

DOWNTOWN OMAHA 2030

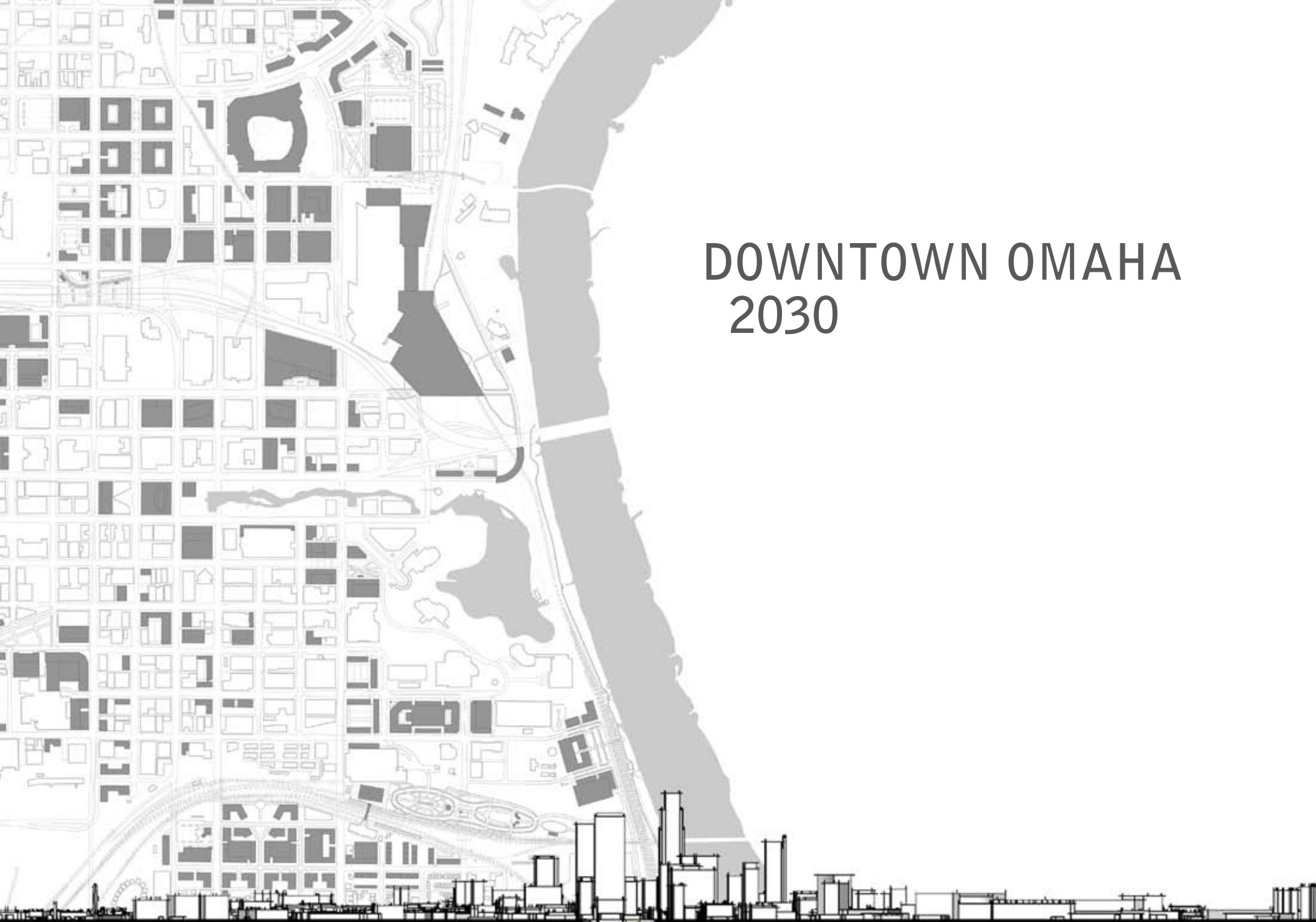


TABLE OF CONTENTS

| | |
|-----|--|
| 9 | 1.0 Executive Summary |
| 11 | 2.0 Background |
| 15 | 3.0 Inventory and Analysis |
| 39 | 4.0 Visioning Process |
| 45 | 5.0 Development Opportunities Assessment |
| 57 | 6.0 Key Principles |
| 69 | 7.0 Design Charrette |
| 73 | 8.0 Framework Elements |
| 85 | 9.0 Mobility Elements |
| 97 | 10.0 Urban Design Elements |
| 109 | 11.0 Development Opportunities |
| 191 | 12.0 Operational Initiatives |
| 205 | 13.0 Implementation |
| 211 | Appendix A - Design Standards |
| 259 | Appendix B - Street Sections |
| 263 | Appendix C - Visioning Process |



ACKNOWLEDGEMENTS

Mike Fahey, *Mayor of Omaha (2001-2009)*

Jim Suttle, *Mayor of Omaha (2009-present)*

STEERING COMMITTEE

Steve Jensen, *RLA, AICP, Omaha Planning Director, Co-Chair*

Sue Morris, *Heritage Services, Co-Chair*

David Brown, *Greater Omaha Chamber*

Kim Folta, *Con Agra, Omaha Downtown Improvement District Association*

Joe Gudenrath, *City of Omaha*

Ed Miller, *Gallup Organization*

Mike Moylan, *Shamrock Development*

Curt Simon, *MAT*

Don Thorson, *City of Omaha*

Robert Watson, *Metropolitan Hospitality Association, Hilton Omaha*

ADVISORY GROUP

Jerry Banks, *Lozier Corporation*

Joe Bateman, *Union Pacific*

Scott Bradley, *Pinnacle Bank, Omaha Downtown Improvement District Association*

Michael Brannan, *M/M Development*

Frank Brown, *Omaha City Council, District 2 (1997-2009)*

Dan Burkey, *Creighton University*

Christian Christensen, *Bluestone Development*

Brenda Council, *Nebraska Unicameral, District 11*

Dick Davis, *Davis Companies*

Joseph DeRozza, *Brandeis Condominiums*

Roger Dixon, *MECA*

Brenda Dooley, *First National Bank*

Daniel Emanuel, *Emanuel Construction Specialties*

Ben Gray, *Omaha City Council, District 2 (2009-present)*

Jamie Grayson-Berglund, *Destination Midtown*

George Haecker, *BVH Architecture*

Todd Heistand, *NuStyle Development*

Faye Hobley, *McDonalds*

Christy Janssen, *The Durham Museum*

Chris Jerram, *Omaha City Council, District 3 (2009-present)*

Clifton Jones, *HUD*

Jeff Jorgenson, *Old Market Business Association*

Ree Kaneko, *Kaneko*

Scott Keep, *MUD*

Andrew Krieger, *Downtown Resident*

Jason Kulbel, *Saddle Creek Records*

David Levy, *Baird Holm*

Joel Long, *OmahaWorld-Herald*

Susan Madsen, *Embassy Suites*

Missy Magnuson, *Urban Outfitters*

Pat McDermott, *Delice European Bakery*

Adrian Minks, *OPPD*

Joseph Moise, *Resident, Omaha Downtown Improvement District Association*

Craig Moody, *Young Professionals Council, Milo Belle Consultants*

R.J. Neary, *Omaha Planning Board, Investors Realty*



Leisia Nelson, *OPPD*
 Clarence Nichols, *New Community Development Corporation*
 Jay Noddle, *Noddle Companies*
 Syl Orsi, *Redimensions*
 Bob Peters, *Robert Peters Company*
 Jim Posey, *Developer*
 Ron Reisner, *MUD*
 Chris Rogers, *Douglas County Commission, District 3*
 Alison Ryder, *OPPD*
 Mike Saklar, *Siena-Francis House*
 Connie Spellman, *Omaha by Design*
 Joan Squires, *Omaha Performing Arts Society*
 Robert Turner, *Union Pacific*
 Jim Vokal, *Omaha City Council, District 3 (2001-2009)*
 Thomas Warren, *Urban League of Nebraska*
 Tom Wurtz, *MUD*

CITY STAFF

Joan Ballion, *Parks Department*
 Eric Buske, *Chief of Police*
 Gary Hall, *Planning Department*
 Bernard in den Bosch, *Law Department*
 Ken Johnson, *Planning Department*
 Barbara Kohles, *Parks Department*
 Charlie Krajicek, *Public Works Department*
 Jim Krance, *Planning Department*
 Paul Kratz, *City Attorney*
 Mike Leonard, *AIA, Planning Department*
 Dana Markel, *Executive Director, Convention & Visitor's Bureau*
 Mike McDonnell, *Fire Chief*
 Lynn Meyer, *Planning Department*
 Derek Miller, *AICP, Planning Department*
 Jed Mouton, *AIA, LEED-AP, Planning Department*

Todd Pfitzer, *Public Works Department*
 Rivkah Sass, *Director, Omaha Public Library*
 Steve Scarpello, *Administrator, Parks Department*
 Pat Slaven, *Parks Department*
 Elisabeth Smith, *Planning Department*
 Bob Stubbe, *Director, Public Works Department*
 James Thele, *Planning Department*
 Chad Weaver, *Planning Department*

PROJECT TEAM

HDR, Inc.
 Scott Aurit, PE
 Doug Bisson, AICP, *Project Manager*
 Ellen Fitzsimmons, AICP, LEED-AP
 Troy Henningson, RLA, ASLA, LEED-AP
 Oliver Kuehne, LEED-AP
 James Moore, PhD, AIA, AICP, LEED-AP, *Project Principal*
 Eric Pohlmann, ASLA, LEED-AP
 Brian Ray, PE, PTOE,
 Steve Schukraft, AICP
 Matt Selinger, PE, PTOE
 Paula Suda, ASLA, LEED-AP

S.B. Friedman & Co
 Stephen Friedman, AICP, CRE
 David Stamm, AICP

P. Knight Martorell Renderings
 Knight Martorell

HDR, Inc. Multimedia Team
 Jim Larsen
 Ellen McVay
 Ed Stillo

DESIGN COMMUNITY WORKSHOP PARTICIPANTS

Michael Alley, *Alley Poyner Macchietto*
 WR Bingham, *Leo A. Daly*
 Sanchita Bista, *Purdy and Slack*
 Larry Blankenship, *Lamp-Rynearson and Associates*
 Randy Brown, *Randy Brown Architects*
 Jeremy Carlson, *Studio 360 Architecture*
 Shelby DeButts, *Contrivium Design & Urbanism*
 Douglas Dreessen, *TD²*
 Michael Emsick, *Prochaska and Associates*
 David Fjare, *Purdy and Slack*
 Bruce Fountain, *Schemmer Associates*
 Bob Griffin, *Ehrhart Griffin and Associates*
 Kyle Haase, *Purdy and Slack*
 Martin Janousek, *Leo A. Daly*
 John Kottman, *TD²*
 Brian Leaders, *Schemmer Associates*
 Joe Lang, *RDG Planning and Design*
 Patrick Leahy, *HDR*
 Mary McCawley, *HDR*
 Paul Nelson, *BVH Architects*
 Jay Palu, *DLR Group*
 Brian Pecka, *Big MuddyWorkshop, Inc.*
 Bob Perrin, *J. Robert Perrin, AIA*
 Mark Pohlman, *HNTB*
 Nancy Pridal, *Lamp-Rynearson and Associates*
 Veronica Rodriguez, *Contrivium Design & Urbanism*
 John Royster, *Big MuddyWorkshop*
 Eddy Santamaria, *Contrivium Design & Urbanism*
 Marie Sedlacek, *Avant Architects*
 Cory Scott, *RDG Planning and Design*
 Marty Shukert, *RDG Planning and Design*
 Tom Trenolone, *HDR*

Bill Stott, *The Architectural Offices*
 Emily Van Court, *Alley Poyner Macchietto*
 Kelly VanElders, *HNTB*
 Steve Weber, *Avant Architects*
 Ken West, *DLR Group*
 Trina Westman, *Alley Poyner Macchietto*
 John Williams, *Schemmer Associates*
 Jenny Zimmer, *Alley Poyner Macchietto*

Thanks also those who also contributed their expertise to this Master Plan:

Chris Brown, *HNTB*
 Bruce Carpenter, *HDR*
 Tom Kessler, *Tom Kessler Photography*
 Terry Moore, *Regional Federal Reserve Board*
 David Sokol, *MECA, MidAmerican Energy*
 Dave Nelson, *Secret Penguin*
 Omaha Chamber Young Professionals Council

Special thanks to the W. Dale Clark Library staff for their gracious accommodations during the week of the charrette and Embassy Suites for hosting both the Visioning Workshops and the Final Public Presentation.

The Downtown Omaha Master Plan Team would like to thank all those who attended the visioning sessions and charrette; called, emailed, or visited with suggestions and ideas; provided insights, thoughts, and guidance; and assisted through the course of the planning process. If your name has inadvertently been omitted, we apologize and thank you for your contribution.

