

HISTORIC FLORENCE

Downtown Redevelopment and Historic Park



Summer 2007

 **OLSSON**
ASSOCIATES



Table of Contents

Acknowledgements	2
Introduction	3
Downtown Redevelopment	5
Historic Park	27
Regional Plan	49
Tourism	57
Project Costs	81
Appendix	109

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Florence Historical Foundation

Forest Lawn Cemetery

Greater Omaha Chamber of Commerce

Iowa West Foundation

Metropolitan Area Planning Agency

Metropolitan Community College

MUD

Nebraska Department of Roads

Nebraska Department of Tourism

Omaha By Design

Omaha City Planning

Omaha Convention and Visitors Bureau

OPPD

Papio-Missouri River Natural Resources District

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Introduction

A creative, well developed Historic Florence Downtown Redevelopment and Historic Park master plan is the first step towards a new and revitalized Florence. The purpose of this document is to visually depict and describe a series of improvements that will further enhance Historic Florence. The results of the recommendations included within this plan should attract new businesses and residents, spark capital improvement expenditures, draw local and regional tourists to the area, and instill additional community pride in Florence residents.

The document is organized into five (5) main sections:

- Downtown Redevelopment
- Historic Park
- Regional Plan
- Tourism
- Project Costs

Section 1: Downtown Redevelopment

Residential Main Street Improvements

Neighborhood Revitalization Area

State Street Boulevard

Commercial Redevelopment Parcel

Business District Main Street Improvements

Mixed Use Redevelopment Area



North-South Master Plan

Downtown Redevelopment

The first section of the Historic Florence Downtown Redevelopment and Historic Park master plan focuses on specific downtown redevelopment and streetscape recommendations.

The Downtown Redevelopment section of the master plan consists of seven (7) components. These components include:

- Residential 'Main Street' Improvements (Craig Street to McKinley Street)
- Neighborhood Revitalization Area
- State Street Boulevard
- Central Business District 'Main Street' Improvements
- Commercial Redevelopment Parcel
- Mixed Use Redevelopment Area
- Historic Park

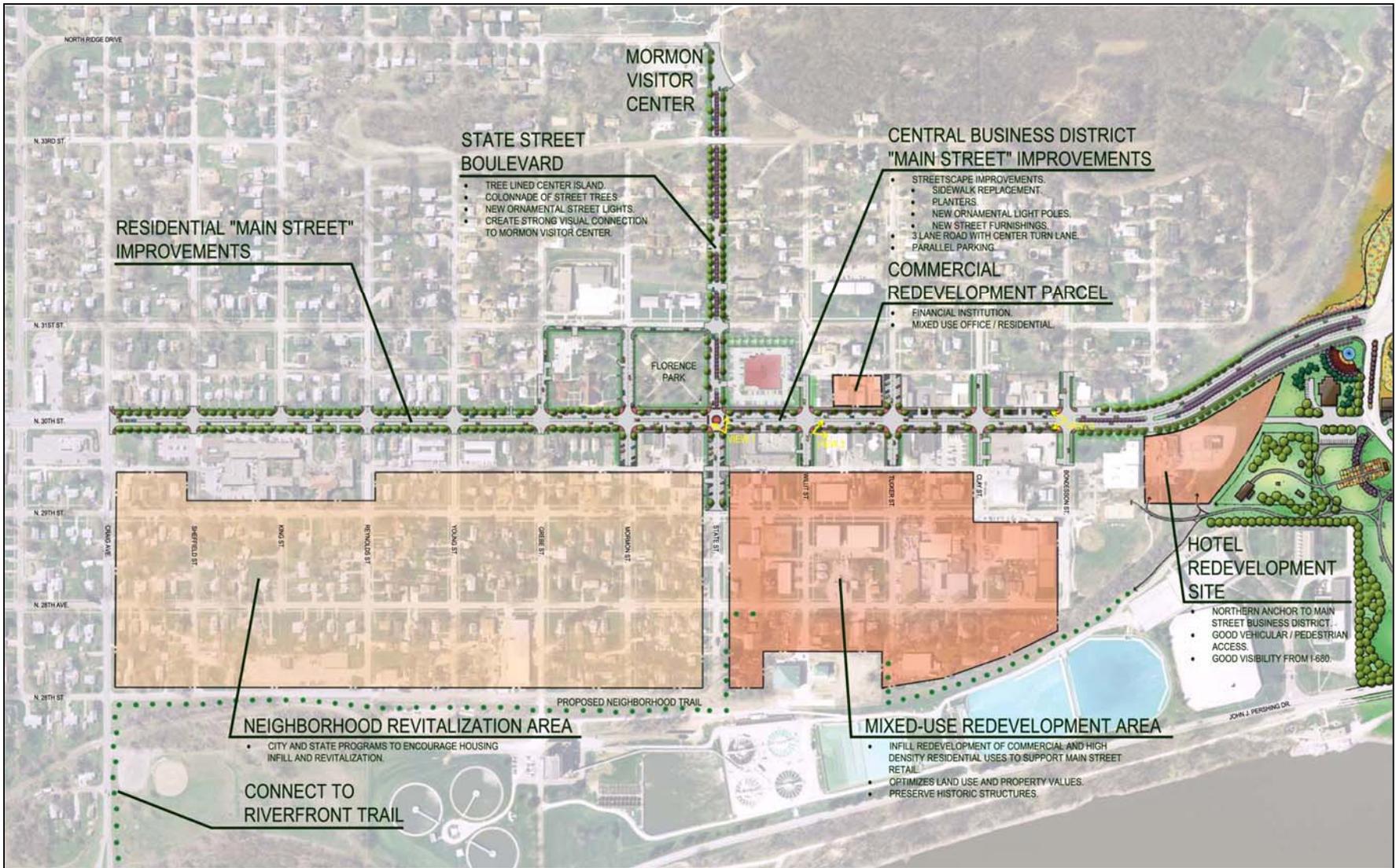


Figure 1: Downtown Redevelopment Streetscape Plan

Central Business District 'Main Street' Improvements

The proposed streetscape improvements along 30th Street (from State Street to Interstate 680) represent a significant component of the preliminary master plan. These public improvements will provide the catalyst for private redevelopment within Florence. The streetscape improvements include the replacement of sidewalks, the addition of planters, new ornamental light poles, and new street furnishings. Additional central business district improvements include converting 30th Street into a three (3) lane road with a center turning lane with parallel parking.

Commercial Redevelopment Parcel

A potential financial institution business has expressed interest in locating on 30th Street in downtown Florence. The southwest corner of the 30th Street and Tucker Street intersection has been identified as a suitable mixed use / office / residential redevelopment parcel.

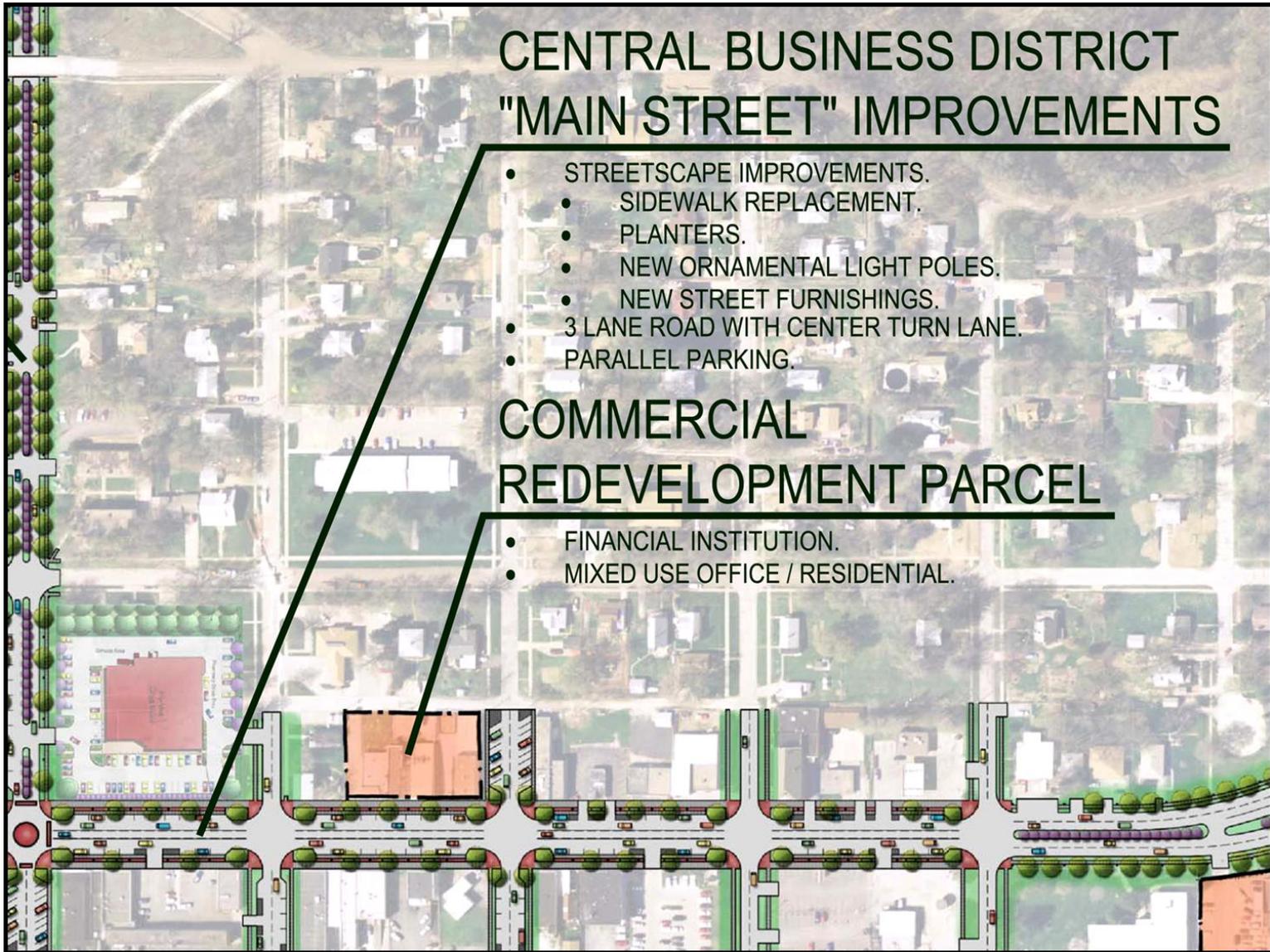


Figure 2: Central Business District, Commercial Redevelopment

Central Business District 'Main Street' Cross Section

Figure 3: Central Business District Cross Section visually depicts a cross section of the proposed streetscape enhancements on 30th Street. The total width of the right-of-way is one hundred feet (100 ft). The distance between the building façade and the edge of the street is twenty feet (20 ft). Of that twenty feet (20 ft), ten feet (10 ft) is used for sidewalks, five feet (5 ft) is used for ornamental lighting and landscaping, and five feet (5 ft) is reserved as a buffer between the landscape area and the street. The parallel parking lane occupies eight point five feet (8.5 ft). A twelve foot (12 ft) turning lane is located between two (2) fifteen foot (15 ft) traffic lanes.

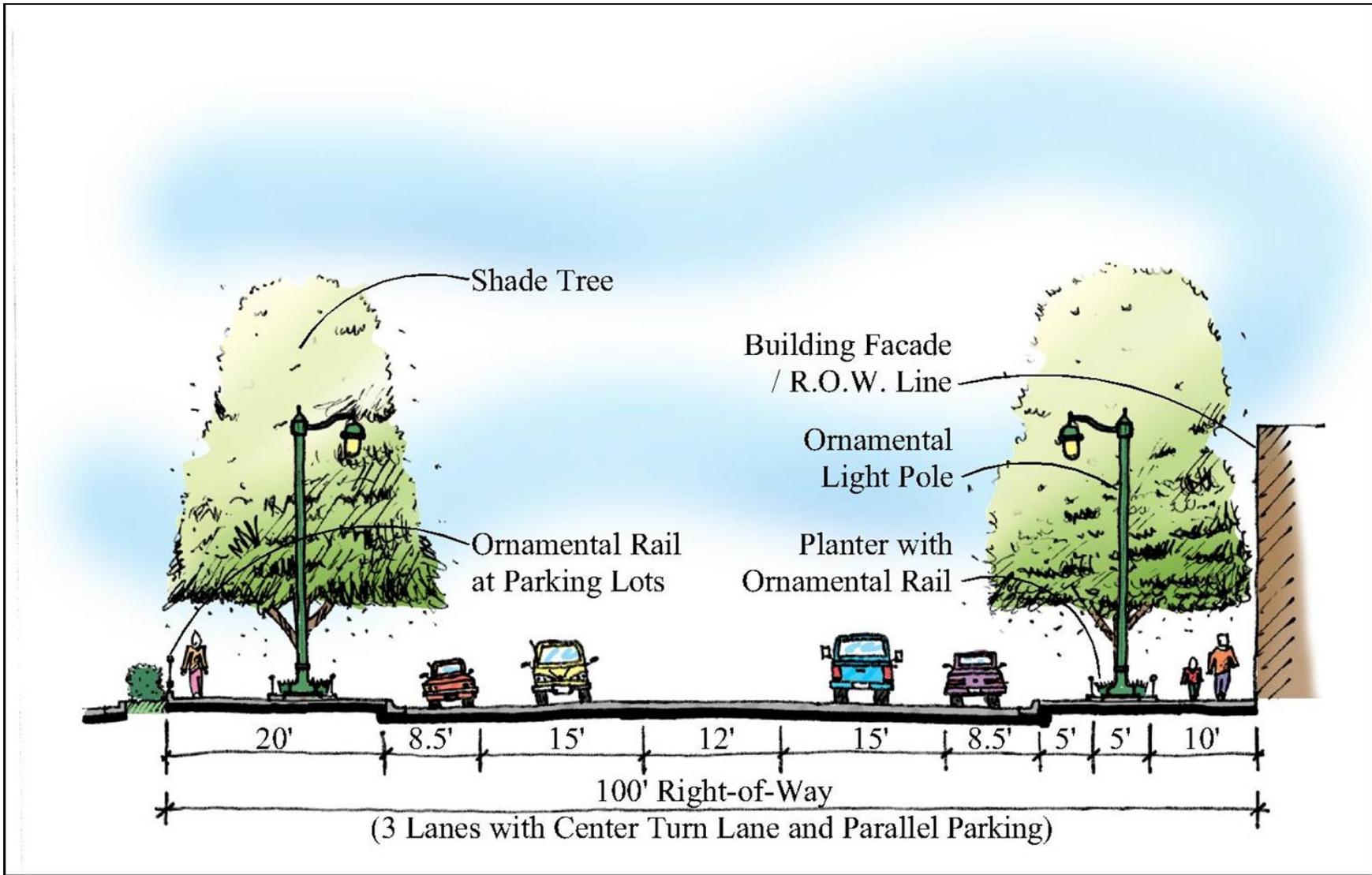


Figure 3: Central Business District Cross Section

30th Streetscape Comparison

Photo 1: 30th Street Before depicts Florence's existing 30th Street, which includes two (2) southbound lanes and two (2) northbound lanes.

Illustration 1: 30th Street After illustrates the proposed streetscape improvements. 30th Street is shown with a single northbound lane, a single southbound lane, as well as a middle turning lane. Street trees, ornamental lighting, accent paving, and planters are also included in this image.



Photo 1: 30th Street Before



Illustration 1: 30th Street After

30th Street Sidewalk Comparison

Photo 2: 30th Street Sidewalks Before depicts Florence's existing sidewalks along 30th Street. The conditions of the sidewalks along 30th Street are poor. Cracks, bumps, and fissures create safety concerns for pedestrians. The few isolated planter boxes are decrepit, dilapidated, and lack a consistent theme. Street trees are sporadic and inconsistent.

Illustration 2: 30th Street Sidewalks After illustrates the proposed sidewalk improvements. Accent paving, improved street furnishings, consistent street trees, and aesthetic planters combine to create a visually impressive pedestrian friendly sidewalk environment. These improvements will greatly enhance downtown Florence's sense of place.



Photo 2: 30th Street Sidewalks Before



Illustration 2: 30th Street Sidewalks After

Intersection of 30th Street and State Street

This prominent intersection represents the confluence of downtown Florence's two most historic roadways. State Street was, and continues to be, the primary east / west corridor that connects downtown Florence with the Mormon Trail Center and the Mormon Pioneer Cemetery. Several high traffic areas are located near the 30th Street and State Street intersection including the Florence Post Office, Florence Park, and HyVee Drug Store. Collectively, these factors elevate the significance and importance of this intersection. Additional improvements to this intersection highlight the historical elements of the area, enhance its classification as the most prominent intersection of downtown Florence, and improve the pedestrian experience for Florence visitors and residents alike.

The intersection features accent paving and improved streetscape furnishings. Additional streetscape components include a concrete pedestrian walkway, ornamental plantings with a rail, interpretive sculpture, shade trees, and ornament lighting. A perimeter ornamental rail is suggested to surround HyVee's front parking lot. This rail will help to create a linear edge that will improve building façade continuity.

Proposed improvements to Florence Park include improved lighting throughout the park, an entry monument, enhanced Mormon Trail Center signage, and an information kiosk linked to the virtual visitor center.

Collectively, these streetscape and park improvements will further enhance Historic Florence's quaintness and small town character.

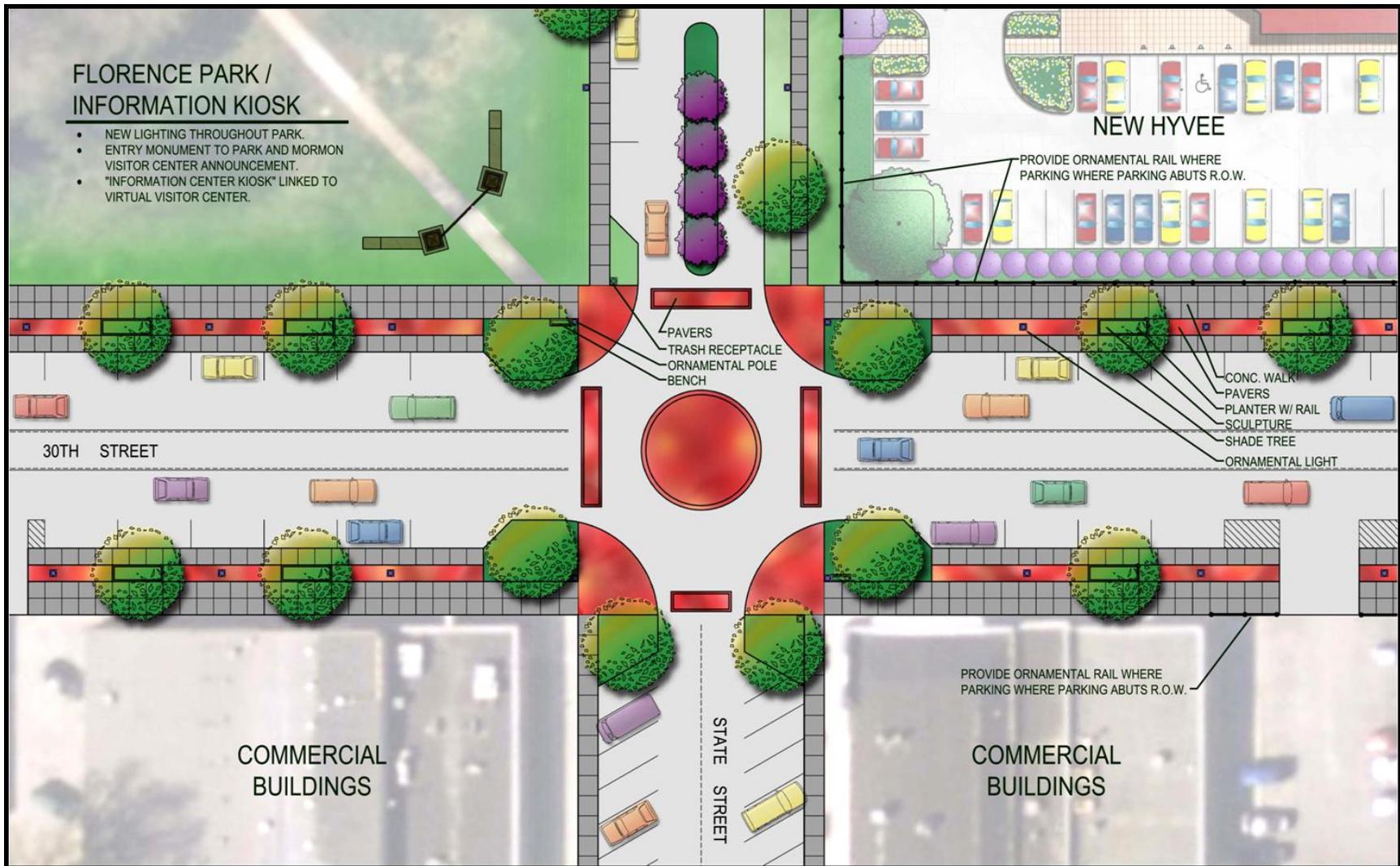


Figure 4: Intersection of 30th Street and State Street

State Street Boulevard Plan

A new boulevard on State Street will assist in drawing vehicular and pedestrian traffic up the hill. The inclusion of a street lined center island strongly enhances the mood and ambiance of this roadway. Additional State Street boulevard improvements include a colonnade of street trees and new ornamental lighting. Collectively these improvements will create a stronger visual and physical connection to the Mormon Trails Center.

The establishment of a tree-lined boulevard along State Street will also physically and symbolically extend Florence Park north into downtown Florence.

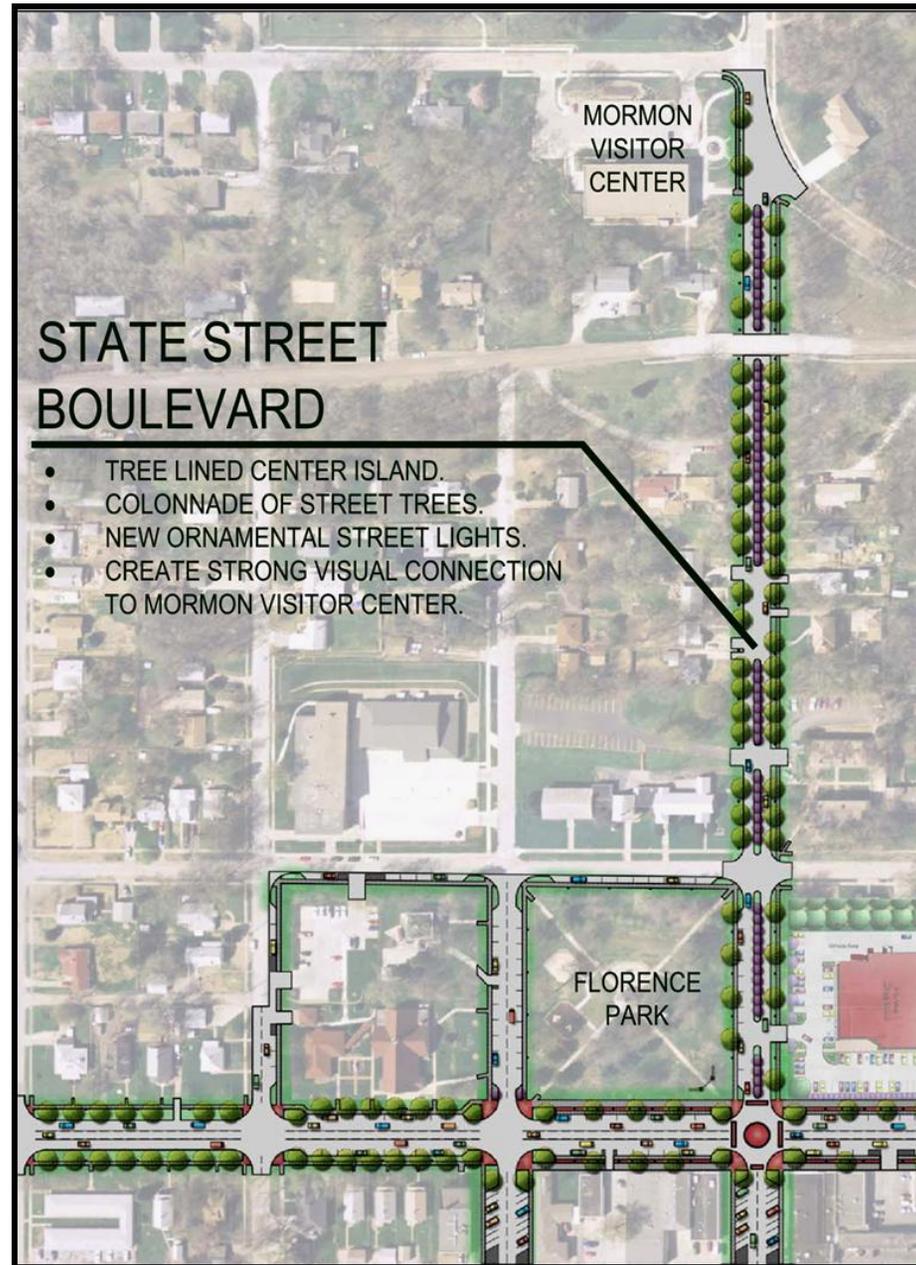


Figure 5: State Street Boulevard Plan

State Street Comparison

Photo 3: State Street Before depicts the existing intersection of 30th Street and State Street as well as the Florence Park entrance.

Illustration 3: State Street After visually illustrates proposed recommendations to State Street and the Florence Park entrance. The landscaped center island includes ornamental trees and flowers. Larger street trees flank the north and south side of State Street and extend from the 30th Street and State Street intersection up to the Mormon Trail Center. A more distinct and pronounced park entrance, along with improved park lighting, should entice pedestrians from State Street and 30th Street to enter and enjoy the park. Improved street furnishings and receptacles look distinctive and compliment an improved and more aesthetic streetscape.



Photo 3: State Street Before

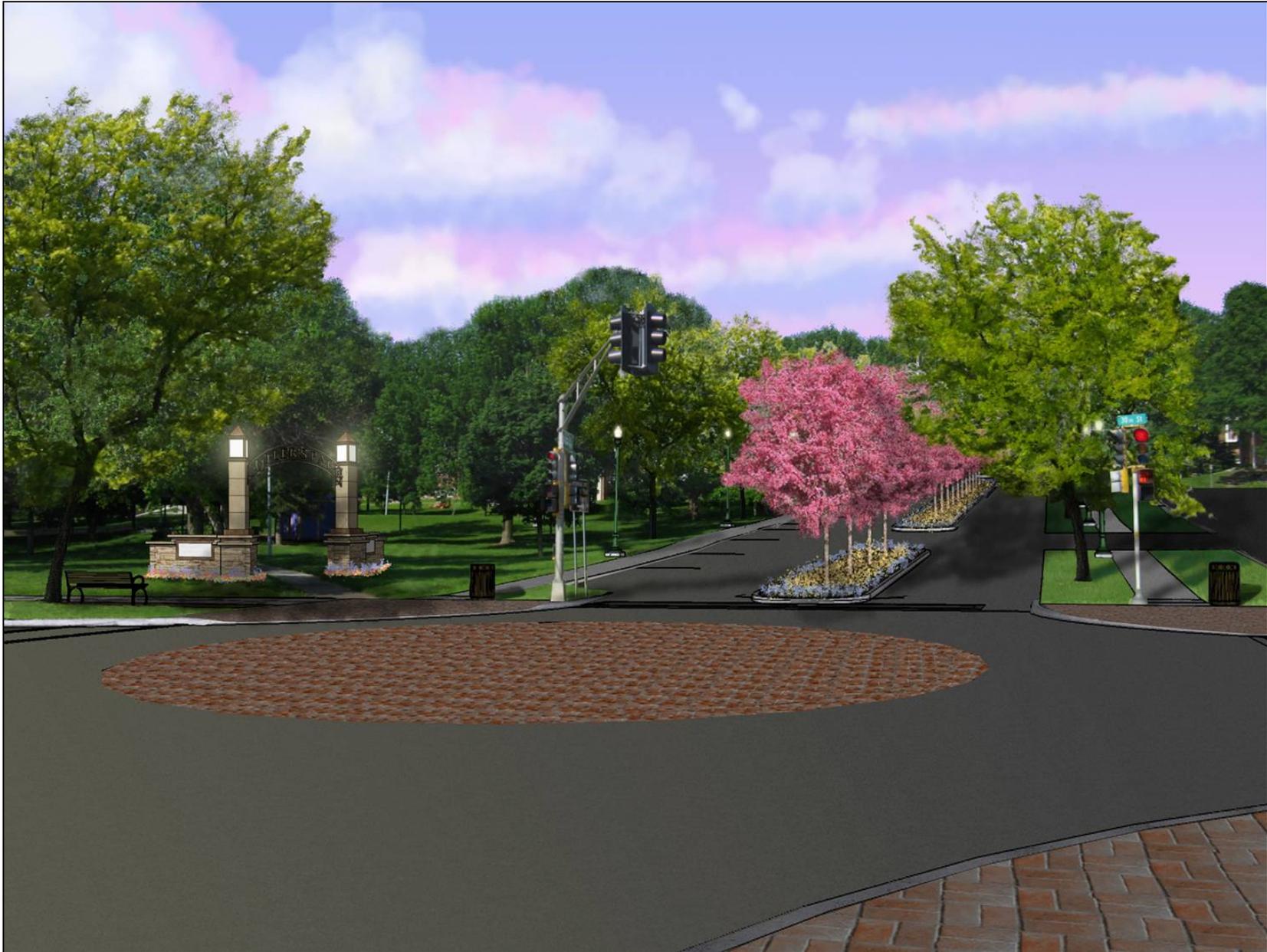


Illustration 3: State Street After

State Street to Craig Street

The southern section of Florence, which runs from State Street south to Craig Street has a predominately residential character. The streetscape in this area is unimproved, lacks distinction, and feels disjointed from Florence's central business district. This plan suggests residential 'main street' improvements in the form of a tree lined boulevard and new ornamental street lights. The proposed three lane road with center lane is proposed to be extended south to Craig Avenue.

Neighborhood Revitalization Area

Many of the homes east of 30th Street were constructed prior to 1945 and are at least sixty five (65) years old. The plan suggests establishing this area as a neighborhood revitalization area. This designation might provide additional opportunities to solicit local, state, and national programs that encourage infill housing and other revitalization programs. A revitalized historic housing stock offers numerous benefits including an increased pride of ownership, improved valuations, and a more attractive and aesthetic neighborhood. A new pedestrian trail connecting the eastern neighborhood district, 30th Street, the riverfront trail, and the new proposed Historic Park is also suggested. Collectively, these factors will increase the desirability of Florence as a great place to live.

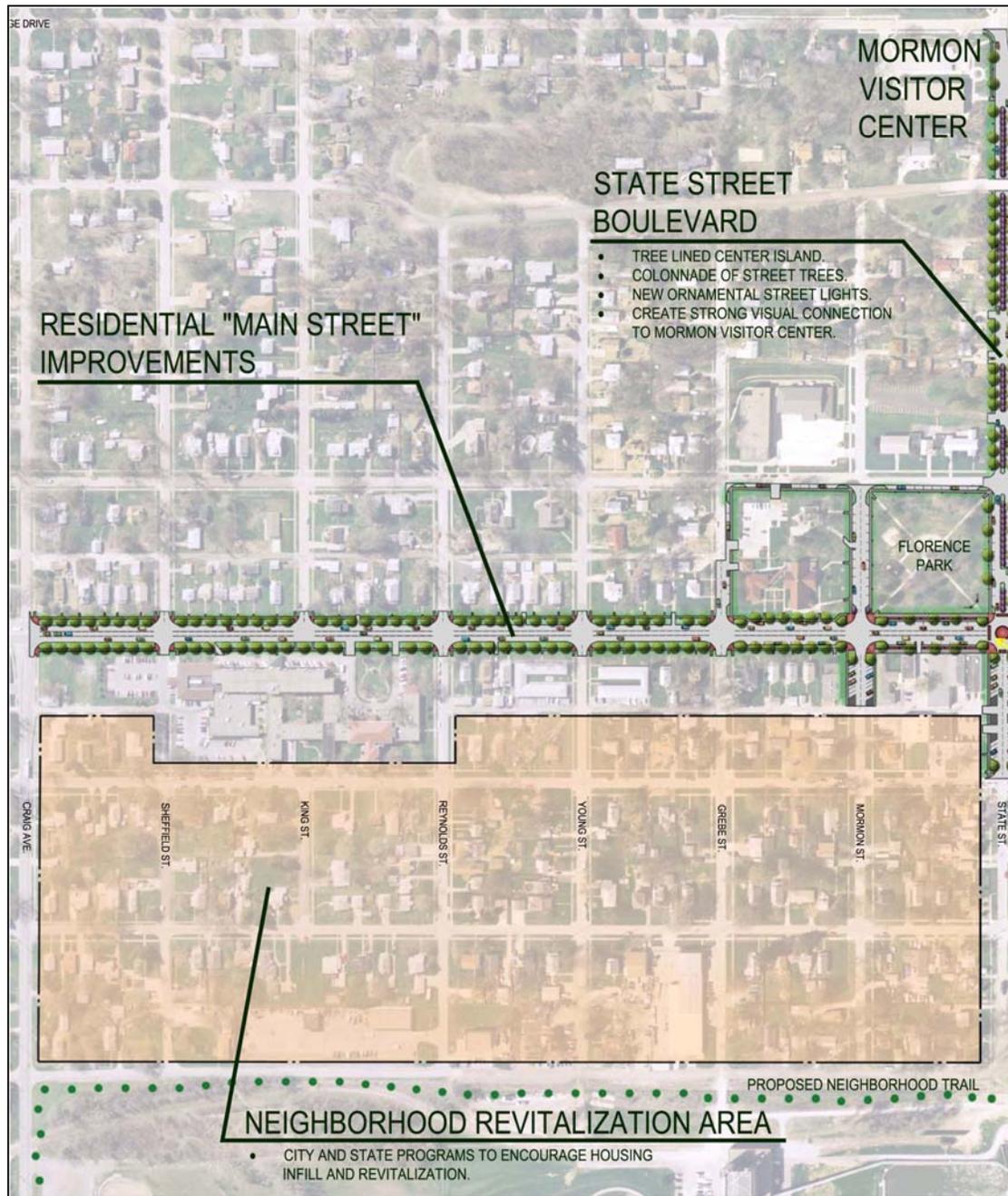


Figure 6: State Street to Craig Street, Neighborhood Revitalization Area

Residential Main Street Cross Section

Figure 7: Residential Main Street Cross Section visually depicts a cross section of the proposed streetscape enhancement of the residential section of 30th Street. The total width of the right-of-way is one hundred feet (100 ft). The distance between the property line and the edge of the street is twenty nine feet (29 ft). Of the twenty nine feet (29 ft) seven point five feet (7.5 ft) is reserved as a buffer between the property line and the sidewalk, five feet (5 ft) is dedicated for the sidewalk, and sixteen point five feet (16.5 ft) will be used for shade trees, ornamental light poles, and the turf boulevard. A twelve foot (12 ft) turning lane is located between two (2) fifteen foot (15 ft) traffic lanes.

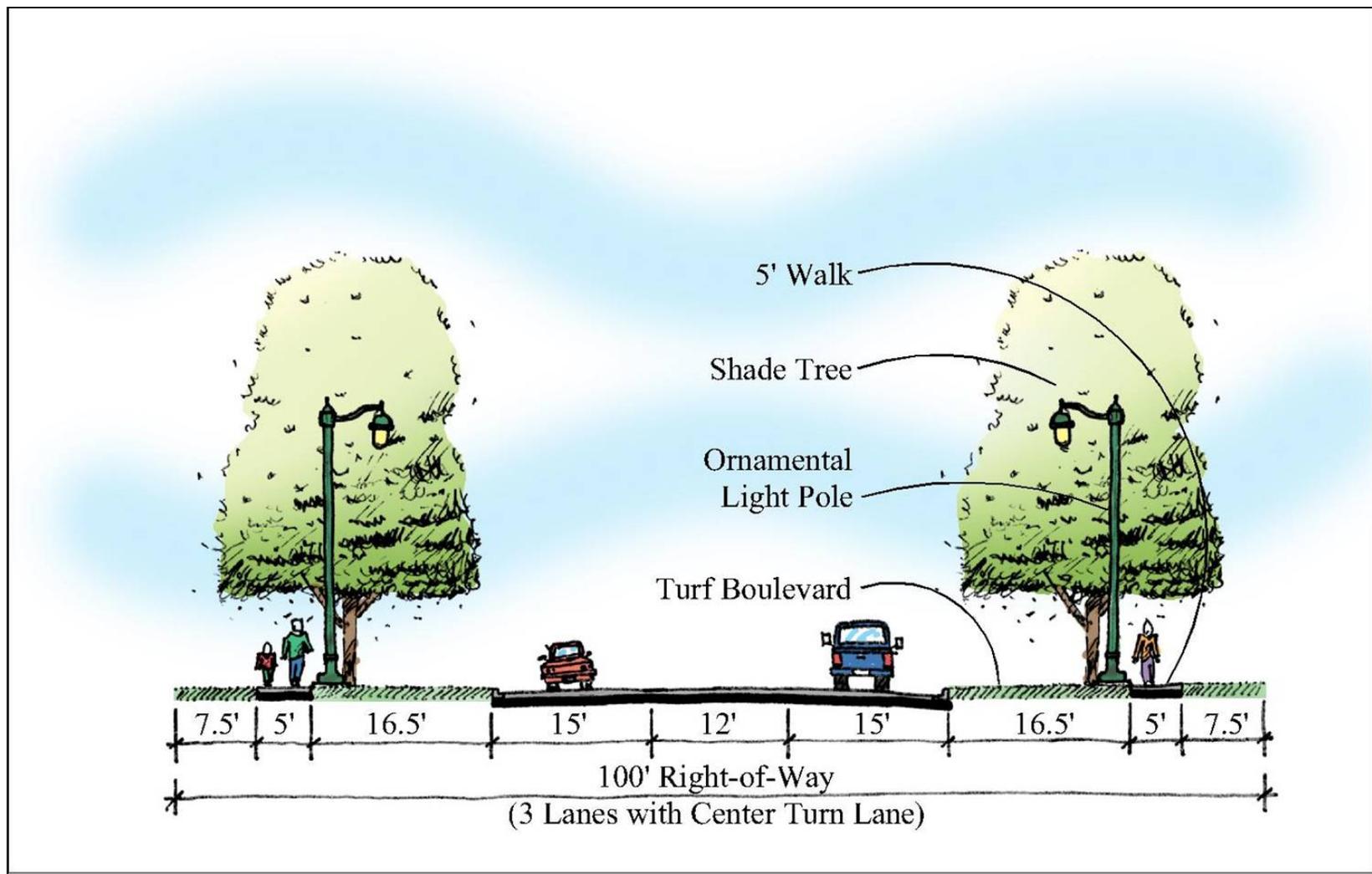


Figure 7: Residential Main Street Cross Section

Section 2: Historic Park

Celebration Fountain

Green Wall

Historic Village

Winter Quarters Garden

Historic Mill

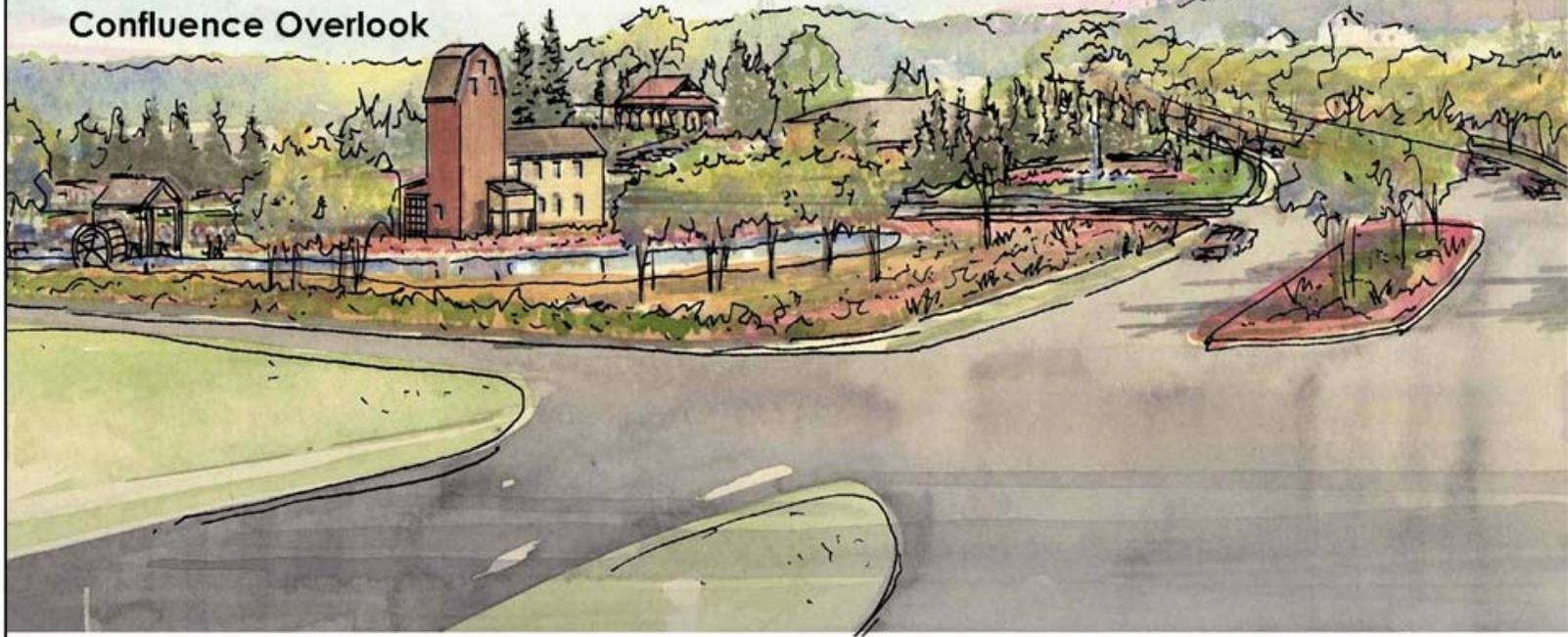
Market Court

Prairie / Meadow Restoration

Roadway Improvements

Art and History Trail

Confluence Overlook



East-West Master Plan

Historic Park

The second section of the Historic Florence Downtown Redevelopment and Historic Park master plan focuses on specific recommendations required to establish a new gateway park.

The proposed Historic Park will establish a new entry experience for the Florence community and the City of Omaha. The Historic Park includes the following ten (10) features. These elements include:

- Celebration Fountain
- Green Wall
- Historic Village
- Winter Quarters Garden
- Historic Florence Mill
- Market Court
- Prairie / Meadow Restoration
- Roadway Improvements
- Art and History Trail
- Confluence Overlook

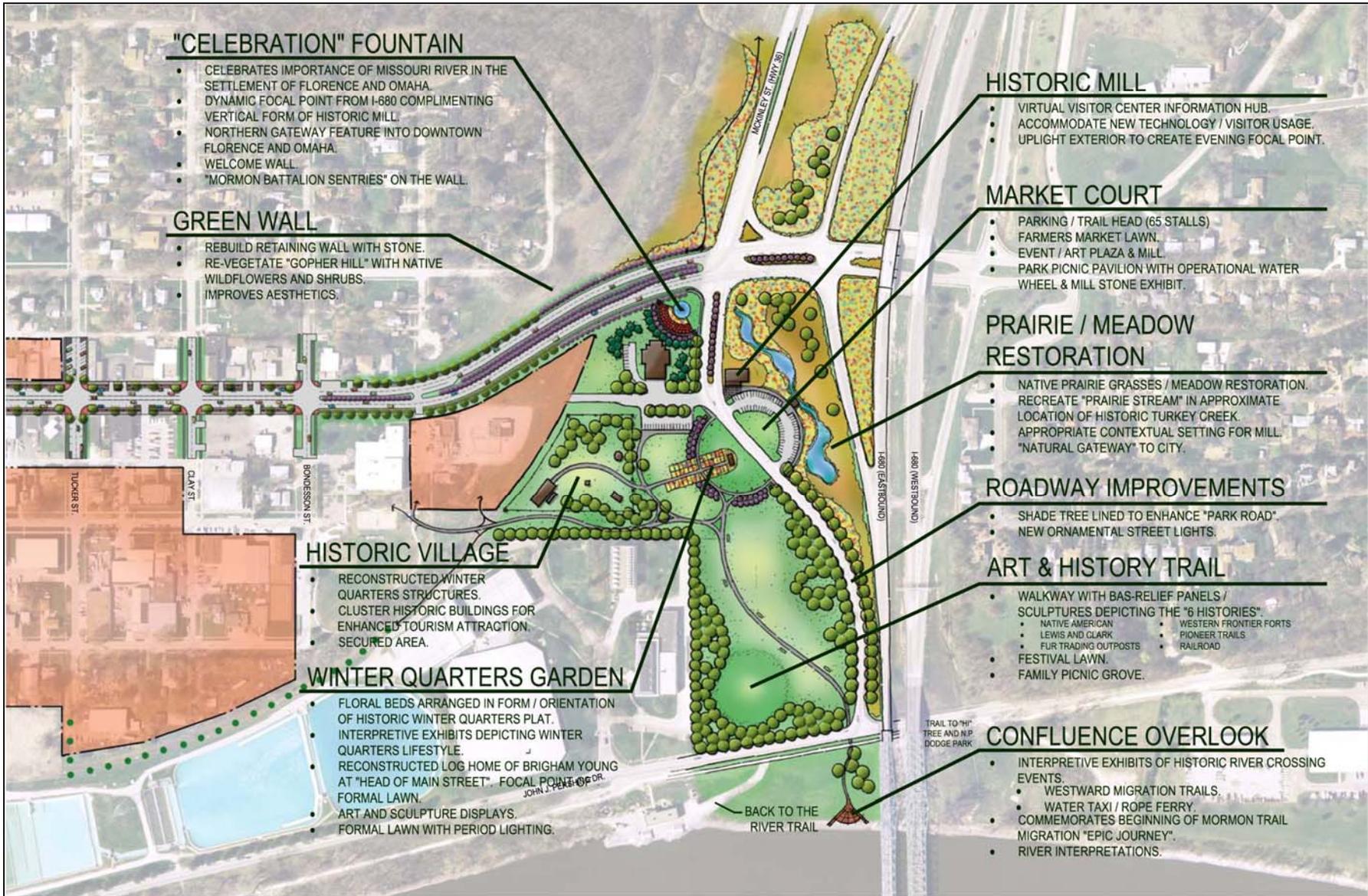


Figure 8: Historic Park

Celebration Fountain

The 'Celebration Fountain' is a water feature that commemorates the importance of the Missouri River in the settlement of Florence and Omaha. The fountain will serve as a focal point to travelers on Interstate 680. The vertical characteristics of the fountain compliment the vertical form of the historic Florence Mill. The location of the fountain establishes it as the northern gateway feature into the Florence neighborhood of Omaha and as a first entrance into Nebraska. A welcome wall, behind the fountain, memorializes early Mormon settlers and features historically themed sculptures.

Green Wall

The existing metal retaining wall near the intersection of Davenport Street and 30th Street is unsightly and contributes to a poor first impression for Florence visitors. The plan recommends that this wall be rebuilt with stones, native wildflowers, and shrubs. The new and improved 'gopher hill' will significantly enhance the aesthetics and appearance of the gateway.

"CELEBRATION" FOUNTAIN

- CELEBRATES IMPORTANCE OF MISSOURI RIVER IN THE SETTLEMENT OF FLORENCE AND OMAHA.
- DYNAMIC FOCAL POINT FROM I-680 COMPLIMENTING VERTICAL FORM OF HISTORIC MILL.
- NORTHERN GATEWAY FEATURE INTO DOWNTOWN FLORENCE AND OMAHA.
- WELCOME WALL.
- HISTORICALLY THEMED SCULPTURES

GREEN WALL

- REBUILD RETAINING WALL WITH STONE.
- RE-VEGETATE "GOPHER HILL" WITH NATIVE WILDFLOWERS AND SHRUBS.
- IMPROVES AESTHETICS.



Figure 9: Celebration Fountain, Green Wall

Historic Florence Mill

The plan recommends that the historic Florence Mill become the virtual visitor center / information hub. An adapted mill, along with new kiosk technology, transforms this structure into an informative tourist destination and tourism resource facility.

Market Court

Market Court is designed to function as a gathering spot and is suggested to be used for farmer's markets, events, and festivals. Market Court features sixty five (65) parking stalls, a trailhead, a large civic lawn, a picnic pavilion, and an operating water wheel and mill stone exhibit.

Prairie / Meadow Restoration

The area east of Market Court is suggested to become a restored meadow containing native prairie grasses. The intent of this area is to recreate a prairie stream in the approximate location of historic Mill Creek. This native and pastoral landscape is an appropriate contextual setting for the historic Florence Mill. The bucolic prairie meadow also functions as a natural gateway to the city.

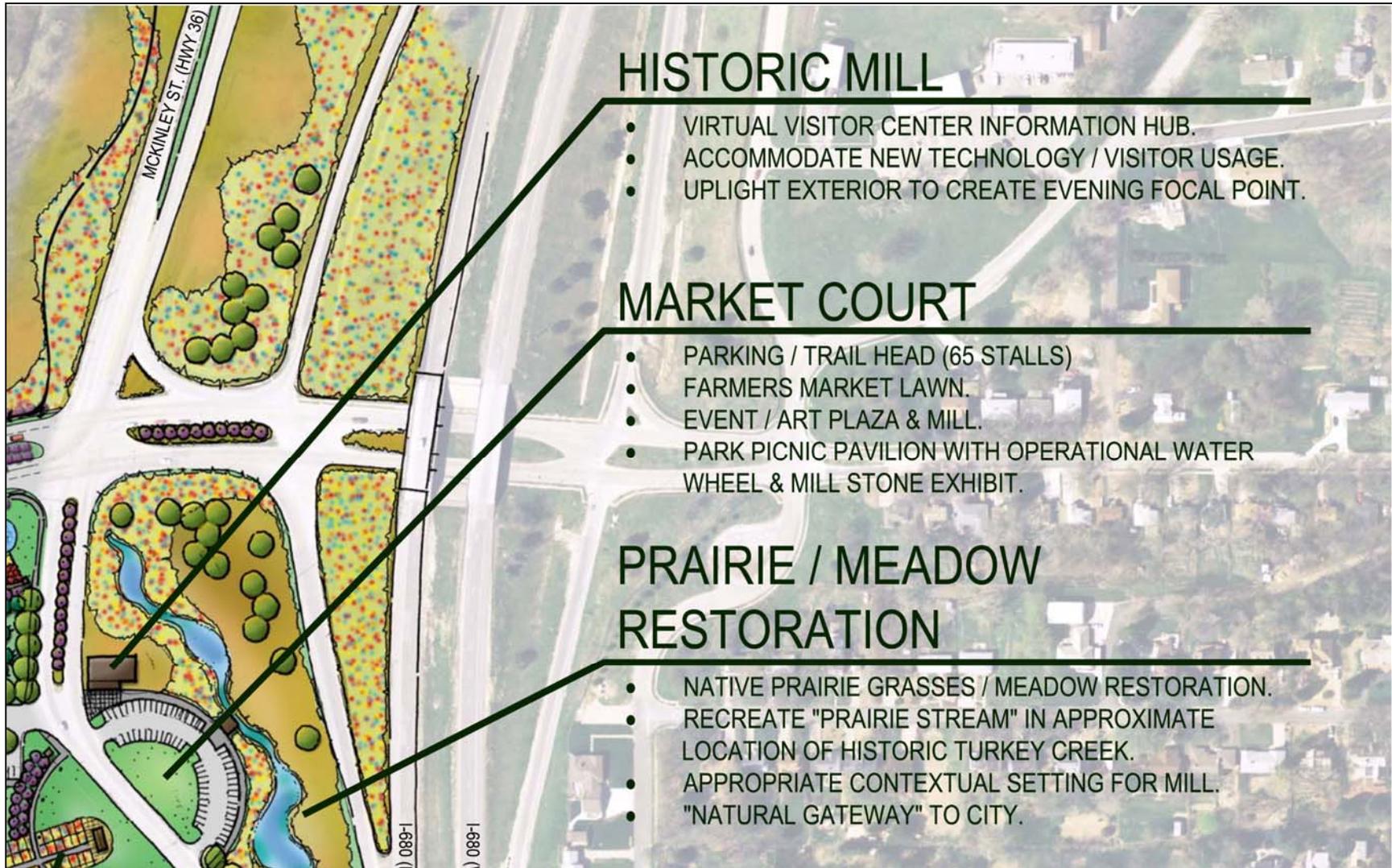


Figure 10: Historic Mill, Market Court, Prairie / Meadow Restoration

Historic Village

The historic village features several reconstructed Winter Quarter buildings. Suggested reconstructed facilities include the Council House, Octagon House, dug-out house, and an additional sample house. These structures are suggested to be clustered together to enhance the tourism draw of the village. The historic village would provide a tactile experience and would allow visitors to walk in and around several historic buildings. This experience would offer insight into early Mormon construction techniques, building styles, and interior furnishings.

Winter Quarters Garden

The signature element of the Winter Quarters Garden is the arrangement of floral beds in the form of the initial historic Winter Quarters plat of 1846. A reconstructed log home of Brigham Young is suggested to be located at the head of Main Street of the Winter Quarters garden and would serve as the focal point of the formal lawn. The Winter Quarters garden would also include art and sculpture pieces throughout. Period lighting is also suggested to accent the formal lawn.



Figure 11: Historic Village, Winter Quarter Garden

Roadway Improvements

Additional shade trees and new ornamental street lights along the roadway that extends east from the Market Court will enhance this park road. The burying of electrical lines within the area will further enhance the tranquility of Historic Park.

Art and History Trail

The Art and History Trail is a tranquil walkway that contains a series of bas-relief sculptures with three-dimensional elements and interpretive exhibits that depict the histories of the Florence region. This area also includes a festival lawn and a family picnic grove.

Confluence Overlook

The Confluence Overlook contains a series of interpretive exhibits of historic river crossing events including the westward migration trails and water taxi and rope ferry. This area of the park commemorates the beginning of the epic Mormon Trail journey. Additional features of this park component include a scenic overlook of the Missouri River and other river interpretations. The up-lighting of the Mormon Bridge will greatly accentuate this landmark.

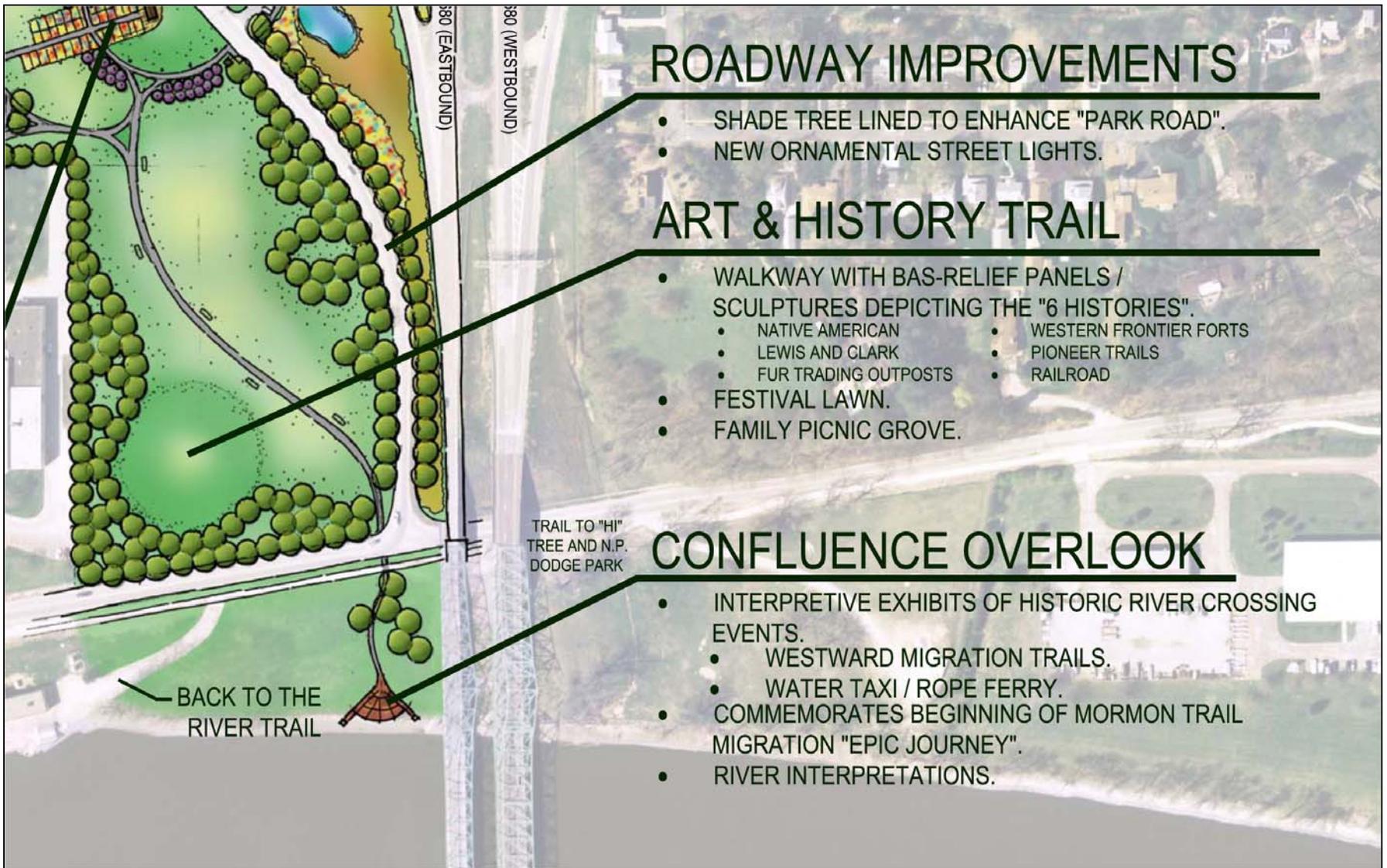
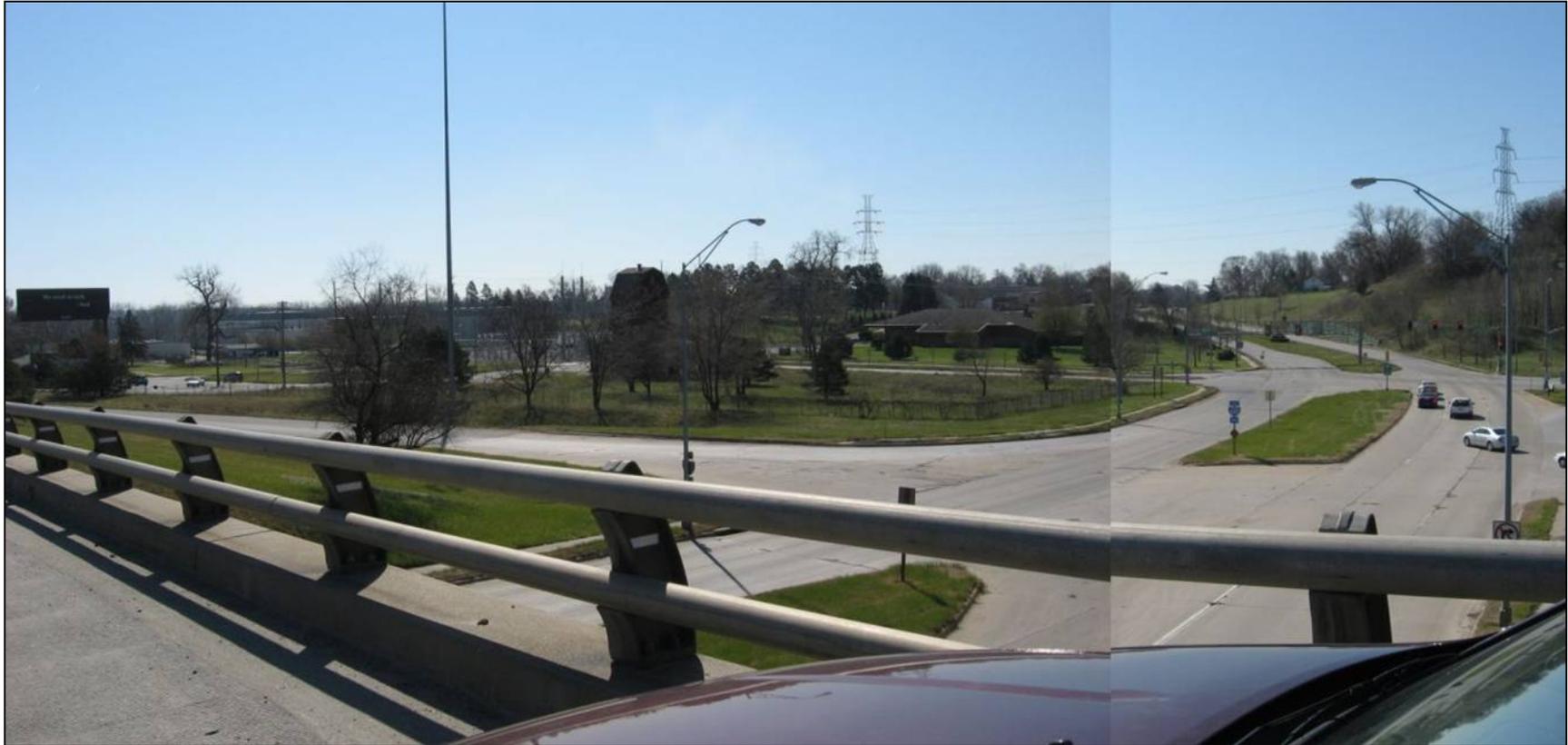
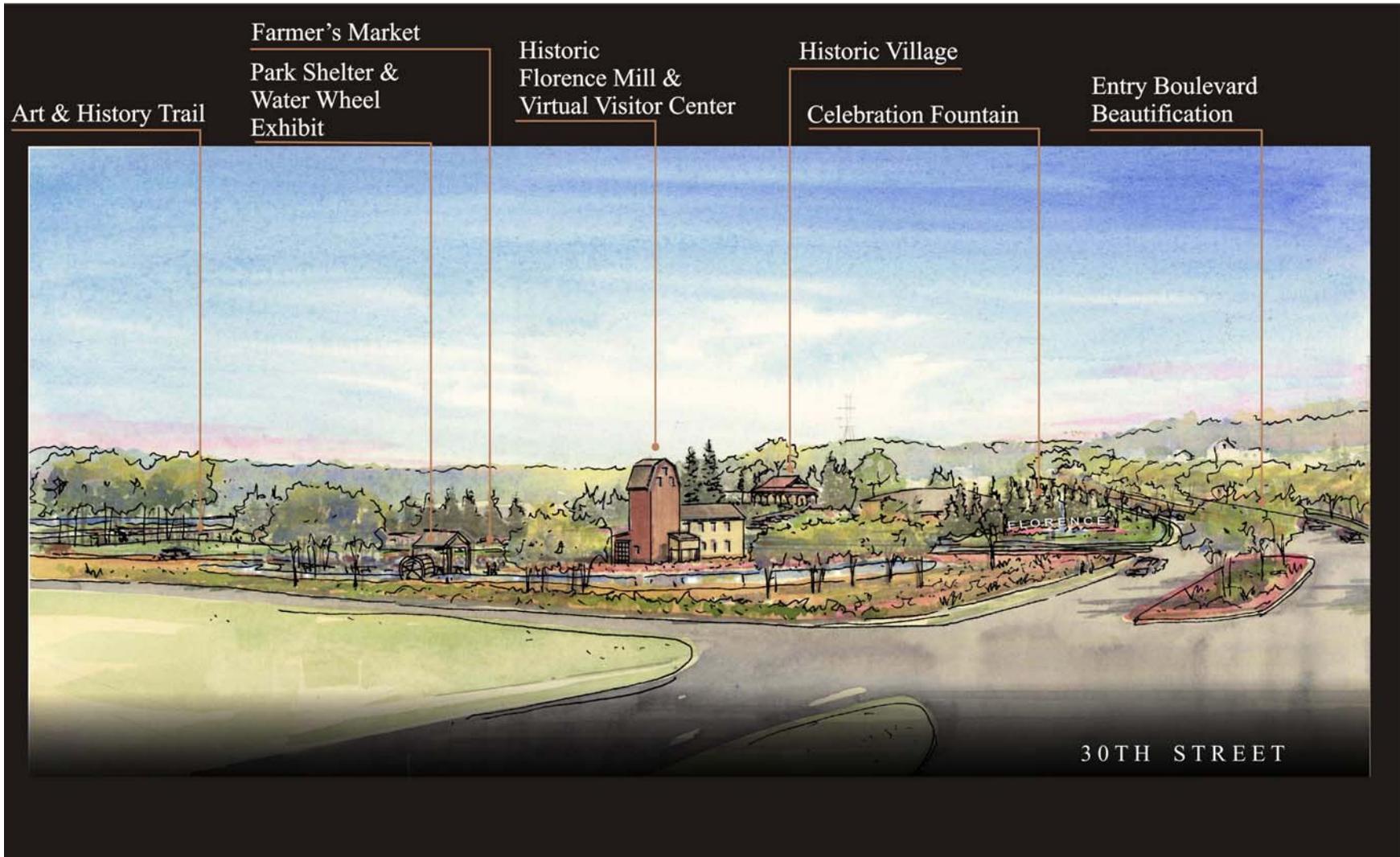


Figure 12: Roadway Improvements, Art and History Trail, Confluence Overlook

View from Interstate 680 (Before)



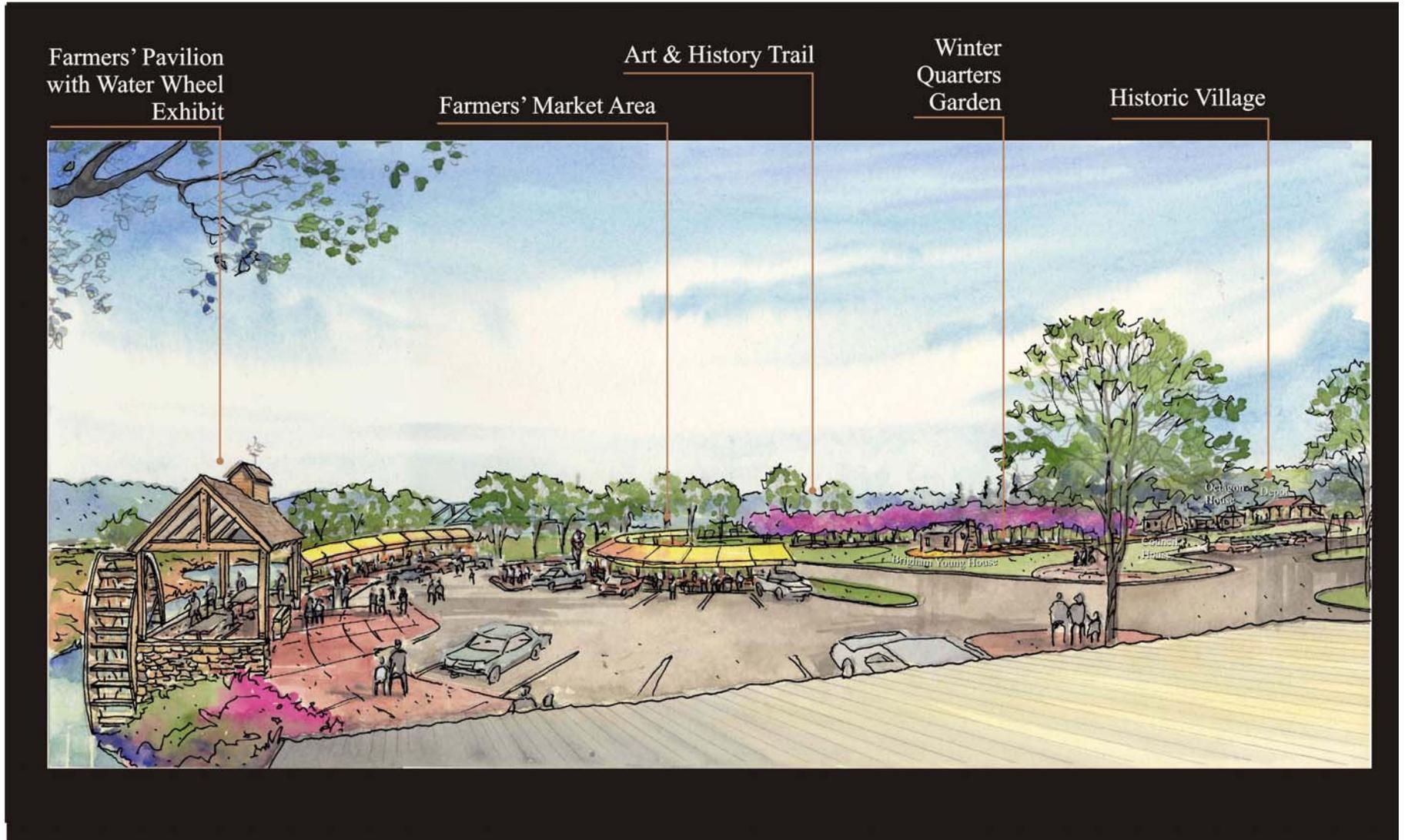
View from Interstate 680 (After)



View from Second Floor of Historic Mill Looking East (Before)



View from Second Floor of Historic Mill Looking East (After)



View of Mormon Bridge Before Lighting



View of Mormon Bridge After Lighting



Plan A: Park with All Property Acquisitions



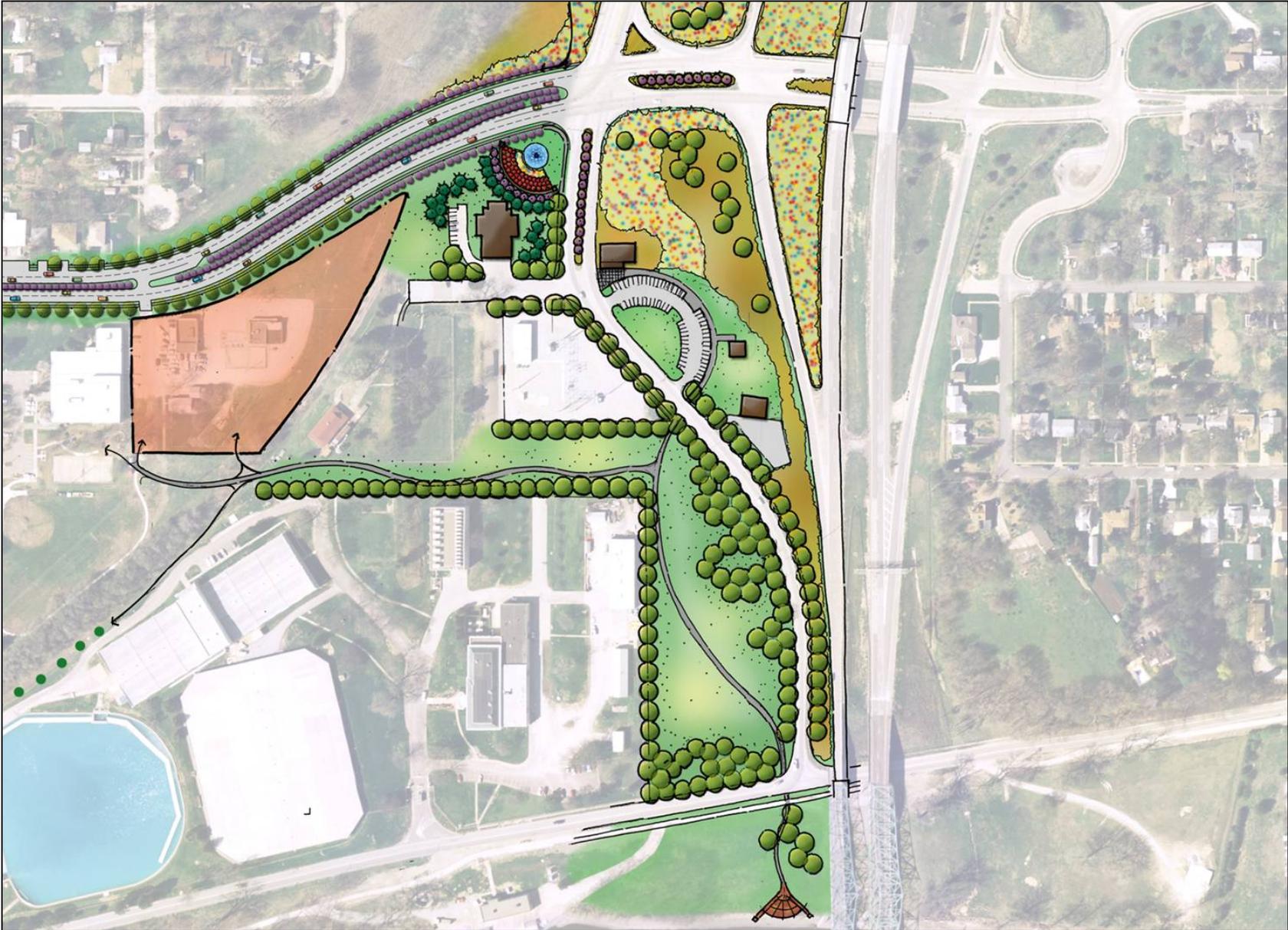
Plan B: Park without OJ's Acquisition



Plan C: Park without OJ's and OPPD Substation Acquisition



Plan D: Park without OJ's, OPPD Substation, and MUD Land Acquisition



Section 3: Regional Plan

Ponca Hills Residential

Gateway Corridor Zone

NP Dodge Park

Neale Woods

Hummel Park

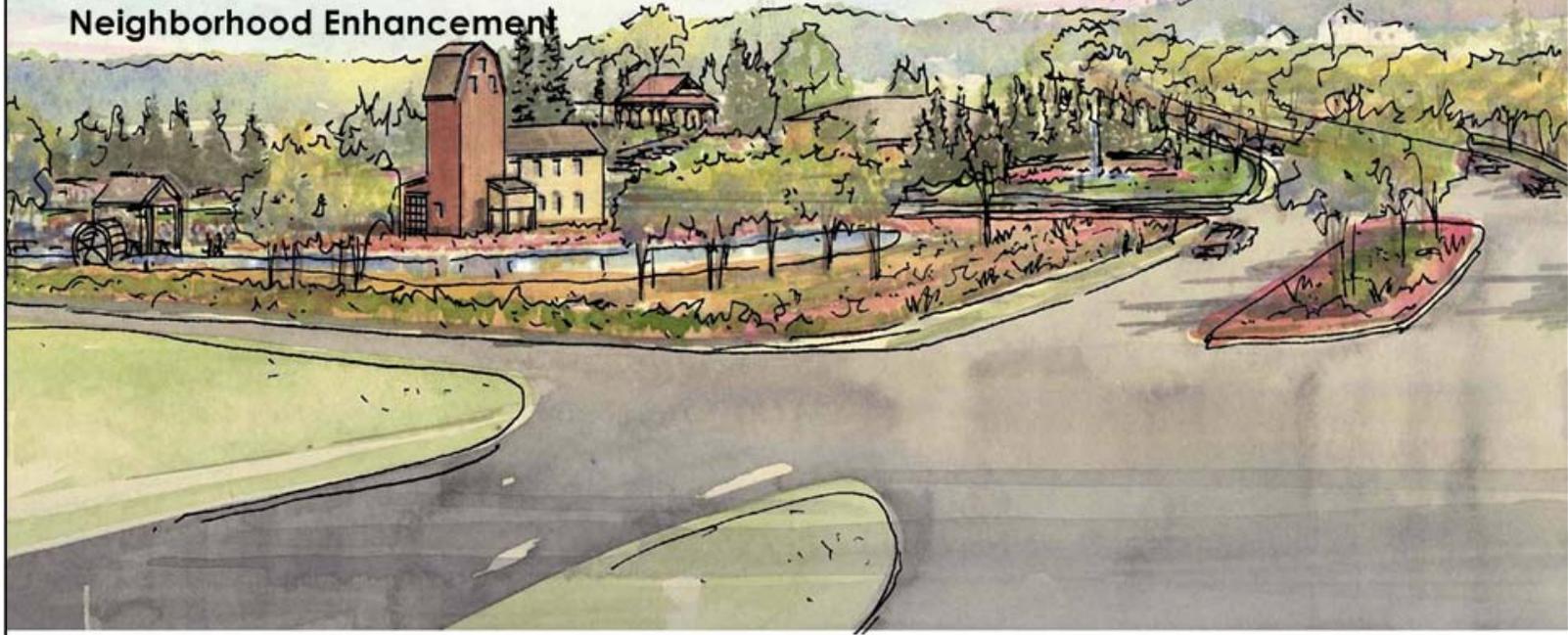
Riverfront Trail

Mormon Bridge Connection

Gateway Commerce Portal

Main Street District

Neighborhood Enhancement



Regional Plan

Although the boundaries of the Historic Florence Downtown Redevelopment and Historic Park master plan are contained to Interstate 680 to the north, 36th Street to the west, Craig Street to the south, and the Missouri River to the east, the proposed plan has regional implications. This section of the document focuses on the high level regional components of the master plan.

Ponca Hills Residential

The city of Omaha has designated the Ponca Hills area a “special development zone” due to sensitive slopes, large tree masses, and other environmental factors. This plan acknowledges these development restrictions and encourages continued environmentally friendly development within the Ponca Hills district.

Gateway Corridor Zone

The Interstate 680 / Highway 75 intersection is the northern access point into Florence. This area should be classified as a “gateway corridor zone” and be designed as a historic gateway into metropolitan Omaha. The gateway designation should be enhanced with landscape beautification, art, and sculpture. A gateway park is suggested as a component of a more formal and significant grand entryway into Florence. The primary purpose of this park would be to visually interpret the historical significance of the Florence area.

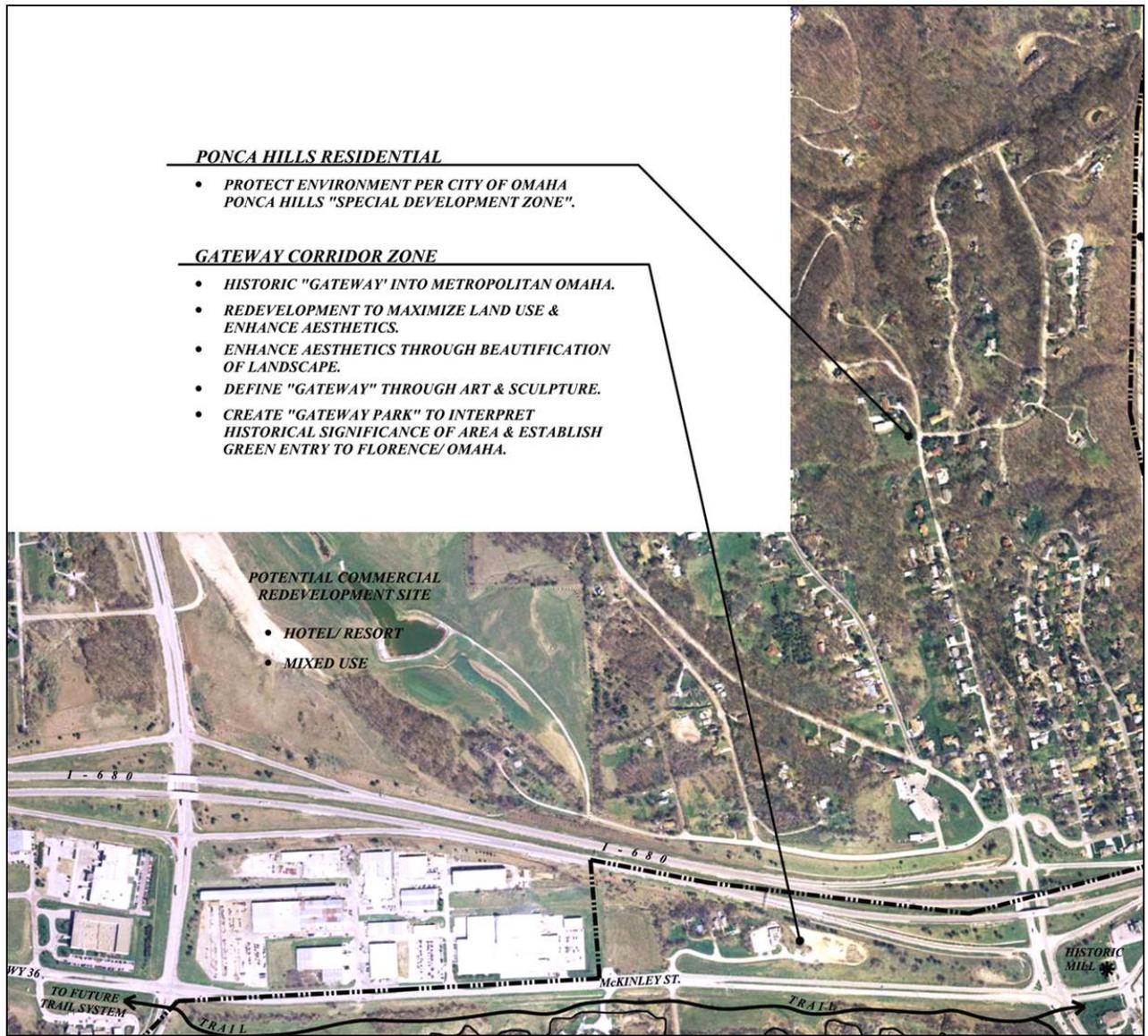


Figure 13: Ponca Hills, Gateway Corridor Zone

NP Dodge Park and Marina

NP Dodge Park and Marina is a forty four (44) acre community park that features ball fields, soccer fields, a children's playground, a marina, picnic facilities, and camping. Omaha's new and improved pedestrian trail runs along the riverfront and connects NP Dodge Park to Florence. Improved RV camping facilities will increase travelers to NP Dodge Park and will help to further broaden Florence as a tourist destination.

NP Dodge Park and the marina serve as a catalyst for tourism, events, and river access. This plan suggests that a stronger relationship should be formed between the Florence community and NP Dodge Park. When appropriate, events should be coordinated and promoted to capitalize on regional tourism synergy. NP Dodge Park and the Florence community will both benefit by increased collaboration and communication. Reciprocally, Omaha should market NP Dodge as a regional tourist attraction and amenity for both Florence residents and Florence visitors

Back to the River Trail

In addition to connecting Florence with NP Dodge Park, the riverfront trail also establishes an important pedestrian linkage to a host of activities in downtown Omaha as well as numerous regional attractions to the north, including Boyer Chute, Hummel Park, and Neale Woods. Neale Woods, which features an observatory, hiking trails, and a nature center is only minutes away from Historic Florence. The riverfront trail and a prominent trailhead in historic Florence represents a significant opportunity for the region and should be advertised and marketed as a tourism destination and commerce asset.

Mormon Bridge Connection

The Mormon Bridge is a landmark that signifies the historic crossing that early pioneer immigrants and settlers had to endure. This plan suggests that this historic river crossing site be lighted to better celebrate the epic journey of westward migration. A new coat of paint will also visually enhance the Mormon Bridge's presence.

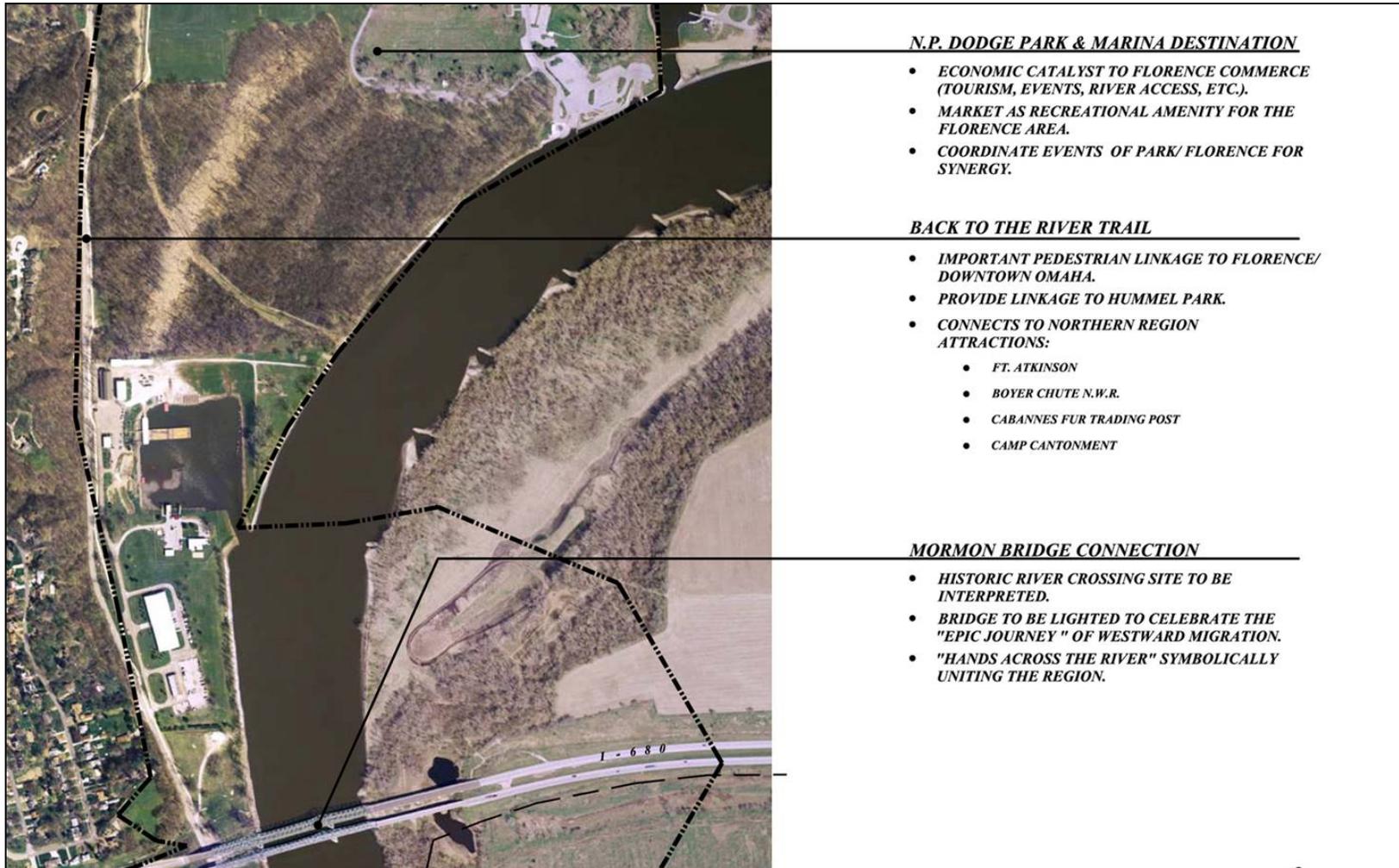


Figure 14: NP Dodge Park, Riverfront Trail, Mormon Bridge Connection

Gateway Commerce Portal

A two thousand (2,000) acre office and industrial park is currently being proposed across the Missouri River in Iowa. If developed, this large employment center would greatly benefit the Florence neighborhood of Omaha. New jobs and new economic growth would likely spark additional redevelopment in downtown Florence.

Main Street Business District

A significant component of the master plan is a new streetscape plan for 30th Street. A new and improved streetscape will improve the business climate, enhance property values, and contribute to a greater sense of place within downtown Florence. Collectively, these factors will improve visitor, tourist, and shopper draw through an improved mix of goods and services. After the streetscape improvements 'Main Street' will look and feel more like the small, historic, and self sustaining community historic Florence once used to be. Such improvements will also stimulate new private reinvestment.

Neighborhood Enhancement

A new or revitalized residential neighborhood adjacent to downtown Florence would likely strengthen support for main street businesses. The plan recommends a new neighborhood enhancement zone that consists of single family, multi family, and mixed use developments immediately east of the main street business district zone.

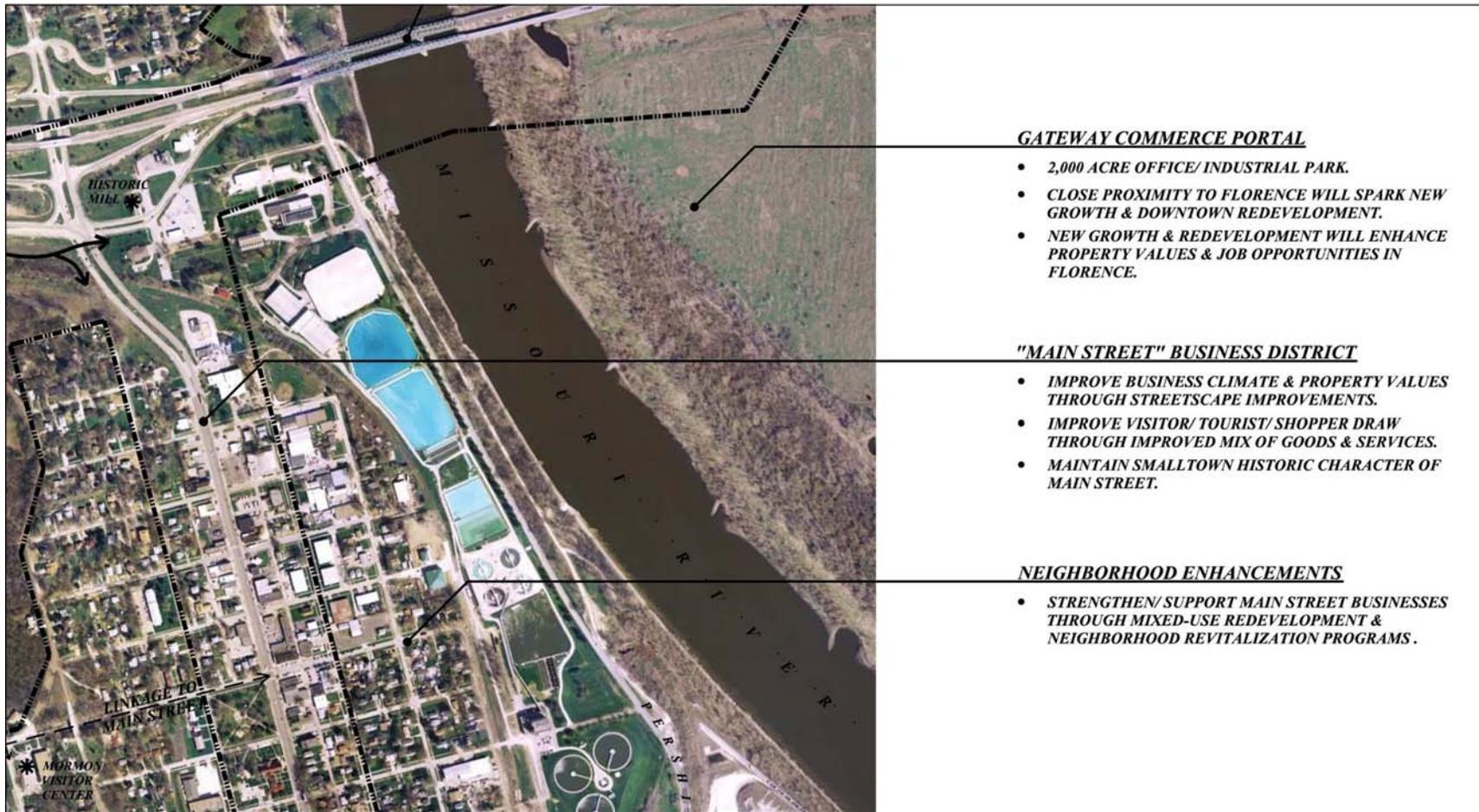


Figure 15: Gateway Commerce Portal, Main Street Business District, Neighborhood Enhancement

Section 4: Tourism

Florence Attractions

Regional Activities

Hub and Spoke Model

Themed Activity Packages

Virtual Visitor Center



Tourism

The fourth section of the Historic Florence Downtown Redevelopment and Historic Park master plan highlights Florence's prominent tourist attractions, discusses how Florence can appeal to regional tourists, introduces the hub and spoke model and explains how Florence can position itself as a hub for regional tourism, and details how the Florence Mill can be adapted to become a virtual visitor center.

Florence's most popular tourism attractions include the Mormon Trail Center, the Florence Mill, the Florence Depot, the historic bank museum, Mormon Pioneer Cemetery, Neale Woods, NP Dodge Park, and Hummel Park.

Just one (1) mile west of Florence is Forest Lawn Cemetery. This classic cemetery was organized in 1885 and is historically significant because it was designed by Joseph Earnshaw. Earnshaw was an early prominent landscape architect who frequently collaborated with Frederick Law Olmstead's design firm. Olmstead is known as the father of the field of landscape architecture in the United States and was the designer of Central Park in New York City.

A new trailhead at the Historic Park has the potential to become the nexus of miles of pedestrian trails that link eastern Nebraska and western Iowa attractions and amenities.

Florence's existing activities and amenities are scattered throughout the community. A lack of signage prevents visitors from knowing where tourist activities are located. While many of these facilities are enjoyable to visit, several are only open a few hours a week or by appointment only. Collectively, this makes it difficult for visitors to interact with and explore Florence's most prominent historical features.

A wealth of fun, family activities and amenities are located within twenty five (25) miles of Florence.

Map 1: Historic Florence Activity Map



- 1** Florence Mill
- 2** Danish Venelyst Park
- 3** Florence Depot
- 4** Library/Community Center
- 5** North Market Park
- 6** Historic Bank
- 7** Florence City Hall
- 8** Florence Park
- 9** Mormon Trails Center
- 10** Winter Quarters Temple
- 11** Notre Dame Academy
- 12** Mormon Pioneer Cemetery
- 13** Riverfront Trail

Regional Activity Map North of Historic Florence

Florence is fortunate to be located at the northern edge of Omaha, which is easily accessed via Interstate 680. The Interstate 680 entrance to Florence has a rich and varied history. The proximity of the riverfront trail makes it easy for bike riders or pedestrians to travel north along the trail and visit additional tourist attractions.

NP Dodge Park, a large community park, contains a boat ramp, playgrounds, picnicking areas, soccer fields, ball fields, and a marina. NP Dodge is located only one point two five (1.25) miles north of Florence.

Hummel Park, one of Omaha's most storied and historic parks, offers hiking trails and dramatic views.

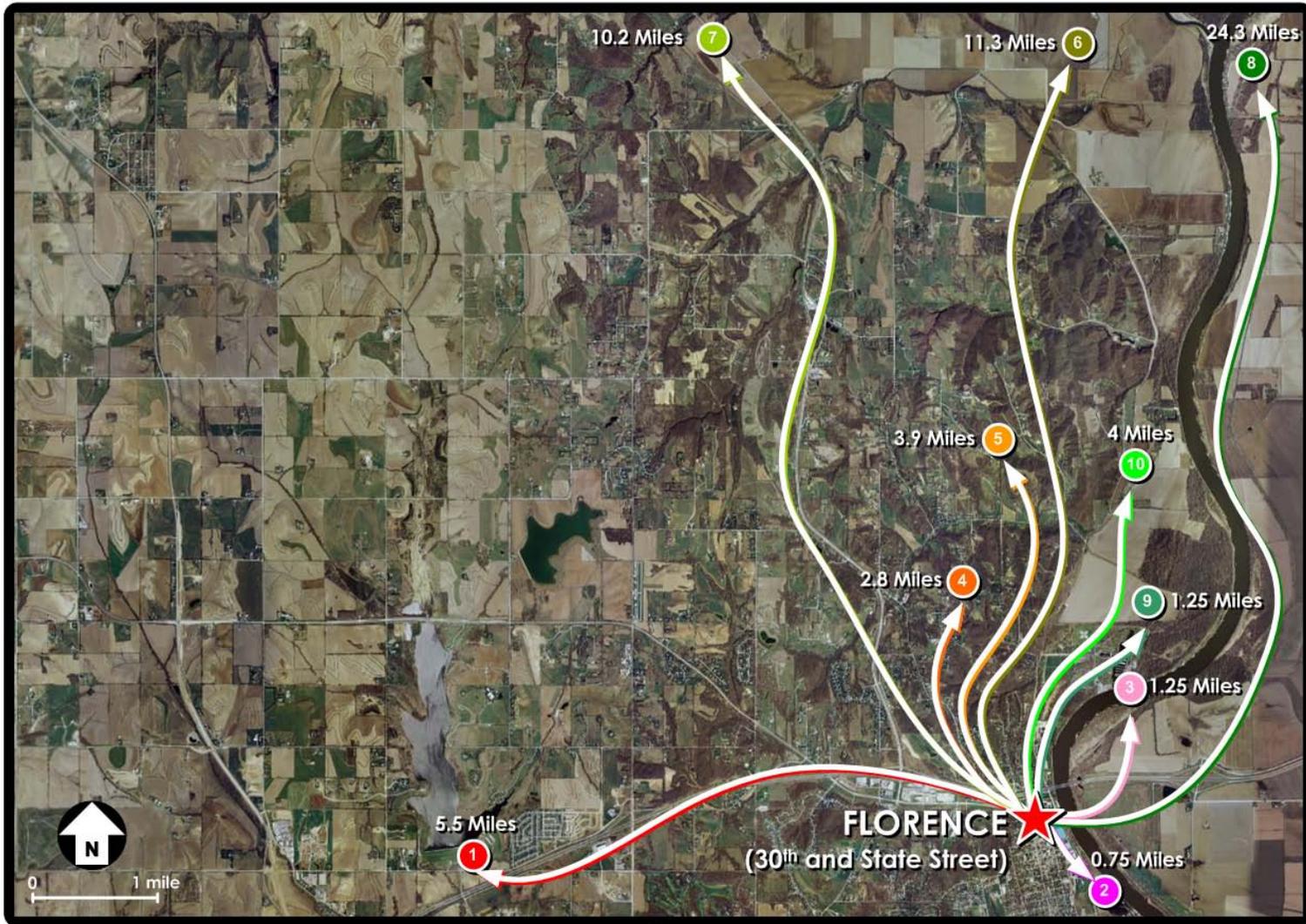
Neale Woods, which features a stargazing observatory, also contains miles of wilderness trails and a nature center where families can learn about forestry, conservation, and area wildlife. Another ecotourism attraction in this area is the "Hi Tree". This unique natural feature consists of three (3) interwoven cottonwood trees that appear to spell out "Hi".

Fort Atkinson, which was established in 1820, was the first military outpost west of the Missouri River. The fort features living history exhibits, a gunsmith, and a blacksmith.

Uninterpreted tourist sites just north of Florence include Fort Lisa, Cabanne's Fur Trading Post, and Engineer Cantonment. The Lewis and Clark Byway begins just north of Florence near the 48th Street exit off Interstate 680.

Florence also has an opportunity to bridge recreational activities along the Missouri River with recreational activities at Cunningham Lake.

Map 2: Regional Activity Map North of Historic Florence



- | | | | |
|--|-------------------------|-----------------|--------------------------|
| 1 Cunningham Lake | 2 Riverfront Trail | 3 NP Dodge Park | 4 Hummel Park |
| 5 Neale Woods | 6 Boyer's Chute | 7 Fort Atkinson | 8 DeSoto Wildlife Refuge |
| 9 Fort Lisa and Cabanne's Fur Trading Post | 10 Engineer Cantonement | | |

Regional Activity Map East of Historic Florence

Tourists who stay in Florence are easily able to access Iowa via Interstate 680. A broad variety of historical tourist attractions are located just east of the Missouri River in Council Bluffs.

The Lewis and Clark Monument contains new facilities, a pavilion, and a scenic overlook of the Missouri River valley.

The Western Historic Trails Center contains interpretive exhibits that inform visitors about the Lewis and Clark Trail, the Oregon Trail, the Mormon Pioneer Trail, and the California Trail.

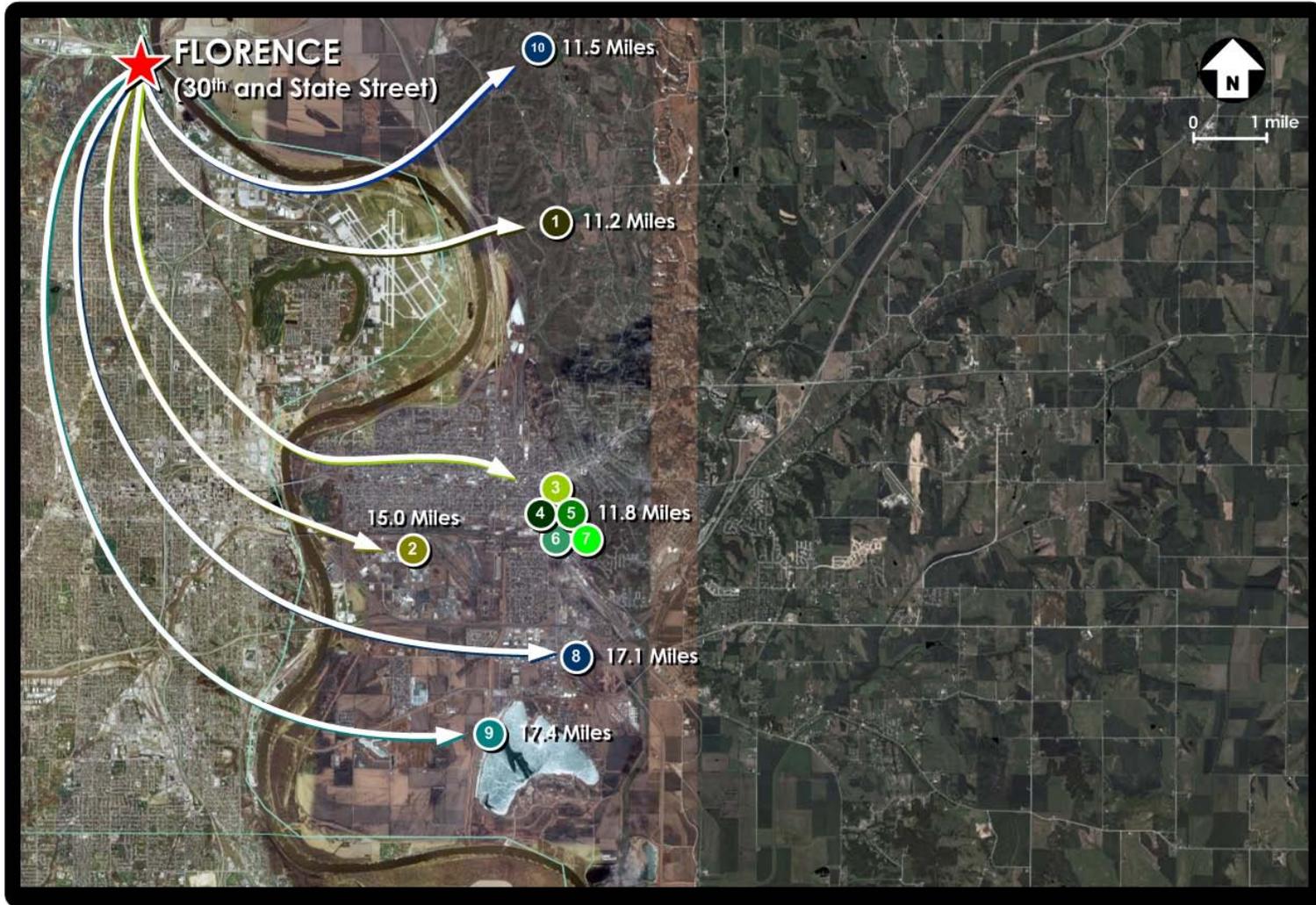
The Kanesville Tabernacle tells the story of the Mormons westward migration and is a destination to traveling Latter-Day Saints and non-Mormon's alike. This tabernacle is a reconstructed facility that was designed as a replica to the original structure.

A number of other significant historic tourist attractions are located in close proximity to Kanesville Tabernacle, including Bayliss Park, Union Pacific Railroad Museum, General Dodge House, and the Squirrel Cage Jail. All of these destinations are located in downtown Council Bluff's historic district.

The Hitchcock Nature Center is a family park destination that offers cabins, interpretive Loess Hill exhibits, and an observation tower.

The Wabash Trail Center is the nexus of miles of pedestrian and bike trails and Lake Manawa is one of the region's best boating lakes.

Map 3: Regional Activity Map East of Historic Florence



- | | | | |
|--------------------------|---------------------------------|-------------------------|-----------------------|
| 1 Lewis & Clark Monument | 2 Western Historic Trail Center | 3 Kanesville Tabernacle | 4 Bayliss Park |
| 5 UP Railroad Museum | 6 General Dodge House | 7 Squirrel Cage Jail | 8 Wabash Trail Center |
| 9 Lake Manawa | 10 Hitchcock Nature Center | | |

Regional Activity Map South of Historic Florence

Fort Omaha, which has been converted into a college campus, is a National Historic District and contains several original buildings from the late 1800's, including General Crook's house. Fort Omaha is also where the famous Trial of Chief Standing Bear occurred. A sympathetic General Crook spoke in his defense and this was the first time that an Indian was recognized as a person under United States law.

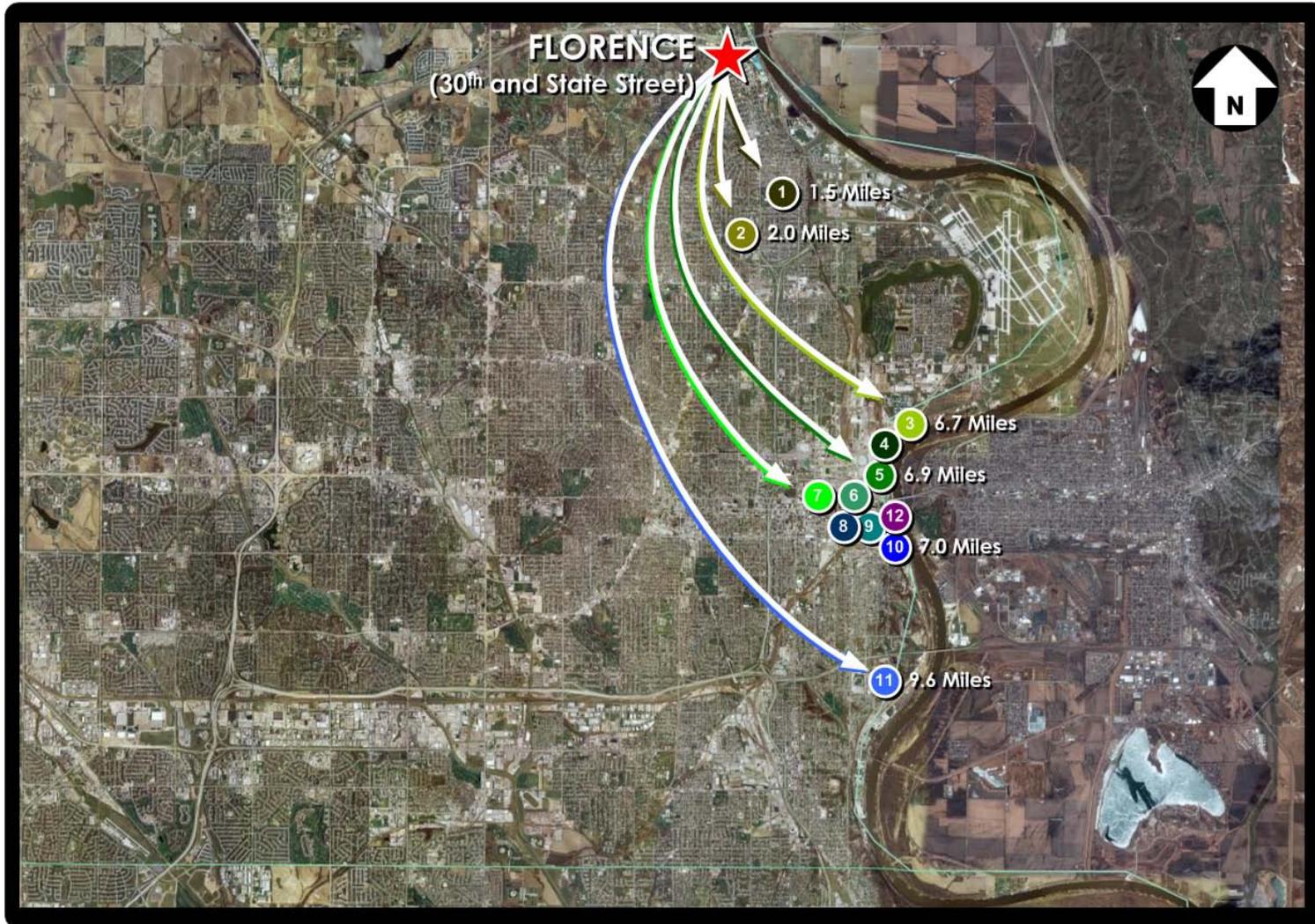
Downtown Omaha, or the Interstate 480 entrance to Nebraska, is located less than seven (7) miles from Florence. This area contains shops, restaurants, the Old Market, Joslyn Art Museum, the Children's Museum, Western Heritage Museum, Heartland of America Park, and the Qwest Center.

The Lewis and Clark Trail Headquarters can be found in the National Park Service Midwest Headquarters building, which is located along the Missouri River.

Nebraska's most popular tourist destination, the Henry Dorly Zoo, is located less than ten (10) miles from Florence and is easily assessable via Interstate 80. Omaha's zoo is ranked as one of the best in the country and draws visitors from all over the world.

Additional activities near the 13th Street exit of Interstate 80 include Lauritzen Gardens, Omaha's emerging botanical garden, and Kenefick Park, which prominently displays Big Boy and Centennial, which are two historically significant Union Pacific railroad locomotives.

Map 4: Regional Activity South of Historic Florence



- | | | | |
|-----------------------------|----------------------------|---------------------|--|
| 1 Miller Park | 2 Fort Omaha | 3 Miller Landing | 4 Lewis & Clark Trail HQ |
| 5 Lewis & Clark Landing | 6 Old Market | 7 Joslyn Art Museum | 8 Children's Museum |
| 9 Heartland of America Park | 10 Western Heritage Museum | 11 Henry Dorly Zoo | 12 Lauritzen Gardens
Kennifeck Park |

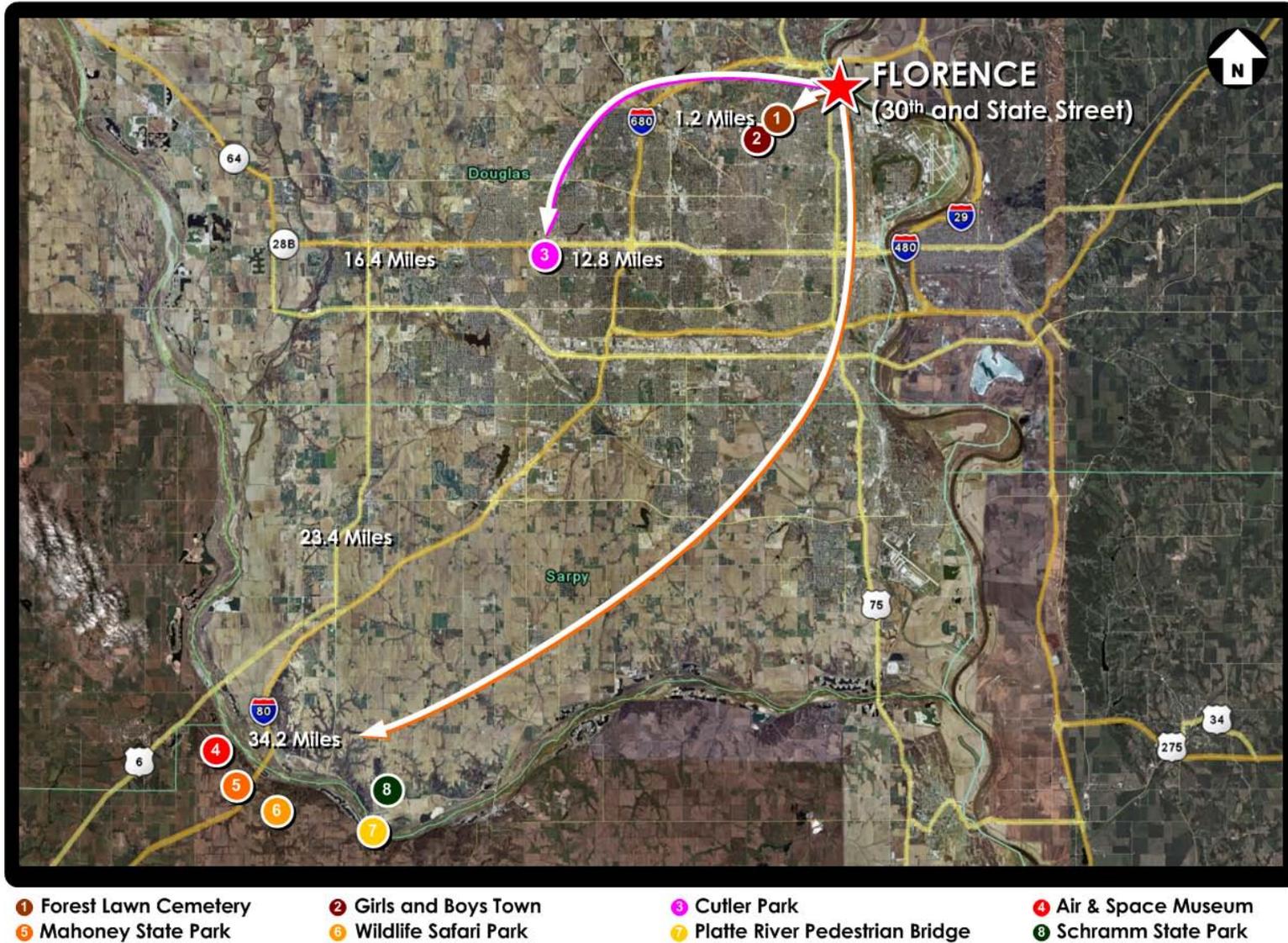
Regional Activity Map West of Historic Florence

Originally known as Father Flanagan's Home, Girls and Boys Town is one of Nebraska's most popular tourist attractions. For nearly ninety (90) years, this nonsectarian and nonprofit institution has provided treatment and care to abused, abandoned, and neglected children. The historic Village of Boys Town is a self-sustaining campus community that includes homes, schools, churches, a museum, and other public facilities. Several notable tourist attractions within Girls and Boys Town include Spencer Tracy's Oscar statue, the Dowd Chapel, and the Father Flanagan Shrine.

Cutler Park, Nebraska's first organized community, originally housed Florence's first buildings and improvements. Cutler Park is located near the intersection of Mormon Bridge Road and Young Street.

Just further down Interstate 80 is a nexus of activities and amenities including Strategic Air and Space Museum, Mahoney State Park, Wildlife Safari Park, , the Platte River Pedestrian Bridge, Platte River State Park, and Schramm State Park. This activity cluster is easily accessible from Florence via Interstate 680 to Interstate 80.

Map 5: Regional Activity Map West of Historic Florence



Hub and Spoke Model

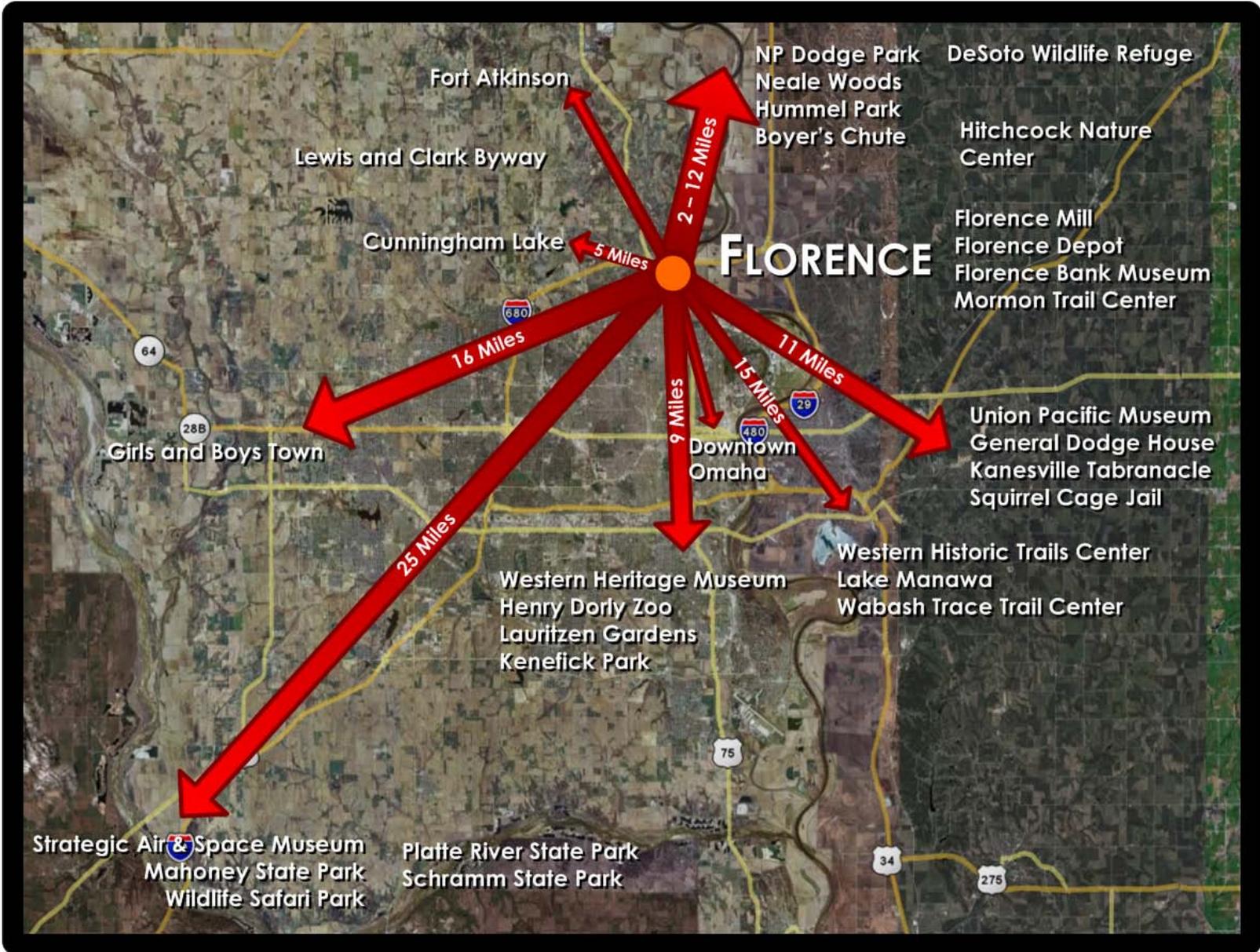
The hub and spoke model derives its name from a bicycle wheel. The bicycle spokes extend from hub of the wheel. While this model is common within the distribution industry, it is applicable to other businesses and industries as well.

An enhanced streetscape and gateway improvements will improve Florence's ability to draw visitors. Imagine Historic Florence as the hub, with regional activity and attractions as the spokes. Florence, with a new hotel and enhanced opportunities for heritage tourism, becomes a friendly and convenient destination hub for tourists. Families can travel from other states and stay in Florence because of its charm, quaintness, and pedestrian-friendly, family-friendly environment. Although visitors might take day trips and visit other regional attractions, they ultimately return to Florence to dine, relax, and sleep.

Historic Florence is an ideal hub. It is conveniently located adjacent to Interstate 680 which is the entrance to Nebraska, Omaha, and Historic Florence. An enhanced streetscape will allow visitor's to browse, walk, and meander through cafes, retail stores, and restaurants in the evening. Florence, as a more self sustaining community, is a more appealing draw for potential overnight visitors because of the convenience and access to services, entertainment, recreation, and dining options – all within walking distance of a new hotel. Additionally, the cost of services and lodging may be more economical in Florence than in other areas of Omaha.

Florence should take the lead in the region to establish partnerships with other regional tourist attractions and then market itself as an overnight lodging destination. While visitors would be encouraged to visit and take advantage of area attractions, guests would then return to Florence in the evening to shop, dine, and sleep.

Map 6: Hub and Spoke Tourism Model

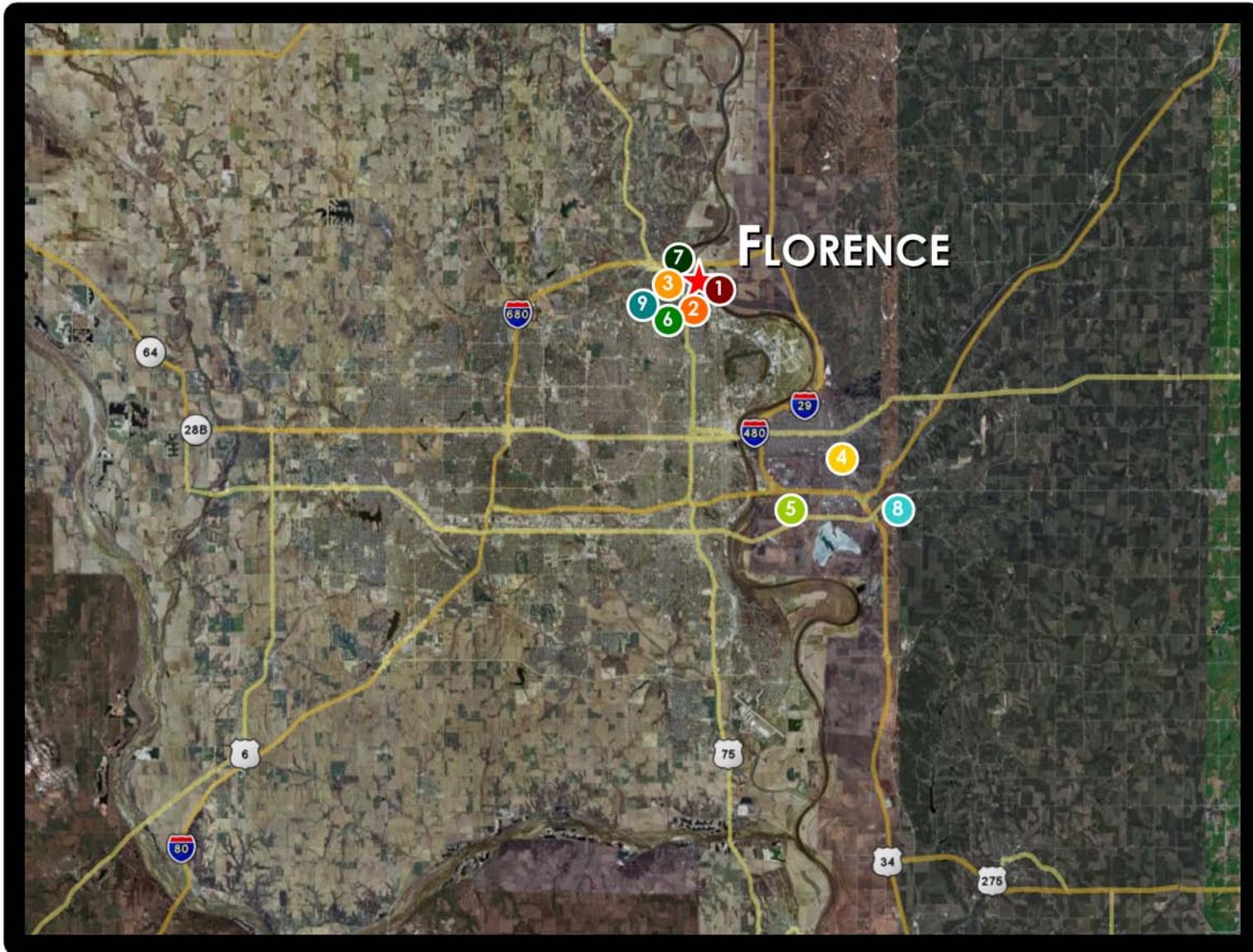


We can extend the hub and spoke model and develop specific themed historical packages of activities. A themed package of regional historical or cultural tourist attractions will cater to those tourists that are interested in visiting a specific type of attraction. Again, Florence continues to function as the hub, and the themed tourist destinations are defined as the spokes. Florence could then offer these destination packages to specific heritage tourist groups who are interested in Mormon history, Native American history, Lewis and Clark history, riverboat / ferry crossing history, frontier military outpost history, or railroad history.

This concept is visually depicted as a series of themed maps:

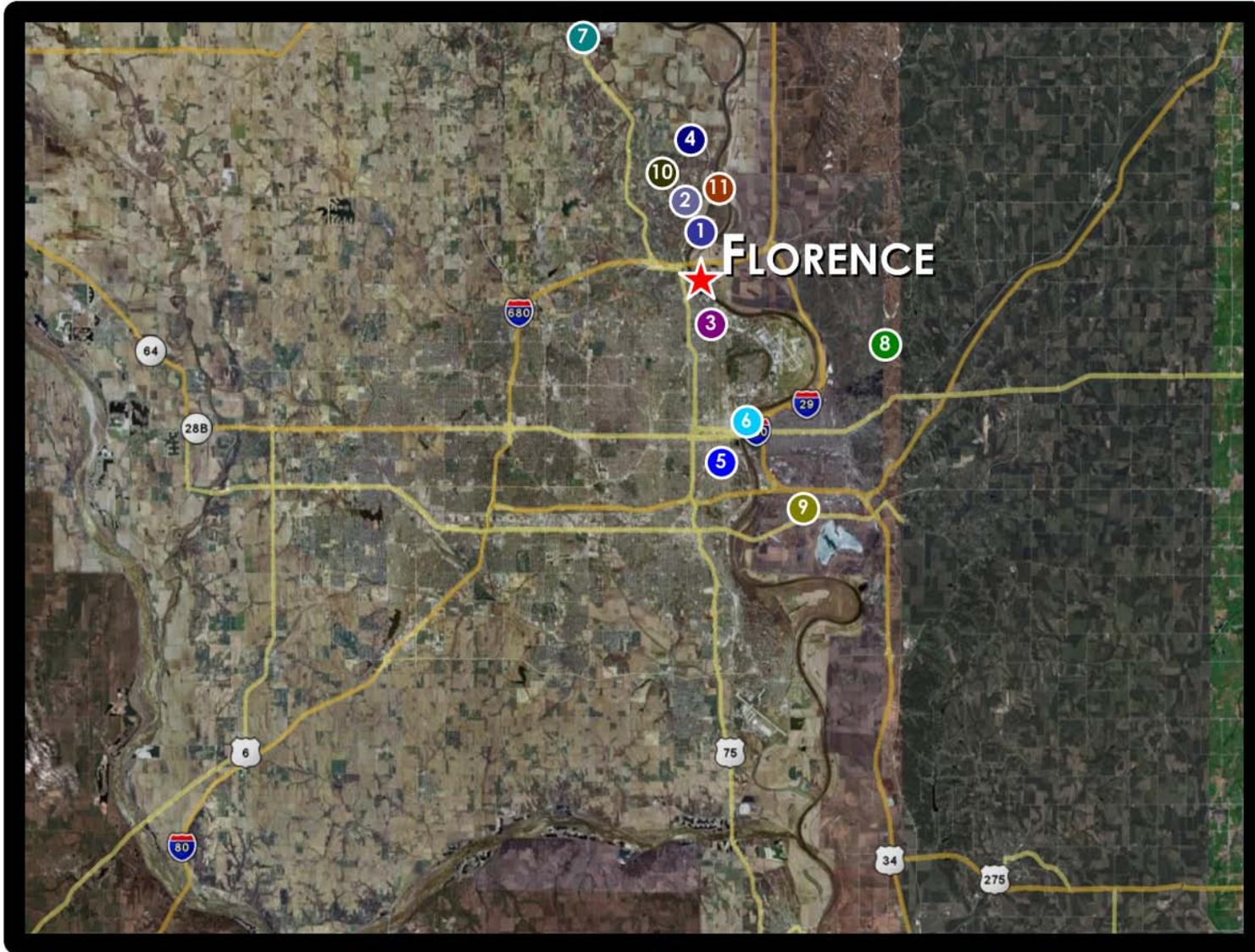
- Mormon / Winter Quarters Activity Map
- Native American / Fur Trader Activity Map
- Frontier Explorers Activity Map
- Transportation (Ferry, Riverboat, Railroad) Activity Map
- Frontier Military Activity Map

Map 7: Mormon / Winter Quarters Activity Map



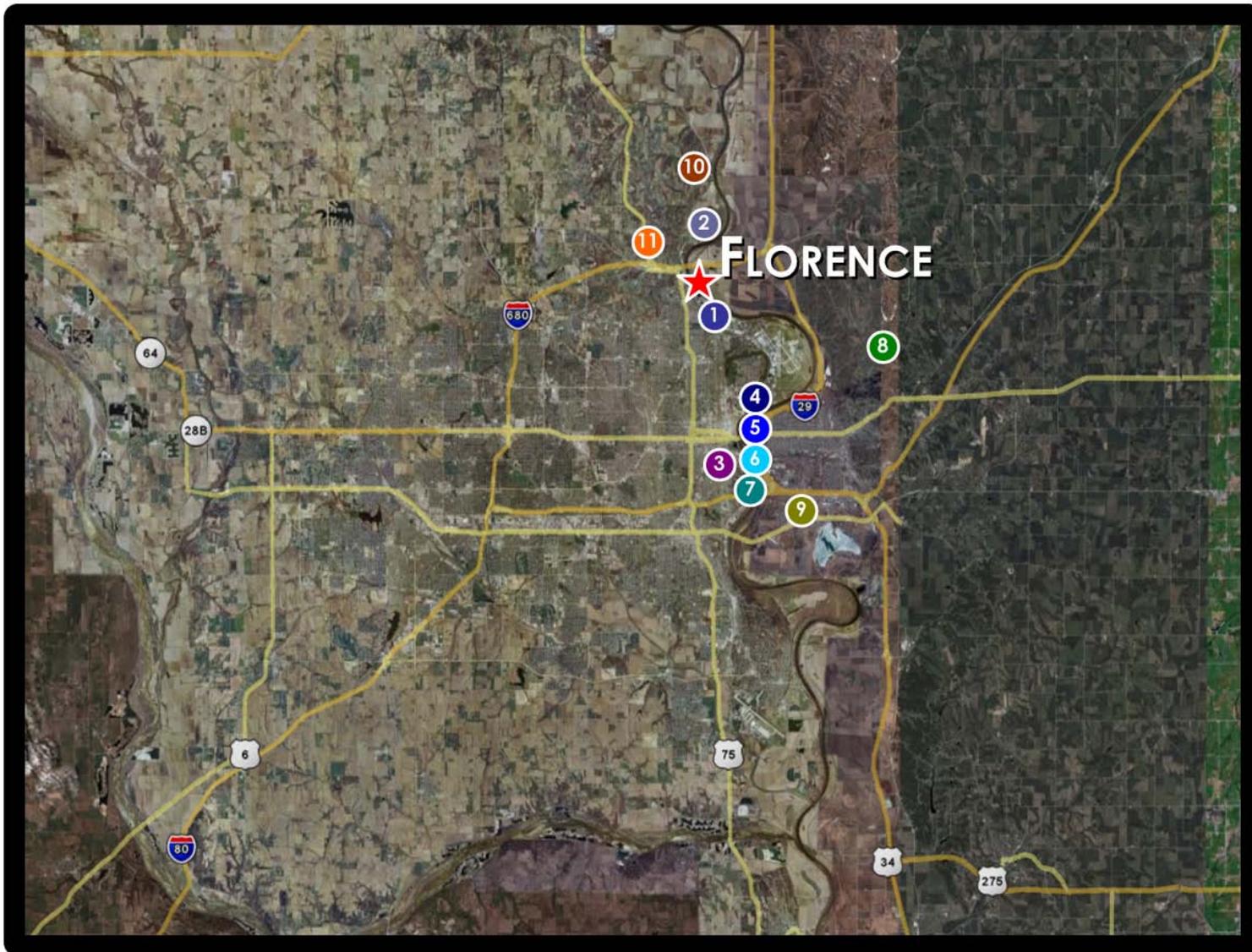
- | | | | |
|---|------------------------------|----------------------------------|--------------------------------------|
| 1 Florence Mill | 2 Mormon Trail Center | 3 Mormon Pioneer Cemetery | 4 Kanesville Tabernacle |
| 5 Western Historic Trails Center | 6 Florence Park | 7 North Mormon Ferry | 8 Battalion Mustering Grounds |
| 9 Cutler Park | | | |

Map 8: Native American / Fur Trade Activity Map



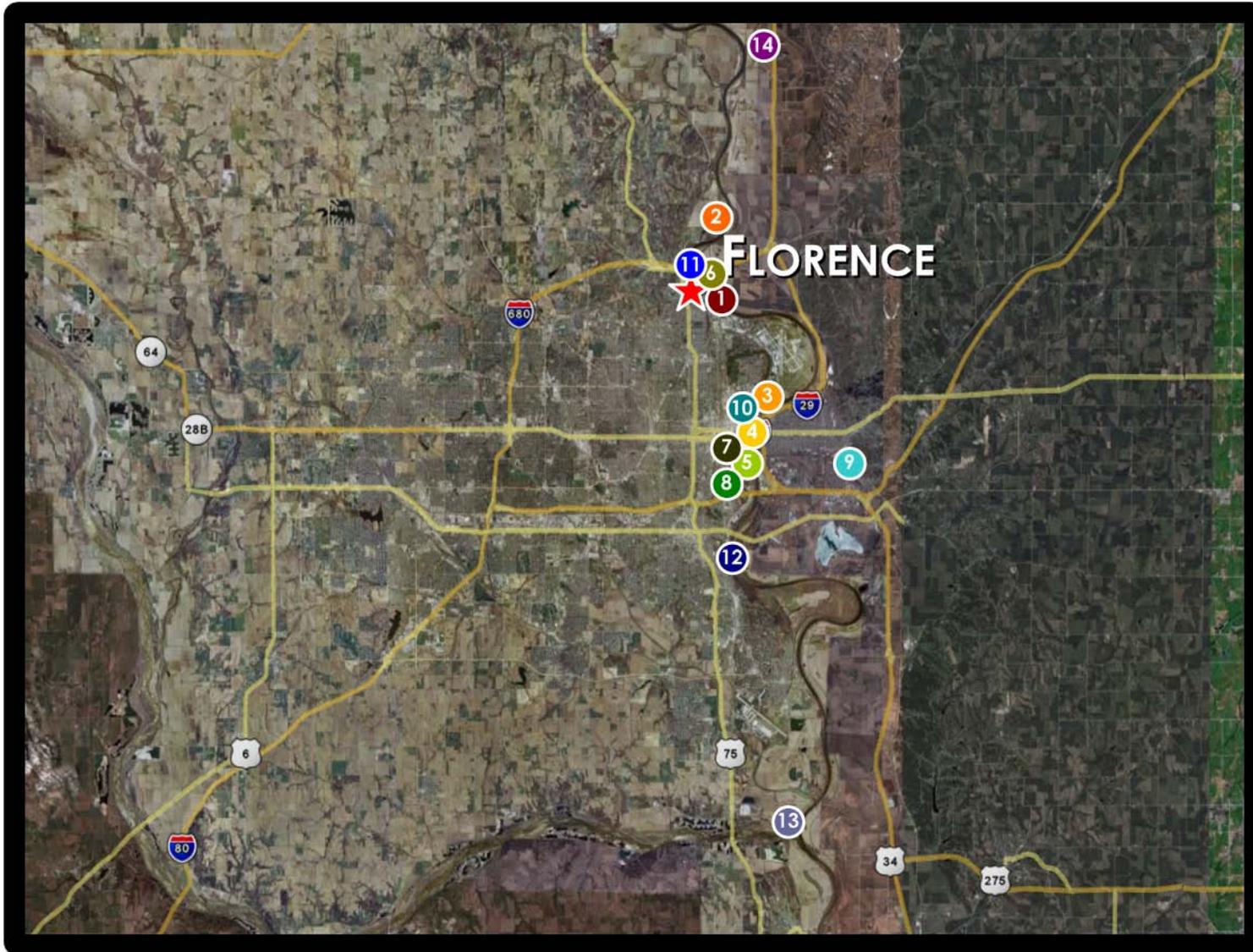
- | | | | |
|----------------------------------|------------------------------|------------------|--------------------------|
| 1 Fort Lisa Trading Post | 2 Cabanne's Fur Trading Post | 3 Fort Omaha | 4 Neale Woods |
| 5 Joslyn Art Museum | 6 Lewis & Clark Trail HQ | 7 Fort Atkinson | 8 Lewis & Clark Memorial |
| 9 Western Historic Trails Center | 10 Hummel Park | 11 NP Dodge Park | |

Map 9: Frontier Explorers Activity Map



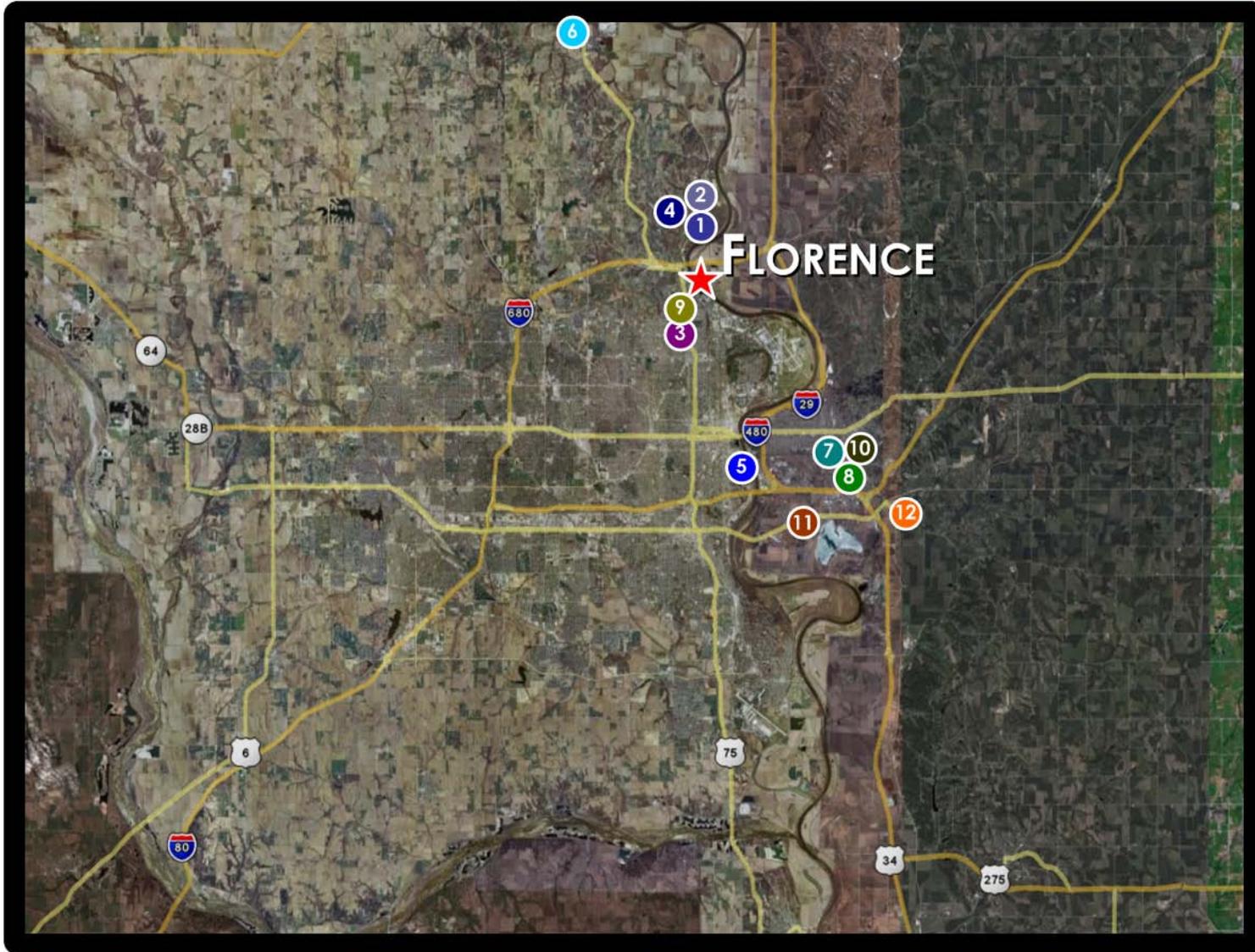
- | | | | |
|----------------------------------|---------------------------|---------------------------|----------------------------|
| 1 Riverfront Trail | 2 NP Dodge Park | 3 Joslyn Art Museum | 4 Miller Landing |
| 5 Lewis and Clark Trail HQ | 6 Lewis and Clark Landing | 7 Western Heritage Museum | 8 Lewis and Clark Memorial |
| 9 Western Historic Trails Center | 10 Engineer Cantonment | 11 Lewis and Clark Byways | |

Map 10: Transportation (Ferry, Riverboat, Railroad) Activity Map



- | | | | |
|---------------------------|------------------------------------|------------------------------|-------------------------|
| 1 Riverfront Trail | 2 NP Dodge Park | 3 Miller Landing | 4 Lewis & Clark Landing |
| 5 Western Heritage Museum | 6 Florence Depot | 7 Union Pacific Headquarters | 8 Kenifeck Park |
| 9 Union Pacific Museum | 10 William Brown's Lone Tree Ferry | 11 North Mormon Ferry | 12 Middle Mormon Ferry |
| 13 South Mormon Ferry | 14 DeSoto Wildlife Refuge | | |

Map 11: Frontier Military Activity Map



- | | | | |
|---------------------------|------------------------------|-----------------------|--------------------------------|
| 1 Fort Lisa Trading Post | 2 Cabanne's Fur Trading Post | 3 Fort Omaha | 4 Engineer Cantonment |
| 5 Western Heritage Museum | 6 Fort Atkinson | 7 General Dodge House | 8 Squirrel Cage Jail |
| 9 General Crook House | 10 Blockhouse (Fort Kearney) | 11 Fort Croghan | 12 Battalion Mustering Grounds |

Virtual Visitors Center

During our analysis of other heritage tourism visitor centers, we learned about construction costs, operating costs, the recruitment and retaining of volunteers, and the ongoing demand for fresh and updated exhibits. Knowing this, it was imperative that Florence's visitor center would need to be flexible, dynamic, and cost effective.

An emerging trend within the tourism industry is the advancement of virtual visitor centers. Virtual visitor centers use technology to interact and engage tourists through sight and sound. According to a recent travel article in the Wall Street Journal, museum curators and educators are enhancing or even replacing conventional text and map displays with video, animation, graphics, and other technical exhibits. The benefits of using this technology include reduced demands for staffing, a more engaging and interactive product, greater flexibility with space allocation, and more efficient operational costs.

Reduced Staffing

Many museums and visitor centers rely on volunteers to staff information booths and serve as docents. However, recruiting and retaining volunteers is difficult and time intensive. Virtual visitor centers use technology and interactive media to convey information which diminishes staffing needs.

Interactive Exhibits

Visitors are more likely to remember materials if the content is delivered via multiple senses. Virtual visitor centers use technology to immerse the visitor in a virtual world. Instead of reading about a historic Winter Quarters lodge, for example, a virtual visitor center would allow a visitor to listen to noises that may have been common in the Winter Quarters community, view a 3-D modeled village, see firsthand what the buildings look like, and even walk through a recreated structure. A Native American museum in North Dakota has created a virtual tour of an earthen lodge. Visitors can

enter the lodge and listen to an animated Native American woman as she scrapes a deer hide.

Increased Flexibility

Computer generated materials, graphics, models, and videos typically consume less space than conventional exhibits. As a result, virtual programming elements can be easily rearranged.

Cost Efficiency

The price of technology continues to become more affordable. And technical exhibits often have a smaller footprint than conventional exhibits. As a result, virtual visitor centers require less space. Smaller buildings have lower construction and operational expenses. Additionally, the interactive nature of the exhibits lessens the demand for paid or volunteer staff.

This plan recommends that the historic Florence Mill be modified and adapted to serve as Florence's virtual visitor center. Because of its prominent location the Florence Mill is a logical gathering place and is already an established regional attraction.

Kiosks

Kiosks have become a cost effective and convenient method of delivering extensive information to tourists on places to stay, things to do, dining options, and special events. Kiosks can operate 24-hours a day, are relatively inexpensive to update, provide maps and directions, do not need to be staffed, can answer common tourist questions, and even provide value to local residents. In fact, one recent study found that 45% of kiosk visitors were local residents looking for ideas on things to do in the area.

Kiosks are a vital component of Florence's proposed visitor center strategy. Kiosks are an effective and efficient method to direct visitors to area attractions. This plan suggests that kiosks be placed at tourism attractions within Florence (and possibly at

other regional attractions) and on Main Street. These kiosks would then be used to direct visitors and tourists to the virtual visitor center, other Florence attractions, regional attractions, or different themed attractions (i.e. transportation attractions, Native American / fur trading attractions, frontier military attractions, etc).

The virtual visitor center and the kiosks are designed to work in concert with each other. Kiosks function as distributed 'tour guides' and direct tourists to the virtual visitor center and other area attractions, and the virtual visitor center will direct tourists to the kiosks.



Photo 4: Sample Tourist Kiosk



Photo 5: Sample Virtual Visitor Center



Photo 6: Sample Tourist Kiosk



Photo 7: Sample Virtual Visitor Center



Photo 8: Sample Virtual Visitor Center

Section 5: Project Costs

Summary Downtown Redevelopment Costs

Detail Downtown Redevelopment Costs

Summary Historic Park Costs

Detail Historic Park Costs



Project Costs

The fifth section of the Historic Florence Downtown Redevelopment and Historic Park master plan contains both summary and detail costs estimates for the streetscape plan and the historic Florence gateway park. Summary-level project costs are itemized first. A more in-depth and detailed line by line cost analysis follows.

SUMMARY DOWNTOWN REDEVELOPMENT COSTS

Craig Ave to Sheffield Street	\$924,622.50
Sheffield Street to King Street	\$134,412.50
King Street to Reynolds Street	\$135,126.25
Reynolds Street to Young Street	\$134,823.00
Young Street to Grebe Street	\$211,218.25
Grebe Street to Mormon Street	\$155,172.75
St. Philip Neary Block Improvements	\$133,311.25
Monroe Street to State Street	\$1,076,374.00
Florence Park Improvements	\$220,979.00
State Street to Willit Street	\$387,438.00
Willit Street to Tucker Street	\$416,621.00
Tucker Street to Clay Street	\$389,775.00
Clay Street to Bondesson Street	\$400,125.75
Bondesson Street to McKinley Street	\$588,490.00
State Street Boulevard	\$1,111,235.00
Neighborhood Trail	\$184,550.00
Gateway Improvements (30 th Street to Hwy 75)	\$340,985.00
Mobilization	\$30,000
DOWNTOWN REDEVELOPMENT TOTAL	\$6,975,259.25

SUMMARY HISTORIC PARK IMPROVEMENT COSTS

Celebration Fountain	\$738,787.50
Historic Village	\$158,465.00
Winter Quarters Garden	\$8,400,225.00
Art and History Trail	\$650,510.00
Confluence Overlook	\$501,726.00
Historic Mill Adaptation	\$1,500,000.00
Market Court	\$317,805.00
Prairie Stream / Meadow Restoration	\$45,025.00
Dick Collins Road Improvements	\$193,980.00
HISTORIC PARK TOTAL	\$12,506,523.50

TOTAL ESTIMATED COSTS

Downtown Redevelopment Total	\$6,975,259.25
Historic Park Total	\$12,506,523.50
General Conditions	\$779,271.31
O H & P	\$1,013,052.70
Contingency (15%)	\$3,191,116.01
TOTAL PROBABLE SITE CONSTRUCTION COSTS	\$24,465,222.78

DETAIL DOWNTOWN REDEVELOPMENT COST ESTIMATES

STREETSCAPE IMPROVEMENTS

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
<u>CRAIG AVE. TO SHEFFIELD ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	700	LF	\$ 8.00	\$ 5,600.00
Sawcut and Remove Asphalt Pavement	400	SY	\$ 10.00	\$ 4,000.00
Mill and Remove Asphalt Roadway (6' Wide)	1,775	SY	\$ 3.50	\$ 6,212.50
Remove Concrete Walks	345	SY	\$ 9.00	\$ 3,105.00
Remove Light Pole and Footings	6	EA	\$ 350.00	\$ 2,100.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 23,117.50
<u>EARTH WORK:</u>				
Cut and Fill	375	CY	\$ 15.00	\$ 5,625.00
Scarify and Recompact	575	SY	\$ 2.00	\$ 1,150.00
				\$ 6,775.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	40	LF	\$ 45.00	\$ 1,800.00
Traffic Signalization	1	EA	\$ 75,000.00	\$ 75,000.00
New Light Poles and Footings	10	EA	\$ 3,500.00	\$ 35,000.00
Electrical Distribution	695	LF	\$ 8.00	\$ 5,560.00
Craig St. to Mormon St. - Bury Overhead	2,010	LF	\$ 350.00	\$ 703,500.00
				\$ 830,860.00
<u>PAVING:</u>				
Asphalt Overlay	1,900	SY	\$ 4.50	\$ 8,550.00
Concrete Curb and Gutter	700	LF	\$ 22.00	\$ 15,400.00
Concrete Sidewalk	3,100	SF	\$ 4.00	\$ 12,400.00
Brick Pavers on Concrete Base	675	SF	\$ 18.00	\$ 12,150.00
				\$ 48,500.00
<u>AMENITIES:</u>				
Benches	2	EA	\$ 1,500.00	\$ 3,000.00
Trash Receptacle	2	EA	\$ 1,000.00	\$ 2,000.00
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 6,200.00
<u>LANDSCAPING:</u>				
Shade Tree	16	EA	\$ 350.00	\$ 5,600.00
Sod	10,200	SF	\$ 0.35	\$ 3,570.00
				\$ 9,170.00
			SUBTOTAL:	\$ 924,622.50

<u>ITEM</u>	<u>QUANTITY</u>	<u>UNIT</u>	<u>UNIT COST</u>	<u>TOTAL</u>
<u>SHEFFIELD ST. TO KING ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	715	LF	\$ 8.00	\$ 5,720.00
Sawcut and Remove Asphalt Pavement	390	SY	\$ 10.00	\$ 3,900.00
Mill and Remove Asphalt Roadway (6' Wide)	480	SY	\$ 3.50	\$ 1,680.00
Remove Concrete Driveways	55	SY	\$ 10.00	\$ 550.00
Remove Concrete Walks	370	SY	\$ 9.00	\$ 3,330.00
Remove Light Pole and Footings	6	EA	\$ 350.00	\$ 2,100.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 19,380.00
<u>EARTH WORK:</u>				
Cut and Fill	250	CY	\$ 15.00	\$ 3,750.00
Scarify and Recompact	640	SY	\$ 2.00	\$ 1,280.00
				\$ 5,030.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	40	LF	\$ 45.00	\$ 1,800.00
New Light Poles and Footings	10	EA	\$ 3,500.00	\$ 35,000.00
Electrical Distribution	750	LF	\$ 8.00	\$ 6,000.00
				\$ 52,800.00
<u>PAVING:</u>				
Asphalt Overlay	1,820	SY	\$ 4.50	\$ 8,190.00
Concrete Curb and Gutter	760	LF	\$ 22.00	\$ 16,720.00
Concrete Driveways	55	SY	\$ 40.00	\$ 2,200.00
Concrete Sidewalk	3,360	SF	\$ 4.00	\$ 13,440.00
Brick Pavers on Concrete Base	350	SF	\$ 18.00	\$ 6,300.00
				\$ 46,850.00
<u>AMENITIES:</u>				
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 1,200.00
<u>LANDSCAPING:</u>				
Shade Tree	17	EA	\$ 350.00	\$ 5,950.00
Sod	9,150	SF	\$ 0.35	\$ 3,202.50
				\$ 9,152.50
				SUBTOTAL: \$ 134,412.50

<u>ITEM</u>	<u>QUANTITY</u>	<u>UNIT</u>	<u>UNIT COST</u>	<u>TOTAL</u>
<u>KING ST. TO REYNOLDS ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	725	LF	\$ 8.00	\$ 5,800.00
Sawcut and Remove Asphalt Pavement	400	SY	\$ 10.00	\$ 4,000.00
Mill and Remove Asphalt Roadway (6' Wide)	485	SY	\$ 3.50	\$ 1,697.50
Remove Concrete Driveways	125	SY	\$ 10.00	\$ 1,250.00
Remove Concrete Walks	320	SY	\$ 9.00	\$ 2,880.00
Remove Light Pole and Footings	6	EA	\$ 350.00	\$ 2,100.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 19,827.50
<u>EARTH WORK:</u>				
Cut and Fill	190	CY	\$ 15.00	\$ 2,850.00
Scarify and Recompact	700	SY	\$ 2.00	\$ 1,400.00
				\$ 4,250.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	40	LF	\$ 45.00	\$ 1,800.00
New Light Poles and Footings	10	EA	\$ 3,500.00	\$ 35,000.00
Electrical Distribution	735	LF	\$ 8.00	\$ 5,880.00
				\$ 52,680.00
<u>PAVING:</u>				
Asphalt Overlay	1,850	SY	\$ 4.50	\$ 8,325.00
Concrete Curb and Gutter	750	LF	\$ 22.00	\$ 16,500.00
Concrete Driveways	178	SY	\$ 40.00	\$ 7,120.00
Concrete Sidewalk	2,900	SF	\$ 4.00	\$ 11,600.00
Brick Pavers on Concrete Base	315	SF	\$ 18.00	\$ 5,670.00
				\$ 49,215.00
<u>AMENITIES:</u>				
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 1,200.00
<u>LANDSCAPING:</u>				
Shade Tree	14	EA	\$ 350.00	\$ 4,900.00
Sod	8,725	SF	\$ 0.35	\$ 3,053.75
				\$ 7,953.75
				SUBTOTAL: \$ 135,126.25

<u>ITEM</u>	<u>QUANTITY</u>	<u>UNIT</u>	<u>UNIT COST</u>	<u>TOTAL</u>
<u>REYNOLDS ST. TO YOUNG ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	720	LF	\$ 8.00	\$ 5,760.00
Sawcut and Remove Asphalt Pavement	425	SY	\$ 10.00	\$ 4,250.00
Mill and Remove Asphalt Roadway (6' Wide)	488	SY	\$ 3.50	\$ 1,708.00
Remove Concrete Driveways	81	SY	\$ 10.00	\$ 810.00
Remove Concrete Walks	320	SY	\$ 9.00	\$ 2,880.00
Remove Light Pole and Footings	4	EA	\$ 350.00	\$ 1,400.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 18,908.00
<u>EARTH WORK:</u>				
Cut and Fill	245	CY	\$ 15.00	\$ 3,675.00
Scarify and Recompact	630	SY	\$ 2.00	\$ 1,260.00
				\$ 4,935.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	40	LF	\$ 45.00	\$ 1,800.00
New Light Poles and Footings	10	EA	\$ 3,500.00	\$ 35,000.00
Electrical Distribution	740	LF	\$ 8.00	\$ 5,920.00
				\$ 52,720.00
<u>PAVING:</u>				
Asphalt Overlay	1,960	SY	\$ 4.50	\$ 8,820.00
Concrete Curb and Gutter	735	LF	\$ 22.00	\$ 16,170.00
Concrete Driveways	105	SY	\$ 40.00	\$ 4,200.00
Concrete Sidewalk	2,850	SF	\$ 4.00	\$ 11,400.00
Brick Pavers on Concrete Base	425	SF	\$ 18.00	\$ 7,650.00
				\$ 48,240.00
<u>AMENITIES:</u>				
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 1,200.00
<u>LANDSCAPING:</u>				
Shade Tree	16	EA	\$ 350.00	\$ 5,600.00
Sod	9,200	SF	\$ 0.35	\$ 3,220.00
				\$ 8,820.00
				SUBTOTAL: \$ 134,823.00

<u>ITEM</u>	<u>QUANTITY</u>	<u>UNIT</u>	<u>UNIT COST</u>	<u>TOTAL</u>
<u>YOUNG ST. TO GREBE ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	720	LF	\$ 8.00	\$ 5,760.00
Sawcut and Remove Asphalt Pavement	425	SY	\$ 10.00	\$ 4,250.00
Mill and Remove Asphalt Roadway (6' Wide)	488	SY	\$ 3.50	\$ 1,708.00
Remove Concrete Driveways	29	SY	\$ 10.00	\$ 290.00
Remove Concrete Walks	336	SY	\$ 9.00	\$ 3,024.00
Remove Light Pole and Footings	3	EA	\$ 350.00	\$ 1,050.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 18,182.00
<u>EARTH WORK:</u>				
Cut and Fill	245	CY	\$ 15.00	\$ 3,675.00
Scarify and Recompact	610	SY	\$ 2.00	\$ 1,220.00
				\$ 4,895.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	40	LF	\$ 45.00	\$ 1,800.00
Traffic Signalization	1	EA	\$ 75,000.00	\$ 75,000.00
New Light Poles and Footings	10	EA	\$ 3,500.00	\$ 35,000.00
Electrical Distribution	740	LF	\$ 8.00	\$ 5,920.00
				\$ 127,720.00
<u>PAVING:</u>				
Asphalt Overlay	1,960	SY	\$ 4.50	\$ 8,820.00
Concrete Curb and Gutter	735	LF	\$ 22.00	\$ 16,170.00
Concrete Driveways	35	SY	\$ 40.00	\$ 1,400.00
Concrete Sidewalk	3,020	SF	\$ 4.00	\$ 12,080.00
Brick Pavers on Concrete Base	675	SF	\$ 18.00	\$ 12,150.00
				\$ 50,620.00
<u>AMENITIES:</u>				
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 1,200.00
<u>LANDSCAPING:</u>				
Shade Tree	15	EA	\$ 350.00	\$ 5,250.00
Sod	9,575	SF	\$ 0.35	\$ 3,351.25
				\$ 8,601.25
				SUBTOTAL: \$ 211,218.25

<u>ITEM</u>	<u>QUANTITY</u>	<u>UNIT</u>	<u>UNIT COST</u>	<u>TOTAL</u>
<u>GREBE ST. TO MORMON ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	890	LF	\$ 8.00	\$ 7,120.00
Sawcut and Remove Asphalt Pavement	170	SY	\$ 10.00	\$ 1,700.00
Mill and Remove Asphalt Roadway (6' Wide)	615	SY	\$ 3.50	\$ 2,152.50
Remove Concrete Walks	425	SY	\$ 9.00	\$ 3,825.00
Remove Light Pole and Footings	5	EA	\$ 350.00	\$ 1,750.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 18,647.50
<u>EARTH WORK:</u>				
Cut and Fill	140	CY	\$ 15.00	\$ 2,100.00
Scarify and Recompact	742	SY	\$ 2.00	\$ 1,484.00
				\$ 3,584.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	40	LF	\$ 45.00	\$ 1,800.00
New Light Poles and Footings	10	EA	\$ 3,500.00	\$ 35,000.00
Electrical Distribution	725	LF	\$ 8.00	\$ 5,800.00
				\$ 52,600.00
<u>PAVING:</u>				
Asphalt Overlay	2,745	SY	\$ 4.50	\$ 12,352.50
Concrete Curb and Gutter	925	LF	\$ 22.00	\$ 20,350.00
Concrete Sidewalk	3,825	SF	\$ 4.00	\$ 15,300.00
Brick Pavers on Concrete Base	1,000	SF	\$ 18.00	\$ 18,000.00
				\$ 66,002.50
<u>AMENITIES:</u>				
Benches	2	EA	\$ 1,500.00	\$ 3,000.00
Trash Receptacle	2	EA	\$ 1,000.00	\$ 2,000.00
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 6,200.00
<u>LANDSCAPING:</u>				
Shade Tree	17	EA	\$ 350.00	\$ 5,950.00
Ornamental Tree	2	EA	\$ 250.00	\$ 500.00
Sod	4,825	SF	\$ 0.35	\$ 1,688.75
				\$ 8,138.75
				SUBTOTAL: \$ 155,172.75

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
ST. PHILIP NEARY BLOCK IMPROVEMENTS				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	885	LF	\$ 8.00	\$ 7,080.00
Sawcut and Remove Asphalt Pavement	86	SY	\$ 10.00	\$ 860.00
Mill and Remove Asphalt Roadway (6' Wide)	620	SY	\$ 3.50	\$ 2,170.00
Remove Concrete Driveways	218	SY	\$ 10.00	\$ 2,180.00
Remove Concrete Walks	430	SY	\$ 9.00	\$ 3,870.00
Remove Light Pole and Footings	3	EA	\$ 350.00	\$ 1,050.00
Remove Tree and Stump	3	EA	\$ 450.00	\$ 1,350.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 750.00	\$ 750.00
				\$ 20,910.00
<u>EARTH WORK:</u>				
Cut and Fill	10	CY	\$ 15.00	\$ 150.00
Scarify and Recompact	860	SY	\$ 2.00	\$ 1,720.00
				\$ 1,870.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	40	LF	\$ 45.00	\$ 1,800.00
New Light Poles and Footings	11	EA	\$ 3,500.00	\$ 38,500.00
Electrical Distribution	825	LF	\$ 8.00	\$ 6,600.00
				\$ 56,900.00
<u>PAVING:</u>				
Asphalt Overlay	1,400	SY	\$ 4.50	\$ 6,300.00
Concrete Curb and Gutter	930	LF	\$ 22.00	\$ 20,460.00
Concrete Driveways	220	SY	\$ 40.00	\$ 8,800.00
Concrete Sidewalk	3,900	SF	\$ 4.00	\$ 15,600.00
				\$ 51,160.00
<u>AMENITIES:</u>				
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 1,200.00
<u>LANDSCAPING:</u>				
Ornamental Tree	4	EA	\$ 250.00	\$ 1,000.00
Sod	775	SF	\$ 0.35	\$ 271.25
				\$ 1,271.25
				\$ 133,311.25

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
<u>MONROE ST. TO STATE ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	1,260	LF	\$ 8.00	\$ 10,080.00
Sawcut and Remove Asphalt Pavement	105	SY	\$ 10.00	\$ 1,050.00
Mill and Remove Asphalt Roadway (6' Wide)	915	SY	\$ 3.50	\$ 3,202.50
Remove Concrete Driveways	712	SY	\$ 10.00	\$ 7,120.00
Remove Concrete Walks	750	SY	\$ 9.00	\$ 6,750.00
Remove Light Pole and Footings	7	EA	\$ 350.00	\$ 2,450.00
Remove Tree and Stump	4	EA	\$ 450.00	\$ 1,800.00
Remove Storm Inlets	5	EA	\$ 400.00	\$ 2,000.00
Remove Misc.	1	LS	\$ 2,000.00	\$ 2,000.00
				\$ 36,452.50
<u>EARTH WORK:</u>				
Cut and Fill	195	CY	\$ 15.00	\$ 2,925.00
Scarify and Recompact	1,885	SY	\$ 2.00	\$ 3,770.00
				\$ 6,695.00
<u>UTILITIES:</u>				
Storm Inlet	9	EA	\$ 2,500.00	\$ 22,500.00
Storm Piping	325	LF	\$ 45.00	\$ 14,625.00
Subdrain	1,000	LF	\$ 7.50	\$ 7,500.00
Traffic Signalization	1	EA	\$ 75,000.00	\$ 75,000.00
New Light Poles and Footings	19	EA	\$ 3,500.00	\$ 66,500.00
Electrical Distribution	1,200	LF	\$ 8.00	\$ 9,600.00
Mormon St. to Bondesson St. - Bury Overhead	1,825	LF	\$ 350.00	\$ 638,750.00
				\$ 834,475.00
<u>PAVING:</u>				
Asphalt Overlay	3,650	SY	\$ 4.50	\$ 16,425.00
Concrete Curb and Gutter	1,370	LF	\$ 22.00	\$ 30,140.00
Concrete Driveways	115	SY	\$ 40.00	\$ 4,600.00
Concrete Sidewalk	10,160	SF	\$ 4.00	\$ 40,640.00
Brick Pavers on 8" Roadway Base	835	SF	\$ 22.00	\$ 18,370.00
Brick Pavers on Concrete Base	2,178	SF	\$ 18.00	\$ 39,204.00
Planting Curb	240	LF	\$ 25.00	\$ 6,000.00
				\$ 155,379.00
<u>AMENITIES:</u>				
Benches	2	EA	\$ 1,500.00	\$ 3,000.00
Trash Receptacle	2	EA	\$ 1,000.00	\$ 2,000.00
Sign Posts and Backs	10	EA	\$ 200.00	\$ 2,000.00
Historic Plaques	6	EA	\$ 350.00	\$ 2,100.00
Ornamental Railing on Concrete Curb	80	LF	\$ 125.00	\$ 10,000.00
Ornamental Railing at Raised Planters	240	LF	\$ 45.00	\$ 10,800.00
				\$ 29,900.00
<u>LANDSCAPING:</u>				
Shade Tree	13	EA	\$ 350.00	\$ 4,550.00
Ornamental Tree	1	EA	\$ 250.00	\$ 250.00
Perennials	3,315	SF	\$ 2.50	\$ 8,287.50
Sod	1,100	SF	\$ 0.35	\$ 385.00
				\$ 13,472.50
SUBTOTAL:				\$ 1,076,374.00

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
<u>FLORENCE PARK IMPROVEMENTS</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	910	LF	\$ 8.00	\$ 7,280.00
Remove Concrete Walks	5,190	SY	\$ 9.00	\$ 46,710.00
Remove Light Pole and Footings	10	EA	\$ 350.00	\$ 3,500.00
Remove Storm Inlets	3	EA	\$ 400.00	\$ 1,200.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 59,190.00
<u>EARTH WORK:</u>				
Cut and Fill	285	CY	\$ 15.00	\$ 4,275.00
Scarify and Recompact		SY	\$ 2.00	-
				\$ 4,275.00
<u>UTILITIES:</u>				
Storm Inlet	4	EA	\$ 2,500.00	\$ 10,000.00
Storm Piping	120	LF	\$ 45.00	\$ 5,400.00
New Light Poles and Footings	16	EA	\$ 3,500.00	\$ 56,000.00
Electrical Distribution	1,420	LF	\$ 8.00	\$ 11,360.00
				\$ 82,760.00
<u>PAVING:</u>				
Asphalt Overlay	1,232	SY	\$ 4.50	\$ 5,544.00
Concrete Curb and Gutter	930	LF	\$ 22.00	\$ 20,460.00
Concrete Sidewalk	5,200	SF	\$ 4.00	\$ 20,800.00
				\$ 46,804.00
<u>AMENITIES:</u>				
Park Monument	1	LS	\$ 50,000.00	\$ 50,000.00
Sign Posts and Backs	6	EA	\$ 200.00	\$ 1,200.00
				\$ 1,200.00
<u>LANDSCAPING:</u>				
Shade Tree	4	EA	\$ 350.00	\$ 1,400.00
Sod	1,000	SF	\$ 0.35	\$ 350.00
				\$ 1,750.00
			SUBTOTAL:	\$ 220,979.00

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
STATE ST. TO WILLIT ST.				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	1,411	LF	\$ 8.00	\$ 11,288.00
Sawcut and Remove Asphalt Pavement	130	SY	\$ 10.00	\$ 1,300.00
Mill and Remove Asphalt Roadway (6' Wide)	1,010	SY	\$ 3.50	\$ 3,535.00
Remove Concrete Driveways	130	SY	\$ 10.00	\$ 1,300.00
Remove Concrete Walks	1,465	SY	\$ 9.00	\$ 13,185.00
Remove Light Pole and Footings	2	EA	\$ 350.00	\$ 700.00
Remove Tree and Stump	2	EA	\$ 450.00	\$ 900.00
Remove Storm Inlets	5	EA	\$ 400.00	\$ 2,000.00
Remove Misc.	1	LS	\$ 2,500.00	\$ 2,500.00
				\$ 36,708.00
<u>EARTH WORK:</u>				
Cut and Fill	163	CY	\$ 15.00	\$ 2,445.00
Scarify and Recompact	2,420	SY	\$ 2.00	\$ 4,840.00
				\$ 7,285.00
<u>UTILITIES:</u>				
Storm Inlet	6	EA	\$ 2,500.00	\$ 15,000.00
Storm Piping	120	LF	\$ 45.00	\$ 5,400.00
Subdrain	875	LF	\$ 7.50	\$ 6,562.50
New Light Poles and Footings	19	EA	\$ 3,500.00	\$ 66,500.00
Electrical Distribution	1,125	LF	\$ 8.00	\$ 9,000.00
				\$ 102,462.50
<u>PAVING:</u>				
Asphalt Overlay	3,700	SY	\$ 4.50	\$ 16,650.00
Concrete Curb and Gutter	1,515	LF	\$ 22.00	\$ 33,330.00
Concrete Driveways	130	SY	\$ 40.00	\$ 5,200.00
Concrete Sidewalk	12,790	SF	\$ 4.00	\$ 51,160.00
Brick Pavers on 8" Roadway Base	835	SF	\$ 22.00	\$ 18,370.00
Brick Pavers on Concrete Base	3,960	SF	\$ 18.00	\$ 71,280.00
Planting Curb	200	LF	\$ 25.00	\$ 5,000.00
				\$ 200,990.00
<u>AMENITIES:</u>				
Benches	2	EA	\$ 1,500.00	\$ 3,000.00
Trash Receptacle	2	EA	\$ 1,000.00	\$ 2,000.00
Sign Posts and Backs	10	EA	\$ 200.00	\$ 2,000.00
Historic Plaques	5	EA	\$ 350.00	\$ 1,750.00
Ornamental Railing on Concrete Curb	80	LF	\$ 125.00	\$ 10,000.00
Ornamental Railing at Raised Planters	200	LF	\$ 45.00	\$ 9,000.00
				\$ 27,750.00
<u>LANDSCAPING:</u>				
Shade Tree	11	EA	\$ 350.00	\$ 3,850.00
Perennials	2,573	SF	\$ 2.50	\$ 6,432.50
Sod	5,600	SF	\$ 0.35	\$ 1,960.00
				\$ 12,242.50
				SUBTOTAL: \$ 387,438.00

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
<u>WILLIT ST. TO TUCKER ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	1,267	LF	\$ 8.00	\$ 10,136.00
Sawcut and Remove Asphalt Pavement	225	SY	\$ 10.00	\$ 2,250.00
Mill and Remove Asphalt Roadway (6' Wide)	900	SY	\$ 3.50	\$ 3,150.00
Remove Concrete Walks	1,595	SY	\$ 9.00	\$ 14,355.00
Remove Light Pole and Footings	6	EA	\$ 350.00	\$ 2,100.00
Remove Tree and Stump	4	EA	\$ 450.00	\$ 1,800.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 2,500.00	\$ 2,500.00
				\$ 37,891.00
<u>EARTH WORK:</u>				
Cut and Fill	260	CY	\$ 15.00	\$ 3,900.00
Scarify and Recompact	1,753	SY	\$ 2.00	\$ 3,506.00
				\$ 7,406.00
<u>UTILITIES:</u>				
Storm Inlet	7	EA	\$ 2,500.00	\$ 17,500.00
Storm Piping	240	LF	\$ 45.00	\$ 10,800.00
Subdrain	860	LF	\$ 7.50	\$ 6,450.00
Traffic Signalization	1	EA	\$ 75,000.00	\$ 75,000.00
New Light Poles and Footings	20	EA	\$ 3,500.00	\$ 70,000.00
Electrical Distribution	1,240	LF	\$ 8.00	\$ 9,920.00
				\$ 189,670.00
<u>PAVING:</u>				
Asphalt Overlay	3,345	SY	\$ 4.50	\$ 15,052.50
Concrete Curb and Gutter	1,347	LF	\$ 22.00	\$ 29,634.00
Concrete Sidewalk	9,930	SF	\$ 4.00	\$ 39,720.00
Brick Pavers on Concrete Base	3,150	SF	\$ 18.00	\$ 56,700.00
Planting Curb	240	LF	\$ 25.00	\$ 6,000.00
				\$ 147,106.50
<u>AMENITIES:</u>				
Benches	2	EA	\$ 1,500.00	\$ 3,000.00
Trash Receptacle	2	EA	\$ 1,000.00	\$ 2,000.00
Sign Posts and Backs	10	EA	\$ 200.00	\$ 2,000.00
Historic Plaques	6	EA	\$ 350.00	\$ 2,100.00
Ornamental Railing on Concrete Curb	32	LF	\$ 125.00	\$ 4,000.00
Ornamental Railing at Raised Planters	240	LF	\$ 45.00	\$ 10,800.00
				\$ 23,900.00
<u>LANDSCAPING:</u>				
Shade Tree	12	EA	\$ 350.00	\$ 4,200.00
Perennials	2,145	SF	\$ 2.50	\$ 5,362.50
Sod	3,100	SF	\$ 0.35	\$ 1,085.00
				\$ 10,647.50
				SUBTOTAL: \$ 416,621.00

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
TUCKER ST. TO CLAY ST.				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	1,265	LF	\$ 8.00	\$ 10,120.00
Sawcut and Remove Asphalt Pavement	135	SY	\$ 10.00	\$ 1,350.00
Mill and Remove Asphalt Roadway (6' Wide)	900	SY	\$ 3.50	\$ 3,150.00
Remove Concrete Driveways	122	SY	\$ 10.00	\$ 1,220.00
Remove Concrete Walks	1,711	SY	\$ 9.00	\$ 15,399.00
Remove Light Pole and Footings	6	EA	\$ 350.00	\$ 2,100.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 2,500.00	\$ 2,500.00
				\$ 37,439.00
<u>EARTH WORK:</u>				
Cut and Fill	155	CY	\$ 15.00	\$ 2,325.00
Scarify and Recompact	2,470	SY	\$ 2.00	\$ 4,940.00
				\$ 7,265.00
<u>UTILITIES:</u>				
Storm Inlet	6	EA	\$ 2,500.00	\$ 15,000.00
Storm Piping	250	LF	\$ 45.00	\$ 11,250.00
Subdrain	835	LF	\$ 7.50	\$ 6,262.50
New Light Poles and Footings	20	EA	\$ 3,500.00	\$ 70,000.00
Electrical Distribution	1,231	LF	\$ 8.00	\$ 9,848.00
				\$ 112,360.50
<u>PAVING:</u>				
Asphalt Overlay	3,365	SY	\$ 4.50	\$ 15,142.50
Concrete Curb and Gutter	1,350	LF	\$ 22.00	\$ 29,700.00
Concrete Driveways	125	SY	\$ 40.00	\$ 5,000.00
Concrete Sidewalk	14,610	SF	\$ 4.00	\$ 58,440.00
Brick Pavers on Concrete Base	3,765	SF	\$ 18.00	\$ 67,770.00
Planting Curb	240	LF	\$ 25.00	\$ 6,000.00
				\$ 182,052.50
<u>AMENITIES:</u>				
Benches	2	EA	\$ 1,500.00	\$ 3,000.00
Trash Receptacle	2	EA	\$ 1,000.00	\$ 2,000.00
Sign Posts and Backs	10	EA	\$ 200.00	\$ 2,000.00
Historic Plaques	6	EA	\$ 350.00	\$ 2,100.00
Ornamental Railing on Concrete Curb	155	LF	\$ 125.00	\$ 19,375.00
Ornamental Railing at Raised Planters	240	LF	\$ 45.00	\$ 10,800.00
				\$ 39,275.00
<u>LANDSCAPING:</u>				
Shade Tree	12	EA	\$ 350.00	\$ 4,200.00
Perennials	2,050	SF	\$ 2.50	\$ 5,125.00
Sod	5,880	SF	\$ 0.35	\$ 2,058.00
				\$ 11,383.00
				\$ 389,775.00

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
CLAY ST. TO BONDESSON ST.				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	1,270	LF	\$ 8.00	\$ 10,160.00
Sawcut and Remove Asphalt Pavement	135	SY	\$ 10.00	\$ 1,350.00
Mill and Remove Asphalt Roadway (6' Wide)		SY	\$ 3.50	\$ -
Remove Concrete Driveways	845	SY	\$ 10.00	\$ 8,450.00
Remove Concrete Walks	1,068	SY	\$ 9.00	\$ 9,612.00
Remove Light Pole and Footings	3	EA	\$ 350.00	\$ 1,050.00
Remove Storm Inlets	4	EA	\$ 400.00	\$ 1,600.00
Remove Misc.	1	LS	\$ 2,500.00	\$ 2,500.00
				\$ 34,722.00
<u>EARTH WORK:</u>				
Cut and Fill	165	CY	\$ 15.00	\$ 2,475.00
Scarify and Recompact	2,075	SY	\$ 2.00	\$ 4,150.00
				\$ 6,625.00
<u>UTILITIES:</u>				
Storm Inlet	8	EA	\$ 2,500.00	\$ 20,000.00
Storm Piping	240	LF	\$ 45.00	\$ 10,800.00
Subdrain	760	LF	\$ 7.50	\$ 5,700.00
New Light Poles and Footings	20	EA	\$ 3,500.00	\$ 70,000.00
Electrical Distribution	1,250	LF	\$ 8.00	\$ 10,000.00
				\$ 116,500.00
<u>PAVING:</u>				
Asphalt Overlay	3,000	SY	\$ 4.50	\$ 13,500.00
Concrete Curb and Gutter	1,315	LF	\$ 22.00	\$ 28,930.00
Concrete Driveways	390	SY	\$ 40.00	\$ 15,600.00
Concrete Sidewalk	8,740	SF	\$ 4.00	\$ 34,960.00
Brick Pavers on Concrete Base	3,820	SF	\$ 18.00	\$ 68,760.00
Planting Curb	200	LF	\$ 25.00	\$ 5,000.00
				\$ 166,750.00
<u>AMENITIES:</u>				
Benches	2	EA	\$ 1,500.00	\$ 3,000.00
Trash Receptacle	2	EA	\$ 1,000.00	\$ 2,000.00
Sign Posts and Backs	10	EA	\$ 200.00	\$ 2,000.00
Historic Plaques	5	EA	\$ 350.00	\$ 1,750.00
Ornamental Railing on Concrete Curb	380	LF	\$ 125.00	\$ 47,500.00
Ornamental Railing at Raised Planters	200	LF	\$ 45.00	\$ 9,000.00
				\$ 65,250.00
<u>LANDSCAPING:</u>				
Shade Tree	9	EA	\$ 350.00	\$ 3,150.00
Perennials	2,260	SF	\$ 2.50	\$ 5,650.00
Sod	4,225	SF	\$ 0.35	\$ 1,478.75
				\$ 10,278.75
SUBTOTAL:				\$ 400,125.75

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
<u>BONDESSON ST. TO MCKINLEY ST.</u>				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	100	LF	\$ 8.00	\$ 800.00
Sawcut and Remove Asphalt Pavement	500	SY	\$ 10.00	\$ 5,000.00
Mill and Remove Asphalt Roadway (6' Wide)	3,200	SY	\$ 3.50	\$ 11,200.00
Remove Concrete Driveways	391	SY	\$ 10.00	\$ 3,910.00
Remove Concrete Walks	2,670	SY	\$ 9.00	\$ 24,030.00
Remove Light Pole and Footings	15	EA	\$ 350.00	\$ 5,250.00
Remove Tree and Stump	12	EA	\$ 450.00	\$ 5,400.00
Remove Green Retaining Wall	1	LS	\$ 40,000.00	\$ 40,000.00
Remove Misc.	1	LS	\$ 500.00	\$ 500.00
				\$ 96,090.00
<u>EARTH WORK:</u>				
Cut and Fill	335	CY	\$ 15.00	\$ 5,025.00
Scarify and Recompact	2,000	SY	\$ 2.00	\$ 4,000.00
				\$ 9,025.00
<u>UTILITIES:</u>				
New Light Poles and Footings	41	EA	\$ 3,500.00	\$ 143,500.00
Electrical Distribution	2,625	LF	\$ 8.00	\$ 21,000.00
				\$ 164,500.00
<u>PAVING:</u>				
Asphalt Overlay	8,800	SY	\$ 4.50	\$ 39,600.00
Concrete Curb and Gutter	715	LF	\$ 22.00	\$ 15,730.00
Concrete Driveways	270	SY	\$ 40.00	\$ 10,800.00
Concrete Sidewalk	12,860	SF	\$ 4.00	\$ 51,440.00
Brick Pavers on Concrete Base	410	SF	\$ 18.00	\$ 7,380.00
				\$ 124,950.00
<u>AMENITIES:</u>				
Benches	1	EA	\$ 1,500.00	\$ 1,500.00
Trash Receptacle	1	EA	\$ 1,000.00	\$ 1,000.00
Stone Retaining Wall	4,200	SF	\$ 30.00	\$ 126,000.00
Sign Posts and Backs	10	EA	\$ 200.00	\$ 2,000.00
				\$ 130,500.00
<u>LANDSCAPING:</u>				
Shade Tree	38	EA	\$ 350.00	\$ 13,300.00
Ornamental Tree	183	EA	\$ 250.00	\$ 45,750.00
Sod	12,500	SF	\$ 0.35	\$ 4,375.00
				\$ 63,425.00
				SUBTOTAL: \$ 588,490.00

<u>ITEM</u>	<u>QUANTITY</u>	<u>UNIT</u>	<u>UNIT COST</u>	<u>TOTAL</u>
STATE ST. BOULEVARD				
<u>DEMOLITION:</u>				
Sawcut and Remove Curb and Gutter	2,560	LF	\$ 8.00	\$ 20,480.00
Sawcut and Remove Asphalt Pavement	4,700	SY	\$ 10.00	\$ 47,000.00
Remove Concrete Driveways	380	SY	\$ 10.00	\$ 3,800.00
Remove Concrete Walks	445	SY	\$ 9.00	\$ 4,005.00
Remove Light Pole and Footings	10	EA	\$ 350.00	\$ 3,500.00
Remove Tree and Stump	3	EA	\$ 450.00	\$ 1,350.00
Remove Storm Inlets	18	EA	\$ 400.00	\$ 7,200.00
Remove Misc.	1	LS	\$ 2,500.00	\$ 2,500.00
				\$ 89,835.00
<u>EARTH WORK:</u>				
Cut and Fill	1,200	CY	\$ 3.00	\$ 3,600.00
Scarify and Recompact	7,500	SY	\$ 2.00	\$ 15,000.00
				\$ 18,600.00
<u>UTILITIES:</u>				
Storm Inlet	18	EA	\$ 2,500.00	\$ 45,000.00
Storm Piping	350	LF	\$ 45.00	\$ 15,750.00
New Light Poles and Footings	38	EA	\$ 3,500.00	\$ 133,000.00
Electrical Distribution	2,600	LF	\$ 8.00	\$ 20,800.00
30th St. to Visitor Center - Bury Overhead	1,500	LF	\$ 350.00	\$ 525,000.00
				\$ 739,550.00
<u>PAVING:</u>				
Asphalt Pavement	5,450	SY	\$ 14.00	\$ 76,300.00
Concrete Curb and Gutter	5,050	LF	\$ 22.00	\$ 111,100.00
Concrete Driveways	220	SY	\$ 40.00	\$ 8,800.00
Concrete Sidewalk	6,425	SF	\$ 4.00	\$ 25,700.00
				\$ 221,900.00
<u>AMENITIES:</u>				
Sign Posts and Backs	12	EA	\$ 200.00	\$ 2,400.00
				\$ 2,400.00
<u>LANDSCAPING:</u>				
Shade Tree	47	EA	\$ 350.00	\$ 16,450.00
Ornamental Tree	62	EA	\$ 250.00	\$ 15,500.00
Sod	20,000	SF	\$ 0.35	\$ 7,000.00
				\$ 38,950.00
				\$ 1,111,235.00

RELATED IMPROVEMENTS

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
<u>NEIGHBORHOOD TRAIL</u>				
<u>EARTH WORK:</u>				
Cut and Fill	1,500	CY	\$ 3.00	\$ 4,500.00
Scarify and Recompact	4,525	SY	\$ 2.00	\$ 9,050.00
				\$ 13,550.00
<u>PAVING:</u>				
Concrete Trail (6' Wide)	6,790	LF	\$ 25.00	\$ 169,750.00
				\$ 169,750.00
<u>LANDSCAPING:</u>				
Seed	1	AC	\$ 1,250.00	\$ 1,250.00
				\$ 1,250.00
			SUBTOTAL:	\$ 184,550.00
<u>GATEWAY IMPROVEMENTS (30TH ST. TO HWY 75)</u>				
<u>EARTH WORK:</u>				
Cut and Fill	20,500	CY	\$ 7.00	\$ 143,500.00
Scarify and Recompact	3,400	SY	\$ 2.00	\$ 6,800.00
				\$ 150,300.00
<u>PAVING:</u>				
Concrete Trail (6' Wide)	5,100	LF	\$ 34.00	\$ 173,400.00
				\$ 173,400.00
<u>LANDSCAPING:</u>				
Seed	1.0	AC	\$ 1,250.00	\$ 1,250.00
Prairie Grass Seed	5.5	AC	\$ 2,000.00	\$ 11,000.00
Wildflower Seed	6.2	AC	\$ 1,800.00	\$ 11,160.00
				\$ 11,160.00
			SUBTOTAL:	\$ 340,985.00

DETAIL HISTORIC PARK COST ESTIMATES

GATEWAY PARK

<u>ITEM</u>	<u>QUANTITY</u>	<u>UNIT</u>	<u>UNIT COST</u>	<u>TOTAL</u>
<u>CELEBRATION FOUNTAIN</u>				
<u>DEMOLITION:</u>				
Remove Misc.	1	LS	\$ 1,000.00	\$ 1,000.00
				<u>\$ 1,000.00</u>
<u>EARTH WORK:</u>				
Cut and Fill	1,200	CY	\$ 15.00	\$ 18,000.00
Scarify and Recompact	300	SY	\$ 2.00	\$ 600.00
				<u>\$ 18,600.00</u>
<u>AMENITIES:</u>				
Sculptures & Stone Wall	1	LS	\$ 500,000.00	\$ 500,000.00
Fountain	1	LS	\$ 200,000.00	\$ 200,000.00
				<u>\$ 700,000.00</u>
<u>LANDSCAPING:</u>				
Shade Tree	11	EA	\$ 350.00	\$ 3,850.00
Evergreen Tree	23	EA	\$ 250.00	\$ 5,750.00
Ornamental Tree	11	EA	\$ 250.00	\$ 2,750.00
Shrub	45	EA	\$ 40.00	\$ 1,800.00
Perennials	1,385	SF	\$ 2.50	\$ 3,462.50
Sod	4,500	SF	\$ 0.35	\$ 1,575.00
				<u>\$ 19,187.50</u>
			SUBTOTAL:	<u>\$ 738,787.50</u>

HISTORIC VILLAGE

DEMOLITION:

Remove Misc.	1	LS	\$	5,000.00	\$	5,000.00
						<hr/>
					\$	5,000.00

EARTH WORK:

Cut and Fill	125	CY	\$	7.00	\$	875.00
Scarify and Recompact	350	SY	\$	2.00	\$	700.00
						<hr/>
					\$	1,575.00

PAVING:

Concrete Sidewalk (6' Wide)	310	LF	\$	24.00	\$	7,440.00
						<hr/>
					\$	7,440.00

AMENITIES:

3 Historic Buildings	1	LS	\$	100,000.00	\$	100,000.00
Historic Fencing	1,225	LF	\$	20.00	\$	24,500.00
						<hr/>
					\$	124,500.00

LANDSCAPING:

Shade Tree	22	EA	\$	350.00	\$	7,700.00
Sod	35,000	SF	\$	0.35	\$	12,250.00
						<hr/>
					\$	19,950.00

SUBTOTAL: \$ 158,465.00

WINTER QUARTERS GARDEN

DEMOLITION:

OPPD Substation Relocatio.	1	LS	\$	8,000,000.00	\$	8,000,000.00
						<hr/>
						\$ 8,000,000.00

EARTH WORK:

Cut and Fill	5,100	CY	\$	15.00	\$	76,500.00
Scarify and Recompact	1,400	SY	\$	2.00	\$	2,800.00
						<hr/>
						\$ 79,300.00

UTILITIES:

New Light Poles and Footings	8	EA	\$	3,500.00	\$	28,000.00
Electrical Distribution	400	LF	\$	8.00	\$	3,200.00
						<hr/>
						\$ 31,200.00

PAVING:

Concrete Parking Lot	8,600	SF	\$	6.00	\$	51,600.00
Concrete Curb and Gutter	600	LF	\$	22.00	\$	13,200.00
Concrete Sidewalk (6' Wide)	2,000	LF	\$	24.00	\$	48,000.00
						<hr/>
						\$ 112,800.00

AMENITIES:

Reconstructed Log Home	1	LS	\$	50,000.00	\$	50,000.00
Interpretive Exhibits	1	LS	\$	25,000.00	\$	25,000.00
Formal Lawn Columns	2	EA	\$	25,000.00	\$	50,000.00
						<hr/>
						\$ 125,000.00

LANDSCAPING:

Shade Tree	43	EA	\$	350.00	\$	15,050.00
Perennials	13,000	SF	\$	2.50	\$	32,500.00
Seed	3.5	AC	\$	1,250.00	\$	4,375.00
						<hr/>
						\$ 51,925.00

SUBTOTAL: \$ 8,400,225.00

ART & HISTORY TRAIL

DEMOLITION:

Remove Misc.	1	LS	\$	15,000.00	\$	15,000.00
						<hr/>
					\$	15,000.00

EARTH WORK:

Cut and Fill	11,000	CY	\$	7.00	\$	77,000.00
Scarify and Recompact	475	SY	\$	2.00	\$	950.00
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					\$	77,950.00

PAVING:

Concrete Sidewalk (6' Wide)	715	LF	\$	24.00	\$	17,160.00
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					\$	17,160.00

AMENITIES:

Bronze Sculptures	6	EA	\$80,000.00	\$	480,000.00	
Interpretive Exhibits	6	EA	\$3,500.00	\$	21,000.00	
					<hr/>	
					\$	501,000.00

LANDSCAPING:

Shade Tree	89	EA	\$	350.00	\$	31,150.00
Seed	6.6	AC	\$	1,250.00	\$	8,250.00
						<hr/>
					\$	39,400.00

SUBTOTAL: \$ 650,510.00

CONFLUENCE OVERLOOK

DEMOLITION:

Remove Misc.	1	LS	\$	1,000.00	\$	1,000.00
						<hr/>
					\$	1,000.00

UTILITIES:

Uplighting of Mormon Bridge	1	LS	\$	350,000.00	\$	350,000.00
						<hr/>
					\$	350,000.00

PAVING:

Concrete Sidewalk (6' Wide)	198	LF	\$	24.00	\$	4,752.00
Overlook Platform	1	LS	\$	135,000.00	\$	135,000.00
						<hr/>
					\$	135,000.00

AMENITIES:

Interpretive Exhibits	1	LS	\$	20,000.00	\$	20,000.00
						<hr/>
					\$	-

LANDSCAPING:

Shade Tree	6	EA	\$	350.00	\$	2,100.00
Seed	1.0	AC	\$	1,250.00	\$	1,250.00
						<hr/>
					\$	3,350.00

SUBTOTAL: \$ 501,726.00

HISTORIC MILL RENOVATION

IMPROVEMENTS:

Adaptation to Virtual Visitor Center Hub	1	LS	\$ 1,500,000.00	\$ 1,500,000.00
				<hr/>
				\$ 1,500,000.00

SUBTOTAL: \$ 1,500,000.00

MARKET COURT

DEMOLITION:

Remove Misc.	1	LS	\$ 20,000.00	\$ 20,000.00
				<hr/>
				\$ 20,000.00

EARTH WORK:

Cut and Fill	1,600	CY	\$ 7.00	\$ 11,200.00
Scarify and Recompact	2,740	SY	\$ 2.00	\$ 5,480.00
				<hr/>
				\$ 16,680.00

UTILITIES:

New Light Poles and Footings	7	EA	\$ 3,500.00	\$ 24,500.00
Electrical Distribution	450	LF	\$ 8.00	\$ 3,600.00
				<hr/>
				\$ 28,100.00

PAVING:

Concrete Parking Lot	17,750	SF	\$ 6.00	\$ 106,500.00
Concrete Curb and Gutter	800	LF	\$ 22.00	\$ 17,600.00
Concrete Sidewalk (6' Wide)	6,900	SF	\$ 4.00	\$ 27,600.00
				<hr/>
				\$ 151,700.00

AMENITIES:

Picnic Pavilion / Wheel & Mill Exhibit	1	LS	\$ 100,000.00	\$ 100,000.00
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				\$ 100,000.00

LANDSCAPING:

Shade Tree	2	EA	\$ 350.00	\$ 700.00
Seed	0.5	AC	\$ 1,250.00	\$ 625.00
				<hr/>
				\$ 1,325.00

SUBTOTAL: \$ 317,805.00

PRAIRIE STREAM / MEADOW RESTORATION

DEMOLITION:

Remove Misc.	1	LS	\$	5,000.00	\$	5,000.00
						<hr/>
					\$	5,000.00

EARTH WORK:

Cut and Fill	7,000	CY	\$	3.00	\$	21,000.00
						<hr/>
					\$	21,000.00

UTILITIES:

Storm Inlet	1	EA	\$	2,500.00	\$	2,500.00
Storm Piping	200	LF	\$	45.00	\$	9,000.00
						<hr/>
					\$	11,500.00

LANDSCAPING:

Prairie Grass Seed	2.1	AC	\$	2,000.00	\$	4,200.00
Wildflower Seed	1.5	AC	\$	1,800.00	\$	2,700.00
Seed	0.5	AC	\$	1,250.00	\$	625.00
						<hr/>
					\$	7,525.00

SUBTOTAL: \$ 45,025.00

DICK COLLINS ROAD IMPROVEMENTS

DEMOLITION:

Sawcut and Remove Curb and Gutter	125	LF	\$	8.00	\$	1,000.00
Remove Concrete Walks	620	SY	\$	9.00	\$	5,580.00
Remove Light Pole and Footings	7	EA	\$	350.00	\$	2,450.00
Remove Misc.	1	LS	\$	1,000.00	\$	1,000.00
					\$	10,030.00

UTILITIES:

New Light Poles and Footings	40	EA	\$	3,500.00	\$	140,000.00
Electrical Distribution	3,000	LF	\$	8.00	\$	24,000.00
					\$	164,000.00

LANDSCAPING:

Shade Tree	42	EA	\$	350.00	\$	14,700.00
Sod	15,000	SF	\$	0.35	\$	5,250.00
					\$	19,950.00

SUBTOTAL: \$ 193,980.00

ITEM	QUANTITY	UNIT	UNIT COST	TOTAL
<u>MOBILIZATION</u>				
Mobilization	1	LS	\$ 20,000.00	\$ 20,000.00
Traffic Control	1	LS	\$ 10,000.00	\$ 10,000.00
				\$ 30,000.00
SUBTOTAL: \$				30,000.00

Appendix

Community Feedback

Demographic and Economic Analysis

Tourism Trends

Visitor Center Comparison



Appendix A:

Community Feedback

This supplemental section, Community Feedback, includes a comprehensive overview of the community outreach and public participation phase of the Historic Florence Downtown Redevelopment and Historic Park master plan.

Study Area Boundaries

The study area boundaries are the Missouri River to the east, Craig Street to the south, 36th Street to the west, and Ferry Street and NP Dodge Park to the north.

Community Outreach

Soliciting public and stakeholder input is an essential component of any community planning effort. The community outreach phase of the Historic Florence Downtown Redevelopment and Historic Park master plan included four (4) public meetings and thirty four (34) stakeholder interviews. The list of stakeholders interviewed included property owners, business owners, interested citizens, local and national developers, elected officials, city of Omaha staff, Nebraska Department of Economic Development representatives, the State Historical Society, Nebraska Department of Roads representatives, Omaha Convention and Visitors Bureau staff, the United States Postal Service representatives, Metropolitan Community College officials, Omaha Public Power District officials, and Metropolitan Utility District representatives. Comments and feedback received from Florence community members and stakeholders have been summarized into the following categories: history, parking, traffic, hotel, gateway, and downtown.

History

The history section attempts to detail and summarize the input gathered during the community outreach phase of the project that pertains to history.

A previous planning and visioning initiative identified seven themes that are strongly associated with the history of Florence. The historical themes include:

- 1.) Pioneer Trails (Mormon Trail, Winter Quarters Settlement, California Gold Rush Trail, Alternate Oregon Trail)
- 2.) Native American
- 3.) Frontier Explorers (including Lewis and Clark and Stephen Long)
- 4.) Transportation (including ferry, riverboat, and railroad)
- 5.) Frontier Military
- 6.) Fur Traders
- 7.) Territorial Settlement

Each of these historical components has had a profound influence on the formation and development of Florence.

A reoccurring message that was heard throughout this project was that Florence's proposed visitor's center should interpret rich and varied histories in a dynamic and interactive way. Secondary historical themes could include: Loess Hills, natural history, and religious history (Notre Dame Convent, neighborhood churches, historic cemeteries).

Many individuals expressed support for a gateway / visitor's center near Interstate 680. While many were supportive of a historical theme for a proposed visitor's center, others were not. Concerns were raised about the cost of building a visitor center and operational costs associated with running and staffing a visitor center.

Parking

The consulting team met with MAPA (Metropolitan Area Planning Agency) to discuss parking concerns on 30th Street. Several interesting items learned during this meeting include:

- Parallel parking is recommended on 30th Street for safety reasons.
- Four lanes of traffic are not required. According to a recent MAPA 30th Street Traffic Study, three lanes are sufficient. This study also concluded that parking along the 30th Street corridor was underutilized and well below capacity overall.

The consulting team also conducted an on-site parking inventory count. This inventory revealed approximately one hundred sixty (160) public parking stalls within one half (1/2) block of 30th Street. Approximately sixty eight thousand one hundred thirty square feet (68,130 sq ft) of ground level retail is located on 30th Street within the study area. The parking patio is 2.31 stalls per one thousand square feet (1,000 sq ft) of ground level retail. This average is in line with national averages for successful downtowns.

Traffic

Traffic, especially truck traffic along 30th Street, is a major concern of many Florence residents. However, opinions were divided on how best to accommodate truck traffic on 30th Street. The majority of Florence residents voiced concern and frustration about the sheer number of trucks that travel on 30th Street. A small minority, however, feels that those trucks contribute positively to the local economy because some of the truck drivers do spend money in Florence stores.

A traffic study for 30th Street conducted for the Metropolitan Area Planning Agency (MAPA) indicates that all signals within the study area along 30th Street are warranted and that approximately one thousand two hundred fifty (1,250) trucks enter the downtown district during the ten (10) hour study period. Approximately forty percent (40%) of the trucks are considered through trips; sixty percent (60%) travel to destinations within Florence.

Another alternative discussed in the MAPA study and directly related to the downtown master plan is the analysis of the number of traffic lanes needed on 30th Street to accommodate existing and future traffic. The Study indicates current average daily trips of approximately 17,000. As a result, a three lane roadway with a center turn lane will adequately accommodate this traffic volume. This is important because a three lane roadway cross section will better accommodate streetscape improvements and on-street parking; both important elements of a vibrant downtown.

Hotel

Although support for a hotel in the Florence area was widespread, there was disagreement on the most suitable location. Some residents believe that a new hotel should be located near downtown Florence while others think it should be located near the 48th Street Interchange. One local developer is interested in creating a two hundred forty (240) room resort hotel complex and one national developer is interested in creating a sixty (60) room hotel somewhere in Florence, preferably on 30th Street.

Downtown

Downtown Florence has changed significantly since the 1930's when 30th Street contained a general store, bank, saloons, and was a destination on the Omaha streetcar line. While it does retain some of its old charm, the streetscape is "tired" and appears uninviting. Most of the community feedback relating to downtown indicated support for a new streetscape.

Gateway

Florence's strategic location and its rich heritage reinforce its value as a northern and historic gateway into Omaha. The intersection of 30th Street and Interstate 680, its proximity to the riverfront and the riverfront trail all enhance Florence's visibility and access. Many Florence community members expressed a strong interest in dressing up the 'front door' of Florence to make it more appealing to commuters, visitors and interstate travelers.

Appendix B:

Demographic and Economic Analysis

It's all about business. The successful redevelopment of Florence is predicated on creating successful business opportunities related to tourism and related to businesses that serve neighborhood residents. As noted in the Tourism section of this report, the potential economic benefits of tourism are great and may provide a basis for business growth in Florence. However, community input throughout the planning process indicates that neighborhood residents have a great desire to shop locally to meet their basic, daily needs. This demographic and economic analysis examines the opportunity in the local market place for neighborhood retail business activity.

Florence Conditions

The Greater Omaha Chamber of Commerce in January 2006 completed a demographic trends report for North 30th Street. The report examines the demographic characteristics of area households within a 1-mile radius, a 3-mile radius, and a 5-mile radius of the intersection of 30th Street and Interstate 680. For the purposes of this analysis, the area within a 5-mile radius of 30th Street and I-680 is considered the study area. While this area extends beyond what is commonly identified as Florence, traffic patterns along I-680 and 30th Street make the intersection of these roadways, located in traditional Florence, a major focal point for this area.

There are over 40,000 households within the study area and an estimated current population of 103,029. The median household income is \$37,957 and the median age for persons in the study area is 34.6 years. Ninety percent (90%) of the population is white, six percent (6%) is black and four percent (4%) is other or two or more races. In addition, approximately forty percent (40%) of the persons in the study area are married.

Business Inventory

A main street business assessment and inventory was conducted to better understand the number and types of businesses that are located on 30th Street in Florence. The boundary area extended from Craig Street on the south to Fillmore Street to the north.

A total of thirty six (36) businesses front 30th Street. The most numerous business type within Florence is retail trade. Downtown Florence contains nine retail trade businesses. Retail businesses are those selling goods to the general public. This represents twenty five percent (25%) of Florence's total businesses.

The second most numerous business type is health care and social assistance. Downtown Florence contains seven (7) health care and social assistance businesses. This represents nineteen point four percent (19.4%) of Florence's total businesses.

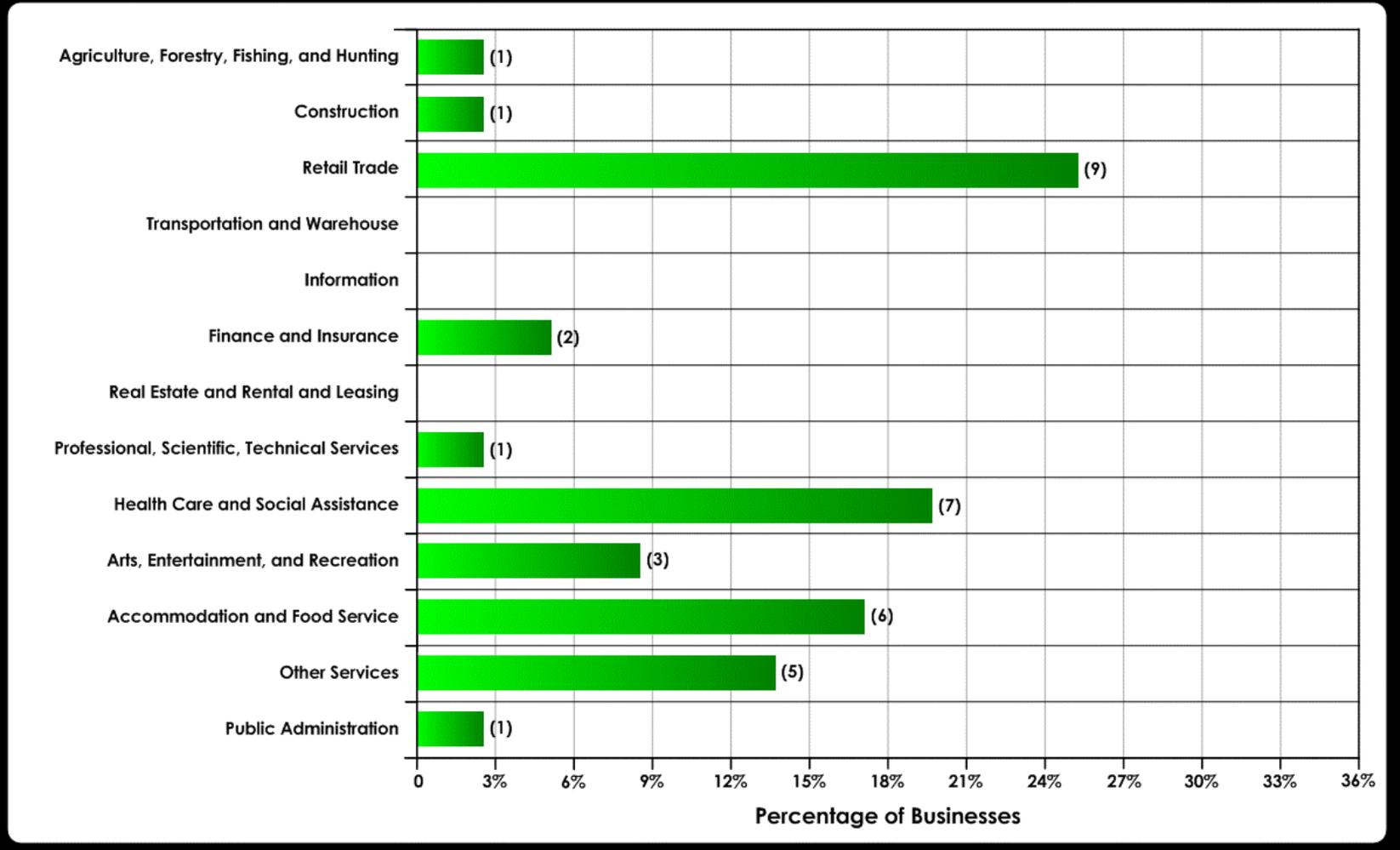
The third most numerous business type is accommodation and food service. Downtown Florence contains six (6) accommodation and food service businesses. Restaurants, coffee shops, and hotels are examples of this type of business. This represents sixteen point six percent (16.6%) of Florence's total businesses.

Florence also contains five (5) other services businesses, three (3) arts, entertainment, and recreation businesses, two (2) finance and insurance businesses, and one (1) agriculture, forestry, fishing, and hunting business, one (1) construction business, one (1) professional, scientific, and technical services business, and one (1) public administration business.

For comparative purposes, a similar assessment was completed for similar neighborhood activity centers. The Benson and Havelock business districts are similar in age and character but are at different levels in regard to redevelopment. The following pages illustrate the business mix of each district.

Florence Business Inventory (30th Street)

Total Businesses = 36



Graph 1: Florence Business Inventory

Benson Business Inventory

The Benson business inventory area runs along Maple Street with Northwest Radial Highway as the eastern boundary and 63rd Street as the western boundary.

A total of sixty eight (68) businesses front Maple Street in downtown Benson. The most numerous business type within Benson is retail trade. Downtown Benson contains twenty four (24) retail trade businesses. This represents thirty five point two percent (35.2%) of downtown Benson's total businesses.

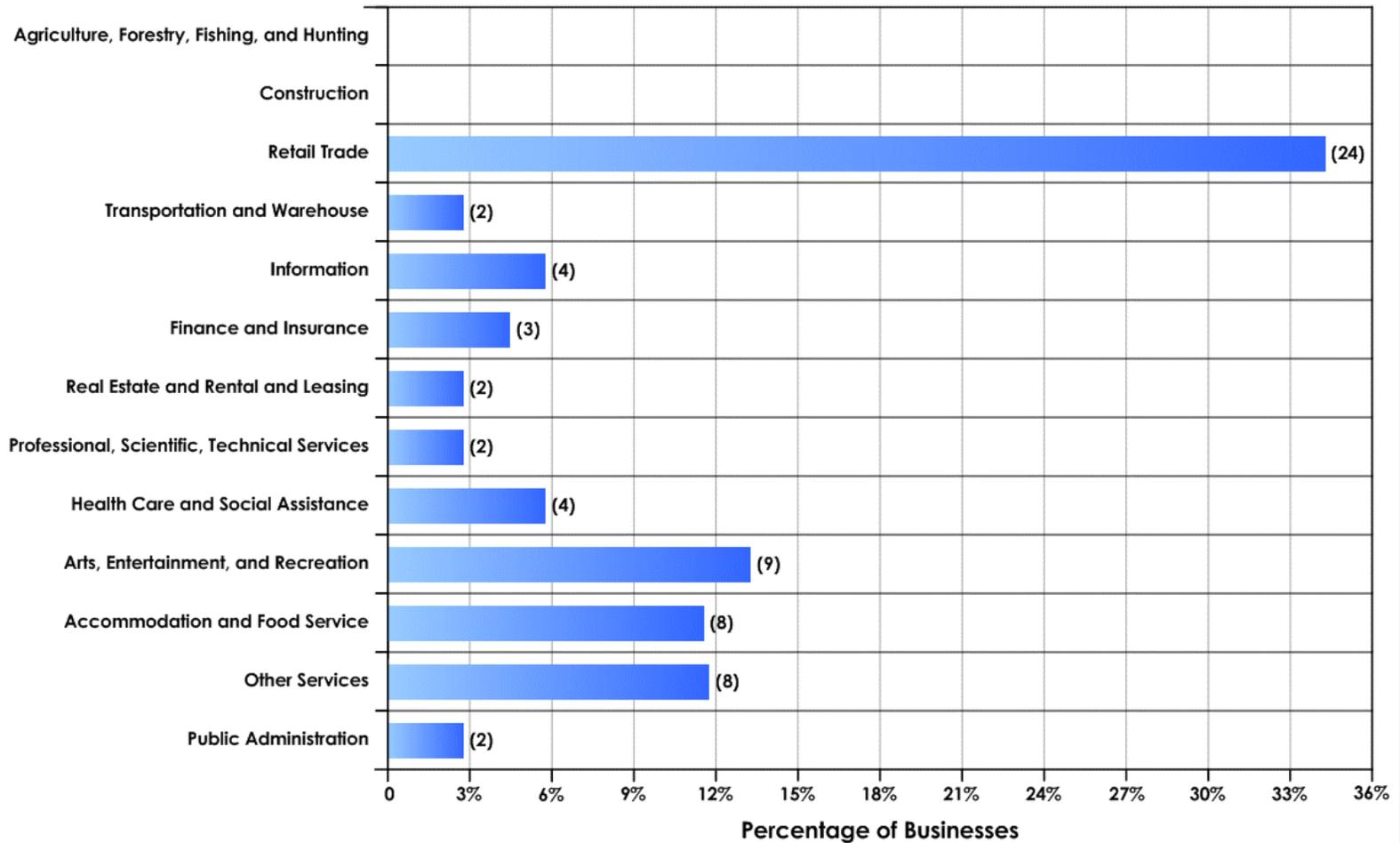
The second most numerous business type within Benson is arts, entertainment, and recreation. Downtown Benson contains nine (9) arts, entertainment, and recreation businesses. This represents thirteen point two percent (13.2%) of Benson's total businesses.

Accommodation and food service and other services are Benson's third most numerous businesses types. They each include eight (8) businesses in downtown Benson.

Downtown Benson also contains four (4) health care and social assistance businesses, four (4) information businesses, three (3) finance and insurance businesses, two (2) transportation and warehouse businesses, two (2) real estate and rental and leasing businesses, two (2) professional, scientific, and technical services businesses, and two (2) public administration businesses. Benson contains zero (0) agriculture, forestry, fishing, and hunting businesses and zero (0) construction businesses.

Benson Business Inventory (Maple Street)

Total Businesses = 68



Graph 2: Benson Business Inventory

Havelock Business Inventory

The Havelock inventory area runs along Havelock Ave with 64th Street as the eastern boundary and 60th Street as the western boundary.

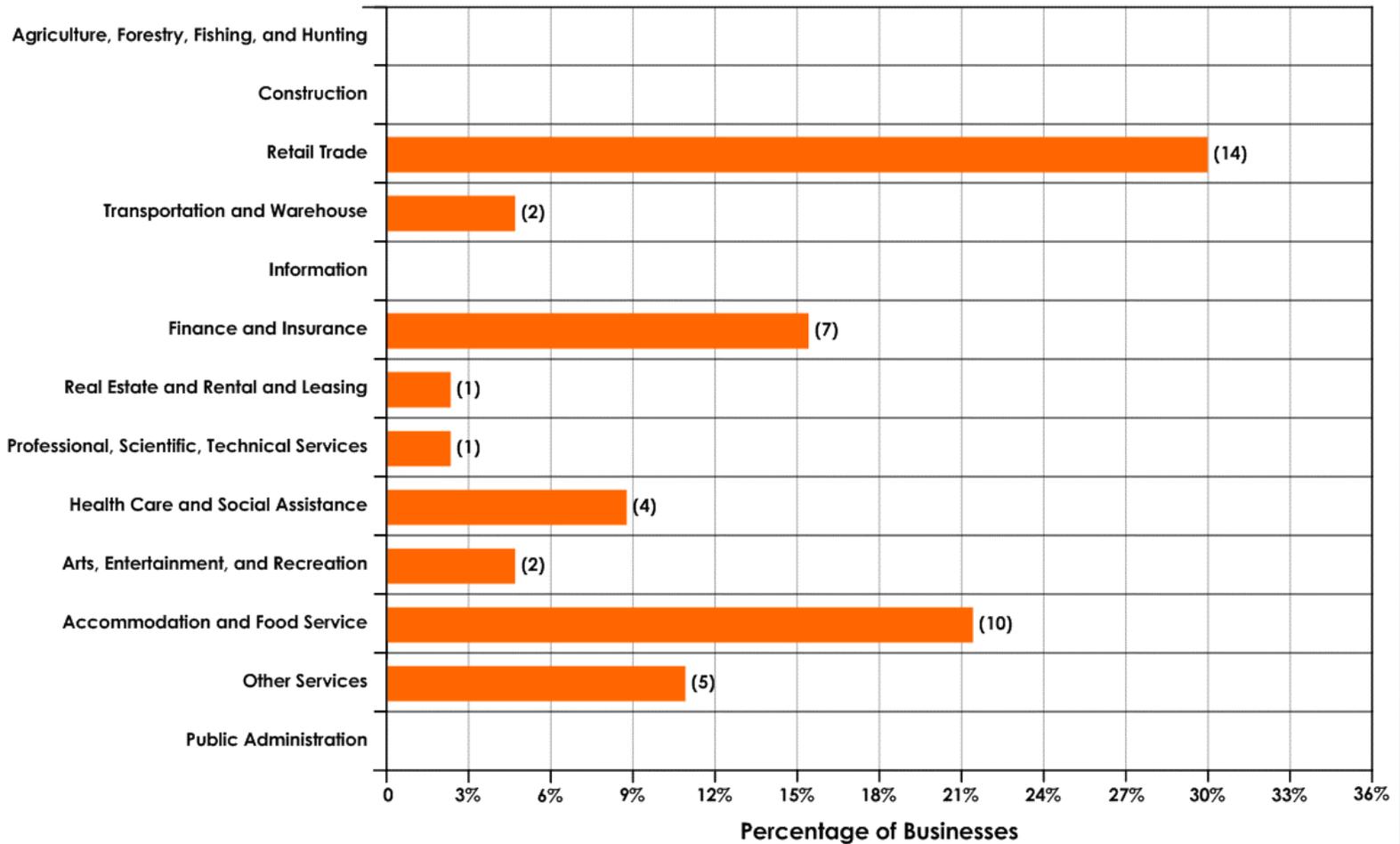
A total of forty six (46) businesses front Havelock Avenue in the Havelock neighborhood in Lincoln, Nebraska. Havelock is a historic and independent community that has been adsorbed by Lincoln, much like Benson has been absorbed by Omaha. The most numerous business type within Havelock is retail trade. Historic Havelock contains fourteen (14) retail trade businesses. This represents thirty point four percent (30.4%) of Havelock's total businesses.

The second most numerous business type within Havelock is accommodations and food service. Historic Havelock contains ten (10) accommodation and food service businesses. This represents twenty one point seven percent (21.7%) of Havelock's total businesses. Finance and insurance is Havelock's third most numerous business type, and accounts for fifteen point two percent (15.2%) of Havelock's total businesses.

Havelock contains seven (7) finance and insurance businesses. Historic Havelock also contains five (5) other services businesses, four (4) health care and social assistance businesses, two (2) transportation and warehouse businesses, two (2) arts, entertainment, and recreation businesses, one (1) real estate and rental / leasing business, and one (1) professional, scientific, and technical services business. Historic Havelock contains zero (0) agriculture, forestry, fishing, and hunting businesses, zero construction businesses, zero (0) information businesses, and zero (0) public administration businesses.

Havelock Business Inventory (Havelock Ave)

Total Businesses = 46



Graph 3: Havelock Business Inventory

Business Inventory Comparison

This graph overlay contains each of the individual business inventory assessments from Havelock, Benson, and Florence. Florence business inventory information is displayed in green, Havelock business inventory information is displayed in orange, and Benson business inventory information is displayed in blue. Business industry categories, which we obtained from the North American Industry Classification System (NAICS), are displayed on the Y-axis, and the percentage of businesses are displayed on the X-axis.

A complete businesses inventory comparison yields some interesting contrasts. Both Benson and Havelock have significantly more 2nd story residential housing units than Florence. Additional downtown residences create more pedestrian activity which contributes to a more active streetscape and more desirable business climate.

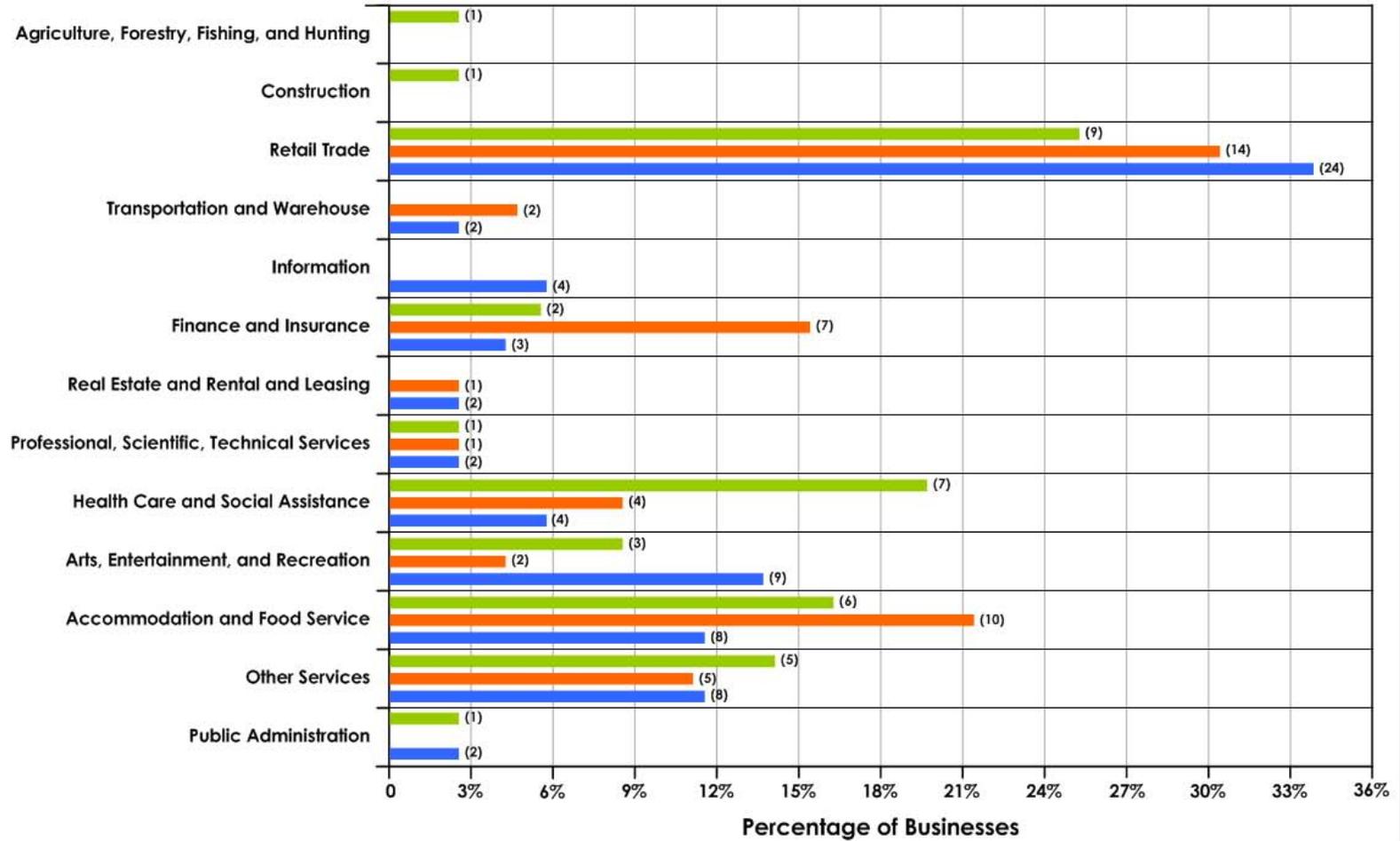
Benson is known as an arts and entertainment district. Thirteen point two percent (13.2%) of Benson's businesses are categorized as Arts, Entertainment, and Recreation. This compares to eight point three percent (8.3%) for Florence and four point three percent (4.3%) for Havelock.

Havelock and Benson both have coffee shops which serve as gathering points and social areas.

Florence contains less retail than both Havelock and Benson. Twenty five percent (25%) of Florence businesses are defined as Retail. This compares to thirty five point three percent (35.3%) for Benson and thirty point four percent (30.4%) for Havelock.

Business Inventory Comparison

36 Florence 46 Havelock 68 Benson



Graph 4: Business Inventory Comparison

Needs and Demands

The basic demographic information for the study area coupled with the existing business inventory serve as the basis for understanding the retail market potential in Florence. The market potential for Florence is a function of how consumers in the area spend income on consumer goods and the availability of goods. This analysis examines the demand for consumer goods in the area and extrapolates that demand into potential retail area needed to supply goods to meet such demand.

How do consumers in Florence spend their incomes? Similar to regional and national trends, consumers in the study area spend a high percentage of their incomes on transportation and shelter:

- Transportation 21%
- Shelter 20%
- Food and Beverage 16%
- Health Care 7%

However, all of these categories are not classified as retail spending. Retail spending patterns within these categories are:

- Groceries 9%
- Automotive 7%
- Restaurants 6%
- Entertainment 6%
- Health Care 4%
- Household Furnishings 4%

The spending patterns within the study area are consistent with national trends. An estimate of the demand for additional retail businesses may be made by multiplying the amount spent per household per retail category by the national average spent per square foot for each category. This analysis yields a need of approximately

500,000 square feet of additional retail space, which takes into consideration a conservative estimate for local market capture rate. 500,000 square feet is typical for a community shopping center and 120,000 square feet is typical for a neighborhood center.

Currently, there is approximately 68,000 square feet of first floor retail space in Florence on 30th Street. Most of this space is underutilized. Based on the retail analysis, the biggest demand exists for a grocery store, automotive services such as fuel and maintenance, restaurants, entertainment such as arts, theater, bookstores, video, and general household merchandise.

The potential impact on real estate valuation within the study area is significant based on the demand. The current valuation of commercial businesses on 30th Street is approximately \$4.7 million. If an additional 400,000 square feet of commercial space is developed along the corridor and in the study area, the potential added valuation is equal to \$40 million.

Appendix C: Tourism Trends

Cultural and heritage tourism has grown from a specialty niche within the tourism industry into a national phenomenon. Cultural and heritage tourism is defined as, “traveling to experience the places and activities that authentically represent the stories and people of the past and present.” Approximately one hundred eighteen million (118) U.S. adults engage in cultural and heritage tourism. Cultural and heritage tourists, comparatively, spend more money per trip than conventional tourists. Cultural and heritage tourists spend an average of six hundred twenty three dollars (\$623) per trip. This compares to four hundred fifty seven dollars (\$457) per trip for conventional tourism.

Cultural and heritage tourism is defined by five (5) guiding principles:

- Collaborate
- Find fit between community and tourism
- Make site and programs come alive
- Focus on quality and authenticity
- Preserve and protect natural resources

The Nebraska Department of Economic Development, Division of Tourism studied the economic benefits of tourism in Nebraska (in 2002) and found that the average non-resident tourist group (2.4 persons) spends \$400 per visit. In addition, each tourist dollar spent in the state produces \$1.70 in additional business income. A 1989 study by the Division of Tourism indicated that gasoline service stations (30%), lodging (27%), and restaurants (23%) captured eighty percent of the tourist dollars spent in the state.

Potential Economic Benefits of Tourism in Florence

Tourism is big business and the potential for economic benefit in Florence based on tourism is great, based on the Nebraska statistics noted above. The Mormon Trail

Center attracts 60,000 to 80,000 local, national, and international visitors annually. The potential economic benefit of heritage tourism could result in \$10 million in tourism-based expenditures plus an additional \$17 million in supporting business income.

Collaborate

It is important to provide cultural and heritage tourists with a unique visitor experience. Ideally, this can be accomplished by establishing a partnership between the historical and cultural world with the business of tourism.

Community and Tourism Integration

A successful cultural and heritage tourist destination will further encourage local investment. Additional investment will create a better environment for both local residents and visitors alike, which further enhances community pride.

Make it Come Alive

Today's tourists are sophisticated and savvy and expectations on the quality of exhibits and features continue to climb. In terms of creating lasting and memorable tourist experiences, tourist destinations are encouraged to engage all five (5) senses. Visitors remember:

- 10% of what they hear
- 20% of what they read
- 50% of what they see
- 90% of what they do

Therefore, tourist destinations should attempt to deliver a multi-sensory experience.

Focus on Authenticity

As previously mentioned, today's tourists are savvy and sophisticated and would much prefer a realistic tourist experience. Truthful interpretations of history are more interesting than fictional accounts. A tourism experience is also greatly enhanced when staff and volunteers are trained and well read within their subject area.

Preserve and Protect

It is one thing to read about a historical structure. Actually being able to walk through and experience a historical structure is a much more meaningful and rewarding experience.

Appendix D: Visitor Center Comparison

Nauvoo Case Study

Florence's rich history includes a significant Mormon component. Winter Quarters, which was established within the western hills near what is now Florence, was the genesis of the establishment of the Florence community. Initial research on peer communities identified Nauvoo, Illinois as a prosperous and thriving Mormon historic tourism community. The project team visited Nauvoo to see firsthand how this community had embraced its Mormon history. The intent of the visit was to see if any tourism lessons could be learned and adapted to Florence.

Nauvoo is a quaint recreated village that features more than forty (40) authentically restored and recreated homes, businesses, and gathering places.

Strengths:

- The visitor center was well designed and staffed.
- Variety of opportunities for visitors to be engaged.
 - Movies, wagon rides, walking tours, plays, etc.
- Each individual site (home / building) possesses its own story while maintaining its significance within the entire community.
- Signage, materials, and theme are consistent throughout.
 - The provision of maps and friendly staff make mobility in and around the large site feasible.
- Staff is welcoming to non-Mormon visitors.
- Abundance of reading materials
 - Brochures, pamphlets, books, etc.
- Thorough description of the history of the community and the Mormon Church.

Weaknesses:

- The site lacks continuity between houses / buildings due to its large size.
- The site is not necessarily pedestrian friendly. Buildings are spaced out and most people drive from one facility to the next.
- Staff was very scripted in the approach and delivery of information.
- Lack of connections between the Nauvoo historic village and the rest of the Nauvoo community (i.e. downtown).
- Each facility tour concludes with a brief church recruitment message.

Opportunities (as it relates to Florence / Winter Quarters):

- Learn from the design and setup of the visitor center.
- Replicate the variety and abundance of activities available to visitors.
- Note the consistency between themes and signage throughout the entire visitor experience.
- Ability to match the enthusiasm of the staff for the product being delivered.
- Better integration between Mormon Trails Center and downtown Florence.

Threats (as it relates to Florence / Winter Quarters):

- A one-dimensional display of Florence history as told from the Mormon perspective.
- Failing to create a significant and memorable experience due to a lack of information, activities, or continuity.

While the entire Nauvoo community has benefited from the historic village, most of the visitors are seasonal. A recent article in USA Today confirmed this assumption. "Officials say tourism sparked by the temple has added some lodging, restaurants and an arcade in Nauvoo, but not the business growth many expected. Miller, president of Nauvoo's chamber for the last three years, says businesses are reluctant to build because church-related tourism peaks over summer, then slows to a trickle." (USA Today, March 2, 2006).

Visitor Center Comparison

Eastern Nebraska and Western Iowa has seen three (3) recent visitor centers open within the past couple of years to coincide with the bicentennial of Lewis and Clark's Voyage of Discovery . These include the Lewis and Clark Information Center in Sioux City, Iowa, the Western Trails Centers in Council Bluffs, Iowa, and the Lewis and Clark Interpretive Trail and Visitor Center in Nebraska City, Nebraska. An assessment was completed for each facility that evaluated the construction costs, the average yearly visitors, and the building size.

The Lewis and Clark Information Center - *Sioux City, Iowa*

This facility was built in 2002 and is eight thousand seven hundred square feet (8,700 sq ft). Approximately fifty seven thousand (57,000) persons visit the facility every year. The building and exhibits cost four million dollars (\$4,000,000) which equates to four hundred fifty seven dollars (\$457) per square foot. An interview conducted with one of the visitor centers directors indicated that volunteers needed to staff the facility were not reliable. The visitor center representative also suggested that any proposed visitor center in Florence should be up to date and that the 'story' (or exhibit) be flexible. Operating expenses can be prohibitively high. They range between forty three dollars (\$43) to one hundred twenty nine dollars (\$129) per square foot. Additionally, exhibits have to be continually updated and renewed. The life-cycle of an exhibit is anywhere between three (3) to five (5) years. The Lewis and Clark Information Center in Sioux City Iowa recommends that Florence remain flexible in their story, remain dynamic in their exhibits, and be cost effective in their approach.

Western Historic Trails Center - Council Bluffs, Iowa

This facility was built in 1997 and is twelve thousand square feet (12,000 sq ft). Approximately forty five thousand (45,000) persons visit this facility every year. The building and exhibits cost twelve point six million dollars (\$12,600,000) which equates to one thousand fifty dollars (\$1,050) per square foot.

The Lewis and Clark Interpretive Trail and Visitor Center - Nebraska City, Nebraska

This facility was built in 2006 and is twelve thousand square feet (12,000 sq ft). Approximately thirty thousand (30,000) persons visit this facility every year. The building and exhibits cost four point three million dollars (\$4,300,000) which equates to three hundred fifty eight dollars (\$358) per square foot.

Representatives from the Western Historic Trails Center and the Lewis and Clark Interpretive Trail and Visitor Center commented similarly about the lack of reliability of volunteer staff and the need to remain dynamic with exhibits and the stories they tell.