



greater omaha chamber of commerce

CONTACT: Karla Ewert, VP-Communications - Greater Omaha Chamber of Commerce, 978-7942

Joe Gudenrath, Communications Assistant - City of Omaha, 444-6410

VISION FOR OMAHA'S NEW URBAN NEIGHBORHOOD UNVEILED IN NORTH DOWNTOWN STUDY

Redevelopment plans call for mixed-use, pedestrian-oriented area and land-use anchor for city's "front door"

OMAHA, Neb., April 21, 2005 Mayor Mike Fahey and Greater Omaha Chamber of Commerce President and CEO, David G. Brown, unveiled plans for the development of Omaha's newest urban neighborhood today at press conference to announce the results of the North Downtown Study. The 18-month study, commissioned by the City of Omaha and the Greater Omaha Chamber of Commerce and conducted by HDR, was undertaken in order to establish a redevelopment plan for Omaha's "front door." The study process examined a variety of potential build-out scenarios for the area and created an implementation strategy to move the plan from vision to reality.

The 80-block study area is located astride the Cuming Street/Abbott Drive corridor, between the Riverfront and Qwest Center Omaha and Creighton University's expanded campus. The boundaries are Seward Street on the north, I-480 on the south, 17th Street to the west and Riverfront Drive on the east.

"My administration has worked aggressively to spread Omaha's great momentum across our city," said Mayor Fahey. "North Downtown serves as a natural link between the redevelopment we've experienced along the Missouri Riverfront and in Downtown Omaha. It builds upon Creighton's investment and the revitalization in business and residential neighborhoods we see in North Omaha. This study sets the framework for what I believe will evolve into one of Omaha's most exciting and active neighborhoods."

Based on the results of steering committee input and market assessment done as part of the planning process, it was determined that the North Downtown neighborhood will be transformed into a lively, mixed-use, pedestrian-oriented urban neighborhood. Sixteenth Street will evolve into a major north-south mixed-use, pedestrian-oriented corridor, while Webster Street, which links Creighton University with the Riverfront, will evolve into a major east-west pedestrian corridor. The intersection of these two corridors will be North Downtown's "100% corner," and is the preferred location for a large pioneering project or land use anchor such as a community ballpark. Other possible uses are a museum district or a multi-block residential project.

Brown said, "This presents us with a once-in-a-lifetime opportunity to proactively guide development in this highly visible location. We'll use the planning documents as a roadmap to bring the vision for North Downtown to reality for the greater good of the entire community. The potential for dynamic public and private investment initiatives in this area is tremendously exciting. I believe the momentum we see behind Omaha's new "front door" will take this city forward to the next level."

In order to bring the vision for North Downtown to reality, the planning process established a comprehensive implementation strategy necessary to initiate redevelopment activities. This calls for a phased approach to be undertaken by the City of Omaha and private sector development over the next five to ten years.

The mission of the Greater Omaha Chamber of Commerce is to increase business, investment and employment in the Greater Omaha area.

Greater Omaha Chamber of Commerce • 1301 Harney St. • Omaha, NE 68102-1804
Phone 402.346.5000 • Fax 402.346.7050