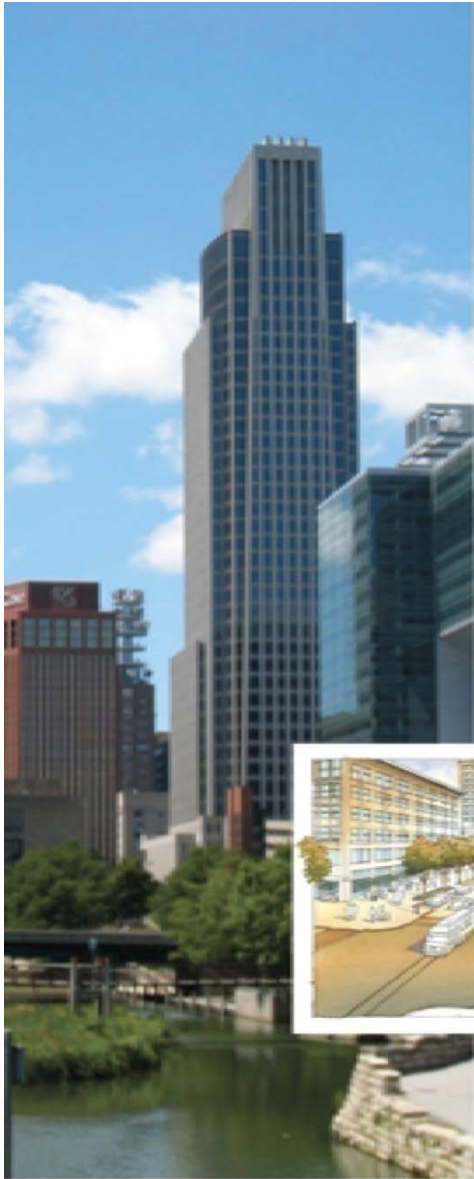




February 5, 2010

Downtown Omaha 2030 Master Plan: *Creative Resolution to Unique Challenges*



**Steven N. Jensen, AICP, RLA
Douglas J. Bisson, AICP**

HDR

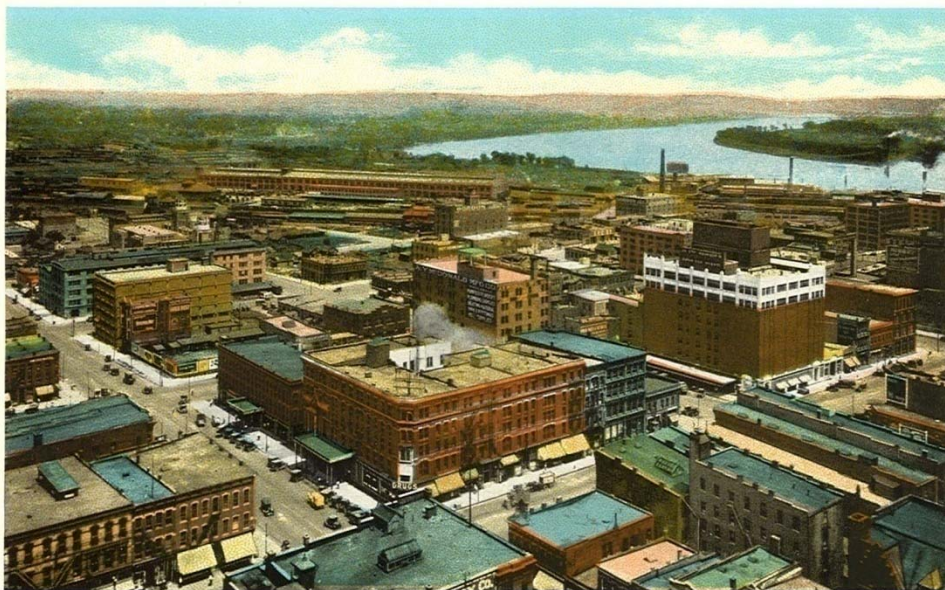
ONE COMPANY
Many Solutions®

Downtown Omaha 2030 Master Plan



A 30-Year Vision





BIRD'S-EYE VIEW OF WHOLESALE DISTRICT

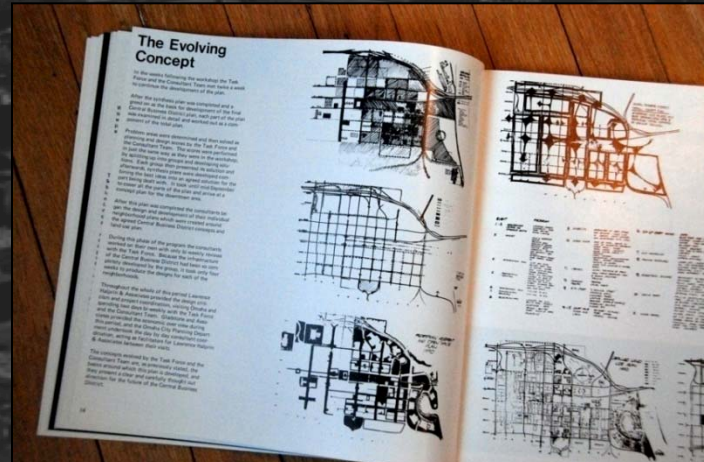
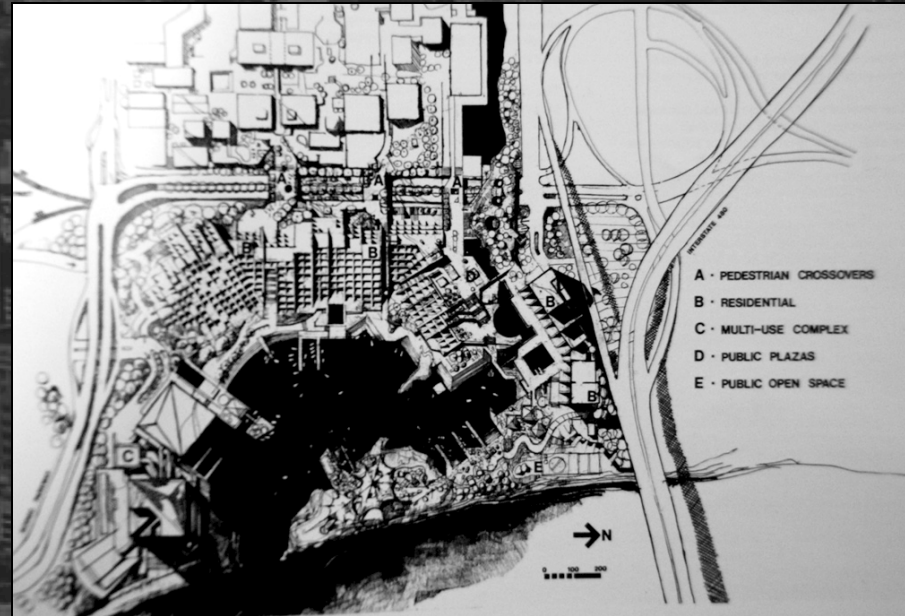


THE HEART OF OMAHA, NEBR.

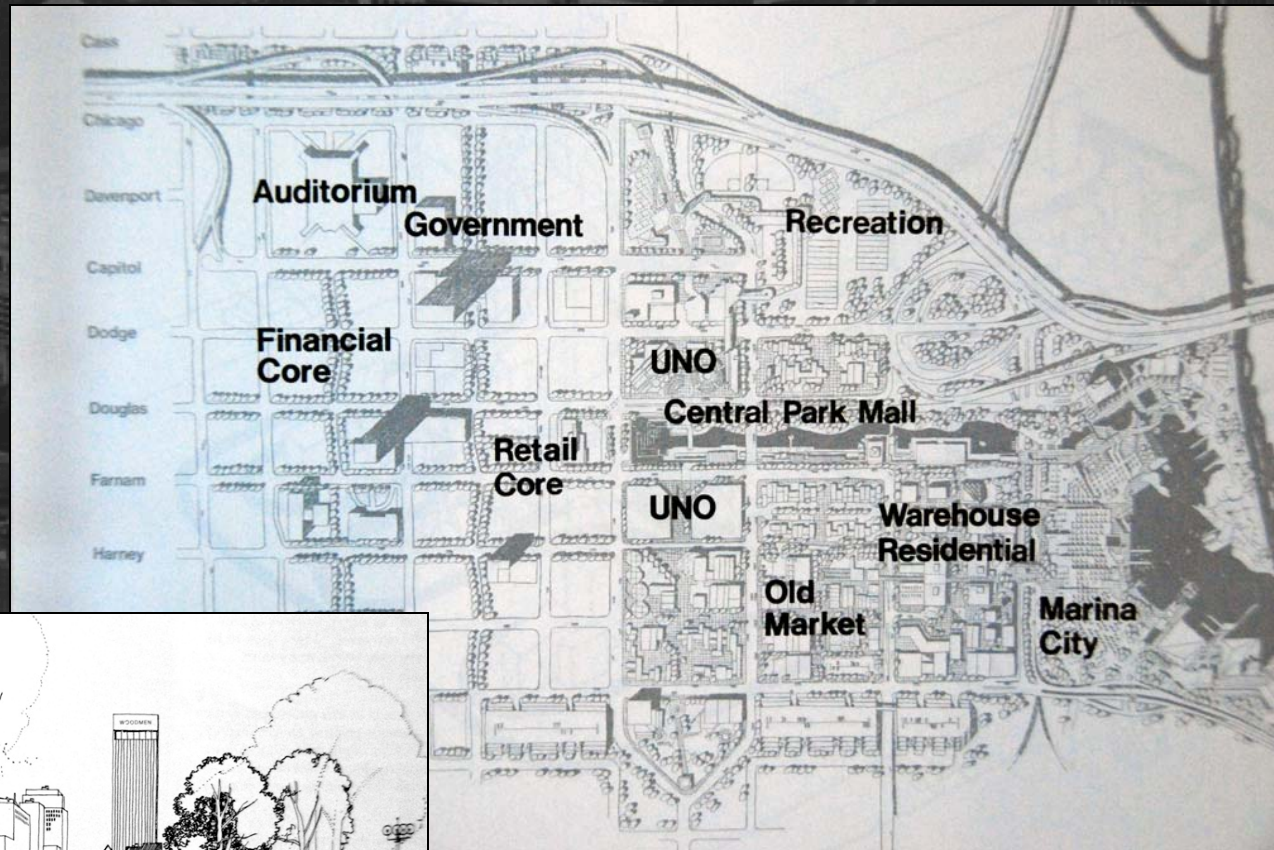


FARNAM STREET, WEST FROM 13TH STREET

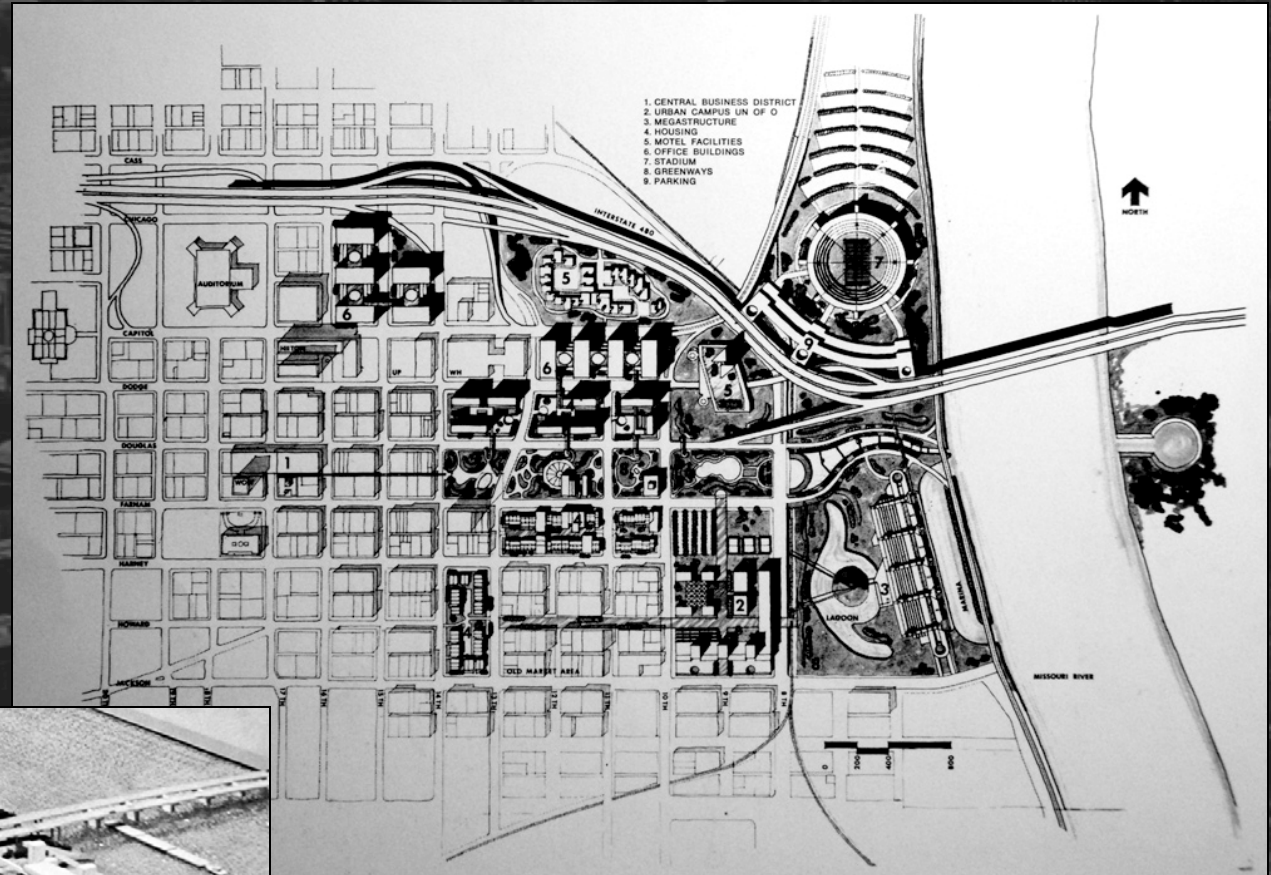
1974 Downtown Omaha Master Plan



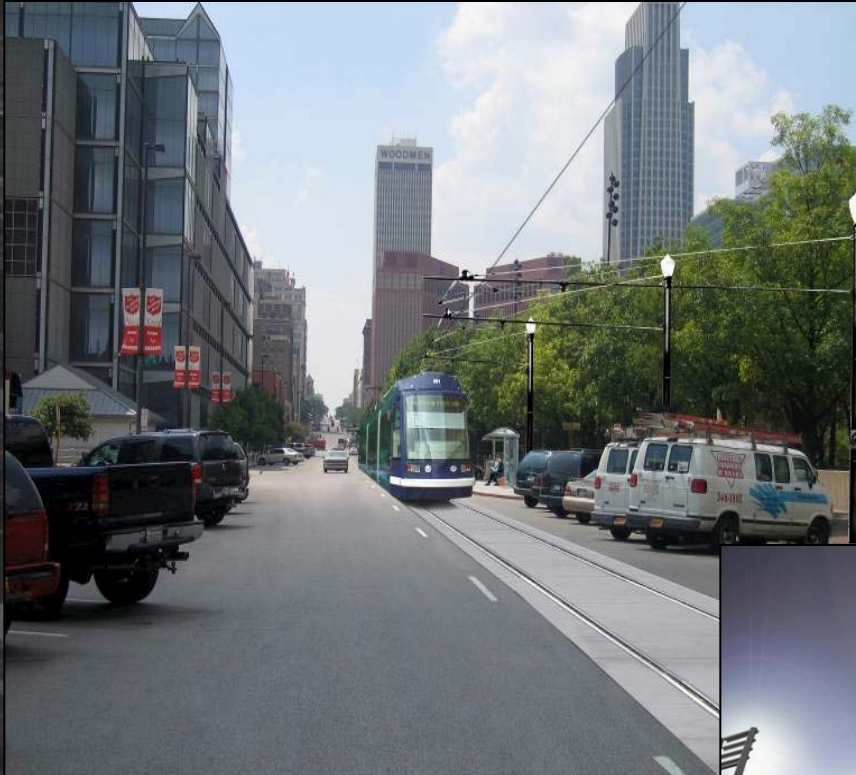
1974 Downtown Omaha Master Plan



1974 Downtown Omaha Master Plan



Current Catalysts



Challenges and Opportunities:



Developing the Scope of Work

1. Extremely Large Study Area
2. Limited Budget
3. Condensed Time Frame
4. Desire for Enhanced Public Involvement and Public-Private Partnerships
5. New Interest Groups
6. Technology and Implications on Enhanced Public Involvement
7. Desire for “Green” Solutions

The Givens:

Developing the Scope of Work

1. Extremely Large Study Area
 - 2.2 Square Miles in Size
 - Downtown Plans often less than 1 square mile in size
2. Limited Budget
3. Condensed Time Frame
4. Desire for Enhanced Public Involvement and Public-Private Partnerships

Study Area

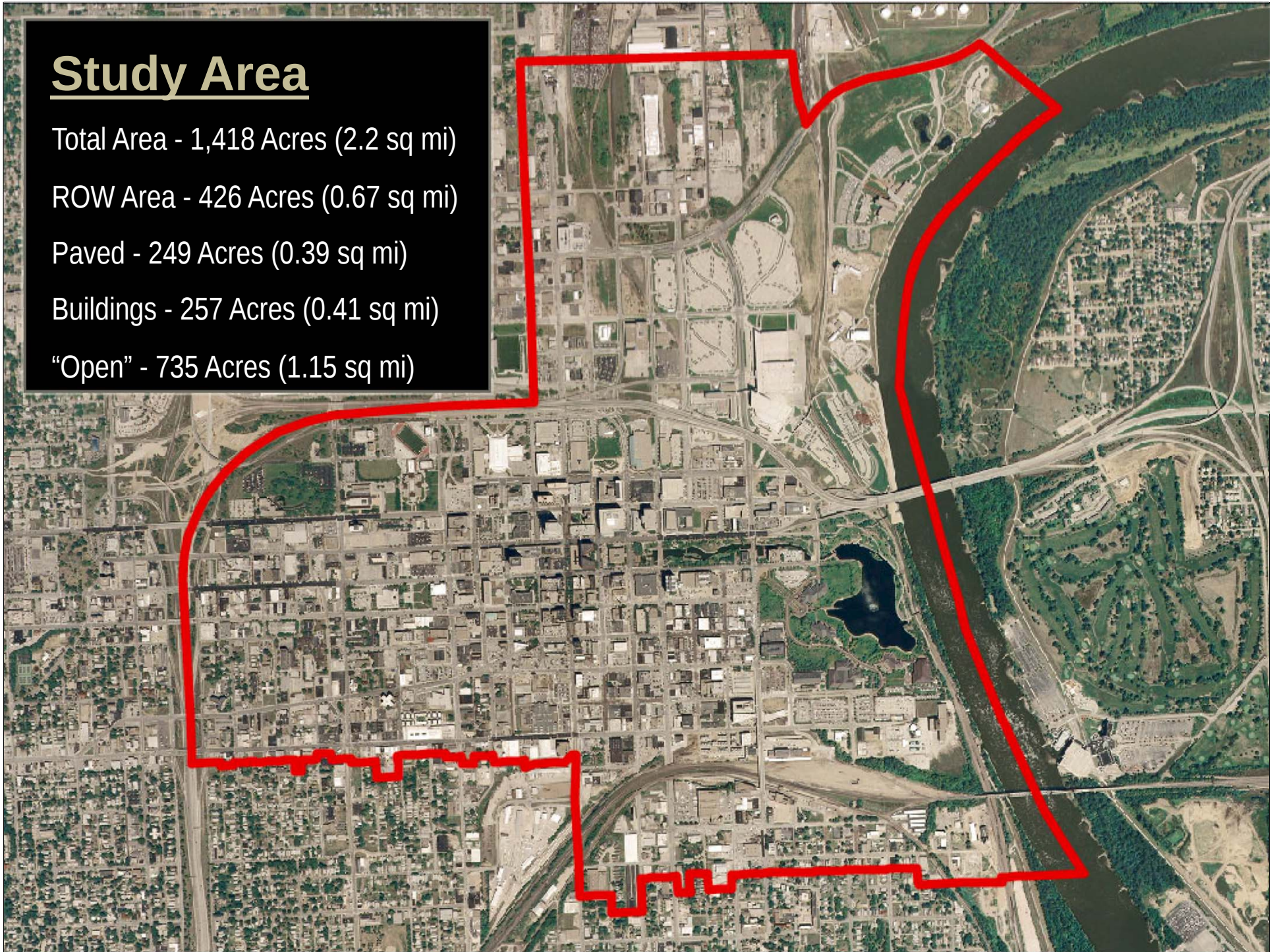
Total Area - 1,418 Acres (2.2 sq mi)

ROW Area - 426 Acres (0.67 sq mi)

Paved - 249 Acres (0.39 sq mi)

Buildings - 257 Acres (0.41 sq mi)

"Open" - 735 Acres (1.15 sq mi)



The Givens:



Developing the Scope of Work

1. Extremely Large Study Area
2. Limited Budget
 - \$100k + less than necessary for typical study
3. Condensed Time Frame
4. Desire for Enhanced Public Involvement

The Givens:



Developing the Scope of Work

1. Extremely Large Study Area
2. Limited Budget
5. Condensed Time Frame
 - 6 Months (8 – 12 months typical)
4. Desire for Enhanced Public Involvement

The Givens:

Developing the Scope of Work

1. Extremely Large Study Area
2. Limited Budget
5. Condensed Time Frame
7. Desire for Enhanced Public Involvement and Public
– Private Partnerships
 - 9 Member Steering Committee
 - 63 Representatives on Advisory Group
 - 42 Design Professionals

Givens - Enhanced Public Involvement



The Steering Committee

Co-Chairs:

- Steve Jensen, Planning Director
- Sue Morris, Heritage Services
- David Brown, Greater Omaha Chamber of Commerce
- Kim Folta, ODIDA President (Con Agra)
- Ed Miller, Gallup
- Mike Moylan, Shamrock Development
- Curt Simon, MAT
- Don Thorson, Mayor's Office
- Robert Watson, Hotel/Motel Association

Givens - Enhanced Public

Involvement *The Advisory Group*

- Jerry Banks, Lozier Corporation
- Scott Bradley, Pinnacle Bank
- Michael Brannan, M/M Development
- Frank Brown, City Council
- Dan Burkey, Creighton University
- Christian Christensen, Bluestone, Development
- Brenda Council, State Senator
- Dick Davis, Davis Insurance
- Joseph DeRozza, Brandeis Concierge
- Roger Dixon, MECA
- Brenda Dooley, First National Buildings
- Daniel Emanuel, Emanuel Construction Specialties
- Jamie Grayson-Berglund, Destination Midtown
- George Haecker, BVH Architecture
- Todd Heistand, NuStyle Development
- Faye Hobley, McDonalds
- Christy Jansen, The Durham Museum
- Clifton Jones, HUD
- Jeff Jorgenson, Old Market Business Association
- Ree Kaneko, Kaneko
- Scott Keep, MUD
- Andrew Krieger, Resident
- Jason Kulbel, Saddle Creek Records
- David Levy, Baird Holm
- Joel Long, Omaha World Herald
- Missy Magnuson, Urban Outfitters
- Pat McDermott, Delice European Bakery
- Adrian Minks, OPPD
- Joseph Moise, ODIDA
- Craig Moody, YPC
- R.J. Neary, Investors Realty

Givens - Enhanced Public

Involvement

The Advisory Group, Continued

- Leisia Nelson, OPPD
- Clarence Nichols, New Community Development Corporation
- Jay Noddle, Noddle Companies
- Syl Orsi, Redimensions
- Bob Peters, Robert Peters Company
- Ron Reisner, MUD
- Chris Rogers, County Commissioner
- Mike Saklar, Siena/Francis House
- Connie Spellman, Omaha by Design
- Joan Squires, Omaha Performing Arts
- Robert Turner, Union Pacific
- Jim Vokal, City Council
- Thoman Warren, Urban League of Nebraska
- Tom Wurtz, MUD
- Eric Buske, Police Dept.
- Gary Hall, Planning Dept.
- Bernard in den Bosch, Law Dept.
- Ken Johnson, Planning Dept.
- Barbara Kohles, Parks Dept.
- Charlie Krajicek, Public Works Dept.
- Paul Kratz, Law Dept.
- Dana Markel, Convention & Visitor's Bureau
- Mike McDonnell, Fire Dept.
- Lynn Meyer, Planning Dept.
- Derek Miler, Planning Dept.
- Jed Mouton, Planning Dept.
- Todd Pfitzer, Public Works Dept.
- Rivkah Sass, Library Dept.
- Steve Scarpello, Parks Dept.
- Pat Slaven, Parks Dept.
- Bob Stubbe, Public Works Dept.
- James Thele, Planning Dept.
- Chad Weaver, Planning Dept.

The Solution:



The Scope of Work – Key Elements to Address Challenges

Phase One

Project Management, Project Initiation, Data Collection and Analysis, and Base Mapping

Phase Two

Visioning Process

Phase Three

Development Opportunities Assessment

Phase Four

Conceptual Master Plan Development - Design Charrette

Phase Five

Implementation and Documentation

The Solution:



Phase Two – The Visioning Process

1. Specific Interviews
2. Visioning Workshops
5. Design Professional's Workshop

=

Maximum Amount of Input and Expertise in
Minimal Amount of Time

Specific Interviews:



Steering Committee and Advisory Group

February 10th, 2009

- Two Sessions
- 10 Participants

February 11th, 2009

- Four Sessions
- 25 Participants

Visioning Workshops:



SWOT Analysis, Geographic Mapping, & Vision Statements

February 17th, 2009

- Steering Cmte., Advisory Group, & City Staff
- 44 Participants

February 18th, 2009

- General Public
- 300+ Participants

Public Visioning Workshop



Public Visioning Workshop



Public Visioning Workshop



Design Professional's Workshop:



Utilize Existing Expertise

February 27th, 2009

- ½ Day Design Workshop
- 42 Participants from 20 Different Design Firms



10 Strategic Principles:

Merging of Vision and Development Program

1. Downtown Omaha should be the dominant **Economic Engine** for the metro region
2. Downtown Omaha should be a GREAT place to **Live, Work, Visit, Play & Learn**
3. Unique **Civic and Cultural Elements** Belong in the Downtown
4. Downtown Omaha should have **Distinct Neighborhoods, Districts and Corridors**

10 Strategic Principles:

Merging of Vision and Development Program

5. Downtown Omaha should be **Urban**
6. Downtown Omaha should have a Comprehensive System of **Integrated, Diverse Open Spaces** for Public Use
7. Downtown Omaha should be a **Multi-Modal Environment** where you can live Everyday Life Without using a Car
8. Downtown Omaha should comprise a series of integrated **"Park-Once" districts**

10 Strategic Principles:



Merging of Vision and Development Program

9. Downtown Omaha should be a Model of
Sustainable Urbanism
10. Downtown Omaha should strive to cultivate a
Culture of Design Excellence

The Solution:



Phase Four – Conceptual Master Plan Development

1. The **Design Charrette** vs. “Black Box” Design
2. Merges Visioning Process Results and Development Program

=

Significant Time and Cost Savings and Consensus

The Design Charrette:



Time and Cost Savings

March 16th – 20th, 2009

- Monday: Noon and 6:00
- Tuesday Pin-up: 6:00
- Wednesday Pin-up: 6:00
- Thursday Pin-up: 6:00
- Friday: Noon
- 400+ Participants

Omaha NE - Downtown/North Downtown Redevelopment Master Plan

W. Dale Clark (Main) Library
215 South 15th St.

Charrette Schedule

	Time	Monday March 16, 2009	Tuesday March 17, 2009	Wednesday March 18, 2009	Thursday March 19, 2009	Friday March 20, 2009	
Charrette Team Team Leader: James A. Moore, PhD, AIA, AICP Project Manager: Doug Bisson, AICP HDR Steve Schukraft, AICP Oliver Kuehne, LEED-AP Troy Henningson, RLA, ASLA Matt Selinger, PE Ellen Fitzsimmons, AICP, LEED-AP Paula Suda, ASLA, LEED-AP Eric Pohlmann, ASLA City of Omaha Jed Moulton, AIA, LEED-AP Lynn Meyer Mike Leonard, AIA Derek Miller Jim Krance S. B. Friedman & Company Steve Friedman, AICP, CRE David Stamm, AICP Renderings P. Knight Martorell	8:00 AM		Charrette Team meeting Finalize Day's Work Program	Charrette Team meeting	Charrette Team meeting		Open to General Public
	8:30 AM	Studio Set Up (EP, EF, PS)	Tour Study Area (DB, SS, OK, TH, LM, JM, LM)	Meeting 01			
	9:00 AM			Further Refinement of Selected Overall Concept(s)	Meeting 12		
	9:30 AM		Combine & Refine Initial Concepts into Two or Three Overall Concepts	Meeting 05		Begin Final Graphics Begin to Develop Numbers to Support Master Plan (Parking, Units, New Development, Demographics, Etc.)	
	10:00 AM		Meeting 06	Begin Topical Studies: Parking, Mobility, Housing, Infill Development, Open Space, Etc.	Meeting 13	Final Graphics Preliminary Charrette Document	Open to Steering Committee & Stakeholders
	10:30 AM	Charrette Team meeting	Meeting 07	Meeting 14		Prep for Final Presentation [JAM]	
	11:00 AM						
	11:30 AM	Presentation Prep/Lunch					Small Group Meetings
	12:00 PM		Working Lunch Open to Steering Committee & Advisory Group	Working Lunch Open to Steering Committee & Advisory Group	Working Lunch Open to Steering Committee & Advisory Group		
	12:30 PM	Kick-Off Presentation				Final Presentation	Charrette Team Meeting
	1:00 PM		Meeting 08				
	1:30 PM	Develop Initial Concepts for Entire Study Area Teams: DB/EP, SS/PS, OK/EF, TH/JM, ML/JK	Begin to Add Detail to Refined Concepts	Finalize Selected Overall Concept with Variations			
	2:00 PM	Meeting 02	Meeting 09	Refine & Develop Topical Studies			Charrette Team Work Session
	2:30 PM		Begin to Develop 3-D Base for Refined Concepts	Begin Special-Area Studies [16th Street; 10th Street; Hot Shops; etc.]	Finalize Design Graphics Draft Preliminary Charrette Document	Break Down Studio	
	3:00 PM	Meeting 03	Meeting 10	Finalize Layout of Selected Renderings		Out of Town Staff Head to Airport	
	3:30 PM	Meeting 04	Meeting 11				Support Work
	4:00 PM						
	4:30 PM						
	5:00 PM						
	5:30 PM	Presentation Prep	Presentation Prep	Presentation Prep	Presentation Prep		
	6:00 PM						
	6:30 PM	Pin Up Public Presentation	Pin Up Public Presentation	Pin Up Public Presentation	Informal Pin Up Open to the Public		
	7:00 PM						
	7:30 PM						
	8:00 PM	Charrette Team Dinner	Charrette Team Dinner	Charrette Team Dinner	Team Working Dinner		

Morning Charrette Team Meeting



Charrette Team Work Session



Pin-Up and Public Presentation



Unanticipated Issues:



Adapting “On-the-Fly”

1. New Interest Groups
 - Young Professionals
 - Skateboarders
 - Bicycle Commuters
2. Technology and Implications on Enhanced Public Involvement:
 - Blogs (the Good and Bad)
 - Streaming Video – Wider Distribution
3. Desire for “Green” Solutions:
 - Incorporate LEED AP’s

The Results:



Master Plan Key Elements, Interventions, and Opportunities

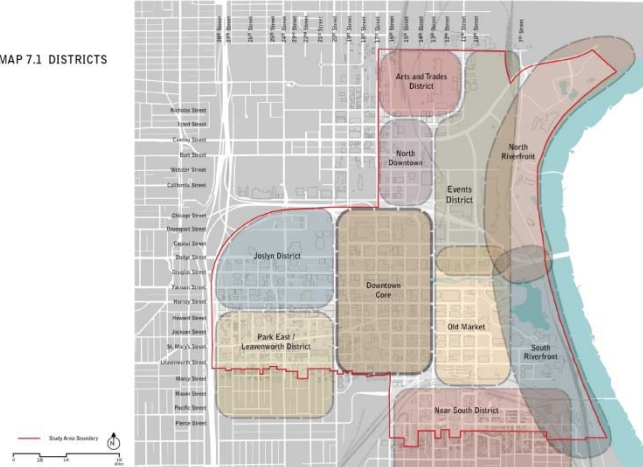


Framework Elements

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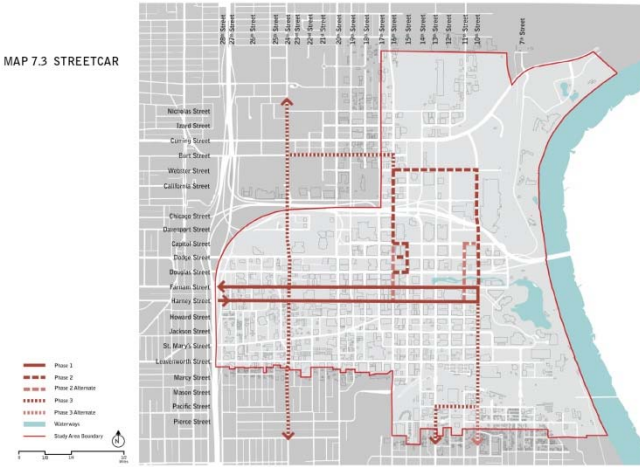
MAP 7.1 DISTRICTS



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MAP 7.3 STREETCAR

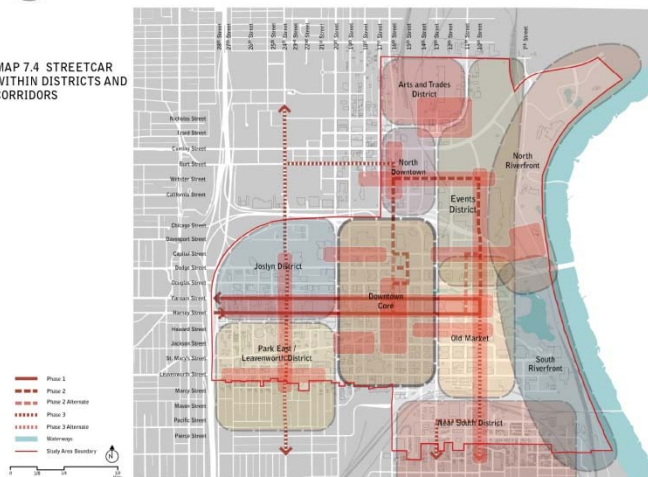


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MAP 7.4 STREETCAR WITHIN DISTRICTS AND CORRIDORS

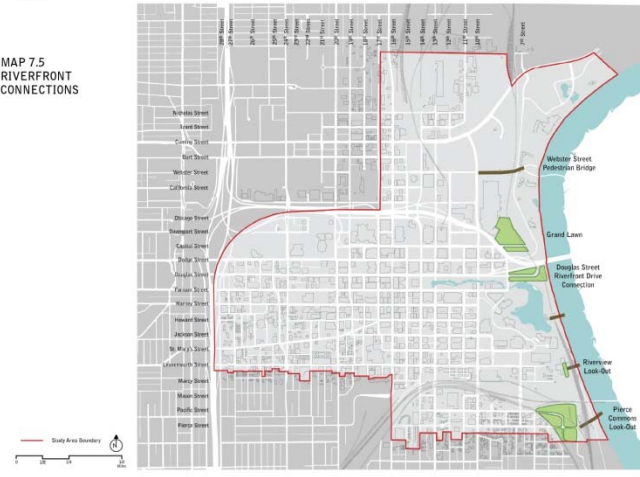


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MAP 7.5 RIVERFRONT CONNECTIONS



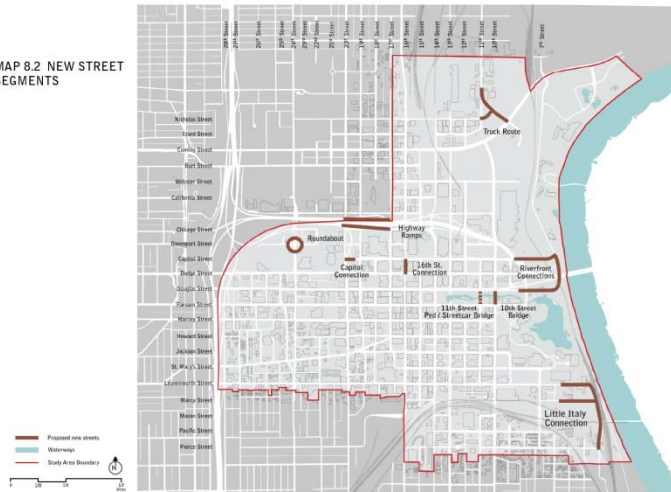
Mobility Elements

120



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MAP 8.2 NEW STREET SEGMENTS

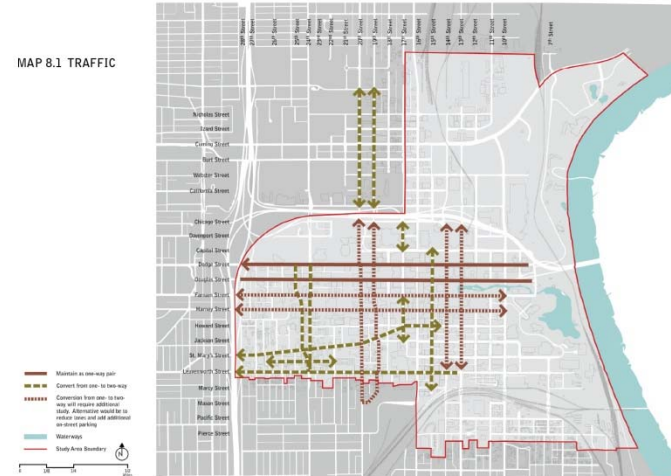


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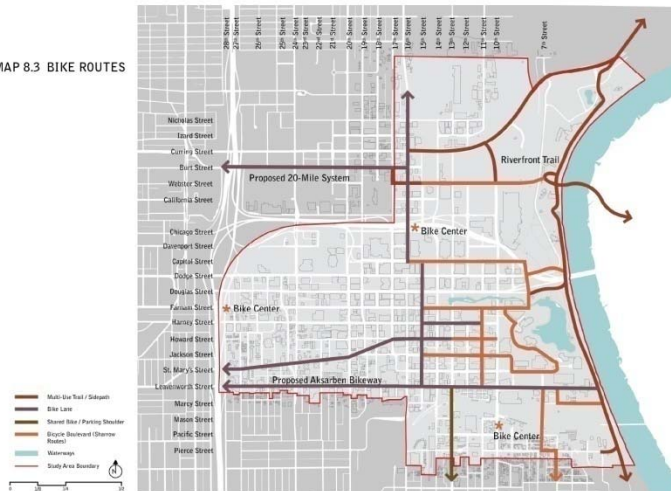
MAP 8.1 TRAFFIC



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MAP 8.3 BIKE ROUTES

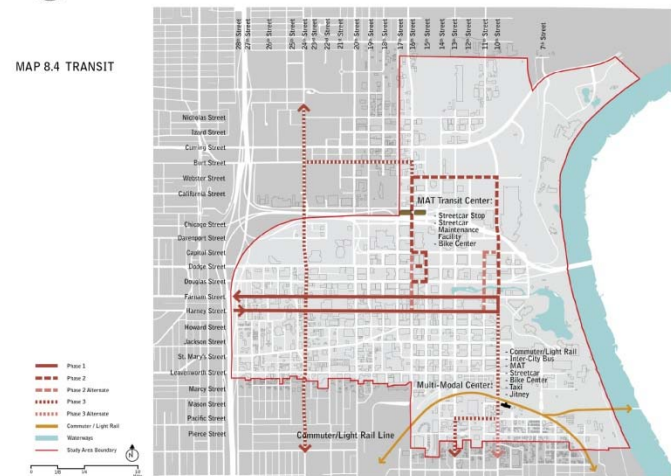


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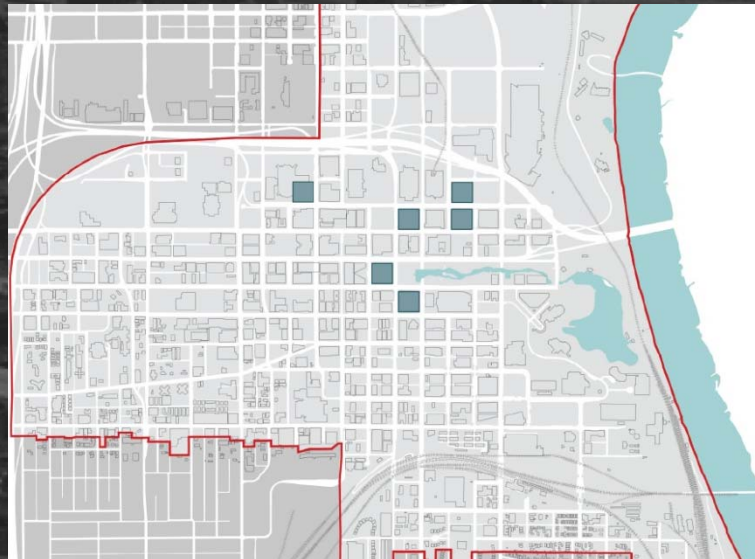
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MAP 8.4 TRANSIT



DR

Urban Design Elements



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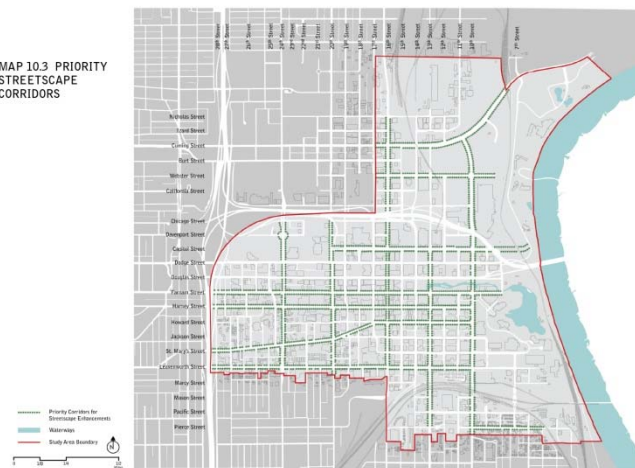
MAP 10.2 PARKS AND OPEN SPACE



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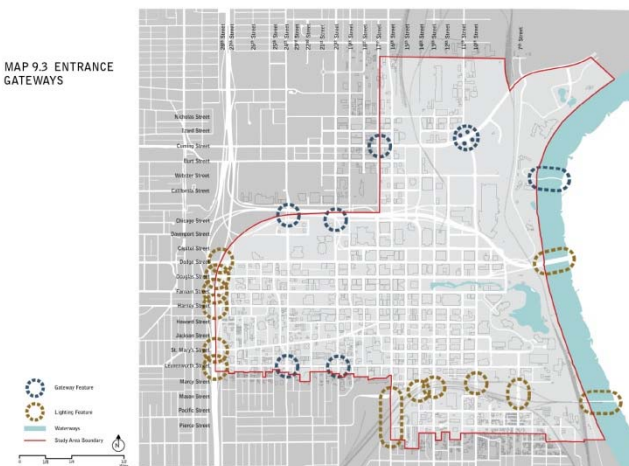
MAP 10.3 PRIORITY STREETScape CORRIDORS



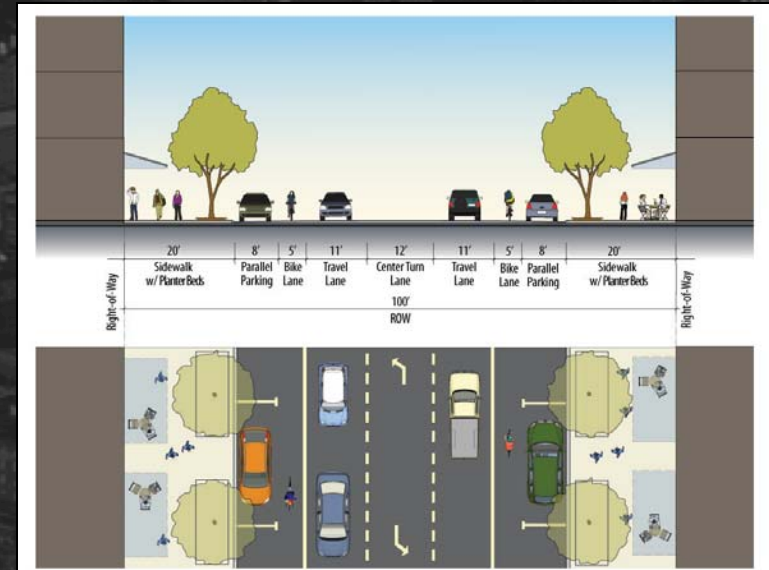
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MAP 9.3 ENTRANCE GATEWAYS



Design Guidelines



The Grand Lawn & Riverfront Connections





Aksarben Yard



Pierce Commons

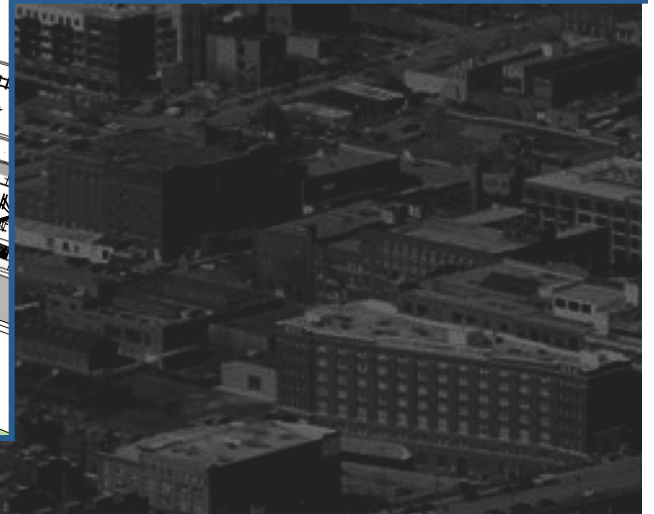




Creative Neighborhood, Arts Green, and Tournament Complex



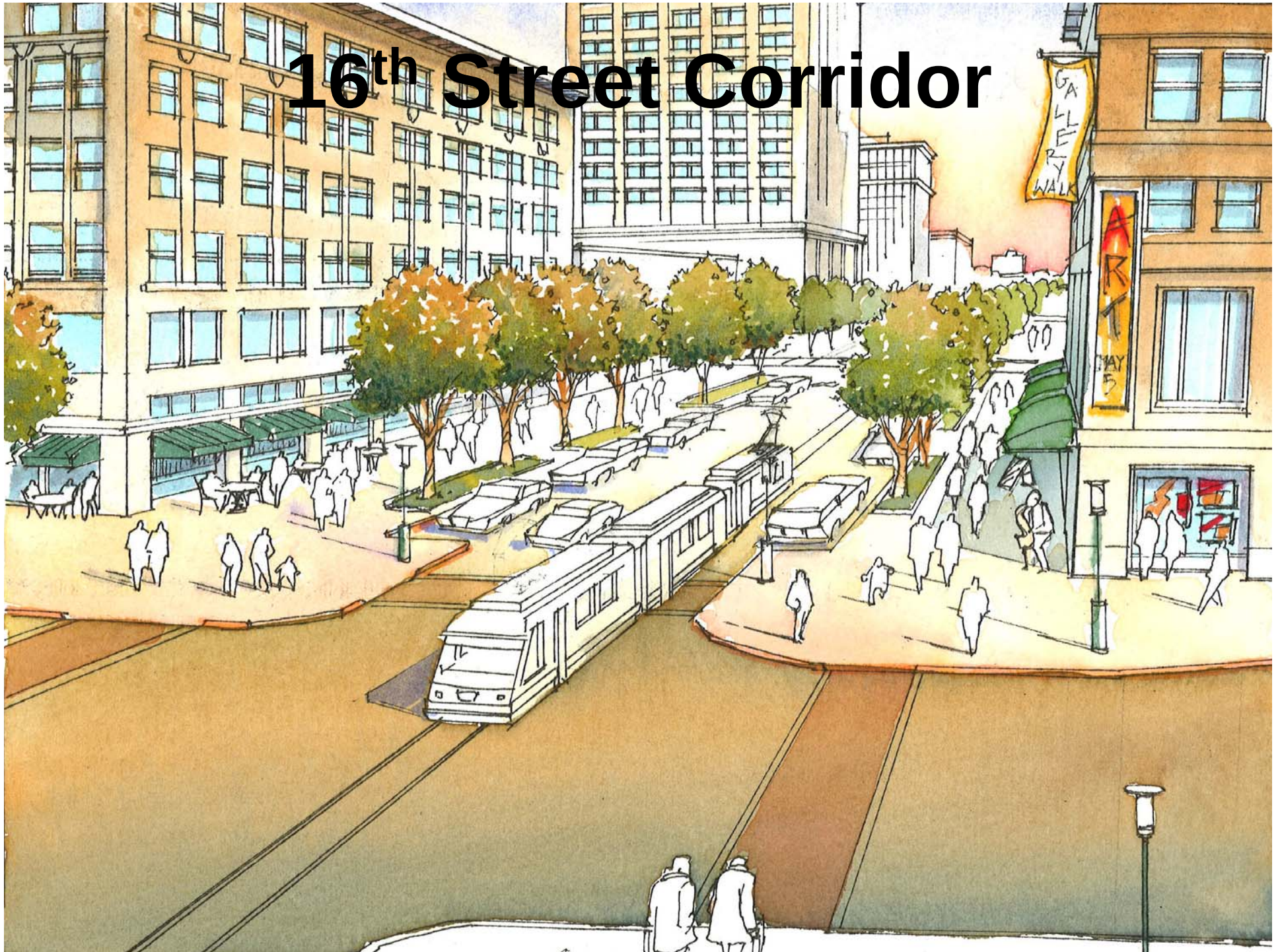
North Downtown



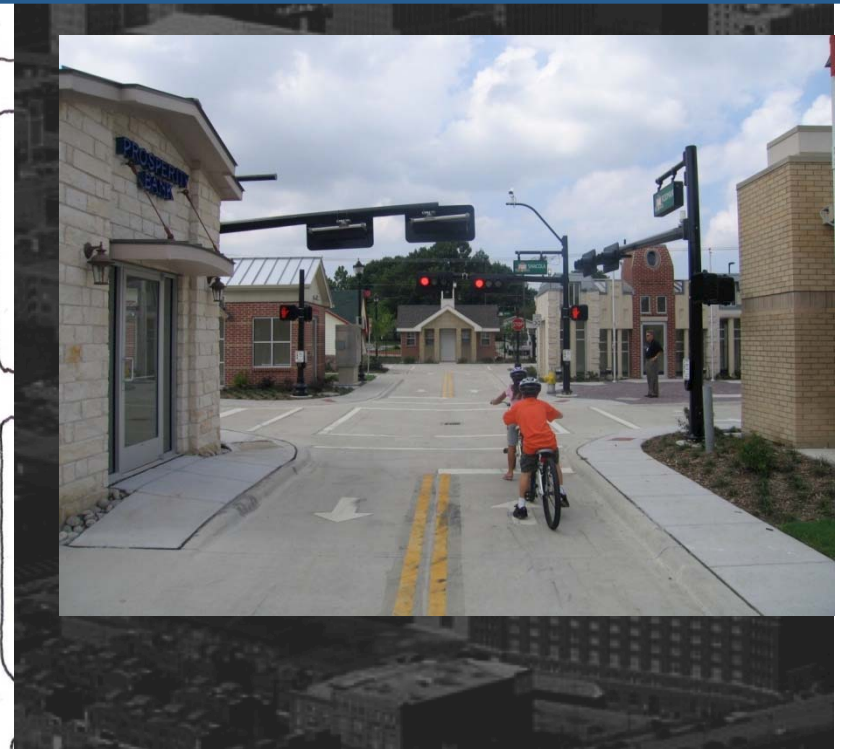
Capitol Heights



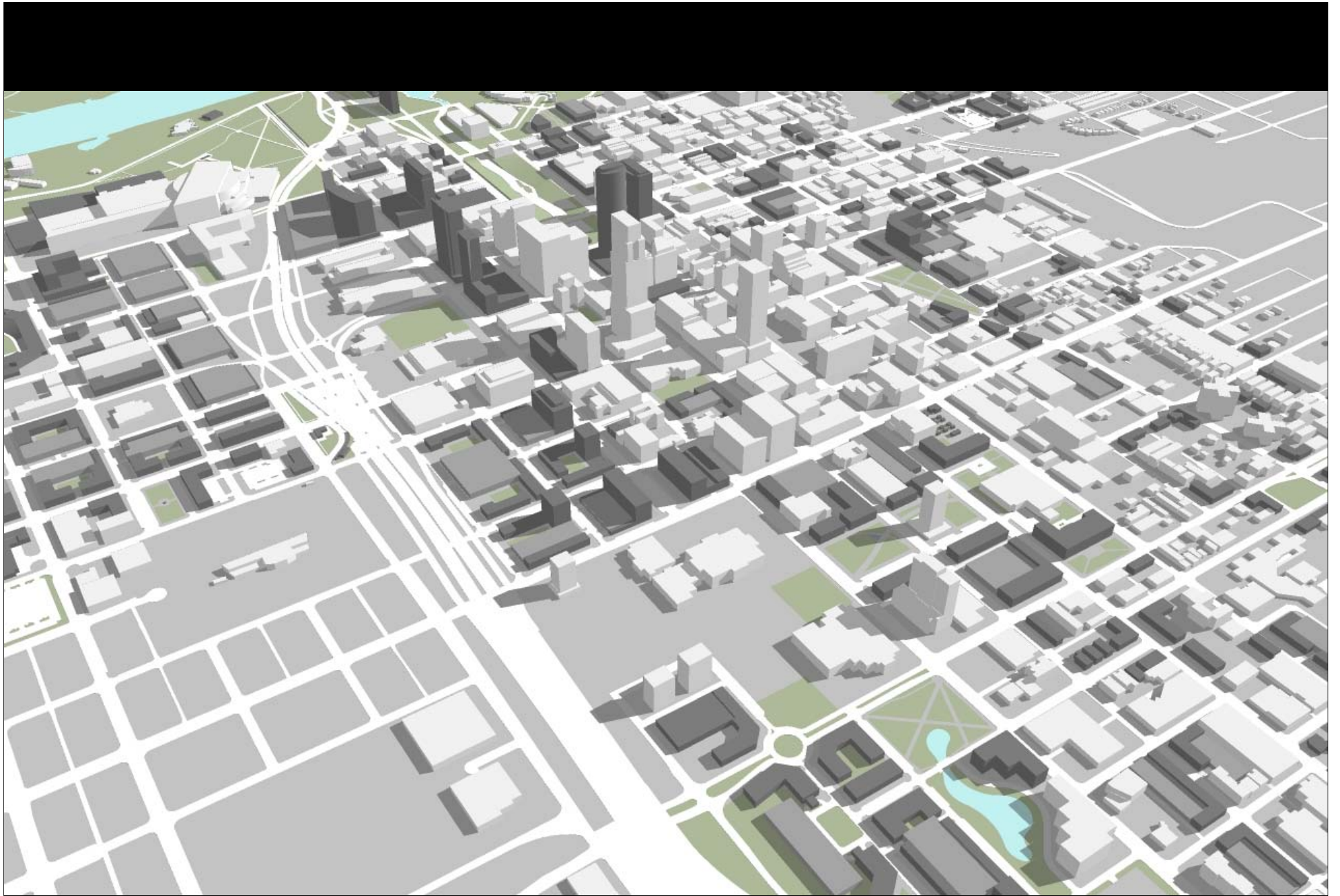
16th Street Corridor

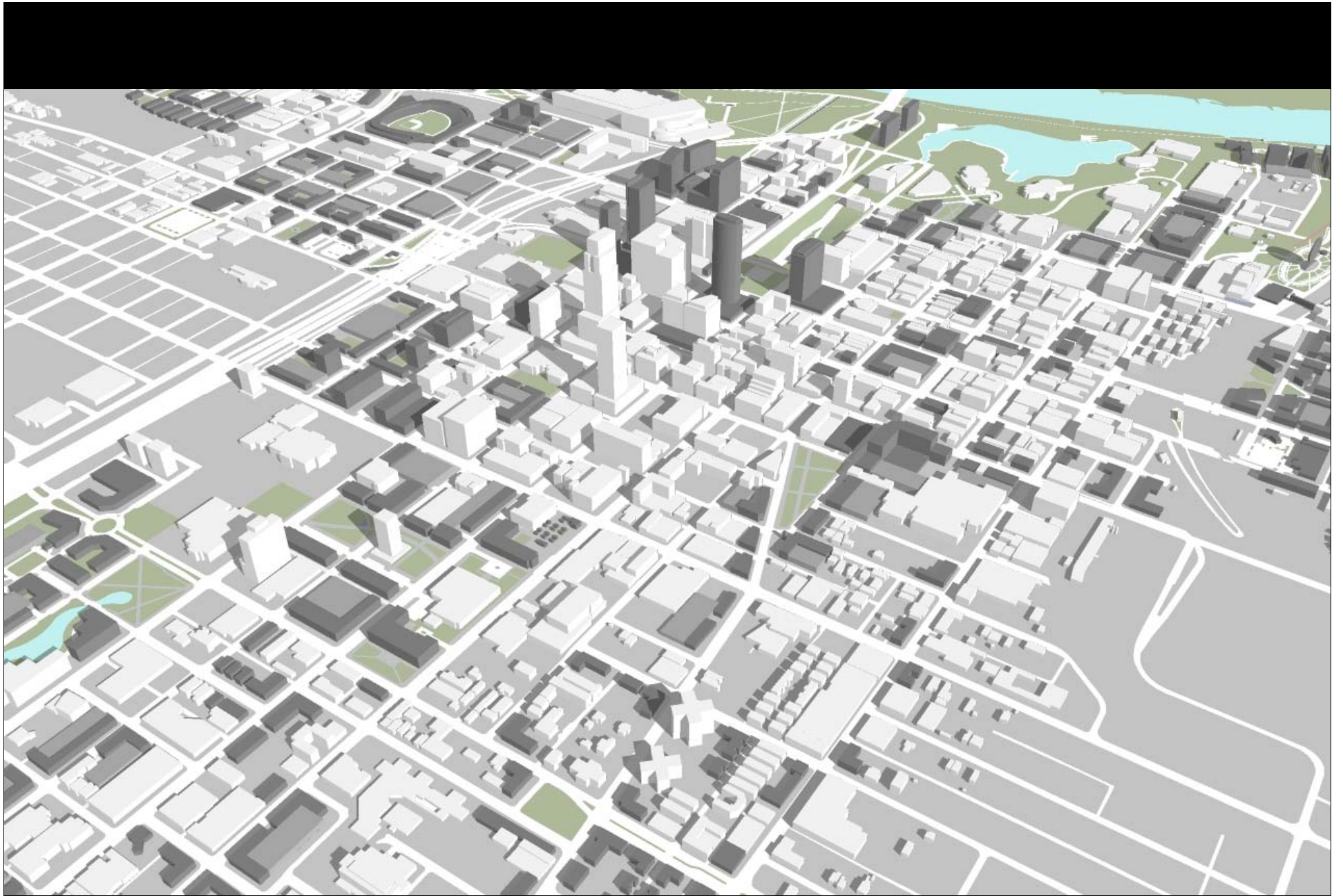


Joslyn Terrace











The Results:

Downtown Omaha Master Plan Key Outcomes

1. Completed in Only 6 Months
2. Lauded by Both Outgoing and Incoming Mayoral Administrations
3. Unanimous Planning Board and City Council Support/Approval
4. Key Recommendations Already Moving Forward:
 - MAT Transit Center Relocation
 - 16th Street Corridor Redesign
 - Parking Management Study
 - Positioning for Streetcar Funding

Discussion



