

An aerial photograph of the North Omaha city skyline, showing a dense cluster of buildings and skyscrapers. The image is overlaid with a semi-transparent grey filter. The text 'FINAL REPORT' is prominently displayed in the upper right quadrant.

**FINAL  
REPORT**

APRIL 11, 2011

**NORTH OMAHA**

**VILLAGE REVITALIZATION PLAN**

## Executive Committee

Alliance Building Community, Inc.; Omaha, Nebraska  
Michael Maroney, Omaha Economic Development Corporation  
Stan Timm, Omaha Housing Authority  
Ted Simpson, Nebraska Investment Finance Authority  
Tim Kenny, Nebraska Investment Finance Authority  
Vicki Quaites-Femis, Empowerment Network  
Willie Barney, Empowerment Network

## Elected Officials

Ben Gray, City Council  
Brenda Council, Nebraska State Senator  
Chris Rodgers, County Commissioner  
Fred Conley, Metropolitan Community College/Omaha Housing Authority  
Freddie J. Gray, Omaha Public School Board, Learning Community  
John Ewing, Douglas County Treasurer  
Tanya Cook, Nebraska State Senator

## Strategic Advisors

Ben Gray, City Council  
Ed Cochran, Greater Omaha Chamber  
Gary Wasdin, City of Omaha Library Director  
John Mackiel, Omaha Public Schools Superintendent  
Kristin Williams, The Sherwood Foundation  
Melinda Pearson, City of Omaha Park, Recreation & Public Property Director  
Rick Cunningham, City of Omaha Planning Director  
Connie Spellman, Omaha by Design  
Robert Stubbe, City of Omaha Public Works Director

## North Omaha Village Strategy Team

Ben Gray, City Council  
Brenda Council, Nebraska State Senator  
Brian Meade, Kutak Rock  
Bridget Hadley, City of Omaha Planning Department  
Chris Rodgers, County Commissioner  
Freddie J. Gray, Omaha Public School Board, Learning Community  
John Ewing, Douglas County Treasurer  
Mayor Jim Suttle's Office  
Patricia Peterson, Kutak Rock  
Sis. Marilyn Ross, Holy Name Housing  
Teresa Hunter, Family Housing Advisory Services Executive Director  
Ken Dobson (Green Consultant)

## East Village Advisory Committee

Alex Bane, Long School Neighborhood Association  
Annette Artherton, Omaha Economic Development Corporation  
Bridget Hadley, City of Omaha Planning Department  
Curt Simon, Metro  
Dan Burkey, Creighton University  
David G. Brown, Greater Omaha Chamber

Deborah Bunting, Nebraska Arts Council  
Deborah Keating, First National Bank  
Dennis O'Neal, First National Bank  
Fred Conley, Metropolitan Community College/Omaha Housing Authority  
John J. Griffith, Catholic Charities  
Ken Johnson, City of Omaha Planning Department  
Michael Maroney - Chair  
Mike Saklar, Sienna Francis House  
Stan Rone, The Worship Center, N. 24th Street Church of God

## East Village Planning Consultants

John Trelawney Hoal, H3 Studio; Project Director  
Bryan Taylor Robinson, H3 Studio; Project Manager  
Timothy Breihan, H3 Studio; Urban Designer  
Eduardo Ponce, H3 Studio; Designer  
Laura L. Lyon, H3 Studio; Research  
Wayne Mortensen, H3 Studio; Project Manager (Former)  
Jessica Swann, H3 Studio; Designer  
Bob Lewis, Development Strategies  
Matt Welti, Development Strategies  
Perry Poyner, Alley Poyner Macchietto Architecture  
Laura Alley, Alley Poyner Macchietto Architecture  
John Ogomo, Alley Poyner Macchietto Architecture  
Katie Sanwick, Alley Poyner Macchietto Architecture  
Trina Westman, Alley Poyner Macchietto Architecture  
Al Holtovy, Leo A. Daly Company  
Elizabeth Hunter, Leo A. Daly Company  
Chris Rupert, Leo A. Daly Company

## West Village Advisory Committee

Charles Parks, Montclair Neighborhood Association  
David Krecek, Board - Prospect Hill Cemetery Association  
James Thele, City of Omaha Planning Department  
Kris Carter, Highlander Neighborhood Association  
Patrice Slaven - City of Omaha Parks & Recreation & Public Property  
Richard Brown, CEO, Charles Drew Health Center  
Stan Timm - Chair  
Selwyn Bachus, Pastor Salem Baptist Church  
Sharif Liwaru, Malcolm X Memorial Foundation  
Tom Warren - President, Urban League of Nebraska  
Tony Welchen, Board - Omaha Housing Authority

## West Village Planning Consultants

Charles Huddleston, Schemmer Associates; Principal-in-Charge  
Christopher Solberg, Schemmer Associates; Community Planning  
John Williams, Schemmer Associates; Landscape Architect  
Larry Jacobsen, Schemmer Associates; Architect/Planner  
Linda Beacham, Schemmer Associates; Public Participation  
Matthew Sutton, Schemmer Associates; Infrastructure  
Patricia Birch, Schemmer Associates; Housing Design  
Tanya Cook, City Girl Communications; Public Involvement Consultant

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# 01

**introduction**

Located immediately north of Downtown Omaha's Central Business District and the campus of Creighton University, North Omaha is a neighborhood that has historically played a defining role in the evolution of the City. The history of the North Omaha predates that of the City itself, stretching back to 1812 with the establishment of Fort Lisa, and westward migration—from the Mormon Trail to the Oregon Trail and the Homestead Act—all of which brought a flood of diverse settlers through North Omaha, the City of Omaha's historic point of foundation.

From its earliest beginnings in the 19th century to its prominent role, during the Civil Rights Era as the birthplace of Malcolm X, North Omaha has long been viewed as the heart of Omaha's African American commercial, social, cultural and political life. Jazz great Preston Love hailed from North Omaha and played at the old Dreamland Ballroom on the corner 24th and Grant Streets alongside Duke Ellington, Count Basie, Louis Armstrong, and Nat King Cole. Hall of Fame pitcher Bob Gibson began his career here, and the Omaha Star is the only African-American newspaper in the City and State.

As a significant incubator for family businesses and entrepreneurial enterprises that have remained in business for generations, this vibrant neighborhood has been intentional in affirming and celebrating the spirit, rhythm, and diversity of its historic multi-cultural and African-American roots.

Like many other urban centers though, North Omaha suffered decades of decline and disinvestment from the 1970's until the 1990's, but over the past ten years—with the strengthening of several grassroots organizations, non-profit developers, and concerted planning

efforts that include the North Omaha Development Project, as well as the Empowerment Network Village Strategy Study, the community has begun to revitalize itself from within.

And while City leaders have spent the last years focused on the revitalization of Downtown Omaha and the riverfront, it appears that there is a consensus that the revitalization of North Omaha is critical to the continuation of this broader Omaha revitalization effort, and that now is the moment in which all of these efforts need to leverage each other for the overall future of Omaha.

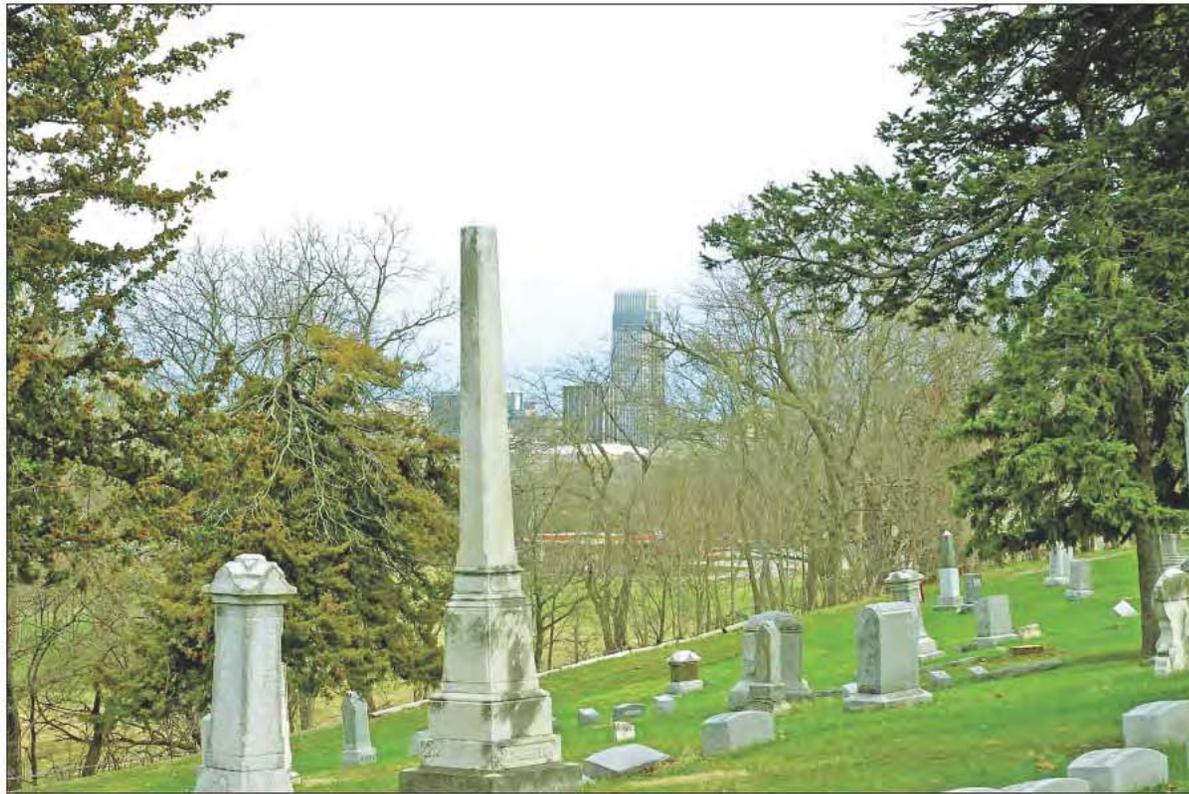


This Village Revitalization Plan for North Omaha builds upon a foundation of previous community planning efforts where each proposal continues and captures a part of the community's aspirations for their collective future in order to form a comprehensive proposal for the continued development of North Omaha.

**PURPOSE OF STUDY**

The objective of this study is to build upon the momentum initiated by the City Master Plan, partnering with the Village Zone Strategy and the City of Omaha Master Plan, and by the 2007 North Omaha Development Project and to create a plan that outlines a viable strategy for community revitalization. The plan as detailed herein reflects the aspirations of the Alliance Building Communities, the Nebraska Investment Finance Authority, the City of Omaha, NODP, OHA, the Empowerment Network, and the Communities' residents and stakeholders for the Revitalization of North Omaha.



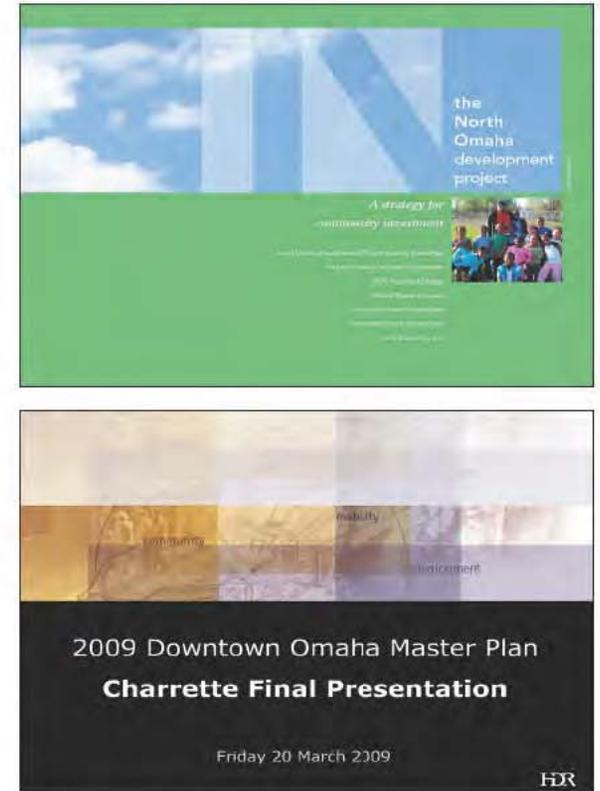


## PREVIOUS STUDIES

The 2007 North Omaha Development Plan was the foundational document for this study. It encompassed a large geographic area and provided a great amount of baseline information (social, economic, land uses, infrastructure, etc.) as well as identified many targeted opportunity areas throughout the community. From that study, North Omaha community leaders asked the Project Teams to focus on five areas throughout North Omaha for further development and community input. The objective of this further study is to build upon the

momentum established by the North Omaha Development Project and to create a plan that outlines a more detailed and viable strategy for community revitalization for the entire area.

In addition, this Village Revitalization Plan for North Omaha builds upon a foundation of many previous community planning efforts listed below. Each document captures a part of the community's aspirations for their collective future and form a comprehensive understanding of North Omaha. These community planning efforts include:

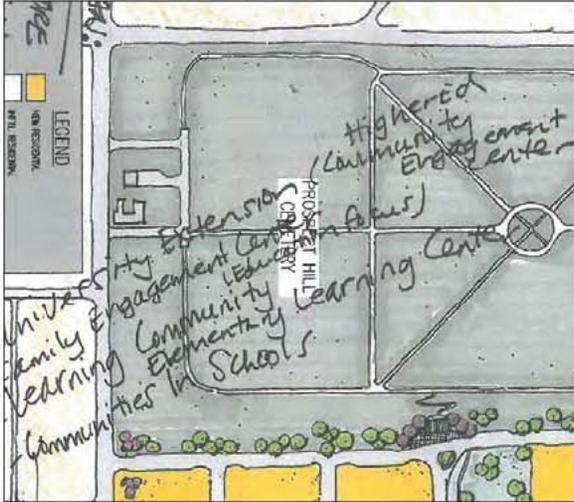


- North Omaha Redevelopment Project
- African-American Empowerment Network
- North Omaha Neighborhood Alliance
- Downtown Omaha Master Plan
- North Downtown Conceptual Redevelopment Study
- Greater Omaha Downtown Redevelopment Report
- Environment Omaha Community Health Vision
- Omaha-Lincoln Retrofit Ramp-Up Program
- Omaha By Design
- Overall Economic Development Plan (2005)

PROJECT TEAMS

The H3 Studio Village East Project Team (comprised of H3 Studio, Inc., Leo A. Daly, Alley Poyner Macchietto Architecture, and Development Strategies, Inc.) was tasked with the creation of urban design plans for three nodes (16/Cuming, 24/Lake, and 30/Ames-Metro South) identified in the North Omaha Development Project. As part of the public engagement process, the community chose to concentrate on the immense possibilities available at 24/Lake with the development of a new cultural/arts district as the symbolic heart of North Omaha. Additionally, the H3 Studio Project Team was tasked with the creation of urban design plans for three nodes (16/Cuming, 24/Lake, and 30/Ames-Metro South) identified in the North Omaha Development Project.

The Schemmer Village West Project Team (comprised of The Schemmer Associates Inc. and City Girl Communications) was asked to focus their efforts on two areas including the Adams Park/Malcolm X Memorial Birthplace & International Center, and the Lake & 30th Street vicinity encompassing the area of the former Pleasant View Homes owned by the Omaha Housing Authority (OHA) and the surrounding residential areas.





# 02 process

**T**he Village Revitalization Plan was facilitated by the consultants and involved participation and decision making by the Executive Committee, Advisory Committee, key stakeholders in the area, focus groups, youth participants, and the public-at-large. The strategy was to align the communities' aspirations with the reality of the development potential, and employ public involvement processes to define and further refine the concepts developed. The results of this initiative are realistic, implementable concepts that will revitalize the Village in a sustainable manner over the long-term. The consultants developed the overall plan by dividing the village into the West Village and East Village, each with their own sets of committees, and schedules, while at key points in the planning process having joint community meetings and project team meetings to ensure a unified development vision was created. Each of the teams worked primarily with three distinct groups throughout the planning process: the Executive Committee, the Advisory Committee and



public-at-large. The Executive Committee was responsible for effectively positioning the study, approving completed work, and outlining potential implementation strategies. The Advisory Committees met with the consultants on many occasions and was comprised of individuals selected for their representative capacity within the community or their specific area of expertise, including representatives from city government, not-for-profit and social service organizations, local schools and churches, and community organizations. The public-at-large was invited to work sessions where the consultants could work closely with the commu-

nity to create a Village Revitalization Plan that would achieve specific goals, strategies and action plans for the area by obtaining crucial public input into each of the nodes within the Village area. In addition, the planning team and the Executive Committee gleaned advisement from a group of Strategic Advisors including City Council (Ben Gray), the Greater Omaha Chamber (Ed Cochran), City of Omaha Library Director (Gary Wasdin), Omaha Public Schools Superintendent (John Mackiel), The Sherwood Foundation (Kristin Williams), City of Omaha Park, Recreation & Public Property Director (Melinda Pearson), City of Omaha Planning Di-

rector (Rick Cunningham), Omaha by Design (Connie Spellman) and City of Omaha Public Works Director (Robert Stubbe).

## EAST VILLAGE

### PROCESS & SCHEDULE

This ten-month study was divided into four phases of community-based work with a project initiation period. The scope was authored with the goal of arriving at results that were fully vetted—and in many cases introduced—by community members electing to participate in the process. The first phase focused primarily on an extensive, parcel-by-parcel survey of the entire study area completed by participants of the H3 Studio Project Team and looked at building condition, occupancy, typology, and materiality as well as existing streetscape character, public space, and community assets. The first phase also included individual interviews with local stakeholders and work sessions with citizen groups by the planning consultants to identify the primary opportunities and challenges within the community. Phase Two authored preliminary redevelopment principles and featured the first public work session, at which attendees were asked to respond to issues and ideas that had emerged from the community investigations. Phase Three concentrated on the translation of that community feedback into design solutions within both the Village Revitalization Framework Plan and the urban design plans for 24/Lake and 16/Cuming development nodes. Special effort was invested in order to anchor each of the design solutions within a broader economic redevelopment strategy for

the community in order to sustain gains while planning for future community needs, as well as a phased implementation strategy identify short-term goals and priority projects as part of a long-range vision. At the conclusion of the Phase Three the public participants, in coordination with the Client Group, made a decision to halt further development of the urban design plans for the 30/Ames-Metro South and 16/Cuming development nodes in favor of working towards greater detail for the development of the 24/Lake node. Phase Four concentrated on the refinement of the planning documents to date, the creation of a detailed schematic urban design plan for the 24/Lake development node, including streetscapes, a 3.4 acre festival square at the northwest corner of 24th Street and Lake Avenue, the John Beasley Performing Arts Theater, an African-American cultural center, a cinema, a new neighborhood library, entrepreneurial business center, and mixed-use residential/commercial development. In addition, Phase Four refined and confirmed the proposed implementation tools and procedures.

**PARTICIPANT GROUPS**

The H3 Studio Project Team worked primarily with three distinct groups throughout the planning process: the Executive Committee, the Advisory Committee and public-at-large. The Executive Committee was comprised of representatives from the Nebraska Investment Finance Authority (Ted Simpson and Tim Kenny), the Omaha Housing Authority (Stan Timm), Omaha Economic Development Corporation (Michael Maroney), and the African-American Empowerment Network



(Vicki Quaites-Ferris and Willie Barney) and was responsible for effectively positioning the study, approving completed work, and outlining potential implementation strategies. The Advisory Committee met with the consultants on eleven occasions and was comprised of individuals selected for their representative capacity within the community or their specific area of expertise. It included representatives from city government, not-for-profit and social service organizations, local schools and churches, and community organizations. The public-at-large was invited to three work sessions and an open house at Omaha North Magnet High

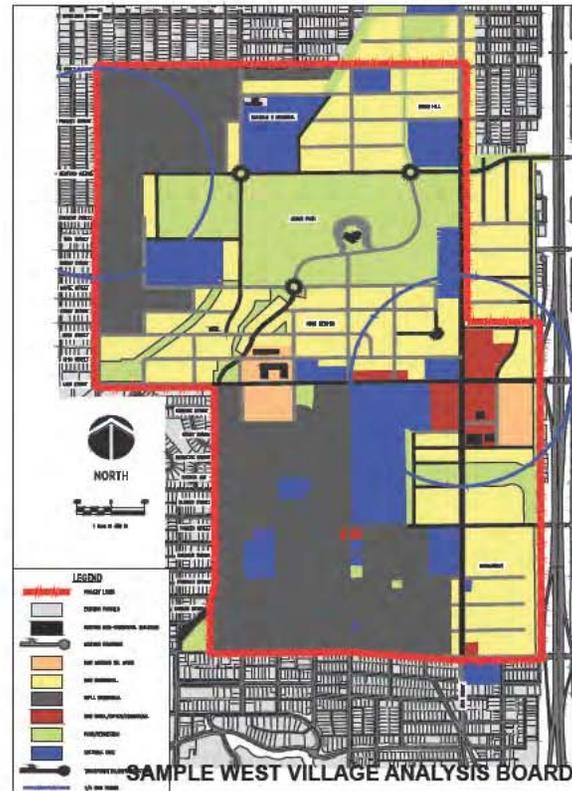
**EAST VILLAGE  
PUBLIC ENGAGEMENT SCHEDULE**

- Advisory Committee Meeting 01  
January 19, 2010
- Advisory Committee Meeting 02  
February 9, 2010
- Public Meeting 01**  
March 2, 2010
- Advisory Committee Meeting 03  
March 3, 2010
- Advisory Committee Meeting 04  
March 23, 2010
- Advisory Committee Meeting 05  
April 14, 2010
- Public Meeting 02**  
April 15, 2010
- Advisory Committee Meeting 06  
May 5, 2010
- Youth Work Sessions  
May 25, 2010
- Public Meeting 03**  
May 27, 2010
- Advisory Committee Meeting 07  
June 17, 2010
- Advisory Committee Meeting 08  
July 7, 2010
- Advisory Committee Meeting 09  
August 19, 2010
- Advisory Committee Meeting 10  
September 7, 2010
- Public Meeting 04**  
September 28, 2010
- Advisory Committee Meeting 11  
September 29, 2010



EAST VILLAGE  
ADVISORY COMMITTEE MEETING

School where the community was given a preview of the final proposal for the Village Revitalization Plan, the 24/Lake urban design plan, and the 16/Cuming urban design plan. In addition, the H3 Studio Project Team conducted youth work sessions at Conestoga Elementary and King Science Center Middle School and North High School to collect feedback from neighborhood students. Public work sessions were open to all and the Client Group advertised all meetings on a community-wide basis through various social media outlets including a website, flyers emails, the Facebook, and face-to-face/word of mouth discussions.

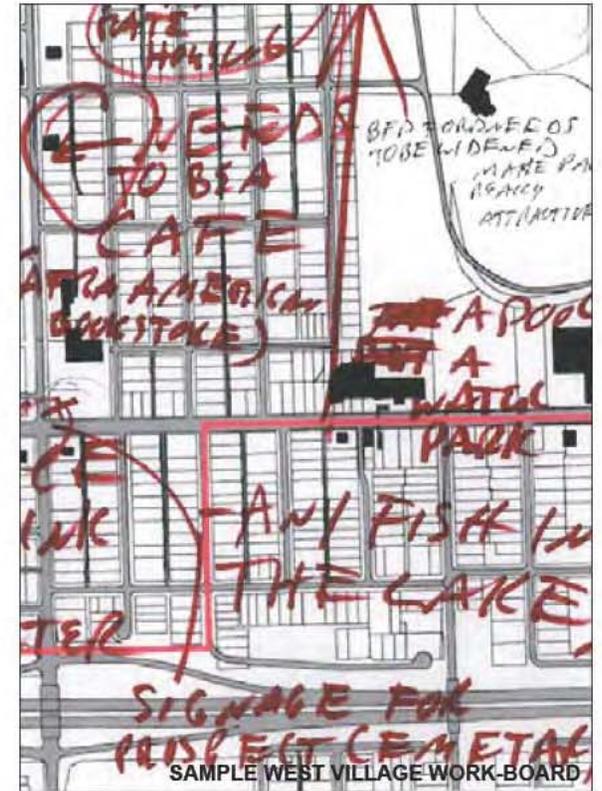


SAMPLE WEST VILLAGE ANALYSIS BOARD

## WEST VILLAGE

### PROCESS & SCHEDULE

The Village West Revitalization Plan was a 10-month initiative facilitated by the Schemmer Project Team and involved participation by the Executive Committee, Advisory Committee, key stakeholders in the area and the public-at-large. The strategy was to align the community in partnership with the Empowerment Network and employ public involvement processes to define and further refine the concepts developed for the Village West study area. The results of this initiative



SAMPLE WEST VILLAGE WORK-BOARD

are realistic, implementable concepts that will revitalize Village West and surrounding areas by economic, socio-cultural and environmental planning principles. The purpose of this initiative was to work closely with the community and key stakeholders to create a development plan that will achieve specific goals, strategies and action plans for revitalization of the designated areas within Village West.

### PARTICIPANT GROUPS

The Schemmer Project Team's planning process involved a series of meetings with the Advisory Committee, individual area stakeholders, and the Commu-



nity commencing in November 2009, and concluding in September 2010. Phase One involved research of previous studies, interviews with individual stakeholders, and analyses of physical, economic, sociological, and political attributes of the Village West zone. A presentation of these findings was made to the Advisory Committee. Phase Two involved further stakeholder meetings and sought to identify specific needs in the area and to translate those needs to overall goals and strategies desired by the North Omaha Community. These goals and strategies were presented to the Advisory Committee and then were opened to discussion

at the first Community meeting. Phase Three considered alternative ways to achieve those goals. Based on presentations to the Advisory Committee and the Community, the responses were recorded and a draft of a final plan was developed. This draft plan was again taken back to the Advisory Committee and the Community for final review and comment. In all, there were seven Advisory Committee meetings, four Community meetings and many one-on-one stakeholder meetings. Examples of community work boards for the numerous meetings that occurred for both the East and West Villages are shown on the next page.

**WEST VILLAGE  
PUBLIC ENGAGEMENT SCHEDULE**

Advisory Committee Meeting 01

November 19, 2009

Advisory Committee Meeting 02

December 4, 2009

Advisory Committee Meeting 03

January 15, 2010

Advisory Committee Meeting 04

February 12, 2010

Community Meeting 01

March 2, 2010

Advisory Committee Meeting 05

March 12, 2010

Advisory Committee Meeting 06

April 9, 2010

Community Meeting 02

April 15, 2010

Advisory Committee Meeting 07

May 14, 2010

Community Meeting 03

May 27, 2010

Community Meeting 04

September 28, 2010





# 03

history



**W**estward expansion was rife with opportunities for the fledgling nation of the United States, but many of these opportunities were greatest and most poignant for African-Americans. Following the 1803 Louisiana Purchase—the purchase of the Mississippi watershed by Thomas Jefferson from France, Merriwether Lewis and William Clark set out to map the extents of the Missouri River. Along with Lewis and Clark, William Clark’s slave, York, traveled with the Corps of Discovery to discover the new lands. He was the only African-American member of the Expedition, and in the wilderness served as an equal member, with freedoms and responsibilities that were unheard of back East. Following the completion of the expedition, York pressed Clark for—and was eventually granted—his freedom. Both slaves and free blacks historically traveled through Omaha and represent the foundation of what become the legacy of African-American culture in North Omaha.

TRANSCONTINENTAL RAILROAD - 1860'S



THE MORMON TRAIL - 1840'S TO 1860'S



SALLY BYRNE - 1855



MAP OF LOUISIANA PURCHASE - 1803

Gradually, along with whites, blacks stopped and settled in Nebraska. African-American women of the West were also a part of this inclusive history. Research has shown that they worked all sorts of jobs as women of the West, employed as domestic servants, farm workers, seamstresses, innkeepers, cooks, laundresses, school teachers, general store operators, church and Sunday school teachers, and nurses. Many African-American women also went Westward as "mail order brides" and started families as homemakers to men who had previously moved west across the Great Plains as gold prospectors, cattlemen, and railroad

workers. In 1855, Sally Bayne arrived in Omaha and is counted as the first free African American to settle in the Nebraska Territory.

From the height of the gold-rush until after the Civil War, another trail played a fundamental role in the settlement of Omaha and the Nebraska territory. Led by Brigham Young, roughly 70,000 Mormons traveled along the Mormon Trail from 1846 to 1869 in order to escape religious persecution. The Pioneer's route from Nauvoo, Illinois, to Salt Lake City, Utah, covered about 1,300 miles and would include the construction

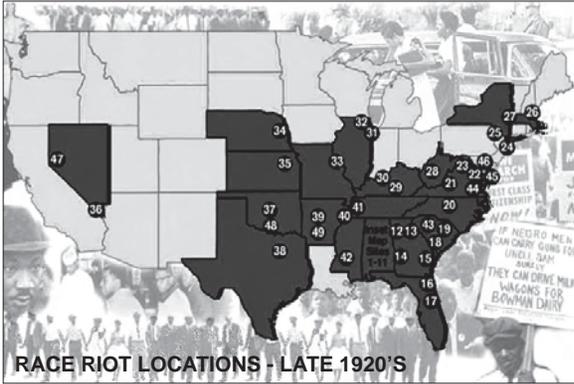
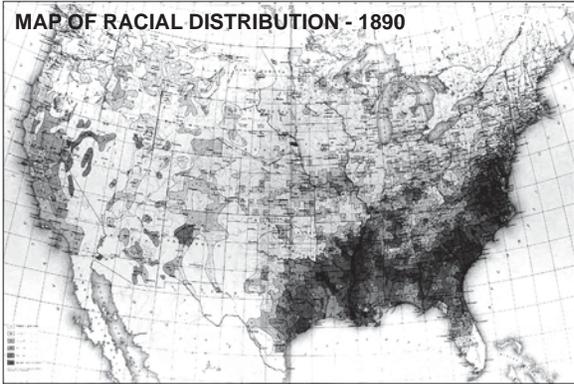
of new ferries, fords, and bridges, and the placement of markers for others to follow. The Mormon exodus settled in Florence—now a neighborhood immediately north of the Metropolitan Community College Fort Omaha Campus—as their Winter Quarters and platted a town. Very few people—Mormon and non-Mormon alike—are aware of the role of African-Americans in the Church of Latter-Day Saints from its earliest days. The vanguard company of Mormon pioneers included three “colored servants” who were baptized Mormons, and whose descendants remained active in the Church for a number generations. Others included William McCary was a half-black and half-Indian Mormon Elder who settle in the Winter Quarters of Florence

A crucial question in the developing territories of Kansas and Nebraska was whether slavery should be allowed. Although the Missouri Compromise of 1820 had outlawed slavery in all of the old Missouri Territory (with the exception of the State of Missouri itself), Illinois Senator Stephen A. Douglas, a Northern Democrat, opened the repeal of the old Missouri Compromise in 1854 with the Kansas-Nebraska Act to create the new territories of Kansan and Nebraska. Thus, in the Kansas and Nebraska territories, it would be up to the new settlers’ vote as to be incorporated as a Free State or Slave State according to “popular sovereignty.” Small numbers of slave owners and slaves settled in Nebraska as a result, and abolitionists throughout the United States and Territories felt betrayed by the Act, which tore open old wounds that were believed to have been settled with the Missouri Compromise. In the words

of Thomas Hart Benton, “We are told it is to keep the question of slavery out of Congress! It was completely, entirely, and forever out of Congress, unless Congress dragged it in by breaking down the sacred laws which settled it!” The new Republican Party emerged in opposition to the Act, and continued turmoil led to the American Civil War. The Act also meant that slaves were brought to Omaha, and built the foundation of North Omaha’s African-American history.

As the Civil War began to rage, the U. S. Homestead Act of 1862 made the Westward Expansion more attractive. The Act opened grants of 160 acres of public land on the Great Plains to those who would farm the land for five years. The Homesteaders left in droves from the states of Mississippi, Tennessee, Texas, Louisiana, Alabama and Georgia seeking a new life on western soil. In the first Nebraska territorial census of 1854 (following the Kansas-Nebraska Act), there were only four slaves listed, and by the 1860 census there were still fewer than 30 African-Americans in Nebraska. That was about to change. In 1870, Robert Anderson, a former slave, became the first black to homestead in Nebraska and there were 788 African-Americans counted in Nebraska in the 1870 census. By 1890, the number had exploded to 8,900.

During Reconstruction following the Civil War, the United States was beset with social unrest. Animosity toward African-Americans and immigrants from northern Europe and Asia by various “Nativist” groups led to continued fighting, attacks, and bloodshed, includ-



ing attacks on Irish Catholics and massacres of African Americans in the last decades of the nineteenth-century. As the twentieth-century dawned, this violence spread to other ethnic populations in major cities throughout the United States, culminating in the Red Summer of 1919. During that year, twenty-five race riots took place throughout the nation, including clashes on July 13 in Longview, Texas, and September 28 in Omaha, that prompted the term “red summer.”

Following this violence, the Federal Government began to institutionalize segregation in cities throughout

# OMAHA!

HIGH ON THE ROLL OF DISHONOR, THE NAME OF OMAHA HAS BEEN PLACED. THE NEAR LYNCHING OF A MAYOR SHOWS TO WHAT EXTENT LAWLESSNESS HAS GROWN IN AMERICA. THERE WAS NEITHER EXCUSE NOR JUSTIFICATION FOR A RIOT. THE NEGRO CHARGED WITH CRIME WAS IN THE HANDS OF THE AUTHORITIES. THERE WAS NOT THE SLIGHTEST CHANCE OF HIS ESCAPING PUNISHMENT UNLESS THE EVIDENCE IN HIS FAVOR WAS OVERWHELMING. ACCORDING TO PRESS REPORTS, HE ATTACKED A WHITE MAN AND WOMAN ON THE OUTSKIRTS OF THE TOWN AND KEPT HIS REVOLVER POINTING AT THE MAN WHILE HE ASSAULTED THE WOMAN! IF TRUE, WE KNOW NOT AT WHICH TO MARVEL MOST, THE COURAGE OF THE WHITE MAN, OR THE ABILITY OF THE NEGRO TO COMMIT SUCH A CRIME, WHILE KEEPING THE MAN COVERED WITH HIS GUN! A FISHY STORY TRULY. IT IS UP TO THE UNITED STATES TO PUT A STOP TO MOB RULE, FOR EVERY VICTIM OF SUCH LAWLESSNESS ADDS TO THE DISGRACE OF A COUNTRY THAT IS ALREADY OVERBURDENED IN THAT REGARD. A DAY OF RECKONING WILL COME!

## THE OMAHA RIOT.

The spirit of gross and infamous anarchy has wandered far west to Omaha, Nebraska. One Colored citizen has been lynched, the county courthouse burned to the ground, the mayor is in the hospital, unconscious from the pressure of the lyncher's noose around his neck, and scores are reported injured.

This is, in short, the toll of Sunday's riot at Omaha.

So much has been written with reference to the savagery of the mob spirit, evident in recent disturbances, and the danger that threatens our national life by these serious disorders, that any lengthy discussion of the present outbreak would be more or less stereotyped.

The only peculiar angle of the present situation is, that the mob was even willing to vent its fury upon white men, whose better judgment prompted them to stand for law and order.

This practice of barbarism is leading America dangerously near the shoals.

The excuse that lynching is the only efficacious remedy for certain crimes as committed by Colored men is preposterous. The practice as indulged in by certain American people, is indicative of human ugliness and cussedness of the most depraved character.

The tolerance of outlawry by the American people is abhorrent. "It is therefore time," in the words of The Brooklyn Eagle, "for the United States government to quit star-gazing, come down to earth, and give the affairs of this country some attention."

the United States. The city of Omaha, previously a cosmopolitan city similar to Chicago in its mixing of races and ethnicities, was segregated. African Americans could only own property in designated neighborhoods in North Omaha. After the riot, landlords and developers began using race-restrictive covenants. Properties for rent and sale were restricted on the basis of race, with the primary intent of keeping North Omaha "black" and the rest of the city "white". These agreements were held in place with redlining, a system of segregated insuring and lending that was codified by the Federal Housing Administration (FHA) through the Housing Act of 1934. These restrictions, part of the FHA's Underwriting Manual that sets requirements for Federal mortgage insurance, remained in place until the passage of the Fair Housing Act of 1968.

## REGIONAL HISTORY

The history of North Omaha, Nebraska includes wildcat banks, ethnic enclaves, race riots and social change spanning over 200 years. With a recorded history that pre-dates the rest of the city, North Omaha has roots back to 1812 with the founding of Fort Lisa. Fort Omaha, originally known as Sherman Barracks and then Omaha Barracks, followed in kind and dates from the French & Indian War-era and is a United States Army supply installation. Fort Omaha is perhaps most notable as the site where Chief Standing Bear was held prior to the 1879 trial of Standing Bear v. Crook. Standing Bear, a Ponca chief, successfully argued in U.S. District Court that Native Americans were "per-

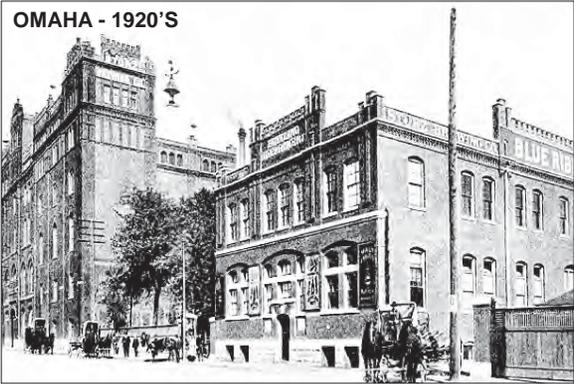
sons within the meaning of the law" and had rights of citizenship. Located on North 30th Street in modern-day North Omaha, the facility is primarily occupied by Metropolitan Community College.

The changing of the Missouri River's course in 1877 forever altered North Omaha and its community as a whole. Originally, the East Omaha community wrapped around a meander on the west bank of the Missouri River. In 1877, flooding caused the river to jump its banks and shortened the main stream. The meander became an oxbow lake, and residents on both sides of the river now found themselves on the right bank, attached to Nebraska. The area was home to East Omaha Island, Florence Lake, and a number of icehouses on Carter Lake. After many days battling boundaries, the final ruling is reflected in today's maps.

The Trans-Mississippi and International Exposition was a world's fair held in Omaha, Nebraska from June 1 to November 1 of 1898. Its goal was to showcase the development of the entire West, stretching from the Mississippi River to the Pacific Coast. The Indian Congress was held concurrently. Over 2.6 million people came to Omaha to view the 4,062 exhibits. The Expo stretched over a 180-acre (0.73 km<sup>2</sup>) tract in North Omaha and featured a 2,000 feet (610 m)-long lagoon encircled by 21 classical buildings that featured fine and modern products from around the world. The Trans-Mississippi International Exposition of 1898 and the concurrent Indian Congress were held in Omaha, Nebraska from June 1, 1898 through November 1, 1898.



LOGAN FONTANELLE HOUSING PROJECT - 1938



OMAHA - 1920'S



HARLAN GANNON (LITTLE SNAKE) - 1800'S



TRANS-MISSISSIPPI EXPOSITION - 1898



TRANS-MISSISSIPPI EXPOSITION - 1898

By the late 1800s, Native Americans had been forced to live on reservations. Fair promoters believed a last gathering of all of the tribes would be “a drawing card.” Indian Congress opened in August of 1898. More than 500 Native Americans representing 25 tribes attended. The tribes included: Apache, Arapaho; Blackfoot; Cheyenne; Crow; Flathead; Omaha; Ponca; Pueblo; Sioux; and Winnebago. The most famous Native American to attend was Apache Chief Geronimo. It was the largest gathering of Native Americans of its kind, but instead of sharing their culture, the tribes ended up in battle enactments. The tribes never again met in this manner

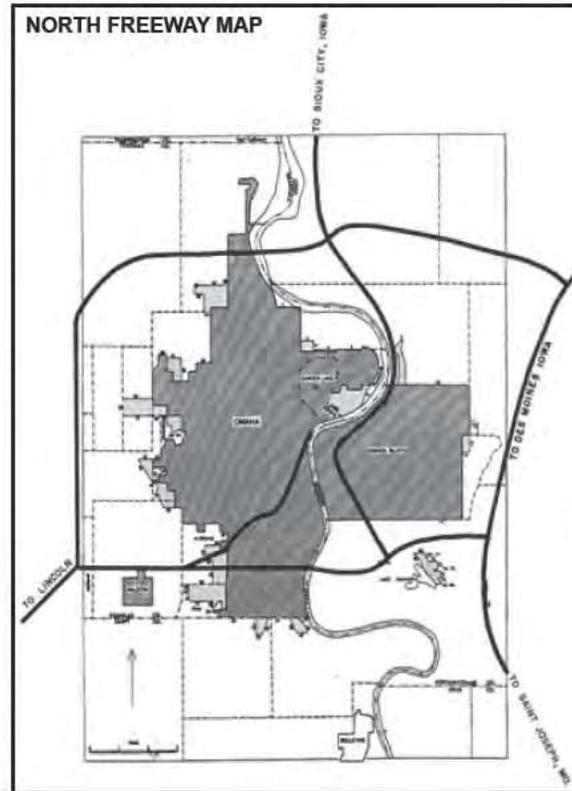
**LOCAL HISTORY: LANDMARKS & EVENTS**

**The Tornado:** On Easter Sunday in 1913, A massive tornado-producing storm ripped its way through Nebraska and through the thriving city of Omaha. The storm’s path was reported as being 40 miles long and ranged from one quarter- to one half-mile wide. The storm, which included 8 distinct tornadoes, hit North Omaha in the vicinity of 24th Street and Lake Street. Remarkably, telephone operators in the Webster Telephone Exchange Building at 22nd Street and Lake—blocks from the epicenter—did not leave their stations

either during or after the tornado. The building was used as an infirmary for the wounded and dying, with physicians and nurses coming from area hospitals. Army troops from Fort Omaha set up headquarters in the building, as soldiers patrolled the area for looters and to offer assistance. At 24th and Lake Streets, a large African-American audience was enjoying a movie at the Diamond Moving Picture Theater when the tornado flattened the building. Other brick structures in this small commercial district took similar hits, and fifty Omahans died at the intersection of 24th and Lake Street—more than in any other part of Omaha.



**The Boulevard Plan:** Designed by renowned landscape architect Horace Cleveland, who stated: "I would have the city itself such a work a work of art as may be the fitting abode of a race of men and women ...whose efforts shall be inspired and sustained by the grandeur and beauty of the scenes in which their lives are passed," Omaha's early boulevard system was viewed as an extension of the parks system. Florence Boulevard, the "Prettiest Mile in the City," was the first link, and the development of Lincoln Boulevard in Bemis Park was credited with the rapid growth of that subdivision in the early 20th century. The prettiest



mile in Omaha's boulevard system was the section of Florence Boulevard which ran from Ames Avenue to Miller Park. In the 1930s the city pushed to reconstruct its boulevard system, and received forty percent of the revenue from its wheel tax to do that. The Works Progress Administration assisted with construction, leading to the city adding more than 30 miles onto the existing system of 65 miles of roadway.

**Public Housing:** The Logan Fontenelle Housing Project was located from 20th to 24th Streets and from Paul to Clark Streets in the Near North Side neighbor-

hood of Omaha, Nebraska. Built by the Public Works Administration for working class families in 1938, with an addition in 1941, the last of the housing was razed in 1995. Today, a portion of the site of the housing project is memorialized in Logan Fontenelle Park.

**North Freeway:** Interstate 580 was the designation for a 4-mile spur route in North Omaha during the late 1970s and early 1980s. This designation was revoked when the state of Nebraska declined to upgrade the interchange with I-480 to Interstate Highway standards. The freeway is currently the route of U.S. Highway 75. Construction of the North Omaha Freeway, coupled with social unrest in the 1970s, greatly impacted the North Omaha area, dividing North Omaha into the East and West Villages.

**Malcolm X & The West Village:** Malcolm X (Malcolm Little) was born in North Omaha and spent his early childhood at 3448 Pickney Street. Malcolm's father, Earl Little, was an outspoken Baptist lay speaker and worked on behalf of activist Marcus Garvey and the Universal Negro Improvement Association. Earl Little was no stranger to violence against African-Americans; three of his brothers were reputedly murdered by white supremacists, and the Little family moved from Omaha to Milwaukee and then to Lansing, Michigan following threats from the Ku Klux Klan.

Malcolm X's childhood home was inadvertently demolished in 1965. In 1984, the site of the home was listed on the National Register of Historic Places and a histor-

ic marker identifies the site because of the importance of Malcolm X to American history and national culture. In 1987 the site was added to the Nebraska register of historic sites and marked with a state plaque. The Malcolm X Birthsite and Memorial are directly north of Adams Park, a 60-acre park at Bedford Avenue and 30th Street was founded by the Omaha Parks Commission in 1948. Together, the Malcolm X Memorial and Adams Park form a major cultural, recreational, and tourist landmark in the West Village of North Omaha.

## CONCLUSION

For Americans in the nineteenth-century—white and black, free and slave alike—the Louisiana Purchase and Westward Expansion provided a promise of opportunity that was not available in the established cities of the East. North Omaha is one of the historical settlement of the City of Omaha, and it was built by people in search of freedom—freedom from slavery, freedom to practice religion, and the freedom to start a new life. Though often turbulent and sometimes marked by violence, the settlement North Omaha parallels the settlement of the early frontier and the struggles that the nation as a whole faces in the aftermath of inequality. This rich historical and cultural legacy is imprinted on the urban fabric of North Omaha today. By recognizing and in fact celebrating this legacy, the Village Revitalization Plan seeks to create an authentic place and community—celebrated in the cultural arts district of 24/Lake— that is an evolutionary part of its past even as North Omaha turns its eyes to the future.

## THE SIGNIFICANCE OF PEOPLE & PLACE

### SOCIAL CHANGE

Malcolm X, Martin Luther King Jr., Robert F. Kennedy, Dr. Matthew Ricketts, Joe Rogers, Standing Bear, Ernie Chambers, Susette LaFlesche Tibbles, Brenda Council, Lowen Kruse, Whitney Young, George Wells Parker, Alfonza W. Davis Tuskegee Field, George Crook, Stuart Heintzelman, Dan Christie Kingman, Frank Purdy Lahm, Benjamin Foulois, Thomas Selfridge, Fred Conley

### MUSIC

Dreamland Ballroom, Jim Bell's Harlem, McGill's Blue Room, Allen's Showcase Lounge, Myrtle Washington's, Charlie Trimble's, Midwestern territorial band Cotton Club Boys, Duke Ellington, Count Basie, Louis Armstrong, Lionel Hampton, Buddy Miles, Lester Abrams, Nat King Cole Trio, Preston Love, Wynonie Harris, Dan Desdunes Band, Simon Harrold's Melody Boys, the Sam Turner Orchestra, the Ted Adams Orchestra, the Omaha Night Owls, Red Perkins and His Original Dixie Ramblers, and the Lloyd Hunter Band, Anna Mae Winburn, Helen Jones Woods, Big Joe Williams, Cab Calloway

### FILM, THEATER & CULTURAL ARTS

John Beasley, Gabrielle Union, Sandra Organ, Ayesha Adu, Fred and Adelle Astaire, Marlon Brando, Peter Fonda, Lincoln Motion Picture Company 1915, The Diamond Moving picture Theater 24th & Lake, Beacon Theater 2910 Ames Avenue, Omaha, Circle Theatre Omaha, NE 524 N. 33rd Street, Corby Theatre Omaha, NE 2805 N. 16th Street, Lothrop Theatre Omaha, NE 3212 N. 24th Street, North Star Theatre Omaha, NE 2413 Ames Avenue, Cass Theatre Omaha, NE 500 N. 16th Street, Buffalo Bill, Bertha Calloway, Thomas Rogers Kimball, Rowena Moore, Ken Vavrina, Clarence W. Wigington, the Ritz Theater

### AUTHORSHIP

Wallace Thurman, Tillie Olsen, Mildred D. Brown, Thomas Tibbles

### PROFESSIONALS

Cathy Hughes, Mildred Brown, Edward Creighton, John A. Creighton, Manuel Lisa, Bob Gibson, Johnny Rodgers, Bob Boozer, Gale Sayers, Kenton Keith, Ahman Green, Ron Prince, Carmen Butler, Thomas Warren



**04**

**north omaha  
today**

**W**hile North Omaha currently suffers from many of the problems—including long-standing disinvestment, lack of retail and community services, depressed property values, and negative perceptions of safety—that have afflicted inner-city districts and neighborhoods throughout both the Midwest and the nation as a whole over the past forty years, North Omaha remains a vibrant, resilient, and dynamic community with a rich historical and cultural legacy. These historical and cultural assets have sparked a variety of new, community-based investments and developments over the past decade that have begun to catalyze positive change in the neighborhood—as well as to change the way that North Omaha is perceived in the city at-large. This grassroots reinvestment provides an exciting foundation on which to build to a new, community-driven and -informed vision for the area, and North Omaha should feel rightfully proud of this achievement.



The North Omaha Development Plan and the Village Revitalization Plan of the Empowerment Network in partnership with the Nebraska Investment Finance Authority outlined five Development Opportunity Areas, or Nodes, selected on the basis of existing assets in terms of historical and cultural significance and specific opportunities for redevelopment. These five nodes are: the 24th Street Corridor; 30/Ames-Metro South; Adams Park; 30/Parker; and 16/Cuming. The H3 Studio Project Team was tasked with the development of urban design plans and iconic developments for three of the nodes—the 24th Street Corridor, 30/Ames-Met-

ro South, and 16/Cuming—including refinement of the nodes and the identification of focus areas, streetscape and public realm design and improvements, transportation and economic development strategies, community imaging, a variety of new development and redevelopment projects supported by market analysis, and the development of an implementation strategy and phased implementation plans. As the H3 Studio Project Team began its work on the three nodes, the development of larger Village Framework Plan—to tie the three nodes together in a focused and coherent way—was also undertaken by the project team.

### **24/LAKE (THE 24th STREET CORRIDOR)**

The 24th Street Corridor Node, as originally defined in the North Omaha Development Plan, extends from 22nd Street west to the Freeway, and from Cuming Street north to north of Maple Street. According to the North Omaha Development Plan, this node was selected because “24th Street is the traditional image center of North Omaha, and has been a center for city and nonprofit reinvestment since 1978. Major efforts include the Kellom Heights residential and commercial developments, Long School Marketplace, the Long

School residential infill project, 24th and Lake Redevelopment Area, North Omaha Business Park, Kellom School, and Metro Area Transit’s administrative and maintenance facility (North Omaha Development Project Study, p85).” In addition, a great number of cultural, historical, recreational, and community service institutions and amenities have been developed in the area, including Dreamland Plaza, the Jewell Building, Love’s Jazz and Art Center, HOPE Skate, the Blue Lion Center (Omaha Workforce Development), the Bryant Center, the offices of the Omaha Star, the only remaining African-American newspaper in the city, FHAS, OSBN, and OOIC.

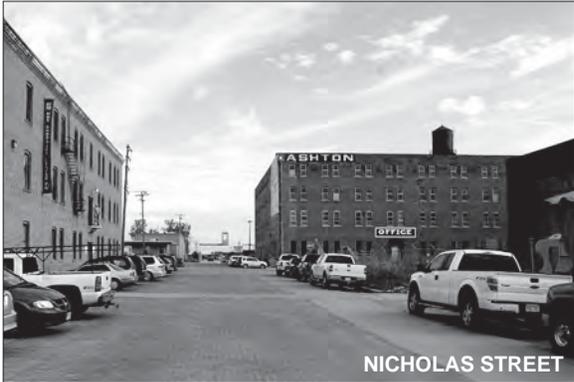
Working in close collaboration with the Executive Committee, the Advisory Committee, and the public-at-large, it soon became clear to the H3 Studio Project Team that historical, cultural, and image center of the 24th Street Corridor—and indeed North Omaha as a whole—were focused around the intersection of 24th Street and Lake Street. This particular intersection is the epicenter of North Omaha’s African American history and jazz heritage and contains the historic site of the Dreamland Ballroom as well as the Dreamland Plaza and Love’s Jazz and Art Center. It is also the location of a burgeoning, grassroots arts center. Capitalizing on the these assets and seeking to leverage the continuing reinvestment and revitalization present in the area, the Design Team, the Executive and Advisory Committees, and the public-at-large agreed that the creation of new cultural arts district—including a cinema, an African-American cultural center, a new



LOW ALTITUDE PHOTO OF NORTH OMAHA



LOVE JAZZ & ARTS CENTER



NICHOLAS STREET

home for the John Beasley Theater and Workshop, and expanded business incubator and workforce-development facilities, all framed by new, mixed-use neighborhood retail and residential development and centered around a new Festival Square. Following the Advisory Committee’s meeting with the Project Team on May 5, 2010, it was decided by the committee that the efforts of the Village Revitalization Plan should be focused on further development and refinement of the revised 24/Lake node, including a conceptual design of the Festival Square and schematic design of various cultural/arts institutional buildings and projects.

**30/AMES-METRO SOUTH**

The 30/Ames-Metro South Node, as defined in the North Omaha Development Plan, extends from Sprague Street north to Sorensen Parkway/Storz Expressway—including the south edge of the Metropolitan Community College Campus at Fort Omaha, and from 31st Street east to the North Freeway. This node was selected because “the 30th and Ames intersection is North Omaha’s major commercial intersection, and includes two banks, fast-food restaurants, free-standing commercial buildings, a grocery store and other



on May 5, 2010. Following the presentation of these options to the Advisory Committee, the committee decided to reserve development of the 30/Ames-Metro South node for a future planning study and focus the remainder of effort of the Village Revitalization Plan on the 24/Lake development node. As a result, the preliminary design options for 30/Ames-Metro South were not presented to the public for review and are not part of the Village Revitalization Plan.

## 16/CUMING

The 16/Cuming Development Opportunity Area, as defined in the North Omaha Development Plan, extends from Cuming Street north to Clark Street, and from 16th Street west to 22nd Street. The node encompasses portions of the of the Cuming Street Corridor and abuts the northern edge of Creighton University's campus. According to the North Omaha Development Plan, this node was identified because, "the 16th and Cuming area—part of the industrial frame of Downtown Omaha and characterized by commercial and industrial uses as well as single room occupancy housing—is undergoing rapid change. This change is caused by the expanding of the Creighton Campus; emerging development in the North Downtown, including the residential reuse of the Tip Top Building and construction of hotels along the north side of Cuming Street; and the emergence of the Cuming as a principal route to the airport, Riverfront, and Qwest Center. A new baseball stadium north of the Qwest Center will accelerate these trends. However, the large homeless population gravitating to-

shops, and the remainder of the traditional Kenwood business district. The Fort Omaha Campus of the Metropolitan Community College forms the north edge of the area... This development district also includes the recently remodeled Charles B. Washington Library, appropriately commemorating one of Omaha's great civil rights leaders, and Metro Area Transit's North Omaha Transit Center (North Omaha Development Project Study, p87)."

In addition to its high concentration of existing commercial development—including stand-alone, national

retailers that are not present in other areas of North Omaha—30/Ames-Metro South is characterized by a number of large, obsolete industrial properties clustered around the abandoned Missouri Pacific Belt Line railroad. These industrial sites are all under used and many are wholly vacant, providing a unique opportunity for needed, large-scale commercial and retail development that is not available anywhere else in the planning area. The H3 Studio Project Team developed three preliminary design options focused on retail development for the 30/Ames-Metro South development node, which were presented to the Advisory Committee



TD AMERITRADE PARK - UNDER CONSTRUCTION



NORTH 20TH STREET



CUMING STREET

ward Siena-Francis House, Human Services Campus, and relatively high-impact industrial uses affect the long-term use of this area (North Omaha Development Project, p92)."

Key challenges with 16/Cuming development node include the streetscape character and traffic of Cuming Street, which is destined to remain a major vehicular route for cars and trucks alike, and the location of Siena Francis House. On the other hand, 16/Cuming is home to a large number of adaptable, historic warehouse and industrial buildings that are ripe for redevelopment

and define the unique character of this district. The H3 Studio Project Team recognizes that the presence of Campus for Hope human services campus is an asset to this neighborhood, and echoes the sentiments of the North Omaha Development Project which calls for a "larger campus with subtly but strongly defined boundaries (North Omaha Development Project, p120)." Developing a strategy that both respects the dignity and humanity of the people served by this institution and minimizes any negative impacts that concentrations of homeless may have on the neighborhood is a critical priority in the development of the urban design

plan for 16/Cuming and complements the completion of the Master Plan for the area. Other major opportunities within this district include Iazard Street, the former Union Pacific Railroad building, and Holy Family Catholic Church.

As with 30/Ames-Metro South, the Advisory Committee—following the May 5, 2010 meeting, elected to reserve further development of the 16/Cuming node to a future initiative. The extent of the 16/Cuming urban design plan is presented in a subsequent section of the Village Revitalization Plan.

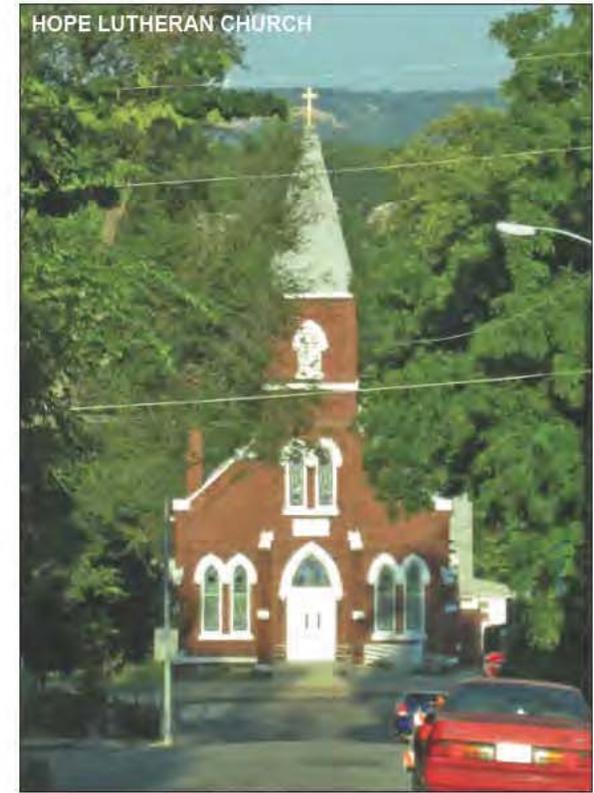


## VILLAGE WEST (30th & LAKE URBAN VILLAGE & THE ADAMS PARK - MALCOLM X / MEMORIAL BIRTHPLACE & INTERNATIONAL CENTER)

Village West is bound by the North Freeway on the east, 36th Street on the west between Lake and Hamilton streets and 40th Street between Pratt and Lake streets, Hamilton Street on the south and Pratt Street on the north. The main north/south roadway through Village West is 30th Street. The historic John A. Creighton Boulevard weaves north/south through

Village West, connecting with Paxton Boulevard at the north and Hamilton Street on the south. Key east/west roadways are Hamilton Street, Lake Street, and Bedford Avenue/Bristol Street.

Village West is largely a single family residential area, but is located in a culturally and geographically significant part of North Omaha. Its attributes include the 60-acre Adams Park, Malcolm X Memorial Birthplace & International Center site, historic Prospect Hill Cemetery, ready access to Lake & 24th Street Cultural, Arts and Entertainment District, direct access to the North



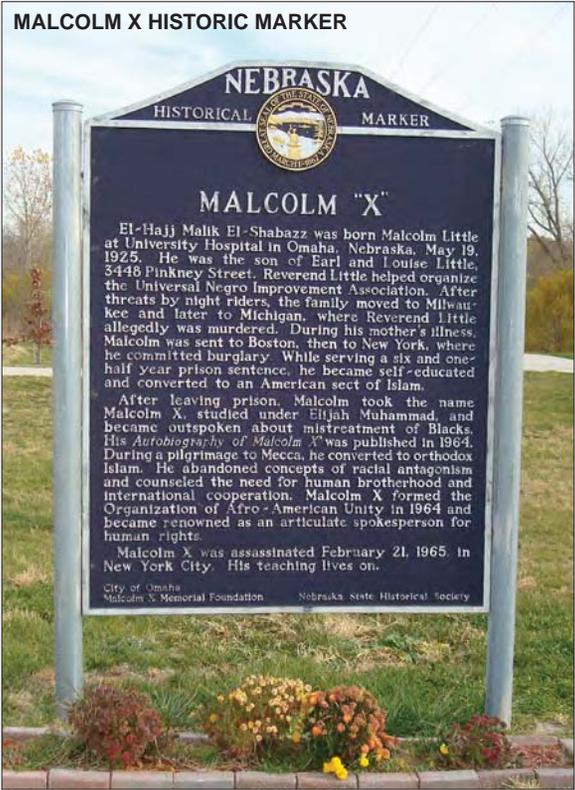
Freeway via the Lake Street interchange, and is just a few minutes' drive time to downtown Omaha.

The topography of Village West adds to its uniqueness and appeal. The area of North Omaha east of the North Freeway is basically flat. However, the area west of the freeway becomes very hilly, offering some of the highest elevation points in the near-north side area of Omaha and affording magnificent vistas to the east overlooking the Missouri River valley and the Loess Hills of Council Bluffs. The 2009 demolition of Pleasant View Homes, an OHA project south of Lake &

30th Street, opened up 21.6 acres of prime land in the heart of a residential/commercial and culturally significant area that is adjacent to Lake Street and has direct access to the North Freeway. North Omaha stakeholders have identified Village West as a prime area for revitalization and redevelopment, and the potential to spawn further redevelopment areas west of the North Freeway.

Similar patterns are reflected in the neighborhoods surrounding Adams Park. Areas north of the park, particularly the Malcolm X Memorial Birthplace & International Center property which was once dense, single family housing, is now 10 acres of open ground. The existing neighborhood along John A. Creighton Boulevard has become a checkerboard of occupied, abandoned and vacant lots. West of the park along Bedford Avenue is nearly 10 acres of tree-covered land that hides the small number of remaining area residences.

If you drive along 28th Street just west of the North Freeway, between Hamilton Street and Bristol Street, it is evident that the population of Village West is in decline. Vacant lots and abandoned homes reflect a housing density today that is far below that of previous generations. The 2007 North Omaha Development Study cited that over the past 20 years, population in the overall study area of North Omaha has declined by nearly 8 percent, while over the same time period, the overall population of the City of Omaha grew nearly 13 percent. Despite the population decline in Village West, optimism prevails in the Miami Heights area north-



west of Lake & 30th Street. Phase One of the Miami Heights Redevelopment Plan has resulted in 18 newly platted, market rate homes ranging from \$200,000 to \$400,000 in value and represents an example of the diversity and mix of housing types that can thrive in the Village West area. Phase Two was the development of the recently completed Salem Village at Miami Heights retirement community at 35th & Lake streets.

The majority of the populus of residents in Village West are African American. According to the 2000 U.S. Census, over 58 percent are African American. The per-



centages decrease slightly as you move farther west in the study area. According to the 2000 U.S. Census, Village West reflects closely the median income of the entire 2007 North Omaha Development Study area, with median household incomes nearly 37 percent lower than that of the entire City of Omaha, and with approximately 21.8 percent of the North Omaha population below the poverty line, versus 6.3 percent for the City of Omaha. Over 26 percent of residents have less than a high school diploma versus 12.6 percent for the City of Omaha.

An aerial photograph of a city grid, overlaid with a semi-transparent red filter. The image shows a dense arrangement of streets and blocks. Small, light-colored 3D rectangular blocks are placed on the grid to represent buildings, showing their relative heights and positions. The overall aesthetic is clean and architectural.

**05** village revitalization  
plan

**T**he mandate of the Village Revitalization Plan for North Omaha is to develop a plan based in community engagement and empowerment that advances education and youth development; supports violence prevention and intervention; creates jobs, job training, and business development; builds housing, neighborhoods, and transportation; celebrates North Omaha's entertainment, arts, culture, recreation, media and technology, and encourages health and healthy families. The Village Revitalization Plan, as presented herein, seeks to achieve these goals through the development of a sustainable neighborhood that supports environmental stewardship, social capital building, and economic development; the creation of an authentic neighborhood rooted in the particular history of its community and place; and investment in the unique culture and arts of North Omaha that provide not only the self-identity of the neighborhood and its citizens, but a public face and image as well.



## NEIGHBORHOOD CONTEXT

While North Omaha has faced serious social and economic issues and systematic patterns of disinvestment and decline over the past four decades, the neighborhood has demonstrated remarkable strength and resilience. Building upon the continued legacy of grassroots empowerment and community-based activism, the Village Revitalization Plan aims to repair and rebuild the physical environment in order to change the image and quality of life for its residents and give the community new momentum to attract outside investment and de-

velopment opportunities. By creating a new neighborhood framework of public amenities and infrastructure, mobility, social services, and economic development, the Village Revitalization Plan will ensure that North Omaha is not merely stabilized but will grow with sustained prosperity into the twenty-first century.

Great neighborhoods have strong edges and strong hearts. They are well-connected both inside and out and their citizens have a sense of stakeholder-ship in their future. North Omaha is currently surrounded by a great deal of energy, investment, and revitalization.

Creighton University, Creighton University Medical Center, Midtown Crossing, the Arts and Trades District, North Downtown, TD Ameritrade Park, the Qwest Center, the University of Nebraska Medical Center, MCC's Institute of Culinary Arts, and the proposed Business Park all represent some of the most significant investment and development in the City of Omaha in the last decade, this investment is occurring at North Omaha's front door. By increasing mobility in North Omaha, strengthening the neighborhood's edges, building a new neighborhood center, and leveraging the historical, cultural, and artistic heritage of the North Omaha community, the Village Revitalization Plan will help ensure that this energy continues moving northward.

## THE VILLAGE REVITALIZATION PLAN

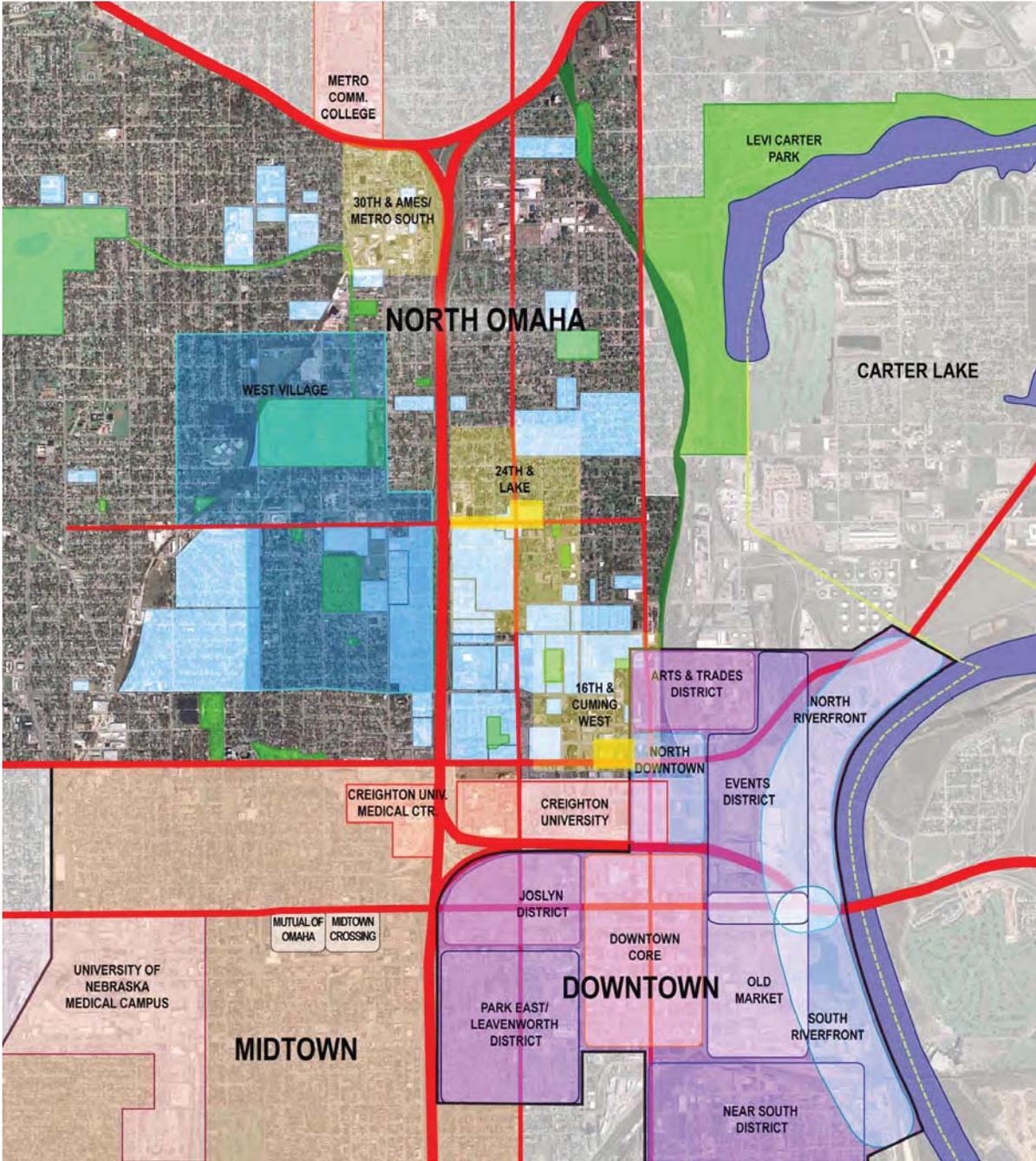
By creating a new neighborhood framework of public amenities and infrastructure, mobility, social services, and economic development, the Village Revitalization Plan will ensure that North Omaha is not merely stabilized, but will grow with sustained prosperity into the twenty-first century. The Village Revitalization Plan is comprised of fourteen development strategies and initiatives. These strategies and initiatives are developed from the goals and are briefly described as follows:

- 1: **CREATE A NEW FRONT DOOR TO NORTH OMAHA AT CUMING STREET:** A transitioning industrial district, the Cuming Street corridor and 16/Cuming development district are obsolete, characterized by high rates of vacancy and incompat-

ible land uses, and function as a significant barrier to expanding the reinvestment energies of North Downtown and Midtown into North Omaha and vice versa. By building the neighborhood back to Cuming Street, this barrier is broken, the south edge of the neighborhood is strengthened, and a new public face and functional relationship to Downtown Omaha is created.

**: CREATE A NEW HEART FOR NORTH OMAHA AT LAKE:** The intersection of 24th Street and Lake Street has long been the cultural and artistic center of North Omaha, with a legacy spanning from the Dreamland Ballroom to Love's Jazz and Arts Center. The plan recalls this legacy with the creation of a new festival square at 24th and Lake and the development of a civic and neighborhood business core. Refer to Section 06, 24 Lake Cultural Arts District, for more details.

**: EMERACE THE NORTH FREEWAY CORRIDOR AS NEW ENTRANCE TO NORTH OMAHA:** The North Freeway drastically changed North Omaha by cutting the historic neighborhood in two. However, the North Freeway will remain a major vehicular corridor carrying tens of thousands of Omahans and visitors through North Omaha. By reconceptualizing the Freeway as a green corridor and creating new, signature entrances to the Village, North Omaha can put forth a new public image to attract and direct new visitors and new development opportunities.



**4: CELEBRATE THE MALCOLM X BIRTHSITE AS A NATIONALLY-SIGNIFICANT DESTINATION:**

The Malcolm X Birthsite is a major historical and cultural asset to North Omaha, both in terms of local history and national culture and tourism. The Village Revitalization Plan celebrates and leverages these site as major community anchors in the West Village of North Omaha.

**5: CELEBRATE ADAMS PARK AS MAJOR NEIGHBORHOOD AMENITY:**

The “Central Park of North Omaha,” Adams Park is significant community amenity in the West Village. The Village Revitalization Plan capitalizes on Adams Park and its proximity to the Malcolm X Memorial and Martin Luther King Jr. Elementary School by focusing re-development energy in an around the park.

**6: CREATE A NEW CULTURAL SPINE ALONG LAKE STREET AND 24TH STREET:**

24th Street is the historic “main street” in Omaha, and the intersection of 24th and Lake Street has long been the center of North Omaha’s African-American arts and culture. The Plan develops a cultural spine along Lake and 24th Street, connecting Adams Park and the Malcolm X Birthsite to the 24/Lake and 16/Cuming development districts.

**7: BRIDGE ACROSS THE NORTH FREEWAY TO CONNECT THE EAST AND WEST VILLAGES:**

The construction of the North Freeway effectively divided North Omaha into the East and West Vil-



lages; additionally, many of the east/west streets are not continuous but shift a half-block either at 24th Street or 30th Street. The Plan seeks to re-connect the East and West Villages with new, pedestrian oriented overpasses at Hamilton Street, Parker Street, Lake Street, Binney Street, and Bristol Street and a new pedestrian bridge at Patrick Avenue. Additionally, Grace Street is realigned with Parker Street at 24th, and Bristol Street is realigned with Bedford Avenue at 30th Street and northeast corner of Adams Park, restoring and clarifying the connection across the Freeway.

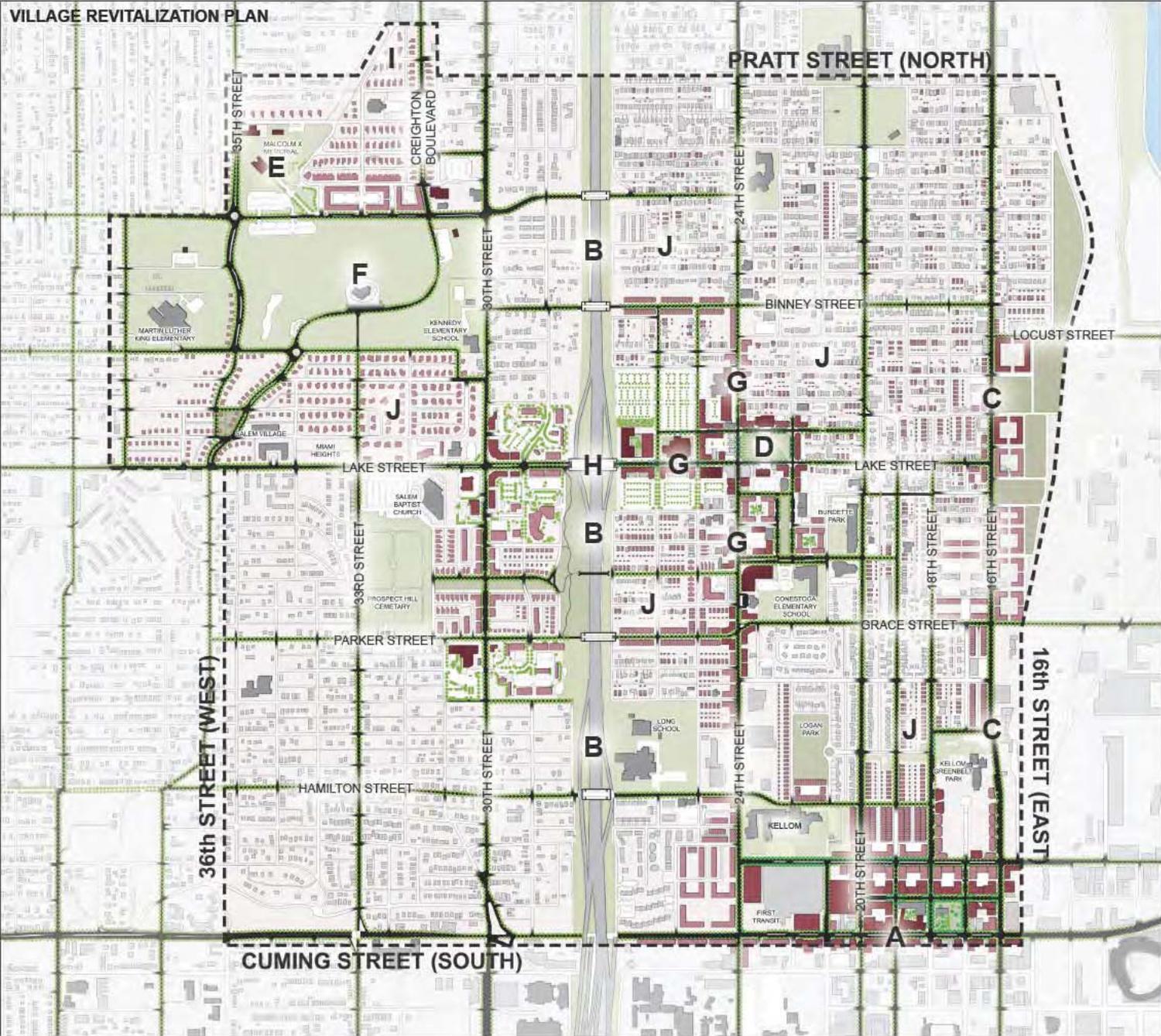


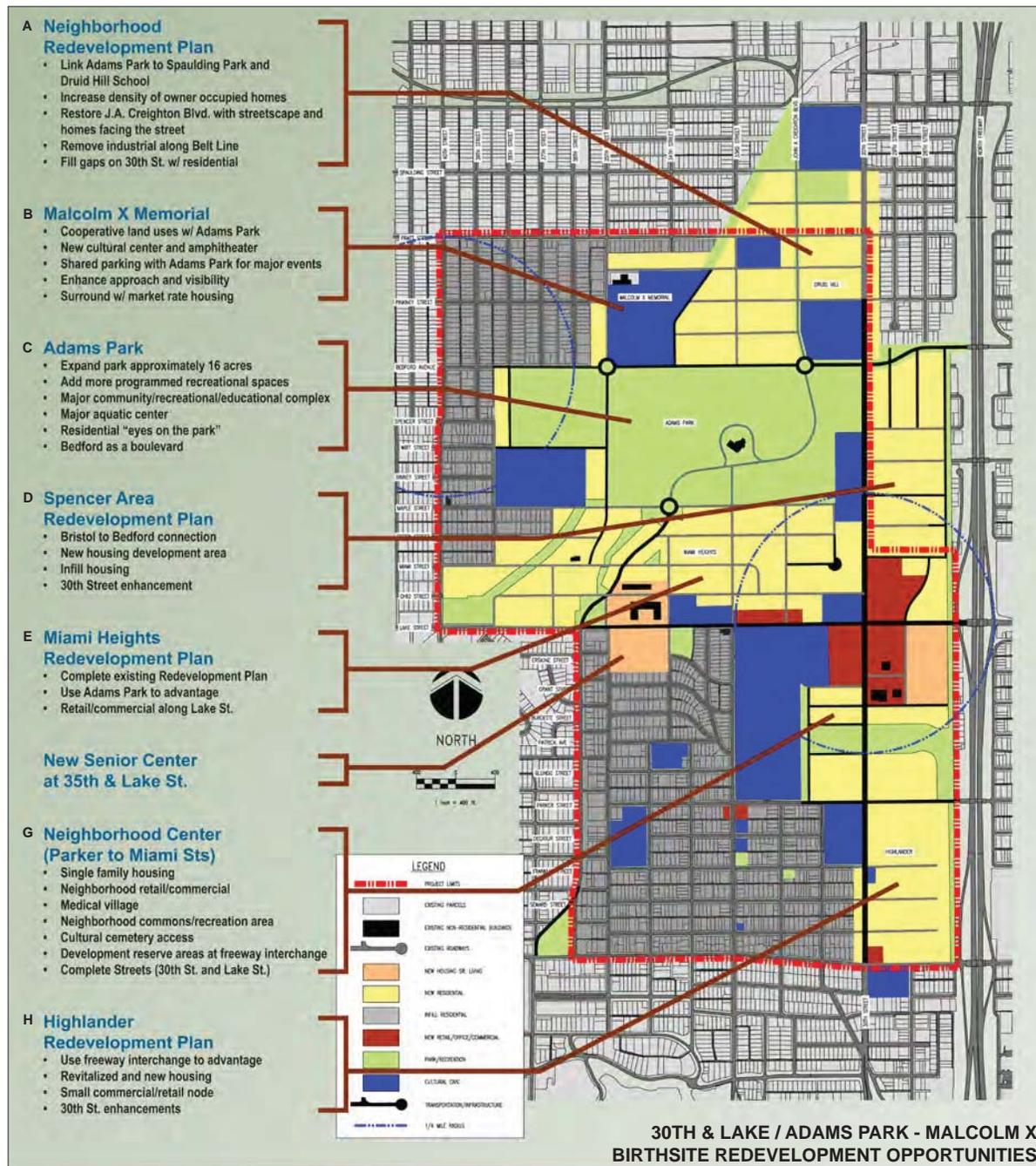
**8: INCREASE NEIGHBORHOOD MOBILITY AND ACCESS TO TRANSIT:**

Increasing mobility and access to transit benefits the environment, social capital creation, and economic empowerment, particularly in a neighborhood facing the challenges that North Omaha faces. The Village Revitalization Plan calls for the implementation of Complete Streets to give pedestrians and cyclists parity with motorists, and supports the Omaha streetcar plan with routes along Cuming, up 24th Street, and over Bristol back to downtown along 30th Street.

**KEY  
REDEVELOPMENT  
INITIATIVES**

- A. Create a new front door to North Omaha at Cuming Street.
- B. Embrace the North Freeway corridor as new entrance to North Omaha.
- C. Develop 16th Street as a new green edge and open space amenity.
- D. Create a new heart for North Omaha at 24/Lake Street
- E. Celebrate the Malcolm X Memorial Birthplace and International Center as a nationally-significant destination.
- F. Celebrate Adams Park as major neighborhood amenity.
- G. Create a new cultural spine along Lake Street and 24th Street.
- H. Enhancing existing bridge connections between East and West Village.
- I. Connect north to 30/ Ames-Metro South commercial district, Fort Omaha, and Prospect Hill Cemetery.
- J. Build new affordable and market rate infill housing with a diversity of housing types





: CONNECT NORTH TO AMES-METRO SOUTH COMMERCIAL DISTRICT, FORT OMAHA, AND PROSPECT HILL CEMETERY : 30/ Ames-Metro South is North maha's primary commercial district and is directly adjacent to Fort maha, which is part of maha's earliest settlement. Connecting to this historically and economically significant area is an important part of the revitalization of the Village and North maha and, while it falls outside of the primary study, is necessary part of the overall revitalization strategy.

1 : BUILD NEW INFILL HOUSING WITH A DIVERSITY OF HOUSING TYPES: Great neighborhoods possess a diversity of housing types. The Village Revitalization Plan calls for the development of a diversity of new infill housing types, including multi-unit buildings, small-lot townhomes, and single-family residences. This residential fabric, developed along traditional neighborhood patterns, is designed to be sensitive to its surrounding context as well as responsive to localized market conditions such as the commercial district at 16/ Cuming or the cultural arts district at 24/Lake.

11: BUILD NEIGHBORHOOD AMENITIES THAT SERVE MULTI-GENERATIONAL USERS: Youth and the elderly have unique needs within their communities, and providing amenities that address these needs are necessary to the creation of the vibrant neighborhoods. Through a combination of physical design and programming, initiatives like



DUPLEX ROW HOUSING



24TH STREET

Safe Routes To School and Safe Routes For Seniors create social capital and empower youth and the elderly, giving them a valuable sense of ownership in their communities.

**12. SUPPORT THE DEVELOPMENT OF JOBS AND NEIGHBORHOOD BUSINESS:** Economic development and self-directed, economic empowerment are necessary to the development of sustainable communities. The Village Revitalization Plan supports workforce development, job training, and the creation of neighborhood-scale business development through the facilities and institutions, workforce empowerment and training programs, and the creation of vibrant, walkable, mixed-use urban streets, districts, places, and neighborhoods.

**13: PROMOTE THE CREATION OF A SUSTAINABLE, HEALTHY AND ACTIVE COMMUNITY:** Sustainable communities are healthy communities and support safety, activity, fitness, and nutrition. The Village Revitalization Plan supports the mission of the new Environment Omaha initiative

to make North Omaha: “an active community that supports healthy lifestyles with multiple and diverse environments to promote physical activity for all people in every season; a safe community in which all people have community pride and opportunities to play, work, live and thrive; and a community that ensures all people have equitable access to foods, services, and opportunities that support their emotional, mental, social, spiritual, and physical well-being.

**14: DEVELOP 16TH STREET AS A NEW GREEN EDGE AND OPEN SPACE AMENITY:** 16th Street today is a major truck corridor lined with junkyards and abandoned factories, but runs along the bluff that was North Omaha’s Historic eastern edge. By capitalizing on this remarkable landscape and developing a greenway between 16th and the bluff, North Omaha creates a major recreational and transportation amenity that links Downtown with Carter Lake and Levi Carter Park and many of the surrounding neighborhoods.



FAMILY HOUSING ADVISORY SERVICES



24TH STREET LOOKING SOUTH

06

24/lake cultural arts district







## 24/LAKE CULTURAL ARTS DISTRICT

The proposed 24/Lake Cultural Arts District is characterized today by an abundance of undefined single family residential neighborhoods with many vacant sites throughout, a lack of neighborhood retail and services, large disconnected single use sites, a fractured street network and infrastructure in disrepair, all supplemented by the plethora of landmark religious, educational, social, and cultural amenities. Many of the large single sites are dedicated to educational or municipal uses, such as the City of Lima's Fleet Maintenance Building at North Freeway & Lake Street, the Conestoga El-

ementary School bounded by Burdette Street, 21st Street, Race Street, and 24th Street, and the Business & Technology Center bounded by 24th Street, Ohio Street, 22nd Avenue, and Lake Street.

Although many of these sites form an important foundation for the development of a stable neighborhood from a functional perspective, the fragmented nature of their relationship to the public space and to each other, focus on parking front and center, and lack of contribution to civic presence contribute to the lack of visible and functional cohesion needed for a high-quality neighborhood. Some of the other

notable schools in the area include Jesuit Middle School at 22nd Avenue and Willis Street, and Sacred Heart Elementary at 22nd Street and Binney Street.

Equally as important to neighborhood cohesion, and perhaps more important to most residents' daily experience, are the continual issues of vacancy and blight which challenge the surrounding neighborhoods, particularly the residential areas between the North Freeway and 24th Street. In this area, many of the residential blocks are almost completely vacant of housing and the existing street network is in disrepair. In the north, the fabric of the neighborhood is ideal, and housing and occupancy are fairly constant, but the area continues to face the challenge of blight and moderate instability. Generally, the typical neighborhood street in the area would have a couple of vacant sites along its length, but rather than see this as a weakness, it is important that these infill sites be seen as an opportunity for the community.

Much of the street network throughout the area is in disrepair, however, several focused key developments and the revitalization and branding of 24th Street with a new streetscape have helped to establish a new identity for the area. As a consequence of historical evolution, the street network has been fractured throughout the area. The misalignment of the street grid at 24th Street can be seen both as an asset—it collects people along the primary corridor—and as a weakness because it does not allow for seamless connectivity between the neighborhoods. In order to establish a well-connected neighborhood street fabric, it will be necessary to revise several intersections to link and enhance the connections between several of the key residential areas.

The social and cultural context of the area is very strong and deeply rooted in African American religious history, social struggle, and Cultural Arts. Today, as in history, the religious institutions spread throughout the neighborhood act as anchor points of community gathering and in addition to strengthening the greater social network of the community, they can contribute equally to the enhancement of civic space within their own locales by offering public space and open areas for gathering. Some of the most notable churches within the area include Pleasant Green Baptist Church at 20th Street and Willis Street Morning Star Baptist Church at 21st Street and Burdette Street Greater St. Paul Church at 22nd Avenue and Miami Street Church of God at 24th Street & Blondo Street Mt. Moriah Church at Ohio Street and 24th Street Sacred Heart Pilgrim Church Zion Church St. John's AME and St. Benedict's.

Accordingly, many of the valuable social and labor development services offered by the City of Omaha find their home here as well. Housing and job training are at the forefront of needs in the North Omaha Community and it is no mistake on the part of past efforts and leadership that these have found their way to the heart of the community. Some of the notable social and labor development amenities in the area include the Family Housing Advisory Services Corner of Lake Street & 24th Street Workforce Development at Lake Street & 24th Street the Business & Technology Center C

And finally, the rich cultural history of the area is prevalent in many of the businesses, not-for-profits, and civic spaces existing within the area today. It is perhaps these amenities,



MLK R CORNERSTONE MEMORIAL

both today and in history, which have cultivated the areas unique and most authentic identity and certainly a character which this plan intends to preserve, encourage, and enhance. Some of the notable cultural amenities in the area include the Omaha Star at 24th Street & Grant Street Dreamland Ballroom & the Jewell Building at 24th Street & Grant Street Dreamland Plaza at Erskine Street & 24th Street Love's Jazz & Art Center at 24th Street between Lake Street & Ohio Street MLK Cornerstone Memorial and the Great Plains Black Museum Historic Building.



LOOKING SOUTH TOWARD  
DOWNTOWN ON 24TH STREET



LAKE STREET AT NORTH FREEWAY



LOCAL SIGNAGE



NORTH STREET

## REDEVELOPMENT STRATEGY

Given the area's history of cultural arts and social struggle, the goal of the Cultural Arts District Plan is to create a vibrant, walkable, cultural arts and entertainment district by building on the area's existing uniqueness and authenticity. This strategy seeks to

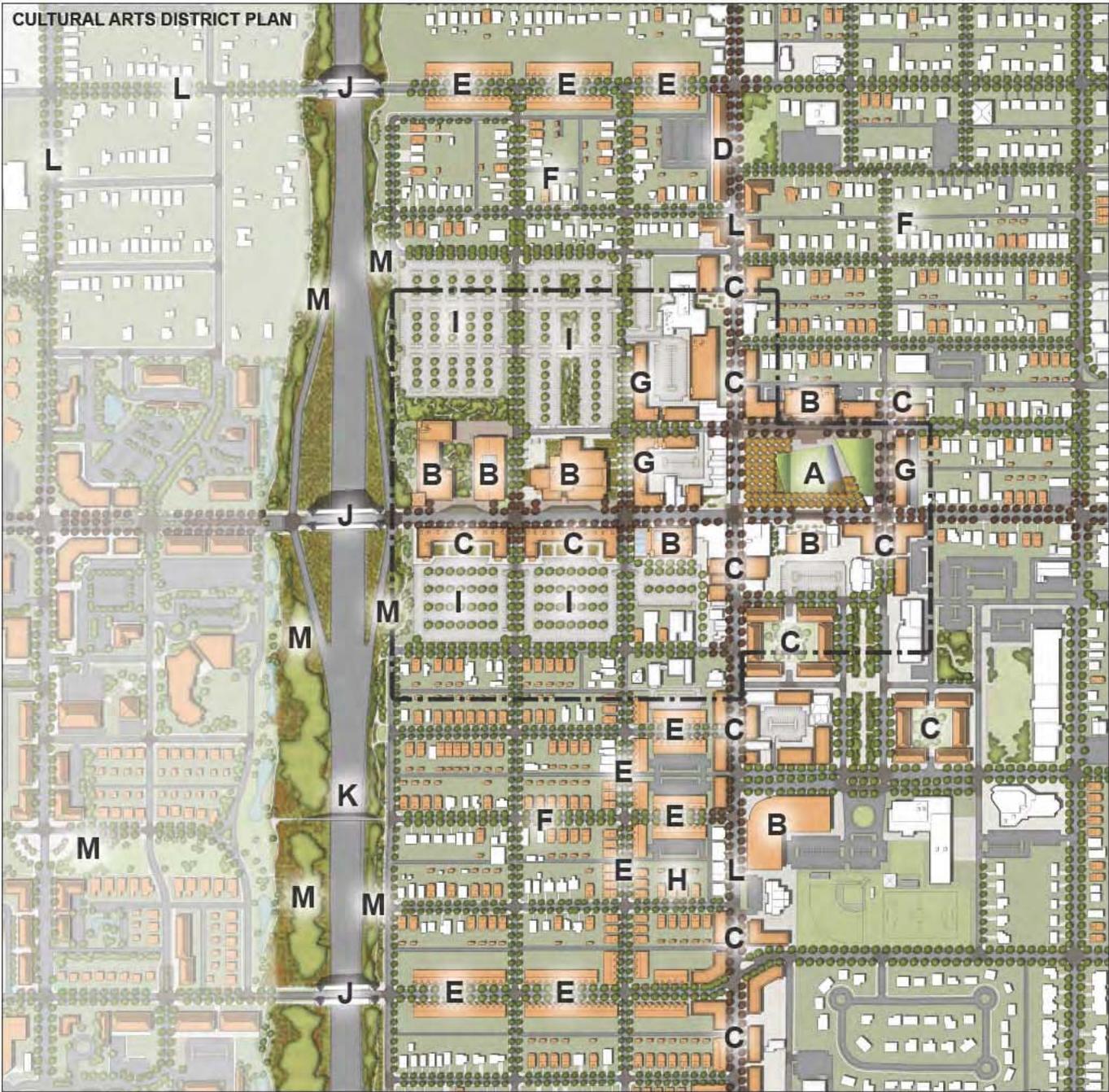
1. Develop a Festival Market Square as the new heart of the community surrounded by civic and mixed-use development.
  - Create a new gateway from the North Freeway

with new signature civic mixed-use buildings

- Continue the revitalization of North Street with mixed-use development and high quality multi-family urban housing
- Strengthen vehicular and pedestrian connections across North Freeway to connect the East and West Village
- Build a strong network of streets and transit in the area with revisions to the street grid, high quality frontage, and a streetcar line.
- Establish strong neighborhoods with high quality housing and infill development

**KEY  
REDEVELOPMENT  
INITIATIVES**

- A. Festival/Market Square
- B. New Civic Buildings
- C. New Mixed-Use and High Quality Infill Development
- D. New High Quality Multi-Family Urban Housing
- E. Attached Single-Family Housing
- F. Detached Single-Family Housing and High Quality, Traditional Residential Infill Development
- G. Artist Live/Work Housing
- H. Senior Housing
- I. Pervious-Surface Parking
- J. Enhanced bridges connecting the East and West Village
- K. New pedestrian bridge connecting the neighborhoods
- L. Proposed Streetcar Line along 24th Street connecting to the Malcolm X, Miami Heights, and Adams Park area
- M. Trails & Recreation along the North Freeway Corridor

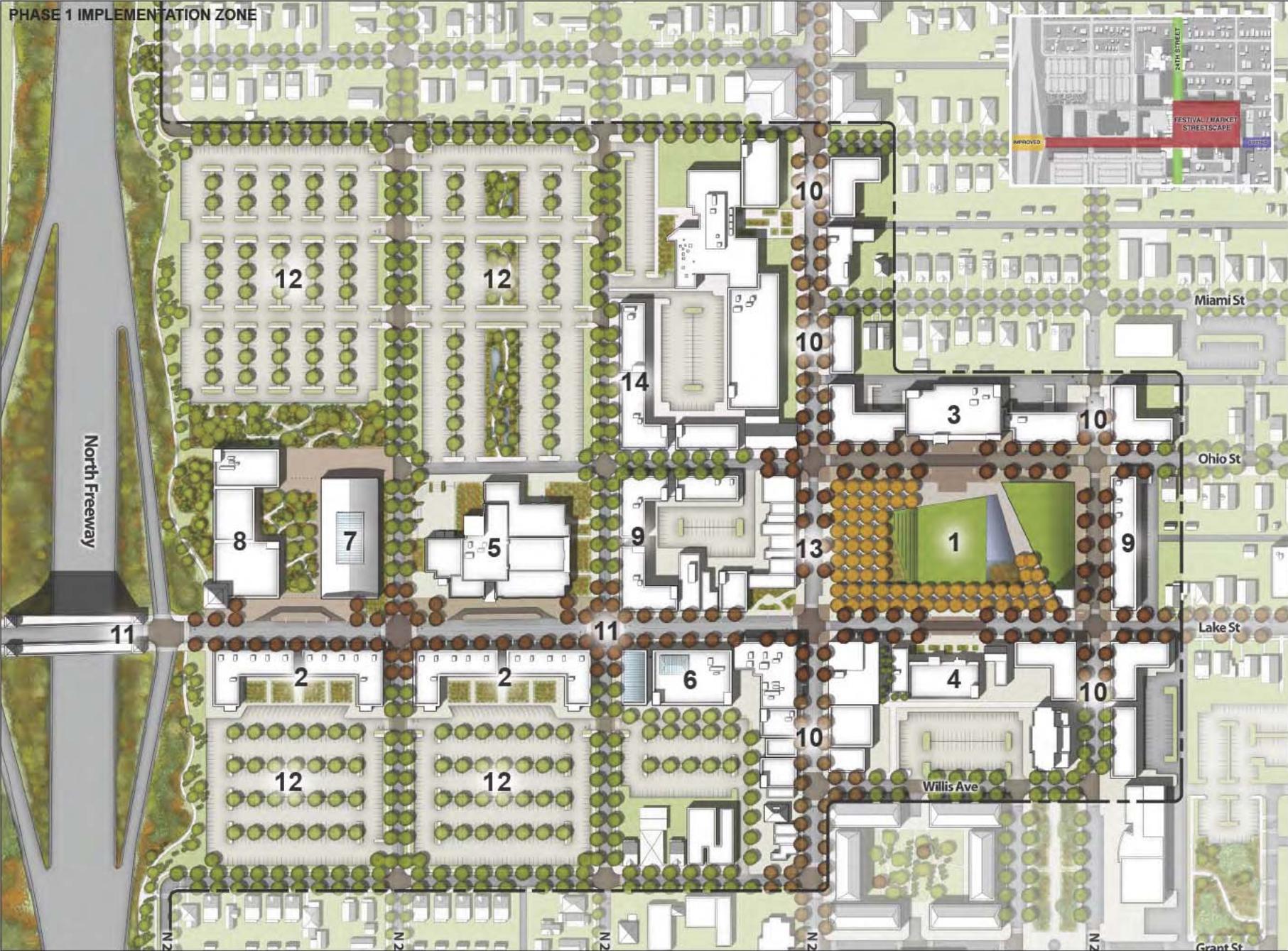


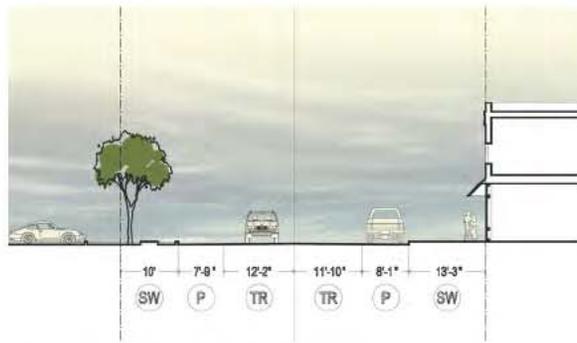


## KEY ELEMENTS OF THE CULTURAL ARTS DISTRICT

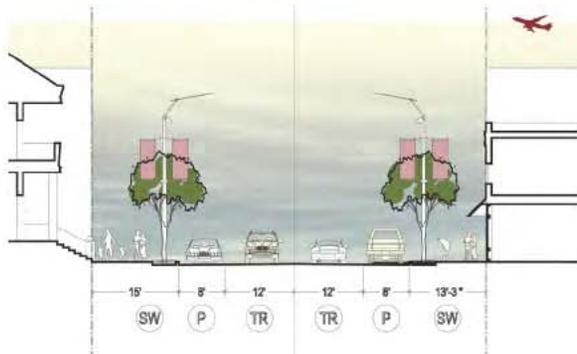
The Cultural Arts District represents the creation of a unique, authentic, and walkable neighborhood center which can be realized in about ten years with the help of a strong economy and confident development community. The Cultural Arts District comprises a series of key projects, each with the goal of creating a new “Heart of the Community” within North Omaha. Those projects are the following:

1. Festival/Market Square as new “Heart of the Community”
2. Mixed-Use Building
3. Ohio Street Music Center & Mixed-Use Development
4. Lake Street Theater
5. Beasley Theater
6. Public Library
7. Community Center
8. African American Museum
9. Artist’s Live/Work Housing
10. High Quality Mixed-Used Development
11. New Bridge & Entryway
12. Pervious Surface Parking
13. New Streetcar Line on 24th Street
14. OOIC Vocational Arts and Training Center





LAKE STREET SECTION: EXISTING



LAKE STREET SECTION: PROPOSED



## NEW BRIDGE & ENTRYWAY

The Lake/24th intersection is located 3 blocks east of the Freeway exit at Lake Street. The first thing many visitors will see, this exit will act as a key regional entry point into the Cultural Arts District and it will be essential that the gateway and new developments be high quality and civic in character. Key projects along this length of 24th Street include: The Entrepreneurship, Small Business and Collaboration Center, The Beasley Theater, The African American Museum, a Community Center, and a new Public Library.



**MIXED-USE BUILDINGS**

Located between 25th and 26th Streets and along Lake Street, this three story mixed-use building has a transparent commercial level divided into modularly sized business bays, with an urban residential scale upper portion that is broken vertically to define individual apartment bays and balconies. The exterior materials are both contextual and modern with a combination of brick, stone and metal panel; the attached storefront canopies and awnings; and the partially recessed hung balconies. At the ground floor, the modular tenant bays (470 SF – 1092 SF) each have large storefront windows that are open to either the busy streetscape of the Lake Street Corridor or the more intimate interior courtyard on the south elevation. The interior courtyard offers the opportunity for outdoor gathering space and is an ideal event location. Other shared amenities could include restrooms, cafeteria, computer lab, conference rooms and a centrally located management office. Separating these uses allows the business operator a greater flexibility between different sized offices and interchangeable tenant requirements. With 28 units per floor, the two upper residential levels offer a variety of unit sizes and locations. The units range in size from 470 SF studios to 946 SF two bedroom apartments, each one having access to a shared or private balcony. Basic building statistics include: Total Building Area = 75,076 GSF; Commercial Area = 23,528 GSF; Residential Area = 51,548 GSF; Number of Residential Units = 56; and Number of Parking Spaces = 161.





## JOHN BEASLEY THEATER

The John Beasley Theater is located on the north side of Lake Street between N. 26th Street & N. 25th Street. It will be a key cultural amenity within the Cultural Arts District offering a variety of theater and performance spaces, as well as workshops and a museum. Basic building statistics include: Total Building Area = 47,747 NSF; Proscenium Theater = 21,734 NSF (300 seats); Black Box Theater = 9,856 NSF (200 seats); Theater Workshop = 9,712 NSF; Museum = 2,245 NSF; Cafe = 656 NSF; and a Retail Shop at 969 NSF.



### LAKE STREET CINEMA

The Lake Street Cinema’s site is also prominently located on the south side of Festival Square; but is quite a bit smaller in scale and is situated directly across the central open space from the dynamic Ohio Street Music Center. Adding to the architectural richness and contextual fabric of the site are the two adjacent properties which frame and give presence to the three story building set back from the Lake Street edge. Allowing the building functions and exterior spaces to react to each other, this placement creates an inter-connection of interior and exterior spaces. The exterior materials are again consistent with the existing context of the area with some unique formal elements and textures. The taller, two story base is united with the horizontal residential band by the sculpturally placed marquees and vertical stair tower. Signage and lighting will highlight the interplay of forms and functions drawing you into the space. The lower two stories of this building house the theater auditoriums (3; seating 194, 100, and 100) and administrative spaces, and the east end of the building encloses a two story lobby space that connects to the residential vestibule to the south and the exterior theater courtyard to the east. The recessed upper level provides terrace space to the eleven apartment units ranging in size from 545 SF to 1090 SF. Basic building statistics include: Total Building Area = 24,708 GSF; Movie Theater Area = 15,535 GSF; Residential Area = 9,173 GSF; Number of Residential Units = 11; and Number of Parking Spaces = 50+.



EXTERIOR PERSPECTIVE



SITE PLAN

LAKE ST

ALLEY



EXTERIOR PERSPECTIVE



## OHIO STREET MUSIC CENTER

This high profile building site forms the northern edge of the culturally charged Festival Square, as well as creates the dialogue with Lake Street Cinema. To break down the scale of the 500 foot wide block, the buildings have been organized into three zones; the three story mixed-use west wing, the four story central building that houses the music venue, and the three story mixed-use east wing. The exterior materials are similar to the Mixed-Use Buildings; contextual and modern with the addition of larger sculptural elements and forms, creating a dramatic backdrop to the plaza below. The west wing wraps the corner and provides a presence on both the active 24th Street corridor and Ohio Street. With ground level transparency, and the retail bays stepping up along the contours of the street, the urban scale of the apartment levels above is evident through a mixture of materials and forms creating a variety of unit sizes and types. (735 SF one bedrooms to 1476 SF three bedrooms) The central building, at four stories, is broken into more dramatic forms, materials and textures. With the addition of lighting and signage marquees, the exterior architecture draws attention to the entertainment venue itself, highlighting the contiguous exterior to interior spaces created at both the ground floor's lobby and the second floor's expansive balcony. Two more residential levels above with multiple terraced balconies provide a greater variety of units and vantage points. On the interior, the two-level performance venue offers a variety of seating and viewing options with a stepped floor, and private and public





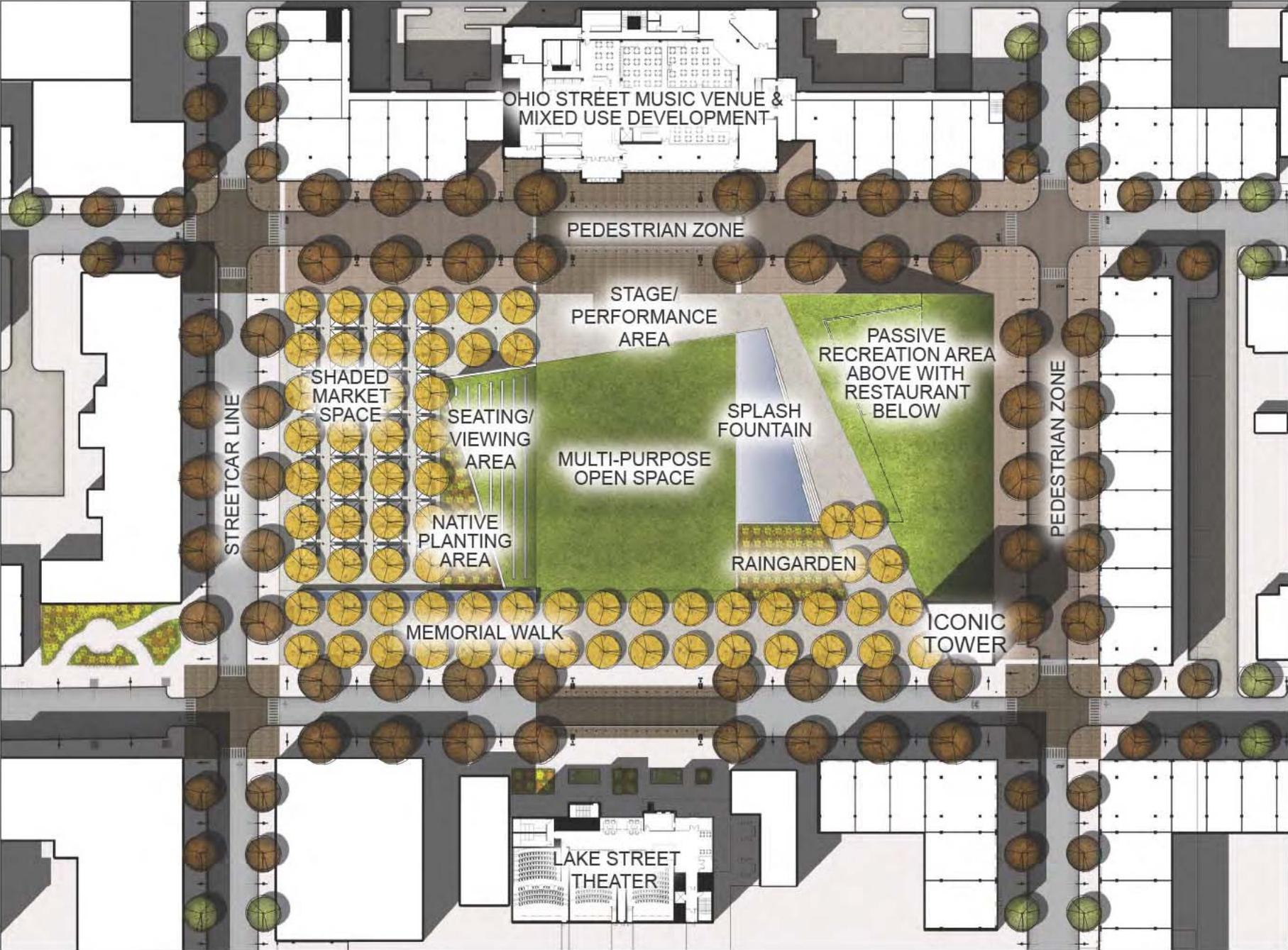
balconies The east wing acts a bookend to the more prominent west wing and offers the same ground level transparency and variety of apartment units above. Rather than wrap the corner of 23rd Street, the scale of the building steps down and introduces a landscape buffer as it affronts the more residential neighborhood to the east and north. Basic building statistics include: Total Building Area = 169,879 GSF; Commercial Area = 21,113 GSF; Music Venue = 74,230 GSF; Residential Area = 74,230 GSF; Number of Residential Units = 60; and Number of Parking Spaces = 137.





## FESTIVAL/MARKET SQUARE

The design intent of Festival/Market Square is to create a new, central gathering space with a variety of spaces and uses for all ages during all seasons. It is intended that the square contain a number of permanent activities for daily use, as well as operate as the primary special events and gathering place for the community. The square will be authentic to the nature of North Omaha, and it will become a symbolic space for the Cultural Arts District with its unique design and prominent, surrounding iconic buildings. The surrounding buildings will create active soft edges and will provide continual eyes-on-the-square to create a safe, vibrant, animated space for nighttime events such as a jazz / blues / gospel festivals, movie showing, arts fair, and markets. Daytime uses will include places for walking, standing, sitting, and gathering in small and large groups; informal recreation; a restaurant; spray fountains; and temporary uses such as a Saturday morning farmer's market. The square will be seamlessly integrated with the neighborhood structure and new transportation to slow traffic, and increase multi-modal access. The square will consist of a variety of materials from the robust to the soft landscape; include open and tree'd spaces and a great variety of native groundcover landscaping, organized into multiple space types with inherent flexibility. Festival/Market Square will be the new "Heart of the Community", providing the residents with a unique place to exhibit and enhance the authentic histories, cultures, arts, and social qualities of the North Omaha Community.



PERSPECTIVE O THE RESTAURANT SPLASH FOUNTAIN AND ICONIC TOWER



## KEY DESIGN COMPONENTS OF THE FESTIVAL/MARKET SQUARE

**Restaurant and Facilities:** An internal anchor for the square, the restaurant will provide patrons with food and drink for purchase, as well as repose from the active open spaces of the square. It will also contain public and operational facilities such as restrooms, water fountains, and storage for the square.

**Splash Fountain:** Designed and located within close proximity to the restaurant seating areas, the splash fountain will be an interactive water feature with specialty lighting to provide play activities for youth of all ages. This area is located near the restaurant to provide a secure visibility of youth and nighttime ambiance for the restaurant.

**Iconic Tower:** This tower is a steel structure with signature specialty lighting and a platform for stage performance and viewing of the surrounding area. The tower will serve as a neighborhood landmark, a branding icon for the area and the festival/market square, and the focal point of the proposed Memorial Walk.

**Pedestrian Zone:** Both Ohio Street north of square and North 22nd Street east of square will be pedestrian-designed and designated zones with specialty paving, rolled curbs, and bollards. These areas are designed to and will be able to be closed off to through traffic for special events in order to create a pedestrian mall around the northeast corner of the square.



PERSPECTIVE O THE PEDESTRIAN ZONE &amp; PASSIVE RECREATION AREA



**Passive Recreation Area:** A softscape and lawn of native grasses and trees located on the eastern edge of the square, the passive recreation area also acts as a green roof for the restaurant beneath and provides space for passive uses such as picnicking, lounging, and sculpture display.

**Memorial Walk:** An extension of the Cornerstone Memorial, the Memorial Walk is a stone chip walkway between two rows of trees which will focus toward the iconic tower and bring pedestrians to the multi-purpose open space and restaurant.

**Streetcar Line:** A component necessary to the vitality of the square, the return of the streetcar line along 24th Street connecting 16/Cuming to Adams Park and the Malcolm X Memorial area will provide multi-modal access to the area for local residents and visitors.



TH STREET PROPOSED WITH STREETCAR

PERSPECTIVE O MULTI-PURPOSE OPEN SPACE & ICONIC TOWER



**Multi-Purpose Open Space:** Centrally located on the site, the multi-purpose open space serves to link the proposed movie theater and music venue mixed use development together with a large lawn intended for community gatherings, special events, and informal active recreation and passive recreation.

**Seating Viewing Area:** An elevating, sloping plane with a series of terraced concrete benches adjacent to the multi-purpose space, the seating viewing area is intended to allow passive views of various events taking place below.

PERSPECTIVE O SEATING AREA & NATIVE PLANTING AREA



**Shaded Market Space:** Shaded by a full canopy of trees organized in a grid, this is a versatile smooth space intended for such events as a farmer’s market, local arts fair, music festival, craft fair, or food fairs such as Taste of Maha. The space will have water and electricity systems available for vendors.

**Native Planting Area:** Adjacent to the seating, the native planting area will be designated for local plants and wild flowers to be exhibited throughout the year. It will be a soft edge and landscape buffer between the shaded market space, the multi-purpose open space, and the revived, bustling corridor of 24th Street.

**Raingarden:** The raingarden area is a dedicated wetland area with native vegetation stormwater collection and detention. The raingarden will collect water during storm events and recharge it slowly through filtration media. Excess overflow will be diverted through a culvert into the local stormwater system on 24th Street or stored on site for reuse. The native planting area and raingarden will be an interconnected system.

**Stage Performance Area:** Located at the northern portion of the site, the stage performance area is an elevated, versatile, and multi-purpose stage for various activities such as a local music event, a movie showing, spoken word, presentations, or even private events such as weddings. The stage is not a permanent fixture, but the area contains all necessary utilities and services to allow for a stage structure to be erected quickly and easily.



PERSPECTIVE O ARMER S MARKET



PERSPECTIVE O ARMER S MARKET



## IN FILL STRATEGY & TYPOLOGY

Throughout the neighborhoods surrounding the Cultural Arts District, we have recommended an infill strategy based on specific typologies of buildings, along with several key characteristics that should be employed when designing these buildings. Both commercial and residential building typologies alike should be of the highest quality construction and urban in nature. Some of the characteristics of these building typologies are as follows:

- Mix of new iconic building types and new infill buildings
- Buildings that strengthen the existing successful typologies and relate to the remaining historic buildings in scale, materials, fenestration, forms and textures.
- Mixed-use, multi-story buildings that maintain the urban density
- Relationships and dialogues between buildings and public gathering spaces
- Pedestrian-friendly streetscapes
- Access to safe and functional parking zones
- Ground floor transparency with flexible commercial bays
- Shared amenities within commercial and residential buildings

**PHASE IMPLEMENTATION**

PHASE 1.1  
Mixed-Use Buildings

PHASE 1.2  
Market/Festival Square

PHASE 1.3  
Mixed-Use Development Around the Square

PHASE 1.4  
Cultural Arts Facilities

PHASE 1.5  
Vocational Training / Arts Education Center

