

---

# NORTH 30<sup>TH</sup> TRANSFORMATION PLAN

---

## Choice Neighborhood Implementation Grant Application Summary

On September 17, 2018, the partnership of the City of Omaha (lead applicant) and the Omaha Housing Authority (co-applicant), with Brinshore Development, LLC, and Seventy Five North Revitalization Corporation, submitted an application to the United States Department of Housing and Urban Development (HUD) for \$25 million in Choice Neighborhood Implementation grant funds. If awarded, the requested \$25 million of Choice Neighborhood grant funds will leverage an additional \$157 million investment to transform the North 30<sup>th</sup> Street corridor.

The North 30<sup>th</sup> Transformation Plan builds on the momentum created by the Prospect Village Neighborhood Revitalization Initiative and Highlander, a new mixed-income housing development that incorporates Purpose Built Communities revitalization strategies. The North 30<sup>th</sup> Transformation Plan seeks to improve the quality of life for Spencer Homes residents and residents of the Target Neighborhood by:

- Transforming Spencer Homes into a vibrant, mixed-income, mixed-use community, referred to as Kennedy Square;
- Completing the Highlander mixed-income, mixed-use development to provide residents relocation housing opportunities prior to the demolition of the Spencer Homes;
- Connecting the Kennedy Square and Highlander communities along a multi-modal 30<sup>th</sup> Street corridor, providing all neighborhood residents with better pedestrian, bicycle, and transit access;
- Partnering with the philanthropic community to magnify the impact of the Housing, People and Neighborhood Plans (discussed below); and
- Uniting the Choice Neighborhood Program goals and strategies with Highlander's Purpose Built Communities goals and strategies for a holistic approach to housing, people and neighborhood.

The North 30<sup>th</sup> Transformation Plan has three components:

- The Housing Plan led by Brinshore Development, LLC,
- The People Plan led by the Seventy Five North Revitalization Corporation, and
- The Neighborhood Plan led by the City of Omaha.

The Omaha Housing Authority is a key partner in all components.

On February 1, 2019, HUD announced that Omaha was one of four finalists to receive Choice Neighborhood Implantation grant funds. HUD expects to make their final selections in March. If awarded, HUD requires expenditure of all funds by 2025.

## Housing Plan

The Housing Plan focuses on two catalytic nodes along the North 30<sup>th</sup> Street corridor. The first is Highlander and the second is the proposed Kennedy Square, currently the site of Spencer Homes.

A Residents' Needs Survey of Spencer Homes residents administered by the Omaha Housing Authority and comments received at public meetings last fall shaped the development approach and strategies of the Housing Plan. The five strategies shaping the Housing Plan are:

- Strategy 1 - Maximize the opportunities for Spencer Homes residents to either remain in or return to the neighborhood.
- Strategy 2 - Minimize the disruption of families by expediting replacement housing.
- Strategy 3 - Expand workforce and market-rate housing opportunities in the neighborhood.
- Strategy 4 - Provide residents real choices to live in a variety of apartment units and building types.
- Strategy 5 - Fully integrate housing, people and neighborhood through the Purpose Built Communities model.

Mindful of these strategies, housing development will occur in five phases split between the two nodes. At completion, Highlander and Kennedy Square will contain 425 mixed income housing units (120 replacement units, 172 affordable units, and 133 market-rate units).

The first three phases of mixed-income housing development, serving both seniors and families, will occur at Highlander. The last two phases will occur at Kennedy Square, which will fully replace and redevelop the Spencer Homes site and adjacent properties as an expanded mixed-income, mixed-use community surrounding a new public plaza. Strategic neighborhood investments funded through this grant and other sources will connect the Highlander and Kennedy Square nodes.

The plan integrates single-family houses, duplexes, stacked townhomes, walk-up apartments, elevator buildings, and senior housing. This unit mix will simultaneously respond to Spencer Homes residents' needs and attract potential new residents by providing a variety of housing choice options. In addition, this intergenerational mix will also allow residents to age in place within the neighborhood.

## People Plan

The North 30th Transformation Plan addresses the critical needs of residents through its People Plan. Seventy Five North Revitalization Corporation will lead the People Plan. The People Plan advances the good work already occurring at the Highlander Accelerator building and expands those services, as well. The Plan deliberately focuses on improving the lives of Spencer Homes residents through unique partnerships with healthcare, wellness, education, job training, and kindergarten readiness organizations providing intensive care management, supportive programs, and services. These organizations include Metropolitan Community Colleges, Creighton University, Charles Drew Health Center, Inc., AIM Interface Web School, and Whispering Roots.

The People Plan augments existing activities at Howard Kennedy Elementary school, creates new programming at the Omaha Early Learning Center, and provides an approach to resident needs through comprehensive case management. The Buffett Early Childhood Fund, the Sherwood Foundation, and other partnering organizations will prioritize and target Spencer Homes residents for supportive services and educational activities at the Omaha Early Learning Center and Howard Kennedy Elementary school.

## Neighborhood Plan

The Neighborhood Plan uses a “node and corridor” strategy supported by infrastructure enhancements, vacant land activation, existing housing improvement, economic development support, and improvement to public health and safety, with the following strategies:

- Strategy 1 – Neighborhood Enhancement. The City will improve neighborhood infrastructure by building streets, water and sewer lines, and sidewalks when absent, and improving the safety, attractiveness, and walkability of streetscapes.
- Strategy 2 - Activate Vacant Land. The City and partner organizations such as the Seventy Five North Revitalization Corporation, GESU Housing, Habitat for Humanity of Omaha, and Holy Name Housing will develop approximately 100 high-quality infill, affordable single-family homes and rental housing units on vacant lots in the Target Neighborhood. The City will build a new playground for neighborhood residents and the Seventy Five North Revitalization Corporation will manage it. The City will also provide for a second mortgage to help finance homeownership.
- Strategy 3 - Improve Substandard Housing. The City and partner organizations will rehabilitate housing located in the Target Neighborhood.
- Strategy 4 - Provide Economic Development Support. The Nebraska Enterprise Fund will provide direct lending, gap financing, training on key business skills, and one-on-one coaching and mentoring to small and micro-businesses in the Target Neighborhood.
- Strategy 5 - Improve Public Health and Safety. Keep Omaha Beautiful will develop a “clean and green” strategy to address illegal dumping through a clean-up program, add cameras to the areas, and install trash and recycling containers. The Omaha Police Department will establish new Neighborhood and Business Watch groups to improve neighborhood safety.