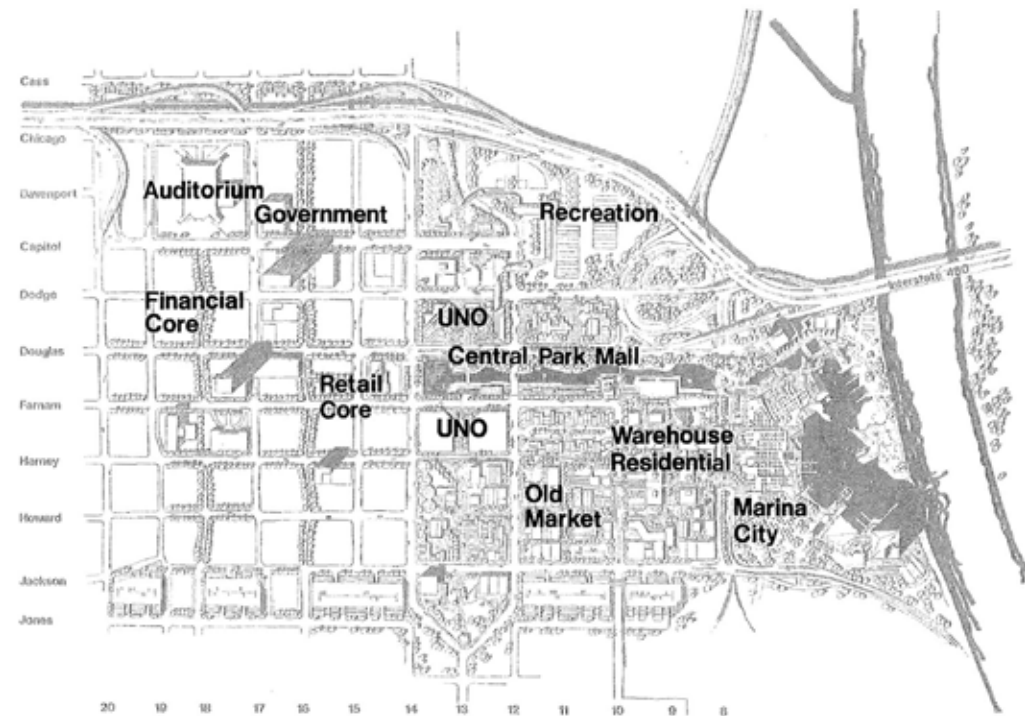


## 2.0 BACKGROUND

### INTRODUCTION

Omaha's last plan for Downtown was the Central Business District Plan, adopted by the City Council in 1974. This plan provided a cohesive framework for addressing housing, transportation, economics, and the physical environment of Downtown Omaha. The main purpose of this document was to strengthen Downtown Omaha as the social, cultural, and economic center for the region, while ensuring that the unique characteristics that attracted residents and visitors would be well preserved. In consideration of the market and demographic trends of the time, this plan was, in essence, the plan to "save" Downtown Omaha.

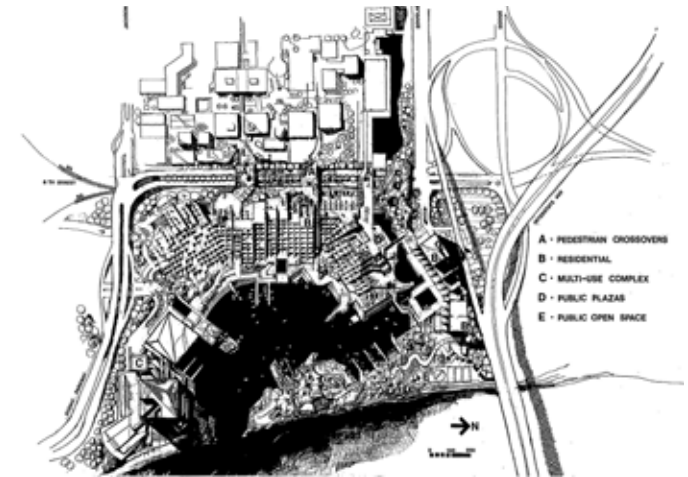


1974 Downtown Plan

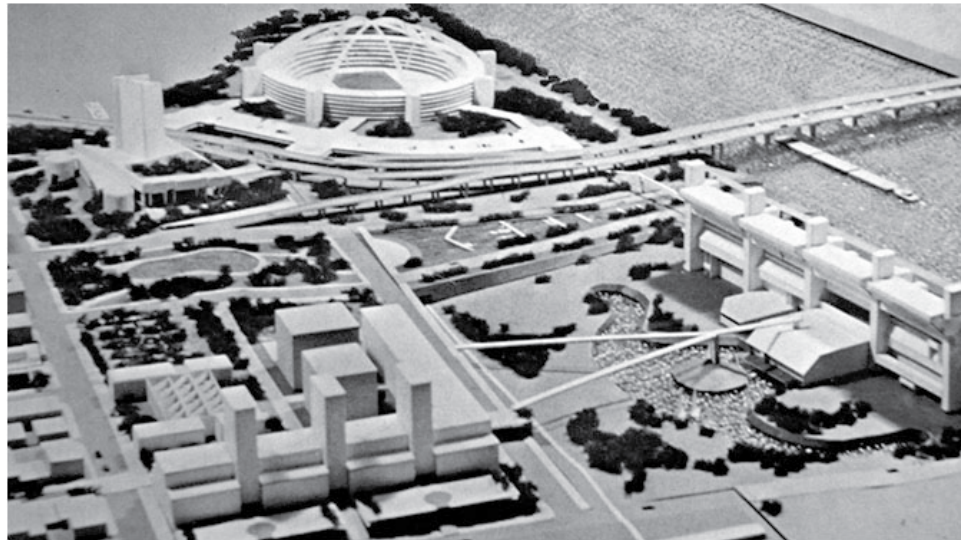


*1974 concept for Central Park Mall and Gene Leahy Mall today*

The 1974 Plan identified several potential projects that were ultimately implemented. Significant among these were the Central Park Mall (now known as the Gene Leahy Mall), Marina City (developed as Heartland of America Park and the Con Agra Campus), and a domed stadium located along the riverfront just north of I-480 (current site of Qwest Center Omaha). It is important to note that although the details of each of these projects differ from their initial concepts, they were cornerstones of Downtown Omaha's resurgence and remain critical elements of Downtown's development framework.



*The concept for Marina City subsequently developed into Heartland of America Park and Con Agra Campus*



*Proposed domed stadium at the location of the current Qwest Center Omaha*



*Qwest Center Omaha*



*Future catalyst, the proposed streetcar system*

Since the adoption of the 1974 Plan, Downtown Omaha has experienced significant revitalization and vibrancy. Roadway changes and development pressure brought about by construction of Qwest Center Omaha led to a plan for North Downtown. Approved by the City Council in 2005, this plan serves as a guide for development and redevelopment in the area located to the north of I-480. Continued growth throughout Downtown Omaha, changing conditions brought about by construction of TD Ameritrade Park Omaha, and development tied to a potential streetcar system, have all necessitated a new Downtown Plan, the details of which are outlined on the following pages.



*Current catalyst, the new TD Ameritrade Park Omaha*