Mixed Use Development in Underserved Communities

The Fair Deal Urban District - Creating a Place

2017 NIFA Housing Innovation Marketplace Conference
OMAHA ECONOMIC DEVELOPMENT CORPORATION

MISSION

STRENGTHEN THE QUALITY OF LIFE IN NORTH OMAHA AND FOR ITS RESIDENTS THROUGH COMPREHENSIVE ECONOMIC OPPORTUNITIES AND COMMUNITY DEVELOPMENT

GOALS

➢ TRANSFORM

➢ PROMOTE

RESULTS

LEAVE IN PLACE A RICH(ER) ASSET FOR THE:

✓ INDIVIDUAL
✓ STREET
✓ NEIGHBORHOOD
WHAT WE HEARD

❖ A Vital Place
❖ Physical Elements that make people Welcome and Comfortable
❖ Enhanced Pedestrian Circulation
❖ Effective Relationships between the Surrounding Retail, Commercial and Residential Spaces
A Strong Sense of Place that shouts
This Is A Place to Thrive

A Strong Sense of Place that fosters
Greater Participation

A Strong Sense of Place that defines
Purpose and Creates a Sense of Community Control

A Strong Sense of Place that
Validates the Ability of the Community to Function Competently
**KEY CHALLENGES**

- Infill housing as only residential option
- Attracting commercial tenants that are appropriate for the neighborhood
- Overall design appeal of structural mixes and facades
- Access to public transportation
- Architecture that respects the heritage of the neighborhood while enticing a new generation of renters/home owners
- Financing
- Zoning and district overlays

**SOLUTION**

- MIXED USE DEVELOPMENT
Terms

**Mixed Use** = a building or complex that includes a mixture of uses that result in compact, efficient land use patterns

**Underserved Community** = urban locations lacking an array of stores and expanded services, basic food, cultural offerings, exist in isolation from the larger community

**Creating a Place** = the choice and arrangement of different elements that provides a linkage between people and prompts strangers to interact with each other
INFILL HOUSING

FROM HERE

TO HERE

SINGLE FAMILY RENTAL - GEOTHERMAL
COMMERCIAL DEVELOPMENT

STREET ASSETS
COMMERCIAL DEVELOPMENT

NEIGHBORHOOD ASSETS
<table>
<thead>
<tr>
<th>RESIDENTIAL</th>
<th>COMMERCIAL</th>
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<tbody>
<tr>
<td>✓ LOW INCOME HOUSING TAX CREDITS</td>
<td>✓ ADMINISTRATION FOR CHILDREN AND FAMILIES COMMUNITY ECONOMIC DEVELOPMENT HEALTHY FOOD FINANCING GRANT</td>
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<tr>
<td>✓ TAX INCREMENT FINANCING</td>
<td>✓ SHERWOOD FOUNDATION</td>
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<tr>
<td>✓ COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS</td>
<td>✓ TAX INCREMENT FINANCING</td>
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<tr>
<td>✓ NEIGHBORHOOD STABILIZATION PROGRAM FUNDS</td>
<td>✓ FIRST NATIONAL BANK, WELLS FARGO BANK, BANK OF THE WEST</td>
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<td>✓ WELLS FARGO BANK</td>
<td>✓ LOZIER FIXTURES CORPORATION</td>
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<td>✓ HORIZON BANK</td>
<td>✓ COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS</td>
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<td>✓ HOME FUND (NE DED)</td>
<td>✓ NORTH OMAHA TURN BACK TAX GRANT</td>
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<td>✓ CITY OF OMAHA (LAND DONATION)</td>
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<td>✓ OWNER EQUITY</td>
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Previous Uses:
- Single Family Residential (R4), Medium Density
- General Industrial (GI)

New Uses:
- Mixed Residential R4 + Multi-Family Residential (R7)
- Neighborhood Business District – AC1-1: Greater flexibility in mix of uses (residential and commercial)