in suburban and central city industrial areas. GI districts should be insulated from residential and lower intensity use districts.

HI Heavy Industrial District - The HI heavy industrial district is intended to accommodate industrial uses with major external effects. These uses characteristically have operating characteristics and environmental effects that make them incompatible with surrounding uses. The HI district is most appropriately located in areas that are separated from residential and consumer-oriented commercial districts. When this is not possible in previously developed areas, the HI district is combined with performance standards and buffering requirements to minimize the effects of permitted uses. In addition, the uses that create the greatest conflicts with existing residential areas are controlled through special permit procedures.

Base District: Special

AV Aviation District - The AV aviation district is designed to accommodate major public and private airport facilities in the city.

RR Railroad District - The RR railroad district is designated to accommodate active railroad right-of-way and directly railroad related development. Examples of development in RR districts includes land owned by the railroad as right-of-way, switching yards, maintenance facilities, or leased property adjacent to the right-of-way.

MU Mixed Use District - The MU mixed-use district is intended to accommodate projects that combine several compatible land uses into an integrated development. The MU district may also be used to designate parts of the city that are appropriate for a mixture of residential, commercial, office and accessory parking uses. The MU district allows for mixed residential environments with workplaces and services. The MU district must accommodate transportation systems, surrounding environments and pedestrian movement. For these reasons, projects constructed in an MU district are subject to a special use permit process.

Overlay Districts

PUD Planned Unit Development District - The PUD planned unit development overlay district is intended to provide flexibility in the design of planned urban projects, to encourage comprehensive planning of major developments, to permit innovation in project design that includes consideration of space and other amenities, and to assure compatibility of developments with the surrounding urban environment. The PUD district may be zoned in combination with any base district specified in this chapter. The PUD district, which is adopted by the city council, assures specific development standards for use and site layout.

NC Neighborhood Conservation District - The NC neighborhood conservation overlay district is intended to accommodate unique land use, urban design, and other distinctive characteristics of older established neighborhoods. The NC district, used in combination with a base district, allows variations in permitted uses and site development regulations that are adapted to the needs of a specific neighborhood. In addition, the NC district may include supplementary site regulations. Variations allowed by an NC overlay district are established by a
Creating Places Where People Want to Be

MD Major Development District - The MD major development overlay district is intended to ensure comprehensive, coordinated developments in strategic areas of the city. The MD district establishes a planning process to guide development in such areas. The MD district is intended for use in combination with office, commercial, industrial, or mixed use base districts, and allows modification of site development regulations adapted to a specific area. The district ensures that areas which demand comprehensive, planned development due to land use, scale, public utility serve and safety considerations are not built up in an unplanned fashion.

ED Environmental Resources District - The ED environmental resources overlay district enables the adoption of special performance standards in combination with site development regulations of a given base district for areas of special natural environmental significance or sensitivity. These areas include hill environments; native prairies; areas with unique soil or drainage conditions; lake, river or creek districts; forests; or other areas with unique environmental characteristics.

FP/FW Floodplain/Floodway Districts - The FP floodplain and FW floodway overlay districts are intended to protect public health, safety and general welfare, and to minimize losses of life and property in flood-prone areas. The FP and FW districts are designed to:

(a) Restrict or prohibit uses which are dangerous to health, safety or property during times of flooding or which cause substantial increases in flood heights and velocities.
(b) Require development standards that protect uses that are vulnerable to flood damage.
(c) Protect prospective purchasers of land that is unsuitable for intended uses.
(d) Assure that property owners within the community are eligible to purchase flood insurance under the National Flood Insurance Program.
(e) Comply with the minimum standards of the State of Nebraska Flood Plain Regulation Act.

PK Parking District - The PK parking overlay district allows for the primary use of a site for off-street parking purposes in zoning districts in which this use is not allowed as a permitted, conditional or special permit use. The PK parking overlay district is designed for common parking facilities within a neighborhood or for off-street parking separated from a principal use. The PK parking overlay district further recognizes that parking may be a temporary use within neighborhoods and should not affect its basic land use designation.

Airport Zoning - This article shall be known as the airport zoning regulations. These regulations are intended to provide for the safe operation of aircraft into and out of Eppley Airfield, Millard Airport and other airports operated by the Omaha airport authority, and other private aviation airports, by providing for zones in which development is restricted.
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DESTINATION MIDTOWN | Historic Structures/Districts

- Brandeis-Millard House & Carriage House
- Brechinridge Gordon House
- Clarinda and Page Apartments
- Columbian School
- Epenter House
- First Unitarian Church of Omaha
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DESTINATION MIDTOWN | Historic Structures/Districts

Florentine Apartments

Ford Hospital

Garneau Kilpatrick House

Georgia Apartments

Gottlich Storz House

Grossman House
Creating Places Where People Want to Be

DESTINATION MIDTOWN | Historic Structures/Districts

- Haven House
- Hicks House
- Hicks Terrace
- St. John’s Church
- Jocelyn Castle
- Kimball House
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DESTINATION MIDTOWN | Historic Structures/Districts

- Park School
- Porter House
- Reed House
- Saunders School
- Slater House
- St. Cecilia's Cathedral
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DESTINATION MIDTOWN | Residential Building Typology

Building Typology for Midtown Omaha Neighborhoods

All mature neighborhoods continue to evolve incrementally and over time. Through the years, some building uses come and go, leaving their shells in place, and some building construction simply deteriorates. In all circumstances; however, vacant or underutilized property always becomes an opportunity to introduce new building uses that enhance the quality of life and/or provide housing choices with new amenities. By constructing new buildings in an incremental manner, new life can be introduced into Omaha’s traditional Midtown neighborhoods.

At a larger scale, fragments of vacant and underutilized property become exceptional opportunities for mending a traditional urban fabric strained by a predominance of automobile usage. When originally constructed in the early 1900’s, Midtown neighborhood’s urban framework of building, lot, block, and street configuration were designed to comfortably and conveniently accommodate a predominance of pedestrian and transit travel. The fundamental urban structure of Midtown neighborhoods is distinctly different than that of contemporary suburbs, because their differences in design have been influenced by travel mode predominance.

Today, however, Midtown’s traditional neighborhood heritage is its greatest redevelopment asset. Existing residents remain as long as its indigenous character is preserved, for it is most likely the reason for their housing choice in the first place. Therefore, new construction that incrementally builds on that urban heritage attracts new investment, both by developers and individual residents.

The purpose of the following illustrations is to demonstrate design and development opportunities for infill and redevelopment properties that can enhance the quality of life and property value in the residential neighborhoods of Midtown Omaha. They illustrate standards for introducing additional housing options on single-use properties. The range of types does not include vertical mixed-use options, simply because mixed-use building opportunities have building, lot and block configurations more difficult to standardize. The illustrations also graphically demonstrate how local, small-volume builders can achieve smaller development site planning and development in a cost-effective, neighborhood-friendly manner. Development sites may include individual lots with an existing city plat. Such sites may also include aggregations of typical city lots for re-platting in order to accommodate a new set of housing types for rental or ownership.

Each opportunity is illustrated by a plan view of the building typical footprint on the lot, photographs of local or regional precedents, and a brief explanation of outstanding characteristics by which it may contribute to the neighborhood’s urban and market value. Of particular note is how new building alternatives, with contemporary parking requirements, retain and enhance the predominant character of Midtown Neighborhoods.

Sketch building types – Seth Harry
Creating Places Where People Want to Be

DESTINATION MIDTOWN

Residential Building Typology

<table>
<thead>
<tr>
<th>Number (Plate)</th>
<th>Building Type</th>
<th>Minimum Lot Depth</th>
<th>Typical Net Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SFD House</td>
<td>110 feet</td>
<td>7-11 du/acre</td>
</tr>
<tr>
<td></td>
<td>Mansion Apartment</td>
<td>110 feet</td>
<td>7-15 du/acre</td>
</tr>
<tr>
<td>2</td>
<td>Twin House</td>
<td>110 feet</td>
<td>10-13 du/acre</td>
</tr>
<tr>
<td>3</td>
<td>Town House</td>
<td>110 feet</td>
<td>12-14 du/acre</td>
</tr>
<tr>
<td>4</td>
<td>Row House</td>
<td>84 feet</td>
<td>13-15 du/acre</td>
</tr>
<tr>
<td>5</td>
<td>Courtyard Row House</td>
<td>125 feet</td>
<td>15-18 du/acre</td>
</tr>
<tr>
<td>6</td>
<td>Courtyard Apartment</td>
<td>130 feet</td>
<td>20-50 du/acre</td>
</tr>
<tr>
<td>7</td>
<td>Corner Apartment</td>
<td>130</td>
<td>10-50 du/acre</td>
</tr>
</tbody>
</table>

Minimum Lot Depth
The building footprints demonstrated are meant to accommodate typical lot depths in Midtown Omaha neighborhoods. Although these depths may vary slightly depending upon available land, zoning requirements and individual building designs, rule-of-thumb guidelines for minimum lot depths are listed below. Density calculations reflect the net density of developable land, and therefore do not include consideration of any public realm amenities, i.e., streets or alleys.

Compatibility
As a function of incremental construction of individual infill and redevelopment sites over time, three sets of subjective criteria may be used to evaluate individual projects for compatibility with the neighborhood as a whole.
1. Scale and size of the building – Does the proposed building have a mass and size that is compatible with its neighbors? Does it respect setback and parking configurations of the neighborhood?
2. Travel, traffic and parking patterns of residential streets – Does the proposed building have adequate off-street parking for its residents?
3. Rental and ownership choices - Does the proposed building enhance the pedestrian and transit modes of travel for Midtown neighborhood streets? Does the proposed building provide for adequate on-street or shared parking for new resident’s guests?

Topography
Midtown Omaha neighborhoods have a great deal of fluctuation in their topography. The riverbank terrain, upon which a rational urban network of thoroughfares was laid, presents these neighborhoods with challenges and opportunities for new construction. Many of the sites available for infill and redevelopment are not level building sites - the kind upon which most contemporary suburban housing is built. Therefore, each development site in the Midtown neighborhoods will have its own site drainage, ventilation and view shed challenges. However, the topography also offers inspiring design opportunities for terraces and decks.

For instance, design may effectively direct storm water drainage routes and conceal parking drives and garage doors from the public street. A site with a significant slope may also offer opportunities for tuck-under and double-loaded garages, rear decks, balconies, front porches, courtyards, and even roof terraces on apartment buildings. All of these features can be found in a range of precedents throughout Midtown Omaha. Some are demonstrated among the photographs on the following pages.
Detached House and Mansion Apartment

The single-family detached house on its own lot is the most predominant Midtown Omaha housing type. It is also the housing type of greatest real estate value. A measure of assist in the preservation of those homes that have been well maintained is to infill on vacant lots with new single-family houses. A rich variety of architectural style and detailing can be found among existing neighborhood homes. Houses that address the public street with pride and dignity are worth using as design references for new construction locally.

In certain Midtown neighborhoods, a number of larger estate houses are being converted into rental or condominium apartments. The grandeur of the large house in an authentic neighborhood is an attractive lifestyle for many childless adults. It is a housing market to be embellished by introducing additional Mansion Apartment buildings nearby, where several residential units occupy the form of a large mansion house. Within the architectural character of a grand mansion, 4 to 6 apartment units can satisfy a demand for smaller floor space living, but in an attractive, up-scale neighborhood setting.
Twin Houses

There are a number of Twin House precedents throughout Omaha’s Midtown neighborhoods. However, most were built before government supported home financing was readily available. Although most Twin Houses are rental properties, at one time, this small, attached building type probably offered the next best choice to living in an apartment or a townhouse, but not quite as fancy as having one’s own single-family house. In today’s home financing market, Twin House starter home units can be sold for condominium ownership, and managed by an association of all owners, even as few as four.

The advantages of Twin Houses are that they provide small lot and shared wall affordability, and they provide each unit with at least three sides open to air and ventilation. In urban form, Twin Home choices would fit conveniently on an aggregation of only a few typical Midtown Omaha neighborhood lots. Neighborhoods that build this house type achieve attractive starter home ownership choices, but also offer that choice within the character of the surrounding, predominantly single-family houses.

For Twin House infill development, the value of repetition is in an economy of production building, such that the building mass and internal features of each unit are similar. However, predominantly single-family Midtown neighborhoods contain a variety of architectural styles and detailing that could become design determinants of each twin home street façade. By varying the facades of each set of Twin Houses, yet duplicating unit floor plans, additional Twin Houses could enhance the architectural character of Midtown Omaha neighborhoods.
Town House

The Town House is distinguished from the Row House by its garage placement. For this type, parking is relegated to the rear of the building's lot. Whether attached or not, the garage structure is not integral to the construction of the principal building. Therefore, Town House lots are longer, with a breezeway or covered walkway to connect the garage with the principal building. Such an arrangement allows for some privacy in a small, but intimate rear yard. In cases where the garage cannot be built immediately, a concrete parking pad for two off-street parking spaces would await garage construction.

Demonstrated by these examples of new construction in Longmont, CO, the architectural style of Town Houses may vary greatly - from a more historical to a more contemporary interpretation of local vernacular - and even along the same street. Such rich diversity in architectural style is what makes traditional neighborhoods so interesting, and so valuable.

However, what makes Town Houses function well among its single-family neighbors is a common respect for public realm spaces and places. New construction of Town Houses is most effective in occupying vacant properties of existing neighborhoods through lot aggregation and redistribution in a new plat.
Row House

The Row House is so named because of its garage placement. A shallow lot depth permits a basement level to be designed as a garage and storage for the residents above. The garage is therefore an integral part of construction. A shallow lot depth also means there is no usable rear yard for these units and therefore minimal rear yard maintenance. This attached unit housing type is quite practical in areas where higher housing densities are preferred by both the City and local residents, but where a consistency of architecture among neighborhood center and residential buildings is also preferred. Row Houses are a highly urban housing type, with elevated dooryards and shallow front setbacks, typically located along transit corridors that connect neighborhood centers. Row Houses can help shape these heavily traveled routes into graceful boulevards.

Although several examples of Row Houses in Omaha exist to serve as architectural reference, these photographs of new infill construction in Minneapolis and Saint Paul demonstrate how site grading and building configuration can accommodate traditional higher-density buildings in an appealing architecture, along with the contemporary need for automobile garages.
Courtyard Row House

Called row houses for the way they are aligned, these attached unit buildings found in early 1900’s neighborhoods were not originally built to accommodate covered parking on-site. In a newer version of this prototype, garages are accommodated one half level below grade, under each owner’s unit. The unit’s first level would then be one-half level above typical grade, increasing privacy for those inside.

This configuration allows the courtyard to become a semi-public place for building residents. Such courts can become enclosed play areas for children as well as gathering places for adult residents and their guests to hang out. Unit plans have a front-to-back arrangement, as does the building. More semi-private rooms face the courtyard, while more service and private rooms are to the rear and on the second level.

When several buildings are adjoined along a block face, garage drives and drainage systems can be shared, thus reducing paved surface areas and increasing opportunities for green, open spaces for local residents. At the same time, each resident controls what is above the ceiling and below the floor in each unit.
Creating Places Where People Want to Be

DESTINATION MIDTOWN | Residential Building Typology

Courtyard Apartment

The Courtyard Apartment is a building type found throughout mature Omaha neighborhoods, and often provides dignified, affordable housing among predominantly single-family choices. As new apartment buildings accommodate a broader diversity of housing alternatives, many urban and architectural features could be emulated from local Courtyard Apartment precedents, including a single, dignified address for all tenants on a great street or court. New Courtyard Apartments may be either owner or renter occupied when built, but because smaller unit configurations are always desirable, individual buildings may evolve into rental or cooperative ownership depending on changing housing economic opportunities over time. Covered parking is accommodated at a ratio of 1 space per unit or more under the building, in either individual tuck-under garages or a single entry garage.
Corner Apartment

A more detailed program is defined for these illustrations because they demonstrate the means in which lot, building, circulation and parking requirements can be designed to achieve a diversity of apartment unit types within one building type.

The Corner Apartment is a building type quite unique to Omaha in the upper Midwest. Originally built to accommodate rental-housing options during a time of predominantly pedestrian and public transit modes, contemporary construction would include infill development opportunities as a condominium ownership. Like Courtyard Apartment buildings, contemporary Corner Apartments would have cooperative, protected tuck-under and/or double-loaded garages under the residential flats.

<table>
<thead>
<tr>
<th>Footprint</th>
<th>Number of Units</th>
<th>Number of Floors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left – 1 dlc 1BR wing, 1 2BR wing</td>
<td>6-12</td>
<td>1-2</td>
</tr>
<tr>
<td>Right – 2 wing, 4 large 2BR</td>
<td>4-8</td>
<td>1-2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of parking spaces, Type</th>
<th>Lot width, Area, Net Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 – basement garage, 3 – tuck under garage</td>
<td>120’ (.35 acre) 16-50 du/acre</td>
</tr>
<tr>
<td>12 – tuck under garage</td>
<td>130’ (.38 acre) 10-30 du/acre</td>
</tr>
</tbody>
</table>