

# South Omaha Development Project



July 2010



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# 1.0 EXECUTIVE SUMMARY

## 1.1 Introduction

In 2003, the Greater Omaha Chamber (Chamber) launched a neighborhood planning and economic development effort that became known as Destination Midtown. The effort brought together neighborhoods, small businesses, corporations, community organizations and educational institutions to envision the future of four square miles of central Omaha. Following the planning effort, the Chamber hired a project coordinator to work with the Midtown community to implement each of the recommendations outlined in the *Destination Midtown Plan*. Based on the success of that endeavor, the Chamber embarked on a similar efforts for North Downtown in 2005 and the North Omaha Development Project in 2007. Both plans outlined strategies for community investments that continue to attract development. By 2009, with the completion of Omaha by Design's *Benson-Ames Alliance Plan* and the City's *Downtown Omaha 2030* plan, a large portion of eastern Omaha was making strides in the revitalization of neighborhoods, support of business and improvement of the quality of life in their communities.

In August 2009, the Chamber directed their community development planning efforts to the southeast corner of the city and introduced the South Omaha Development Project. Like previous efforts, the South Omaha Development Project (SODP) began by bringing together leaders from South Omaha and the larger community to lead a public planning process to guide the future growth and development the area.



*The historic South Omaha Post Office and new Tree of Life streetscape. (Greater Omaha Chamber)*

The SODP planning process was designed to reach as many in the South Omaha community as possible. Almost half of the estimated 37,000 residents of the Study Area are Hispanic, a significant portion of whom do not speak English as their first language. As a result, a bilingual (English and Spanish) outreach effort was needed to gather input from approximately 2,000 residents, employees and business owners. The outreach included paper and on-line surveys, in-person interviews, focus groups, a visioning workshop and a public design charrette. Guided by

the input from the outreach process, market analysis, public policy and urban planning and design principles, the framework for the South Omaha Development Project plan took shape.

This plan outlines recommendations in eight chapters, which are summarized on the following pages.

- Development Opportunities Assessment
- Neighborhoods
- Commercial Centers and Corridors
- Industry and Employment
- Mobility and Parking
- Parks and Recreation
- Marketing and Tourism
- Implementation

### **DEVELOPMENT OPPORTUNITIES ASSESSMENT**

The South Omaha Study Area is a mature part of the city. Its neighborhoods, retail corridors and industrial districts have a long history and are largely developed. Though half of the housing stock was built prior to 1939, most neighborhoods remain intact. Traditional retail streets offer small business opportunities, but limited land availability discourages new large format retail. Past industrial uses have left lead and other soil contamination issues on potentially available properties. These market conditions pose challenges for redevelopment. Recommendations to address these challenges include the:

- Establishment of a South Omaha community development corporation (CDC) or partnership with an established CDC to address housing conditions and create housing programs focused in South Omaha
- Coordination of small business technical assistance and financing programs.
- Creation of land acquisition or site remediation incentives for large industrial uses.
- Consideration of tax increment financing (TIF) to encourage investment in the Study Area.

### **NEIGHBORHOODS**

South Omaha originally developed according to a traditional neighborhood pattern and many of the historic neighborhoods remain in place today. To sustain the quality of life in these neighborhoods, public and private efforts should focus on the:

- Consideration of zoning changes to protect traditional neighborhood fabric.
- Maintenance of aging housing stock.
- Creation of quality, affordable housing options for single-person to multi-generational households.
- Revitalization of neighborhood retail nodes.

### **COMMERCIAL CENTERS AND CORRIDORS**

South Omaha includes several viable commercial centers and corridors. The South 24th Street Business District, Vinton Street and 13th Street offer traditional retail development opportunities. L Street, Q Street, and 24th Street, north of Interstate 80, provide a more



*Livestock Exchange Building (Greater Omaha Chamber)*



*Locally-owned restaurants are characteristic of businesses in the South 24th Street Business District. (Greater Omaha Chamber)*

suburban model of retail. To support these existing corridors and increase the viability of other commercial areas, the South Omaha Development project should promote the:

- Implementation of zoning changes or urban design overlays to protect historic character and increase commercial and residential densities.
- Development of targeted areas to increase business viability and transit service efficiency.
- Consideration of funding and incentive programs like historic tax credits, business improvement districts (BID) or TIF to strengthen existing businesses districts and supplement City services.
- Institutionalization of a “Vendors Row” to promote small business development and create an additional food/restaurant destination in South Omaha.
- Concentration of local retail and community activities to support the South 24th Street Business District as the retail and social center of the Study Area.

## **INDUSTRY AND EMPLOYMENT**

South Omaha was built on industry, specifically the meat packing industry. Though no longer the economic engine it was in the mid-20th century, industry and meat packing still employ many South Omaha residents. Industrial employment offers critical entry level jobs, particularly for newly arriving immigrants, but the community desires a more diverse employment base through the:

- Promotion of South Omaha to targeted industries and employers.
- Protection and expansion of the land available for large scale development.
- Expansion of education and job training programs to create a highly sought after workforce.

## **MOBILITY AND PARKING**

South Omaha is centrally located in the Omaha metropolitan area. I-80 and I-480/Hwy 75 provide easy access to the entire metropolitan area. Within the Study Area, a regular street grid and sidewalk network is interrupted due



*Lauritzen Botanical Gardens (Greater Omaha Chamber)*

to the topography, the interstate highways, rail lines, and major industry. The community identified primary transportation concerns to be parking and pedestrian safety. To address these concerns, recommendations focused on:

- Introduction of Complete Streets design principles to improve the functioning of the transportation system for all users.
- Consideration of a parking district option for the South 24th Street Business District and other commercial areas.
- Creation of off-street parking in residential neighborhoods by improving alleys.
- Expansion of transit options within and to/from the Study Area.

### **PARKS AND RECREATION**

Outdoor gathering spaces and recreation opportunities are very important to the South Omaha community. Parks in the Study Area are heavily used and, at times, over-crowded. Given the land constraints in South Omaha,

adding significant amounts of new park space would be difficult, so limited expansions and making better use of existing open space are the goals of the South Omaha Development Plan. These include the:

- Facilitation of use of existing public spaces.
- Creation of additional recreation opportunities.
- Extension of the regional trail network in the Study Area.

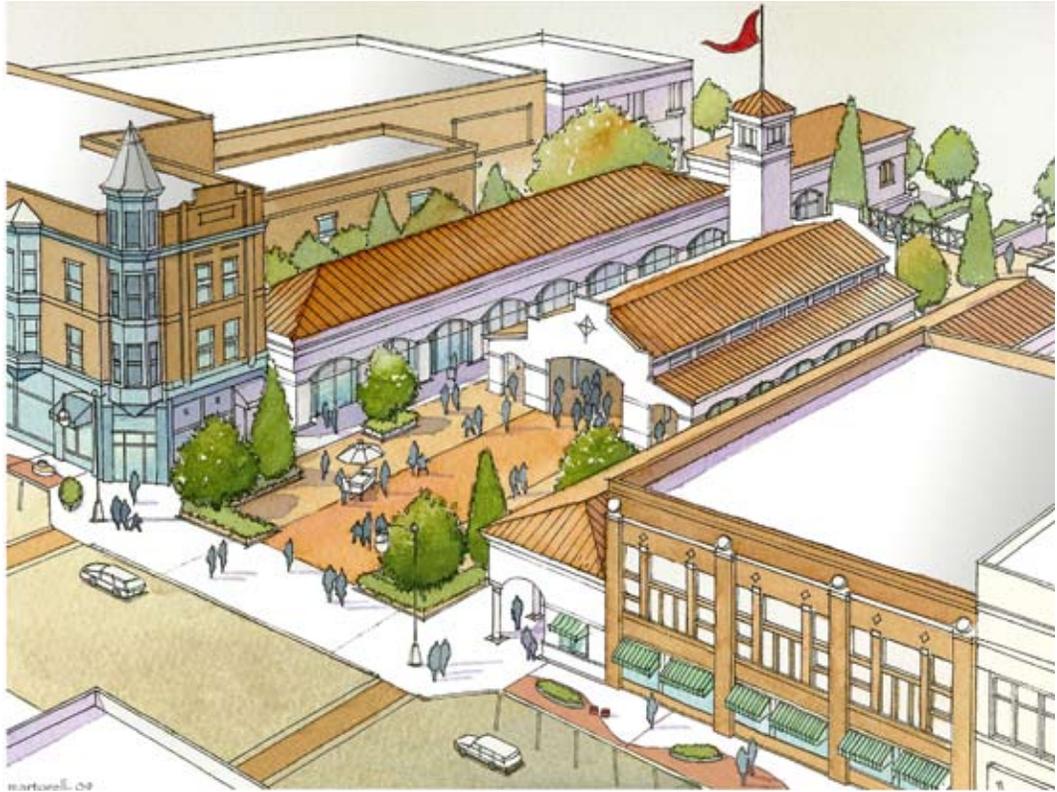
### **MARKETING AND TOURISM**

Those involved in the SODP planning process identified awareness and perceptions of South Omaha as barriers to attracting residents, businesses and customers to the Study Area. Residents from other parts of the metropolitan area may only be aware of major attractions like Omaha's Henry Doorly Zoo and Lauritzen Botanical Gardens, while smaller neighborhood attractions and businesses remain unknown. Beginning from within the community, the South Omaha Development Project can build awareness and appreciation of South Omaha's history, culture, neighborhoods and businesses by the:

- Promotion of South Omaha businesses, attractions and neighborhoods to local and out-of-town visitors.
- Creation of additional attractions and amenities.
- Construction of a "Mercado" or market to create small businesses space and an additional retail attraction.

### **IMPLEMENTATION**

Within the chapters summarized above, the plan is composed of broad policy statements intended to guide the work of the SODP, City of Omaha Greater Omaha Chamber and other community groups and leaders as they implement the plan. The policies reflect the values and aspirations of the South Omaha community. Each of the policies are supported by specific programs and projects that take advantage of opportunities or address challenges that stand in the way



*Artist's depiction of a market concept on South 24th Street.*

of achieving community goals. All of the recommendations, whether policy, program or project, respect the history of South Omaha and build upon the cultural diversity of the area to promote economic growth and investment. In partnership with residents, businesses and community organizations, the South Omaha Development Project can ensure that growth and investment extend into South Omaha neighborhoods and make meaningful improvements to the everyday lives of the South Omaha community.



# 1.0 RESUMEN EJECUTIVO

## 1.1 Introducción

En el 2003, la Cámara de Comercio de Omaha (la Cámara) lanzó un esfuerzo de planificación de vecindarios y de desarrollo económico que llegó a ser conocido como Destination Midtown. Dicho intento reunió a vecindarios del área, empresas pequeñas, corporaciones, organizaciones de la comunidad, y a instituciones educativas para imaginar el futuro de un área que abarca cuatro millas cuadradas del centro de Omaha. Siguiendo el esfuerzo de planificación, la Cámara contrató a un coordinador del proyecto para trabajar con la comunidad de la zona establecida e implementar cada una de las recomendaciones delineadas en el Plan de Destination Midtown. Debido al éxito del proyecto, la Cámara emprendió, en el 2007, un esfuerzo similar para el Norte de Omaha, abarcando un área de nueve millas cuadradas. El Proyecto de Desarrollo del Norte de Omaha (North Omaha Development Project) estableció una estrategia de inversión en la comunidad que continúa atrayendo desarrollo en el área. Gracias a la culminación del Plan de Alianza Benson-Ames (Benson-Ames Alliance Plan) de Omaha by Design y el Plan del Centro de Omaha 2030 (Downtown Omaha 2030 Plan), ya para el 2009, una gran porción de la zona Este de Omaha estaba progresando a pasos agigantados en lo que se refiere a la revitalización de vecindarios, apoyo de negocios, y en el mejoramiento de la calidad de vida de sus comunidades.

En agosto del 2009, la Cámara dirigió sus esfuerzos de planificación y desarrollo de



*Edificio histórico de la Oficina de Correos en el Sur de Omaha y el nuevo diseño del Árbol de la Vida. (la Cámara de Comercio de Omaha)*

comunidades al rincón Sureste de la ciudad e introdujo el Proyecto de Desarrollo del Sur de Omaha (South Omaha Development Project). Al igual que en esfuerzos anteriores, el Proyecto de Desarrollo del Sur de Omaha (PDSO) empezó reuniendo líderes involucrados con la comunidad para ayudar a dirigir un proceso público de planificación que se utilizaría para guiar el futuro del crecimiento y desarrollo de la comunidad.

El proceso de planificación del PDSO fue diseñado para llegar a la mayor cantidad de personas posibles en la comunidad del Sur de Omaha. Casi la mitad del número estimado de 37,000 residentes en el área de estudio son hispanos, de los cuales, una porción significativa posee barreras con el idioma inglés. Para poder sobrepasar ésta barrera del idioma, se realizó un esfuerzo de alcance bilingüe (inglés y español), para poder recolectar respuestas y comentarios de aproximadamente 2,000 residentes, empleados y propietarios de negocios del área. El alcance incluyó encuestas por escrito y electrónicas a través del internet, entrevistas en persona, grupos de discusión, un taller de visión, y una sesión pública de diseño urbano. En base a la información recaudada durante el proceso de alcance, junto con el análisis de mercado, y combinando principios de políticas públicas, planificación y diseño urbano, se desarrolló el marco para la creación del Proyecto de Desarrollo del Sur de Omaha.

Las recomendaciones realizadas en este plan se exponen en ocho capítulos, los cuales se encuentran resumidos a continuación.

- Evaluación de Oportunidades de Desarrollo
- Vecindarios
- Centros y Pasillos Comerciales
- Industria y Empleo
- Movilidad y Estacionamiento
- Parques y Recreación
- Publicidad y Turismo
- Implementación

### **EVALUACIÓN DE OPORTUNIDADES DE DESARROLLO**

El área de estudio del Sur de Omaha, puede ser definida como una zona madura de la ciudad. Sus urbanizaciones, calles comerciales y distritos industriales, poseen una larga historia y están bastante desarrollados. Aún cuando la mitad de las casas que existen en el área fueron construidas antes de 1939, la mayoría de las urbanizaciones permanecen intactas. Calles tradicionales, llenas de tiendas comerciales

ofrecen oportunidades para pequeños negocios, pero la disponibilidad limitada de terrenos amplios desalenta la ubicación de nuevos comercios de gran escala. Usos industriales en el pasado han dejado estragos en cuanto a contaminación de plomo y otros elementos en la tierra de ciertas propiedades que podrían estar disponibles para nuevos desarrollos. Estas condiciones crean un reto adicional al momento de desarrollar dichas zonas. Ciertas recomendaciones que se pueden llevar a cabo para disminuir estos retos incluyen:

- Establecer una Corporación para el Desarrollo de la Comunidad (CDC) o la creación de una alianza con una CDC existente para tratar con las condiciones de vivienda y crear programas de vivienda que se enfoquen en el Sur de Omaha.
- Coordinar la disponibilidad de asistencia técnica y programas de financiamiento para pequeños negocios.



*Edificio Livestock Exchange (la Cámara de Comercio de Omaha)*



*Restaurantes locales forman parte de los negocios localizados en el distrito comercial de la calle Sur 24. (la Cámara de Comercio de Omaha)*

- Crear incentivos para la adquisición de terreno o la implementación de medidas correctivas en las zonas contaminadas para que puedan ser utilizadas en grandes proyectos industriales.
- Considerar el uso de los programas de financiamiento con el incremento de impuestos (tax increment financing – TIF) para fomentar inversión en el área de estudio.

### **VECINDARIOS**

El Sur de Omaha se desarrolló originalmente de acuerdo a patrones tradicionales de urbanizaciones y todavía hoy permanecen muchos de los elementos históricos en estos vecindarios. Para sostener la calidad de vida en estos vecindarios, esfuerzos públicos y privados deben enfocarse en:

- Considerar cambios en los reglamentos de zonificación para poder proteger el carácter tradicional de los vecindarios.
- Mantenimiento y reparar el inventario de casas deterioradas por envejecimiento.

- Crear más opciones de vivienda tanto para personas individuales como familias multi-generacionales que sean más asequibles y de calidad.
- Revitalizar los nodos comerciales en los vecindarios.

### **CENTROS Y PASILLOS COMERCIALES**

En el Sur de Omaha existen varias opciones viables para desarrollar centros y pasillos comerciales. El Distrito Comercial de la calle Sur 24, la calle Vinton y la calle 13 ofrecen oportunidades de desarrollo para actividades comerciales tradicionales. Las calles L y Q y la calle 24 hacia el Norte de la Interestatal 80, proveen oportunidades para desarrollos de tiendas comerciales que siguen un modelo más suburbano. Para apoyar los pasillos existentes e incrementar la viabilidad de nuevas áreas comerciales, el Proyecto de Desarrollo del Sur de Omaha debe promover:

- La implementación de cambios en los reglamentos de zonificación o restricciones de diseño urbano para proteger el carácter



*Jardines Botánicos de Lauritzen (la Cámara de Comercio de Omaha)*

histórico e incrementar la densidad de la población comercial y residencial.

- El desarrollo de áreas específicas para incrementar la viabilidad de negocios y la eficiencia en el servicio de transporte.
- La consideración de programas de incentivo y financiación como los créditos fiscales históricos, distritos de mejoras comerciales (BID) o TIF para ofrecer un complemento los servicios de la Ciudad y fortalecer los distritos comerciales existentes.
- La institucionalización de una “Cuadra de Vendedores Ambulantes” para promover el desarrollo de pequeños negocios y crear una zona destinada a comida y restaurantes en el Sur de Omaha.
- La concentración de actividades comunitarias y comerciales para apoyar el distrito comercial de la calle Sur 24 como el centro social y comercial del área de estudio.

## INDUSTRIA Y EMPLEO

El Sur de Omaha fue construido en base a la industria, específicamente la industria empacadora de carnes. Aún hoy, a pesar de que no es el motor de desarrollo económico que fue durante mediados del siglo 20, la industria y las empacadoras de carne todavía emplean a muchos de los residentes del Sur de Omaha. Este tipo de empleo industrial ofrece puestos de trabajo para principiantes, lo que es muy importante, en particular para nuevos inmigrantes, sin embargo, la comunidad desea que las oportunidades de empleo sean más diversas, lo que se puede lograr a través de la:

- Promoción del Sur de Omaha hacia industrias y empleadores deseados.
- Protección y expansión de terreno disponible para desarrollos de gran escala.
- Expansión de programas educativos y de entrenamiento laboral para crear una fuerza de trabajo que esté en demanda.

## MOVILIDAD Y ESTACIONAMIENTO

El Sur de Omaha está localizado centralmente en la zona metropolitana de Omaha. Las autopistas I-80 y I-480/Hwy 75 ofrecen fácil acceso a toda el área metropolitana. A lo largo del área de estudio, el trazado cuadricular de las calles y la red de aceras se ve interrumpida por la topografía de la zona, las autopistas interestatales, las vías férreas y las industrias. La comunidad ha identificado la disponibilidad de estacionamiento y la seguridad de los peatones como las principales preocupaciones en lo que se refiere al tema de transportación. Para abordar dichas preocupaciones, las recomendaciones se enfocan en:

- Introducir del concepto de Calles Completas al diseño urbano de la zona, para mejorar el funcionamiento del sistema de transporte para todo tipo de usuarios.
- Considerar la creación de zonas de estacionamiento para el distrito comercial de la calle Sur 24 y otras áreas comerciales.
- Crear oportunidades de estacionamiento fuera de la vía pública en vecindarios residenciales mediante la mejora de callejones.



*Bosquejo de la representación de un artista sobre el concepto de un mercado en la calle Sur 24.*

- Expandir las opciones de tránsito dentro y desde/hacia la zona de estudio.
- Ampliar la red de senderos regionales en el área de estudio.

### **PARQUES Y RECREACIÓN**

La disponibilidad de espacios al aire libre para recreación es un elemento importante para la comunidad del Sur de Omaha. Los parques localizados en el área de estudio son bastante usados y, en momentos, sobrepasan su capacidad. Dadas las restricciones de terreno disponible en el Sur de Omaha, sería muy difícil agregar espacios abundantes para parques; por lo que realizar expansiones limitadas y lograr un mejor uso de los espacios al aire libre existentes son los objetivos principales del Proyecto de Desarrollo del Sur de Omaha en esta área. Estos objetivos incluyen:

- Facilitar el uso de los actuales espacios públicos.
- Crear oportunidades adicionales de recreación.

### **PROMOCIÓN Y TURISMO**

Las personas involucradas durante el proceso de planificación del PDSO identificaron la percepción y el conocimiento que las personas puedan tener sobre el Sur de Omaha como barreras para atraer residentes, dueños de negocios y clientes a la zona de estudio. Residentes de otras partes del área metropolitana conocen más que todo las atracciones principales como los son el zoológico (Omaha's Henry Doorly Zoo) y el jardín botánico (Lauritzen Botanical Gardens), mientras que otros negocios de la zona y otras atracciones de menor calibre permanecen sin ser conocidas. Comenzando por la comunidad misma, el Proyecto de Desarrollo del Sur de Omaha puede crear conciencia y apreciación por la historia, cultura, urbanizaciones y

negocios del Sur de Omaha mediante la:

- Promoción de los negocios, atracciones y urbanizaciones del Sur de Omaha tanto a visitantes locales como de las afueras de la ciudad.
- Creación de atracciones y servicios adicionales en la zona.
- Construcción de un “Mercado” que ofrezca pequeños espacios para negocios y a la vez se convierta en una atracción comercial más en el área.

### **IMPLEMENTACIÓN**

Dentro de cada uno de los capítulos anteriormente resumidos, el plan está compuesto por objetivos principales que tienen la intención de guiar el trabajo conjunto del PDSO, la Ciudad, la Cámara de Comercio de Omaha y otros grupos y líderes comunitarios a medida que el plan se va implementando. Esta información refleja los valores y las aspiraciones de la comunidad del Sur de Omaha. Cada una de las políticas propuestas, refleja los valores y aspiraciones de la comunidad del Sur de Omaha y están apoyadas por programas y proyectos específicos que aprovechan oportunidades o tratan de solucionar desafíos que impiden el logro de los objetivos de la comunidad. Todas las recomendaciones, ya sea a nivel de política, programa, o proyecto, respetan la historia del Sur de Omaha y han sido creadas tomando en cuenta la diversidad cultural del área para promover el crecimiento económico e inversión. En conjunto con residentes, negocios, y organizaciones de la comunidad, el Proyecto de Desarrollo del Sur de Omaha puede asegurar que el crecimiento y la inversión fluyan hacia las urbanizaciones del Sur de Omaha, mejorando significativamente la calidad de vida de dicha comunidad.

## 2.0 PUBLIC INVOLVEMENT

### 2.1 Public Involvement

At the outset of the planning process, the Chamber and HDR Team (SODP Team) developed an extensive community outreach and communications strategy. The strategy was specifically designed to encourage early and active community engagement; recognize local knowledge; maximize cross-cultural methods of communication; and leverage existing social networks. With the assistance of a Steering Committee and Communications Subcommittee, the SODP Team led focus group discussions, distributed bilingual surveys, conducted a community interviewer program and held a public visioning workshop and design charrette. Additional outreach tools included a bilingual Web site, traveling informational kiosk and English and Spanish media releases. The result was a swell of grass roots participation in the South Omaha Development Project planning process. A summary of the public involvement efforts follows.

#### STEERING COMMITTEE

The Greater Omaha Chamber identified a 35-member Steering Committee to lead the South Omaha Development Project. The Committee included elected officials, corporate leaders, academic representatives, local business owners, community leaders and residents. At monthly meetings, the Steering Committee provided insight into the South Omaha community, directed the community outreach and communications strategy and developed a tag line. Eleven members of the Steering Committee also volunteered to directly assist

with the public involvement effort by serving on the Communications Subcommittee

#### FOCUS GROUPS

The Communications Subcommittee identified five locations for focus groups: the Corrigan Multipurpose Senior Center, Our Lady of Guadalupe Church Social Hall, the Southeast Police Precinct, One World Community Health Center and Omaha South High Magnet School. A champion for each meeting location was identified and asked to invite community leaders to participate in the focus group discussions. At the focus groups, the SODP Team introduced the South Omaha Development Project and encouraged dialogue on South Omaha's identity, community cohesion and general conditions. In total, 97 individuals participated in the focus groups. The following is a brief summary of the ideas gathered during these discussions:

- There are great entertainment attractions in the area. Their potential to bring people into South Omaha needs to be maximized.



*Conversations with long-time South Omaha residents at the Corrigan Center.*



*Omaha South High Magnet School students participated in a focus group and through surveys. (Greater Omaha Chamber)*

- The culture and diversity of the area enhances the community and should draw positive attention to the area.
  - Transit connections to and from South Omaha are limited. Public transportation options need to be increased, both in number of routes and frequency of service to provide better connections within the Study Area and to other areas in the city.
  - Poorly maintained sidewalks limit pedestrian accessibility.
  - Parking availability in business districts and residential neighborhoods is limited and cannot accommodate the growing population.
  - The housing stock needs to be updated and diversified to offer a range of affordable housing types for single-person to multi-generation households.
  - Additional zoning and code enforcement is needed to reduce single-family to multi-family conversions and deteriorating building conditions.
  - There are several parks in the Study Area. The community uses the parks heavily and would like to see them updated with additional soccer fields and other amenities for teenagers. Information about park amenities, facilities, field rental options and usage should be more readily available to the community in both English and Spanish.
- There is a lack of year-round activities for 12-18 year olds.
  - Few local jobs keep residents in the Study Area. Current industrial and commercial space should be maximized to accommodate employers.
  - The history of the Study Area should help guide the future design and culture of South Omaha. Historic characteristics should be preserved to recapture the image of “The Magic City.” (South Omaha was known as the Magic City because it grew so quickly during the early years of the 20th century.)
  - Public services are inadequate. Trash pickup in commercial areas needs to be increased and recycling centers should be available in the community.
  - The workforce of South Omaha needs more diverse employment options.

### **BILINGUAL SURVEY**

To gather input from individuals on traffic/roadway conditions, housing options, basic needs, community places, public services and economic development, 6,000 bilingual surveys were distributed throughout the community. The survey was distributed at local grocery stores, restaurants, social service centers, churches, banks, schools and the library. The Latino Center of the Midlands (Latino Center) donated staff time to help compile and translate survey responses. This effort resulted in 994 survey responses.

From Aug. 26, 2009, through Sept. 9, 2009, the offices of State Senators Heath Mello and Jeremy Nordquist distributed the survey to 4,000 households in a demographic-filtered mailing. The mailings were sent to registered voters ages 50 and over. Letters from the respective senator accompanied the surveys, directing recipients to the Web site for more information or to complete an online version of the survey. 192 recipients returned the survey.

The survey was also made available at the traveling informational kiosk and by electronic invitation to the faculty at Metropolitan Community College (MCC), South Campus. Through these methods an additional 304 surveys were collected.

Overall, this outreach resulted in a total of 1,490 surveys collected - an impressive return rate of nearly 25%. Survey results are summarized on the following page.

### **COMMUNITY INTERVIEWER PROGRAM**

The Latino Center led the Community Interviewer Program component of the public involvement process. The Latino Center identified 21 Spanish speaking community members to serve as Community Interviewers. After a training and orientation session, Community Interviewers used their existing social networks and relationships to gather information from primarily Spanish-speaking populations. Each Interviewer used the SODP bilingual survey to guide at least 20 face-to-face interviews. On Sept. 9, 2009, the Interviewers reported back their findings to the SODP Team. Interviewers received \$100 gift cards to thank them for their time and effort. The key findings of the Community Interviewers were:

- Public education campaigns are needed to raise awareness of issues such as pollution and littering, neighborhood activism and residential maintenance and renovation.
- Vacant homes around commercial districts strain the viability of the area. The land should be better utilized to support the surrounding businesses.
- There are negative stereotypes about the culture and community of South Omaha that limit its growth potential.
- Partnerships with local industry and manufacturing could broaden their stake in the community and encourage investment and expanded operations and employment.

### **BILINGUAL WEB SITE**

A bilingual project Web site ([www.projectsouthomaha.org](http://www.projectsouthomaha.org)) was developed to promote the project, its purpose and community involvement opportunities. The Web site also gathered information from the public through an online version of the survey and a general comment form. Most importantly, the Web site provided continual communication to maintain public awareness and momentum throughout project milestones.

### **TRAVELING KIOSK PROGRAM**

The MCC South Campus Welding and Construction Departments built a traveling kiosk for the South Omaha Development Project. The kiosk provided bilingual information about the project and planning process, the community's critical role and opportunities for participation. The kiosk also allowed for additional distribution and collection of the project survey. Following the data gathering phase, the kiosk helped to raise public awareness of project milestones.

Omaha's Henry Doorly Zoo provided staff and transportation to move the kiosk to ten locations in the Study Area. The Communications Subcommittee selected these locations based on the expected volume of foot traffic from a variety of business tenants,



*Community Interviewers spoke to residents and business owners in the Study Area. (Greater Omaha Chamber)*

A total of 6,000 bilingual surveys were distributed to the South Omaha community to gather input on the present condition of the area...  
**1,490 individuals completed the survey, and here are the results!**

## How Did You Rate the South Omaha Community

*Who participated in the survey?*

- 644 South Omaha residents
- 193 South Omaha workers
- 354 South Omaha resident workers
- 299 people who do not reside or work in South Omaha

299	644
354	193

1,490 participants

*What is appreciated about South Omaha?*

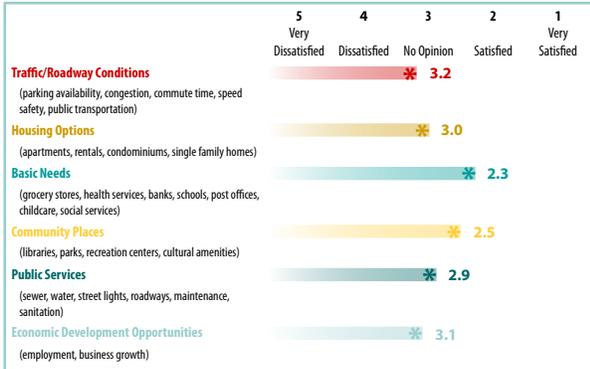
- Culture
- Diversity
- People
- Stores
- Restaurants

*What are the problems facing South Omaha?*

- Crime
- Graffiti
- Gangs
- Parking
- Traffic



**South O!**  
 For more information about the South Omaha Development Project:  
 Jamie Grayson-Berglund  
 Greater Omaha Chamber  
 (402) 233-7142  
 ProjectSouthOmaha.org



Un total de 6,000 encuestas bilingües fueron distribuidas a la comunidad del Sur de Omaha para obtener información sobre la situación actual del área...  
**1,490 individuos completaron la encuesta, y aquí están los resultados!**

## Como ha usted calificado a la Comunidad del Sur de Omaha

*Quien completó la encuesta?*

- 644 residentes del Sur de Omaha
- 193 trabajadores del Sur de Omaha
- 354 personas que residen y trabajan en el Sur de Omaha
- 299 personas que no residen ni trabajan en el Sur de Omaha

299	644
354	193

1,490 participants

*Que es valorado sobre el Sur de Omaha?*

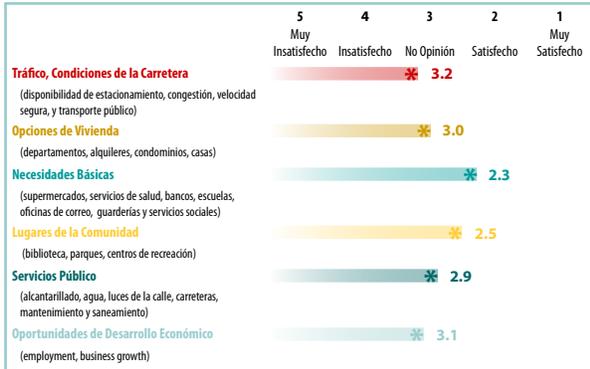
- Cultura
- Diversidad
- La gente
- Tiendas
- Restaurantes

*Cuales son los problemas que enfrenta South Omaha?*

- Crímen
- Graffiti
- Pandillas
- Estacionamiento
- Traffic



**South O!**  
 Para más información sobre el Proyectos de Desarrollo del Sur de Omaha:  
 Jamie Grayson-Berglund  
 Greater Omaha Chamber  
 (402) 233-7142  
 ProjectSouthOmaha.org



residents and other passersby interested in the future of South Omaha. The ten locations were:

- Latino Center of the Midlands
- El Museo Latino
- Omaha South High Magnet School
- One World Community Health Center
- Salvation Army Ray and Joan Kroc Center
- The Big O! Show (Qwest Center Omaha)
- Bag n' Save (20th and Vinton Streets)
- Hy-Vee (36th and L Streets)
- No-Frills (36th and Q Streets)
- The South Omaha Development Project Design Charrette (Livestock Exchange Building)

### VISIONING WORKSHOP

To begin to shape the issues and opportunities identified through the community outreach effort, the SODP Team held a public Visioning Workshop on Sept. 22, 2009 at Omaha's Henry Doorly Zoo. Approximately 50 Omaha residents participated in the workshop; Spanish interpretation services were offered. In small groups, workshop participants completed



*The traveling kiosk at El Museo Latino.*

a SWOT Analysis and Geographic Mapping Exercise.

Through the SWOT Analysis, participants identified the **Strengths**, **Weaknesses**, **Opportunities** and **Threats** for the South Omaha Development Project. Small groups were asked to share their ideas with all in attendance. From a complete list of all small groups' findings, participants voted for the three most significant in each of the categories.

Based on votes, the most significant **Strengths** of South Omaha were:

- The people and work ethic.
- Growing enthusiasm for the area as shown through Collin Stadium and the Kroc Center.
- The cultural diversity of the population.

The **Weaknesses** that received the most votes were:

- Negative perceptions of the area.
- Absence of quality housing options.
- Lack of recreation facilities for children and teenagers.
- Street network that does not support all modes of transportation.
- Loss of the College World Series and Rosenblatt Stadium.

The greatest **Opportunities** identified for South Omaha were:

- The creation of an entertainment corridor between Downtown Omaha and Fort Crook Road in Bellevue.
- Implementation of zoning and urban design codes.
- Available land for redevelopment.

The most significant **Threats** to the South Omaha Development Project were identified as:

- Political leaders not willing to implement the plan – not aggressive enough to achieve goals and not held accountable for doing so.
- Negative perceptions of South Omaha.
- Racism.



*Community members, business owners and others interested in the South Omaha Development Project met at Omaha's Henry Doorly Zoo to share their visions for South Omaha.*

Following the SWOT analysis, small groups were asked to identify specific locations in the Study Area on which the SODP should focus. Some of the most common mentioned locations were:

- Infill development opportunities on 10th, 13th, Vinton and Q Streets.
- The restoration of lakes at Spring Lake Park.
- Parking and congestion concerns on 24th Street between L and Q Streets.
- The addition of another family entertainment attraction on the Rosenblatt Stadium site or near Omaha's Henry Doorly Zoo.

A complete listing of the findings from the Visioning Workshop is included in Appendix B.

### **CHARRETTE**

The SODP Team held a charrette for the South Omaha Development Project October 26 – 30, 2009 in the Livestock Exchange Building. A charrette is a multi-day intensive design workshop that brings together community members and planning and design professionals to address the needs of the Study Area. Working in the Study Area allowed the SODP Team to directly observe conditions in the Study Area and made it easy for the Steering Committee and community members to stop by during the day and attend public presentations in the evenings.

The charrette team was comprised of landscape architects, architects, planners, urban designers, traffic engineers, market analysts and a land use attorney. Other technical experts were on-call during the week to answer any questions the on-site team could not answer. The charrette team worked throughout the week to create design concepts and develop implementation measures. Each evening, Steering Committee members and the general public were invited to respond to ideas generated during the day and offer suggestions for refinement. Attendance ranged from 20 to 40 people at the public input sessions Monday through Thursday nights. Several business owners, representatives of community organizations and City staff attended the charrette during the day.

**Day One** - The SODP Team familiarized themselves with the Study Area beginning with its history by visiting the South Omaha History Museum in Omaha South High Magnet School. Following the visit, the Steering Committee met with the entire SODP Team to recap critical issues and goals for the project. The evening public presentation included a summary of the community input to date and outlined the preliminary planning framework. The preliminary framework, which was developed and refined through the course of the charrette, included:



*Analysis maps summarized existing conditions in the Study Area and formed the basis for planning, implementation and recommendations.*

- Transportation
- Parking
- Housing
- Retail/Shopping
- Jobs
- Recreation
- Safety
- Quality of Life
- Tourism
- Neighborhoods
- Regulatory Changes

**Day Two** - Based on the input from the previous evening's meeting, the SODP Team began to focus on specific areas and topics. The SODP Team sought additional information from local business owners to clarify critical issues for business owners, particularly along South 24th Street. Housing issues were explored in more detail with affordable housing development specialists and City community development staff. The SODP Team began to identify specific locations for physical interventions and regulatory changes.

**Day Three** - The SODP Team organized the planning framework to identify both issues and assets in the Study Area. Policies, programs and projects were then identified to capitalize on assets and address issues. Specific projects began to take shape such as the Dahlman Avenue realignment to create more usable

industrial space, a market or mercado on South 24th Street to offer small business opportunities and new forms of affordable housing. A great deal of discussion at the public meeting focused on the need for a large general merchandise retailer in the Study Area such as Walmart; the challenge of accommodating such a large retail store in the Study Area; and the potential impact of a large retailer on small business.

**Day Four** - The SODP Team identified all major policies, programs and projects to be recommended as part of the plan. Graphic depictions of the concepts were presented to the public for more detailed review.



*For more detailed information, the SODP Team scheduled small groups or one-on-one meetings during the charrette.*



*Evening presentations offered community members an opportunity to be part of the planning process.*



*The SODP presented material in Spanish and English and interpretation services were offered as needed.*



*A preliminary redevelopment concept for South 13th Street presented for comments during the charrette.*

**Day Five** - The SODP Team began to refine policies, programs and projects based on the previous night's public input. No public meeting was held.

**Final Presentations** - Final presentations of the charrette process and recommendations were held on Nov. 2, 2009 at Omaha's Henry Doorly Zoo and Nov. 8, 2009 at the Latino Center of the Midlands. These presentations offered the public an opportunity to see the SODP plan in its entirety and offer comments prior to refinement of the policies, programs and projects.

## CONCLUSION

The community outreach and communications strategy was a comprehensive effort to reach out to the community and gather input about the future of South Omaha. Through this effort:

- 4,000 households received a legislative survey mailing.
- 97 individuals participated in a focus group.
- 1,490 individuals submitted a bilingual survey.
- 21 individuals participated in the Community Interviewer Program, representing a minimum of 400 individuals.
- Approximately 50 people contributed to the creation of a vision for South Omaha during the Visioning Workshop.



*Charrette material was presented to the community for discussion on Nov. 2 and Nov. 8, 2009.*

- Close to 200 people offered feedback over the course of the five-day charrette and final presentations.

Overall, more than 2,000 individuals provided feedback to be included in the policies, programs and projects that have been developed as the South Omaha Development Project.



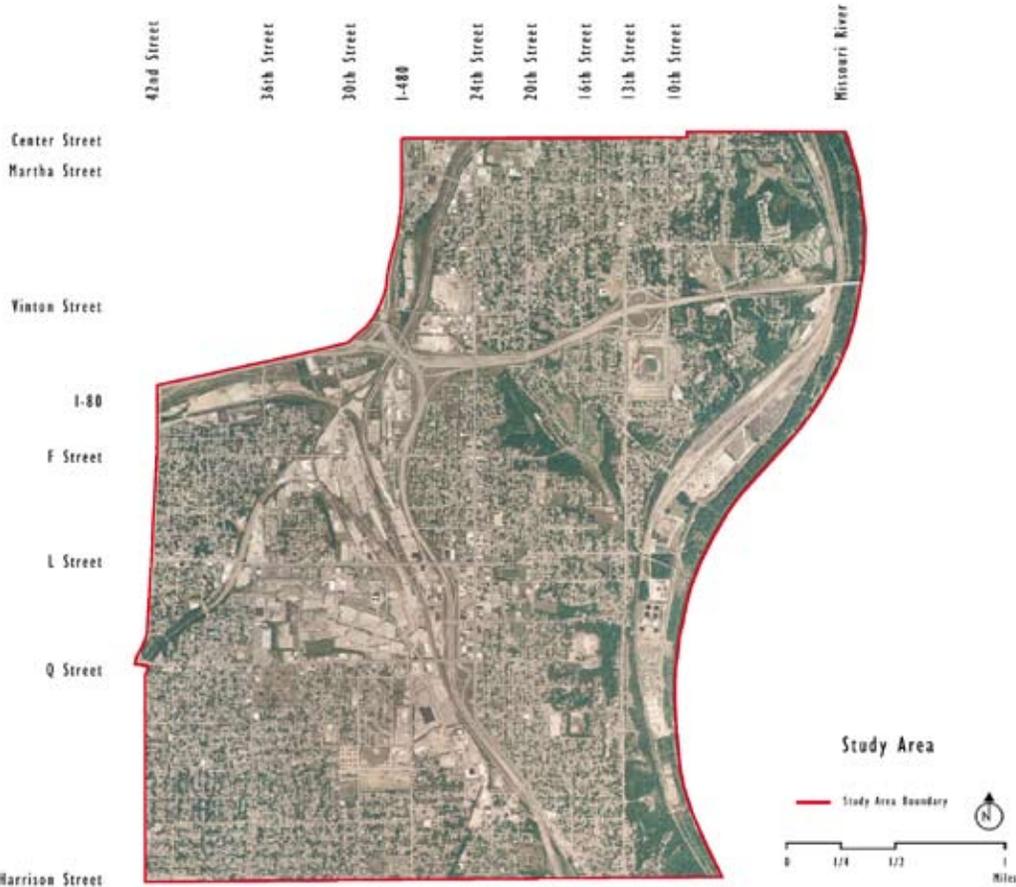
# 3.0 STUDY AREA CONDITIONS

## 3.1 Introduction

The South Omaha Development Project (SODP) Study Area encompasses nearly nine square miles of southeast Omaha. It extends from the Missouri River on the east, to 42nd Street on the west, Center Street on the north to Harrison Street (the Douglas/Sarpy County line) on the south. Interstates 80 and 480 form the boundaries for the northwest corner.

To compile an accurate understanding of the Study Area, the SODP Team embarked on an extensive community outreach effort described in the previous chapter. Based largely on the conditions described by community members, the SODP Team investigated conditions in more detail. The detailed investigations allowed the SODP Team to quantify and verify the community observations in order to establish a framework for the recommendations outlined in this plan.

Figure 3.1: South Omaha Study Area



### 3.2 History and Culture

By far, the most universally recognized attributes of South Omaha are its history, people and culture. For generations, South Omaha has been known as a proud, diverse and hard working community. The blending of old and new immigrant cultures makes it one of the most dynamic areas of the city.

From its earliest days until today, South Omaha has been a gateway for new arrivals to Omaha and the United States. In the early years of the 20th century, the majority of immigrants came from Southern and Eastern Europe. Today, the predominant immigrant groups come from Latin America, with smaller numbers from East Africa and Asia.



*El Museo Latino hosts contemporary and traditional exhibits from Latin America. (Greater Omaha Chamber)*



*The Polish inscription remains above the door of what was once Immaculate Conception School.*

Today there are approximately 40,000 residents in South Omaha. Recent immigration has changed the ethnic composition of the Study Area. The Hispanic population has increased significantly from 34% in 2000 to an estimated 48% in 2009. The Hispanic population is projected to grow to approximately 55% of the population through 2014. Due to the recent influx of Hispanic immigrants and the Census' potential to undercount immigrants, it is possible that the Study Area population is larger and that Hispanics make up a larger share of the population than reflected in these estimates.

Table 3.1 summarizes the population characteristics for South Omaha and the entire City of Omaha. The 2009 and 2014 information is estimated based on available data.



*Sokol Hall was built in 1926 to house Czech fraternal organization events.*



*Dedication plaque for La Plaza de la Raza.*

**Table 3.1: Demographic Comparison**

	2000		2009		2014		2009-2014 CAGR	
	South Omaha	Omaha	South Omaha	Omaha	South Omaha	Omaha	South Omaha	Omaha
<b>Population</b>	37,331	401,065	40,651	438,646	41,038	443,492	0.19%	0.22%
<b>Households</b>	13,380	165,729	14,415	184,305	14,552	187,127	0.20%	0.34%
<b>Household Size</b>	2.79	2.42	2.82	2.38	2.82	2.37	0.00%	-0.08%
<b>Median Household Income (2009 \$)</b>	\$38,575	\$50,182	\$39,822	\$51,045	\$37,981	\$50,090	-0.94%	-0.38%
<b>Hispanic Population</b>	34%	8%	48%	11%	55%	14%	2.81%	3.93%

Source: ESRI, S.B. Friedman & Company, US Census Decision Data, Greater Omaha Chamber  
(CAGR=Compounded Annual Growth Rate)

### 3.3 Employment and Industry

Historically, South Omaha was the industrial heart of Omaha. In 1957, the stockyards and meat packing industry employed fully half of the city's workforce. Though the magnitude of the industry's role in the economy has decreased, it is still a significant portion of South Omaha's industrial activity.

According to ESRI Business Analyst, 26% of the people who work (but not necessarily live) in the Study Area are employed by manufacturing businesses, with approximately 18% working in the food manufacturing industry alone. These data reinforce that South Omaha is a significant industrial area, even though the amount of industry has decreased in recent years.

Approximately 20% of the employed residents in the Study Area work in manufacturing - more than double the percentage of Omaha as a whole. The largest employment sector for those who live in South Omaha is the service sector, which includes education, retail trade, health care and communications. Table 3.2 on the following page provides a comparison of employment sector percentages for South Omaha and the City of Omaha.

As a point of entry for many immigrants, South Omaha's employment opportunities are a first

step in gaining a foothold in a new country. For this reason, the community recognizes that entry level and unskilled jobs are essential components of the area's economy. However, there is also increasing recognition that entry level and unskilled jobs alone cannot sustain the community long-term.

As Tables 3.1, 3.2 and 3.3 indicate, there are significant differences between the Study Area and the rest of Omaha in unemployment rate, median income, educational attainment and profession distribution. In response to these conditions, education, job training and stable, living wage jobs are a priority for the community.



*The Livestock Exchange Building is a visible reminder of the importance of meat processing to Omaha's economy in the first half of the 20th Century.*

### 3.4 Small Business

The concentration of ethnic populations creates a market for businesses catering to new arrivals and long-time residents. Ethnic specialty stores and restaurants draw loyal customers from all over the Omaha metropolitan area. An analysis of retail spending in the Study Area shows that well over \$80 million per year from outside the Study Area is spent in food stores, grocery stores, food services and drinking establishments located in the Study Area.

In general, community members support local retail establishments. Stores and restaurants were frequently cited as what was “Most Appreciated” in the community outreach survey. Suggestions for improving retail selection in the Study Area included more variety in types of restaurants and additional national chains.



South Omaha is known for its ethnic restaurants.



Businesses representing an earlier era of immigrants remain.

**Table 3.2: Study Area Employment**

Employment	South Omaha	Omaha
Unemployed	9.4%	5.7%
Employed in Service Industries	40%	48%
Employed in Manufacturing	20%	9%
Employed in Retail Trade	11%	12%
Employed in Construction	9%	6%
Population employed in FIRE	7%	11%
Population employed in Other	14%	14%
<b>FIRE = Finance, Insurance, Real Estate</b>		
Source: ESRI, S.B. Friedman & Company		

**Table 3.3: Study Area Education Level**

Education Level	South Omaha	Omaha
No High School Diploma	29%	11%
High School Diploma	36%	27%
Associates/Technical Degree	5%	7%
Bachelors Degree or Higher	9%	31%
Source: ESRI, S.B. Friedman & Company		



Illustrated signage advertises to customers no matter the language spoken.

### 3.5 South 24th Street Business District

For many, South Omaha is synonymous with South 24th Street, specifically South 24th Street between L and Q Streets. This six-block corridor is historic South Omaha's Main Street. A portion of the corridor from just north of M Street to just South of O Street is listed on the National Register of Historic Places.

In the past several years, the South 24th Street Business District has been the focus of a major street re-design and streetscaping project. The street section was changed to a single lane of traffic in each direction with diagonal on-street parking. Four-way stops and curb extensions were added at each intersection for traffic calming. A *Tree of Life* motif guided the design of sidewalk paving, planters and seating. Mosaics representing the many ethnic groups who lived in South Omaha throughout its history are a prominent design detail. The *Tree of Life* sculpture serves as the gateway to the district at 24th and L Streets. The City has maintained the streetscape improvements through the multi-year construction phase. On-going maintenance responsibilities have yet to be assigned and are a concern for businesses along the street.

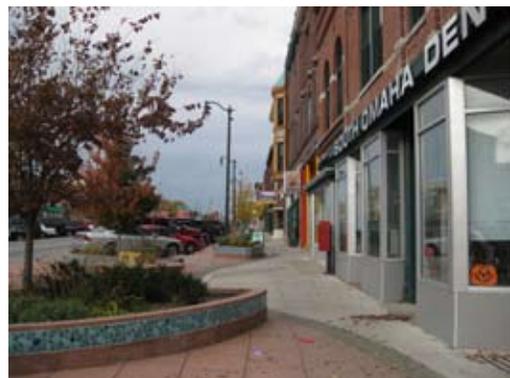
The significance of South 24th Street to South Omaha commerce, especially to the Hispanic community, is difficult to overstate. South 24th Street's popularity is also the cause of some residents' and business owners' concerns. Traffic is heavy, frequently slowing to stop-and-go, making it inconvenient for through traffic and difficult for pedestrians to cross. Storefront parking, intended for retail customers, is frequently used by employees and residents of second-story apartments, causing potential customers to avoid the street. On the weekends, the street becomes a gathering space causing concerns about cruising. Omaha South



*Sidewalks on 24th Street are extensions of retail stores.*



*South Omaha City Hall has been restored for office and community uses.*



*Recent streetscape improvements in the South 24th Street Business District.*

High Magnet School's newly completed Collin Field at 23rd and L Streets also adds to activity in the area.

### 3.6 Neighborhoods

Unlike many urban neighborhoods, South Omaha has not experienced widespread disinvestment and demolition. There are some areas of commercial and residential deterioration, but these areas are scattered throughout the Study Area, located right next to well-kept homes and prosperous businesses.

Another indicator of neighborhood stability is the existence of neighborhood associations. The South Omaha Study Area includes all or portions of 14 individual neighborhood and resident associations and the South Omaha Neighborhood Alliance (SONA). The active neighborhood associations and resident associations include:

- Brown Park Neighborhood Association
- Burlington Road Neighborhood Association
- Columbus Park Neighborhood Association
- Dahlman Neighborhood Association
- Deer Park Neighborhood Association
- H and L Community Action Group
- Highland Park Neighborhood Association
- Highland Tower Resident Council
- Highland South/Indian Hills Neighborhood Association
- Lynch Park Neighborhood Association
- Morton Park Neighborhood Association
- Old Market South Neighborhood Association
- South Side Terrace Residents Organization
- Spring Lake Park Neighborhood Association

Neighborhood associations are indicators and supporters of safe, healthy neighborhoods. These associations are invaluable in creating a sense of community and leading community-based improvement efforts.

A frequently mentioned threat to stable neighborhoods is the division of single-



*Many neighborhoods are actively involved in the South Omaha community.*

family homes into multi-family residences. Subdivision of single-family homes, when done correctly, is one way to meet a high demand for inexpensive housing in a neighborhood that is fully built out. However, in many South Omaha neighborhoods too many homes have been divided or homes have been illegally divided and have created problems with overcrowding.

Many community members stated that overcrowding is an issue in the Study Area. The example that was most frequently referenced in interviews and community input sessions is the presence of cars parked on the lawn or lawns paved over for parking. Homes built for a single family, often before cars were commonplace, may not have off-street parking for one car per household, let alone several cars per household or several households with cars.

Data obtained from ESRI indicates that the average household size in South Omaha is 2.82 (compared to the City average of 2.38). However, according to these estimates, household size within the Study Area has not materially changed between 2000 and 2009. The lack of change in this number could be an indication that population growth due to recent immigration has not been fully captured in these estimates. It is possible that household size is larger than reported or a single housing unit includes more than one household.

### 3.7 Housing

South Omaha has a wide range of affordable housing options. The housing stock includes single room occupancy (SRO), public housing, conventional apartments, townhouses and single-family homes. The 2009 estimated median home value in the Study Area was approximately \$62,000 compared to approximately \$96,000 in the city overall. Estimated monthly rents in the Study Area range from \$408 for an efficiency to \$795 for a four bedroom. Average monthly rent in the Study Area is \$419.

Approximately three-quarters of the housing stock is single-family. Despite the large number of single-family homes in the Study Area, only an estimated 55% of the existing homes are owner-occupied. Multi-family housing is

approximately 23% of the housing stock in the Study Area with single-family attached options (e.g., condominiums or townhomes) comprising only 3%. There are several public housing developments within the Study Area. The largest of these is Southside Terrace, located at 30th and T Streets.

The challenge for housing in the Study Area is maintaining both affordability and quality. The housing stock in South Omaha is relatively old. Of the approximately 15,000 housing units located in South Omaha at the time of the 2000 Census, over 80% were built before 1960 and 55% were built before 1939. Conversely, only 2.6% of the housing stock was built between 1990 and 2000. The age of South Omaha's housing stock makes it critically important that property owners make necessary repairs.



*South Omaha has a range of historic housing types.*



*Entire front yard paved for parking.*



*Southside Terrace and Omaha Housing Authority property. (Greater Omaha Chamber)*



*Many South Omaha neighborhoods offer well-maintained, affordable single-family homes.*

An analysis of the City's code violation data shows that of approximately 16,800 parcels within the Study Area, 84 are on the demolition list and an additional 370 have been deemed unfit and/or unsafe for occupancy. Overall, this represents less than 1% of the total property in South Omaha. Also, as shown on Figure 3.2, code violations are not concentrated in any particular area and appear to be evenly distributed throughout the Study Area.

### 3.8 Transportation

The most commonly identified problem traffic locations in the Study Area were the South 24th Street Business District, Q Street and in residential areas. Community members indicated that traffic moves slowly in the South 24th Street Business District. During weekday rush hours and on the weekends, many do not use South 24th Street as a through street because of the slow-moving traffic.

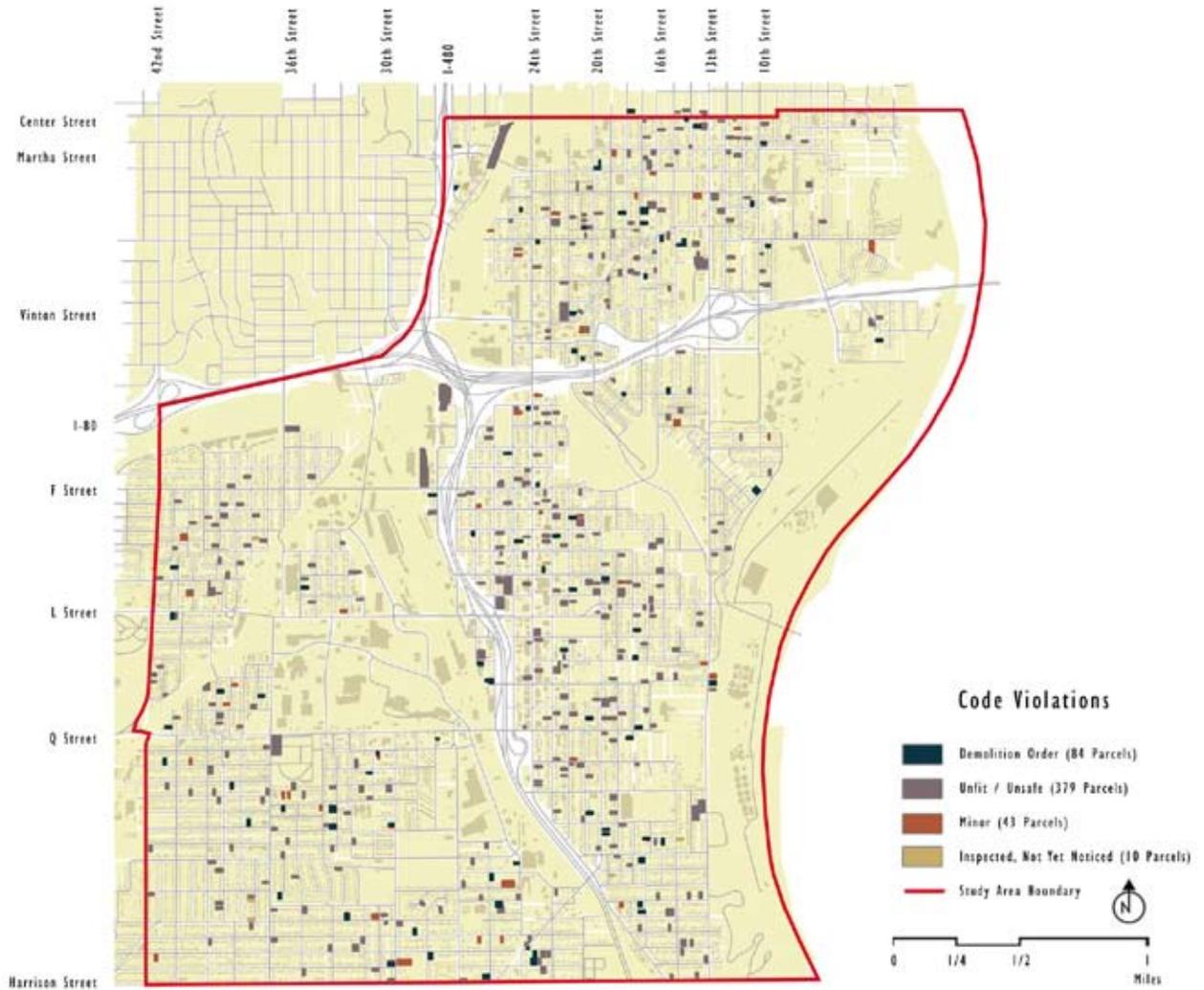
Pedestrians and drivers both voiced traffic concerns about Q Street, between 24th Street and 42nd Street. With access over the rail lines and Interstate, as well as to the South Omaha Library, Stephen's Center, YMCA and Metropolitan Community College (MCC), pedestrian traffic is relatively high. Sidewalks are narrow with little or no separation between the traffic. A secondary concern along Q Street was back-ups caused by left turns into businesses, MCC and the Library.

On residential streets, community members were concerned about the speed of traffic and parking conditions. Cars parked along both sides of the street create narrow driving lanes and may make it difficult for large vehicles to pass. Pedestrians, children in particular, are also difficult to see if crossing the street between parked cars.



*Examples of single- and multi-family housing in the Study Area.*

**Figure 3.2: Study Area Code Violations**



**TRANSIT**

Metropolitan Area Transit’s (MAT) southern transit hub is located on the MCC, South Campus in the center of the Study Area. The Study Area is served by eight bus routes: 7, 9, 13, 17, 32/40, 34, 48 and 95. Few community members considered transit an effective means of transportation for the Study Area. Most common complaints included the length of wait between buses and that buses did not run to distant job centers.

**3.9 Quality of Life**

In some respects, perceptions of the community can be as important as actual conditions. Perception affects the level of commitment residents have to their community, attraction of retail customers, location of businesses and residential investment.

Residents, business owners and employees of the Study Area recognized problems that negatively impact the quality of life in the Study



*This house has been deemed Unfit / Unsafe by City inspectors.*



*Misuse of residential and business dumpsters causes trash to overflow into the street.*



*Graffiti is the most visible evidence of gang activity and vandalism.*



*Aging sidewalks and other infrastructure are in disrepair.*

Area. The most serious concerns naturally dealt with safety and security. These ranged from general traffic and pedestrian safety to vandalism, gangs and violent crime. Less serious, but still detrimental to quality of life, were complaints about litter and maintenance. Overflowing dumpsters, health and sanitation were specifically noted, as were deteriorating buildings and infrastructure.

The perception of the South Omaha Study Area by those living or working there compared to those unfamiliar with the Study Area was a topic of much discussion at community outreach events. Those engaged in the South Omaha community feared that quality of life concerns create undeserved negative perceptions of the Study Area. Community

members considered these perceptions prevalent in people from other parts of Omaha as well as some South Omaha residents who are uncomfortable with the cultural changes in the area. Despite the challenges in the Study Area and some negative perceptions, South Omaha residents generally take pride in their community and the amenities and institutions that contribute to their overall quality of life.

### **REGIONAL ATTRACTIONS**

South Omaha is proud to be home to major national and regional attractions, the newest of which is the Lauritzen Botanical Gardens. The Gardens welcome visitors along Interstate 80 with 100 acres of gardens and a year-round visitors center. The Gardens attract approximately 150,000 visitors per year.



*Omaha's Henry Doorly Zoo draws more than a million visitors a year. (Greater Omaha Chamber)*

For over 50 years, South Omaha's Rosenblatt Stadium hosted the NCAA College World Series and was the home ballpark for the AAA Omaha Royals. Recent decisions to move the College World Series and Omaha Royals were strongly opposed by many South Omaha residents and businesses. Following the 2010 baseball season, Rosenblatt Stadium will close.

The Rosenblatt Stadium site will give Omaha's Henry Doorly Zoo significant expansion opportunities. The Zoo attracts nearly 1.6 million visitors each year and is rated among the best in the country. The Zoo is currently in the process of revising its master plan to expand onto the Rosenblatt Stadium site.

### **COMMUNITY INSTITUTIONS**

Within the Study Area, community members generally feel that they have access to quality community services and institutions. MCC is active in the community and the South Omaha Public Library is popular with children and adults. The opening of the new Salvation Army Kroc Center introduced many new services and amenities. Schools and churches are nearby and considered partners in the community. Other important public and service institutions include the South Omaha Police Precinct, One World Community Health Center, Boys and Girls Club, Latino Center of the Midlands and Our Lady of Guadalupe.



*Lauritzen Botanical Gardens. (Greater Omaha Chamber)*

### **PUBLIC PARKS**

There are 16 parks in the Study Area and one City community center. Trail connections are planned to the Riverfront, Field Club and Keystone Trails. Bob Campos Fields, Omaha South High Magnet School and the Boys and Girls Club have outdoor recreation facilities that can be reserved for organized play. Parks, picnic areas and pavilions are heavily used for youth and family activity space and are particularly crowded on the weekends.

At times, usage of available park space is so high that it causes conflicts. Many people are unfamiliar with park facility reservation policies. Where signage exists, it is not posted in English and Spanish. The demand for practice soccer field space or multipurpose, unimproved open space for pick-up games is particularly pressing. Heavy usage also requires a higher level of maintenance which is not currently in the Omaha Parks Department budget.

While much of the usable open space and improved park space is in high demand, other public open space suffers from a lack of use. Three of the Study Area's parks were considered by some to be unsafe. Mt. Vernon Gardens, Mandan Park and portions of Spring Lake Park are isolated and, as a result, have attracted illegal activity.



*Mandan Park offers a view of the Missouri River.*



*An overflowing trash can at a popular park.*



*The Salvation Army Kroc Center opened in November 2009.*



*Shared Omaha Public and Metropolitan Community College Library. (Greater Omaha Chamber)*

While not a park, La Plaza de la Raza is a public gathering space and parking lot at 24th and N Streets. The Plaza is used for large community events like the Cinco de Mayo celebration. It is also the only public parking lot in the South 24th Street Business District. During the week, the Plaza serves as an informal pick-up location for day laborers. Community members indicated an interest in moving day laborers to a more appropriate location to offer employment services for the laborers and to limit loitering and other activities that discourage other community members from using the Plaza.

### **3.10 Planning Framework**

The SODP Team based the planning framework for South Omaha on the topics most important to the community. Based on the community identified framework, the SODP Team made recommendations that respect the history and culture of the Study Area, improve the community members' quality of life, encourage stable neighborhoods, support small business, attract employment opportunities, build upon community landmarks and contribute to South Omaha to being recognized as one of the most vibrant districts in the city. These recommendations are outlined as policies, programs and projects in the chapters that follow.

# 4.0 DEVELOPMENT OPPORTUNITIES ASSESSMENT

## 4.1 Market Conditions

The South Omaha Study Area is a mature part of the city. Its neighborhoods, commercial corridors and industrial districts are largely developed, with relatively few vacant lots. Code violations and demolition orders in the Study Area are a concern, but are not overly concentrated in specific areas. Tax delinquency in the Study Area is low. Though these conditions indicate a fairly stable economic and residential base, they present a major development challenge - limited available vacant land or property.

Limited land availability does not prevent redevelopment and revitalization; it requires more planning and creativity. Housing infill projects must be small scale and carefully designed to fit into the existing neighborhood context. Employer and business recruitment must be appropriately targeted and remaining large industrial or commercial parcels should be reserved for major employers while smaller sites should be offered to local start-up businesses.

Limited land availability is not the only impediment to development in South Omaha. Study Area soils and buildings may contain elevated lead levels. The Study Area north of L Street is part of the designated Environmental Protection Agency (EPA) Omaha Lead Superfund Site. Emissions from old lead smelting facilities contaminated the surrounding area, resulting in soils that may have unsafe levels of lead. Since 1999, the EPA has been removing lead contaminated soil from

residential properties. Also, because the vast majority of housing stock in the Study Area was built before 1978, the existence of lead-based paint is also a consideration for potential property owners.

In addition to lead contamination, there are several old dumps or landfills scattered throughout the Study Area. The exact locations of all of the landfills are not known. These sites have the potential to be environmentally contaminated and may require remediation and/or mitigation which would escalate development costs. Even sites that are not contaminated may have old foundations, debris or poor soil conditions that can make site preparation costs prohibitive.

## 4.2 Housing Market

Residential building permit data obtained from the Metropolitan Area Planning Agency (MAPA) show low levels of new residential construction. Between 2000 and 2008, a



*One of the few vacant lots in the Study Area at 20th and Martha Streets.*

total of 148 permits were issued for single- and multi-family development; 120 were for single-family and 28 for multi-family. As Figure 4.1 illustrates, this is far fewer than much of the rest of the metropolitan region. The low levels of new residential development combined with the age of the existing housing stock demonstrates the need for repair and renovation of existing housing stock, as well as new construction, where possible.

Conventional suburban housing developers are unlikely to invest in the South Omaha Study Area because small developments do not fit their financial or housing models. Urban developers, with experience in residential renovations or small new construction projects are more likely to find the South Omaha market appealing. Given the median income of the area, the likelihood of immigrants being first time home buyers and the projected growth in older households and very low to moderate income households, a South Omaha focused community development corporation

(CDC) could be the needed catalyst for improving housing conditions in the Study Area.

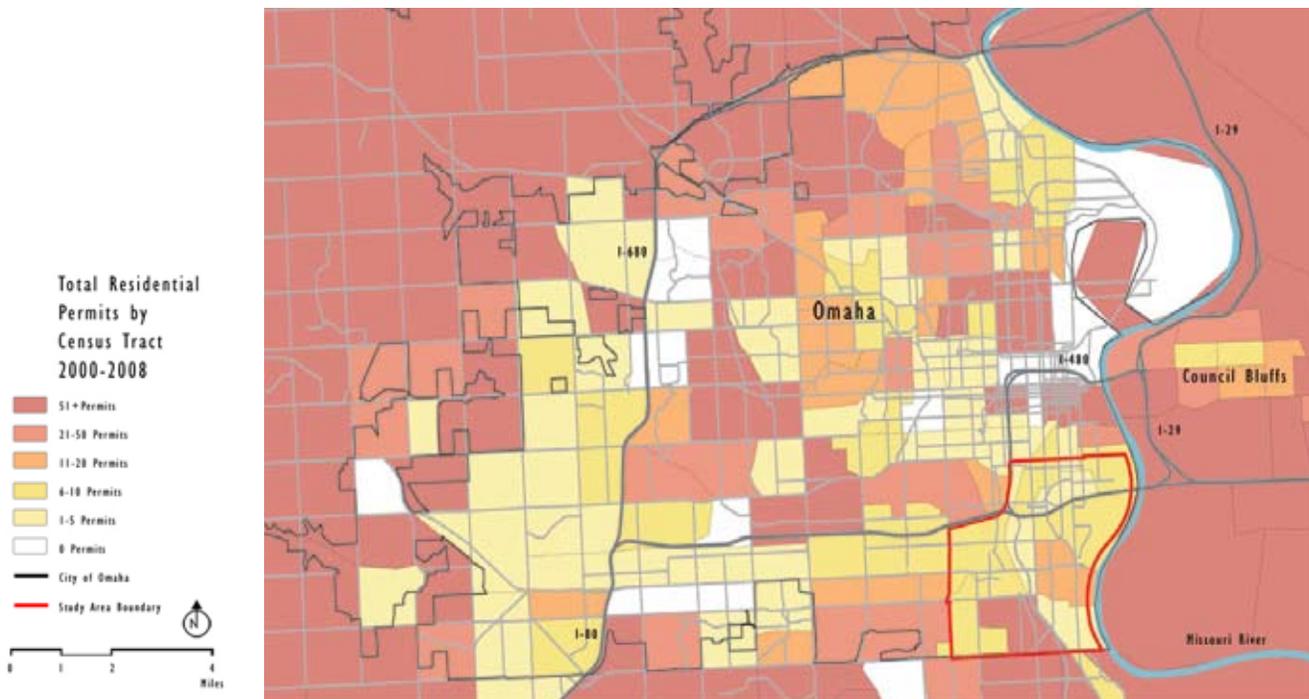
### HOUSING DEVELOPMENT STRATEGIES

The lack of vacant land and age of the housing stock present housing development challenges that can be addressed with the appropriate development strategy. The housing strategy for South Omaha should include four critical components:

- Establishing a South Omaha community development corporation to address housing conditions or partnering with an established CDC to create housing programs focused in South Omaha.
- Preserving and renovating existing housing and neighborhood character.
- Targeting appropriate areas for mixed-use residential housing options.
- Facilitating new home construction where feasible.

This strategy will allow the current residents of South Omaha to remain in and maintain their

**Figure 4.1: Residential Building Permits by Census Tract, 2000-2008**



homes, while providing future residents new housing opportunities.

### **COMMUNITY DEVELOPMENT CORPORATION**

A community development corporation (CDC) is a nonprofit organization established to administer programs and provide financial support for community based housing production, job creation, small business development or other community services and facilities. While there are established CDCs focused on developing affordable housing in North Omaha, there are currently no CDCs dedicated to housing in the South Omaha Study Area. Based on interviews with community members and local community development experts, the lack of South Omaha based CDCs is due, in large part, to the lack of vacant developable land, especially land that is city-owned.

City-owned land is an important resource for CDCs because it can typically be acquired for free or at steeply discounted prices in exchange for the provision of affordable housing. The CDC can then use the land to construct new affordable housing or the land can be sold to other developers to fund CDC operating expenses. Without city-owned land as a resource, it becomes more challenging for a housing-focused CDC to sustain itself economically. However, some CDCs also do housing renovation, home ownership training and provide small business assistance, all of which are also needed in South Omaha.

The most likely way to develop local capacity related to the development of affordable housing is for existing neighborhood or community organizations to partner with an established CDC. In such a partnership, the CDC would provide expertise in housing development and the South Omaha organization would contribute their knowledge and expertise in the community's housing



*A restored Victorian home on South 24th Street.*

needs and political dynamics while learning about the housing development process. A feasible first step for this partnership could be the expansion of the North Omaha Real Estate Academy program to South Omaha.

### **PRESERVING EXISTING HOUSING STOCK AND NEIGHBORHOOD FABRIC**

The predominant housing type in South Omaha is the detached single family house, so encouraging residents and property owners to rehabilitate and renovate the existing housing stock is the primary means of preserving the neighborhood fabric. The City and proposed CDC should provide financial assistance to property owners seeking to rehabilitate their home and mitigate lead hazards in the Omaha Lead Superfund Site. In addition, a concerted effort to educate residents on the responsibilities and requirements of home ownership would encourage the maintenance of homes before they fall into serious disrepair.

The City has several programs that provide property owners and residents with assistance for home rehabilitation and lead mitigation. Funding for programs is limited, and generally only low income homeowners qualify.

Assistance programs include:

- Target and Reinvestment Area Programs.
- Rehabilitation programs for investment and owner-occupied properties.
- Lead Paint Hazard Control Program.



*Houses with serious code violations should be targeted for expedited demolition or renovation.*

### **SOURCES OF CAPITAL FOR NEW RESIDENTIAL CONSTRUCTION**

New residential construction has several state federal funding sources available such as:

- Low Income Housing Tax Credits (LIHTC) from Nebraska Investment Finance Authority (NIFA).
- Nebraska Affordable Housing Trust.
- Community Development Block Grant (CDBG) funds.
- HOME funds (HOME Investment Partnerships Program).

Most of these programs require some level of housing affordability based on the percentage of area median income earned by household. For rental developments, the maximum income limits are typically no more than 60% of area median income (AMI). For the Omaha area, this equates to an annual income of approximately \$30,000. Affordable for-sale housing often has higher income limits due to the additional financial responsibility of home ownership.

Due to resource constraints, the City of Omaha offers a limited number of home buyer programs. These are:

- Single Family Homebuyer Program provides supplemental loans for new construction infill development.
- Crown Rent-to-Own Program enables very low income households to rent and eventually own their homes.



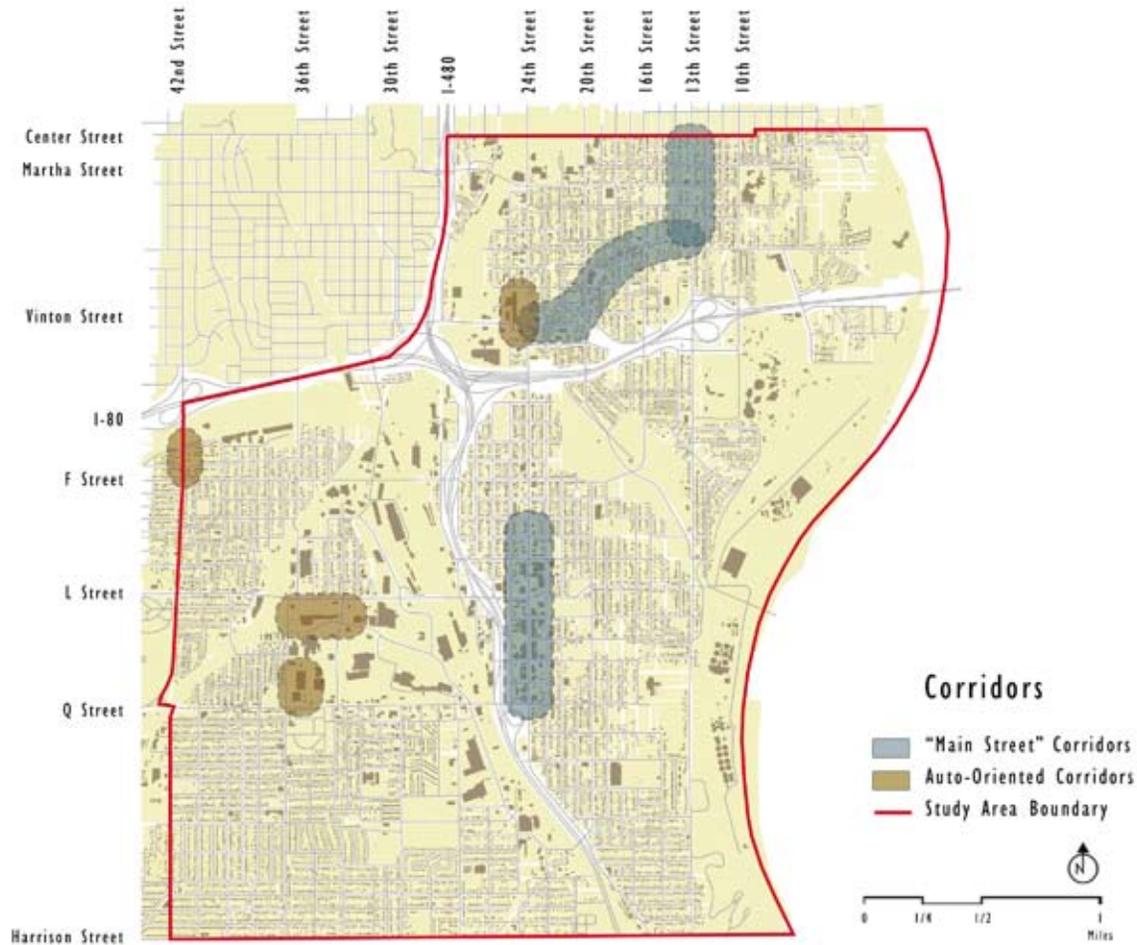
*Renovation of historic mixed-use buildings offer opportunities for targeted intensification.*

### **SITE CREATION AND ACQUISITION FOR NEW HOME CONSTRUCTION**

Given the lack of vacant land in the Study Area, one key to facilitating new residential construction is the identification of potential development sites. These sites could include under utilized commercial and industrial land where residential development would not introduce any land use conflicts; properties on the City's demolition and unsafe/unfit lists and tax delinquent parcels. Where the opportunity presents itself, the City could strategically acquire sites that could be assembled with other City- or privately-owned land for future housing development. Such "land banking" would facilitate the creation of development opportunities in the Study Area.

### **TARGETED INTENSIFICATION**

As important to preserving the single family character within South Omaha neighborhoods, is the availability of multi-family residential options. Several commercial corridors in the Study Area present opportunities for new and renovated housing. The upper stories of many buildings along historic retail corridors are unused or used for marginal uses. Upper stories should be renovated for housing. The buildings could accommodate conventional multi-family units or should be considered "live above the shop" or live/work units for business and building owners.

**Figure 4.2: Study Area Commercial Corridors**

New construction of multi-family housing is also an option. Study Area arterial streets like 13th and 36th Streets have mixed-use redevelopment and infill potential. Locating multi-family housing in these corridors would fill in gaps in the corridors, provide customers for nearby business and create the residential density needed to support more efficient transit service. In addition, multi-family housing along arterial streets decreases the demand for multi-family housing in single-family neighborhoods and may help to alleviate some overcrowding concerns.

### 4.3 Retail Market

Retail in South Omaha is primarily neighborhood and community serving with few national chains and no big box retailers. The Study Area is well-served by four conventional grocery stores and many restaurants. There are also smaller groceries, meat markets and bakeries that cater primarily to the Hispanic population.

The primary commercial corridor, or "Main Street," of the Study Area is the South 24th Street Business District, between L and Q Streets. Secondary corridors include 24th Street north of I-80, Vinton Street, L Street,



*Much of historic South 24th Street is two/three story buildings with retail space on the ground floor.*



*Retail space has been renovated for a variety of uses, many of which are auto-oriented.*



*La Plaza Latina is an example of several independent businesses sharing a single storefront.*



*The southern end of the South 24th Street Business District has fewer historic retail buildings.*

Q Street and 13th Street and are a mix of traditional retail corridors and suburban-style retail. A few neighborhood corner retail nodes also remain scattered through the Study Area.

Community feedback obtained through focus groups and surveys was divided between those who indicated a desire for a large national general merchandiser, particularly a Wal-Mart or Home Depot, and those who were satisfied with smaller, regional or independent retailers. Many residents also expressed the desire for greater diversity in the current retail offerings, including coffee shops, cafés and department stores.

### **SOUTH 24TH STREET BUSINESS DISTRICT**

The core commercial activity on South 24th Street is located between L and Q Streets. To gain an understanding of the retail mix along the corridor, a storefront inventory of the corridor was conducted in October 2009. General merchandise is the largest retail sector, occupying 24% of the corridor. The retail types with the next largest representations are professional/financial services at 15% and bars and restaurants at 12%. A summary of the storefront inventory is shown in Table 4.1.

The retail mix of the South 24th Street Business District was compared to that of an analogous major commercial corridor in Chicago, 26th Street in the Little Village neighborhood. Little

**Table 4.1: Retail Comparative Analysis**

Business Type	Omaha - South 24th Street		Chicago - 26th Street	
	Number of Storefronts	Percentage of Storefronts	Number of Storefronts	Percentage of Storefronts
Retail Stores	34	24%	63	34%
Professional/Financial Services	21	15%	36	20%
Bars & Restaurants	17	12%	19	10%
Cultural/Institutional	16	11%	2	1%
Auto-Oriented Uses/Services	13	9%	2	1%
Personal/Household Services	13	9%	44	24%
Food & Liquor Stores	7	5%	6	3%
Public	5	4%	0	0%
Industrial/Warehouse	2	1%	0	0%
Entertainment/Recreation	0	0%	2	1%
Hotel/Motel	0	0%	0	0%
Office Space	0	0%	0	0%
Vacant Storefront/Business	13	9%	9	5%
Total	141	100%	183	100%
Source: S.B. Friedman & Company				

Village is the primary port of entry for Mexican immigrants in the Midwest and 26th Street is its main commercial corridor. Chicago's 26th Street area was chosen because its demographic characteristics offer a look at a potential retail future that might result from the changing cultural demographic in South Omaha. In both corridors, most of the stores are independent retailers rather than national chains. In the Chicago corridor, retail and professional/financial services are the two of the most represented retail types, similar to South 24th Street, although they are represented in larger proportions on 26th Street.

Compared to 26th Street, South 24th Street has a higher concentration of auto oriented and cultural/institutional uses. The cultural and institutional uses draw people to the commercial corridor who can patronize businesses, but the auto-related uses tend to take away from the pedestrian-friendly, retail nature of the corridor. South 24th Street also has an approximately 9% vacancy rate which

is approximately twice that of the Chicago corridor.

### RETAIL RENTS

Retail rents in the Study Area range from \$13 - \$22 per square foot. LoopNet, a provider of commercial real estate listing information, reports retail rents for older properties along the automobile oriented commercial corridors in the \$13 per square foot range (L and Q Streets and 24th Street north of Vinton). New retail space, with off-street parking at the corner of 24th and L Streets, was advertised at \$22 per square foot (triple net<sup>1</sup>). The historic properties in the heart of the 24th Street Business District tend not to be listed with brokers, so rents were not published. In conversations with business owners and local realtors, it was estimated that those properties ranged from \$20 - \$22 per square foot (gross<sup>2</sup>).

<sup>1</sup> Triple net lease agreements require the tenant to pay all costs for operating the property including taxes, utilities, insurance and maintenance.

<sup>2</sup> A gross rent lease is a flat rent agreement; the landlord is responsible for all operating costs.

In comparison, retail space in historic buildings in downtown Omaha are advertised between \$11 - \$17 per square foot (triple net); new retail space in Aksarben Village is advertised for \$18 - \$23 (triple net). Based on these comparisons, it appears that businesses pay a premium to locate in the 24th Street Business District.

Rents at higher levels can be difficult for new small businesses to afford. Based on interviews with local informants, it appears that two or three small businesses often locate in one storefront and split the rent.

### VINTON CORRIDOR

Another traditional retail corridor with development potential is Vinton Street between 16th and 20th Streets. Currently a shopping-center style grocery store anchors the western end of the corridor at Oak Street. Louie M's Burger Lust and El Aguila are notable

restaurants on Vinton that attract people from outside of the South Omaha Study Area. Vacancy within the corridor is approximately 7%.

Approximately two blocks of the Vinton corridor are located within the Vinton Street Commercial Historic District, which is located on Vinton between Elm and 17th Streets. It was added to the National Register of Historic Places in 2006. The street's diagonal alignment is unique in the Study Area and makes it an interesting public space for shoppers to travel.

In order for the Vinton Street corridor to grow, it will need to build a niche, such as dining, to establish itself as a destination. Vinton Street is not a major road and traffic counts are low, ranging from 7,400 to 8,700 vehicles per day. Without a niche to draw people from the entire metropolitan region, Vinton will likely



*Examples of the variety of retail buildings and uses along historic Vinton Street.*

continue to primarily serve the surrounding neighborhood.

### RETAIL OPPORTUNITY ANALYSIS

To analyze the demand potential for retail in South Omaha, S. B. Friedman & Company reviewed the estimated spending potential and store sales for the Study Area using data from ESRI Business Analyst. Based on this analysis, it was possible to determine what types of retail brings people to South Omaha and what types of retail people leave South Omaha to find.

Table 4.2 Study Area Retail Opportunity Analysis summarizes the results of what is commonly referred to as a retail leakage or gap analysis. The Demand Potential for the Study Area represents the estimated buying power of consumers in each retail category. Sales represent the estimated sales for each category from all retailers in the trade area. The difference between these two amounts is referred to as the retail gap. A positive retail gap for a particular retail category in the Study Area indicates that more dollars are being spent by Study Area residents outside of the Study Area than are being spent by non-residents in the Study Area. A negative retail gap indicates that Study Area retailers are capturing sales in the category that are greater than the total

spending potential of Study Area residents. This suggests that the Study Area retailers are attracting customers from outside the Study Area.

The analysis indicates that South Omaha residents are shopping for the following retail categories outside the Study Area:

- Motor vehicle and parts dealers
- Furniture and home furnishings
- Electronics
- General merchandise
- Clothing
- Sporting goods

The retail types for which people are coming from outside of the Study Area include:

- Building materials
- Grocery
- Food services and drinking places

For the most part, these findings align with the information gathered in interviews about consumer shopping behavior. Many residents of South Omaha indicated that they shop in Bellevue and/or Council Bluffs for electronics, clothing and other larger purchases. Interviews and community feedback also indicated that people come from outside the Study Area to enjoy Mexican cuisine. The analysis, which shows that almost \$11 million is spent on

**Table 4.2: Study Area Retail Opportunity Analysis**

Retail Categories	Sales	Demand Potential	Retail Gap
Motor Vehicle & Parts Dealers (NAICS 441)	\$25,224,407	\$47,601,197	\$22,376,790
Furniture & Home Furnishings Stores (NAICS 442)	\$1,500,563	\$6,581,175	\$5,080,612
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$571,778	\$6,149,383	\$5,577,605
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$12,157,637	\$8,118,848	-\$4,038,790
Food & Beverage Stores (NAICS 445)	\$74,140,682	\$38,238,049	-\$35,902,633
Grocery Stores (NAICS 4451)	\$73,075,857	\$36,521,053	-\$36,554,804
Clothing and Clothing Accessories Stores (NAIC 448)	\$4,406,528	\$7,421,797	\$3,015,269
Sporting Goods, Hobby, Book, Music Stores (NAICS 451)	\$826,904	\$2,954,301	\$2,127,397
General Merchandise Stores (NAICS 452)	\$12,247,097	\$21,735,318	\$9,488,220
Food Services & Drinking Places (NAICS 722)	\$46,444,026	\$35,633,973	-\$10,810,054
<b>Source: S.B. Friedman &amp; Company</b>			



food and drink by those from outside South Omaha, supports this finding. The findings for Building Equipment, Garden Equipment and Supply Stores do not match the information from community members who indicated the need for a home improvement store that would carry items such as lumber and other materials for larger scale home repair and renovation projects. This discrepancy could indicate that Study Area residents are buying hardware type goods at other types of retailers such as, grocery or drug stores. It could also reflect concern over the relatively recent loss of a large lumber and hardware supplier in the Study Area.

The findings of this retail analysis have two major implications for future economic development efforts in the Study Area. First, the positive retail gaps indicate that there are opportunities for new or expanded types of these retail businesses. Second, South Omaha has already developed a niche market of food stores and restaurants. This niche market should be cultivated to build on an existing community success.

### SHOPPING CENTERS AND LARGE FORMAT RETAIL

While South Omaha has several neighborhood and convenience shopping centers, no regional centers or big box retailers are located within the Study Area. Figures 4.3 and 4.4 show the

location of larger scale shopping centers and big box general merchandise retailers, all of which are located outside the Study Area.

For home improvement stores such as Home Depot and discount department stores such as Wal-Mart, people go to Bellevue (Hwy 75) or Council Bluffs (Lake Manawa Power Center), resulting in a loss of retail revenue for the Study Area and the City of Omaha.

### SITE REQUIREMENTS

It is important to note that retail leakage can indicate what types of goods and stores are in demand within a Study Area, it is not sufficient in determining what types of stores, particularly larger format stores, will locate in an area. Retailers typically have site requirements such as, acreage and traffic counts and minimum market requirements such as household income within a certain radius. South Omaha faces several challenges in meeting these requirements.

One major challenge in attracting a big box retailer is the lack of an adequately sized development parcel. For example, Wal-Mart typically requires at least 22 acres and Home Depot 15 acres. It would be very difficult to assemble a development parcel large enough to accommodate one of these retailers in the Study Area. Even if the retailer was willing to consider an “urban format” store requiring less land, the market must indicate a need. In the



Examples of locally owned businesses in the Study Area.

case of general merchandise, unmet demand within the Study Area is approximately \$9 million per year. Retailers such as Wal-Mart typically look for market potential of at least \$60 million per year.

Not all national chains have parcel requirements that preclude locating in the Study Area. Community members expressed an interest in family entertainment and restaurant venues, like a Chuck E. Cheese. According to Retail Lease Trac, the South Omaha Study Area meets the chain's minimum median income standards, but the overall population within a five-mile radius does not.

This is not to say that the South Omaha Study Area cannot or will not attract additional retail businesses. By working directly with retailers, other communities have attracted sought after businesses by demonstrating that a modified format or business plan would still be profitable. One national retailer, for which this might be an option is Ace Hardware. South Omaha can offer a location to accommodate a 10,000 -25,000 square foot store with a minimum population of 10,000 within a mile radius and daily traffic counts of 25,000. Though Ace Hardware's desired \$45,000 household income level is higher than that of the Study Area, the scale of retail is a better fit for South Omaha. Ace Hardware or other retailers with similar location requirements may be willing to locate in the Study Area under the appropriate conditions.

### RETAIL DEVELOPMENT STRATEGIES

National chains, of course, are not the only retail option. Community members recognized the danger in attracting major retailers at the expense of existing small businesses. Local, independent businesses can be more flexible in adapting their business plans to meet the specific needs of the South Omaha market. Retail development strategies for South Omaha should focus on:



*First National Bank restored an 1890s bank building for El Centro Latino de Educación Financiera.*



*L Street retail renovation opportunity.*



*South 24th Street storefront in need of restoration.*



*Neighborhood corner retail along South 27th Street.*

- Supporting local small businesses.
- Attracting complementary retail uses.
- Sustaining the retail vitality of the South 24th Street Business District.

### **SMALL BUSINESS ASSISTANCE**

Hard work and an entrepreneurial spirit are two traits frequently mentioned to characterize South Omaha. Supporting small businesses harnesses and fosters this spirit. Already, several organizations offer small businesses support and technical assistance focused on South Omaha. Some of these include:

- Omaha Small Business Network.
- Catholic Charities Juan Diego Center.
- Latino Center of the Midlands.
- Midlands Latino Community Development Corporation.
- Hispanic Chamber of Commerce.
- Grameen America.

It is important that existing businesses within the Study Area are made aware of these programs so that businesses remain viable and are able to expand. In addition to classes on bookkeeping, marketing and business plans, other less conventional business development models could be tried. Extending small business development to include micro-financing and business incubator services could allow more individuals to become business owners. Creating other low cost means of starting a business, whether it be a mobile food vendor or small craftsman's workshop in an old industrial building, can also attract new businesses and jobs.



*Newer strip mall development on Q Street.*

Coordination of small business assistance programs focused on commercial development in South Omaha can support business creation and retention. Working together with the Greater Omaha Economic Development Partnership, existing business development programs can work with private lenders to ensure a free flow of capital, seek government-assisted financing and assemble properties for larger commercial opportunities. A cooperative effort with the City could also target Community Development Block Grant (CDBG) funds for small business development and designate a small business Enterprise Zone or a Neighborhood Revitalization Strategy Area which would qualify South Omaha for additional assistance from the Department of Housing and Urban Development.

### **ENCOURAGE MIXED-USE DEVELOPMENT**

The mixed-use development mentioned in the preceding housing section also benefits retail development. Adding residents to retail districts increases foot traffic and provides customers for area retail. The additional residential population can help attract new businesses. New business attraction is particularly important for secondary retail corridors in the Study Area, like Vinton and South 13th Streets.



*A meat packing plant in the center of the Study Area.*

### **PROPERTY UPKEEP AND INVESTMENTS**

Property owners should be encouraged to make ongoing investments in their properties. Well-maintained owner occupied and rental property has higher value for owners. Property maintenance and business district upkeep is critical so that the retail corridors continue to be attractive places where people feel comfortable shopping. This is especially important for attracting customers from other areas of the city who may be unfamiliar with South Omaha.

### **SOUTH OMAHA MARKETING EFFORT**

South Omaha has several well-known attractions around which a marketing strategy can be built. Omaha's Henry Doorly Zoo, Lauritzen Botanical Gardens, Collin Field and Kroc Center attract visitors from outside the Study Area. A coordinated marketing effort can help to draw these visitors beyond well-known destinations to small businesses and other less well known destinations like Mt. Vernon Gardens and El Museo Latino.

The SODP, working with the Greater Omaha Chamber, Convention and Visitors Bureau and Hispanic Chamber of Commerce, individual businesses and other organizations can launch outreach efforts to market South Omaha as a unique area within the Omaha metropolitan region. The marketing effort should attract

customers and investments and assist in countering the negative perceptions that some may have of the Study Area.

## **4.4 Industrial Market**

Like the retail and housing stock, much of the existing industrial building stock in South Omaha is aging. A significant portion of the existing industrial uses also are directly adjacent to residential and non-industrial uses, creating potential land use conflicts. These factors pose a challenge to the reuse of existing industrial facilities. Today's industrial employers seek building ceiling heights of at least 12', off-street loading, buffers from surrounding non-industrial uses, adequate parking and nearby amenities such as retail, restaurants and day care. A major challenge to attracting new industries is the lack of land, limited lot size, topography or other development challenges.

A strength of the Study Area for industry is easy transportation system access. Interstate 80 runs east/west along the northern portion of the Study Area, Interstate 480 connects directly to downtown Omaha and U.S. Highway 75 runs through the middle of the Study Area south into Bellevue. BNSF Railway also provides rail service to the area.

### **INDUSTRIAL DEVELOPMENT STRATEGY**

The significance of industry in the Study Area is not in the types of goods processed and produced but in the employment opportunities industry provides. When shaping an industrial development strategy it is, therefore, necessary to consider industry in the broader sense of all employment. To attract employers to the Study Area, the industrial development strategy should include:

- Coordination with the Greater Omaha Economic Development Partnership to attract and retain quality employers.
- Preservation and expansion of the industrial land base.

- Attraction of new industries and employers.
- Development of workforce training programs.

### PREPARING SHOVEL-READY SITES

The lack of vacant land is an impediment to attracting new businesses to South Omaha. Land that is available often does not have an efficient parcel configuration to allow for modern industrial development. To the extent possible, the City and Greater Omaha Economic Development Partnership should acquire sites and prepare them to facilitate new industrial development.

In existing industrial areas, it is likely that site preparation will require some type of contamination remediation. The Environmental Protection Agency (EPA) offers grants for brownfields assessment and clean-up. These grants can fund the identification of contaminated sites and mitigation efforts. The availability of brownfield funding could substantially reduce barriers to the redevelopment of a potentially contaminated site.

### PRESERVATION OF EXISTING INDUSTRIAL LAND BASE

Since available industrial land in the Study Area is scarce, efforts must be made to preserve industrially zoned land for employment uses. Preserving industrial land may require helping to reduce conflicts between industrial and non-industrial uses with appropriate traffic, noise, odor and emission controls. It may also require reviewing existing land use boundaries to institute buffers between uses that might conflict.

Industrial land should be preserved by disallowing nonindustrial uses from locating on industrial land. In the Study Area there have also been instances in which new retail development has occurred on land that is zoned industrial. Once developed as a retail



*Metropolitan Community College South Campus.  
(Greater Omaha Chamber)*

use, it is difficult to return land to its original industrial/employment use. In the future, it is important to be strategic about preserving sites for industrial uses.

### WORKFORCE TRAINING

At present, potential employers choose to locate in South Omaha because of its transportation system access, heavy industrial zoning and availability of an inexpensive labor force. These characteristics not only limit the Study Area's appeal to other employers, but they also substantially lower South Omaha residents' access to higher-wage jobs and higher standards of living.

Site preparation and other economic incentives are only part of an employer recruitment strategy. To broaden South Omaha's appeal to a wider range of employers, workforce training is the critical component of the strategy.

Currently, residents of the South Omaha Study Area have lower educational levels compared to the City overall, which may make it challenging to attain higher-wage positions. MCC South Omaha Campus is home to its Industrial Training Center. The Industrial Training Center and other programs, prepare students for skilled industrial, construction and trade employment. The SODP and Greater Omaha Chamber Workforce Development should



*Available industrial property along Dahlman Avenue.*

aggressively pursue other workforce training partnerships with MCC, Study Area high schools, potential employers, local universities and other community organizations to provide training for current workers and those seeking new employment opportunities. Programs to assist those already possessing a trade or profession, but who are unable to attain needed licenses due to language barriers, should also be explored.

#### **4.5 Tax Increment Financing**

Tax Increment Financing (TIF) is a widely used tool to help finance development projects. With TIF, additional property tax revenue resulting from a development project can be used to help fund a project. The ultimate goal of TIF is to attract development to an area in which development would not otherwise occur, spur additional private development and increase the property tax revenue of the municipality on a long term basis.

According to Nebraska state law, TIF can be used only in areas that have been declared blighted and substandard by the local municipality and can remain in place for no longer than 15 years. Based on the age of building stock, employment and income of the Study Area, it is likely that the entire Study Area could be declared blighted and could qualify for TIF. TIF funding could be

used as an incentive for replacement housing, commercial district improvements, including second story renovations, or industrial space. When identifying potential projects, the City and SODP should explore opportunities for expanding TIF options to maximize extent of impact.

#### **4.6 Conclusion**

To move from recommendations to implementation, this plan must respond to market conditions. The plan must capitalize on market strengths and attempt to bring about better market conditions. The market conditions for housing, commercial and industrial development in the South Omaha Study Area present both opportunities and challenges. A thriving retail corridor like the South 24th Street Business District and unmet retail demand present opportunities for small business development. On the other hand, limited land availability presents challenges to attracting large employers. Through effective public policy, promotion, innovative partnerships and incentives for private investment, the recommendations and implementation measures in the following chapters both capitalize on South Omaha's market strengths and attempt to counteract market weaknesses.

# 5.0 NEIGHBORHOODS

## 5.1 Introduction

Neighborhoods are the foundation of the South Omaha Study Area. Built primarily prior to World War II, South Omaha developed according to a traditional neighborhood pattern. Neighborhoods extended approximately a quarter-mile around a small retail enclave, church, park or school. Over time, suburban development as well as changes in lifestyle, retail patterns and roadways have affected the traditional neighborhood structure. Figure 5.1 on the following page illustrates what has become the functional neighborhood structure of the Study Area. Evaluating these neighborhoods can help to identify challenges to the neighborhood framework that, when addressed, can help preserve existing strong neighborhoods and encourage investment in neighborhoods in need of enhancement. Implementing the policies, programs and projects outlined in this chapter will help to sustain healthy, vibrant South Omaha neighborhoods into the future.



*Workers cottages near 24th and Vinton Streets.*

## 5.2 Policy: Preserve Traditional Urban Fabric

Traditional South Omaha neighborhoods included a mix of land uses and housing types. Typical single-family lots are 50' x 140' or 50' x 130' (with alley access). Most homes are small by today's standards, around 1,000 square feet and closely spaced with one to two stories. Neighborhoods are primarily composed of single-family homes, with multi-family housing and neighborhood retail at corners and along arterials.

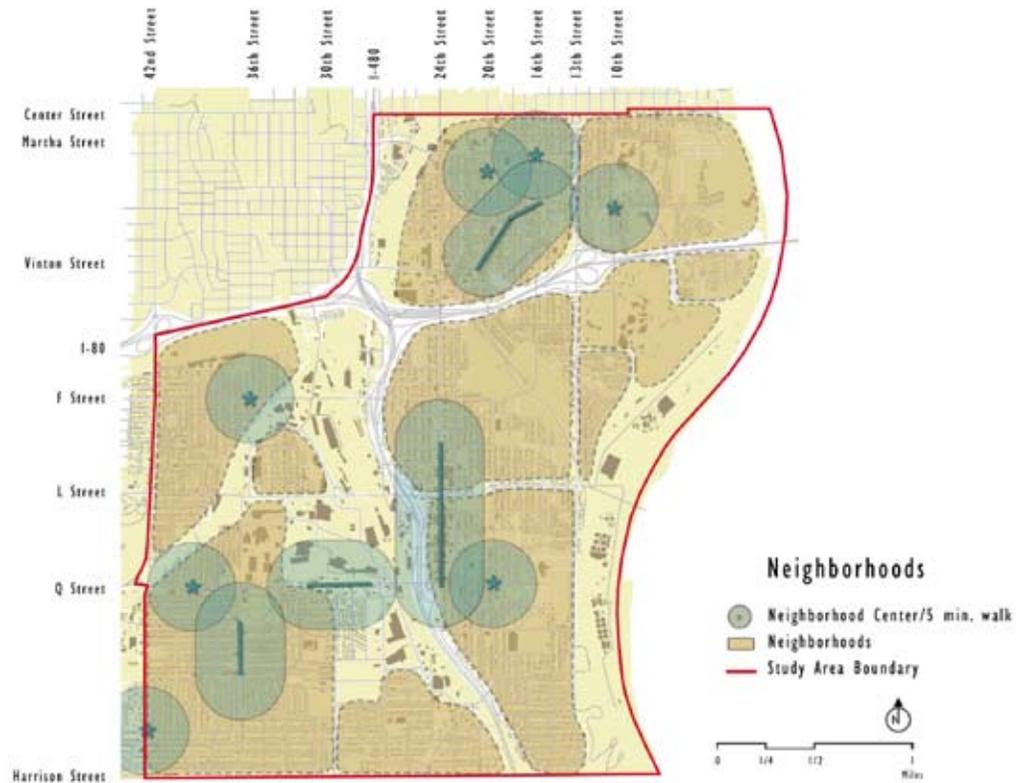
### NEIGHBORHOOD LAND USES

The South Omaha Study Area includes a range of land uses and zoning districts, some appropriate to preserve neighborhoods and some not. Some South Omaha neighborhoods are closer to industrial uses than would be allowed today. Conflicts between industrial and residential uses result in the decline of adjacent residential properties because of the



*Single-family house that has been converted to a multi-family house.*

**Figure 5.1: Study Area Neighborhoods**



undesirability of the location due to increased noise, odors, pollution or traffic.

Opportunities for re-zoning marginal industrial uses in predominately residential districts should be considered to provide additional housing opportunities. When rezoning, an effort should be made to create buffers between industrial and residential uses by incorporating natural grade changes, streets, railroad right-of-ways, public land or existing landscape features.

One example of this opportunity is the area designated R7 in Figure 5.2. When the newly opened Kroc Center replaced the abandoned Wilson Packing Plant, the surrounding area became much more suitable for residential uses than industrial uses.

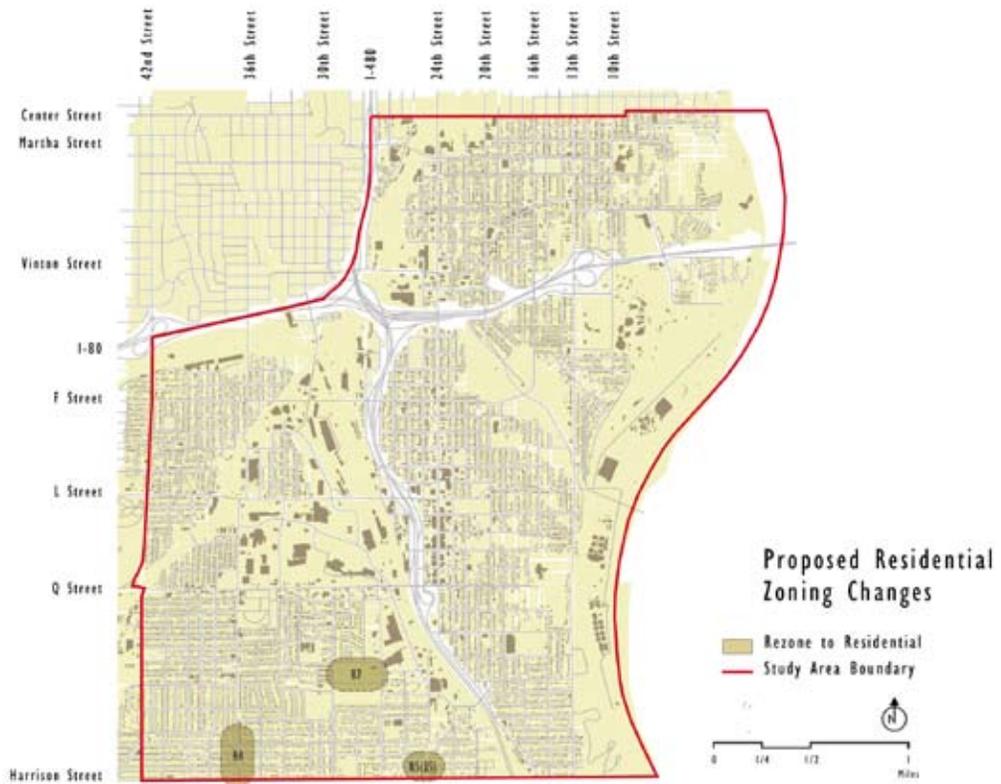
## RESIDENTIAL ZONING

Neighborhoods in the South Omaha Development Project Study Area are zoned:

- R3 single-family (medium density)
- R4 single-family (high density)
- R5 urban family residential
- R6 low density multiple-family
- R7 medium density multiple-family
- R8 high density multiple-family

The vast majority of the Study Area is zoned R-4, but there are also large areas of R-7. These zoning designations allow for a range of housing types, from medium density single family to high density multi-family. Brief descriptions of each zoning district can be found in Appendix A and the zoning map in Appendix C .

**Figure 5.2: Proposed Residential Zoning Changes**



*Areas proposed to be rezoned to residential use.*

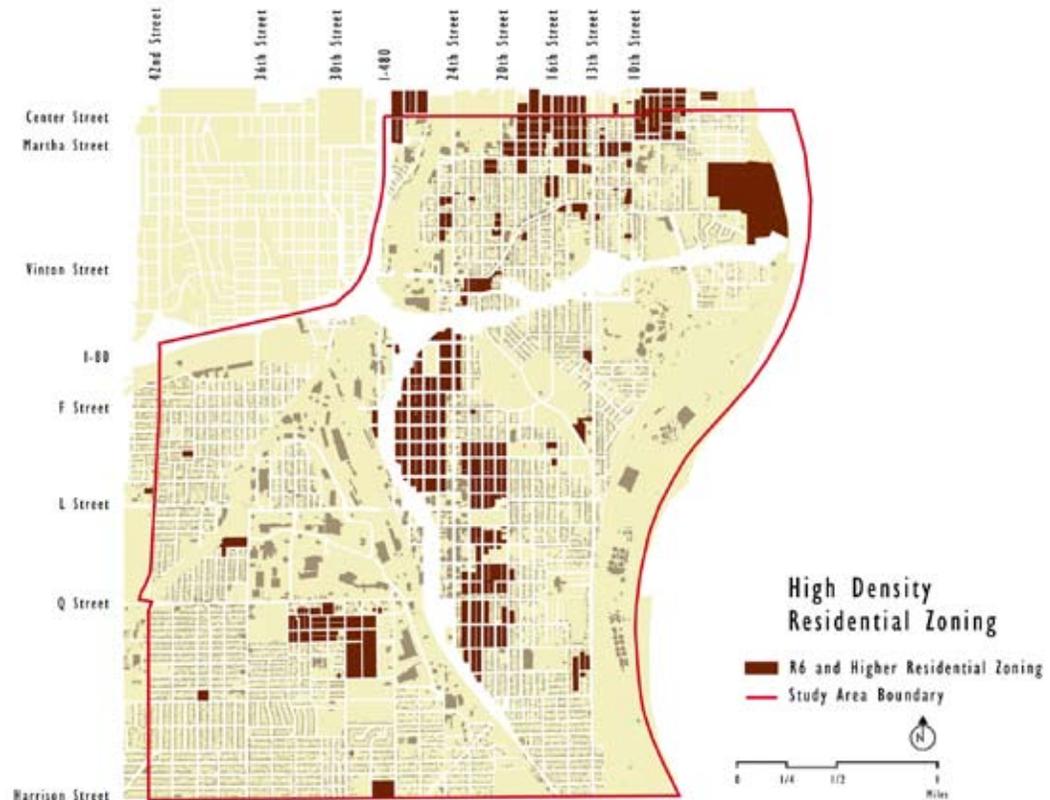
**NEIGHBORHOOD CHARACTER**

Maintenance and general neighborhood stability are a concern in several South Omaha neighborhoods, particularly where subdivided single-family homes predominate. Even though these neighborhoods tend to have larger homes in the 2,000 square foot range, the infrastructure and housing stock were not built to accommodate multiple families living in each house. This can exacerbate the deterioration of housing conditions, particularly given the age of the existing housing stock. Multi-family conversions also create demand for on-street parking which can be inconvenient for those living in the area, cause traffic delay and raise safety concerns for children and pedestrians. In these areas, the City should increase code enforcement efforts to determine if the homes were legally divided and renovated to multi-family standards.

Some neighborhoods may seek to down zone their neighborhood to limit the instances in which a property owner could subdivide a singly-family house. In neighborhoods zoned R6 and higher, this may be appropriate. Figure 5.3 on the following page identifies areas in South Omaha zoned R6 and higher. Neighborhoods seeking down zoning should work with the Planning Department to evaluate down zoning options. When considering down zoning, it is important to remember that high density residential zoning is not necessarily bad for a neighborhood. Appropriately designed and located, high density housing adds a mixture of affordable housing types and establishes the population needed to support retail development and efficient transit service.

If approved, down zoning takes effect on all properties immediately. Rezoned properties

**Figure 5.3: High Density Residential Zoning**



*Areas with high density residential zoning*

can continue as they are at the time of rezoning. However, residential zoning standards will effect existing property in the event of a major expansion or alteration, change of use or complete demolition and reconstruction. If a property is abandoned, a new owner may not be able to continue the previous use.

### **INFILL DEVELOPMENT**

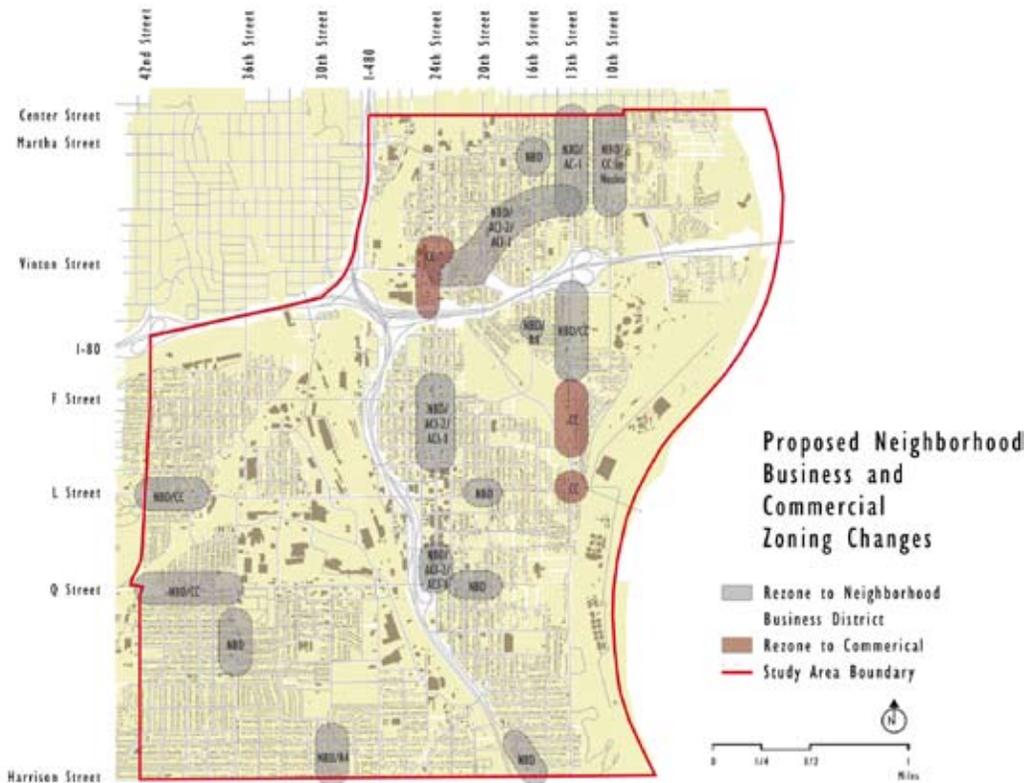
Though few neighborhoods in the Study Area currently have large areas for infill housing, there are scattered opportunities for new development. As infill occurs, guidance should be provided to ensure that new development be consistent with the existing neighborhoods. Two methods for preserving the traditional neighborhood fabric are currently in place. A Neighborhood Conservation and Enhancement overlay (NCE) can preserve

historic neighborhoods and ensure infill development follows complementary design standards. Alternately, the Walkable Residential Neighborhood (WRN) district could be used to establish new design standards. Appendix A provides descriptions of NCE and WRN zoning options.

Residential design standards guide the design of new development to fit within the context of established neighborhoods. The standards apply to redevelopment sites and newly developing properties. Residential design standards typically include:

- Lot standards to regulate the basic configuration of a lot and the building location on it. These include characteristics that affect the public realm such as, building type, building placement and parking access.

**Figure 5.4: Proposed Neighborhood Business and Commercial Zoning Changes**



*Areas proposed for rezoning to commercial uses.*

- Building standards determine design requirements, including building massing and composition (size and shape), façade, setback from street and landscaping.
- Frontage type standards describe design characteristics of the allowed façade features like porches or stoops that provide a transition between the public realm of the sidewalk and street and the private realm of the house.

Appendix D includes draft standards for preserving the traditional character of South Omaha neighborhoods.

**NEIGHBORHOOD NODES**

When built, the center of many South Omaha neighborhoods was a retail node. In some neighborhoods, remnants of these nodes

remain. Existing nodes should be preserved and strengthened. Efforts should be made to revitalize vacant or marginal neighborhood commercial centers. In areas completely lacking a commercial center, vacant land should be targeted for neighborhood commercial development.

A number of viable neighborhood commercial centers remain in the South Omaha Study Area. Some centers remain relatively intact, while others are not. To encourage the preservation and/or restoration of viable neighborhood centers, the centers should be zoned as NBD (Neighborhood Business District). Recommended changes to NBD zoning are shown on Figure 5.4.



*The Bancroft Street Market has created a new community use in a restored neighborhood grocery.*

### 10TH AND BANCROFT STREETS REDEVELOPMENT CONCEPT

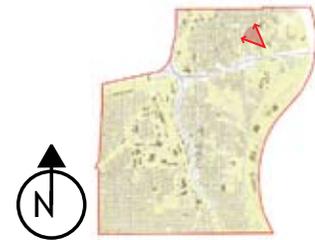
10th and Bancroft Streets is typical of neighborhood retail nodes throughout the Study Area - one or two traditional retail buildings remain, but others have been substantially altered or replaced. A pharmacy and bar sit on the southeast corner. Across the street to the west, a neighborhood grocery store has been restored as an art gallery and event space with an outdoor farmers market. The northeast corner has recently been converted to a parking lot and the northwest corner is an auto repair shop.

The proposed redevelopment concept includes streetscape and public space enhancements as well as property redevelopment. Streetscape enhancements add to the appeal of the intersection as a community gathering space and improve pedestrian conditions. Significant landscape features will also help to symbolically connect the neighborhood to Lauritzen Botanical Gardens, located several blocks

**Figure 5.5: 10th and Bancroft Streets Neighborhood Node Redevelopment Concept**



*Plan for revitalized 10th and Bancroft Streets. Red buildings are proposed infill.*



to the east. As properties become available for redevelopment, mixed-use, two- to three-story buildings should re-establish the northern corners of the intersection. To the west, townhouses will provide a transition to the adjacent residential. Adequate parking is provided using a district-parking approach. Residential units are provided with designated parking; the retail and commercial parking is shared among all users.

10th and Bancroft Streets is the closest major intersection to Lauritzen Botanical Gardens and the first major intersection along 10th Street north of I-80 and Omaha's Henry Doorly Zoo. 10th Street also has a Neighborhood Conservation and Enhancement overlay (NCE) to preserve its historic character. This prominent location and overlay require higher urban design standards, but the concepts and infill patterns recommended for this intersection are relevant for application at other, less visible, neighborhood retail nodes as well.

**10th and Bancroft Streets - Existing Conditions**

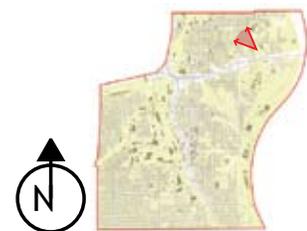


*Bird's eye view of existing conditions at 10th and Bancroft Streets, looking northwest.*

**10th and Bancroft Streets - Public Space Improvements**



*The addition of a plaza space on the northwest corner creates a focal point for the intersection and additional community gathering space. Extensive landscaping at the corner creates a gateway to the neighborhood on the east as well as Lauritzen Botanical Gardens at 1st and Bancroft Streets.*



### 10th and Bancroft Streets - Redevelopment Opportunities

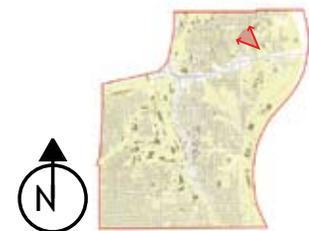


*Mixed-use buildings on the northern corners create new commercial and multi-family housing opportunities. Buildings should be two/three stories to maintain a neighborhood scale. Adequate off-street parking is tucked behind buildings to maintain active uses along the sidewalks.*

### 10th and Bancroft Streets - Complete Redevelopment Concept



*Well-designed infill development and improved streetscape conditions re-establish 10th and Bancroft Streets as a traditional neighborhood node and gateway to Lauritzen Botanical Gardens and Omaha's Henry Doorly Zoo.*



**LIBRARY SQUARE REDEVELOPMENT CONCEPT**

Library Square is a redevelopment concept for a two-block area between Q and R Streets and 28th and 30th Streets. This area sits immediately south of the South Omaha Library. Library Square is intended to help link the community institutions north of Q Street to the residential development to the south, creating a neighborhood node where currently none exists.

The redevelopment concept is based around the transformation of 29th Street from an access road for Southside Terrace into a boulevard connection between Metropolitan Community College on the north and the Kroc Center on the south. On either side of the boulevard are one and two-story mixed-use buildings

with active ground level uses and residential or office uses above. As depicted, a variety of retail and commercial space is available; the easternmost single-story building is sized for a typical family restaurant/entertainment venue. Parking for retail and commercial uses is located behind buildings. Townhouse style multi-family housing is recommended on R Street between 30th and 29th Street to transition from commercial to residential uses.

Southside Terrace, an Omaha Housing Authority (OHA) complex, is located between Library Square and the Kroc Center. The approximately 10 square block complex is over 50 years old. It is a large, single-income form of public housing no longer used by housing authorities. In order to provide adequate housing for their residents, particularly those

**Figure 5.6: Library Square Neighborhood Node Redevelopment Concept**



with large households, OHA anticipates Southside Terrace to remain in use for 10 to 15 more years. Long-term, the site of Southside Terrace is an opportunity for redevelopment into a mixed-income housing neighborhood in the style of many new HOPEVI projects throughout the country.

### 5.3 Policy - Replacement or Renovation of Substandard Housing

With South Omaha's traditional neighborhoods comes an aging housing stock. Approximately 80% of the housing in the Study Area was built before 1960. Maintenance needs naturally increase with the age of homes, so while older homes add to the character of the neighborhoods, they also contribute to some of its challenges.

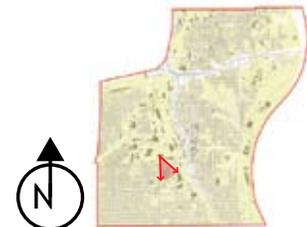
### CODE ENFORCEMENT AND DEMOLITION

Of the 16,800 properties in the South Omaha Study Area, 370 properties have been identified as unfit/unsafe and 84 are on the City's demolition list. Definitions for code violation categories can be found in Appendix A.

The City of Omaha's code enforcement and demolition program is overburdened and underfunded. Neighborhood groups throughout the city have requested increased inspections, suggested alternative inspection mechanisms and inspected their own neighborhoods with the help of the Neighborhood SCAN program. The SODP should partner in these existing advocacy and neighborhood based efforts to address code enforcement concerns.



*The Library Square Redevelopment Concept creates a mixed-use neighborhood center linking residential south of Q Street to the South Omaha Public Library and MCC.*





*The unit on the left has been tagged as unsafe.*



*New housing development in Study Area.*

### **REDEVELOPMENT ASSISTANCE**

As mentioned in Chapter 4, South Omaha has no community development corporation (CDC) dedicated to providing housing in the Study Area. To better support the work of a housing CDC in South Omaha, the City, County and State can make policy changes.

To encourage the renovation or demolition of certain properties, the City of Omaha can make basic policy changes at little or no cost. Prohibiting the private demolition of homes without a permit for replacement dwellings will limit the loss of the historic urban fabric and prevent the unnecessary loss of housing. In addition, properties on the City's demolition list can be publicized as housing opportunity sites for private real estate interests or a CDC to acquire. In addition, prioritizing the demolition of buildings for which there is increased development potential because of a desirable location or option of combining with other properties could speed redevelopment.

A cooperative effort of the CDC, City, County and State Land Reutilization Commission (LRC) can facilitate the acquisition of tax delinquent properties for neighborhood revitalization. The land could then be held by the CDC or other nonprofit land bank for affordable housing or mixed-income development. In addition to developing housing of its own, the CDC could also sell

some banked land to urban housing developers to help fund CDC operations and add new market rate housing in the Study Area.

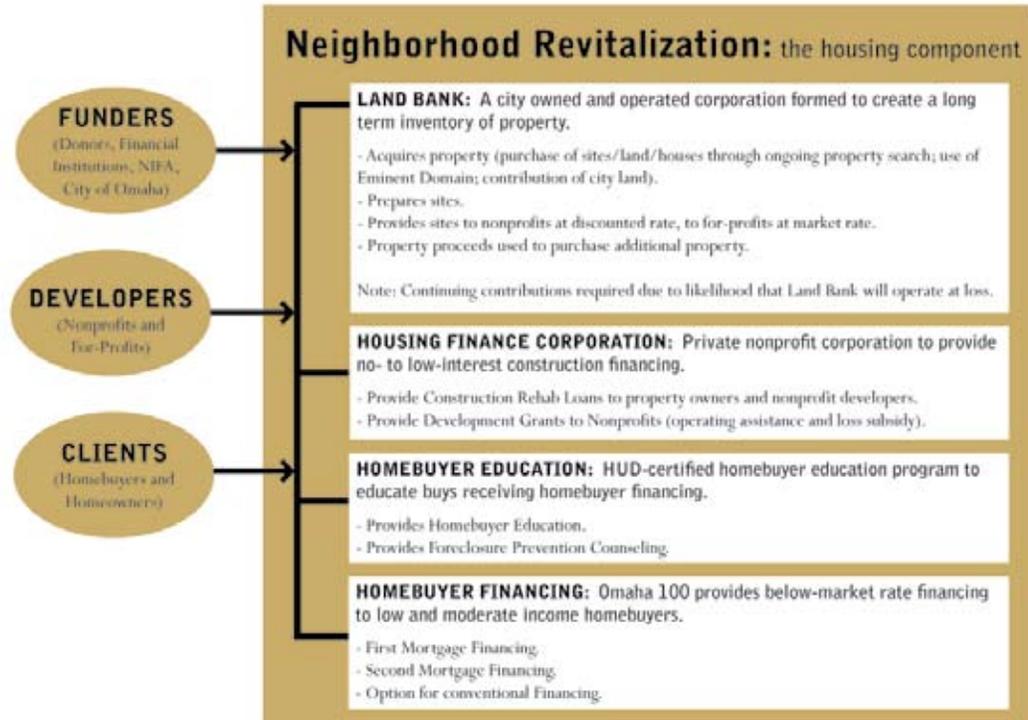
### **PURCHASE AND RENOVATION**

The median home value in the Study Area is \$62,000. At more than \$30,000 less than the median home values for Omaha as a whole, homes in the Study Area are affordable to many more households. Even adding the cost of substantial renovations, purchasing and renovating existing homes may be more economically feasible than new construction for a home buyer or a CDC.

One option for funding the purchase and renovation or replacement of housing in South Omaha is the federal HOME program. The City could increase the distribution of federally allocated HOME funds in the South Omaha Study Area for existing housing renovation or affordable housing development.

Other public and private housing assistance programs can also be used to encourage qualified home buyers to purchase and renovate homes. The City and a CDC can actively publicize homes for sale and in need of renovation or offer reduced rate financing, for the mortgage and renovations, through local financial institutions or public programs.

**Figure 5.7: Housing Development Process**



*The Housing and Community Development division of the City of Omaha Planning Department has outlined the prototype housing component of a comprehensive neighborhood revitalization effort.*

### HOME OWNER MAINTENANCE

A cursory review of the ownership records for residential code violations in the Study Area reveals that of the properties with code violations - minor, unfit/unsafe and demolition orders - approximately 42% appear owner-occupied. This challenges the popularly held belief that code violations are largely the fault of rental properties or absentee landlords. Given the relatively high percentage of owner-occupied homes with code violations, it is essential that the City's response to violations effectively addresses both homeowners and landlords.

Homeowner and landlord education is an important preventative response. For homeowners, in particular, making them aware of building code and maintenance requirements as well as the responsibilities and expenses of home ownership should be

part of any home buyer assistance program.

To assist homeowners who are unable to care for their homes due to physical or financial constraints, the City should explore options for expanding and funding the Neighborhood Handyman Program to offer repairs to qualified homeowners. Other opportunities for home maintenance partnerships, like that of the MCC trade apprenticeship program, should be developed with local trade unions or other organizations.

### 5.4 Policy - Increase Homeownership and Provide Housing Options for a Range of Incomes

One of the recognized assets of the South Omaha Study Area is its affordable housing options, both single- and multi-family. A

wide range of affordable housing types in the Study Area should be maintained in such a way that preserves the historic neighborhood framework and comfortably accommodates all residents. Accommodating all residents and household types will require a balanced mix of housing types. The City should encourage new housing development to incorporate a range of quality housing from small, efficiency or single-room occupancy units to large homes for multi-generational families. Some options for achieving the twin goals of homeownership and affordability are described in the following sections. These recommendations, while conceived specifically to address housing conditions in the South Omaha Study Area, may also be applicable in other areas of Omaha.

### **ACCESSORY DWELLING UNITS**

Accessory dwelling units, sometimes called granny flats or mother-in-law apartments, are small, second dwelling units conditionally allowed on single family lots. These additional units have benefits for the neighborhood and individual homeowner. Accessory dwelling units offer small, affordable rental options in a predominately single family neighborhood, creating opportunities for a more diverse mix of household types and incomes in the same neighborhood. For the homeowner, accessory dwelling units can be used to house



*Illustration of how accessory dwelling units can be accommodated on typical South Omaha parcels with alley access.*

family members or rented to supplement the homeowner's income. In residential areas that do not currently allow accessory dwelling units, zoning can be updated in accordance with the Accessory Apartments and Accessory Use provisions in the zoning code (§§ 55-763(a), 55-769).

### **FLEX HOUSE**

The Flex House housing type is designed to expand as the homeowner's family and financial resources grow. Detailed design plans for the Flex House should be pre-approved by the City for use by a qualified home buyer, builder or CDC. Designed specifically for South Omaha, the Flex House would be compatible with existing neighborhoods and sized to fit on a typical lot. The plans would include phased construction options that would allow a home buyer to purchase the house as inexpensively as possible.

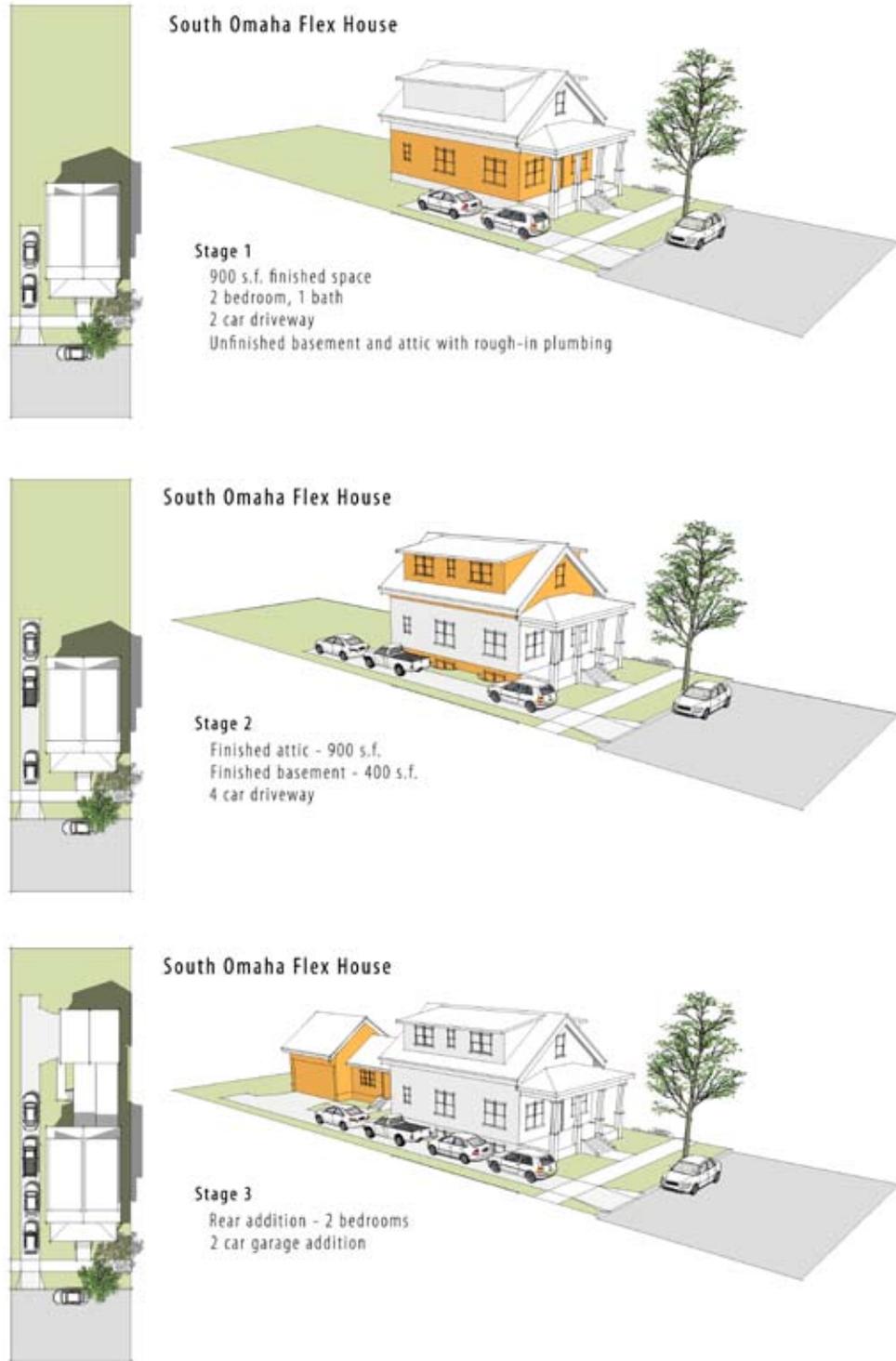
Starting at only 900 finished square feet, the Flex House provides a manageable introduction to homeownership. At initial construction, however, the plumbing, electrical and heating and air conditioning systems are installed for easy expansion into the basement and second story. This allows for the total square footage of the house to be more than doubled as homeowner resources become available.

The Flex House concept addresses several housing needs in the Study Area. First and foremost, it provides affordable, owner-occupied housing. It can be built on a single infill lot to replace a single dilapidated home in a stable neighborhood or several could be built to provide the catalyst to revitalize a troubled area.

### **MULTIPLEX HOUSE**

The Multiplex House is designed to have the appearance of a large, single-family house. Its design allows multi-family housing to fit into a predominantly single-family neighborhood.

**Figure 5.8: Flex House Construction Stages**



This housing type can accommodate two, three or four dwelling units on a single lot, each with its own entrance. The dwelling units within a Multiplex House may be arranged side by side, one on top of the other or a combination thereof.

The Multiplex housing type addresses the need for new housing options in a developed area. A Multiplex House requires a lot size of 75' x 130'. This lot size could be accomplished by consolidating three typical 50' x 130' lots into two, 75' x 130' lots. To meet the size requirements of the Multiplex House, lot coverage maximums may have to be modified in lower density residential districts. To prevent parking shortages that currently exist, parking should be required to be provided on the side or in the rear of the lot.

**MULTI-GENERATIONAL HOUSE**

Large, affordable housing options are in short supply in South Omaha. Many homes in the Study Area are small, while larger homes have been broken up into multiple units. Household size is higher in South Omaha than in the city as a whole and overcrowding is a recognized community concern.



*On lots without alley access, multiplexes are only allowed on corner lots.*



*Bird's eye view of two multiplex Houses on what was previously three typical Study Area lots.*



*Illustrative plan of Multiplex House with alley access.*

The Multi-Generation House is a housing type specifically designed to provide living space for extended or multi-generational families living under one roof. Rather than one large unit with multiple bedrooms, the Multi-Generation House is an assembly of a primary dwelling units with up to two attached accessory units on one lot that provide privacy for each generation while preserving the street appearance of a single-family home. Similar in size to the Multiplex House described on the previous page, it will require combining two typical single-family lots.

In some areas of the country, conventional developers offer modified home plans to meet cultural housing preferences. However, due to the specialized appeal of this housing type, it is ideal for consideration by community based housing developer or CDC.

## 5.5 Conclusion

The over-arching goal of these neighborhood focused policies is the preservation and enhancement of South Omaha neighborhoods. As each program is established and policy is implemented, the community benefits in multiple ways. New or renovated housing options encourage residents to move to or remain in South Omaha. Improved neighborhood conditions increase the overall sense of pride in the area and can help to change negative perceptions. These efforts benefit businesses by attracting customers or offering a more appealing place to do business. Together, these policies, programs and projects form a foundation for improving the quality of life for those who live in the South Omaha Study Area.



*Illustrative plan and bird's eye view of Multi-Generational House with alley access.*



*On lots without alley access, multi-generational houses are only allowed on corner lots.*

# 6.0 COMMERCIAL CENTERS AND CORRIDORS

## 6.1 Introduction

South 24th Street is generally what comes to mind when South Omaha retail is mentioned. In actuality, the character of South Omaha retail varies greatly. L and Q Streets are major auto-oriented retail corridors, with remnants of traditional “Main Street” retail near the western edge of the Study Area and new retail sites currently under development. South 13th and 24th Streets retain more traditional retail character, but also have stretches of auto-oriented infill. Vinton Street and minor neighborhood retail nodes like those along 10th and 36th Streets are also scattered throughout the Study Area.

Despite the variety of retail opportunities in the Study Area, recommendations for strengthening their commercial viability can be classified into four broad policy categories:

- Establish partnerships with existing small business development programs and the Greater Omaha Economic Development Partnership to assist commercial development.
- Protect and restore the character of historic commercial centers and corridors.
- Utilize regulatory changes to strengthen the existing corridors.
- Utilize economic incentives to strengthen existing corridors.
- Support the South 24th Street Business District as the retail core of South Omaha.



*Neighborhood retail node on Martha Street.*



*Newer, auto-oriented retail on Q Street.*



*Remnants of traditional retail development along L Street.*



*A concept for redeveloping a suburban style restaurant as a two-story mixed use building.*

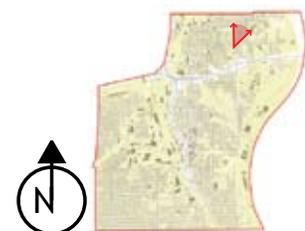
## 6.2 Policy - Protect and Restore the Character of Historic Commercial Corridors

### SOUTH 13TH STREET

Historically, South 13th Street was a streetcar route. While the streetcar is gone, remnants of the development typically found along streetcar routes remain. Infill development along 13th Street should respect this historic context and comply with Area of Civic Importance (ACI) urban design guidelines to re-establish a denser, more traditional, pattern of development. The photo at right shows 13th and Castelar Streets. A suburban style fast food restaurant sits adjacent to historic townhouses. The rendering above replaces the restaurant with new buildings designed to respect the historic retail form.



*Existing conditions at 13th and Castelar Streets.*





*An artist's concept of infill development along Vinton Street that is sensitive to the historic context.*

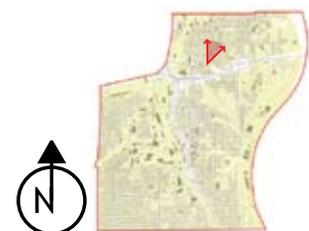
**VINTON STREET**

Vinton Street is the secondary “Main Street” retail corridor in South Omaha. The street cuts diagonally across the grain of the South Omaha street grid, producing several unique block shapes and buildings. Like other former streetcar boulevards, development along Vinton is traditional commercial with first floor retail space. Approximately half of the buildings have second story housing or office space. The Vinton Street Historic Commercial District includes the property between Elm Street on the west and 17th Street on the east (approximately two blocks).



*Existing conditions near 20th and Vinton Streets.*

Many of the buildings in the historic district have been well-maintained, but along the entire corridor (13th Street to 24th Street) there are some marginal properties. Redevelopment of these properties present opportunities for strengthening the corridor by re-establishing historic character and increasing retail and residential opportunities.



**SOUTH 36TH STREET**

36th Street south of Q Street is a neighborhood retail corridor. Newer than the South 24th Street Business District and Vinton Street, 36th Street is a lower density commercial corridor interspersed with single-family homes. Surface parking lots and driveways create an inconsistent and unappealing sidewalk. Towards the southern boundary of the Study Area, the corridor transitions into a primarily residential street.

The plan at the right illustrates a redevelopment concept for South 36th Street. The concept transitions marginal retail and commercial space into pedestrian oriented, mixed-use retail and medium density residential. The addition of commercial and residential uses will help to re-establish South 36th Street as a vital neighborhood corridor.



*South 36th Street includes a mixture of retail and residential development.*

**Figure 6.1 Proposed South 36th Street Redevelopment Concept**



**South 36th Street - Existing Conditions**

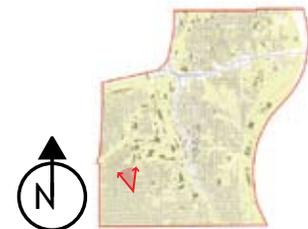


*Bird's eye view of existing conditions along 36th Street. The view looks north; the center intersection is 36th and V Streets.*

**South 36th Street - Public Space Improvements**



*By realigning the right-of-way, the concept allows for on-street parallel parking, planted parkways and pedestrian bump-outs at intersections. A neighborhood green creates a focal point for new development.*



### South 36th Street - Redevelopment Opportunities

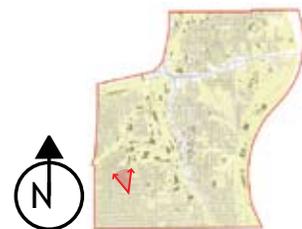


*Two- to three-story mixed-use buildings combine pedestrian oriented retail space with residential or office space above. Off-street parking is provided at the rear of the buildings to maintain an active streetscape. The addition of townhouses increases housing options and acts as a transition into neighborhoods.*

### South 36th Street - Complete Redevelopment Concept



*Design details such as front porches and ground level retail, support the improved pedestrian-oriented streetscape while creating uses and population to support the commercial corridor.*



### 6.3 Policy - Utilize Regulatory Changes to Strengthen Existing Corridors

Redevelopment and infill along major commercial corridors present opportunities for revitalizing areas throughout South Omaha. Redevelopment, however, must be designed to enhance the overall appeal of the area. Enhancing the appeal of the Study Area is the goal of the redevelopment concepts on the following pages, but in order to do so, changes to conventional commercial development regulations must be made. To develop pedestrian-oriented commercial corridors at densities to support transit, zero-lot-line development must be allowed. Zero-lot-line means that buildings are built on the property line or with minimal setbacks. This moves parking to the rear of the building and creates a more appealing streetwall. To activate this street front development, non-retail uses should be discouraged from locating on the ground floor in order to maximize on-street activity. With these changes, new commercial development will not only strengthen the economy of the area, but will also create the physical framework to support a more vibrant community.

#### **SOUTH 13TH STREET**

The South 13th Street corridor stretches south from downtown Omaha through the Study Area. In Bellevue, it becomes Fort Crook Road and continues past the Offutt Air Force Base to intersect with Highways 75 and 370. Along its entire length, South 13th Street's character is inconsistent. Near downtown, it retains characteristics of a traditional streetcar retail corridor. Further south, traditional retail has been replaced with single story, auto-oriented retail. South of Interstate 80, the street becomes primarily residential. The length of the 13th Street corridor and its changing character presents redevelopment and transit corridor opportunities for the South Omaha Study Area.

North of I-80, the properties fronting on 13th Street are zoned Light Industrial (LI), General Commercial (GC), Urban Family Residential (R5) and Community Commercial (CC) with an ACI overlay. These zoning designations do not promote development at densities that support transit. To allow the form and intensity of development that would more likely support transit, 13th Street north of I-80 should be rezoned as a Neighborhood Business District (NBD) or as Mixed Use (MU). In combination with the ACI overlay building placement and design requirements, South 13th Street can become a much more pedestrian friendly corridor.

To speed the transformation and encourage the density of development described in the following pages, the City should offer density incentives for development along the corridor. Over time, higher density development can transform 13th Street into a transit corridor. Higher density development, both residential and commercial, creates a higher potential demand for transit. Conversely, the provision of transit facilitates mixed-use development at higher densities than would be viable in a situation entirely dependent on personal automobiles. More residents and destinations allow transit to operate more frequently, thus making it more convenient and more attractive to potential passengers.



*Example of existing retail on South 13th Street.*

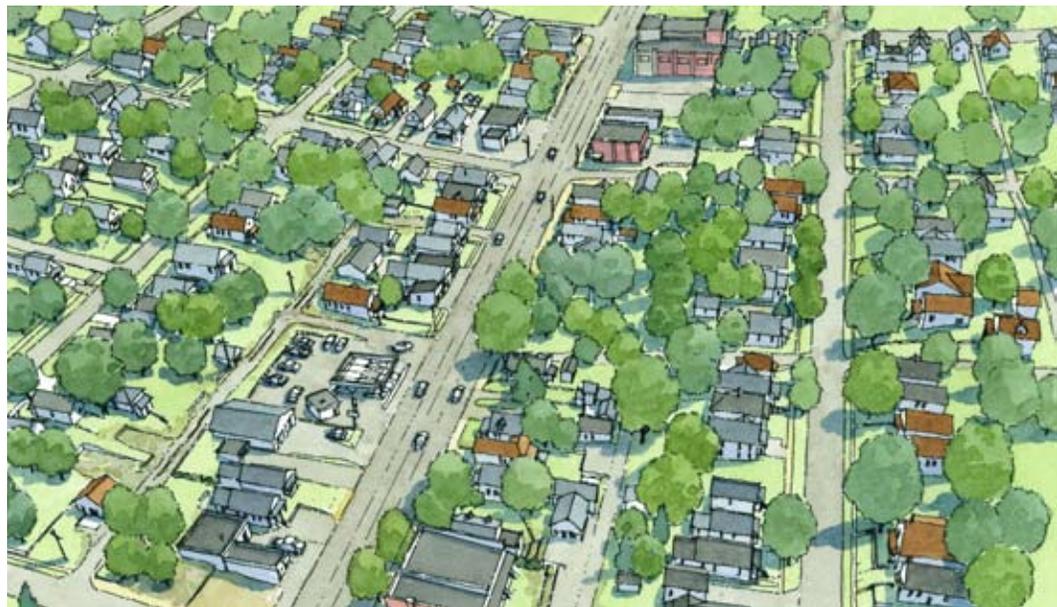
### **SOUTH 13TH STREET, CENTER TO MARTHA STREETS, EXISTING CONDITIONS**

Between downtown and I-80, South 13th Street is scattered with commercial buildings and single-family homes. Inconsistent, single-story infill has left significant gaps in the traditional urban fabric. Sidewalk conditions vary with many driveways and curb cuts.

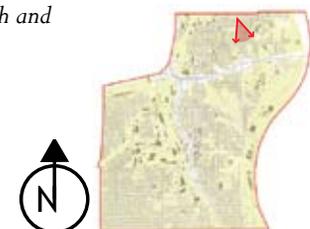


*Existing conditions near 13th and Martha Streets.*

**Figure 6.2: South 13th Street, Center to Martha Streets, Existing Conditions**



*Bird's eye view of South 13th Street, looking south. The top intersection is 13th and Dorcas Streets.*



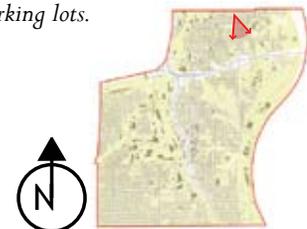
**SOUTH 13TH STREET, CENTER TO MARTHA STREETS, PHASE 1 REDEVELOPMENT CONCEPT**

The first step in making South 13th Street more attractive to infill development and eventually an appealing transit corridor, is the enhancement of the pedestrian environment with proper placement of street trees, curb extensions and pedestrian crossings. Priority redevelopment should include multi-story, mixed-use buildings with parking in the rear. Buildings should be designed to incorporate plaza or green spaces to establish a pattern of community spaces along South 13th Street. To accommodate both new buildings and off-street parking, a district-parking approach should be employed, allowing retail and commercial parking to be shared among all users.

**Figure 6.3: South 13th Street, Center to Martha Streets, Phase 1 Redevelopment Concept**



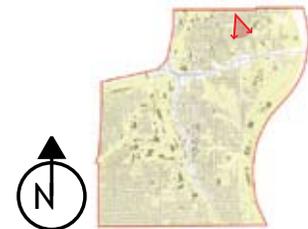
*Parking for multi-story, mixed-use building is provided on-street and in rear parking lots.*



### **SOUTH 13TH STREET, CENTER TO MARTHAS STREETS, PHASE 2 REDEVELOPMENT CONCEPT**

As South 13th Street begins to fill in, redevelopment opportunities along adjacent blocks should be explored. As higher density development fills the corridor, care should be taken to respect the scale and architectural character of the neighborhood. Townhouses should act as the transition from mixed-use buildings on 13th Street to the existing single-family neighborhoods to the east and west. The pattern of public spaces should continue, particularly by Sokol Hall and at the intersection with Dorcas Street.

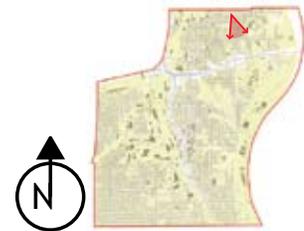
**Figure 6.4: South 13th Street, Center to Martha Streets, Phase 2 Redevelopment Concept**



**SOUTH 13TH STREET, CENTER  
TO MARTHA STREETS, FULL  
REDEVELOPMENT CONCEPT**

Additional townhouse and apartment residential options complete the corridor. Parking for residences is provided in rear lots and garages. This higher level of development along the 13th Street corridor would be able to support increased bus transit service or a streetcar.

**Figure 6.5: South 13th Street, Center to Martha Streets, Full Redevelopment Concept**



### **SOUTH 13TH STREET AND I-80 INTERCHANGE DEVELOPMENT CONCEPT**

The northwest quadrant of the I-80/South 13th Street interchange is one of the few locations in the Study Area with vacant, available land. The land is currently zoned Community Commercial (CC). The existing development is typical of Interstate exits - a fast food restaurant, gas station and motel. (An explanation of Community Commercial zoning can be found in Appendix A.)

The development concept illustrated below maintains the existing uses and adds complementary interchange uses. Single-story commercial, sized for family/casual dining, lines the east side of 13th Plaza. The gas station remains in the same location, but is re-oriented toward the proposed development on the west.

If rezoned for higher density single-family residential, a neighborhood can be created west of 13th Plaza. Three apartment buildings act as the transition from commercial to residential uses. The buildings include first floor parking and two floors of housing above. The central green space with a pond addresses site topography and creates an organizing feature for the rest of the neighborhood. Most housing is in townhouse form, but there are also several small lot, single-family units similar in scale to the existing adjacent neighborhoods.

As an entrance to the city for those traveling on I-80, the 13th Street interchange also presents an opportunity to introduce visitors to Omaha. Signage directing visitors to South Omaha and downtown attractions may also be appropriate at this location.

**Figure 6.6: South 13th Street and I-80 Interchange Development Concept**



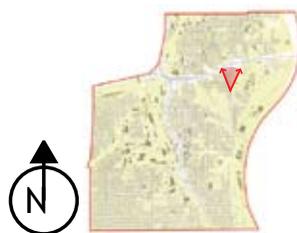
**SOUTH 13TH STREET, DEER PARK BOULEVARD TO PHELPS STREET, REDEVELOPMENT CONCEPT**

2010 will be the final season for Rosenblatt Stadium, and Omaha's Henry Doorly Zoo plans to acquire the stadium site. The expansion of the Zoo will have a significant impact on the surrounding area and create redevelopment opportunities.

Currently, seasonal businesses dependent on the Omaha Royals and College World Series crowds operate out of converted single-family homes along the west side of South 13th Street. The redevelopment concept illustrated at the right proposes that the seasonal businesses be replaced with two-story townhouse style residential development and service retail. As the plan and renderings show, this would allow for 18 housing units with tuck-under garages. The townhouses would replace marginal building stock, return the block to its original residential use and increase the residential population to support the creation of a future transit corridor.



*South 13th Street looking north.*



**Figure 6.7: 13th Street and Deer Park Boulevard to Phelps Street, Redevelopment Concept**



Currently, 13th Street is five lanes, two traffic lanes in either direction and continuous center turn lane. The street is sized to accommodate the high traffic volumes generated by baseball crowds. The Zoo attracts significant traffic, but it is more evenly spread throughout the day, not concentrated around a single start and end time. The change in traffic patterns may allow for the inclusion of a planted median that would maintain adequate turn lanes for Zoo visitors and improve the appearance of the street. Further analysis will be required to determine the traffic capacity needed along South 13th Street to efficiently serve Zoo visitors and South Omaha residents.



*Plan view rendering of proposed townhouses along South 13th Street.*



*Bird's eye view of turn lane and planted median.*



*View of housing from 13th Street.*



*Street-level view of South 13th Street Between Deer Park Boulevard and B Street showing existing curb-cut access to Rosenblatt site.*

## VENDORS ROW

On-street food vendors are unique to South Omaha. Ranging from push carts to trucks, food vendors meet several critical needs. Especially important to areas like South Omaha that have large numbers of shift workers, the vendors provide low cost food in locations and at times most conventional restaurants cannot. Food trucks and carts also offer a relatively low cost way for entrepreneurs to become small business owners.

Currently, food vendor trucks largely operate informally. Locating in oversized retail parking lots during off-peak or late night hours are actually an efficient use of what would otherwise be empty space. Vendors make individual agreements with property owners or major employers.

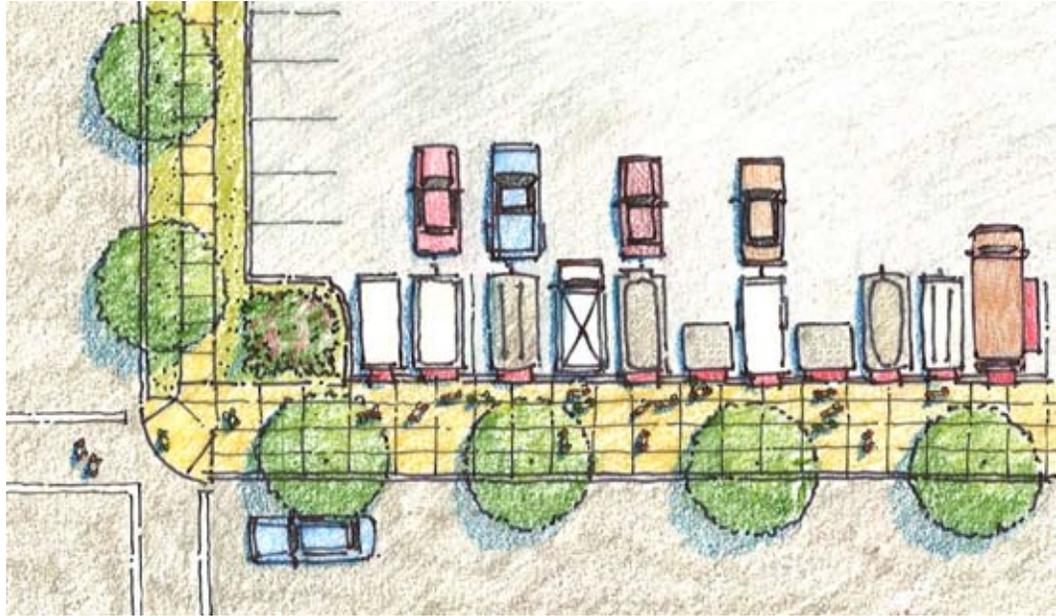
Because of the on-street activity food vendors generate and their flexibility to locate almost anywhere, several cities are encouraging



*Two Study Area food vendors.*



*Artist's concept for a Vendors Row.*



*Concept plan for Vendors Row using the corner of an existing retail parking lot.*

vendors to locate on stalled development sites and near transit stops. Concentrating vendors in appropriate locations not only builds the appeal by offering a range of food options in one location, but it also reduces the potential for conflicts that can sometimes arise between vendors and residential neighborhoods.

Portland, Oregon has had the greatest success with a more coordinated food vendors effort, with more than 450 licensed vendors in Multnomah County (the county in which Portland is located). Portland has encouraged food vendors by making it easy to license and operate a cart or truck. Licenses cost \$315; like conventional restaurants, carts are regularly inspected by county health officials. It is estimated that outfitting or purchasing a vendor cart can range from \$2,000 to \$20,000, depending on the size and features. Rents at designated sites average \$500 per month. Even though conventional banks will not provide loans for food trucks, their proven success in Portland has led to micro-lending organizations offering start-up financing.

The success of Portland's food carts is largely attributed to having regulations that facilitate choosing it as a business type. Other cities, like Washington D.C. have drafted revisions to their regulations to do the same. Omaha and Douglas County should evaluate existing regulations to determine how such a program could be implemented in South Omaha.

Relatively little land or infrastructure investment is needed for a designated food vendor area. The plan above and the rendering on the previous page illustrate that even with South Omaha's limited land supply, there are opportunities for such a consolidated food vendor facility.

## **6.4 Policy - Utilize Economic Incentives to Strengthen Existing Corridors**

### **BUSINESS IMPROVEMENT DISTRICTS**

A Business Improvement District (BID) is a coordinated effort to manage and fund services and improvements for a specified district, beyond those typically provided by the City. In

areas with BIDs, property owners choose to add a special assessment through their property taxes that is devoted to use within the BID. Assessments are generally based on square footage of property owned in the district

In order to form a BID, a majority of property owners must vote in support of the district. BIDs must follow state regulations, and prior to approval, must have a proposal for how funds will be used.

Currently, Downtown Omaha and the Benson Business District both have BIDs. BIDs along South 24th Street, South 13th Street and Vinton Street are opportunities for supporting local businesses that SODP can explore. Extensive outreach would be necessary for all three of these corridors to achieve buy-in from both the property and business owners to ensure that the BID is fully supported.

### **HISTORIC PRESERVATION TAX CREDITS**

The National Parks Service (NPS) and Nebraska State Historic Preservation Office (SHPO) administer the historic preservation tax credit program. The program offers tax incentives to individuals or businesses for the rehabilitation of historic buildings.

A 20% tax credit is offered for the certified rehabilitation of commercial or rental housing structures. To be considered “certified” a building must be individually listed on the Historic Register or be a contributing property for a listed district like South 24th Street or Vinton Street. Buildings not on the Historic Register or in a historic district can still qualify for a 10% historic preservation tax credit. The renovation of non-residential buildings constructed before 1936 are eligible to apply. Projects must meet other NPS and SHPO requirements, but based on their age, many South Omaha commercial buildings may qualify.



*24th and N Street (Greater Omaha Chamber)*

In January 2010, the State of Nebraska revised state statutes to adopt the International Existing Building Code, 2009. This change will facilitate the renovation of historic buildings by establishing code requirements that do not unnecessarily inhibit the renovation and reuse of buildings.

### **SECOND STORY RENOVATION ASSISTANCE**

Cities and main street districts have a variety of means to encourage investment and renovation. The SODP, in cooperation with any future BIDs, should consider economic incentives to strengthen commercial corridors. In other cities, business districts and local financial institutions have formed successful partnerships to offer low interest loan opportunities for qualified property owners to renovate unused second stories. Other districts have established revolving loan funds to offer 0% financing for second story renovations. Some localities have additional incentives for those interested in “living above the store” - business owners who buy a building with the intent to use the



*The Roseland Theater at 4932 South 24th Street is a certified historic rehabilitation.*

second story as a personal residence and the ground level for a business. Live above the store purchase or renovation assistance benefits commercial corridors in two ways. First, there is the obvious physical improvement of the corridor. Second, building owners living and doing business in the building are physically and financially invested in the community and are more likely to play an active role in helping the area thrive. The SODP, South Omaha Business Association (SOBA), Hispanic Chamber of Commerce and others interested in business and commercial development should work together to create and fund incentives for building renovation and business development for South Omaha commercial corridors.

Incentives for renovations to commercial corridors are effective ways of encouraging investment. These incentives, however, require a source of funding. Long-term, establishing a source of funding for renovation incentives

should be a goal for the SODP or BIDs. In the meantime, the SODP might consider incentives that do not require an initial financial investment. This could include coordinating with local historic, design or engineering professionals to offer free assistance for renovations in designated areas or negotiating with the City to waive permit fees for historic renovations.

## **6.5 Policy - Support the South 24th Street Business District as the Local Retail Center of South Omaha**

The South 24th Street Business District is the social and local retail center for many in the Study Area. To sustain the vitality and economic growth of the South 24th Street Business District, the City and/or SODP should seek to achieve the following:

- Concentrate retail activity on 24th Street, not the side streets or 23rd and 25th Streets. Efforts to rehabilitate commercial space off the corridor should be strategic and, where appropriate, some commercial buildings not fronting 24th Street should be allowed to convert to residential and/or mixed-use buildings.
- Encourage upper-story development for office, community service or residential uses. Currently, service uses such as lawyers and accountants take up significant first floor space along 24th Street. However, these types of uses can function well in upper story space. Supporting upper story rehabilitation through the use of TIF, historic tax credits and other tools could open up additional first floor space for retail tenants and grow the overall vitality of the 24th Street area.
- Incentivize the relocation of auto repair and service businesses outside of the main commercial corridor. This will free up additional land for more pedestrian oriented businesses.
- Institute Areas of Civic Importance (ACI) urban design overlay standards and work with the State Historic Preservation Office to protect the historic character of the South 24th Street Business District and ensure future development of the corridor is of high quality. A description of the ACI overlay is included in Appendix A.

These recommendations all seek to increase the concentration of retail on 24th Street to form a cohesive corridor that has the opportunity to sustain existing businesses and attract new businesses and customers. These actions would also increase the number of retail storefronts along 24th Street. In order to facilitate the described actions, the City of Omaha and SODP should ensure that business and development tools are well publicized. In addition, where the zoning regulations can be updated to allow multi-story development and restrict auto-related uses within the heart of the retail corridor, the City should do so. Revising zoning outside of the core 24th Street



*Historic Post Office at the corner of 24th and M Streets. (Greater Omaha Chamber)*

area to allow auto related uses to relocate there would offer an opportunity for the businesses to stay in the neighborhood but located outside of the core walking and shopping area.

### **DAY LABORERS**

The Plaza de la Raza has become an informal day laborer pick-up location in the Omaha metropolitan area. The use of the Plaza as a waiting/pick-up area concerns many South 24th Street business owners and community members. Traffic and parking can back-up at peak hours and since the street and the Plaza were not designed for drop-off/pick-up traffic, it creates additional congestion. The Plaza itself is also relatively small, with limited seating and no public restrooms. As a result, laborers occupy the greater portion of the Plaza, leaving little room of other users, particularly women, who are not comfortable visiting businesses or using the Plaza when it is occupied by large groups of men. At times, loitering and drinking have also caused problems in the Plaza.

Moving the day laborer waiting area could address many of these concerns. One



*Mosaic and pavement features of the South 24th Street Business District streetscape. (Greater Omaha Chamber)*

suggestion is moving the waiting area from 24th to 25th Street. This would alleviate some traffic, Plaza usage and business concerns along 24th Street, but it would not solve the problems of a lack of rest rooms, seating or loitering. A more effective solution would be a day laborer facility that could provide a waiting area, restrooms and long-term employment placement assistance.

### **SOUTH 24TH STREET BUSINESS DISTRICT STREETScape**

In recognition of the historic and present significance of the South 24th Street Business District in South Omaha, the corridor between L and Q Streets has recently undergone a major streetscape renovation. The *Tree of Life* themed renovation included the transition from parallel to diagonal parking, with the associated roadway narrowing, curb extensions, stop signs at each intersection, decorative paving, planters, lighting and seating. As the culmination of the streetscape project in the on April 29, 2010, a *Tree of Life* sculpture was installed at 24th and L Streets.

The City of Omaha has agreed to maintain the streetscape improvements through 2010. Maintenance responsibilities will be transferred to the community thereafter. On-going maintenance of the streetscape

is an early opportunity for the type of coordinated community effort that will be essential to implementing future South Omaha Development Project goals.

## **6.6 Conclusion**

South Omaha's commercial and retail centers are critical to the Study Area's and city's economy. Their character and vitality are also what create a unique South Omaha atmosphere. Future economic development efforts should build upon the existing appeal of the area. Regulatory changes, promotional efforts and business incentives should focus on supporting both the physical form of commercial development and the spontaneous entrepreneurial spirit that defines the Study Area. By capitalizing on these commercial qualities, the SODP will support the long-term viability of the Study Area and the Omaha metropolitan region.

# 7.0 INDUSTRY AND EMPLOYMENT

## 7.1 Introduction

Throughout its history, opportunity and employment have been central to South Omaha's identity and appeal. Today, just as Omaha's economy is no longer dominated by the meat packing industry, South Omaha is no longer the employment center it once was. To thrive as an employment center for its residents and residents of the Omaha metropolitan area, South Omaha must develop a more diverse employment base. Employment opportunities must be available for workers ranging from unskilled laborers to skilled tradesmen and highly educated professionals.

## 7.2 Policy - Promote and Facilitate the Location and Expansion of Desired Industries

Currently, major employers seeking to locate in South Omaha are attracted by industrial zoning and low cost labor. This limits the types of industries the Study Area will attract without a concerted marketing effort. Working with the City, Greater Omaha Economic Development Project and Nebraska Department of Economic Development, the SODP can help to develop a marketing campaign to promote South Omaha. The marketing campaign should target employers for which South Omaha is uniquely suited. Employers to consider are:

- Start-up businesses with smaller space requirements that will make use of existing industrial and commercial building stock.
- Less intensive industries with fewer negative impacts on nearby neighborhoods.



*Stockyards Business Park was one of the first developments to replace the Union Stockyards. (Greater Omaha Chamber)*

- Employment requiring untapped skill sets found in the South Omaha population.
- Warehousing or distributions businesses that benefit from the proximity to Interstate 80, Hwy 75, and the BNSF Railway line.

Promotion of South Omaha to potential employers should extend beyond a marketing strategy to include the creation of incentives for businesses to locate in the Study Area. Compared to a greenfield suburban site, a large commercial facility has little incentive to locate in South Omaha. An undeveloped suburban or agricultural site requires little preparation; most existing sites in South Omaha will require some type of preparation, demolition or remediation. The City, SODP and Greater Omaha Economic Development Partnership could acquire property and prepare "shovel-ready" sites. Once assembled, shovel-ready South Omaha sites may even have an advantage over greenfield sites because of the in-town location and existing infrastructure.

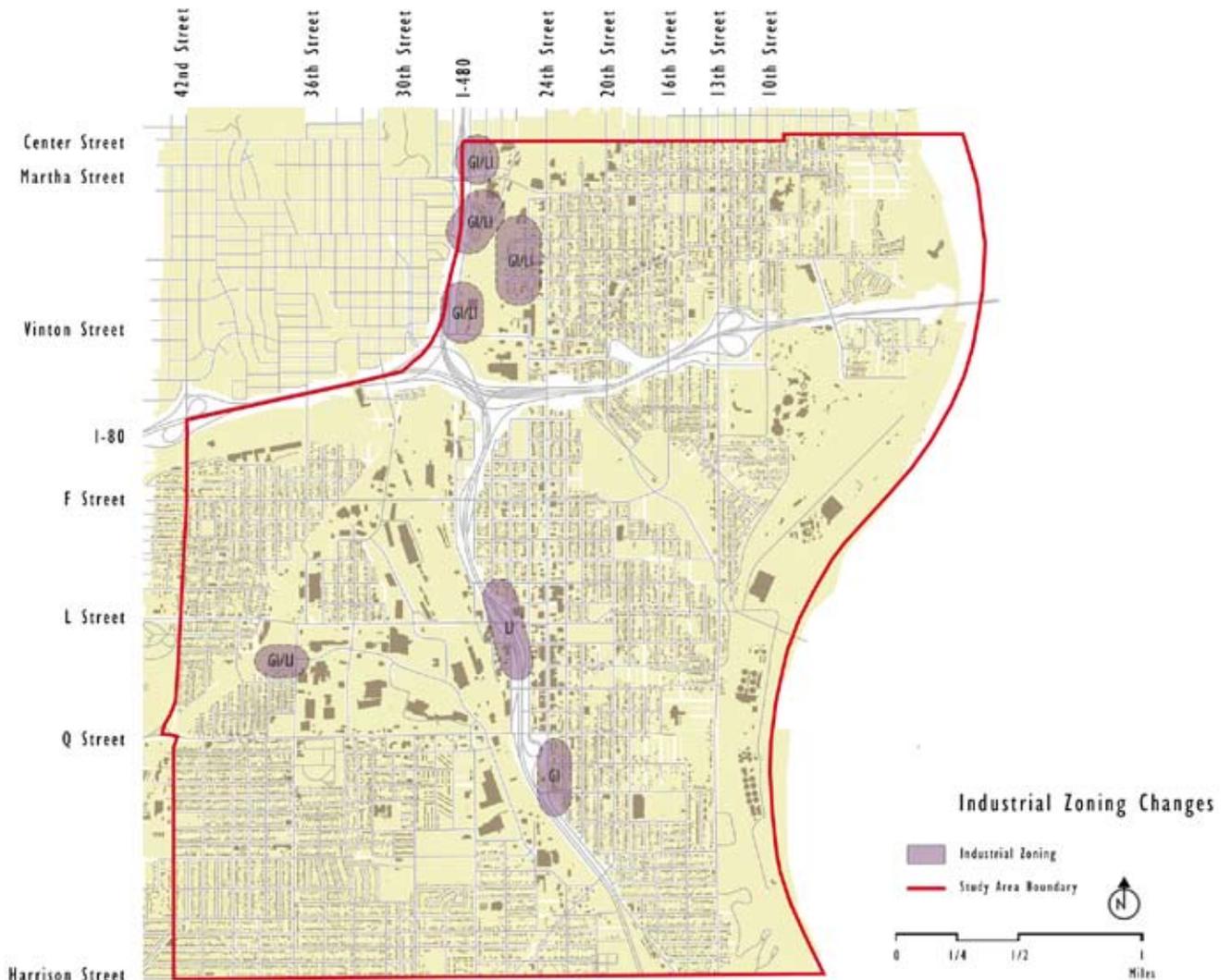
### 7.3 Policy - Protect and Expand the Existing Industrial Land Base

As previously noted, available land in South Omaha is limited. Size, access and zoning constraints make industrial land even more scarce. Still, in order to maintain a healthy employment and tax base, industrial land must be preserved.

### INDUSTRIAL ZONING CHANGES

In a limited number of locations in the Study Area, viable industrial uses exist adjacent to industrial zoning, but are not actually zoned for industry. These areas should be carefully evaluated to determine if rezoning as industrial will preserve valuable industrial jobs and tax base. When considering a change to industrial zoning, an effort should be made to create buffers between industrial and other land uses by incorporating streets, railroad right-of-ways, public land, natural features or other existing facilities. Study Area locations recommended

Figure 7.1: Proposed Industrial Zoning Changes



Areas proposed to be changed to industrial use zoning.

for changing to industrial zoning are shown in Figure 7.1. Definitions of industrial zoning districts are included in Appendix A.

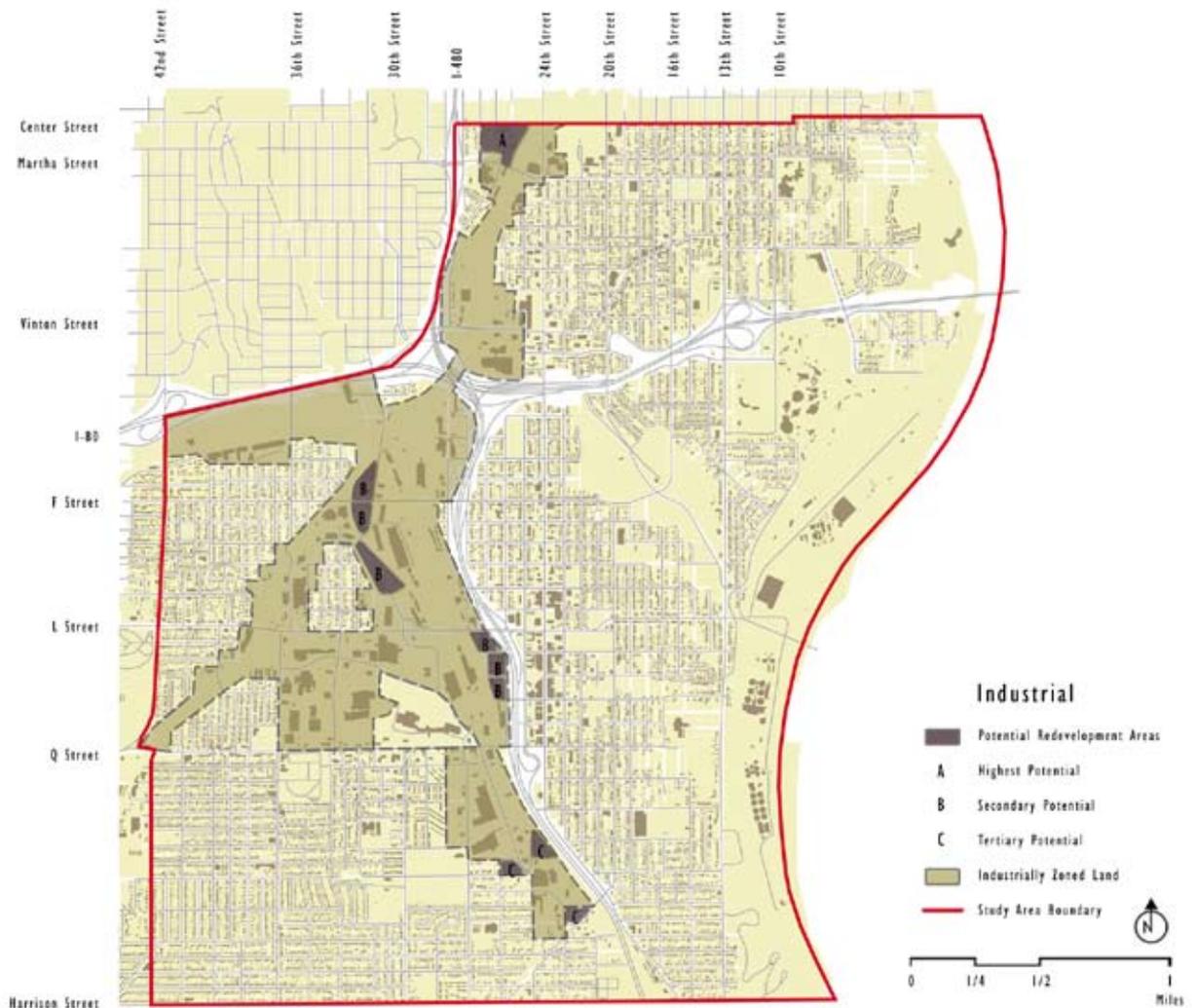
**INDUSTRIAL LAND USAGE**

Large parcels of land in industrial zones should be reserved for major businesses and employers. Retail and other less intensive uses should be discouraged from locating in prime industrial areas. Large portions of land in the industrial core of the Study Area are owned by railroads. The City, SODP or Greater Omaha Economic Development Partnership should negotiate with the railroads to determine

if any excess right-of-way can be acquired to create larger, more appealing, industrial opportunities.

Figure 7.2 identifies existing industrial parcels that, based on current use or condition, could be redeveloped for more desirable industries. The sites are rated A, B, or C based on the relative ease of consolidating the land, size of the site and site access. Possible redevelopment concepts for the A rated site and three B rated sites are described in the following sections. As a rule of thumb, 1,100 SF of industrial space equates to one job.

**Figure 7.2: Potential Industrial Sites**



### **SALVATION ARMY SITE REDEVELOPMENT CONCEPT**

The former Salvation Army site has the highest potential for industrial redevelopment in the Study Area. The site has access from Martha Street, is in close proximity to I-480 for regional connectivity and is along an active rail spur. The site is buffered from the residential properties to the west by a steep wooded embankment along 27th Street. It is zoned HI, Heavy Industry.

The major barriers to the redevelopment of this site are the existing structures. Though in disrepair, the expense of demolishing the existing buildings is a significant deterrent to redevelopment. Other challenges to redevelopment include topography and infrastructure. There is a 50' elevation change from west to east across the site. Two large sewers (57" and 60") surround the site which minimizes the potential for shifting 26th Street. Also, an active rail spur to Paxton Mitchell prevents creating a single large structure. Opportunities for subsidizing demolition costs should be explored, whether through brownfield assistance or other federal and local sources.

Despite the challenges, the combination of these two parcels total 3.5 acres, so this site is one of the few locations in the Study Area that is large enough to attract a new major employer. Within the limitations previously explained, a building of between 70,000-80,000 SF is feasible with over 200 parking spaces built on the higher, northern portion of the property. Southeast of the rail spur there is also the potential to develop a second smaller building with a 20,000 to 25,000 SF floor plate. Parking would be available adjacent to the site along 26th Street and on the east side of 26th Street in an off-street parking lot that could hold about 150 parking spaces.



*The existing buildings on the Salvation Army Site near 27th and Martha Streets.*

Figure 7.3: Salvation Army Site Redevelopment Concept

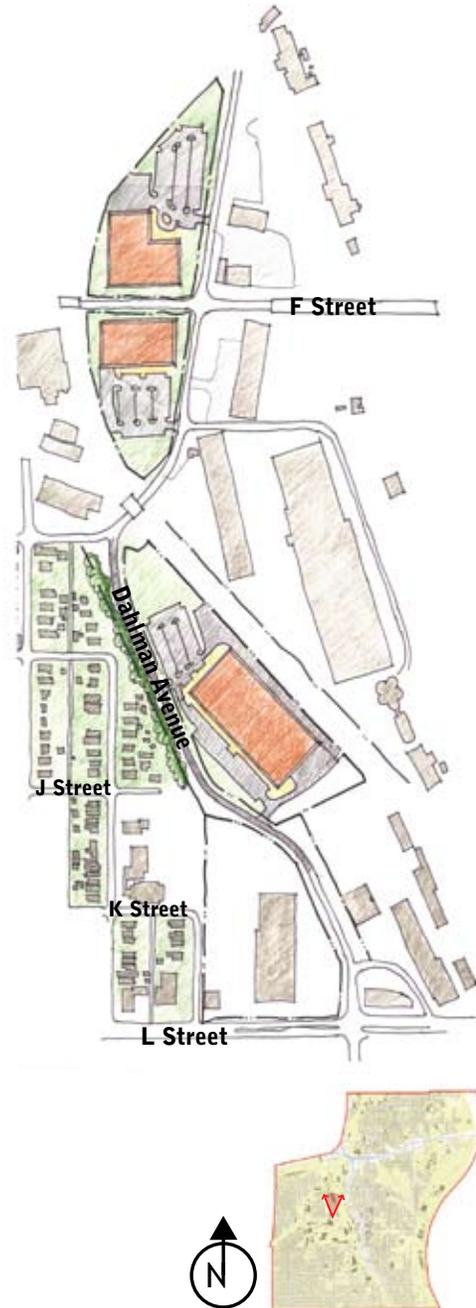


**DAHLMAN AVENUE RE-ALIGNMENT CONCEPT**

The secondary sites for potential industrial redevelopment are along Dahlman Avenue. Dahlman Avenue is a little known, little used connection between 32nd Avenue north of I-80 and 30th Street south of L Street. Even with access over the Interstate, the street’s irregular alignment prevents those unfamiliar with the area from using it as a through street. Straightening, or re-aligning, Dahlman Avenue would create a more accessible north/south route through the Study Area and, more importantly for job creation, larger parcels of land for potential employers.

Between H and K Streets, the proposed re-alignment shifts Dahlman Avenue approximately 250’ to the west. North of H Street, Dahlman remains unchanged and south of K Street it remains in the existing alignment to provide access to the planned ALDI store. The re-alignment of Dahlman Avenue would require the acquisition of private property through purchase or exchange of parcels with multiple land owners. It would also require the relocation of sanitary sewers. (The existing sewers adjacent to the roadway range in size from 6”-12” and extend to the intersection with H Street where they terminate in a 72” combined sewer.)

**Figure 7.4: Dahlman Avenue Re-Alignment Concept**



*Dahlman Avenue just south of Interstate 80.*

South of H Street, the re-alignment would allow for the consolidation of three smaller parcels into one larger parcel of approximately nine acres. This site could accommodate a 120,000 SF building with rail access at the rear of the lot.

The consolidation of several smaller parcels north of H Street also results in the creation of two parcels between four and six acres. This consolidation could result in one new 55,000 SF facility and one new 75,000 SF facility.

## **7.4 Policy - Champion Workforce Development**

Given Nebraska's agricultural base and the other industrial uses in the Study Area, it is likely that for the near future South Omaha's meat packers and food processors will continue to offer entry-level and unskilled job opportunities. These jobs are essential to the national and local economy, not to mention the livelihoods of the workers they employ. However, unskilled jobs and food processing alone cannot provide the South Omaha community the same opportunities or stability they did in years past. For this reason, workforce development must play a critical role in the economic development strategy for South Omaha.

South Omaha already has a strong workforce development foundation. Omaha South High Magnet School has an information technology and visual and performing arts focus. Metropolitan Community College is respected throughout the region for its vocational education programs. With the assistance of Greater Omaha Chamber Workforce Development, relationships with these Study Area institutions as well as local universities and small business development programs can contribute to the success of the South Omaha Development Project.

## **7.5 Conclusion**

The economic stability of a community is based on employment opportunities available to its residents. Currently, social and physical conditions have combined to limit employment opportunities in South Omaha. With a concerted community effort to assemble land, promote sites to desirable employers and train a qualified workforce, South Omaha's employment base can support the economic development of Study Area as well as the Omaha metropolitan region.



# 8.0 MOBILITY AND PARKING

## 8.1 Introduction

Mobility is critical to every community. In South Omaha, the framework of a basic transportation system exists - sidewalks, local and arterial street network, bus transit center, state highway, Interstate and active rail line. Even with the basic transportation framework in place, there are opportunities to make fundamental improvements to the way each mode of transportation operates, how each affects the other and how the transportation system, in general, impacts the public realm and quality of life in South Omaha.

## 8.2 Policy - Improve Pedestrian Conditions

The speed of traffic and adequate pedestrian accommodations were commonly mentioned safety concerns in public meetings and survey responses. In order to improve the

transportation system functioning for all users, transportation system improvements in the Study Area should incorporate Complete Streets design principles, where appropriate, to connect with citywide transportation system improvements. Complete Street design principles strive to address the needs of all transportation system users - drivers, transit riders, cyclists and pedestrians - and should be considered as part of future roadway improvement projects.

### SIDEWALK CONDITIONS

The most basic improvement for the safety of pedestrians in the Study Area is through improved sidewalk conditions. Current conditions vary greatly. Brick sidewalks remain in some neighborhoods and become overgrown during the summer. Many arterial street sidewalks have very little separation between sidewalks and traffic. A sidewalk inventory of the Study Area could identify poor sidewalk conditions and prioritize repairs based on level



*A comparison of sidewalk conditions in the Study Area - The photo on the left shows the narrow and deteriorated sidewalk conditions along L Street; the photo on the right shows the well-maintained sidewalk with buffers between parking and traffic on South 24th Street in front of the Vinton Square Shopping Center.*

**Figure 8.1: Roundabout Concept at 42nd and Q Streets**



*Proposal for 42nd and Q Street roundabouts to simplify a complex intersection and slow traffic. (Felsburg Holt & Ullevig)*



*Curb extensions shorten the distance pedestrians must cross in the roadway.*



*Clear signage and crosswalks raise driver awareness of bicycles and pedestrians.*

of use and degree of safety and maintenance concerns.

One example of good pedestrian conditions in the Study Area is found along South 24th Street near Vinton Street. The sidewalk is in good repair; a planted parkway separates pedestrians from traffic; and the parking lot is shielded behind shrubs. This creates an appealing place to walk, even though the traffic volume on South 24th Street is relatively high. Where adequate right-of-way is available, these are the type of sidewalk conditions the City and South Omaha community should strive to create. Opportunities for improving sidewalk conditions may be part of some upcoming Combined Sewer Overflow (CSO) projects in South Omaha. Neighborhoods and businesses

should work with the City, engineering teams and private funding opportunities to create safer, more appealing sidewalks as part of these projects.

**TRAFFIC CALMING**

Slowing traffic, or traffic calming, can improve safety. Traffic calming is achieved through a variety of measures. Streets with excess traffic capacity can be modified by adding on-street parking or bike lanes. If adequate right-of-way exists, sidewalks and parkways can be widened or landscaped center medians can be added. Clearly marked pedestrian crosswalks with curb extensions or “bump outs” can also improve safety at intersections, by narrowing the roadway and shortening the street crossing distance for pedestrians. On narrow residential



*Even if well-maintained, utility poles narrow the functional width of sidewalks.*

streets, speed humps may also be an option to slow traffic.

### **Q STREET**

Q Street is a major east/west corridor for both pedestrians and vehicle traffic in the Study Area. The corridor between 24th and 42nd Streets carries between 14,000 and 24,000 cars and trucks each day. The street section is irregular over the length of the corridor. East of 36th Street, the roadway is generally two lanes in each direction. West of 36th Street, the roadway narrows to a single lane in each direction. On-street parking is allowed intermittently. There are traffic signals on 24th, 25th, 26th (Interstate access), 27th (MCC), 28th (South Omaha Public Library), 33rd, 36th and 42nd Streets. The pictures above illustrate some sidewalk and roadway conditions on Q Street.

The community expressed interest in improving pedestrian conditions between the South 24th Street Business District and Metropolitan Community College. With major destinations on either side of Hwy 75 and the rail lines, pedestrians must negotiate the freeway entrances and exits and cross two bridges. On the street, sidewalk conditions vary with a narrow parkway between the sidewalk and street in some places and no separation between the sidewalk and street in others.

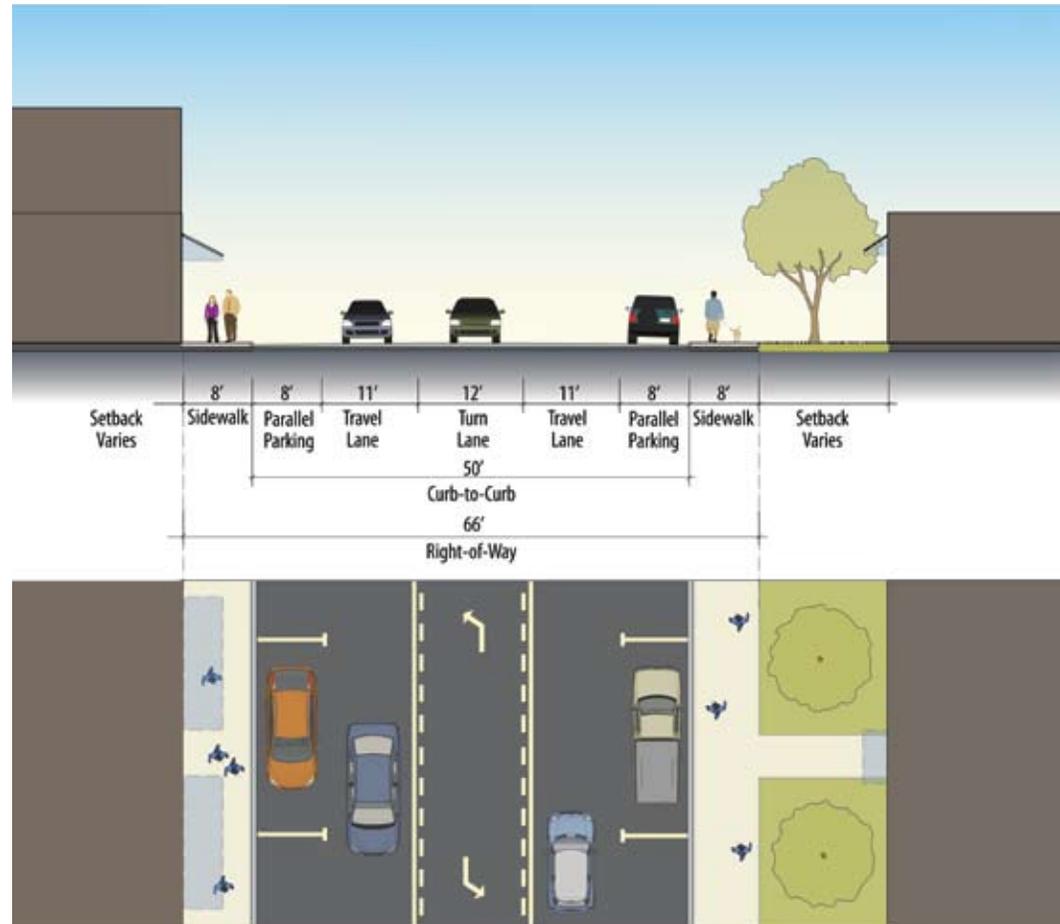


*Pedestrian crossing at 33rd and Q Streets.*

In the near-term, pedestrian conditions along a portion of Q Street will be improved. A new bridge over the rail lines is scheduled to begin construction in 2011. The new bridge will be designed to better accommodate pedestrian traffic along Q Street.

Long-term, pedestrian conditions can be greatly improved along Q Street by redesigning the street between 27th and 42nd Streets. Figure 8.2, on the following page, illustrates a street section concept with 8' sidewalks, 8' parallel parking lanes, 11' traffic lanes and a center 12' turn lane. A preliminary review of traffic volumes indicates that this section allows for adequate traffic flow, improves pedestrian conditions and makes the street more attractive to retailers by providing a left turn lane and offering additional on-street customer parking. Prior to implementing this street section, a more thorough traffic study should be completed to ensure it meets Q Street capacity needs.

**Figure 8.2: Proposed Q Street Realignment Concept**



*Section illustrating proposed right-of-way changes for Q Street between 27th and 42nd Streets.*

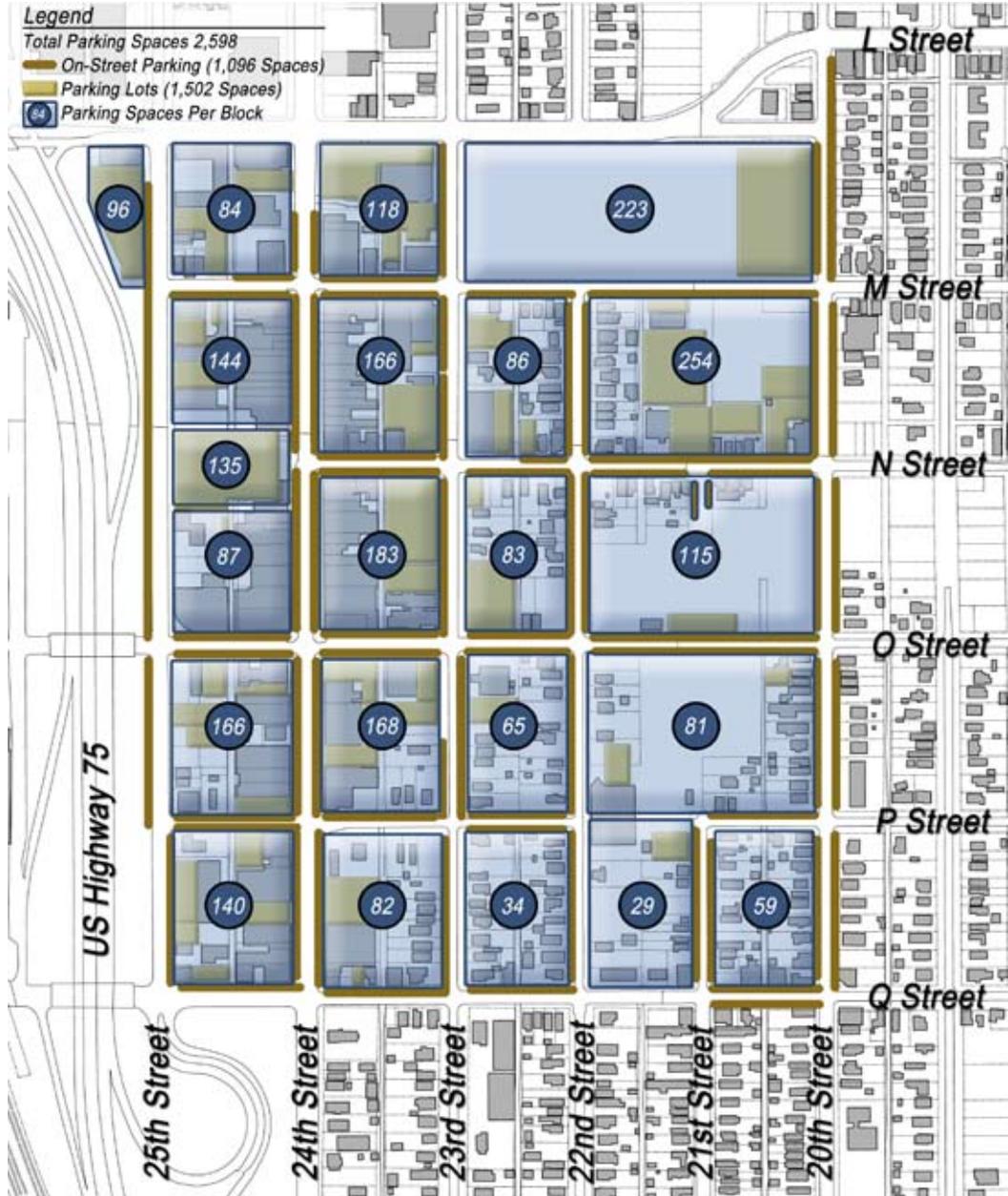
### 8.3 Policy - Provide Adequate Parking without Negatively Impacting Neighborhood Character or Safety

Cars, as the most common form of transportation in the Study Area, also cause the most commonly mentioned transportation problem in the Study Area - parking. A major challenge of the current transportation system is the provision of parking in areas that were not planned or designed to accommodate automobiles. As a result, alleviating some of the Study Area's parking concerns is essential to a better functioning transportation system.

#### SOUTH 24TH STREET BUSINESS DISTRICT PARKING

Parking on South 24th Street between L and Q Streets was one of the most commonly mentioned concerns over the course of the planning process. On-street diagonal parking in the South 24th Street Business District is signed for a maximum of two hours, but enforcement has proven to be an on-going challenge. Business owners expressed concerns about employees and residents parking in storefront parking spaces intended for customers. Customers complained about insufficient parking for stores and restaurants. Nearby neighbors were concerned about increased parking on residential streets during games at Collin Field.

**Figure 8.3: South 24th Street Parking District Inventory**



The diagram above summarizes parking availability surrounding the South 24th Street Business District. It includes all parking lots (public and private) and on-street parking. Parking lots are shown in tan. On-street parking is indicated in brown. The number in the middle is the total number of parking spaces available on the indicated block. 25th Street is shown with the proposed re-striped diagonal parking along the west side of the street.



*Diagonal parking in the South 24th Street Business District is often fully occupied.*

To address these parking concerns, it is necessary to consider parking at the district level rather than at the level of individual businesses, uses or events. The parking district for the South 24th Street Business District (and Collin Field) is illustrated in Figure 8.3 on the previous page. It includes South 24th Street from L to Q Streets, as well as South 25th, 23rd, 22nd and 21st Streets. In all, there are currently 2,508 parking spaces in the parking district - 1,021 on-street and 1,487 in public and private parking lots.

In an attempt to provide a context for evaluating parking conditions, a rough estimate of the number of parking spaces needed for the South 24th Street Business District was computed. The estimated total amount of ground level retail space between L and Q Streets without designated parking is 375,000 SF. Using conventional retail parking models, this amount of retail requires 1,500 parking spaces. In a three block radius of South 24th Street, there are 1,021 parking spaces on-street plus 130 public spaces in La Plaza de la Raza, for a total of 1,212. Using the conventional parking standard, there is a discrepancy of approximately 300 parking spaces. This discrepancy, however, may not be an accurate representation of a parking “shortage.” This does not factor in the 1,372 private parking lot spaces in the area. If these spaces were

shared it is likely they would make up for the 300-space discrepancy. In addition, this estimate assumes that all ground level use is retail. Currently, ground level space includes a variety of uses with a variety of parking needs. Finally, the South 24th Street Business District was built prior to the establishment of retail parking standards so expecting parking conditions similar to those found in new retail development may not be achievable.

Despite the actual number of parking spaces on and near South 24th Street, potential customers believe there is not enough parking. There are short-term, mid-term and long-term changes that can address this perception and create some additional parking spaces.

**Short Term** - The first step in addressing parking concerns is to improve enforcement of parking violations. South 24th Street Business District owners see a noticeable improvement in parking conditions when the two-hour time limit is regularly enforced. Enforced parking time limits in other locations should also be considered.

A second short term solution is available at no additional public cost. The SODP in partnership with the South Omaha Business Association (SOBA) and Hispanic Chamber of Commerce should coordinate a district parking agreement. Coordinating with individual businesses, churches, schools, landlords, residents and other organizations with a parking interest in the district, can make better use of the existing private off-street parking. Many models for shared parking plans exist. The SODP can work with businesses with private lots to estimate actual parking needs and determine if and/or how private lots might be shared among several businesses. Other agreements between businesses or organizations with high daytime demand can share parking with a business with high evening usage. Shared parking agreements

are particularly effective for handling parking for large events. Parking for large events at Collin Field or other nearby venues can be accommodated through shared parking agreements with privately owned parking lots concentrated along 23rd Street. Church parking lots are generally not heavily used on weekday and Friday evenings when school sporting events are held. Other businesses or properties with under-used parking could make similar agreements.

Another short-term parking solution option is re-striping South 25th Street. Currently, parallel parking is allowed on both sides of 25th Street. Re-striping the street for diagonal parking on the west side only, will create 61 additional on-street spaces, one block from the retail core. As part of the district parking agreement, landlords and employers should request employees and tenants to park in these parking spaces. To encourage this, business owners and landlords could consider leasing the on-street parking spaces from the City so residents and employees would always have designated parking spaces available.

**Mid Term** - Another method to encourage employees and residents to park on South 25th Street instead of South 24th Street is to charge for parking along 24th Street. During the week of the charrette, the Hispanic Chamber of Commerce began working with business and property owners along 24th Street to launch an effort to install parking meters between L and Q Streets.

With the agreement of 60% of the property owners, the City will install and enforce parking meters. A large percentage of business and property owner signatures have already been gathered. Those engaged in the effort believe that convincing the remaining property owners, and building support from the general public, would be helped if parking meter revenue could be used specifically to



*South Omaha residents are concerned about safety when cars are parked on both sides of the street.*

fund on-going maintenance of the *Tree of Life* streetscape.

Meters for the diagonal stalls along 24th Street would limit parking to between 90 minutes and two hours to discourage employees and residents from monopolizing on-street, storefront parking. Employees, residents and those who do not want to pay for parking will continue to be able to park for free along other streets in the District.

**Long-term** - A long-term option for shared parking is the construction of a parking structure on the surface parking lot on the southwest corner of 23rd and N Streets. This privately owned lot would be large enough to accommodate a four-story, 300-space parking structure. An estimated cost of a 300-space structure is \$6 million. The City is unlikely to provide funding for a parking structure, so the cost of construction, on-going operations and maintenance would have to be taken on by a private owner, BID, or some other entity. Before the SODP considers embarking on such an expensive project, the expense should be weighed against the other goals of the SODP and the impact \$6 million could make throughout the entire Study Area.

### NEIGHBORHOOD PARKING MANAGEMENT

With 55% of the housing stock built before 1939, few single family homes in the Study Area have garages and driveways built for today's multi-car households. Parking is in even higher demand on streets with a high number of single-family to multi-family conversions. In focus groups and interviews, South Omaha residents frequently mentioned that parking on residential streets was problematic. Of particular concern was the ability of emergency vehicles to access narrow streets with cars parked on both sides. Addressing these parking concerns requires a multi-pronged approach, because for many households in the Study Area, on-street parking is the only parking option.

### ALLEY IMPROVEMENTS

Currently, off-street parking in South Omaha neighborhoods is provided in a variety of ways. Most older, pre-War homes have rear, single-car garages or parking pads accessed from an alley or from the street by a driveway along the side of the house. Newer, post-war homes typically have front driveway access with attached or rear garages. For homes without driveways or garages, some homeowners have

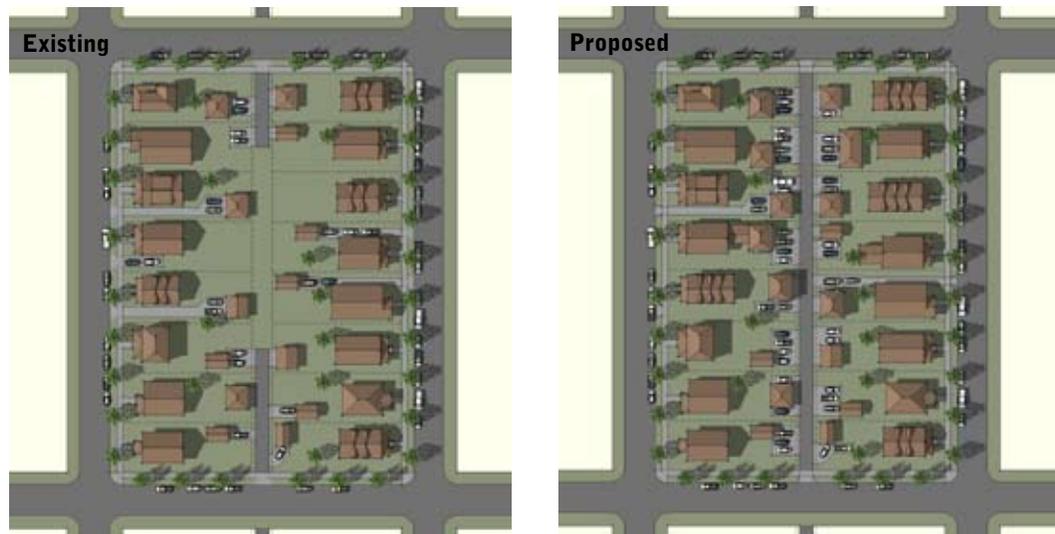
replaced front yards with concrete or asphalt parking pads.

Except for a pocket of blocks east of Upland Park between Y and Madison Streets, South Omaha was planned and built with alleys. Even in areas where alleys are not visible, the land was platted to include alley right-of-ways; the alley just has not been improved or maintained. Where alleys exist, they are of varying quality. Some are paved, while others are dirt or gravel. Those alleyways that were never improved are often overgrown. On several blocks a combination of conditions exist, with fragments of an improved alley at the end of the block, but providing no access to the middle lots.

Since most blocks have a platted alley right-of-way, off-street parking availability can be greatly increased by paving unimproved alleyways and connecting fragmented alley segments. Providing alley access allows for the addition of new, potentially larger, garages and parking pads.

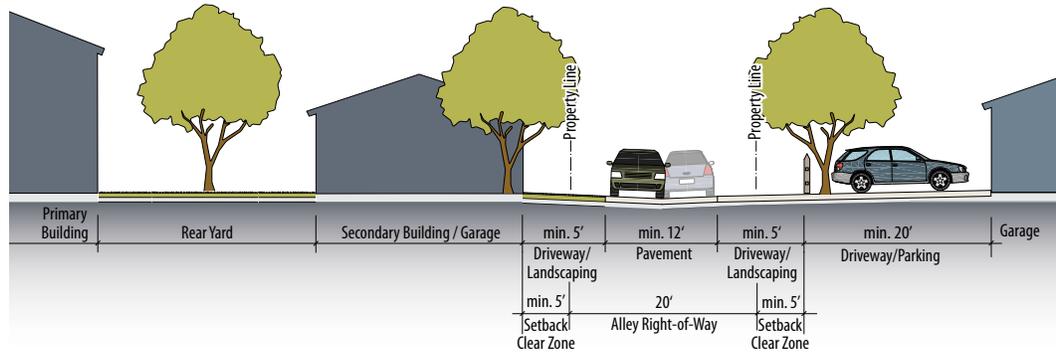
This parking "infill" can be achieved without negatively impacting the street character

**Figure 8.4: Proposed Alley Improvements**



*Completing alleyways reduces the need for on-street parking by creating about 30 parking space per block.*

**Figure 8.5: Proposed Residential Alley Design Standards**



of the block since any proposed additional parking is located behind houses. As Figure 8.4 illustrates, a typical block shows only portions of the alley improved to provide access to garages and parking pads; the remaining lots are accessed from the front, or provide no off-street parking. The proposed condition illustrates the same typical block with the completion of the parking infill, showing a gain of about 30 spaces, or about a 60% increase in off-street parking.

Where the public alley right-of-way exists, it should be used to provide rear access and additional parking. Currently, the City does not pay to construct alleys and provides only minimal maintenance. If a majority of property owners on a block agree, they can share an assessment for the alley construction. To facilitate alley usage and make a significant impact on parking in South Omaha neighborhoods, the City should consider sharing alley construction expense and increasing maintenance levels.

**ALLEY STANDARDS**

Alleys are designed for slow-moving two-way vehicular traffic. Where 20’ right-of-way exists, the minimum width of the paved section should be 12’. The shoulders may be paved or unpaved. Clear zones with a minimum width of 5’ are located on both sides of the alley right-of-way to provide ample back-out room from

garages across the alley. Garages, fences and other vertical obstructions are set back at least 5’ from the alley right-of-way. Where a parking pad is located in front of a garage, an additional 20’ setback shall be provided to prevent parked vehicles from blocking the clear zones along the alley.

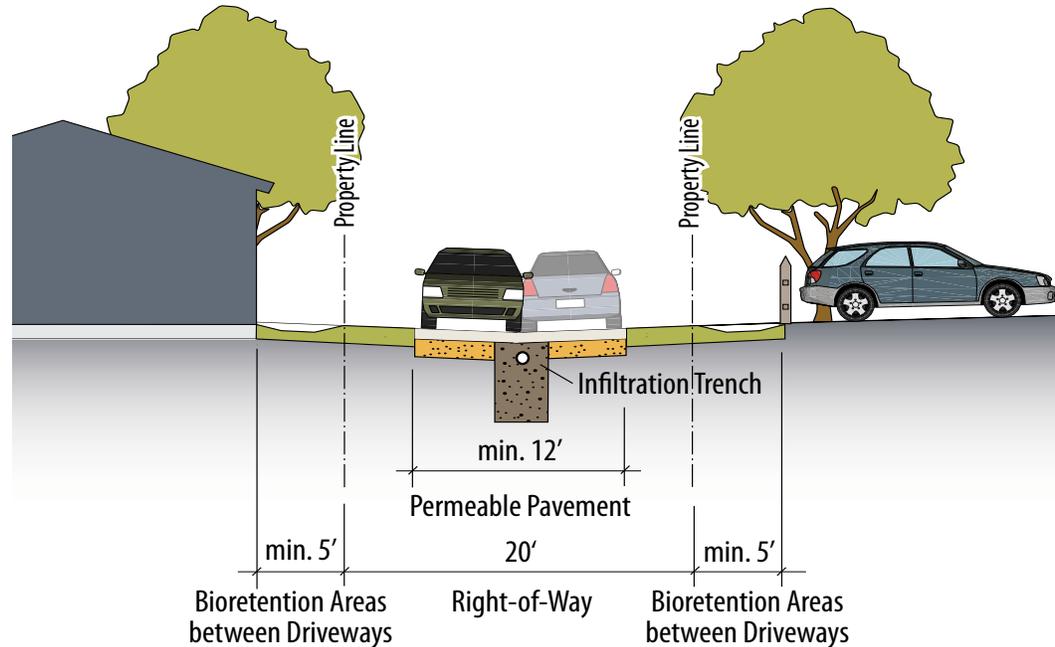
Trash cans, gas and electric meters and other utilities can be located in the rear of a lot abutting the alley for easy access.

**“GREEN ALLEY” STANDARDS**

The City of Omaha’s CSO Program has increased interest in “greener” stormwater management options for reducing the number of combined sewer overflows into the Missouri River and improving overall stormwater quality. A green alley improvement program in South Omaha could complement CSO projects by improving stormwater quality and reducing the volume of stormwater entering the sewer system.

Alleys designed to infiltrate stormwater are paved with permeable pavement material. The permeable material is durable enough for alley traffic but allows for stormwater infiltration into the soil and/or infiltration trench. The infiltration both reduces run-off into conventional storm sewers and helps to remove contaminants.

**Figure 8.6: Proposed Residential Green Alley Standards**



The design details for green alleys must be customized for Omaha's climate and soil conditions, but some types of permeable pavement to consider for use in South Omaha are:

- Porous asphalt that is comprised almost entirely of stone aggregate and asphalt binder with very little fine aggregate.
- Pervious concrete that has a permeability rate of 12" per hour and has the appearance of exposed aggregate concrete.
- Unit pavers, bricks or stones that provide a durable and attractive surface, spaced to expose a permeable joint and placed on a permeable base.
- Crushed aggregate that provides a wide variety of aggregate types and which must be bounded by a rigid edge.
- Turf blocks.
- Cobbles which are suited for low traffic areas and require a rigid edge.

A central infiltration trench under the paved area collects and filters stormwater. Under-piping carries overflow to the nearest cross street to be collected by the sewer system. The area between driveway aprons within

the 5' clear zone provides opportunities for additional stormwater retention. As long as it does not interfere with vehicle movement (including garbage trucks and emergency vehicles), clear zones can include landscaped areas or planters to further reduce volume and speed of stormwater runoff from the garage roof, driveway and parking areas.

## 8.4 Policy - Provide Efficient Transit Service Within, To and From South Omaha

### TRANSIT ORIENTED DEVELOPMENT

A guaranteed method of reducing the need for parking in the Study Area is increasing transit usage. Reasons cited for not taking transit within or to/from the Study Area were the limited number of routes and stops and the length of headways (the time between buses). Transit works most efficiently at higher residential densities. South Omaha already has some of the highest residential densities in the city, making it a better candidate for

transit service than other parts of the city. The residential density of the entire Study Area is approximately seven units per acre. The minimum density generally accepted for efficient transit service is 12 units per acre. Concentrating development along identified transit corridors can build needed density to provide more efficient bus service and the possibility of future bus rapid transit (buses operating in a designated traffic lane) or streetcar. South Omaha has two major corridors that would be appropriate for transit oriented development – 13th Street and the 24th Street corridor served by transit on 23rd and 25th Streets.

Infill development along these major corridors is one way to increase residential development without overly impacting adjacent neighborhood character. Currently, both streets are mixed-use and have properties that are available for infill development. Both streets connect to downtown and 13th Street also stretches south into Bellevue. In Bellevue, the *2007 Fort Crook Road Plan* already recommends transitioning uses along the corridor to mid-density residential, commercial and limited retail. Infill development along transit corridors should be multi-story with active ground level uses. Housing or office uses should fill the upper levels. To create the density needed for efficient transit provision, zoning may need to allow higher density developments. Beyond allowing denser development, the City should consider encouraging transit-oriented development by offering density bonuses or other incentives for development along a designated transit corridor.

### **MAT ROUTE CHANGES AND ADDITIONS**

Metro Area Transit's (MAT) South Omaha Transit Center is located on the campus of Metropolitan Community College. The location in the center of the Study Area is an opportunity for increasing transit ridership



*MAT Transit Center on the Metropolitan Community College South Campus.*

and decreasing some of the parking challenges faced by South Omaha residents. For the 2009 academic year, MAT and Metropolitan Community College partnered to offer students free bus passes. This has resulted in nearly 10,000 additional bus trips per month. Not only has the bus pass program increased ridership, it has also raised awareness of transit options. Similar bus pass programs could be also be initiated by major Study Area employers.

Raising awareness of transit options is a critical first step in broadening transit uses. Many routes suggested by community members during focus groups actually have bus service, though perhaps not at the frequency potential riders would like. Bus connections between downtown, Omaha's Henry Doorly Zoo and South 24th Street Business District exist, as do connections between the South 24th Street Business District and MCC and One World Community Health Center.

In response to rider needs, MAT is currently considering changes to routes in or originating in the Study Area. Two circulator routes would increase bus service from the Transit Center southeast along Railroad Avenue and southwest to Sunshine Drive. Another possible route change would extend southwest from L Street

to Hwy 370, providing access to shopping and employment opportunities at Shadow Lake Town Center and Midlands Hospital.

### **VANPOOL PROGRAM**

One common complaint about existing bus service in the Study Area is the lack of service to distant job centers. According to community members, some South Omaha resident use an informal transportation service to travel to and from work. Metro Rideshare also offers to match those interested in carpooling in private vehicles. A vanpool transit program could offer more reliable access to more job centers than informal options.

Though not currently offered in Omaha, other transit agencies are offering vanpool services to more flexibly meet the needs of commuters. A vanpool operates like a carpool, but the van, rider support services, maintenance, insurance, fuel, tires and training are provided by the transit agency. With the assistance of the transit agency, groups of five to fifteen people can form a vanpool. The vanpool allows riders to set their own commute schedules, so it is especially helpful for those employers whose workdays may not fit the Monday to Friday, 8:00 AM to 5:00 PM schedule around which conventional transit schedules are based. Vanpools also shorten commute time to distant job centers because the van has a limited number of stops and can take a more direct route to the employment destination. In some cases major employers partner with the transit agency to provide the vanpool service by subsidizing the program or offering to pay a portion of employee fares.

## **8.5 Conclusion**

Ultimately, offering a range of appealing and convenient transportation alternatives is the recommended solution for South Omaha's transportation challenges. More efficient



*Metro King County Vanpool. (Metro King County)*

transit service, expanded parking options and improved pedestrian conditions will do more than better meet the needs of the South Omaha community. A more balanced transportation system will both improve the overall functioning of the system and support the residential, commercial and industrial development types outlined in the previous chapters.

# 9.0 PARKS AND RECREATION

## 9.1 Introduction

For an urban area, South Omaha has a substantial existing open space framework - close to 300 acres of City-owned park land. In addition, schools provide playgrounds and play fields and community organizations such as the YMCA, Boys and Girls Club and the Salvation Army Kroc Center provide opportunities for indoor recreation. Based on the Study Area's population of 40,000, national park space standards recommend between 240 and 400 acres of dedicated park space. Community members noted that many parks are heavily used and, at times, crowded. This indicates that additional park space, particularly more *usable* park space, may be needed. Given the land constraints in South Omaha, adding significant amounts of new park space would be difficult, so limited expansions and making better use of existing open space should be a goal of the SODP.

## 9.2 Policy - Facilitate the Use of Public Recreation Facilities

Public park usage in the Study Area is high. Parks with usable space - pavilions, playgrounds, level greenspace, basketball courts, etc. are very popular and are, at times, overcrowded. High usage of public space is a sign of an active, social community. The challenge lies in responding to high usage and managing the parks to better accommodate the usage.



*Collin Field, South High School's home football and soccer stadium, opened in the fall of 2009. (Greater Omaha Chamber)*

### **PARK MAINTENANCE**

Adequate park maintenance is an on-going challenge throughout the city. The City of Omaha Parks and Recreation Department budget limits the level of maintenance they can provide. Additional maintenance, particularly given the high usage at many Study Area parks, would undoubtedly improve park conditions.



*Historic postcard of the lake at Syndicate Park, now Spring Lake Park. (Omaha Public Library)*



*Spring Lake Park today.*

Litter and graffiti in the parks are maintenance problems of particular concern for those in the community. In response, some neighborhoods and community groups have “adopted” parks in the Study Area to tackle these problems. Keep Omaha Beautiful supports these volunteer community efforts by coordinating a city Adopt-a-Park program. Keep Omaha Beautiful supplies neighborhood and community groups with bags, gloves and other basic equipment to supplement regular City maintenance. The SODP can help to support these volunteer efforts and expand them to include those parks have not been adopted. For 2010, the following parks have not been adopted:

- Albright
- Christie Heights
- Lynch
- Mandan
- McKinley
- Miguel
- Mt. Vernon Gardens
- Spring Lake
- Unity
- Upland

There are low to moderate cost options the City could implement to better manage heavy usage and reduce conflicts that can arise from heavy usage. The first is better park signage. Prominent, bilingual signage explaining facility availability, rules and responsibilities of use and reservation policies would be a low cost improvement.

Where possible, the creation of level, unimproved open space should be considered. Many community members believed safety concerns are one reason some parks in the Study Area have high usage and others are underused. Particularly in the more secluded areas of Mandan Park and Mount Vernon Gardens, opening up areas to active uses would help to counteract safety concerns over illegal activity. An added benefit for the usable space would be park programming and facilities for the entire South Omaha population - children, teenagers, families and seniors.

### **9.3 Policy - Create Additional Recreation Opportunities**

Within South Omaha there is little room for additional recreation space. Some areas for additional outdoor area have already been identified. Other indoor opportunities might require private efforts for creative re-use of existing buildings.

#### **LYNCH PARK EXPANSION**

Lynch Park at 20th and Center Streets has been slated for expansion for several years. Private donors assisted the city in acquiring additional land for play fields and recreation facilities. One early concept included three additional soccer fields, pavilion, picnic facilities and parking. The Environmental Protection

Agency (EPA) is currently evaluating the land for expansion of the park to determination if any soil remediation is necessary prior to park development. When the evaluation is complete, nine additional acres of recreation space will be available to the community.

### SPRING LAKE RESERVOIR RESTORATION

Spring Lake Park is the largest park in the Study Area. It includes play areas, a golf course and swimming pool. True to its name, Spring Lake Park once also included a lake. Many community members have expressed an interest in returning a lake to the park. Restoring the lake would create a natural water

amenity in the Study Area and may serve a useful purpose. As part of the CSO program, there may be an opportunity to redirect stormwater into the park to prevent combined sewer overflows into the Missouri River. The SODP and other neighborhood and community groups should continue to work with the City's CSO Program to incorporate a water feature that can act both as stormwater management infrastructure and a park amenity.

### REGIONAL TRAIL NETWORK CONNECTIONS

Currently, the only recreation trail in the Study Area is the Omaha Riverfront Trail, running from Missouri Avenue north to Heartland of

Figure 9.1: Open Space and Proposed Trail Extensions



America Park. From the Omaha Riverfront Trail additional links to the regional trail system are planned to:

- Cross the South Omaha Bridge (Hwy 92) into Iowa.
- Run along Spring Lake Boulevard and Vinton Street to connect to the Field Club Trail near 33rd and Vinton Streets.
- Extend from Deer Park Boulevard north paralleling I-80 to the Keystone Trail.

In addition to the planned trail extensions, the SODP process identified additional trails or bicycle/pedestrian connections between parks and other activity centers. Figure 9.1 on the previous page, illustrates the proposed connections. They are:

- A north/south connection along Gifford Drive and 13th Street (following the former Riverview Drive alignment) to connect Mandan Park and Mt. Vernon Gardens to Lauritzen Botanical Gardens.
- A link between Spring Lake Park and Deer Hollow park using 13th Street and Deer Park Boulevard to provide direct access to Omaha's Henry Doorly Zoo.
- Improved pedestrian access along Q Street between Metropolitan Community College to Hitchcock Park and the planned Omaha Public Schools elementary and middle schools. As explained in the Transportation Chapter, to improve pedestrian conditions along Q Street it is proposed that the City widen sidewalks to 8' and slow automobile traffic by reducing travel lanes from four to two. Slower traffic also improves on-street conditions for cyclists.

### **SOUTH OMAHA YOUTH SPORTS COMPLEX**

During the planning for Collin Field, a concept for a South Omaha Youth Sports Complex (Complex) was also proposed. The Complex loosely joins the land from South 20th to South 23rd Streets and L to P Streets. Using mostly land already owned by the Boys and Girls Club and Omaha Public Schools, the land can be reconfigured to accommodate a Little League and Pony League sized baseball/softball fields,

a practice football field and a practice soccer field. Shared off-street parking for the fields would be provided on the north and south sides of the Complex. To maintain access and parking for the South 24th Street Business District, N and O Streets would normally remain open. The blocks between South 20th and South 23rd Streets, however, would be paved with textured paving to slow traffic and raise driver awareness of the likelihood of pedestrian activity. For tournaments or other special events, these blocks could be temporarily closed to car traffic. Figure 9.2 on the following page illustrates the Youth Sports Complex concept.

### **9.4 Conclusion**

The availability of recreation and community gathering space is an important component of the quality of life in South Omaha. The community takes advantage of the existing facilities and contributes to their care and maintenance. As the South Omaha community continues to grow, on-going partnerships with the City and community organizations or private endeavors can contribute to the creation of additional recreation amenities.

Figure 9.2: Youth Sports Complex Concept



Concept plan for a South Omaha Youth Sports Complex - The concept is based on a 2005 concept by Holland Basham Architects as part of their design of Collin Field. Red buildings indicate locations identified by the SODP process with potential for redevelopment and would support the South 24th Street Business District.



# 10.0 MARKETING AND TOURISM

## 10.1 Introduction

Those involved in the SODP planning process identified awareness and perceptions of South Omaha as barriers to attracting new residents, businesses and customers to the Study Area. Residents from other parts of the metropolitan area simply are not aware of what South Omaha has to offer. More detrimental than lack of awareness, however, are negative perceptions of South Omaha. Both the general lack of awareness and negative perceptions of the Study Area can be countered by a coordinated marketing effort by the South Omaha Development Project.

## 10.2 Policy - Promote South Omaha to Local and Out-of-Town Visitors

Many in the South Omaha community continually work to address the problems that contribute to negative perceptions of the Study Area. Neighborhood associations pitch in to

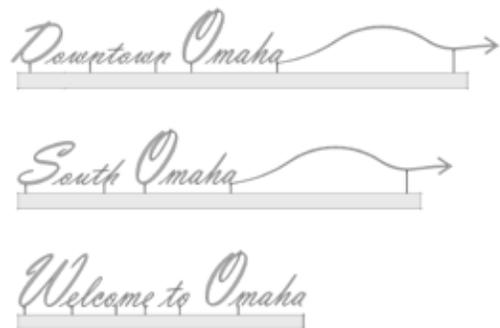
help clean up parks and fund play equipment. Business and property owners invest in improvements to their buildings. The Boys and Girls Club offers kids constructive free-time activities. The SODP will support these efforts by helping to build partnerships and involving others in the community. With the assistance of the Convention and Visitors Bureau, and Greater Omaha Chamber, SODP can also help to publicize South Omaha’s businesses and attractions and to raise awareness of the community to bring people to the Study Area and from outside Omaha.

### SOUTH 13TH STREET AND I-80

For out-of-town visitors traveling west on I-80, the 13th Street exit may be their first introduction to Omaha. In addition to the development opportunities still available just west of 13th Street, the exit presents an opportunity to draw attention to South Omaha. The easiest way to create an awareness and interest in visiting South Omaha is signage. One concept for signage is shown below. The style is reminiscent of signs from the mid-



Kenefick Park (Greater Omaha Chamber)



A concept for signage at the I-80/13th Street exit.



Popular businesses in the South Omaha Study Area. (Greater Omaha Chamber)

1950s, the height of the meat packing era in South Omaha.

### MAP OF SOUTH OMAHA BUSINESSES AND ATTRACTIONS

Outside of downtown, South Omaha is the only neighborhood in the city that has regional and national attractions. Between Lauritzen Botanical Gardens and Omaha's Henry Doorly Zoo, nearly two million people visit the Study Area every year. Unfortunately, only a few of these visitors seek out other South Omaha attractions and businesses. These two million visitors represent an untapped market for the rest of South Omaha.

As the Retail Opportunity Analysis shows, food stores and restaurants draw customers from outside the Study Area. Those customers know South Omaha businesses well and are loyal to their favorite bakery, restaurant or specialty

store. The challenge is in broadening the knowledge of these businesses beyond the small group of loyal customers. A map of popular specialty restaurants and businesses could be created to bring new customers and visitors to South Omaha businesses and attractions.

### 10.3 Policy - Create Additional Attractions and Amenities in South Omaha

South Omaha is primarily a residential area. Commercial uses are secondary and generally neighborhood serving. The exceptions to this, of course, are Omaha's Henry Doorly Zoo and Lauritzen Botanical Gardens. These uses are clearly beneficial for the Study Area, even though they may not be allowed under typical neighborhood zoning. The City and South Omaha community recognize the positive economic and quality of life impacts these

attractions provide and support additional opportunities for family-centered amenities in the area. Working with the community, the City, along with the Convention and Visitors Bureau should identify areas near existing attractions that could be appropriately rezoned to encourage these recreation or tourist uses.

### **SOUTH OMAHA HISTORY MUSEUM**

South Omaha's history as an entry for immigrants ties it to many in the Omaha area. Earlier generations of Omaha families got their start in South Omaha. As a result, even Omahans who do not live in the Study Area often feel connected to South Omaha history and culture, if only through family lore.

Omaha South High Magnet School currently houses a large collection of South Omaha historical artifacts. The collection started as personal memorabilia but has since grown into a small museum. The collection has nearly outgrown its space and the location in the school limits the hours of availability. Such an important piece of local history deserves to be better displayed and more accessible to the general public.

A possible future location of the museum is the fire station at 25th and L Streets. Built in the first half of the 20th century, Station 31 is one of the oldest operating stations in Omaha.



*A South Omaha History Museum in the 25th and L Street fire station would create a new attraction immediately across the street from the existing, El Museo Latino.*

According to the Omaha Fire Department, there are no current plans to move the station, but a site to the west and south of its current location would improve Department response times. Not only would the historic fire station be a fitting location for the South Omaha Museum, but its collection would complement the exhibitions at El Museo Latino located immediately across 25th Street.

### **FAMILY TOURIST ATTRACTION CONCEPT**

Omaha's Henry Doorly Zoo attracts families from around Omaha and throughout the United States. Especially for those visitors from out of town, another family or educational attraction near the Zoo might encourage them to extend their stay in Omaha. One possible location for a new family attraction is between 5th and 6th Streets on Bancroft Street.

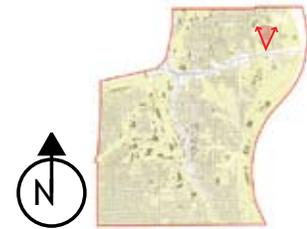
Along Bancroft Street, the site is relatively level but on the south, it drops significantly. The level area is large enough to accommodate a 65,000 SF facility and parking for visitors. The southern open greenspace sits approximately 30' lower than the main facility and could be used for outdoor events. The site is strategically located for a family attraction for several reasons. It sits between the Omaha's Henry Doorly Zoo and Lauritzen Botanical Gardens, adding to the appeal of all three



**Figure 10.1: Family Tourist Attraction Concept**



*A new family tourist attraction on Bancroft Street could draw additional local and out-of-town visitors to the Study Area.*



locations. It is immediately east of Bancroft School, presenting possible educational partnership opportunities for students. There is easy access from I-80 and, depending on the design of the building, may also be visible from the interstate. While a different location, this family attraction use is similar to an attraction proposed by the Deer Park and Old Market South Neighborhood Associations in their plans for South 10th Street. Currently zoned residential, redevelopment of this site would require a conditional use approval or rezoning.

**SOUTH 24TH STREET MERCADO**

The Plaza de la Raza acts as a true community gathering space only a few times during the year. The rest of the year, it is relatively underused. Its prominent location in the center of the South 24th Street Business District makes it a prime location for a major community amenity.

During the charrette, the Mercado, or market, concept emerged in response to community observations and identified needs of the Study Area. First, community members consistently listed the South 24th Street Business District,

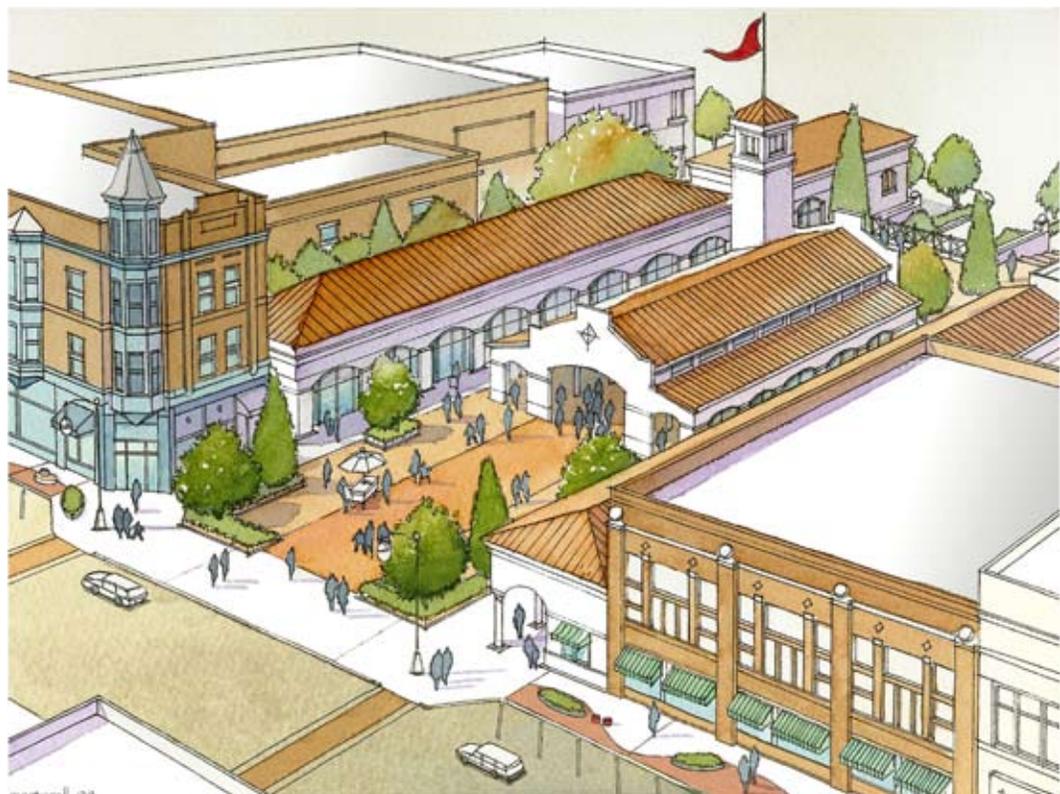
its businesses and atmosphere as what they valued most in South Omaha. It is one of the liveliest streets in the city. Virtually year-round and at any time of the day there are likely to be people on the street. Retail occupancy and stable businesses indicate that business owners recognize the value of the location. In part due to the location, rents in the South 24th Street Business District are high when compared to rents in other established retail space in Omaha. As a result, some business owners share space, indicating a need for lower cost and smaller retail spaces. The street's existing retail activity and atmosphere are two of the Study Area's greatest assets, and leveraging these could be one of the best marketing tools for the community.

The Mercado concept creates a landmark venue for many small retail spaces. The intent is to offer a range of affordable space options

from stalls for foodstuffs or produce to small shops for artisans or craftsmen. It is the concentration of unique stalls and shops that would attract additional customers.

As currently conceived and illustrated below, the Mercado includes a large central market structure and retail arcades on the north and south sides. To address the 18' elevation change from 24th Street to 25th Street, the Mercado sits on a platform structure that extends out at the level of 24th Street. This platform not only creates a level space on which to build, it also maintains the 130 public parking spaces currently provided on the Plaza. Stairs or an elevator inside the parking structure provide easy access from parking on 25th Street to the retail on 24th Street.

Though less expensive than building a separate parking structure, using the grade



*Artist's depiction of the Mercado or Market concept on South 24th Street.*

to accommodate parking under the Mercado would be a major expense. As shown, the market building itself, as well as the arcades are substantial structures. The Mercado could, of course, be completed in phases, but this would be an significant investment for the South Omaha Development Project.

The images on these pages represent only one Mercado concept. The final design could take a number of shapes from a semi-permanent enclosure to something more elaborate than currently envisioned. Whatever the final appearance, any Mercado concept should:

- Address or incorporate the grade change between 24th and 25th Streets and provide access between the two.
- Include community gathering space.
- Coordinate with the SHPO to respect the historic context of the South 24th while creating a new small business venue and community attraction.

- Complement the *Tree of Life* streetscape paving, street furnishings and lighting.
- Adhere to ACI overlay urban design standards.
- Present an appealing “back door” to the South 24th Street Business District to attract drivers from Hwy 75.

There are a variety of public and private ownership and management options for the Mercado. Ideally it would be a community-based endeavor managed by a CDC or BID. This option would ensure it remained true to the intent to both attract customers to South Omaha and provide incubator-type retail space to foster the entrepreneurial spirit of those living in the community.



*A view of the Mercado from the west, similar to what could be seen from Hwy 75.*



*Illustration of parking concept for the Mercado.*

## 10.4 Conclusion

Those who know and love South Omaha can easily list what brought them there or brings them back on a regular basis. They may visit the Omaha's Henry Doorly Zoo and Lauritzen Botanical Gardens a few times a year, but what makes them remain in South Omaha are its lesser known attributes. It is the marketing of these lesser known attributes that will invite visitors to South Omaha for more than just a few visits. Broadening the appeal beyond well-known attractions and bringing to light South Omaha's rich history, community, commerce and diversity will not only strengthen the economy of the Study Area, but also enhance the quality of life for all who live there.



# 11.0 IMPLEMENTATION

## 11.1 Introduction

Implementation of the South Omaha Development Project Plan will require the cooperative efforts of the SODP, City of Omaha, businesses, neighborhoods, community organizations and private donors. Depending on the specific policy, program, or project, the SODP may act as an advocate or the lead implementing entity, while in other cases, it will facilitate public or private efforts.

A number of programs and projects included in the South Omaha Development Project Plan would be the responsibility of the City of Omaha and would require input and decisions from the City's Planning Board and the City Council. Some of these decisions are of a policy nature, e.g., rezoning and some are of a budgetary nature, e.g., increasing funding for code enforcement or shifting existing personnel resources. The Plan, therefore, envisions the creation of a comprehensive package of proposed legislative amendments and corresponding budget actions, which the City and the SODP Project Coordinator would develop immediately after the commencement of the Plan's action phase. On the following pages, the Implementation Matrix lists the individual proposed actions, but does not package them or provide specific legislative language.

The Matrix summarizes and prioritizes the policies, programs and projects that comprise the South Omaha Development Project Plan. Each recommendation includes:

- Broad policy statements the SODP intends to support.

- A brief description of the program or project.
- The "Implementing Entity" or lead organization for implementation.
- "Participants" who will also play critical roles in implementation, whether as partners or stakeholders.
- A high priority (HP), medium priority (MP) or low priority (LP) ranking based on community interest, the role one program or project plays in reaching larger project goals or the amount of time and finances needed to implement.
- A best case scenario estimate for implementation under the "Timing" category.
- Page numbers in the document on which additional information and explanation can be found.

Ultimately, implementation of the South Omaha Development Plan will be guided by the SODP Coordinator, Funders Council and Plan Implementation Board. The Priority and Timing identified in the Implementation are intended to serve as recommendations and can be re-evaluated based on community needs and emerging opportunities.

In the Implementation Matrix, "Community Partners" refer to any philanthropic assistance, community organization or business that might invest in the SODP. Also under "Participants" are "Budgeting Process" and "Capital Improvement Program." These participants indicate that substantial public funds (beyond staff time) will need to be dedicated to the project or program in order to be effective. Advocacy for projects and programs will be necessary in order for the City to prioritize their funding.

Neighborhoods					
Policy - Preservation of Traditional Urban Neighborhood Fabric					
Program	Implementing Entity	Participants	Priority	Timing	Page
Establish a partnership with an existing CDC or create a CDC to coordinate, support, and/or implement homeowner education and housing renovation and development in South Omaha	Community Development Corporation	South Omaha Development Project, Existing CDCs, Community Partners	HP	2010	37
Enforce housing code and zoning ordinance against illegal subdivision and over crowding	City of Omaha	Budgeting Process, Planning Department, Greater Omaha Chamber Public Policy	HP	On-going	60
Consider down zoning residential areas currently zoned R-5 or higher to R-4. Maintain nodes of higher density at key intersections or other appropriate places. Work with neighborhoods leaders to determine appropriate locations for down zoning.	City of Omaha	Planning Department, Neighborhoods, Property Owners	HP	On-going	53
Limit/prohibit industrial development in existing residential areas	City of Omaha	Planning Department	HP	On-going	53
Consider the implementation of Walkable Residential Neighborhood (WRN) zoning	City of Omaha	Planning Department	MP	On-going	54
Consider a Neighborhood Conservation Overlay to incorporate a number of the policies set forth above	City of Omaha	Planning Department, Neighborhoods	MP	On-going	54
<b>Project</b>	<b>Implementing Entity</b>	<b>Participants</b>	<b>Priority</b>	<b>Timing</b>	<b>Page</b>
Limit conversion of single-family dwellings by requiring a conditional use permit for subdivision of lots of 10,000 square feet or less	City of Omaha	Planning Department	HP	2010	53
Prohibit future subdivision of any residentially zoned lot that is occupied with a single-family dwelling unit as of June 1, 2010	City of Omaha	Planning Department	HP	2010	53
Limit or prohibit use of yards for parking	City of Omaha	Planning Department	HP	2010	102
Consider rezoning residential neighborhoods as indicated in Figures 5.2 and 5.3	City of Omaha	Planning Department	HP	2010	53, 54
Create and publish a housing guide book (residential design guidelines)	City of Omaha	Planning Department, Community Development Corporation, South Omaha Neighborhood Alliance	LP	2015+	54

Neighborhoods					
Policy - Replacement or Renovation of Substandard Housing					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Increase funding for and improve code enforcement for property condition violations	City of Omaha	Budgeting Process, Planning Department, Greater Omaha Chamber Public Policy	HP	On-going	60
Identify and publicize housing opportunity sites using demolition list and tax delinquency list to encourage private refurbishment	City of Omaha, Douglas County	Planning Department, Douglas County Assessor, Community Development Corporation, South Omaha Development Project	HP	On-going	61
Coordinate and prioritize the demolition of properties where it is possible to create contiguous or nearby areas for larger scale redevelopment	City of Omaha	Budgeting Process, Planning Department, Community Development Corporation	HP	On-going	37, 61
Work with Douglas County Assessor's Office to acquire tax delinquent properties before they go on the public market via the Land Reutilization Commission (LRC)	Community Development Corporation	Douglas County Assessor, Land Reutilization Commission	HP	On-going	61
Implement Omaha Neighborhood SCAN project in South Omaha	Neighborhoods	South Omaha Neighborhood Alliance, Neighborhood Center, Planning Department	HP	2010	60
Fund and implement the Neighborhood Handyman Project in South Omaha	City of Omaha	Budgeting Process, Planning Department, South Omaha Development Project, Greater Omaha Chamber Public Policy, South Omaha Neighborhood Alliance, Community Partners	HP	2011	62
Increase the amount of federal HOME program funds coming to South Omaha for use in rehabilitating existing housing units and demolishing dilapidated units to be replaced with affordable housing	City of Omaha	Community Development Corporation, Nebraska Affordable Housing Trust Fund, Planning Department, South Omaha Development Project, Greater Omaha Chamber Public Policy	HP	2011	61
Create a land trust or other non-profit entity to hold and assemble land; work with the City to implement limited eminent domain as necessary	Community Development Corporation	Planning Department, South Omaha Development Project, Greater Omaha Economic Development Partnership, Community Partners	HP	2011	61
Target Community Development Block Grant funds for housing renovation	City of Omaha	Planning Department, Community Development Corporation	HP	2011	38
Project		Participants	Priority	Time Frame	Page
Speed up process for municipal take of abandoned or foreclosed property	City of Omaha	Planning Department, Law Department	MP	2011-2015	38, 61

Neighborhoods					
Policy - Increase Homeownership and Provide a Variety of Housing Options for a Range of Incomes					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Support and implement the renovation of single-family homes	Community Development Corporation	Community Partners	HP	On-going	61, 62
Support and implement scattered-site redevelopment of single-family homes	Community Development Corporation	Community Partners	HP	On-going	61, 62
Encourage or require new housing developments to include a mix of unit types	City of Omaha	Planning Department	HP	On-going	63
Implement Real Estate Academy program that is currently in place in North Omaha	Community Development Corporation	Community Partners	HP	2010	37
Work with Omaha Housing Authority and other entities on homeownership promotion programs	Community Development Corporation	Omaha Housing Authority, Planning Department, Community Partners	HP	2010	37
Encourage limited development of single-room-occupancy housing or efficiency units	Community Development Corporation	Planning Department, Community Partners	LP	2015+	63
Project	Implementing Entity	Participants	Priority	Time Frame	Page
Allow greater lot coverage of buildings in lower density residential districts to accommodate larger families; require parking to be shielded or on the side or in the rear of the lot	City of Omaha	Planning Department	MP	2011-2015	63
Allow secondary residential units or enhance accessory unit provisions of existing Zoning Ordinance (§§ 55-763(a), 55-769)	City of Omaha	Planning Department	MP	2011-2015	63
Create Flex House Plans and encourage use through housing assistance programs	Community Development Corporation	Planning Department, Community Partners	MP	2011-2015	65
Create Multi-Generational House Guidelines	Community Development Corporation	Planning Department, Omaha Housing Authority, Community Partners	MP	2011-2015	65

Commercial Centers and Corridors					
Policy - Utilize Economic Incentives to Strengthen Existing Commercial Centers and Corridors					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Promote and assist commercial development	Greater Omaha Economic Development Partnership	South Omaha Development Project, South Omaha Business Association, Hispanic Chamber of Commerce, Community Partners	HP	2010	46, 47
Work with private lenders to ensure a free flow of capital	South Omaha Development Project	Greater Omaha Economic Development Partnership, Community Partners	HP	On-going	47, 83
Seek government-assisted financing through the City of Omaha, Small Business Administration and other entities	South Omaha Development Project	Greater Omaha Economic Development Partnership, Community Partners	HP	On-going	47
Assemble abandoned properties in the area for private redevelopment	Greater Omaha Economic Development Partnership	Planning Department, South Omaha Development Project, Community Partners	HP	On-going	49
Use TIF to promote business development	City of Omaha	Planning Department, South Omaha Development Project	HP	2011	50
Target Community Development Block Grant funds for small business development	City of Omaha	Planning Department, South Omaha Development Project, Greater Omaha Economic Development Partnership, Community Partners	MP	2011-2013	47, 50
<b>Project</b>					
	Implementing Entity	Participants	Priority	Time Frame	Page
Designate a Neighborhood Revitalization Strategy Area	City of Omaha	Planning Department, Department of Housing and Urban Development, South Omaha Development Project, Greater Omaha Economic Development Partnership	MP	2011-2015	37
Create small business Enterprise Zone areas to target incentives	City of Omaha	South Omaha Development Project, Greater Omaha Economic Development Partnership, Community Partners	MP	2011-2015	47

Commercial Centers and Corridors					
Policy - Utilize Regulatory Changes to Strengthen Existing Commercial Centers and Corridors					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Create a program of corner height/density bonuses, either in exchange for a public good, or just to create additional housing and urban design interest	City of Omaha	Planning Department	MP	2011-2015	73
<b>Project</b>	Implementing Entity	Participants	Priority	Time Frame	Page
Amend zoning ordinance or other applicable law to legalize gathering places for vendor carts to create a Vendors Row	City of Omaha, Douglas County	South Omaha Development Project, Greater Omaha Chamber Public Policy, Greater Omaha Economic Development Partnership, Community Partners	HP	2011	81
Add Area of Civic Importance (ACI) overlays in designated locations	City of Omaha	Planning Department	MP	2011-2015	73, 85
Rezone appropriate areas or nodes on 13th Street to allow for and encourage neighborhood serving and regional commercial uses	City of Omaha	Planning Department	MP	2011-2015	73
Rezone certain areas adjacent to existing commercial corridors to encourage expansion of those corridors	City of Omaha	Planning Department	LP	2015+	70, 73, 78

Commercial Centers and Corridors					
Policy - Protect Historic Character of South Omaha Commercial Centers and Corridors					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Create and fund a façade improvement program	Greater Omaha Economic Development Partnership	Greater Omaha Chamber Public Policy, Landmarks Commission, State Historic Preservation Office, Community Partners	HP	2011	83
Facilitate use of Historic Tax Credits for renovation of historic buildings	Greater Omaha Economic Development Partnership	Landmarks Commission, State Historic Preservation Office, South Omaha Business Association, Hispanic Chamber of Commerce, Community Partners	HP	2011	83
Offer free or reduced cost design and engineering assistance for historic restoration projects in designated areas	Greater Omaha Economic Development Partnership	South Omaha Development Project, Greater Omaha Chamber, Community Partners	HP	2011	84
Reduce or waive permit fees for renovation of historic buildings in designated districts	City of Omaha	Planning Department, South Omaha Development Project, Greater Omaha Chamber Public Policy	HP	2011	84
Project	Implementing Entity	Participants	Priority	Time Frame	Page
Explore opportunities to fund enhancements to the Vinton Street and South 13th Street corridor, including grants, business improvement districts, etc.	Greater Omaha Economic Development Partnership	Property and Business Owners, South Omaha Development Project, South Omaha Business Association, Greater Omaha Chamber, Hispanic Chamber of Commerce, Community Partners	MP	2011-2015	82
Rezone all areas currently zoned General Commercial (GC) to Neighborhood Business District (NBD) and create a new zoning district that is a hybrid between NBD and Mixed Use (MU) that has the narrower set of permitted uses found in MU with the flexible development parameters found in NBD	City of Omaha	Planning Department, Neighborhoods, South Omaha Development Project, Greater Omaha Chamber Public Policy	MP	2011-2015	55
Use Neighborhood Conservation (NCE) overlay with NBD zoning	City of Omaha	Planning Department, Neighborhoods, South Omaha Development Project, Greater Omaha Chamber Public Policy	MP	2011-2015	55
Allow for zero-lot-line development in major commercial corridors	City of Omaha	Planning Department	MP	2011-2015	73
Prohibit non-retail uses on ground floor (except for minimal residential entrances and lobbies) in primary commercial areas	City of Omaha	Planning Department	LP	2015+	85

Commercial Centers and Corridors					
Policy - Support the South 24th Street Business District and the Heart of the Study Area					
Project	Implementing Entity	Participants	Priority	Time Frame	Page
Explore opportunities to fund enhancements to the South 24th Street Business District, including grants, business improvement district, etc.	Greater Omaha Economic Development Partnership	24th Street Property and Business Owners, South Omaha Development Project, South Omaha Business Association, Greater Omaha Chamber, Hispanic Chamber of Commerce, Community Partners	HP	2011	82
Create permanent funding mechanism for maintenance of South 24th Street Business District Tree of Life streetscape improvements	Greater Omaha Economic Development Partnership	24th Street Property and Business Owners, South Omaha Development Project, South Omaha Business Association, Greater Omaha Chamber, Hispanic Chamber of Commerce, Community Partners	HP	2011	86
Provide alternate location for day laborer waiting and pick-up area	Community Partners	South Omaha Development Project, Greater Omaha Chamber Workforce Development	HP	2011	85
Provide assistance for the renovation of upper stories for housing	Community Development Corporation	State Historic Preservation Office, South Omaha Development Project, Greater Omaha Chamber Public Policy, Community Partners	MP	2011-2015	83
Create Live Above the Store lending program	Community Development Corporation	South Omaha Development Project, Community Partners	MP	2011-2015	84
Facilitate the expansion of the South 24th Street Business District by identifying and/or assembling land to relocate auto oriented businesses to locations more suited to automotive uses	Greater Omaha Economic Development Partnership	Planning Department, South Omaha Business Association, South Omaha Development Project, Greater Omaha Chamber, Hispanic Chamber of Commerce, Community Partners	LP	2015+	85

Industry and Employment Policy - Promote and Facilitate the Location and Expansion of Desired Employers and Industries in South Omaha					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Assemble industrial sites, market South Omaha for industrial uses and create new industrial facilities	Greater Omaha Economic Development Partnership	Planning Department, South Omaha Development Project, Greater Omaha Chamber, South Omaha Business Association, Nebraska Department of Economic Development, Community Partners	HP	2010	49, 87
Promote and facilitate the location of desired industries in South Omaha	Greater Omaha Economic Development Partnership	South Omaha Development Project, Greater Omaha Chamber, South Omaha Business Association, Nebraska Department of Economic Development	HP	2011	48, 87
Develop and implement strategies for the retention and expansion of existing industrial uses and users	Greater Omaha Economic Development Partnership	South Omaha Development Project, Greater Omaha Chamber, South Omaha Business Association, Nebraska Department of Economic Development	HP	2011	48, 87
Facilitate partnerships to provide job training programs	Greater Omaha Chamber Workforce Development	Metropolitan Community College, Omaha Public Schools, Local Universities, Community Partners	HP	2011	49, 93
Explore options for those in skilled trades to qualify for licenses in their native language	Greater Omaha Chamber Workforce Development	Community Partners, State of Nebraska	MP	2011-2013	50
Create trade or industrial incubator space	Greater Omaha Economic Development Partnership	South Omaha Development Project, Greater Omaha Chamber Workforce Development, Community Partners	MP	2011-2013	87, 119

Industry and Employment Policy - Protect and Expand Industrial Land Base					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Seek to create natural buffers between industrial areas and other land uses, for example using streets, railroad rights of way, public land or other existing features or facilities	City of Omaha	Planning Department	HP	On-going	88
Preserve industrially zoned land for industrial uses; Do not allow retail or other less intensive uses to locate on prime industrial land	City of Omaha	Planning Department	HP	On-going	89
Negotiate with railroads to determine if excess right-of-way can be acquired for industrial uses	Greater Omaha Economic Development Partnership	Planning Department	MP	2011-2013	89
Project	Implementing Entity	Participants	Priority	Time Frame	Page
Acquire and assemble land for redevelopment by a private developer selected through a Request for Proposals process or similar mechanism	Greater Omaha Economic Development Partnership	Planning Department, South Omaha Development Project, Greater Omaha Chamber, Community Partners	HP	2011	49, 89
Facilitate the demolition of the Salvation Army site to create shovel ready industrial sites	Greater Omaha Economic Development Partnership	Planning Department, South Omaha Development Project, Community Partners	MP	2011-2015	90
Rezone limited areas that are not zoned industrial but which have viable industrial uses in them and are adjacent to existing industrial areas to promote new industrial development and limit encroachment by other land uses	City of Omaha	Planning Department	LP	2015+	88
Realign Dahlman Avenue to create more usable industrial space	City of Omaha	Capital Improvement Program, Public Works Department, Planning Department, Greater Omaha Economic Development Partnership, South Omaha Development Project, Community Partners	LP	2015+	92

Mobility and Parking Policy - Improve Transportation System Function for All Users					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Incorporate the principles of Complete Streets into roadway improvements, where appropriate	City of Omaha	Capital Improvement Program, Public Works Department, Planning Department, Greater Omaha Chamber Public Policy	HP	On-going	95
Consider traffic calming in areas with identified speed and traffic safety concerns	City of Omaha	Public Works Department, South Omaha Neighborhood Alliance	HP	On-going	97
<b>Project</b>	Implementing Entity	Participants	Priority	Time Frame	Page
Complete street and sidewalk inventory to identify locations for pedestrian safety improvements such as sidewalk repair, pedestrian crosswalks, signals, etc.	City of Omaha	Budgeting Process, Public Works Department, Planning Department, Community Partners	MP	2011-2015	95
Install roundabouts on 42nd and Q Streets roundabouts to improve traffic flow and safety near planned elementary school	City of Omaha	Public Works Department	MP	2011-2015	96
Construct Q Street Railroad Bridge with improved pedestrian access	City of Omaha	Public Works Department, BNSF Railway	MP	2011-2015	97
Reconstruct Q Street with on-street parking and a center turn lane	City of Omaha	Capital Improvement Program, Public Works Department	LP	2015+	98

Mobility and Parking					
Policy - Provide Adequate Parking without Negatively Impacting Neighborhoods or Traffic Safety					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Encourage use of alleys for access to parking in rear and allow parking to be provided in rear where access is available	City of Omaha	Public Works Department, South Omaha Neighborhood Alliance	HP	2010	102
Improve enforcement of on-street and off-street parking violations	City of Omaha	Police Department, South Omaha Neighborhood Alliance	HP	On-going	100
Enforce parking time limitations, e.g., four-hour parking, where appropriate	City of Omaha	Police Department, South Omaha Neighborhood Alliance	HP	On-going	100
Utilize parking meter revenue (after installation and operations) to fund maintenance or improvements in South 24th Street Business District	City of Omaha	Public Works Department, South Omaha Development Project	HP	2010	101
Improve alleys where alley right-of-ways exist using conventional or "green" alley standards	City of Omaha	Capital Improvement Program, Public Works Department, South Omaha Neighborhood Alliance, Property Owners, Community Partners	MP	2011-2015	104
Implement a system of neighborhood parking permits that is revenue neutral (permit fees pay for administration and enforcement)	City of Omaha	Public Works Department, South Omaha Neighborhood Alliance	MP	2011-2015	102
Project	Implementing Entity	Participants	Priority	Time Frame	Page
Develop memorandum of understanding between South 24th Street Business District and institutions to share parking	South Omaha Development Project	Hispanic Chamber of Commerce, Greater Omaha Chamber, Property Owners, Business Owners	HP	2011	100
Install parking meters or parking kiosk on 24th Street between L and Q Streets to encourage turnover of parking spaces	City of Omaha	Public Works Department, Hispanic Chamber of Commerce, South Omaha Development Project, Greater Omaha Chamber, Property Owners	HP	2010	101
Stripe diagonal parking on 25th Street and promote as employee and resident parking for 24th Street businesses and apartments	City of Omaha	Budgeting Process, Public Works Department	HP	2010	101
Consider a parking garage to accommodate parking for South 24th Street Business District and Collin Field	Community Partners	Property Owners, Business Owners, South Omaha Business Association, Hispanic Chamber of Commerce, Greater Economic Development Partnership, Community Partners	LP	2015+	101

<b>Mobility and Parking</b> <b>Policy - Increase Efficiency of Transit Service within and outside South Omaha</b>					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Add MAT neighborhood circulators from South Omaha Transit Center	Metro Area Transit	Planning Department, Public Works Department	HP	2011	106
Add MAT routes to Sarpy County retail centers	Metro Area Transit	Sarpy County	HP	2011	106
Operate vanpool program for major employers	Metro Area Transit	South Omaha Development Project, Community Partners	MP	2011-2015	106
Designate 13th Street as a transit corridor between downtown Omaha and Offutt Air Force Base	Metro Area Transit	City of Omaha Planning and Public Works Departments, City of Bellevue Planning and Public Works Department, Greater Omaha Chamber Public Policy	MP	2011-2015	105
Provide incentives or requirements for Transit Oriented Development and Pedestrian Oriented Development on designated corridors	City of Omaha	Planning Department, Metro Area Transit, Greater Omaha Chamber Public Policy, Community Partners	MP	2011-2015	105
Create a density bonus program for the highest intensity commercial areas. Density bonus may be given for inclusion of affordable housing or provision of off-street parking (structured) or other public amenities	City of Omaha	Planning Department	MP	2011-2015	105
Create or subscribe to a transit pass or commuter check program for employees	Metro Area Transit	South Omaha Development Project, Greater Omaha Chamber Public Policy, Community Partners	MP	2011-2015	106

Parks and Recreation Policy - Facilitate the Use of Public Recreation Facilities					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Increase maintenance, especially trash collection at popular parks	City of Omaha	Budgeting Process, Parks Department, Community Partners	HP	On-going	110
Clear underbrush in heavily wooded and open secluded areas, where appropriate, to make more accessible	City of Omaha	Budgeting Process, Parks Department	HP	On-going	110
Add park programming and amenities to increase usage of existing parks for safety	City of Omaha	Budgeting Process, Parks Department, Community Partners	LP	On-going	110
Project	Implementing Entity	Participants	Priority	Time Frame	Page
Install bilingual signage in parks to inform non-English speakers of facility availability and rules and responsibilities of use	City of Omaha	Budgeting Process, Parks Department	HP	2010	110
Expand Lynch Park	City of Omaha	Parks Department, Community Partners	HP	2010	110
Restore water feature in Spring Lake Park	City of Omaha	Parks Department, Public Works Department, South Omaha Neighborhood Alliance, Community Partners	MP	2011-2013	111

Parks and Recreation Policy - Create Additional Recreation Opportunities					
Program	Implementing Entity	Participants	Priority	Time Frame	Page
Promote the location of indoor/outdoor recreation opportunities for a range of ages children, youth, young adult, family, seniors	South Omaha Development Project	Community Partners, Parks Department, Greater Omaha Economic Development Partnership	MP	2011-2015	112
Project	Implementing Entity	Participants	Priority	Time Frame	Page
Create South Omaha Youth Sports Complex	Community Partners	Boys and Girls Club, Omaha Public Schools	LP	2015+	112
Link parks and activity centers to regional trail network - Keystone, Field Club Trail, Bellevue Loop, Hanscom Park, Q Street, Zoo to Gardens Trail	City of Omaha	Parks Department, Papio-Missouri River NRD, Community Partners	LP	2015+	112

Marketing and Tourism Policy - Promote South Omaha to Local and Out-of-Town Visitors				
Program	Implementing Entity	Participants	Priority	Page
Develop and implement a marketing strategy for South Omaha	South Omaha Development Project	Convention and Visitors Bureau, Greater Omaha Chamber, South Omaha Business Association, Hispanic Chamber of Commerce, South Omaha Neighborhood Alliance, Community Partners	HP	46, 115
Identify and attract complementary retail and services	Greater Omaha Economic Development Partnership	South Omaha Development Project, South Omaha Business Association, Hispanic Chamber of Commerce, Community Partners	HP	46
Project	Implementing Entity	Participants	Priority	Page
Create a map of South Omaha attractions for visitors and others not familiar with the area	South Omaha Development Project	Convention and Visitors Bureau, Greater Omaha Chamber, South Omaha Business Association, Hispanic Chamber of Commerce, Community Partners	HP	116
Install South 13th Street signage to raise awareness of South Omaha	City of Omaha	Budgeting Process, Public Works Department, Nebraska Department of Roads, Convention and Visitors Bureau, South Omaha Development Project, South Omaha Business Association, Hispanic Chamber of Commerce	LP	115

Marketing and Tourism Policy - Create Additional Attractions and Amenities in South Omaha				
Project	Implementing Entity	Participants	Priority	Page
Rezone appropriate areas to allow for and encourage tourist and family entertainment uses	City of Omaha	Planning Department, Convention and Visitors Bureau	MP	118
Facilitate the location of additional family entertainment venues	Greater Omaha Economic Development Partnership	South Omaha Development Project, Convention and Visitors Bureau, Community Partners	MP	117
Relocate South Omaha collection of historic artifacts to a more sustainable/accessible location	City of Omaha	Fire Department, Omaha South High Magnet School, Convention and Visitors Bureau, Community Partners	LP	117
Create and promote a year-round Mercado, or market, at the Plaza de la Raza for new businesses and artisans	Greater Omaha Economic Development Partnership	South Omaha Development Project, South Omaha Business Association, Greater Omaha Chamber, Hispanic Chamber of Commerce, Convention and Visitors Bureau, Community Partners	LP	118



# APPENDIX A - MUNICIPAL CODE

## Introduction

The City of Omaha Municipal Code includes legal definitions and explanations relevant to the South Omaha Development Project. Relevant portions of the Municipal Code have been included in this Appendix. Before embarking on projects or actions, the complete Municipal Code should be reviewed. The complete City of Omaha Municipal Code is available on the City of Omaha's Web site at [www.cityofomaha.org](http://www.cityofomaha.org).

## Chapter 55 Zoning Article VI. Residential Districts

### Sec. 55-161. R3 single-family residential district (medium density).

#### Sec. 55-162. Purpose.

The R3 single-family residential district is intended to provide for moderate-density residential neighborhoods, characterized generally by single-family dwellings on medium-sized lots with supporting community facilities. The R3 district allows for several development options for single-family residential construction. It provides for conditional approval of community facilities which generate larger quantities of traffic than permitted residential uses. The R3 district is appropriate for established parts of the city, where it serves to preserve existing single-family neighborhoods while promoting development of infill housing, and for newly developing neighborhoods.  
(Code 1980, § 55-162)

### Sec. 55-181. R4 single-family residential district (high density).

#### Sec. 55-182. Purpose.

The R4 single-family residential district is intended to provide for medium-density residential neighborhoods, characterized generally by single-family dwellings on small lots and including supporting community facilities. The R4 district allows for several development options, adaptable to both infill construction in established neighborhoods and to developing areas. It provides for conditional approval of community facilities with greater traffic generating characteristics than the permitted residential use. The R4 district is appropriate for established neighborhoods in the city, particularly those exhibiting relatively small lots, and in newly developing areas.  
(Code 1980, § 55-182)

### Sec. 55-201. Urban family residential district.

#### Sec. 55-202. Purpose.

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

other residential zones, it requires review and conditional approval of supporting community facilities with greater traffic generating characteristics than the basic allowed residential use.

(Code 1980, § 55-202)

**Sec. 55-208. R-WRN walkable residential neighborhood district.**

**Sec. 55-209. Purpose.**

The R-WRN walkable residential neighborhood district is intended to implement the urban design element of the city's comprehensive plan by establishing site development standards that help to create more walkable neighborhoods in newly developing residential and mixed-use areas of the city. The R-WRN district permits a variety of residential housing types, ranging from single-family detached and attached, to duplex, two-family, townhouse, multi-family and assisted living. Except for areas designated as MU districts, the provisions of the R-WRN are appropriate for application to transitional areas to be developed as residential districts, whether located within the city, but undeveloped, or annexed to the city pursuant to the sanitary and improvement district process under N.R.S.A. §§ 31-727 through 31-927.

(Ord. No. 37810, § 6, 8-14-07)

**Sec. 55-221. R6 low-density multiple-family residential district.**

**Sec. 55-222. Purpose.**

The R6 low-density multiple-family residential district is intended to provide locations for low-density multiple-family housing in the approximate range of 20 dwelling units per acre. It provides for the integration of such buildings with lower density housing types, including single-family, duplex and townhouse residential. The R6 district applies to established neighborhoods, including those where the limited conversion of large single-

family houses is necessary to extend their economic life; areas in which a mix of single- and multiple-family housing is appropriate to create an urban neighborhood; transitional areas between lower and higher intensity uses; and developing multiple-family areas. The R6 district requires review and conditional approval of supporting community facilities which generate more traffic than the basic allowed residential use.

(Code 1980, § 55-222)

**Sec. 55-241. R7 medium-density multiple-family residential district.**

**Sec. 55-242. Purpose.**

The R7 medium-density multiple-family residential district is intended to provide locations for medium-density multiple-family housing, in the approximate range of 40 dwelling units per acre. It provides for the integration of multiple-family housing with lower density housing types. In addition, the R7 district provides for the inclusion of limited office and commercial uses by special permit within principally residential developments, subject to specific standards governing land use intensity and compatibility. This allows for a mixture of compatible uses within appropriate neighborhoods.

The R7 district applies to established neighborhoods where moderately high densities are appropriate, transitional areas between lower intensity and higher intensity uses, mixed use neighborhoods, and developing multiple-family areas.

(Code 1980, § 55-242)

**Sec. 55-261. R8 high-density multiple-family residential district.**

**Sec. 55-262. Purpose.**

The R8 high-density multiple-family residential district is intended to accommodate high-density multiple-family housing. The R8 district also provides for the inclusion of

limited office and commercial uses, subject to specific standards for buffering and land use intensity. This allows for a mixture of compatible uses within appropriate high-density urban neighborhoods. The R8 district is most appropriate in centrally located areas near supporting urban services; near major institutional, employment and commercial centers; and in other areas appropriate for high-density, predominantly residential uses. (Code 1980, § 55-262)

## **Article VIII. Commercial Districts**

### **Sec. 55-361. CC community commercial district.**

Sec. 55-362. Purpose.  
The CC community commercial district is intended for commercial facilities which serve the needs of several neighborhoods. Allowed commercial and office uses are generally compatible with nearby residential areas. However, uses allowed in the CC district may generate more traffic and have more effect on residential neighborhoods than those allowed in the less intense LC district. Site development regulations are designed to minimize these effects. CC districts usually require access from major streets, primarily minor and major arterials. CC districts are most appropriate at major street intersections, at the edge of residential areas or at the junction of several neighborhoods, and in other areas appropriate for well-developed commercial facilities. The CC district, combined with the MD major development overlay district, provides further thorough review of commercial projects that may be regional in scope. A conditional review process for large projects further assures high development standards for planned commercial facilities.  
(Code 1980, § 55-362)

### **Sec. 55-381. NBD neighborhood business district.**

Sec. 55-382. Purpose.  
The NBD neighborhood business district is designed for established local business districts in the city. These districts were the commercial cores of towns that the city eventually annexed or developed along or at the intersections of public transportation routes. The NBD district accommodates the physical features of these commercial areas which are different from newly developing commercial districts. Uses are permitted in the NBD district which preserve the scale and integrity of such districts. In addition, mixed uses are encouraged in such districts.  
(Code 1980, § 55-382)

### **Sec. 55-401. GC general commercial district.**

Sec. 55-402. Purpose.  
The GC general commercial district is intended for a wide variety of commercial uses and limited industrial facilities. Uses allowed in the GC district may generate sufficient traffic or have operating characteristics which make them generally incompatible with residential areas or lower intensity commercial and office districts. GC districts require access from major streets, primarily minor and major arterials. GC districts are most appropriate along arterials, at major intersections, and in areas appropriate for commercial uses which are relatively well insulated from residential districts.  
(Code 1980, § 55-402)

## **Article IX. Industrial Districts**

### **Sec. 55-483. LI limited industrial district.**

Sec. 55-484. Purpose.  
The LI limited industrial district is intended to accommodate service type commercial and

light industrial uses with relatively limited external effects in a high-quality environment. These use types generally have lower traffic volumes than other commercial and industrial uses. The LI district provides for conditional approval of other uses with moderate but controllable effects. The LI district, combined with performance standards, is appropriately located in both suburban and central city industrial areas, particularly those near to residential and commercial districts. (Code 1980, § 55-484)

**Sec. 55-501. GI general industrial district.**

**Sec. 55-502. Purpose.**

The GI General Industrial District is intended to accommodate a variety of commercial and industrial uses with moderate external effects. The GI district provides for conditional approval of uses with more significant effects that can be controlled through specific requirements. The GI district, combined with performance standards, is appropriately located in both suburban and central city industrial areas. GI districts should be insulated from residential and lower intensity use districts. (Code 1980, § 55-502; Ord. No. 36175, § 2, 2-25-03; Ord. No. 36559, § 1, 3-16-04)

**Sec. 55-521. HI heavy industrial district.**

**Sec. 55-522. Purpose.**

The HI heavy industrial district is intended to accommodate industrial uses with major external effects. These uses characteristically have operating characteristics and environmental effects that make them incompatible with surrounding uses. The HI district is most appropriately located in areas that are separated from residential and consumer-oriented commercial districts. When this is not possible in previously developed areas, the HI district is combined with performance standards and buffering

requirements to minimize the effects of permitted uses. In addition, the uses that create the greatest conflicts with existing residential areas are controlled through special permit procedures. (Code 1980, § 55-522; Ord. No. 36176, § 2, 2-25-03)

## Article XI. Overlay Districts

**Sec. 55-601. NCE neighborhood conservation/enhancement district.**

**Sec. 55-602. Purpose.**

The NCE neighborhood conservation/enhancement overlay district is intended to help preserve unique pedestrian-oriented land use, urban design, and other distinctive characteristics of older established neighborhoods and commercial areas as well as to enhance more recently developed neighborhoods and commercial areas in order to implement the urban design element of the city's comprehensive plan. The NCE district, used in combination with a base district, allows changes in permitted uses and adjustments to site development standards in order to respond to the needs of a specific residential neighborhood or neighborhood commercial area. In addition, the NCE district may include supplementary site development standards and guidelines, based upon a neighborhood conservation/enhancement plan adopted by the city council as part of the city's comprehensive plan. (Code 1980, § 55-602; Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-603. Qualifications for designation; manner of designation; applicability; conflict of provisions; permitted uses.**

- (a) Qualifications for designation. To qualify for adoption, a proposed NCE district shall satisfy the following requirements:
- (1) Minimum area. Each NCE district shall

include a contiguous area of at least five acres, including intervening streets, alleys and private ways.

(2) Status of area at time of adoption. The area included in each NCE district shall be allocated into one of the following two categories:

a. Conservation. Areas intended to be conserved must have been recorded as a subdivision with the county register of deeds no later than 1960.

b. Enhancement. Areas intended to be enhanced must have been recorded as a subdivision with the county register of deeds no earlier than 1961.

(b) Manner of designation. NCE districts shall be designated as follows:

(1) NCE-C. An NCE district adopted for the primary purpose of conserving areas in a neighborhood whose subdivision(s) were recorded no later than 1960 shall be designated as "NCE-C."

(2) NCE-E. An NCE district adopted for the primary purpose of enhancing areas in a neighborhood whose subdivision(s) were recorded no earlier than 1961 shall be designated as "NCE-E."

(c) Applicability. The general provisions of these sections 55-601 through 55-608 and the specific provisions adopted as part of an NCI district shall apply to any project in the NCE district.

(d) Conflict of provisions. Where the provisions of these sections 55-601 through 55-608 and the specific provisions adopted as part of an NCE district conflict with other sections of this chapter, the provisions of these sections 55-601 through 55-608 and the specific provisions adopted as part of the NCE district shall control.

(e) Permitted uses. Except as may be limited by the NCE district provisions based upon the adopted neighborhood conservation/enhancement plan, use types permitted in any NCE district are the same as those permitted in the base zoning district(s) underlying the NCE district.

(Code 1980, § 55-603; Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-604. Application for creation of district.**

(a) Initiation. An application for an NCE overlay district may be initiated by:

(1) A majority of property owners within the proposed district;

(2) The planning board; or

(3) The city council.

(b) Contents. An application for creation of an NCE district shall include the following components:

(1) A statement of purpose, describing the reasons that the existing base zoning district or districts are not fully adaptable to the specific neighborhood.

(2) A map indicating the boundaries of the proposed NCE district, specifying the base district(s) included within these boundaries.

(3) A neighborhood conservation/enhancement plan prepared by or under the direction of the city planning department, identifying those areas that are to be conserved and those that are to be enhanced, consisting of maps and other graphic and written material necessary to describe land uses, distinctive neighborhood characteristics, building siting and design, pedestrian facilities, site development requirements, signage, circulation, and other existing or proposed features of the proposed NCE district. A neighborhood conservation/enhancement plan which encompasses areas zoned for non-residential use types shall include zoning policies for the urban design elements addressed in article XXII (urban design).

(4) A specific set of modifications to be made in existing base district regulations, including use, site development, off-street parking, and other regulations included in this chapter.

(Code 1980, § 55-604; Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-605. Adoption of district.**

The following substantive requirements, procedural steps and protest provisions shall apply to the adoption of any new NCE district:

- (a) A neighborhood conservation/improvement plan, as prepared by the city planning department, and the NCE district application shall be transmitted to the planning board.
- (b) The planning board, after proper notice pursuant to section 55-891, shall hold a public hearing and act upon the plan and district application.
- (c) The planning board may recommend amendments to the plan and district application.
- (d) The recommendation of the planning board, together with that of the planning director, shall be transmitted to the city council for final action.
- (e) The city council, after proper notice pursuant to section 55-891, shall hold a public hearing and act upon the NCE district ordinance. The neighborhood conservation/enhancement plan shall be adopted as a portion of the city's comprehensive plan.
- (f) The ordinance adopting the NCE district shall include a statement of purpose, a reference to the approved neighborhood conservation/enhancement plan, and a list of modifications to the base district(s) regulations.
- (g) An ordinance adopting an NCE district shall require a favorable vote of five members of the city council for approval if the planning board recommends denial of the ordinance. The city council may amend such ordinances, provided at least five councilmembers vote to do so.
- (h) Each NCE district shall be shown on the zoning map, identified sequentially by order of enactment and referenced to the enacting ordinance.
- (i) Any protest against an NCE district shall be made and filed as provided by R.R.S. 1943, § 14-405, and amendments thereto. (Code 1980, § 55-605; Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-606. Criteria for approval.**

The city council may adopt an NCE district if the area meets one or more of the following criteria:

- (a) The area has distinctive building features, such as scale, size, type of construction, or distinctive building materials, that should be preserved.
- (b) The area has distinctive site planning features, such as lot platting, setbacks, street layout, alleys or sidewalks, that the base district regulations cannot accommodate.
- (c) The area has distinctive land use patterns, including mixed land uses or unique uses or activities, that the base district cannot accommodate.
- (d) The area would benefit from the adoption of new urban design criteria that would significantly enhance the character of existing and new commercial development or redevelopment in the area.
- (e) The area has special natural or streetscape characteristics, such as creek beds, parks, gardens or street landscaping, that should be preserved or respected. (Code 1980, § 55-606; Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-607. Urban design standards and guidelines for areas zoned for non-residential use types; urban design site plan review.**

- (a) Urban design standards and guidelines. An NCE district which includes areas zoned for non-residential use types shall contain standards and guidelines for the elements described in article XXII, modified as appropriate to address the characteristics of the area to be conserved or to be enhanced, as the case may be.
- (b) Minimum building design guidelines. An NCE district proposed for an area which includes areas zoned for non-residential use types shall include building design guidelines consistent with the following:
  - (1) Large retail building design guidelines as set forth in article XXII (urban design), section 55-935.

(2) General building design guidelines as set forth in article XXII (urban design), section 55-936.

(c) Urban design site plan review. Urban design site plan approval pursuant to article XXII (urban design), section 55-937 shall be required for all projects which include non-residential use types in the NCE district. (Code 1980, § 55-607; Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-608. Building permits and other permits.**

Building or other permits issued by the permits and inspections division in an NCE district shall be consistent with the adopted NCE district ordinance and the approved neighborhood conservation/enhancement plan. (Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-608.1. Applicability of site development standards and guidelines to changes to existing development.**

Proposed changes to existing structures located on sites in the NCE district shall be subject to the standards and guidelines contained in, or adopted pursuant to, sections 55-604 through 55-608, in the following manner:

(a) Total reconstruction. Any project which involves the total reconstruction of any existing structure on a site, as a result of a decision to redevelop the site, shall be subject to the standards and guidelines contained in, or adopted pursuant to, sections 55-604 through 55-608. Any project which involves the total reconstruction of any existing structure on a site as a result of a casualty loss shall be subject only to the said standards and guidelines which govern building design.

(b) Other change involving issuance of a building permit. Any change to a project that does not constitute a total reconstruction as provided in section 55-609(a) shall be subject to each standard and guideline contained in, or adopted pursuant to, sections 55-604 through 55-608, to the extent that such change to

the project concerns each such standard or guideline.

(c) Exception. Notwithstanding the provisions of section 55-609(b), above, ordinary maintenance and repairs of an existing structure or site shall not be subject to the standards and guidelines contained in, or adopted pursuant to, sections 55-604 through 55-608.

(d) Ordinary maintenance and repairs. For the purposes of this section 55-609, the term “ordinary maintenance and repairs” means improvements necessary to replace deteriorated elements of existing structures or of a site when made without substantially changing the size, shape, configuration or style of the structure or site.

(e) Changes involving development agreements. Any existing or proposed structure or site covered by an existing development agreement shall be covered by site development or building design guidelines established by that agreement. If the development agreement covering the structure does not include building design guidelines, then the standards and guidelines contained in, or adopted pursuant to, sections 55-604 through 55-608 and which govern building design shall apply. Any modifications to any such structures or sites that require a major amendment shall be subject to the standards and guidelines contained in, or adopted pursuant to, sections 55-604 through 55-608, to the extent that the sections are applicable to the amendment.

(Ord. No. 37810, § 5, 8-14-07)

**Sec. 55-609. ACI areas of civic importance districts.**

**Sec. 55-610. Purpose.**

(a) The ACI areas of civic importance overlay district is intended to implement the urban design element of the city’s comprehensive plan by creating four overlay district types for those parts of the city which, because of

their characteristics, uses, design or period of development, are also of primary importance in shaping the city's physical image (to be known as the "ACI-1," "ACI-2," "ACI-3," and "ACI-4" districts):

(1) ACI-1 district (Downtown-like).

- Buildings and building entrances relate directly to the street;
- Parallel or diagonal on-street parking or the potential for on-street parking;
- Pedestrian-oriented to a large degree;
- Strong uniform building line;
- Very little or no off-street parking between the building and the street;
- Vehicular access to site is allowed directly from arterial street; and
- Width of pavement of the arterial is relatively narrow; pedestrian can cross without much difficulty; buildings relate to one another across the arterial.

(2) ACI-2 district (Urban).

- Buildings and building entrances relate directly to the street;
- Some parallel or diagonal on-street parking; potential exists for on-street parking;
- Historically pedestrian-oriented, street car era areas;
- Relatively strong uniform building line;
- Generally no off-street parking between the building and the street;
- Vehicular access to site is allowed directly from arterial street; and
- Width of pavement of the arterial is similar to ACI-1, but there is less on-street parking and the through traffic is faster moving making it more difficult for pedestrians to cross the arterial than in ACI-1; some relationship between buildings across the arterial, but not as strong as in ACI-1.

(b) ACI District baseline location(s).

1. The baseline for primary street frontage shall be defined by one of the following designators, shown in parentheses, which shall be integral to the zoning nomenclature:

- a. Numeric value (XX). A numeric value added to the ACI designation shall be the

dimension in feet from the centerline of the street to the baseline.

b. Dominant historical street wall (H). The baseline shall coincide with the dominant historical street wall as determined by the planning director.

c. Property line (PL). The baseline shall coincide with the property line.

d. Set back line (SB). The baseline shall be the base zoning setback line.

2. The baseline for side street frontage at an intersection shall be the greater of 50 feet from the centerline of the street, or the property line; provided, that at minimum it shall be located so as to provide for the minimum sidewalk conditions in section 55-924. The baseline for such an intersecting street shall extend the full depth of the lot.

(Ord. No. 37810, § 2, 8-14-07; Ord. No. 38082, § 1, 4-22-08)

#### **Sec. 55-611. Applicability.**

(a) ACI district boundaries. The provisions of these sections 55-609 through 55-617 shall apply to any project on a lot or site in an ACI district.

(b) Conflict of provisions. Where the provisions of these sections 55-609 through 55-617 conflict with the provisions of any other sections of this chapter, the provisions of these sections 55-609 through 55-617 shall control. (Ord. No. 37810, § 2, 8-14-07)

#### **Sec. 55-612. Permitted uses.**

Use types permitted in the ACI districts are the same as those permitted in the underlying base zoning district(s).

(Ord. No. 37810, § 2, 8-14-07)

#### **Sec. 55-613. Urban design site plan approval.**

Urban design site plan approval pursuant to article XXII (urban design), section 55-937 is required for all projects located in the ACI districts.

(Ord. No. 37810, § 2, 8-14-07)

**Sec. 55-614. Urban design standards.**

A project located on a site or lot in the ACI-1 district, ACI-2 district, ACI-3 district or ACI-4 district shall comply with the urban design standards applicable to that district as set forth at the following sections:

- (a) Sidewalk areas. Article XXII (urban design), section 55-924.
- (b) Build-to/set-back lines. Article XXII (urban design), section 55-925(a), (c) and (e).
- (c) Ground-level transparency. Article XXII (urban design), section 55-926.
- (d) Screening of service areas. Article XXII (urban design), section 55-927.
- (e) Green parking areas. Article XXII (urban design), section 55-928.
- (f) Parking structures. Article XXII (urban design), section 55-929.
- (g) Site and building access.
  - (1) Shared access. Article XXII (urban design), section 55-930(c)(1).
  - (2) Overall. Article XXII (urban design), section 55-930(a), (c)(2) and (c)(3).
- (h) Neighborhood connectivity. Article XXII (urban design), section 55-931.
- (i) Location of utilities. Article XXII (urban design), section 55-932.
- (j) Signs. Article XXII (urban design), section 55-933.
- (k) Retaining walls; landscape berms. Article XXII (urban design), section 55-934.  
(Ord. No. 37810, § 2, 8-14-07)

**Sec. 55-615. Building design guidelines.**

Each project located on a site or lot in an ACI district is subject to the following building design guidelines:

- (a) Large retail building design guidelines. Article XXII (urban design), section 55-935.
- (b) General building design guidelines. Article XXII (urban design), section 55-936.  
(Ord. No. 37810, § 2, 8-14-07)

**Sec. 55-616. Applicability of urban design standards and guidelines to changes to existing development.**

Proposed changes to existing structures located on sites in the ACI districts shall be subject to the standards and guidelines set forth in sections 55-614 and 55-615 in the following manner:

- (a) Total reconstruction. Any project which involves the total reconstruction of any existing structure on a site, as a result of a decision to redevelop the site shall be subject to the standards and guidelines in sections 55-614 and 55-615. Any project which involves the total reconstruction of any existing structure on a site as a result of a casualty loss shall be subject only to the guidelines in section 55-615.
- (b) Other change involving issuance of a building permit. Any change to a project that does not constitute a total reconstruction as provided in section 55-616(a) shall be subject to each urban design standard and guideline set forth in sections 55-614 and 55-615 to the extent that such change to the project concerns each such urban design standard or guideline.
- (c) Exception. Notwithstanding the provisions of section 55-616(b), above, ordinary maintenance and repairs of an existing structure or site shall not be subject to the standards and guidelines set forth in sections 55-614 and 55-615.
- (d) Ordinary maintenance and repairs. For the purposes of this section 55-616, the term “ordinary maintenance and repairs” means improvements necessary to replace deteriorated elements of existing structures or of a site when made without substantially changing the size, shape, configuration or style of the structure or site.
- (e) Changes involving development agreements. Any existing or proposed structure or site covered by an existing development agreement shall be covered by site development or building design guidelines established by that agreement. If the development agreement covering the structure does not include building design guidelines, then the standards and guidelines set forth in sections 55-614 and 55-615 shall apply.

Any modifications to any such structures or sites that require a major amendment shall be subject to those standards and guidelines set forth in sections 55-614 and 55-615 to the extent that the sections are applicable to the amendment.

(Ord. No. 37810, § 2, 8-14-07)

#### **Sec. 55-617. Off-premises signs in the ACI districts.**

In addition to the provisions regarding signs set forth in this Code, the following standards shall apply to off-premises signs in the ACI district. From and after the date on which any ACI district regulations apply to a specific lot or site, no new permits for off-premises signs on that lot or site shall be granted except as follows:

- (a) Existing conforming signs. Any existing off-premises advertising sign that conformed to the provisions of this Code in effect immediately prior to the applicability of any ACI district shall remain and continue to be deemed conforming, so long as it continues to comply with all provisions of this Code in effect immediately prior to the applicability of any ACI district.
- (b) Replacement of conforming signs. Upon application by the owner of a conforming sign on a lot or site in an ACI district to replace such sign, a permit shall be issued to the applicant for such replacement so long as (a) such replacement sign is either (i) located on the same parcel or (ii) on adjacent parcel, with a special use permit subject to certain conditions set forth in section 55-617(b)(1)--(5) below, and (b) such replacement sign conforms with all provisions of this Code. A special use permit for relocation of a conforming sign shall be issued provided that such relocation will not significantly and adversely affect the following:
  - (1) Traffic safety;
  - (2) Significant vistas;
  - (3) Visibility of surrounding property;
  - (4) Other signage on surrounding property;
 and

- (5) Site access or traffic circulation on a site.
- (c) Non-conforming signs not made conforming. The foregoing provisions of this section 55-617 are not intended and shall not be interpreted or applied so as to make any non-conforming sign conforming.  
(Ord. No. 37810, § 2, 8-14-07)  
Secs. 55-618--55-620. Reserved.

## **Chapter 48**

### **Division 8. Unsafe Structures and Equipment**

#### **Article I**

#### **Sec. 48-71. General.**

When a structure or equipment is found by the code official to be unsafe, or when a structure is found unfit for human occupancy, or is found unlawful, such structure shall be declared as such by notice pursuant to the provisions of this code.

- (1) Unsafe structures. An unsafe structure is one that is found to be dangerous to the life, health, property or safety of the public or the occupants of the structure by not providing minimum safeguards to protect or warn occupants in the event of fire, or because such structure contains unsafe equipment or is so damaged, decayed, dilapidated, structurally unsafe, or of such faulty construction or unstable foundation, that partial or complete collapse is possible.
- (2) Unsafe equipment. Unsafe equipment includes any boiler, heating equipment, elevator, moving stairway, electrical wiring or device, flammable liquid containers or other equipment on the premises or within the structure which is in such disrepair or condition that such equipment is a hazard to life, health, property or safety of the public or occupants of the premises or structure.
- (3) Structure unfit for human occupancy. A structure is unfit for human occupancy whenever the code official finds that such

structure is unsafe, unlawful or, because of the degree to which the structure is in disrepair or lacks maintenance, is insanitary, vermin or rat infested, contains filth and contamination, or lacks ventilation, illumination, sanitary or heating facilities or other essential equipment required by this code, or because the location of the structure constitutes a hazard to the occupants of the structure or to the public.

(4) Unlawful structure. An unlawful structure is one found in whole or in part to be occupied by more persons than permitted under this code, or was erected, altered or occupied contrary to law.

(Ord. No. 36379, § 2, 9-16-03)

**Sec. 48-72. Closing of vacant structures.**

If the premises are vacant and unfit for human habitation and occupancy, the code official is authorized to post a closure placard on the premises and order the premises closed up so as not to be an attractive nuisance. The owner or person responsible for the premises shall close up the premises within the time specified in the notice or order, and shall keep the premises closed until authorized or permitted by the code official to be opened. It shall be unlawful for the owner or any person responsible for the premises to fail to close and keep closed such a premises, on a continuing basis after the said notice or order. Upon failure of the owner or other person responsible for the premises to close up the premises within the time specified in the order, the code official may, in addition to other civil or criminal remedies, cause the premises to be closed and secured through any available public agency or by contract or arrangement by private persons and the cost thereof shall be charged against the real estate upon which the premises are located and shall be a lien upon such real estate and may be collected by any other legal means.

(Ord. No. 36379, § 2, 9-16-03; Ord. No. 37950, § 5, 1-8-08)

**Sec. 48-73. Notice.**

Whenever the code official has declared a structure or equipment unsafe or unfit under the provisions of this division, notice shall be posted in a conspicuous place in or about the structure affected by such notice and served on the owner or the person or persons responsible for the structure or equipment in accordance with section 48-63. If the notice pertains to equipment, it shall also be placed on the equipment. The notice shall be in the form prescribed in section 48-62.

(Ord. No. 36379, § 2, 9-16-03)

**Sec. 48-74. Placarding.**

Upon failure of the owner or person responsible to comply with the notice provisions within the time given, the code official shall post on the premises or on defective equipment a placard reading "Danger-Closed" or similar language, and a statement of the penalties provided for occupying the premises, operating the equipment, removing the placard, or failing to close the premises or keep the premises closed.

(Ord. No. 36379, § 2, 9-16-03; Ord. No. 37950, § 6, 1-8-08)

**Sec. 48-75. Prohibited occupancy.**

It shall be unlawful for any person to occupy a placarded premises or to operate placarded equipment, and for any owner or any person responsible for the premises to let anyone occupy a placarded premises or operate placarded equipment. Such person shall be subject to the penalties set out in section 1-10 of this Code.

(Ord. No. 36379, § 2, 9-16-03; Ord. No. 37950, § 7, 1-8-08)

**Sec. 48-76. Removal of placard.**

The code official shall remove the placard whenever the defect or defects upon which the placard was based have been eliminated. Any person who defaces or removes a placard without the approval of the code official shall

be subject to the penalties provided by this code.

(Ord. No. 36379, § 2, 9-16-03)

Sec. 48-77. Filing with register of deeds.

If a notice declaring a property unsafe or unfit for human occupancy is unsuccessfully appealed or if the time for such appeal has passed without the filing of such appeal, then the code official may file the said notice against the property with the register of deeds. Upon correction of the relevant violations, the code official shall file a release of the notice with the register of deeds, without cost to the owner.

(Ord. No. 36379, § 2, 9-16-03)

Secs. 48-78--48-80. Reserved.

#### DIVISION 9. EMERGENCY MEASURES

##### **Sec. 48-81. Imminent danger.**

When, in the opinion of the code official, there is imminent danger of failure or collapse of a building or structure which endangers life, or when any structure or part of a structure has fallen and life is endangered by the occupation of the structure, or when there is actual or potential danger to the building occupants or those in the proximity of any structure because of explosives, explosive fumes or vapors or the presence of toxic fumes, gases or materials, or operation of defective or dangerous equipment, the code official is hereby authorized and empowered to order and require the occupants to vacate the premises forthwith. The code official shall cause to be posted at each entrance to such structure a notice reading as follows: "This Structure Is Unsafe and Its Occupancy Has Been Prohibited by the Code Official," or similar language. It shall be unlawful for any person to enter or allow any use of such structure or the premises upon which it is located, except for the purpose of securing the premises, making the required repairs, removing the hazardous condition or of demolishing the same.

(Ord. No. 36379, § 2, 9-16-03; Ord. No. 37950, § 8, 1-8-08)

##### **Sec. 48-82. Temporary safeguards.**

Notwithstanding other provisions of this code, whenever, in the opinion of the code official, there is imminent danger due to an unsafe condition, the code official may order the necessary work to be done, including the boarding up of openings, to render such structure temporarily safe whether or not the legal procedure herein described has been instituted; and shall cause such other action to be taken as the code official deems necessary to meet such emergency.

(Ord. No. 36379, § 2, 9-16-03)

##### **Sec. 48-83. Closing streets.**

When necessary for public safety, the code official may temporarily close structures and close, or order the authority having jurisdiction to close, sidewalks, streets, public ways and places adjacent to unsafe structures, and prohibit the same from being utilized.

(Ord. No. 36379, § 2, 9-16-03)

##### **Sec. 48-84. Emergency repairs.**

For the purposes of this section, the code official may employ the necessary labor and materials to perform the required work as expeditiously as possible.

(Ord. No. 36379, § 2, 9-16-03)

##### **Sec. 48-85. Costs of emergency repairs.**

Costs incurred in the city's performance of emergency work shall be paid by the city. The city may institute appropriate action against the owner of the premises where the unsafe structure is or was located for the recovery of such costs. Such costs may also be assessed as a lien against the property as allowed by law.

(Ord. No. 36379, § 2, 9-16-03)

##### **Sec. 48-86. Hearing.**

Any person ordered to take emergency measures shall comply with such order forthwith. Any affected person shall thereafter, upon application directed to the building board of review, be afforded a hearing as described in this code.

(Ord. No. 36379, § 2, 9-16-03)  
Secs. 48-87--48-90. Reserved.

#### DIVISION 10. DEMOLITION

##### **Sec. 48-91. General.**

The code official shall order the owner of any premises upon which is located any structure, which in the code official's judgment is so old, dilapidated or has become so out of repair as to be dangerous, unsafe, insanitary or otherwise unfit for human habitation or occupancy, and such that it is unreasonable to repair the structure, to demolish and remove such structure; or if such structure is capable of being made safe by repairs, to repair and make safe and sanitary or to demolish and remove at the owner's option; or where there has been a cessation of normal construction of any structure for a period of more than two years, to demolish and remove such structure.

(Ord. No. 36379, § 2, 9-16-03)

##### **Sec. 48-92. Notices and orders.**

**All notices and orders shall comply with Division 7.**

(Ord. No. 36379, § 2, 9-16-03)

##### **Sec. 48-93. Failure to comply.**

If the owner of a premises fails to comply with a demolition order within the time prescribed, the code official shall cause the structure to be demolished and removed, either through an available public agency or by contract or arrangement with private persons. The cost of such demolition and removal may be assessed as a lien against the real estate upon which the structure is located, and may be collected from the owner pursuant to a civil action, as provided by law.

(Ord. No. 36379, § 2, 9-16-03)

##### **Sec. 48-94. Salvage materials.**

When any building or structure has been ordered demolished or removed, the city or its contractor shall provide to the owner

reasonable advance notice that any desired salvage materials or property of any value should be removed from the real estate upon which the building or structure is located. After the demolition or removal of a building or structure, the city or its contractor may keep or lawfully dispose of any salvage materials or property of any value remaining on the real estate.

(Ord. No. 36379, § 2, 9-16-03)



# APPENDIX B - VISIONING WORKSHOP

## SWOT ANALYSIS

(Number of votes received in parentheses.)

### STRENGTHS

- People and work ethic (13)
- Growing enthusiasm with Collin Stadium and Kroc Center (11)
- Diversity of cultural heritage (11)
- Old neighborhoods and historic buildings (9)
- Grameen Banking – Micro Lending (9)
- Entrepreneurial spirit, independent businesses (8)
- Landmarks - Zoo, Livestock Exchange, Johnny's, etc. – (7)
- Great food/unique, non-chain (7)
- Ethnic diversity (7)
- Proximity to MO River (6)
- Accessibility to region (4)
- Incubator that grows people for other parts of Omaha (3)
- Affordable housing at a sustainable size (3)
- Access to educational partnerships (3)
- Vibrancy of 24th Street (3)
- Walkable (1)
- Great Parks (1)
- Geography and transportation
- Street grid
- Microcosm of neighborhoods from 40s and 50s
- Metro Community College Partnerships
- PROUD history and tradition
- Excellent schools and facilities
- Quiet neighborhoods
- Access to health care facilities
- High employment

### WEAKNESSES

- Negative perceptions of the area (17)
- More housing options needed (9)
- Lack of recreation facilities, especially for teens and children (8)
- No complete street plan for the area (8)
- Loss of Rosenblatt, CWS, and Royals (8)
- Inappropriate mix of industrial/retail/residential (7)
- No industry clusters leading to good paying jobs (7)
- Deterioration of housing and infrastructure (5)
- Lack of diversity in retail businesses/losing sales tax to Sarpy County and Council Bluffs (5)
- Lack of good transportation (4)
- Lack of 24-hour services (4)
- Inability to incorporate immigrants (4)
- Zoning problems – too much multifamily (3)
- Zoning issues – parking regulations (3)
- No incentives to redevelop/no urban growth boundary (3)
- Graffiti (3)
- Lack of parking (3)
- Crime (2)
- Absentee landlords (2)
- What happens to day laborers at Plaza de la Raza (2)
- Access to the River and water features (1)
- Abandoned housing (1)
- Litter (1)
- Lack of concern for environmental issues – Superfund site (1)
- Lack of jobs (1)
- It's a place people move away from (1)
- Gangs

- New packing house location at the east end of Stockyards Plaza
- Congestion on 24th Street
- No green space
- Interstate divides neighborhoods
- Lack of medical options

### OPPORTUNITIES

- “Destination Magic City” entertainment corridor from Downtown to Fort Crook Road (11)
- Opportunity to implement zoning code and urban design element (11)
- Vacant land redevelopment – 10th, 13th, Vinton Streets (11)
- Riverfront development with marinas and restaurants (9)
- Rosenblatt redevelopment – “More than a parking lot” (9)
- Add an attraction to tie into zoo activity (9)
- Renovation of historic buildings and housing (8)
- National retail and restaurant opportunities (8)
- Develop open areas around stockyards (6)
- Q Street redevelopment - 24th to 38th (5)
- Weatherization for buildings and housing (5)
- Southside Terrace renovation (5)
- Demographic growth – bright young people (4)
- Revamp and balance transportation infrastructure (4)
- Opportunity for mixed use communities with residential (3)
- Community involvement (3)
- Bike/walking trails (3)
- Neighborhood events (2)
- Create a gateway to the city from I-80 (1)
- Training and capital for entrepreneurs
- Brownfield funding
- Leverage demographic growth

### THREATS

- Political leaders not willing to implement plan; not aggressive or accountable (16)

- Continued negative perceptions (13)
- Racism (13)
- South Omaha remains a low priority (11)
- Poverty level (8)
- Competition (7)
- General economic conditions (6)
- Losing retail activity and sales tax revenue (6)
- No access to capital for improvements (6)
- Environmental issues (6)
- Lack of a plan (5)
- Differences that separate and isolate religious and ethnic groups (4)
- Losing population, especially young people (3)
- Loss of large employers (3)
- Losing access to interstate (3)
- Unwillingness to work collaboratively (2)
- Gang activity (1)
- Current and potential redevelopment failures
- Together we stand, divided we fall

## Geographic Mapping Exercise

### REDEVELOPMENT LOCATIONS

- 10th Street (3)
- 13th Street (3)
- Vinton Street (3)
- Q Street (3)
- Southside Terrace (3)
- Along I-80 north of Rail Lines (3)
- 24th Street
- L Street
- Area around Livestock Exchange Building with retail, park, fountain, or lake
- Walmart site south of L Street, east of rail line
- Area along railroad tracks, I-80 south past Q Street

### INDUSTRIAL DEVELOPMENT

- Southernmost ½ mile of 75
- Industrial area north of Metro and Livestock Exchange Building is obsolete

- Concentrate industrial uses between L Street and I-80 along interstates and rail lines

### **PARKS**

- Water feature needed at Spring Lake Park – put lakes back (2)
- Redevelopment of Mandan Park
- Spring Lake Parks needs to be updated to make more interesting
- Add soccer and other sports areas to Metro Community College campus
- Bike path to connect 16th Street, Spring Lake Park, Mt. Vernon Gardens, Mandan Park, Riverfront and 24th Street, Field Club Trail

### **GATEWAYS**

- I-80 just west of River (2)
- I-80 and 24th Street

### **Parking Needed**

- 24th Street (2)
- Collin Stadium
- 25th Street between L and Q Streets
- Center Street south to I-80, 5th Street west to Rail Lines
- At Nebraska Tourism office instead of Rosenblatt

### **TRAFFIC AND TRANSPORTATION**

- Congestion 24th Street from L to Q Streets
- Speed bumps needed 40th Street just north of Q
- Add transit to 24th Street to reduce congestion throughout Study Area
- Trolley along 6th Street from rail yards south to Zoo

### **CRIME**

- Greater police presence needed X to Harrison Street, 75 north to 24th Street
- Gang problems between 30th and 36th Streets, south of X Street
- Gangs and graffiti between F and G Streets, 20th Street west to 75

### **RIVER**

- Access between I-80 and South Omaha Bridges
- Opportunities for marinas and restaurants along entire Riverfront
- Add Riverfront development I-80 south to Harrison – boardwalk, retail, and casinos
- Riverfront access at Mandan Park
- Riverfront development from South Omaha Bridge north to Downtown

### **ROSENBLATT**

- Amusement Park near Zoo (2)
- Rosenblatt redeveloped for children's activities (2)
- Mixed use development
- Rosenblatt to become part of the Zoo

### **COMMUNITY LANDMARKS**

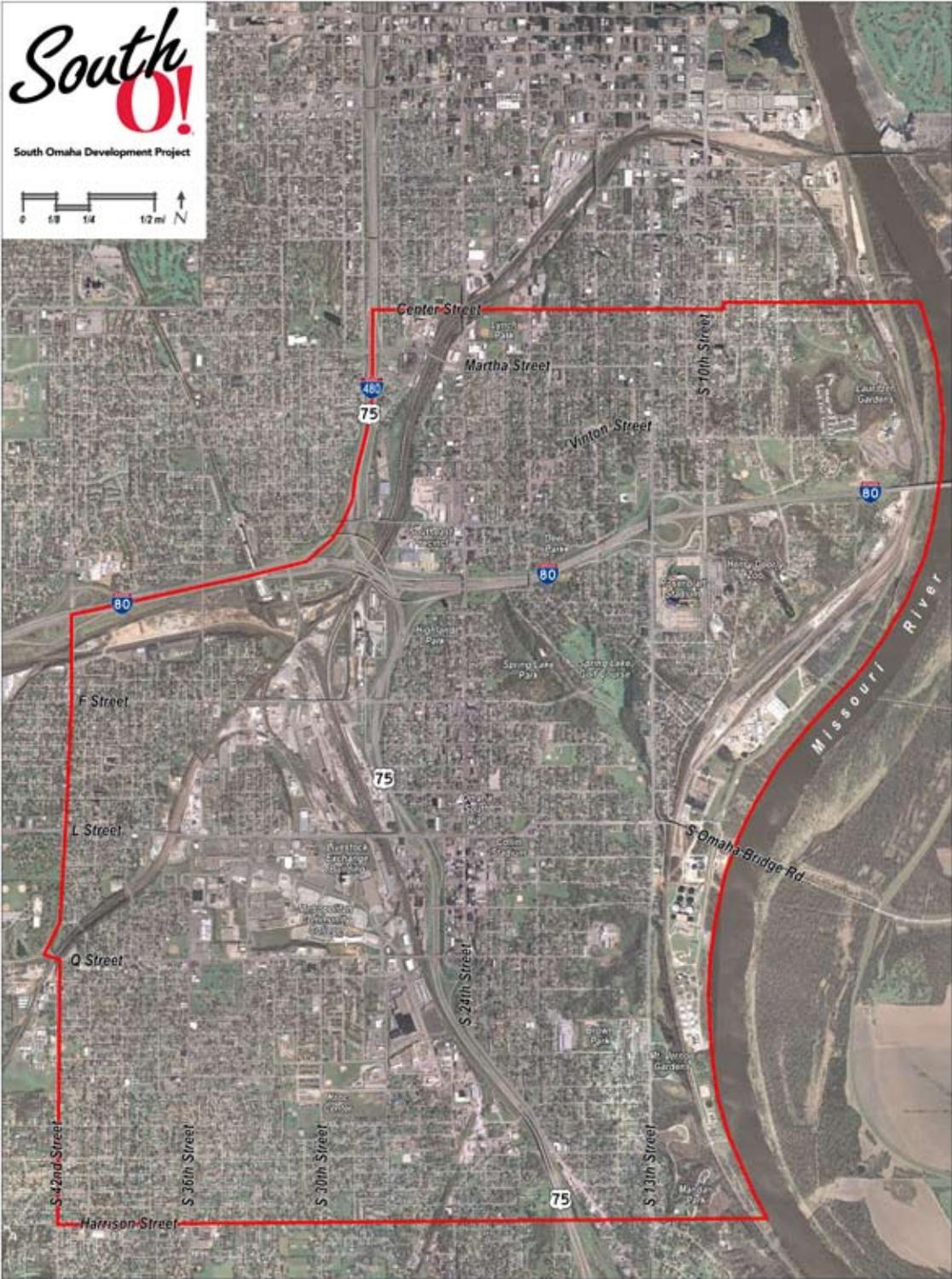
- Collin Stadium
- 24th Street (2)
- Lauritzen Gardens
- South High School
- Henry Doorly Zoo

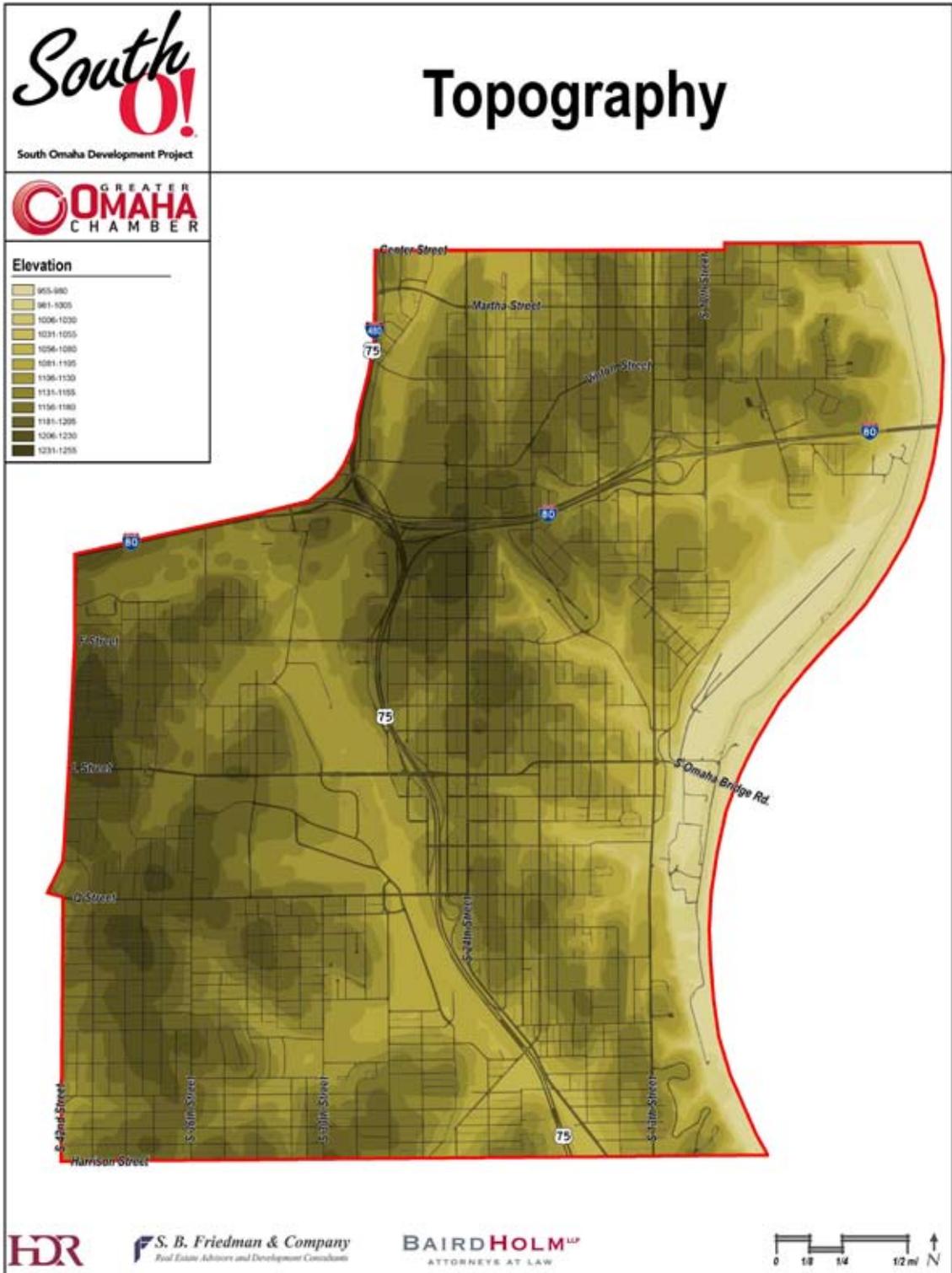
### **WEAKNESSES/THREATS**

- Day laborers at La Plaza de la Raza
- I-80 divides Study Area
- Environmental issues around packing houses

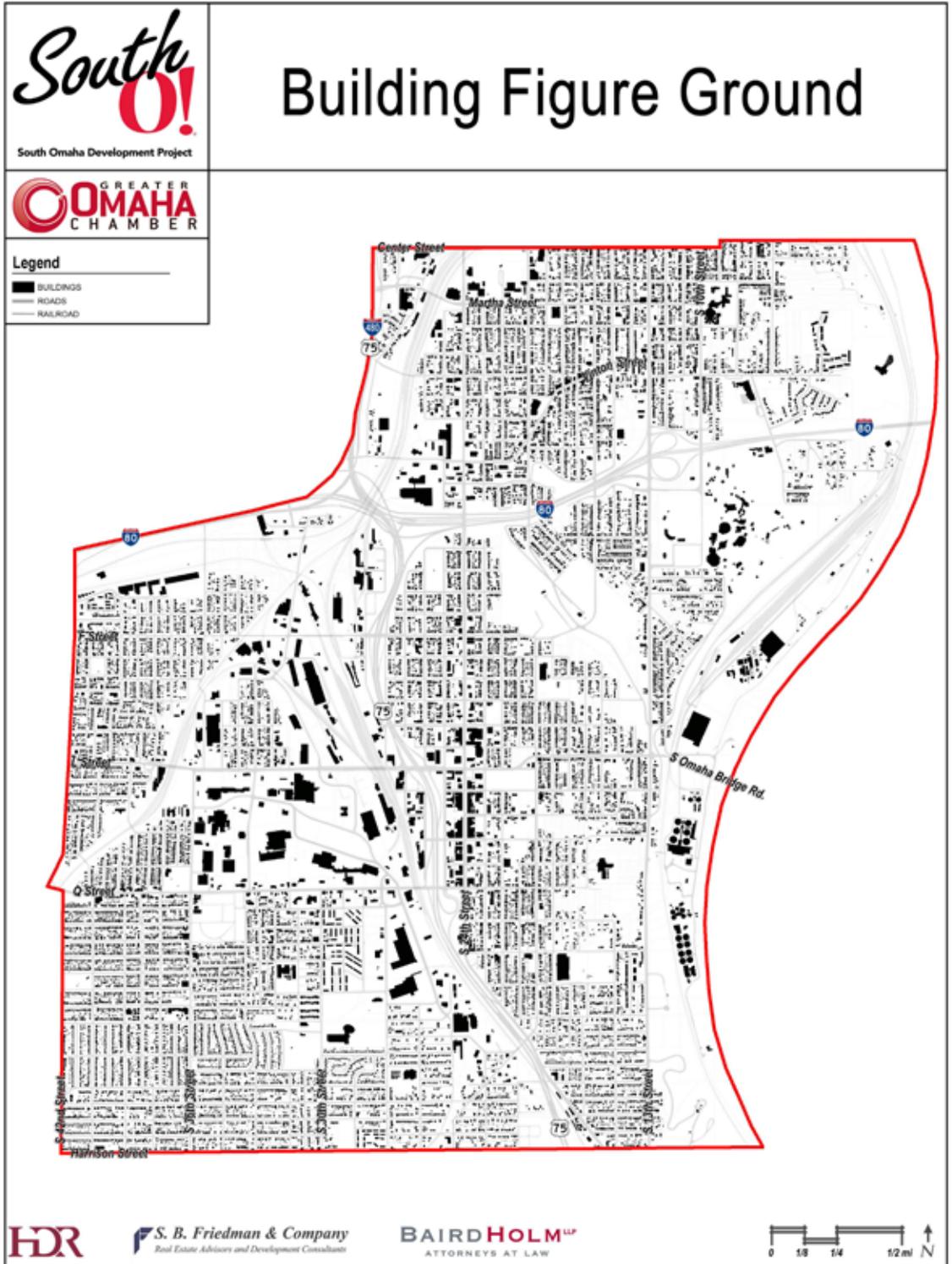


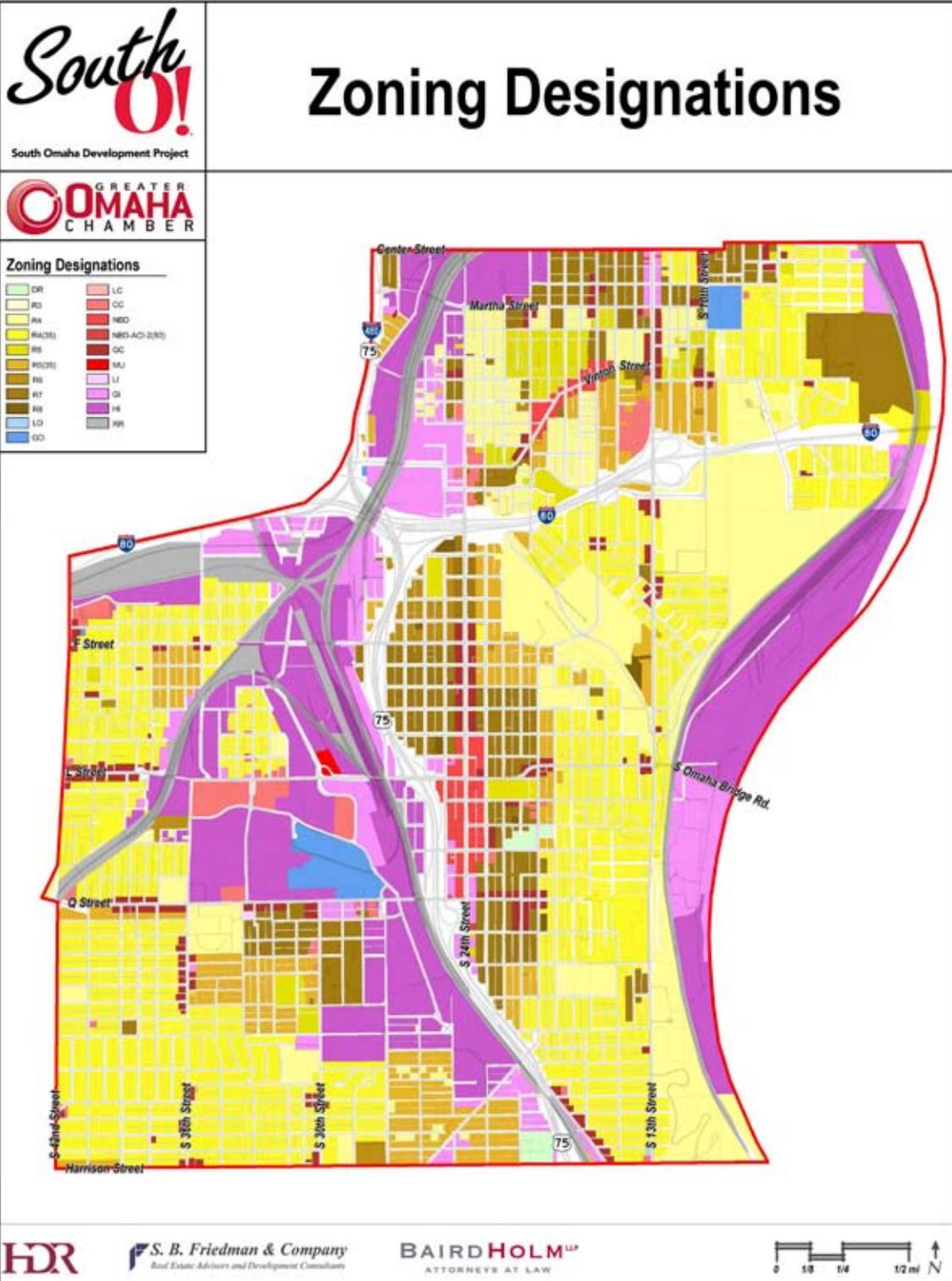
# APPENDIX C - BASE MAPS

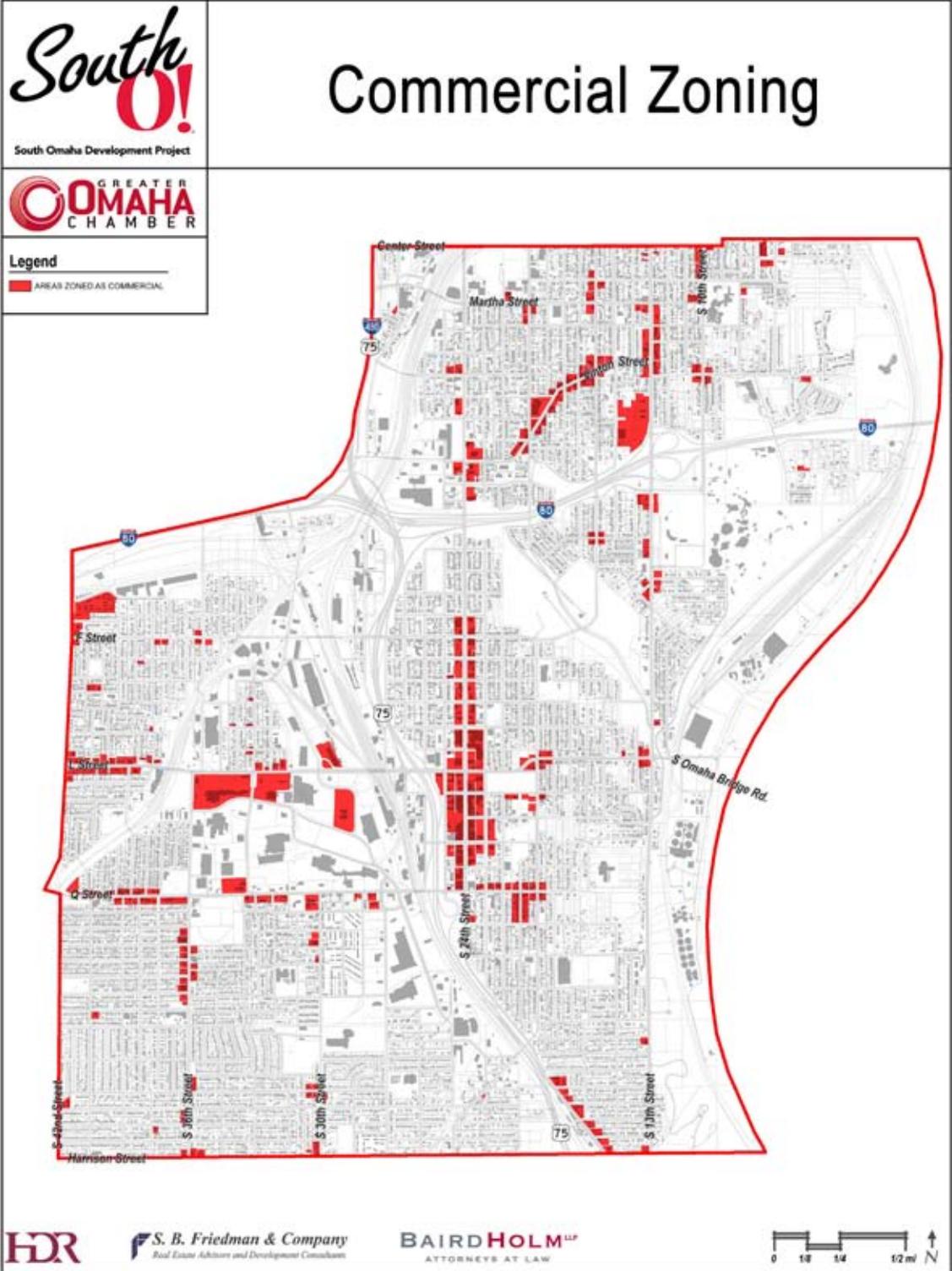


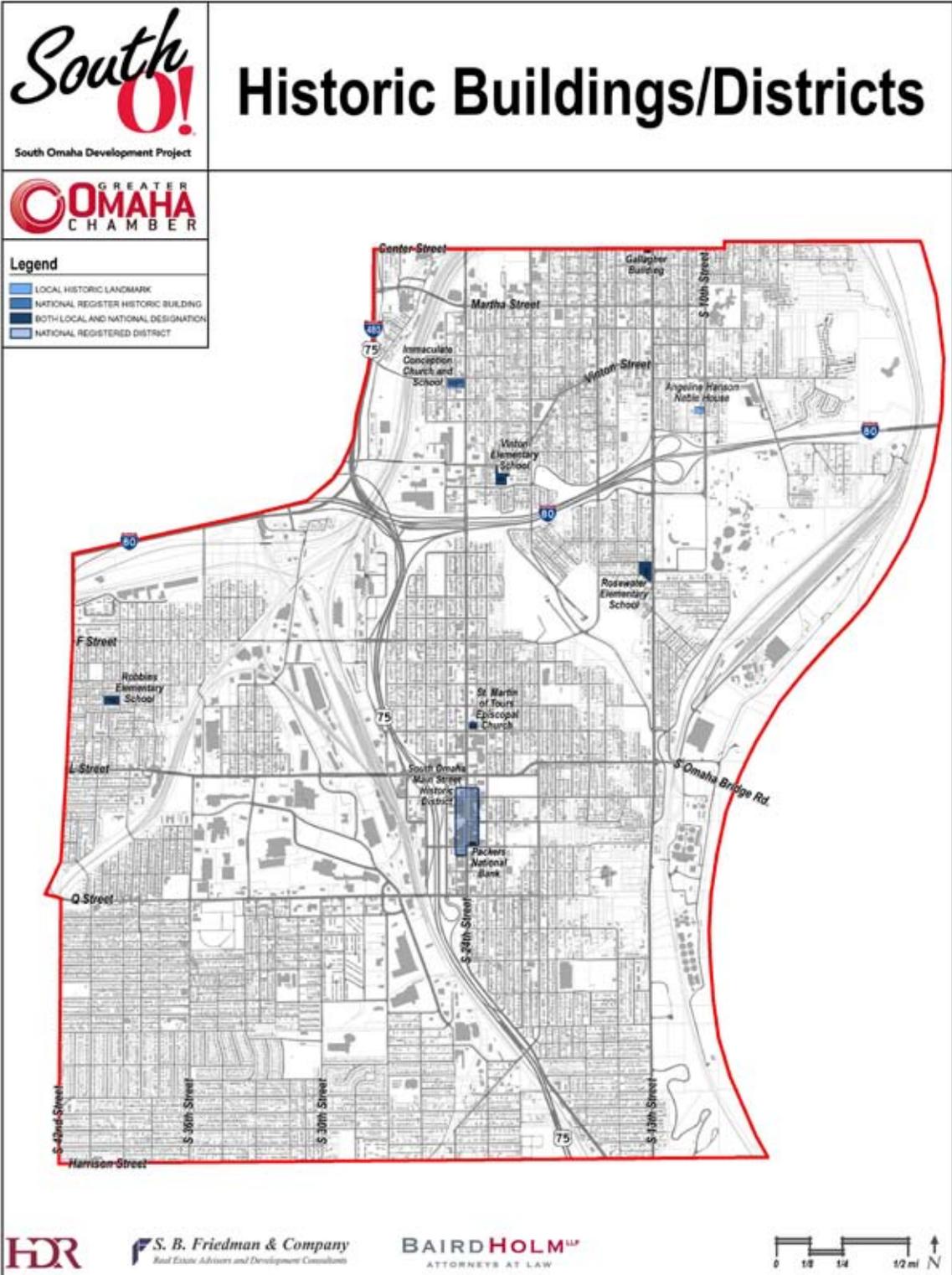




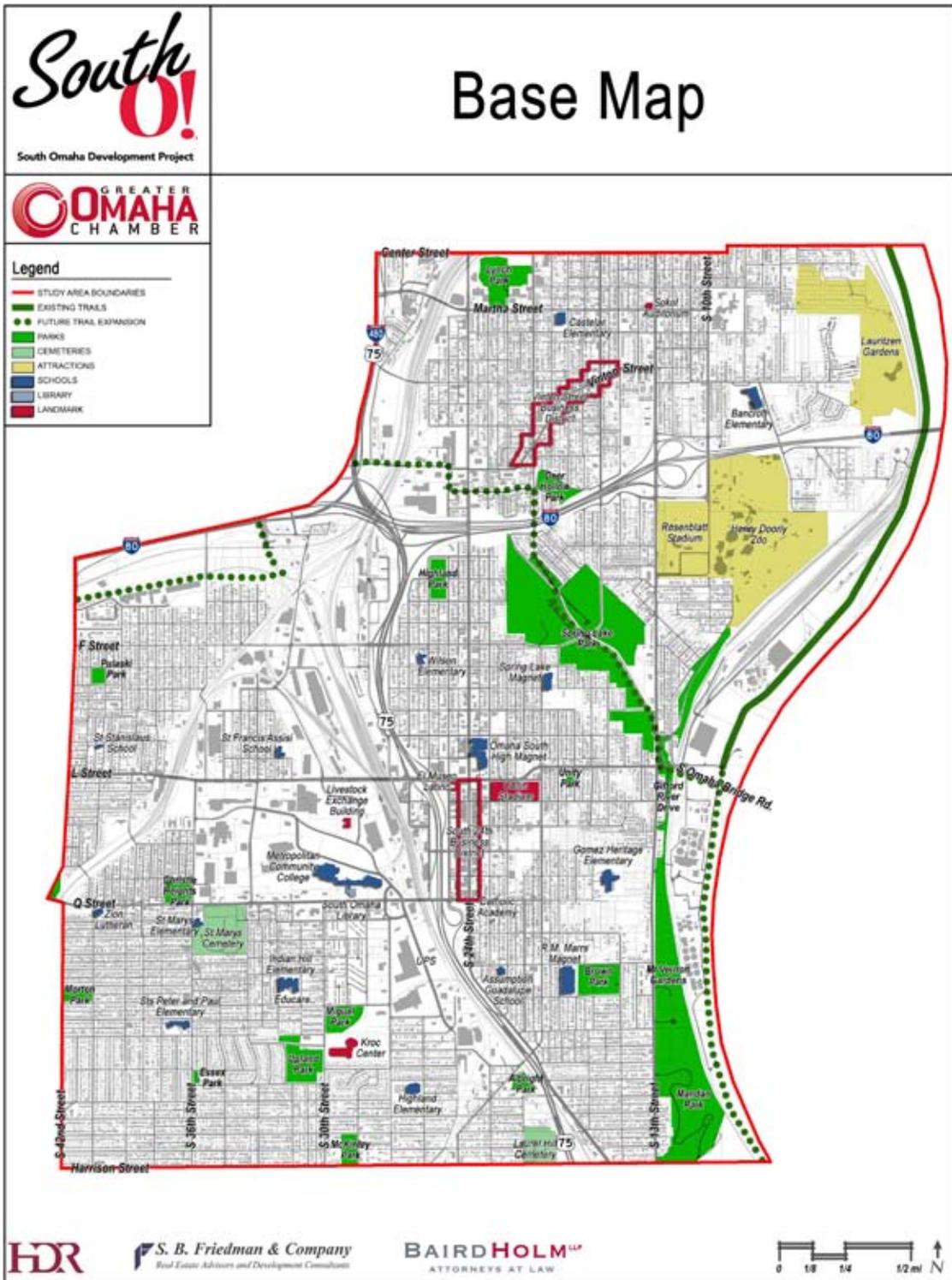














# APPENDIX D - DRAFT RESIDENTIAL DESIGN STANDARDS

## Neighborhood and Residential Design Standards

### PURPOSE AND APPLICABILITY

The following standards are intended to guide the development of properties in established residential neighborhoods in the South Omaha Redevelopment Master Plan area. The standards apply to redevelopment sites, infill sites and newly developed properties. These graphically-oriented, form-based standards include:

- Lot Standards for Neighborhood Lots with Alley Access.
- Lot Standards for Neighborhood Lots without Alley Access.
- Building Type Standards.
- Frontage Type Standards.

The Lot Standards regulate the basic aspects of

a lot and the building located on it that affect the public realm, including allowed building types, building placement and profile, and parking access and placement.

The Building Type Standards determine additional design requirements, including building massing and composition, frontage, and landscaping.

The Frontage Type Standards describe design characteristics of the allowed Frontage Types that provide a transition between the public and the private realms.



*Illustrative birdseye view of a typical residential neighborhood street. The image shows a variety of complementary building types that fit into the context of an established residential neighborhood, including (from left to right) Multiplex House, Multi-Generation House, and Rearyard House.*

## LOT STANDARDS FOR NEIGHBORHOOD LOTS WITH ALLEY ACCESS

**A. Allowed Building Types.** The following building types are allowed in residential neighborhoods and may be placed on lots with minimum dimensions as indicated below. See the following section for detailed standards for each building type.

1. Rearyard House.
  - Min. lot width: 50 ft.
  - Min. lot depth: 100 ft.
  - Min. lot area: 5,000 sq. ft.
2. Multi-Generation House.
  - Min. lot width: 50 ft.
  - Min. lot depth: 130 ft.
  - Min. lot area: 6,500 sq. ft.
3. Multiplex House.
  - Min. lot width: 60 ft.
  - Min. lot depth: 100 ft.
  - Min. lot area: 3,000 sq. ft. per unit.

**B. Building Placement.** Each proposed building shall comply with the following building placement requirements. Setbacks are to be measured from the applicable property line, as indicated on the diagrams below.

1. **Primary Building Setbacks.** Each primary building shall be located in compliance with the following setback requirements. The letters refer to the corresponding dimensions in the diagrams below.

- A Primary street setback: 15 ft. min.  
 B Side street setback: 12 ft. min.  
 C Side yard setback: 5 ft. min.  
 D Rear (alley) setback: 25 ft. min.

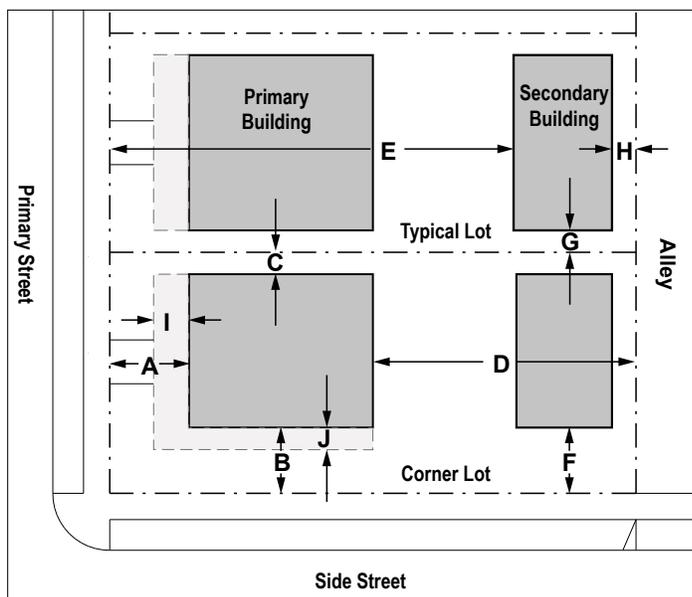
2. **Secondary Building Setbacks.** Each secondary building shall be located in compliance with the following setback requirements. Secondary buildings may be attached to the primary building or detached. The letters refer to the corresponding dimensions in the diagrams below.

- E Primary street setback: 50 ft. min.  
 F Side street setback: 15 ft. min.  
 G Side yard setback: 5 ft. min.  
 H Rear (alley) setback: 5 ft. min.

**C. Building Profile.** Each proposed building shall comply with the following building profile requirements, as indicated on the diagrams below.

1. **Encroachments.** The following building elements may encroach into required setbacks: porches, stoops, balconies, bay windows, chimneys, eaves and cantilevered rooms. Encroachments are limited as follows. The letters refer to the corresponding dimensions in the diagrams below.

- I Primary Street Setback Encroachments: 10 ft. max. for stoops, porches and balconies;



The diagram above shows a schematic plan of typical lots. The letters refer to the corresponding dimensions listed in subsection B above.

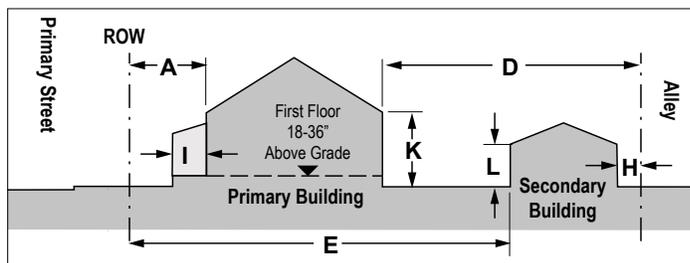
- 3 ft. max. for bay windows.
- J Side Street Setback Encroachments:  
5 ft. max. for stoops, porches and balconies;  
3 ft. max. for bay windows.
- All Other Encroachments: 2 ft. max.

2. **Height limit.** The height of primary and secondary buildings shall not exceed the following limits. Heights shall be measured from average finished grade to the eave of the primary roof. The letters refer to the corresponding dimensions in the diagrams below.

- K Primary building eave height:  
35 ft. max.
- L Secondary building eave height:  
28 ft. max.

#### D. Vehicle Access, Parking and Services.

1. All required parking spaces shall be provided on the lot.
2. Parking shall be accessed from the alley. Where a front driveway exists its continued use shall be allowed, however, any newly constructed or substantially altered parking area shall be accessed from the alley.
3. Parking spaces may be enclosed, covered, or uncovered.
4. Garage and carports may be attached to or detached from the primary building and shall be located in compliance with the Secondary Building Setbacks in subsection B.2.



The diagram above shows a schematic section of a typical lot. The letters refer to the corresponding dimensions listed in subsection C above.

5. Uncovered parking spaces and driveways shall be located in compliance with the following setbacks, except driveways may be located within the rear setback.
  - Primary street setback: 50 ft. min.
  - Side street setback: 12 ft. min.
  - Side yard setback: 5 ft. min.
  - Rear (alley) setback: 5 ft. min.
6. Services, including all “dry” utility access, above-ground equipment, and trash containers, shall be located on and accessed from the alley.

## LOT STANDARDS FOR NEIGHBORHOOD LOTS WITHOUT ALLEY ACCESS

**A. Allowed Building Types.** The following building types are allowed in residential neighborhoods and may be placed on lots with minimum dimensions as indicated below. See the following section for detailed standards for each building type.

1. Rearyard House.
  - Min. lot width: 50 ft.
  - Min. lot depth: 100 ft.
  - Min. lot area: 5,000 sq. ft.
2. Multi-Generation House.
  - Limited to lots at street corners.
  - Min. lot width: 50 ft.
  - Min. lot depth: 130 ft.
  - Min. lot area: 6,500 sq. ft.
3. Multiplex House.
  - Limited to lots at street corners.
  - Min. lot width: 60 ft.
  - Min. lot depth: 100 ft.
  - Min. lot area: 3,000 sq. ft. per unit.

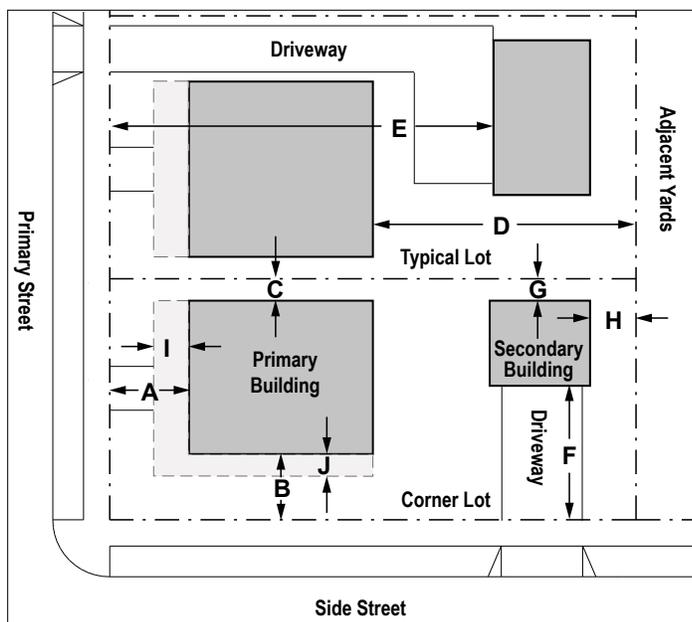
**B. Building Placement.** Each proposed building shall comply with the following building placement requirements. Setbacks are to be measured from the applicable property line, as indicated on the diagrams below.

1. **Primary Building Setbacks.** Each primary building shall be located in compliance with the following setback requirements. The letters refer to the corresponding dimensions in the diagrams below.

- A Primary street setback: 15 ft. min.
- B Side street setback: 12 ft. min.
- C Side yard setback: 5 ft. min.
- D Rear setback: 25 ft. min.

2. **Secondary Building Setbacks.** Each secondary building shall be located in compliance with the following setback requirements. Secondary buildings may be attached to the primary building or detached. The letters refer to the corresponding dimensions in the diagrams below.

- E Primary street setback: 40 ft. min.
- F Side street setback: 20 ft. min.
- G Side yard setback: 5 ft. min.
- H Rear setback: 10 ft. min.



The diagram above shows a schematic plan of typical lots. The letters refer to the corresponding dimensions listed in subsection B above.

**C. Building Profile.** Each proposed building shall comply with the following building profile requirements, as indicated on the diagrams below.

- 1. Encroachments.** The following building elements may encroach into required setbacks: porches, stoops, balconies, bay windows, chimneys, eaves and cantilevered rooms. Encroachments are limited as follows. The letters refer to the corresponding dimensions in the diagrams below.

I Primary Street Setback

Encroachments:

10 ft. max. for stoops, porches and balconies;

3 ft. max. for bay windows.

J Side Street Setback Encroachments:

5 ft. max. for stoops, porches and balconies;

3 ft. max. for bay windows.

All Other Encroachments: 2 ft. max.

- 2. Height limit.** The height of primary and secondary buildings shall not exceed the following limits. Heights shall be measured from average finished grade to the eave of the primary roof. The letters refer to the corresponding dimensions in the diagrams below.

K Primary building eave height:

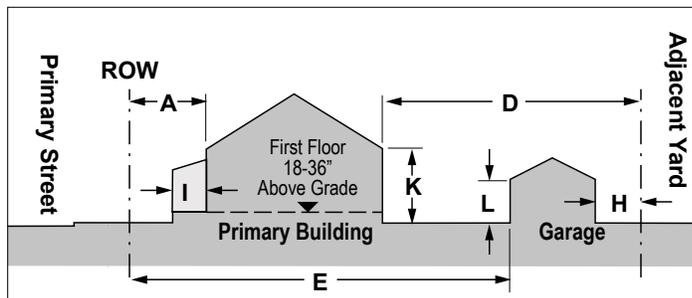
35 ft. max.

L Secondary building eave height:

28 ft. max.

**D. Vehicle Access, Parking and Services.**

- All required parking spaces shall be provided on the lot.
- Parking on a typical lot shall be accessed by a driveway along one side of the primary building. The driveway shall be a maximum of ten feet wide and have a minimum side yard setback of two feet. On corner lots, the driveway shall be accessed from the side street at the rear of the lot and shall be a maximum of 18 feet wide with a minimum ten foot setback from the rear lot line.
- Parking spaces may be enclosed, covered, or uncovered.
- Garage and carports may be attached to or detached from the primary building and shall be located in compliance with the Secondary Building Setbacks in subsection B.2.
- Uncovered parking spaces shall be located in compliance with the following setbacks. Additionally, parking may be provided in the driveway, however, required spaces shall not be located within the primary street setback.
  - Primary street setback: 50 ft. min.
  - Side street setback: 12 ft. min.
  - Side yard setback: 5 ft. min.
  - Rear setback: 10 ft. min.
- Services, including all "dry" utility access, above-ground equipment, and trash containers, shall be located at minimum ten feet behind a street-facing building wall and shall be screened with permanent landscaping, a landscape wall, or fence.



The diagram above shows a schematic section of a typical lot. The letters refer to the corresponding dimensions listed in subsection C above.

## BUILDING TYPE STANDARDS: REARYARD HOUSE

- A. Description of Type.** Rearyard Houses provide a clear distinction between the public, street-facing side and the private side, which is oriented to the yard behind the building. Garages are placed at the rear of the lots and are accessed from an alley, where present, or a driveway along the side of the house. A carriage unit may be provided above the garage on lots with alley access.
- B. Building Massing and Composition.**
1. Buildings shall be composed of one, two, and/or three-story volumes.
  2. Building facades shall have an identifiable base, middle and top.
  3. Buildings on corner lots shall be designed with two facades of equal architectural expression.
  4. Building elevations exceeding 25 feet in length shall be designed to provide at least one vertical break created through projecting or recessing wall surfaces, changes in the roofline, and/or placement of piers, pilasters or chimneys.
- C. Frontage and Primary Pedestrian Access.**
1. The main entrance to the primary building shall be located within the facade and shall be accessed from the primary street.
  2. The transition from public to private, indoor to outdoor at the main entrance shall be created by an allowed frontage type (see Frontage Type Standards below).
  3. First floor living areas shall be oriented toward the front of the house rather than sleeping and service rooms.
- D. Open Space and Landscaping.**
1. At minimum 50 percent of the lot area shall remain pervious open space.
  2. Front yard landscaping shall comply with the applicable Frontage Type requirements.
  3. Rear yards shall not be less than 20 percent of the lot area and not less than 20 feet in width or depth.

*Illustrative plans of typical Rearyard Houses with alley access (left) and without alley access (right).*





*Illustrative birdseye views of typical Rearyard Houses with alley access. The image above shows the building frontage along the primary and side streets, the image on the left shows the garage access from the alley in the rear of the lots.*



*Illustrative birdseye views of typical Rearyard Houses without alley access. The image above shows the building frontage along the primary and side streets, the image on the left shows the garage configuration at the rear of the lots.*

## BUILDING TYPE STANDARDS: MULTI-GENERATION HOUSE

- A. Description of Type.** The Multi-Generation House provides living space for larger families where multiple generations live under one roof. Rather than one large unit with multiple bedrooms, the Multi-Generation House is an assembly of a primary dwelling unit with up to two attached accessory units on one lot that provide sufficient privacy for each generation while preserving the street appearance of a single-family home.
- B. Building Massing and Composition.**
1. Buildings shall be composed of one, two, and/or three-story volumes oriented around a shared courtyard.
  2. Building facades shall have an identifiable base, middle and top.
  3. Buildings on corner lots shall be designed with two facades of equal architectural expression.
  4. Building elevations exceeding 25 feet in length shall be designed to provide at least one vertical break created through projecting or recessing wall surfaces, changes in the roofline, and/or placement of piers, pilasters or chimneys.
- C. Frontage and Primary Pedestrian Access.**
1. The main entrance to the primary unit shall be located within the facade and shall be accessed from the primary street.
  2. Secondary units located in the rear shall be accessed from the courtyard.
  3. The transition from public to private, indoor to outdoor at the main entrance shall be created by an allowed frontage type (see Frontage Type Standards below).
  4. First floor living areas shall be oriented toward the street facade of each unit rather than sleeping and service rooms.
- D. Open Space and Landscaping.**
1. At minimum 30 percent of the lot area shall remain pervious open space.
  2. Front yard landscaping shall comply with the applicable Frontage Type requirements.
  3. The courtyard shall not be less than 5 percent of the lot area and not less than 20 feet in width and depth.

*Illustrative plans of typical Multi-Generation Houses with alley access (left) and without alley access (right). On lots without alley access Multi-Generation Houses are only allowed at street corners.*





*Illustrative birdseye views of typical Multi-Generation Houses with alley access. The image above shows the building frontage along the primary and side streets, the image on the left shows the garage access from the alley in the rear of the lots.*



*Illustrative birdseye views of a typical Multi-Generation House on a corner lot without alley access. The image above shows the building frontage along the primary and side streets, the image on the left shows the garage configuration at the rear of the lots and access from the side street.*

## BUILDING TYPE STANDARDS: MULTIPLEX HOUSE

- A. Description of Type.** The Multiplex House accommodates two, three or four dwelling units on a single lot, each with its own entrance. The dwelling units within a Multiplex House may be arranged side by side or one on top of the other, or a combination thereof. The Multiplex House is designed to have the appearance of a large house that fits into a predominantly single-family neighborhood.
- B. Building Massing and Composition.**
1. Buildings shall be composed of one, two, and/or three-story volumes.
  2. Building facades shall have an identifiable base, middle and top.
  3. Buildings on corner lots shall be designed with two facades of equal architectural expression.
  4. Building elevations exceeding 25 feet in length shall be designed to provide at least one vertical break created through projecting or recessing wall surfaces, changes in the roofline, and/or placement of piers, pilasters or chimneys.
- C. Frontage and Primary Pedestrian Access.**
1. The main entrance to each unit shall be located within the facade and shall be accessed from the street.
  2. At corner lots at least one entrance shall be required at both street frontages.
  3. The entrances to all units shall be located on the ground floor. Exterior stairs to primary entrances are not allowed.
  4. The transition from public to private, indoor to outdoor at the main entrance shall be created by an allowed frontage type (see Frontage Type Standards below).
  5. First floor living areas shall be oriented toward the street facade of each unit rather than sleeping and service rooms.
- D. Open Space and Landscaping.**
1. At minimum 40 percent of the lot area shall remain pervious open space.
  2. Front yard landscaping shall comply with the applicable Frontage Type requirements.
  3. Each ground floor unit shall have a private or semi-private yard that directly abuts and is accessed from the unit. Each yard shall be at least 150 square feet in area and not less than 8 feet in width or depth.
  4. Usable shared yard space at a ratio of 100 square feet per unit shall be provided in the back yard and shall be not less than 10 feet in width or depth.

*Illustrative plans of typical Multiplex Houses with alley access (left) and without alley access (right). On lots without alley access Multiplex Houses are only allowed at street corners.*





*Illustrative birdseye views of typical Multiplex Houses with alley access. The image above shows the building frontage along the primary and side streets, the image on the left shows the garage access from the alley in the rear of the lots.*



*Illustrative birdseye views of a typical Multiplex House on a corner lot without alley access. The image above shows the building frontage along the primary and side streets, the image on the left shows the garage configuration at the rear of the lots and access from the side street.*

### **FRONTAGE TYPE STANDARDS**

The Frontage Type Standards describe the design characteristics and parameter of each of the Frontage Types appropriate for properties in South Omaha's residential neighborhoods. A building's frontage defines the transition between the inside and the outside, the private and public realms. The images below are intended to illustrate typical conditions. The actual design and configuration of a building's frontage may vary depending on the building's architecture and floor plan.

### **COMMON YARD**

The Common Yard frontage is created by substantially setting back the building facade from the property line. Common Yards remain unfenced and are visually continuous with adjacent yards, supporting a common landscape. Where employed this frontage type should be used on both sides of the street and for the entire length of the block. Porches or stoops that provide access to the buildings may encroach into the setback.

Landscaping shall not be used to visually separate lots and is limited to lawn, grasses, low shrubs and ground covers, and low hedges. Shrubs and hedges within the front setback zone shall be limited to 36 inches at maturity. Small accent or fruit trees are permitted within the front yard setback, provided the canopies are sufficiently transparent and do not block views of the building facade. Planting of trees in a row at the property line creating a visual boundary is not permitted.

### **PORCH & FENCE**

The Porch & Fence frontage consists of a porch that encroaches into the front setback, and an optional fence that

delineates the property line. Fences are only permitted if there is at least a six foot yard space between the property line and the face of the porch. Porches shall be at minimum seven feet deep to provide usable space, and shall occupy at least 50 percent of the facade width, unless narrower porches are conventional for the building's architectural style. Porches shall be raised above grade a minimum of 18 inches and a maximum of 36 inches. Fences enclosing the front yard shall comply with the Fence Standards below. Front yard landscaping may include any combination of trees, shrubs, hedges, grasses and/or lawn. If used, tall shrubs and hedges exceeding 42 inches at maturity shall be planted next to the building facade and shall be sufficiently transparent not to block views of the building facade.

### **DOORYARD**

Dooryards are elevated gardens or terraces located between the property line and the building facade. Buildings are accessed directly from the Dooryards. Dooryards are enclosed by low garden walls at or near the property line, with a few steps leading from the sidewalk to the elevated yard. Garden walls enclosing the Dooryard shall not exceed 42 inches in height, unless necessary for structural reasons. Garden walls may be constructed of stucco, brick, or stone; a transparent metal railing may be affixed atop a garden wall if additional height is necessary for safety. Landscaping may include any combination of grasses, vines, shrubs and trees in planters, pots or planted directly in the ground. Plants exceeding 42 inches in height shall be sufficiently transparent not to block views of the building facade.

*Illustration of a typical Common Yard frontage*



*Illustration of a typical Porch & Fence frontage*



*Illustration of a typical Dooryard frontage*



