DEVELOPMENT

- Preserve culturally important sites and buildings while recognizing prominent residents.
- Build homes for a variety of lifestyles and age ranges.
- Establish property maintenance, repair, and/or rehabilitation programs.
- Establish a strong local economy and "Black Wall Street".
- Recruit new neighborhood-based retail and services.
- Improve vacant properties with orchards, gardens, and urban agriculture.

CONNECTIVITY

- Make it safe and easy for all people, including children and older people, to move around the corridor.
- Encourage new businesses, destinations, and housing that creates a critical mass of places and people to foster walkability and support enhanced transit service.
- Embrace and reflect historic and unique cultural identities in all new connections through urban design and streetscaping.
- Foster robust job growth within the neighborhood that reduces the need for people to commute longer distances for work, and provide reliable, affordable access to jobs that are outside of the neighborhood.
- Create cultural connections outside to the surrounding community through marketing and make N. 24th Street a destination to break down the mental barriers between this area and the rest of the community.

ART, HISTORY & CULTURE

- Develop an artist-led participatory design process.
- Leverage a variety of funding sources, including the Black Middle Class.
- Develop affordable live/work spaces for artists and cultural entrepreneurs.
- Build the capacity of existing cultural institutions.
- Generate tourism.
- Dismiss the negative perceptions of N. 24th Street.
- Preserve the corridor’s history and historic buildings.
- Make community-based investments that support existing residents.

COMMUNITY SURVEY RESULTS

6.4 Average feeling of safety from traffic for people walking on the sidewalks along 24th Street and crossing 24th Street.

5.8 Average feeling of safety from traffic for people riding a bike on or across 24th street.

6.1 Average feeling of comfort for people waiting for the bus along 24th street.

5.8 Average feeling of safety from crime and violence along 24th Street.

7.3 General happiness with life in Omaha.

Guiding Principles

PEOPLE

Involves residents, especially youth, in the development of area programs, services, and projects.
- Provides a variety of shared community spaces for entrepreneurship, creativity, education, collaboration, and/or recreation.
- Develop, enhance, and benefit the lives of current residents, rather than hurt them.
- Elevate the perception of N. 24th Street.

Community Engagement

This planning effort includes, perhaps, the most comprehensive community engagement efforts by the City of Omaha in recent years. Engagement actions consisted of:

Focus Groups and Community Group Meetings

Mailers to every home/business within the study area (2,918 total)

Facebook ads - reached more than 12,049 people

Media Coverage by Ch. 3, Ch. 7, the Boss 97.5, Mind & Soul 101.3, the Omaha World Herald, and the Washington Times.

Open Office Hours (three days a week, July 3rd - August 15th) - Union for Contemporary Art and Great Plains Black History Museum

Place Assessments with local and regional community members during open office hours

Multiple Online Surveys

Black Party on July 20th - 150-200 community participants - 90 surveys collected.

Two Day Community Design Workshop during Native Omaha Days - more than 200 participants

Door to Door canvassing of the study area by the Malcolm X Foundation - 320 surveys completed.

ART HISTORY & CULTURE

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Dismiss the negative perceptions of N. 24th Street.

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