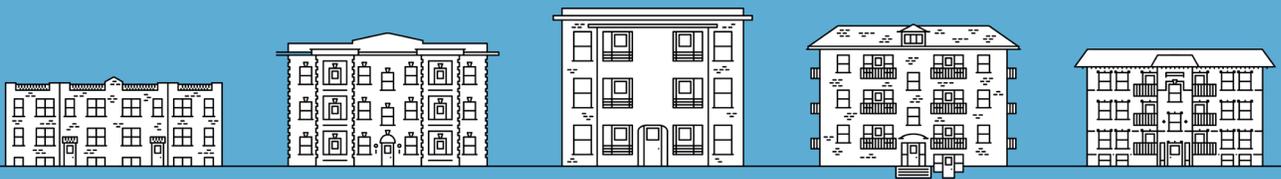




PARK AVENUE



NEIGHBORHOOD PLAN



DRAFT March 2020

ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY

The Park Avenue Neighborhood Plan is a result of three years of public engagement involving surveys, workshops, public meetings, and an equity analysis. In 2019 the update to the 2008 Park Avenue Redevelopment Study was launched with the formation of a 17 member steering committee who met monthly to help guide the consultant and ensure the neighborhood values were well represented. The document includes an analysis of the changes since 2008 and identifies goals and strategies that will guide future development organized around eight themes.

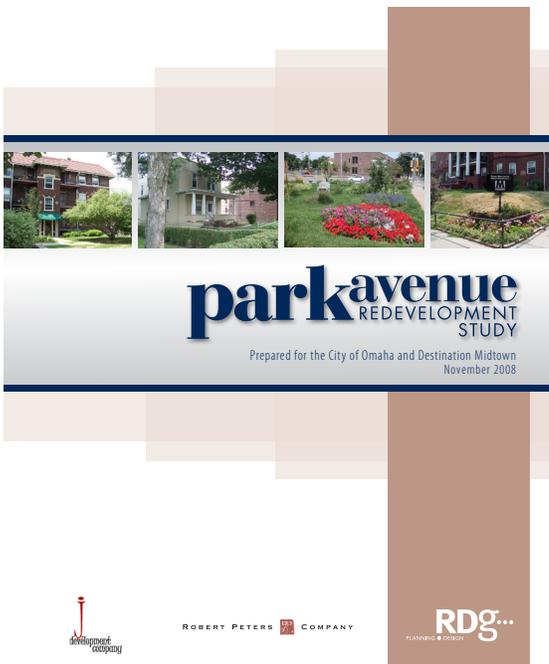
Changes Since 2008

The Park Avenue Plan update was initiated to assist area residents, businesses, and other stakeholders in developing a guide that celebrates and capitalizes on the unique assets of the Park Avenue corridor. The final plan is intended to help guide city and neighborhood actions and projects within the neighborhood, but is also intended to provide actionable strategies for residents and local businesses to help improve their own community.

Overall, the analysis of changes from 2008 reflect overall improvement. Building conditions have improved with significantly fewer parcels with a poor condition rating and a drastic drop in code violations. Several new local and national register designations have been applied to properties within the neighborhood. Zoning designations have either remained unchanged or been down zoned to a lower density district.

The number of residential units has remained largely unchanged because many units were vacant in 2007 waiting rehab and many new apartments have since been constructed. This has led to a decline in ownership rates. Assessed values for both owner and renter occupied units have increased, slightly higher for multi-family units.

The Park Avenue neighborhood has a lower car ownership rate than the city as a whole. Options for transportation in the neighborhood include the B Cycle station at Park Avenue and Woolworth supported by bicycle infrastructure on Park Avenue and several bus routes along Harney, Leavenworth, and Park Avenue.



The population has dropped by 16% since 2000 along with the median age of residents, but the neighborhood has remained the most populated in the City of Omaha. The number of households has been declining since 2000 by approximately 200 households per decade. The racial and ethnic makeup of Park Avenue has changed dramatically since 1990. At that time, 81 percent of the residents were white, non-Hispanic. Today, that number is down to only 36%. Employment for the population residing in the study area has dropped with the rise in the unemployment rate by almost 5% since 2007. The median income for the neighborhood increased since 2007, however is marginal compared to the increase for the City of Omaha as a whole.

Crime data has only recently been collected and disseminated for Omaha, however the five years worth of data does reveal a decline in criminal activity in the Park Avenue Neighborhood. While there was a spike between 2015 and 2016, the number of crimes reported within the project area leveled off and dropped in 2018. The education levels for residents in the Park Avenue Neighborhood have increased since 2013 and the teen birth rate has begun to decline.

Themes and Strategies

Eight themes were identified through the public engagement: public infrastructure, renter engagement, housing variety, racial diversity, public spaces, jobs and economic development, property upkeep, and safety and security. Within each of these themes a goal, vision, why statement, and more details were created. Each theme has several broad actions to be taken to achieve the goal. Each action has several strategic options for carrying out the action. With several options for achieving each action, community members can start small and build momentum to achieve larger neighborhood improvements. Below is a list of the themes with their goals and actions.

Public Infrastructure

GOAL:

- » Create a better environment for pedestrians and make parking feel easier through better connections to transit, pedestrian and bicycle connections, and additional parking when properly designed to integrate into the district.

ACTIONS:

- » Improve streets to accommodate multiple modes of travel
- » Improve safety through traffic calming measures
- » Improve the street environment for better pedestrian travel
- » Identify ways to reduce the stress created by parking

Racial Diversity

GOAL:

- » Create an environment that is attractive to a wide variety of ethnic and racial groups

ACTIONS:

- » Create pathways for immigrant, refugee, and minority populations to remain and/or become established in the neighborhood
- » Create a welcoming environment in the neighborhood for diverse populations

Property Upkeep

GOAL:

- » Expand personal ownership in property maintenance to all residents in the neighborhood

ACTIONS:

- » Improve the appearance of the neighborhood to reflect the pride residents possess
- » Support continued building upkeep and maintenance

Security and Safety

GOAL:

- » Increase the sense of security in the neighborhood felt by all residents

ACTIONS:

- » Physical installations that increase safety in the neighborhood
- » Reduce the perception that the neighborhood is unsafe

Renter Engagement

GOAL:

- » Expand participation and a sense of ownership in the neighborhood among area renters.

ACTIONS:

- » Increase renter participation and attendance at neighborhood activities
- » Ensure renters feel welcomed and included in the neighborhood

Housing Variety

GOAL:

- » Encourage adequate housing variety and stock to meet the needs of all residents

ACTIONS:

- » Preserve the existing historic character of the neighborhood while providing opportunities for new infill construction
- » Develop a diverse supply of housing types for both renters and owners
- » Ensure an adequate supply of affordable housing remains in the neighborhood

Public Spaces

GOAL:

- » Improve access to existing public spaces and fill gaps in amenities

ACTIONS:

- » Improve the pedestrian experience to make walking to destinations in the neighborhood more desirable
- » Provide better connections to and activation of the existing parks
- » Increase the amount of art and public space available to residents in the neighborhood

Jobs and Commercial Development

GOAL:

- » Increased local jobs, economic development, and retail opportunities in the neighborhood by doubling the number of jobs in the area by 2025.

ACTIONS:

- » Provide development programs and regulations to support new businesses
- » Provide support for local business start-ups or expansions
- » Increase shopping in the neighborhood



BACKGROUND

In 2008, the City of Omaha and Destination Midtown commissioned the Park Avenue Redevelopment Study which resulted in a development plan for the Park Avenue study area (Harney Street to Woolworth Avenue, 29th to 33d Streets). Strategies for revitalizing housing and strengthening the commercial base were developed. With 11 years of development and redevelopment completed, it was time to revisit the plan to determine what accomplishments had been made, what work was still unfinished, and identify new goals to advance the neighborhood. The following document includes an analysis of the engagement completed over the past several years, the changes since 2008, and the goals and strategies that will guide future development organized around a set of eight themes.

Plan Purpose

The Park Avenue Plan update was initiated to assist area residents, businesses, and other stakeholders in developing a guide that celebrates and capitalized on the unique assets of the Park Avenue corridor. The final plan is intended to help guide city and neighborhood actions and projects within the neighborhood, but is also intended to provide actionable strategies for residents and local businesses to help improve their own community.

The planning process began with forming the following vision for Park Avenue.

Park Avenue is a lively urban neighborhood that bridges midtown and downtown Omaha, enjoying the best of what both have to offer. We share in a rich and storied history, which has culminated into the vibrant cultural and economic diversity we celebrate today. There's a place for everyone in Park Avenue.

Once the vision was established, desired outcomes to support the vision were developed. Each of these outcomes included indicators to measure progress and strategies, both city led and neighborhood led, for achieving the outcomes. All of this information has been compiled into this plan for use by residents, business owners, and city staff to advance Park Avenue in the coming years.



The neighborhood boundaries are highlighted on the following page and consist of Harney Street on the north, Woolworth Avenue on the south, 33rd Street on the West, and 29th Street on the east. These project limits match those of the 2008 Park Avenue Redevelopment Study.



PUBLIC ENGAGEMENT

The Park Avenue neighborhood has remained diverse, both in the residents and structures that populate it. This diversity is important to residents who want to see the neighborhood improve, but not at the cost of its current character. The following summarizes the past three years of public engagement efforts in the Park Avenue Neighborhood. The graphic on the following page highlights the chronological process of public engagement.

Surveys

In August of 2016 a 14 question dual language survey was mailed to 939 addresses. A total of 79 individuals responded to the survey. The respondents felt the access and proximity to downtown was the best amenity, followed by racial diversity. Priorities for improvement included safety and security, more parking, bike lanes, sidewalk improvements, and shopping/retail options.

Neighborhood Visioning Meeting

Following the survey, a neighborhood vision meeting was held on November 7, 2016 with 70 people in attendance. Residents expressed a desire for infrastructure improvements, better open space options, recreational opportunities, and retail options. Goals that emerged from this workshop were similar to those identified in the 2008 plan with the addition of public transportation and improving economic opportunities. Attendees wanted to make sure the neighborhood stays affordable. Many of the plans and goals from this meeting are already underway including:

1. Pocket Playground created from empty lot by volunteers in June 2017
2. Plan for Soccer Field in Hanscom Park approved by City with \$40,000 in private investments March 2018
3. Neighborhood Identity Statement formed November 2016-January 2017 and formalized through resident's questionnaire June 2017

Equity Analysis

In March 2018 an equity analysis was conducted by Kansas State University. The report revealed inequality in the Park Avenue neighborhood compared to the City of Omaha as a whole. Based on Department of Health and Human Services data, poverty is higher in Park Avenue than 80% of block groups in the city. The population is becoming less Latino and White and more Asian, but has remained a majority minority neighborhood. Rates of home ownership are declining, and rents are rising. Household at the city median income level find rents in the neighborhood unaffordable and the neighborhood has among the highest density of renters who pay more than 30 percent of their incomes for rent. High levels of poverty in Omaha are concentrated in the Park Avenue neighborhood.



Most residents work outside the Park Avenue neighborhood. Fewer than half the residents participate in the labor force. There is a low density of jobs per square mile, despite having the most densely populated census block group in Omaha. As a result, car commuting is high, increasing parking needs as a result. However, the higher densities in the Park Avenue neighborhood suggest interventions will leverage benefits to a greater degree than elsewhere in Omaha.

Steering Committee

Beginning in May 2019, a steering committee made up of residents, neighborhood association members, developers, local religious institutions and business owners, and property owners held their first meeting for the project. The group continued to meet on a monthly basis to help steer the project and serve as the voice for the neighborhood. The members helped enlist participation and project buy-in from a broad and diverse range of stakeholders.

Open House

Several open houses were held throughout 2019. The first open house had approximately 40 attendees and was held on July 31st. A poster was on display for each of the eight themes with sticky notes available for attendees to add their strategies and ideas for supporting the theme. All material was printed in both English and Spanish, with a translator translating the talk given by the consultant.

A second open house was held on November 20th at inCOMMON to gather feedback on the rough draft. Over 30 attendees were at the meeting and gave comments on the final goals and actions developed from previous engagement events.

A final plan celebration was held in January 2020 to promote the document and garner support for implementation of easy to accomplish action items.



Mobile Listening Sessions

Similar to the July open house, posters were developed for each of the eight themes, however images representing different aspects of each theme were added. The project team attended several events and meetings throughout September and October to gather feedback on each of the posters that helped inform strategies for each theme. The following is a list of the locations for the mobile listening sessions:

- Neighbors Night Out
- Leavenworth Neighborhood Association Meeting
- Open houses at local schools



Park Avenue Redevelopment Study 2008

2016

Workshop

A large public meeting was held in Fall 2016 to identify community concerns. A list 5 year goals was developed based on what attendees were most excited and concerned about.

Survey

A 13 question survey was distributed to neighborhood residents to gauge neighborhood perceptions. A total of 79 responses were collected.

2018

Equity Analysis

Kansas State University conducted an equity analysis focused on the primary community concerns of demography, housing affordability, and economic development

Plan Update Launched

2019

In early 2019 an update to the original 2008 Park Avenue Plan was launched which built on the public engagement efforts started in 2016. Additional public outreach was conducted, a steering committee formed, and a more targeted survey completed. All data from the original 2008 plan was updated to show how the neighborhood changed over the past 11 years.

Park Avenue Neighborhood Plan Complete

SINCE 2018

By comparing trends from 2008 to today we can begin to understand how the neighborhood has and continues to change. The following pages show improvement and progress made in the areas of housing occupancy and condition, employment and diversity. A better understanding of the data helped inform the themes and visions outlined in the following section.

Population Trends

Within the Park Avenue study area, the population has been inconsistent since 1990, experiencing periods of both growth and decline. According to the Census estimates for 2017, the three Census Block Groups that encompass the neighborhood declined in population by 16% since 2000. Between 2000 and 2010 that decline was 15%, whereas the Omaha as a whole actually gained population at a rate of 5%.

The age of neighborhood residents is very low when compared to the city as a whole and is continuing to drop. In 2000 the median age in the Park Avenue neighborhood was 26.8, however in 2017 the median age was estimated as 25.9. The 2017 median age in Omaha was 34.5 years. The chart below shows the population change from 2007 to 2017 by age group. The greatest growth occurred in the 21 to 24 age group and the greatest decline occurred among 35 to 44 year olds, an age group that may be looking to purchase housing.

Population by Age, 2007-2017

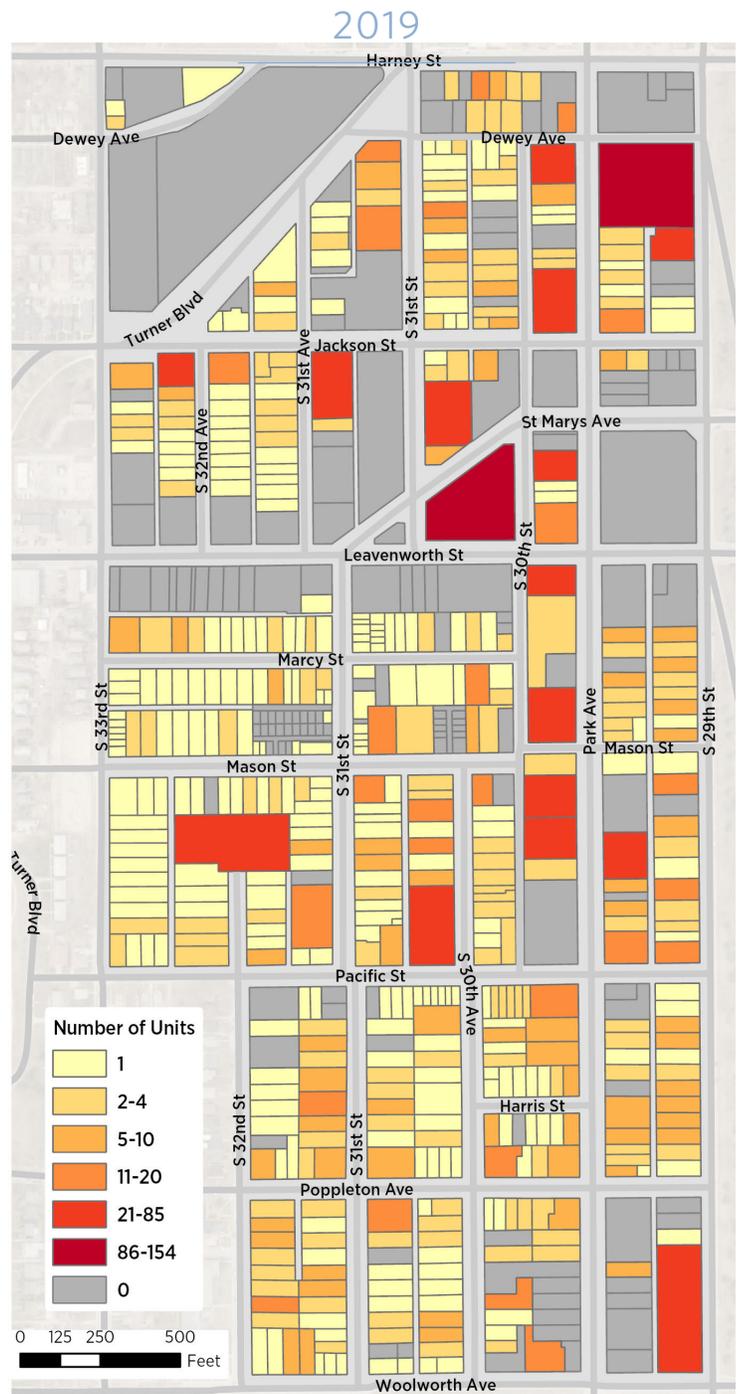
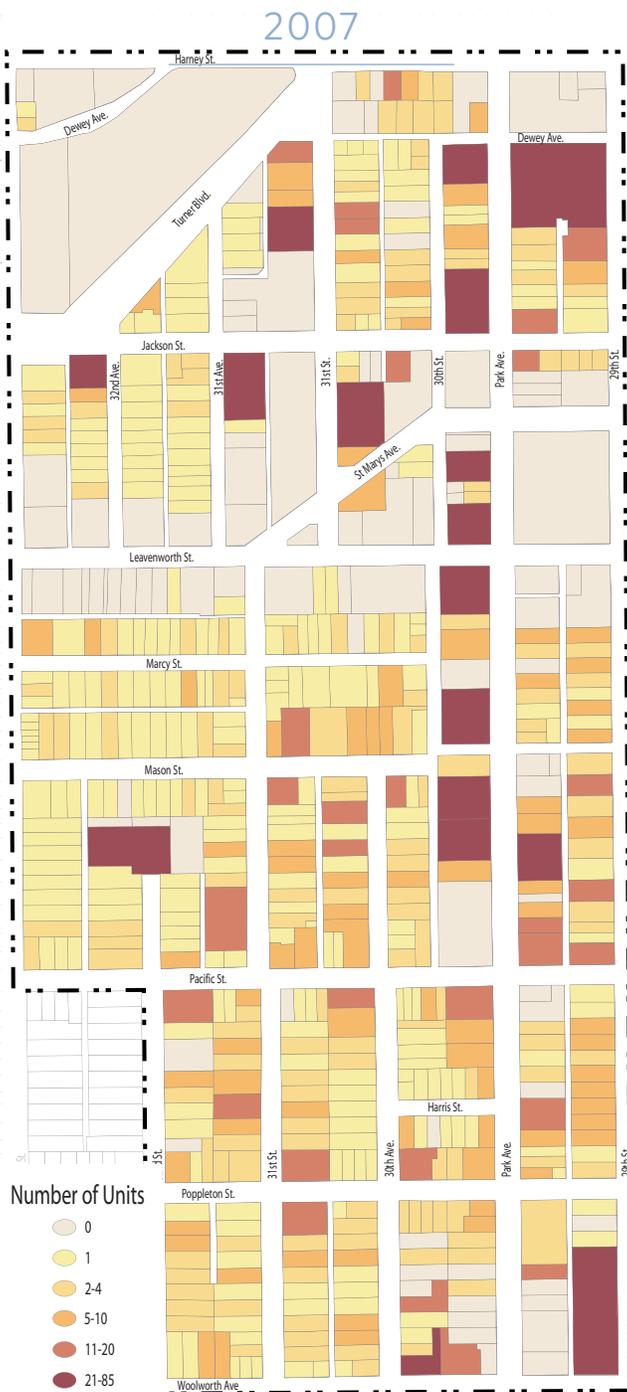
	2007		2017		Change 2007-2017
	Total	Percent	Total	Percent	Total
Age 0-4	416	10.04%	483	12.1%	67
Age 5-9	328	7.92%	545	13.7%	217
Age 10-14	262	6.32%	190	4.8%	-72
Age 15-17	72	1.74%	57	1.4%	-15
Age 18-20	168	4.06%	111	2.8%	-57
Age 21-24	376	9.08%	530	13.3%	154
Age 25-34	985	23.78%	904	22.7%	-81
Age 35-44	680	16.41%	408	10.3%	-272
Age 45-49	246	5.94%	172	4.3%	-74
Age 50-54	204	4.92%	153	3.8%	-51
Age 55-59	150	3.62%	139	3.5%	-11
Age 60-64	90	2.17%	106	2.7%	16
Age 65-74	103	2.49%	131	3.3%	28
Age 75-84	49	1.18%	36	0.9%	-13
Age 85+	16	0.39%	13	0.3%	-3
Total	4,143		3,978	100.0%	-165
Median Age	29.57		25.9		-3.65

Source: U.S. Census Bureau; ESRI, Claritas, Inc. 2007

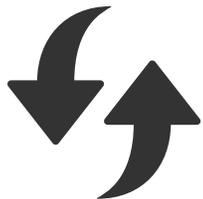


Residential Units

Unit counts have remained largely unchanged since 2007, except for several new apartment buildings. In 2007 a large number of those units were vacant, awaiting rehabilitation. This included the units north and south of Leavenworth along Park Avenue. The Kansas State study conducted in 2018 stated ownership rates were declining, however this is likely a result of filling rental units that were vacant in 2007.



Source: City of Omaha/Douglas County



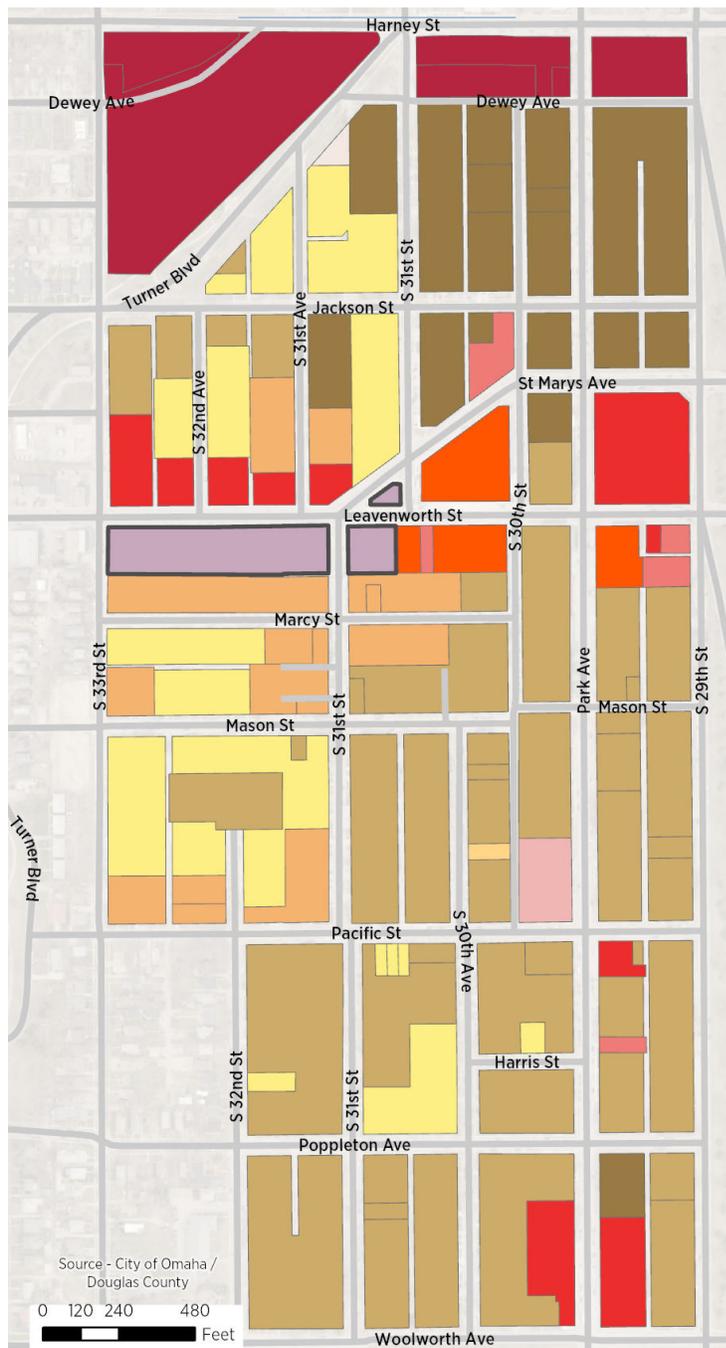
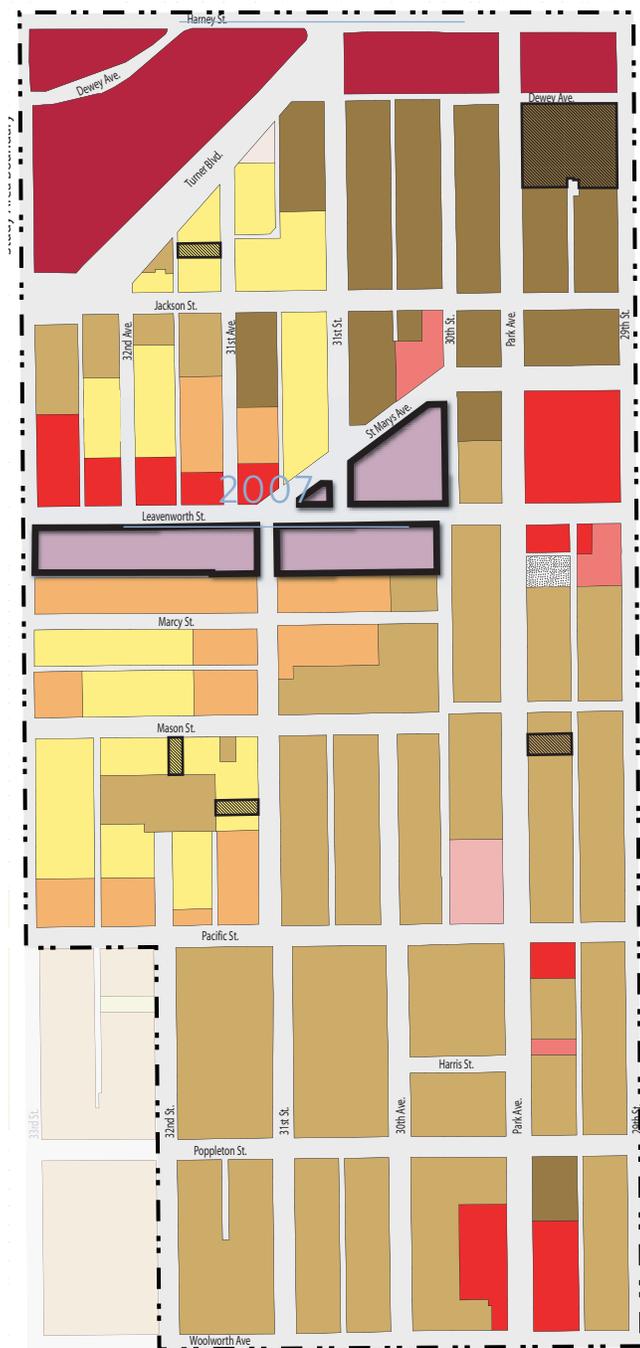
Zoning Changes

The neighborhood has transitioned several blocks in the south from medium density multi-family to high density single-family. Two industrial lots have been replaced by neighborhood business. Most of the zoning north of Leavenworth has remained the same.

- R4 - Single-Family Residential District (High-Density)
- R5 - Urban Family Residential District
- R6 - Low-Density Multiple-Family Residential District
- R7 - Medium-Density Multiple-Family Residential District
- R8 - High-Density Multiple-Family Residential District
- GO - General Office District
- LC - Limited Commercial District
- CC - Community Commercial District
- NBD - Neighborhood Business District
- GC - General Commercial District
- DS - Downtown Service District
- GI - General Industrial District

2007

2019

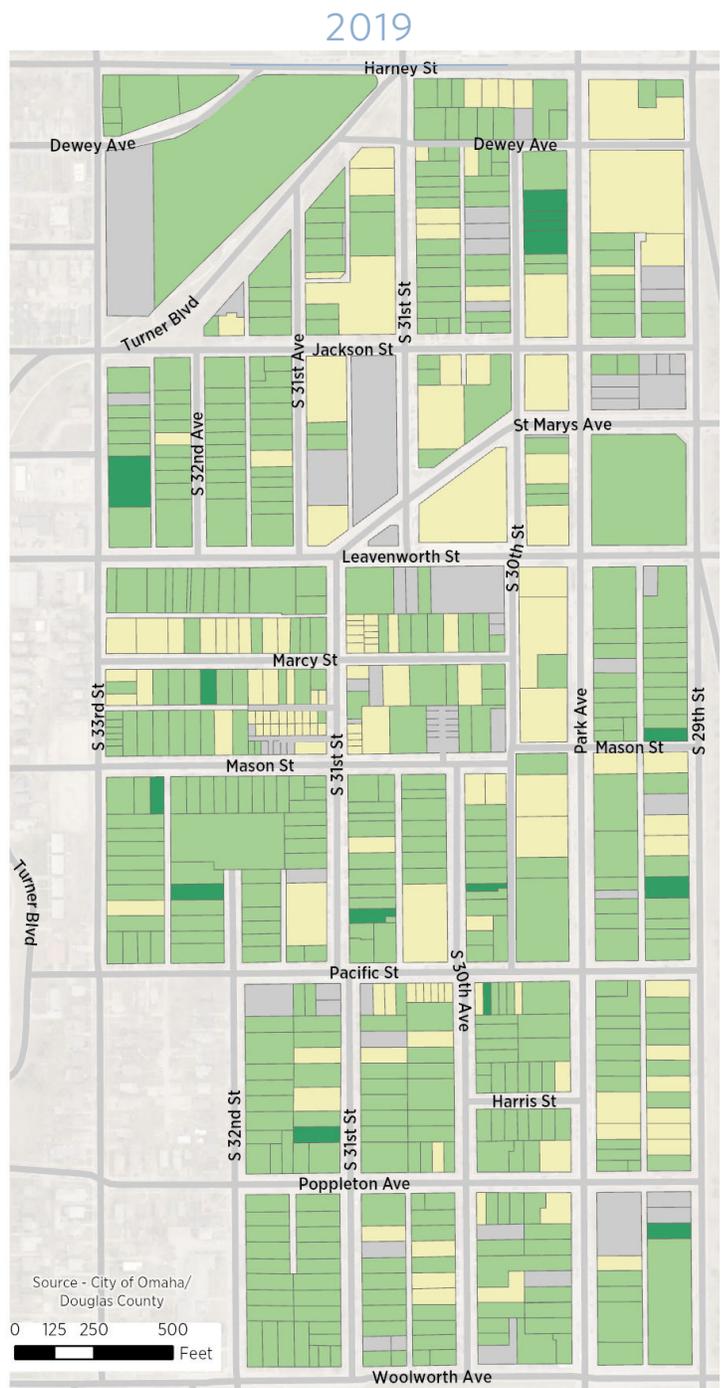
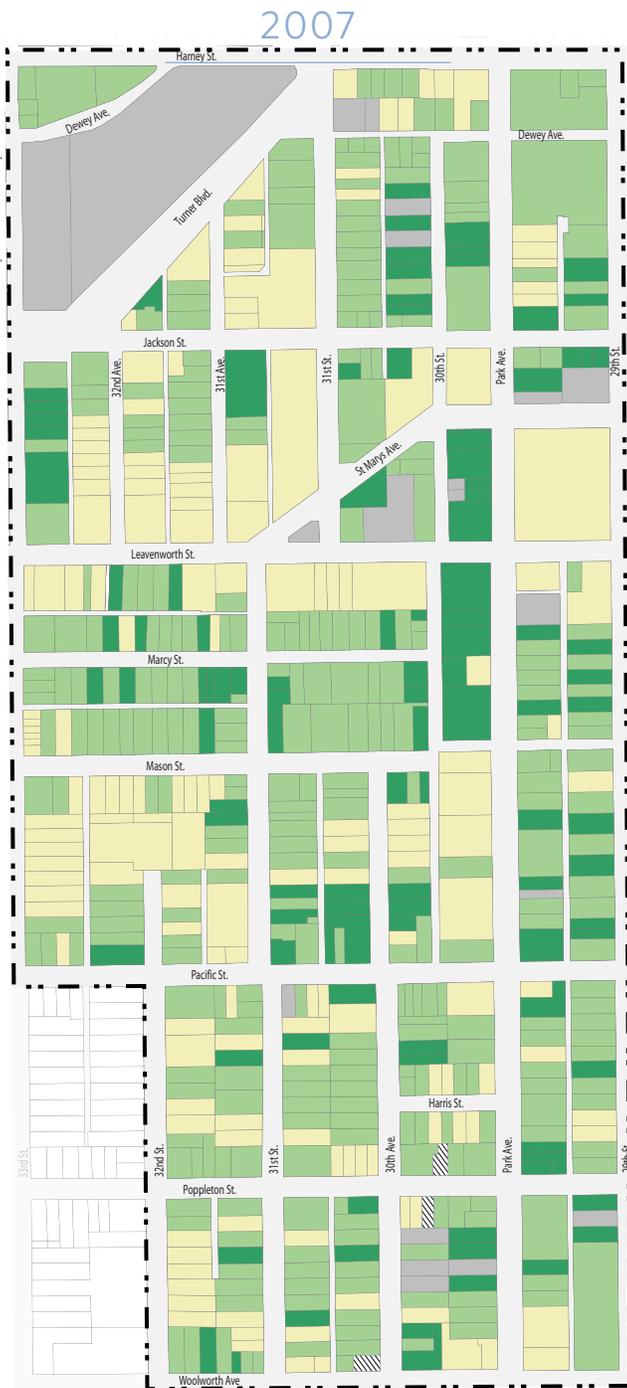


Source: City of Omaha/Douglas County



Building Condition

Building condition overall has improved greatly since 2007 as indicated with more yellow and light green than dark green. While entire blocks have been renovated, there are areas that were deemed good in 2007, but have fallen to a fair condition rating.



Source: City of Omaha/Douglas County



Code Violations

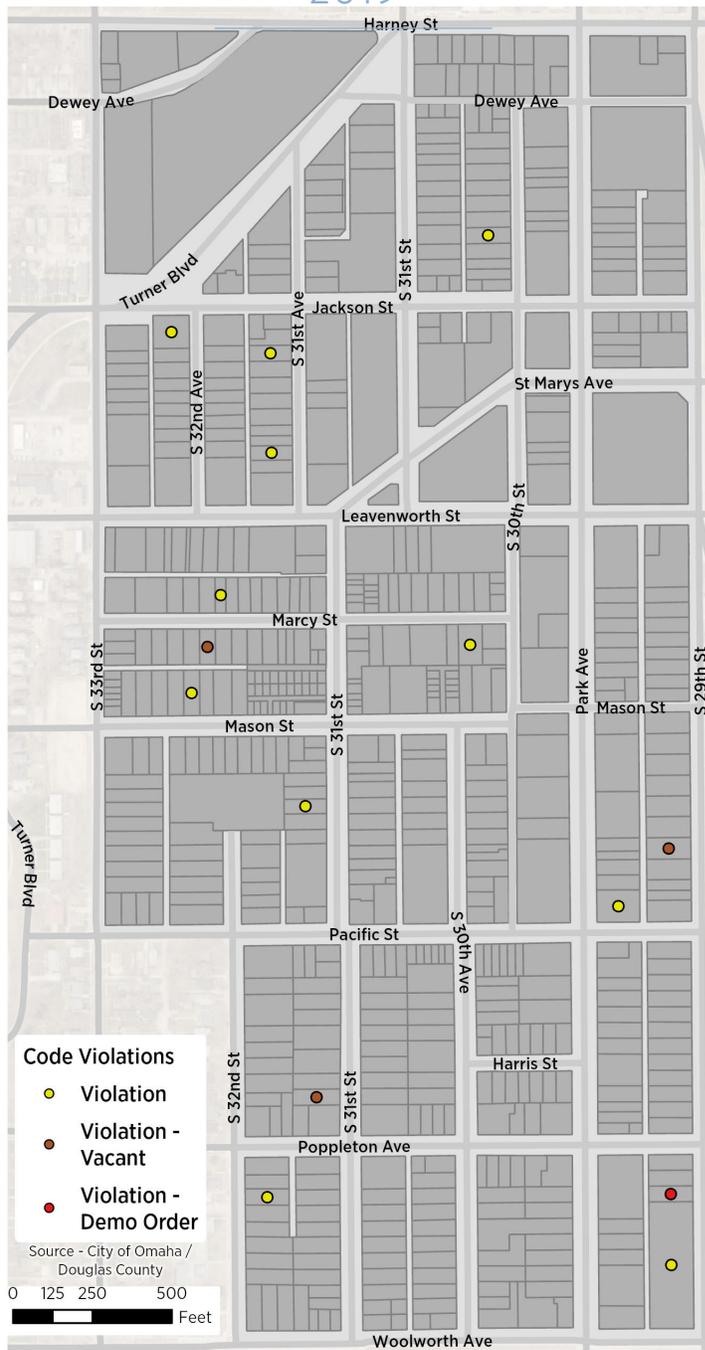
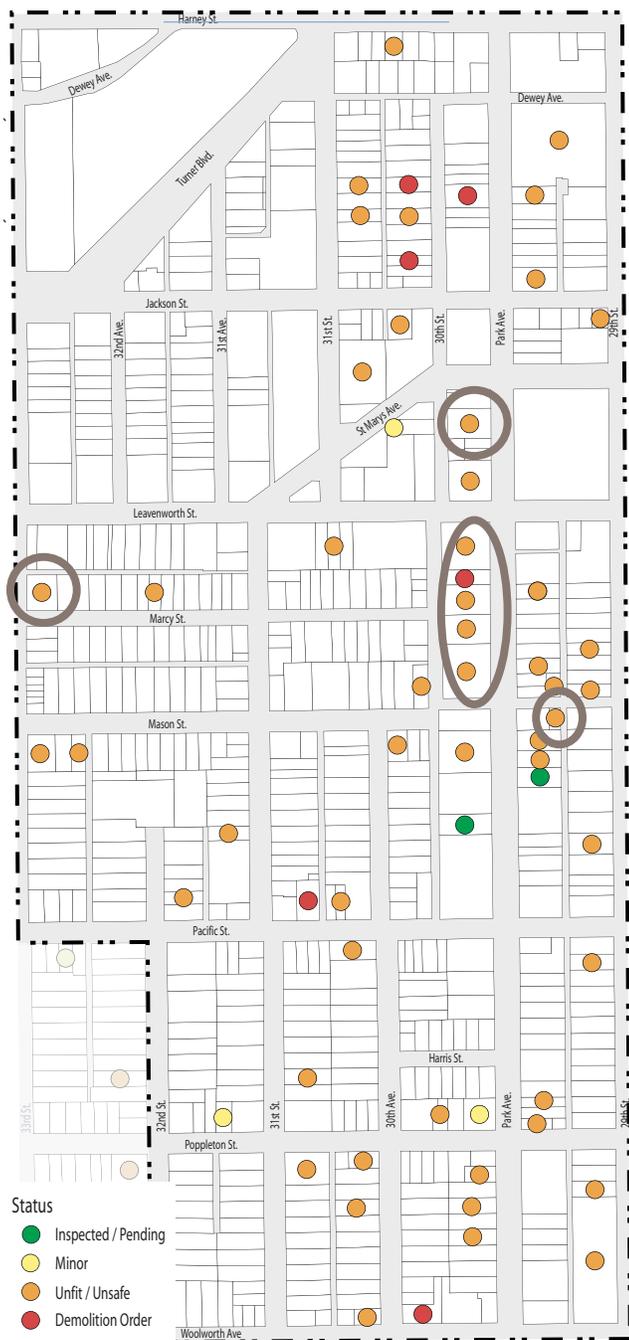
Violations since 2007 have dropped significantly. Major violations such as unsafe units or demolition orders has significantly reduced. Most violations today are minor.



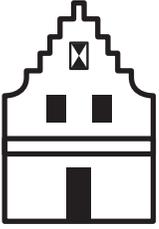
Rehabilitated Properties

2007

2019

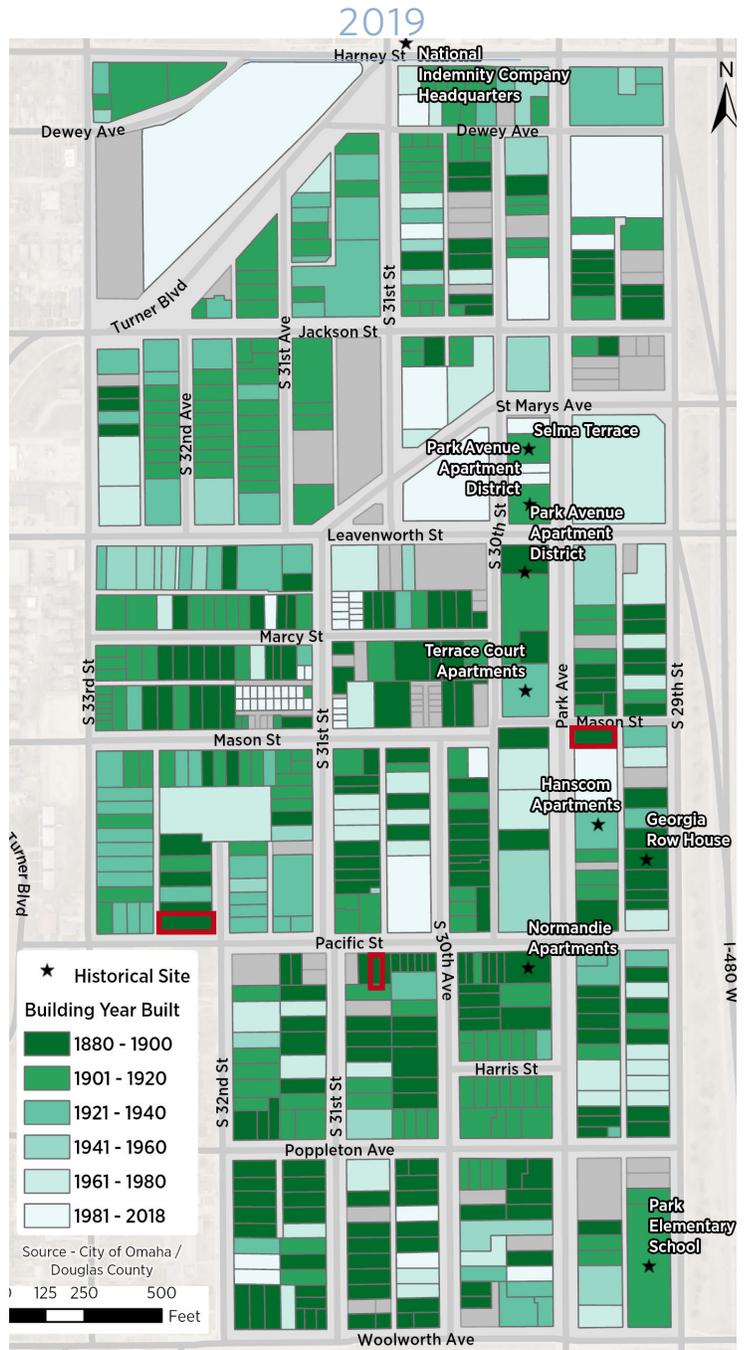


Source: City of Omaha/Douglas County



Historic Significance

New local landmarks added since 2008: Johnston Building (1136 S 32nd St) and Buffet House (1015 S 30th Avenue). New National Register sites since 2008: Selma Terrace, Park Avenue Apartment District, Terrace Court Apartments, and the Hanscom Apartments.



Source: City of Omaha/Douglas County



Single Family Values

Single-family home values have increased slightly from their 2007 levels. Fewer homes are valued under \$60,000 and more homes have risen above \$150,000.

Single Family Units

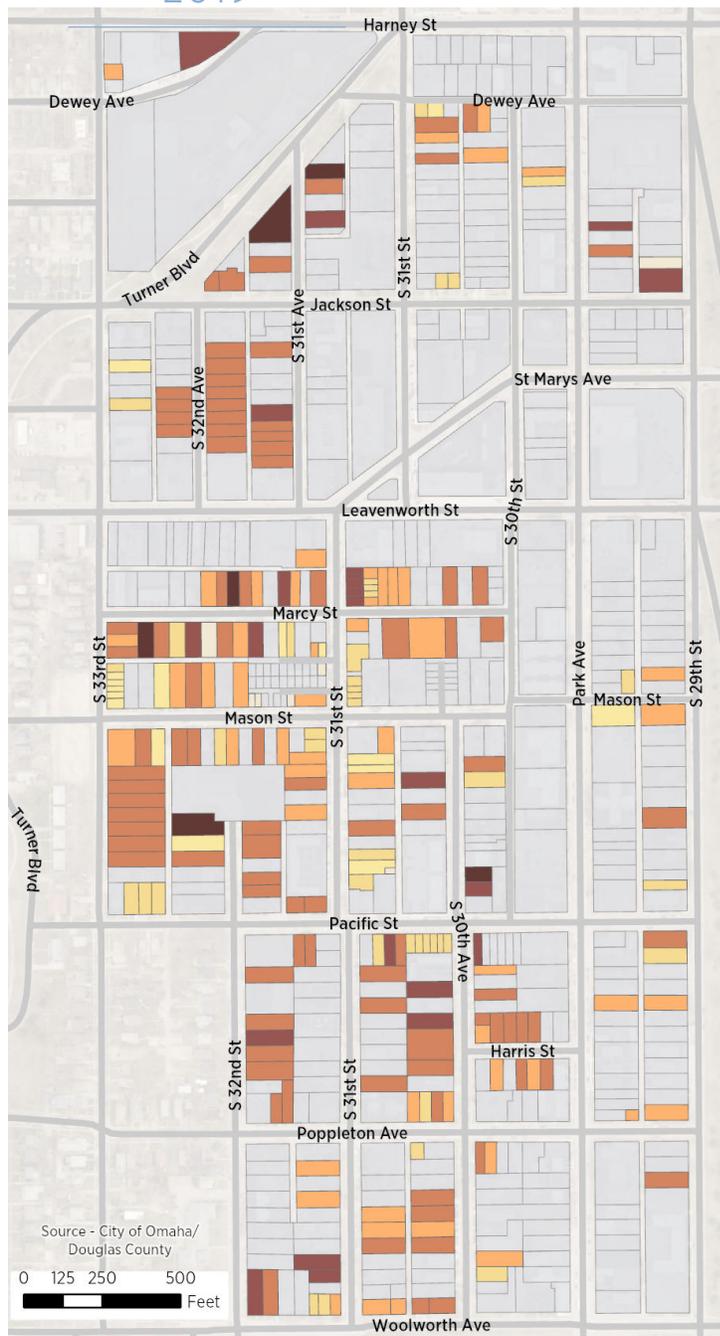
Assessed Value

- \$40,000 and Below
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- \$100,001 - \$140,000
- \$140,001 - \$180,000
- \$180,000 and Above

2007



2019



Source: City of Omaha/Douglas County



Multi-Family Values

The values showed in the map are assessed value per unit, not per building. Property values have raised significantly for multi-family buildings, especially for larger redevelopment sites.

Multi Family Units

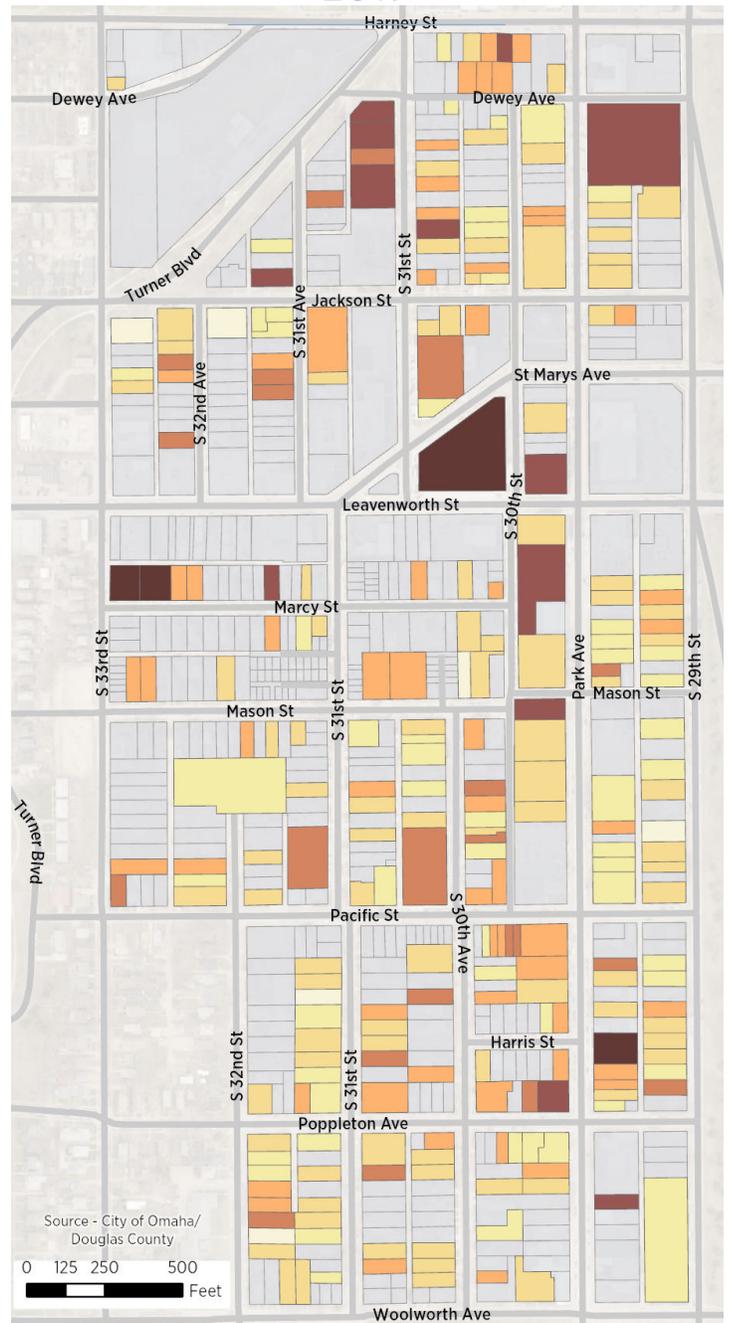
Assessed Value (per unit)



2007



2019



Source: City of Omaha/Douglas County

Transportation

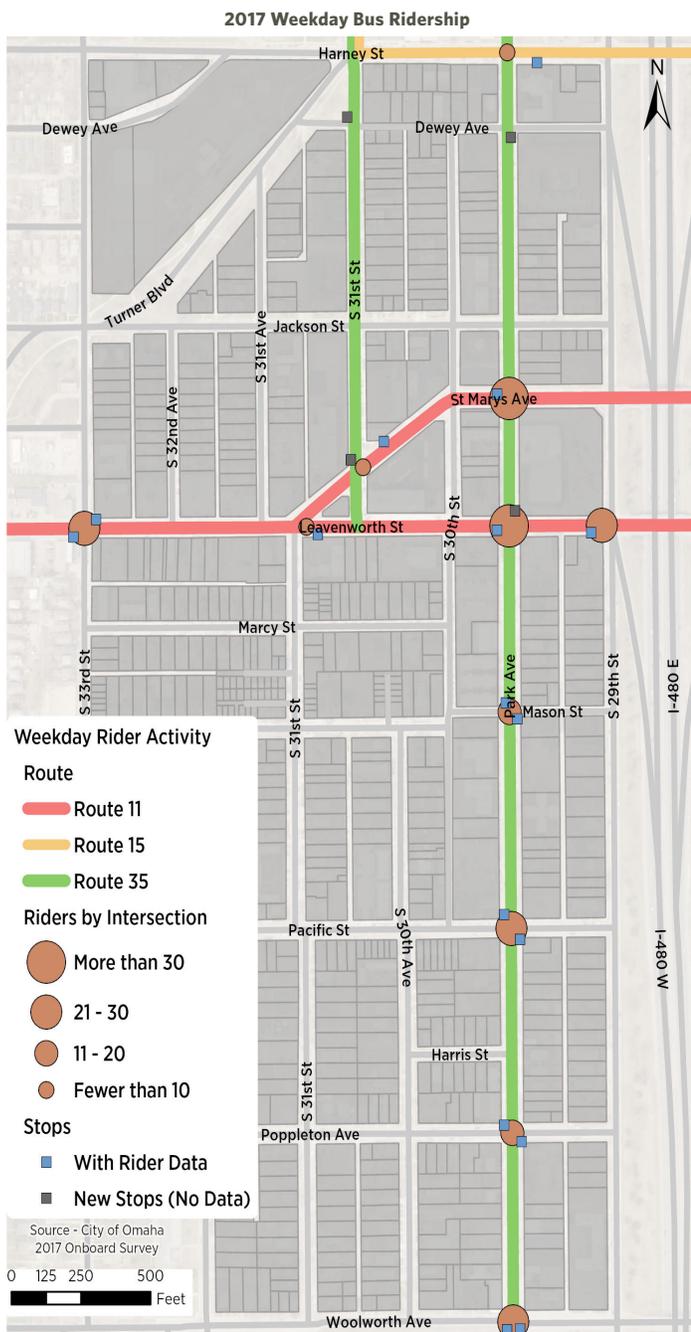
The Park Avenue neighborhood has a lower car ownership rate than the city as a whole. Based on 2017 Census estimates, the ratio of vehicles to people is 0.46 compared to the city rate of 0.78. The 2016 Average Daily Trip counts for several intersections in the study area show higher traffic volumes on Leavenworth Street with slightly lower counts on Harney Street.

Transit ridership mirrors the ADT map with similar high nodes of activity where bus stops are located. While the highest ridership stops are on Leavenworth or St. Mary's Avenue, the stops on Park Avenue are near their levels of ridership at 21-30 riders per stop.

2017 Vehicles per Person

	Total Population	Total Vehicles	Vehicles to Population
Study Area	3,988	1,835	0.46
Nebraska	1,893,921	1,476,532	0.78
U.S.	321,004,407	212,163,959	0.66

Source: U.S. Census Bureau;



Source: Metro Transit



Source: City of Omaha

Demographic and Economic Changes

Race and Ethnicity

The racial and ethnic makeup of Park Avenue has changed dramatically since 1990. At that time, 81 percent of the residents were white, non-Hispanic. Today, that number is down to only 36%. Between 1990 and 2000 the Hispanic population rose from 5.5% to 45.5%. Some of this sharp increase is likely due to the change in order of how the race and ethnicity questions were asked on the Census Questionnaire, but much of it was likely a result of more Hispanic residents moving to the area since the share of Hispanic residents continued to grow in 2010 to 57.4%. A more recent trend in race is the rise of Asian residents. Between 2010 and 2017 the Census estimates the population grew by 6.2%. When comparing language spoken at home between 2013 and 2017 the number of residents speaking English over Spanish or another language rose at a rapid rate. This is likely due to an increase in second generation Hispanic residents more fluent in both English and Spanish, with some assistance from neighborhood programs which assist residents with learning to speak English. There was a decline of almost 300 residents who did not speak English at all.

Racial and Ethnic Makeup of Population 1990-2017

	Asian	Black	Hispanic	White (non Hispanic)
1990	2.2%	5.9%	5.5%	81%
2000	1.3%	7.5%	45.5%	43.2%
2010	1.4%	6.4%	57.4%	31.4%
2017	7.6%	4.6%	45.6%	36.3%

Source: U.S. Census Bureau; ESRI

Culture

In supplement to race and ethnicity Census demographics, broader cultural indicators are helpful in understanding the “cultural identity” of a neighborhood. Below are themes taken from the “Listening Project,” a community organizing tool utilized by inCOMMON Community Development, highlighting elements of Park Avenue that feel like “home” and/or create a sense of “belonging.” Future years’ data will be used to track cultural shifts and encourage efforts to preserve cultural identity.

What about this neighborhood feels like home? (2016-2019)

- Established businesses and organizations (grocery store, bakeries, gas station, inCOMMON, St. Peter’s Church)
- Hanscom Park, Dewey Park
- Playgrounds (Park Ave & Poppleton)
- Field Club Elementary
- Latino/Hispanic culture
- Porches
- Community activities and festivals

Do you feel like you belong here? Responses for those answering yes (2016-2019)

- Deep relationships shared between Latino/Hispanic neighbors
- School ties and involvement
- Church ties and involvement
- Community programs/community center/inCOMMON
- Sports and physical activities
- Proximity to downtown
- Old homes
- Diversity

Household Population

The number of households has been declining since 2000 by approximately 200 households per decade. The number of people per household is also declining, down by 30 percent between 1990 and 2007. These trends are opposite of the city as a whole which has seen growth in both the number and size of households since 1990. The number of single male households had remained constant, but in 2017 was cut by more than half down to just 10.2 percent.

Household Change, 1990-2017					
Park Avenue Study Area	1990	2000	2007	2017	2007-2017
Number of Households	1,985	1,985	1,738	1,514	-13%
People Per Household	1.82	2.72	2.37	2.46	4%
Single Male Householders - % of Households	18.1%	26.5%	26.58%	10.2%	
Omaha					
Number of Households	133,842	156,738	165,172	182,257	10%
People Per Household	2.45	2.42	2.39	2.48	4%
Single Male Householders	12.5%	14.8%	14.38%	7.7%	

Source: U.S. Census Bureau; ESRI

A variety of data sources were used to analyze the trends occurring in the Park Avenue Neighborhood. As a result, tables use different years for comparison depending on what is available.

Employment

Employment for the population residing in the study area has dropped with the rise in the unemployment rate of almost 5% since 2007. The occupations that saw growth between 2007 and 2017 in the Park Avenue neighborhood include Management, Business, and Financial Operations; Professional and Related Occupations; and Construction, Extraction, & Maintenance.

Economic Characteristics of the Population

	Median Income		% of City Median		Unemployment Rate		Families Below Poverty Line	
	2007	2017	2007	2017	2007	2017	2007	2017
Park Avenue Study Area	\$28,750	\$30,279	64%	56%	7.1%	11.86%	19.9%	25.3%
Omaha	\$45,003	\$53,789	-	-	4.2%	4.8%	7.9%	6.4%

Source: U.S. Census Bureau; ESRI

Income

The median income for the neighborhood has increased since 2007, however is a marginal increase compared to the increase for the City of Omaha as a whole. In 2007, the neighborhood median income was 63% of Omaha, by 2017 it was only 56%. This is further reflected by the percent of residents living below the poverty line. Between 2007 and 2017 this rate went up by over 5 percent for the Park Avenue neighborhood, while it went down by just over a percent for the city as a whole.

Employment by Occupation

	2007		2017	
	Park Avenue	Omaha	Park Avenue	Omaha
Management, Business and Financial Operations	3.71%	14.33%	6.2%	15.2%
Professional and Related Occupations	7.81%	21.11%	11.6%	17.6%
Service	22.71%	13.98%	18.1%	13.1%
Sales and Office	20.33%	30.14%	13.4%	26%
Farming, Fishing & Forestry	1.57%	0.21%	0	0.3%
Construction, Extraction, & Maintenance	11.48%	7.93%	22.9%	11.4%
Production, Transportation, & Material Moving	32.37%	12.30%	27.8%	10.4%

Source: U.S. Census Bureau; ESRI

Education

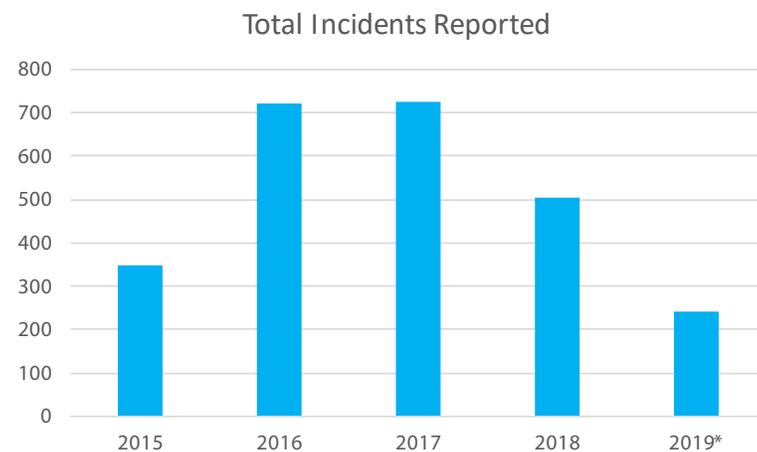
The education levels for residents in the Park Avenue Neighborhood have increased since 2013. A 55 percent decline in the number of people over the age of 25 with no formal education occurred and an increase of 127 and 65 percent respectively of those with an associates/bachelors degree or masters degree and higher.

Educational Attainment Change 2013-2017							
Educational Attainment	None	Nursery to 8th	High School (No Diploma)	High School Diploma or GED	Some College (No degree)	Associates/ Bachelors Degree	Masters/ Professional/ Doctorate Degree
Population over 25	-179	-281	-176	-85	-59	268	50
Percent Change	-55.2%	-49.5%	-45.4%	-15.6%	-14.3%	127.6%	65.8%

Source: U.S. Census Bureau; ESRI

Crime

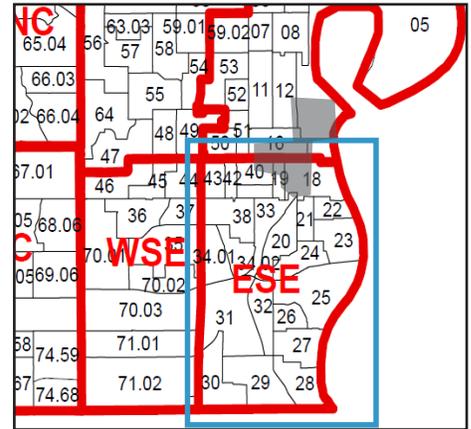
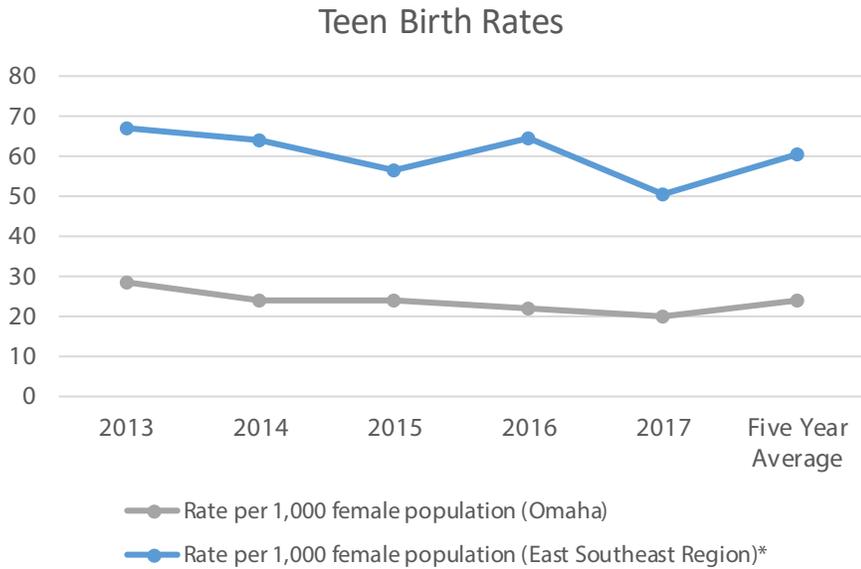
Crime data has only recently been collected and disseminated for Omaha, however the five years worth of data does reveal a decline in criminal activity in the Park Avenue Neighborhood. While there was a spike between 2015 and 2016, the number of crimes reported within the project area leveled off and dropped in 2018. If trends continue through the end of 2019, crime rates will again be lower than the previous year.



*Data for 2019 is only through July 2019

Teen Births

The table below highlights the female population birth rate per 1,000 in the city as a whole and in the East Southeast Region. While the Park Avenue Neighborhood is only a portion of the East Southeast Region, it does provide a level of analysis for teen birth rates. Between 2013 and 2017 the Omaha teen birth rate remained steady with a slight decline in recent years. The rate was more volatile for the East Southeast Region, with more sharp rises and falls. The trend over the five year time frame is downward for the region.



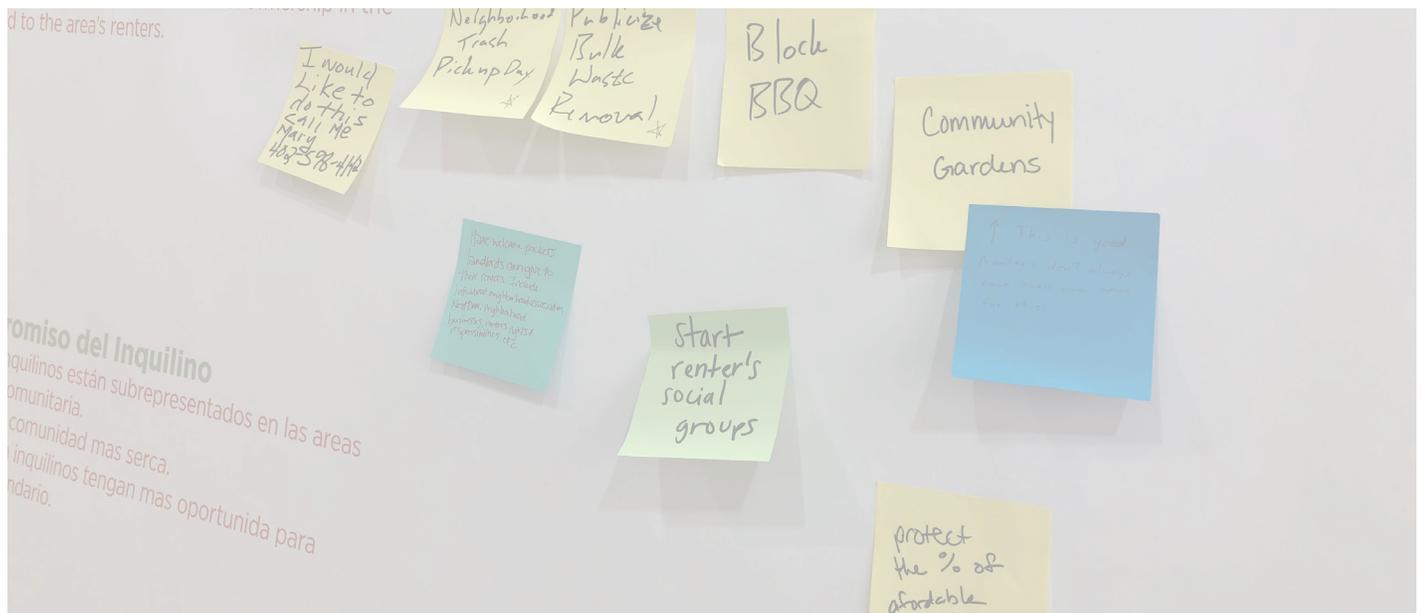
The East Southeast region is outlined in blue, with the three census tracts that capture the Park Avenue Neighborhood in gray

THEMES AND STRATEGIES

This section includes eight themes identified from the three year public engagement effort. Within each theme is a vision, why statement, and more details. City and neighborhood led strategies for reaching the goals and furthering the vision for each theme are identified with actionable and measurable results. Strategies are clustered into broader actions and are intended to be a slate of options. Some may be easier to achieve than others and support or funding may be available for one strategy ahead of another. With several options for achieving each action, community members can start small and build momentum to achieve larger neighborhood improvements.

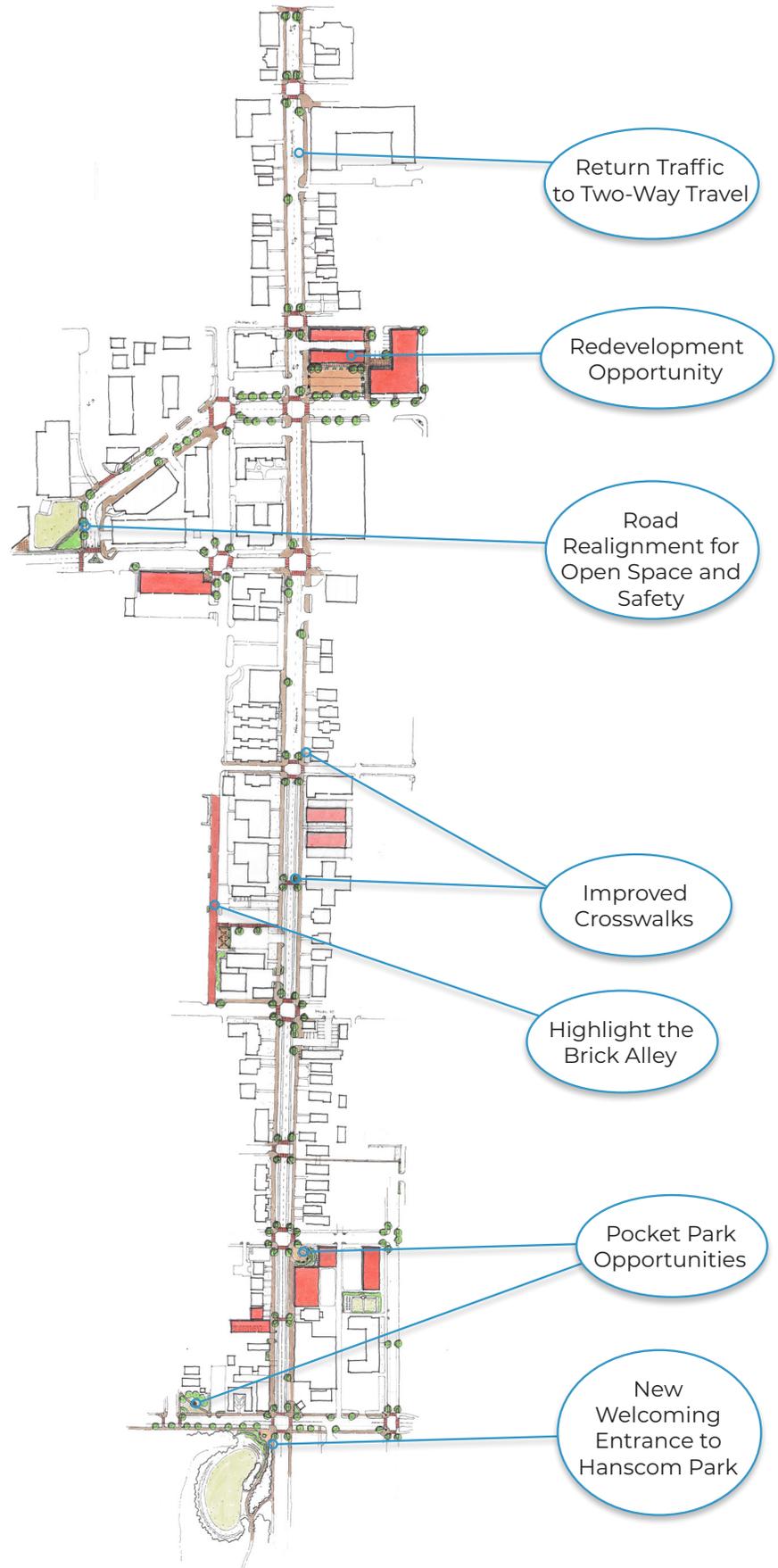
Themes:

1. Public Infrastructure
2. Renter Engagement
3. Housing Variety
4. Racial Diversity
5. Public Spaces
6. Jobs and Economic Development
7. Property Upkeep
8. Safety and Security



Park Avenue Improvement Concepts

During a design studio held in July at inCOMMON, attendees were given the opportunity to provide feedback on concept sketches being developed by the project team. The concepts, shown to the right, include a combination of field observations, survey comments, and feedback from attendees during the design studio. The plan reflects multiple themes and the components are included within the strategies in this section.



THEME 1: PUBLIC INFRASTRUCTURE

VISION



Infrastructure that create a safer and welcoming environment for pedestrians using transit and connecting to parking. These changes should increase in the share of travelers using transit, walking, and biking.

WHY



Public infrastructure in the neighborhood needs upgrades including welcoming and attractive streets, better parking solutions, and traffic-calming measures.

Most survey respondents felt there was a shortage of parking in the neighborhood. Survey respondents that felt it was a high priority to resolve were generally those living in condos with medium to high incomes. Goals from the public visioning meeting included traffic calming and better transit options, which would reduce the stress created by parking. Tying into this theme is the idea of branding the Park Avenue District through banners, lighting, and landscaping installed with infrastructure projects, an emerging theme during the public visioning meeting.

PUBLIC INFRASTRUCTURE STRATEGIES

Strategy A: Improve streets to accommodate multiple modes of travel

Option 1: Implement the city's Complete Streets Design Guide within the neighborhood

Measure: Any new street projects in the neighborhood apply the Design Guide

Leader: City

Option 2: Review bicycle lane design along Park Avenue to determine if placing on-street parking between the bicycles and vehicle traffic is feasible

Measure: Complete review by 2021

Leader: City

Option 3: Work with bike and pedestrian groups to better educate residents across the city on the bike route signage.

Measure: Campaign developed and implemented by fall of 2020

Leader: City

Option 4: Review street conditions to identify areas to include in the street improvement program for upgrades instead of patching potholes

Measure: Review of existing streets and street improvement program by end of March 2021

Leader: City

PUBLIC INFRASTRUCTURE STRATEGIES

Strategy B: Improve safety through traffic calming measures

Option 1: Install traffic calming measures at problem locations such as 30th Avenue and Pacific Street or along Woolworth at Hanscom Park

Measure: Speeding tickets at these location are cut in half after installation of neck downs, speed bumps, or mini-roundabouts

Leader: City

Option 2: Upgrade the pedestrian crossing at Leavenworth

Measure: Complete facility upgrades by end of 2021 with better signage and signaling

Leader: City

Option 3: Identify an alternative bike lane to Leavenworth Street from 31st to the Field Club Trail.

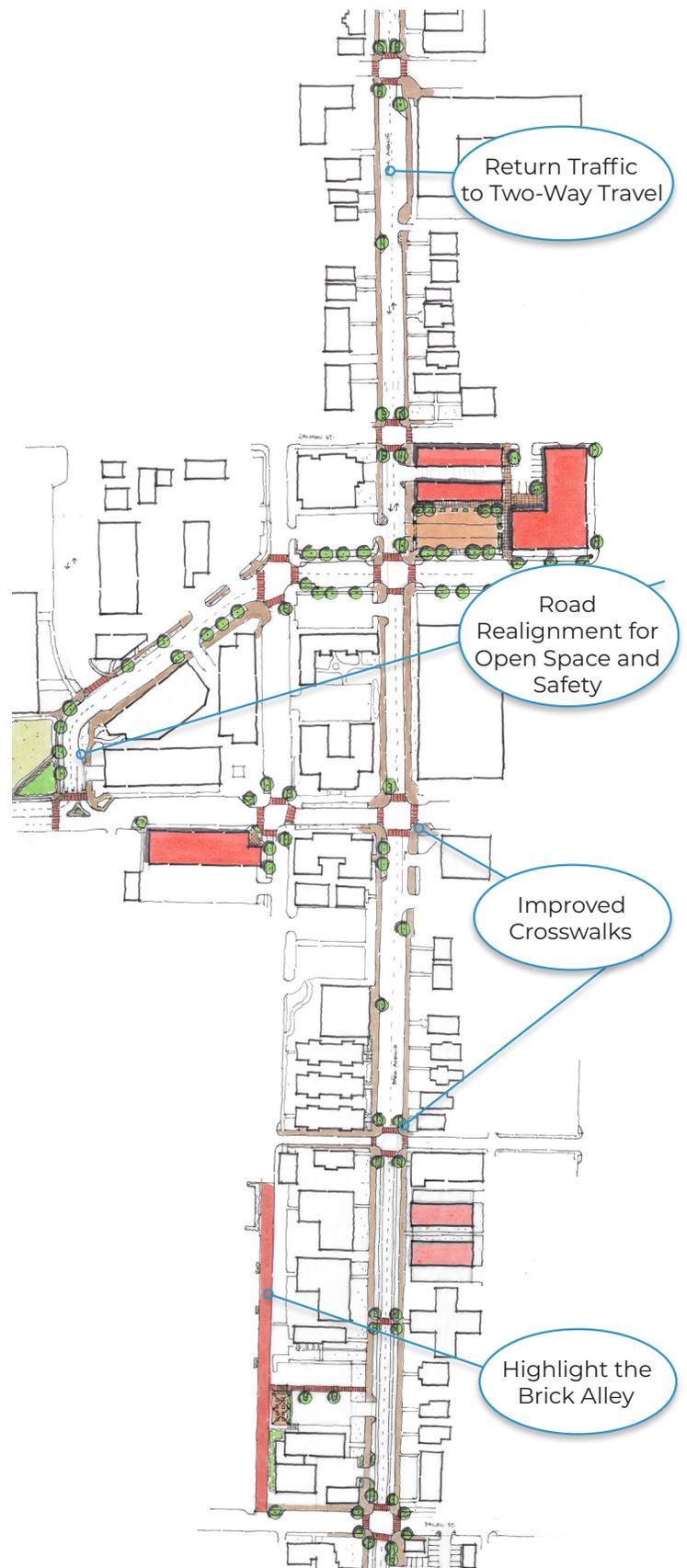
Measure: Public Works completes study on the possible

Leader: City

Option 4: Develop a public education campaign to increase awareness on proper separation between driveway entrances and parked cars to reduce car accidents and pedestrian/bike collisions

Measure: Annual education campaign started by 2021

Leader: Neighborhood



PUBLIC INFRASTRUCTURE STRATEGIES

Strategy C: Improve the street environment for better pedestrian travel

Option 1: Upgrade streets with wider sidewalks, benches, and street lighting

Measure: New lighting, sidewalk upgrades, and seating are included with any street improvements or large scale redevelopments

Leader: City

Option 2: Plant green space adjacent to the street on residential blocks with native, low growth plants and trees (Partnerships with programs like ReTree Midtown should be explored)

Measure: One street per year will be identified for conversion from grass to native plants and partnership developed with property owners to educate and assist with the change in front of their property

Leader: Neighborhood

Option 3: Install neck downs at key intersections and ensure that crosswalks are properly striped.

Measure: Crosswalks on Leavenworth and Park Avenue are properly striped by 2021. Neck-downs are installed on Leavenworth near Jackson Elementary and other key crossings.

Leader: City

Option 4: Explore installation of speed table along key locations to slow traffic (similar to Country Club Avenue at Metcalf Park)

Measure: Install speed table at mid-block crossings into Hanscom Park.

Leader: City

PUBLIC INFRASTRUCTURE STRATEGIES

Strategy D: Identify ways to reduce the stress created by parking

Option 1: Work with apartment complex management to find ways to address parking shortage by sharing lots with uses that have different peak use times (ex: church lots allow apartment residents to use during the weekdays)

Measure: A reduction of one car per 50 units

Leader: Neighborhood

Option 2: Add parking to 29th Street and improve pedestrian access to that parking.

Measure: Diagonal parking added to 29th Street and sidewalk and lighting improvements made to 29th, Pacific and Jackson Street.

Leader: City

THEME 2: RENTER ENGAGEMENT

VISION



Bring the community together, expanded participation, and sense of ownership in the neighborhood through a measurable increase in the number of renters participating in the Neighborhood Association and neighborhood events.

WHY

Renters are under-represented in engagement and planning efforts compared to owners but are often longtime residents, invested in the neighborhood.



Renters comprise nearly 85% of the neighborhood population; however, in past efforts to obtain feedback and direction for neighborhood improvements, they have only represented about 30% of the participants. Despite the short-term residency of many renters, the opportunity exists to keep them within the community long-term. Renters have talents and skills that can benefit the neighborhood. Reaching out and encouraging them to participate on boards, in events, and through online engagement is important to ensuring their long-term commitment to the community.

RENTER ENGAGEMENT STRATEGIES

Strategy A: Increase renter participation and attendance at neighborhood activities

Option 1: Support and expand upon the efforts of existing neighborhood groups who have access to renter populations

Measure: Meetings held with each neighborhood group to identify opportunities to support renter outreach

Leader: Neighborhood

Option 2: Develop incentive program to encourage participation in community events such as rent discounts or gift cards to local businesses

Measure: Incentive program is operational by January 2021

Leader: Neighborhood

Option 3: Utilize a multi-medium approach to communicate neighborhood events and opportunities

Measure: Committee formed by Fall 2020 to regularly gather information about neighborhood and experiment with various communication strategies

Leader: Neighborhood

Option 4: Send out renter survey to determine their needs and motivations

Measure: Survey reach of at least one-third of renters in the neighborhood

Leader: Neighborhood

Option 5: Offer childcare at neighborhood association meetings and events

Measure: Areas established for children to play during all neighborhood association meetings by 2021

Leader: Neighborhood

Option 6: Strengthen neighbor-to-neighbor peer outreach as means for sharing neighborhood events and opportunities

Measure: Block Connector program is increased 50% by January 2021

Leader: Neighborhood

RENTER ENGAGEMENT STRATEGIES

Strategy B: Ensure renters feel welcomed and included in the neighborhood

Option 1: Create a welcome packet for landlords to provide to new tenants

Measure: Welcome packet handed out to all new renters beginning in 2022

Leader: Neighborhood

Option 2: Create senior outreach programs/multi-generational programs

Measure: Work with organizations like Eastern Nebraska Office on Aging to establish a program to reach out to seniors living in local rentals by 2022

Leader: Neighborhood

Strategies for renter engagement will largely fall into the hands of the neighborhood to lead. While the City may not lead renter engagement strategies, they may help with providing information about landlords to assist the neighborhood in their efforts.



THEME 3: HOUSING VARIETY

VISION



Ensure adequate housing variety and stock to offer housing for every stage of life and greater opportunity for ownership.

WHY

Most residents enjoy the diversity of housing types, prices, and styles in the neighborhood and would like to see it maintained.



Affordability, a common theme, is defined by a household's income and therefore the perception of affordability changes from household to household. Economic diversity is one of the hallmarks of the neighborhood, and a mixture of housing types and programs ensures that affordable housing options exist for every state of life and income.

HOUSING VARIETY STRATEGIES

Strategy A: Preserve the existing historic character of the neighborhood while providing opportunities for new infill construction

Option 1: Develop design standards that require a mix of old and new buildings to maintain aesthetic feeling of an urban neighborhood

Measure: New design standards are used for any new project or major renovation

Leader: Neighborhood

Option 2: Promote restoration and rehabilitation of existing buildings through neighborhood associations

Measure: All projects brought to the City with demolition component are discussed for potential rehabilitation instead

Leader: Neighborhood

Option 3: Create a partnership with Restore Omaha to create educational material on proper rehabilitation

Measure: Guide for proper rehabilitation complete by 2021

Leader: Neighborhood

Strategy B: Develop a diverse supply of housing types for both renters and owners

Option 1: Evaluate the need to establish a policy requiring rental and product type diversity in large scale Tax Increment Financing (TIF) projects

Measure: TIF Committee completes evaluation to determine use of TIF to support affordable housing.

Leader: City

Option 2: Continue to offer programs such as Tax Increment Financing (TIF) that support new development in the neighborhood while prioritizing affordability for both rental and owner-occupied properties

Measure: Continued use of TIF in the neighborhood

Leader: City

Option 3: Review the zoning ordinance to find and remove any barriers to developing a variety of housing types often termed "missing middle" housing

Measure: Full review of zoning regulation related to housing barriers complete by planning staff by end of 2021 with recommended changes

Leader: City

HOUSING VARIETY STRATEGIES

Option 4: Fill the gap in funding for affordable housing in the neighborhood

Measure: Develop a pool of funding with an organization like Omaha 1000 or Spark for filling the gap and sharing the risk with developers willing to build units affordable to households making 80% or less of the Douglas County area median income (AMI)

Leader: Neighborhood & City

Strategy C: Ensure an adequate supply of affordable housing remains in the neighborhood

Option 1: Ensure existing homes are maintained in good condition (see more recommendations in Property Upkeep)

Measure: Annual decline in the number of citations for building maintenance.

Leader: Neighborhood

Option 2: Encourage use of development incentives for affordable housing in new developments

Measure: One new project uses Section 55-785 of the City's Zoning code which offers a density bonus for affordable housing.

Leader: City



THEME 4: RACIAL DIVERSITY

VISION



Create an environment that is attractive to a wide variety of ethnic and racial groups, in order to be the most ethnically and racially diverse neighborhoods in the city through an equally balanced split of racial groups in the neighborhood by the 2030 census.

WHY



Residents would not move to or stay in the area if they wanted a mono-culture.

Residents in the 2016 survey noted the area's racial and ethnic diversity as a feature to be maintained. A mix of cultures and races often brings a unique energy to a neighborhood that will continue to attract new residents and investment. This theme ties closely to many of the other themes, especially housing variety and commercial development, as essential to creating an environment where all feel welcome and a sense of creativity thrives.

RACIAL DIVERSITY STRATEGIES

Strategy A: Create pathways for immigrant, refugee, and minority populations to remain and/or become established in the neighborhood

Option 1: Develop a neighborhood business association that includes a specific focus on supporting entrepreneurs of color

Measure: Association launched by Fall 2020

Leader: Neighborhood

Option 2: Support and expand upon the efforts of existing neighborhood groups who have access to immigrant, refugee, and minority populations

Measure: Meetings held with each neighborhood group to identify opportunities to support outreach among populations of color

Leader: Neighborhood

Racial diversity is an important aspect of the neighborhood as found through public engagement efforts, however strategies are difficult to quantify. Beyond those listed, a welcoming and supportive environment should be created to ensure continued diversity within the neighborhood.



RACIAL DIVERSITY STRATEGIES

Strategy B: Create a welcoming environment in the neighborhood for diverse populations

Option 1: Support and expand upon efforts of existing neighborhood groups who host cross-cultural events

Measure: Meetings held with each neighborhood group to identify opportunities to support and expand upon cross-cultural events

Leader: Neighborhood

Option 2: Audit neighborhood communication strategies (see Renter Engagement Strategies) to ensure they support and promote diversity

Measure: Perform annual audit through Communications Committee (see Renter Engagement Strategies), beginning Spring 2021

Leader: Neighborhood

Option 3: Engage with city officials and developers to promote the use of the Equity Checklist (see the Implementation section)

Measure: At least 3 meetings held in 2020 with developers, city staff, and elected officials to educate and discuss the use of the equity checklist

Leader: Neighborhood

Option 4: Utilize “Cultural Identity” tool (inCOMMON) to track demographic shifts in the neighborhood

Measure: Data analyzed annually, beginning Spring 2020

Leader: Neighborhood



THEME 5: PUBLIC SPACES

VISION



Offer safe places for residents and families to gather and play and connect by adding additional public open spaces and redesigning existing spaces such as Hanscom Park.

WHY

Despite the number of parks and open space in the neighborhood, there is a lack of easy access, recreation types that meet resident preference (ex: soccer instead of tennis), and public spaces for meeting and gathering.



Some of this work is already underway such as the resident championed soccer field. More needs to be done to fully address comments from the survey and public visioning meeting. Access to Hanscom Park on the northeast is still a barrier to residents who often do not consider this existing amenity a resource for the neighborhood. More welcoming public spaces are desired for the neighborhood to meet and gather, both indoor and outdoor. Most should be informal spaces, but engagement showed a need for spaces that residents can rent out for personal events. Participants also rank family-friendly environments high on improvements needed, which could be satisfied through improvements to access and amenities in the parks.

PUBLIC SPACES STRATEGIES

Strategy A: Improve the pedestrian experience to make walking to destinations in the neighborhood more desirable

Option 1: Improve the sidewalks on Leavenworth providing more separation between the roadway and the pedestrian

Measure: Reconstruction of the sidewalk on Leavenworth complete by 2023

Leader: City

Option 2: Improve the sidewalks and lighting along Woolworth across I-480 to create a clear and safe connection to Columbus Park Community Center

Measure: Reconstruction of the sidewalks along one side of Woolworth complete by 2023

Leader: City

Option 3: Install new benches and other trail amenities where missing on the Turner Boulevard trail

Measure: Minimum of two new seating areas on the trail by 2022

Leader: City or Neighborhood with Mayor's Grant

Option 4: Use Tax Increment Financing, Low Income Housing Tax Credits, and New Market Tax Credit to address the public improvements in the area

Measure: Each new tax credit project includes public improvements adjacent to the property

Leader: City

Option 5: Conduct a walk audit to identify all areas which do not meet ADA standards

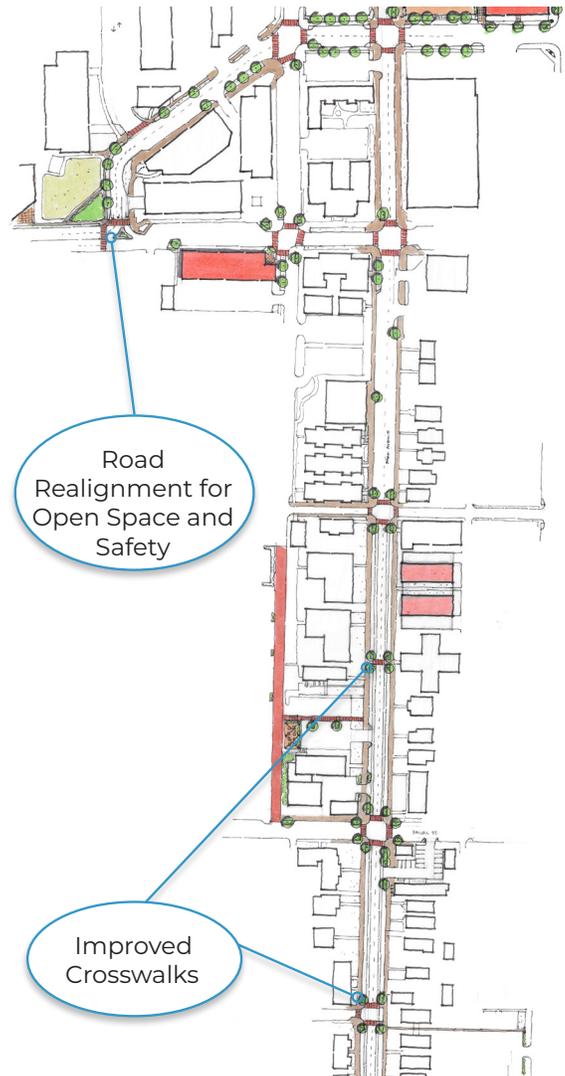
Measure: Walk audit completed by end of August 2021

Leader: Neighborhood

Option 6: Improve the bicycle environment of Woolworth

Measure: Improve signage for drivers entering Woolworth with regards to bicycle use along the corridor.

Leader: City



PUBLIC SPACES STRATEGIES

Strategy B: Provide better connections to and activation of the existing parks

Option 1: Create a new welcoming entrance to Hanscom Park on the northeast side and add more lighting and clear brush throughout the park

Measure: New entrance complete by 2024

Leader: City

Option 2: Improve the sidewalks on the north side of Hanscom Park and the path into the park.

Measure: Sidewalk improvements completed by 2021

Leader: City

Option 3: Create a program of events in Hanscom Park that are family friendly

Measure: Two new events in the park with a family focus.

Leader: Neighborhood & Community Partners

Option 4: Ensure events and activities for kids are offered year round in the park

Measure: At least one kid friendly event hosted quarterly by 2023

Leader: Neighborhood & Community Partners

Strategy C: Increase the amount of art and public space available to residents in the neighborhood

Option 1: Work with residents to find opportunities for pocket parks to increase shared spaces in the neighborhood

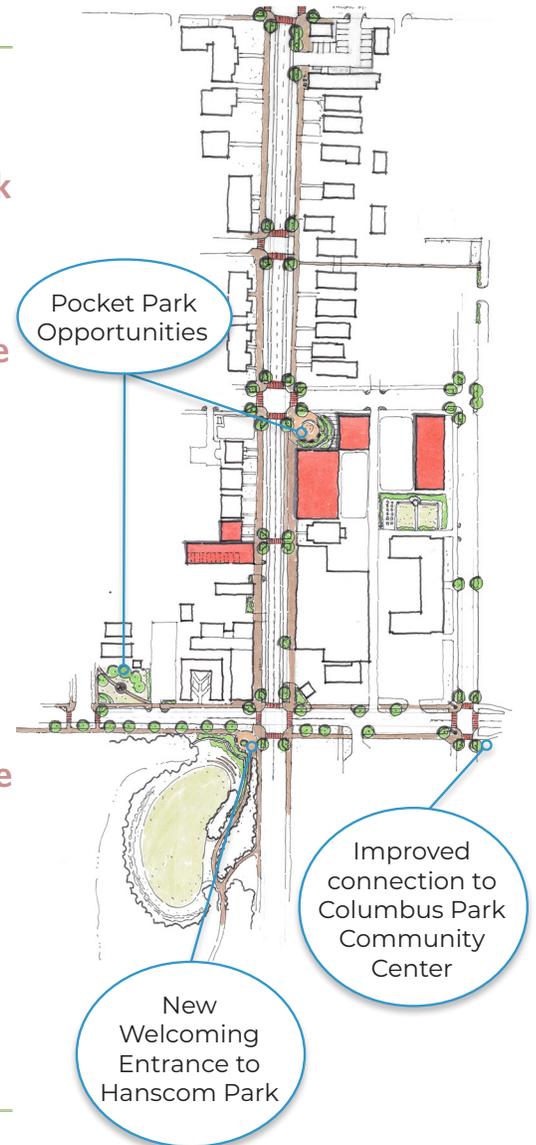
Measure: Two new pocket parks by 2025

Leader: Neighborhood

Option 2: Partner with existing community groups and local artists to add to the public art stock in the neighborhood

Measure: One art installation added bi-annually beginning in 2021

Leader: Neighborhood



THEME 6: JOBS AND COMMERCIAL DEVELOPMENT

VISION



Increased local jobs, economic development, and retail opportunities in the neighborhood by doubling the number of jobs in the area by 2025.

WHY

Despite having the highest population density in Omaha, the neighborhood has a very low number of jobs and commercial services to meet daily needs.



Participants of the public engagement efforts did not identify the need to increase jobs in the district, but they overwhelmingly wanted more access to retail and shopping options to meet their daily needs. Local businesses within walking distance were among the favorite aspects of Park Avenue and an ideal community quality for respondents. New businesses have opened on Park Avenue in recent months, helping to provide jobs in the neighborhood, but more start-up business space is needed. Additional jobs in the neighborhood could be filled by residents and would also provide options for residents to walk or bike to work, reducing parking congestion.

JOBS AND COMMERCE STRATEGIES

Strategy A: Provide development programs and regulations to support new businesses

Option 1: Review ordinances to ensure they support mixed-use developments as well as ground floor commercial/retail spaces along Park Avenue and Leavenworth Street

Measure: Review complete by 2021 with code changes made as necessary

Leader: City

Option 2: Attract commercial real estate developers into neighborhood

Measure: Two meetings held with developers to express interest in seeing new, redeveloped, or expanded commercial development within neighborhood

Leader: Neighborhood

Strategy B: Provide support for local business start ups or expansions

Option 1: Identify the funding and structure for a program that provides seed capital and marketing support to small, local businesses wishing to start up in the neighborhood

Measure: Two new start ups in the neighborhood as a result of the fund

Leader: Neighborhood

Option 2: Support local businesses by promoting shopping within the neighborhood to residents

Measure: Increase in sales of local businesses of 5% by 2022

Leader: Neighborhood

Option 3: Develop a neighborhood business association (see Racial Diversity strategy)

Measure: Association launched Fall 2020

Leader: Neighborhood

Option 4: Work with local building owners to find and establish a space for coworking

Measure: Coworking space opened by 2024

Leader: Neighborhood

JOBS AND COMMERCE STRATEGIES

Strategy C: Increase shopping in the neighborhood

Option 1: Brand and promote the neighborhood as a shopping destination

Measure: Marketing strategy and plan created by 2022

Leader: Neighborhood

Option 2: Create resident discount or a neighborhood "bucks" program redeemable at local businesses to give to new residents in a welcome packet or during neighborhood events

Measure: Coupon or neighborhood cash redeemed at a minimum of 5 businesses first year of program launch

Leader: Neighborhood

One environment residents would like to see created is "third places" or locations where community members can gather like cafe's, family friendly pubs, and areas supporting indoor activities. Having these amenities within the neighborhood encourages residents to walk to their destinations and increases interaction and feelings of safety.



THEME 7: PROPERTY UPKEEP

VISION



Encourage a clean and well-kept neighborhood and expand personal ownership in property maintenance to all residents in the neighborhood through greater participation in neighborhood clean-ups by area renters..

WHY

Property maintenance, building upkeep, and preservation ranked highly but seen as currently lacking in the neighborhood.



Property maintenance, building upkeep, and preservation were highly ranked and considered lacking in the neighborhood. Proper maintenance shows investment in a community and avoids deterioration of a block when a building starts to decline. When properties are maintained it also sends a message that the neighborhood is not open to criminal activity, helping to reduce concerns cited in other themes. Many respondents felt the historic and older building stock is an important characteristic in the neighborhood and therefore should be preserved and maintained for its ability to provide affordable housing and support diversity - another highly regarded neighborhood characteristic.

PROPERTY UPKEEP STRATEGIES

Strategy A: Improve the appearance of the neighborhood to reflect the pride residents possess

Option 1: Continue to fund the Graffiti Van and kits

Measure: Distribute three to five additional Graffiti kits in the neighborhood on an annual basis

Leader: City

Option 2: More proactive code enforcement to keep properties clean and in good repair

Measure: The number of properties out of compliance declines by 2 to 3 per year

Leader: City

Option 3: City to set example of good property upkeep by maintaining streets, street lights, and other public infrastructure in good repair

Measure: See individual actions under public infrastructure

Leader: City

Option 4: Maintain regular trash clean up days led by neighborhood residents to keep streets and public spaces clean of debris

Measure: One smaller scale trash clean per quarter with bi-annual larger clean-ups

Leader: Neighborhood

Option 5: Work with nonprofits and business owners to provide and maintain trash and recycling bins with lids

Measure: Five new trash cans on Park Avenue by 2022

Leader: Neighborhood

Option 6: Establish improved maintenance program for alleys

Measure: Installed lighting in key alleys and regular litter removal program established by 2022

Leader: City and Neighborhood

Option 7: Establish a property maintenance expectation

Measure: Work with the city to refine property maintenance pamphlet and provide to all new residents, owner and renter

Leader: Neighborhood

PROPERTY UPKEEP STRATEGIES

Strategy B: Support continued building upkeep and maintenance

Option 1: Partner with existing community organizations that provide home repair support for low-income and/or elderly homeowners

Measure: Meetings held with two community organizations to identify opportunities to support and expand home repair programming within the neighborhood

Leader: Neighborhood

Option 2: Start a tool sharing program to help residents maintain and upgrade their properties at a reduced expense

Measure: Enlist at least 10 people as part of the pilot tool sharing program

Leader: Neighborhood

Option 3: Develop relationships with landlords to ensure proper upkeep of rental properties

Measure: Hold 2 to 3 meetings in 2020 with local landlords

Leader: Neighborhood

Option 4: Increase communication and awareness of property issues with landlords

Measure: Develop contact list of landlords for residents to share issues with properties

Leader: Neighborhood

While the City will enforce vacant and dilapidated buildings, much of the strategies are focused on proactive measures led by the neighborhood including trash clean up days and forming groups to help maintain dwellings for those that need assistance.

THEME 8: SECURITY AND SAFETY

VISION



Increase the sense of security in the neighborhood felt by all residents. Ultimately creating a community where residents feel safe walking at any time of day.

WHY



Residents who feel safe in their neighborhoods are more likely to take ownership in the neighborhoods quality of life and engage with other residents.

In both the survey responses and the public visioning meeting, respondents highlighted high crime rates and lack of safe environments to walk in the neighborhood. Most concerns were around theft and burglary, especially on Park Avenue and at night.

SECURITY AND SAFETY STRATEGIES

Strategy A: Physical installations that increase safety in the neighborhood

Option 1: Increase lighting throughout the neighborhood

Measure: Minimum of 20 new or improved street lights by 2025

Leader: City and Neighborhood

Option 2: Clean up the vegetation at the northeast corner of Hanscom Park to provide better sight lines and visibility

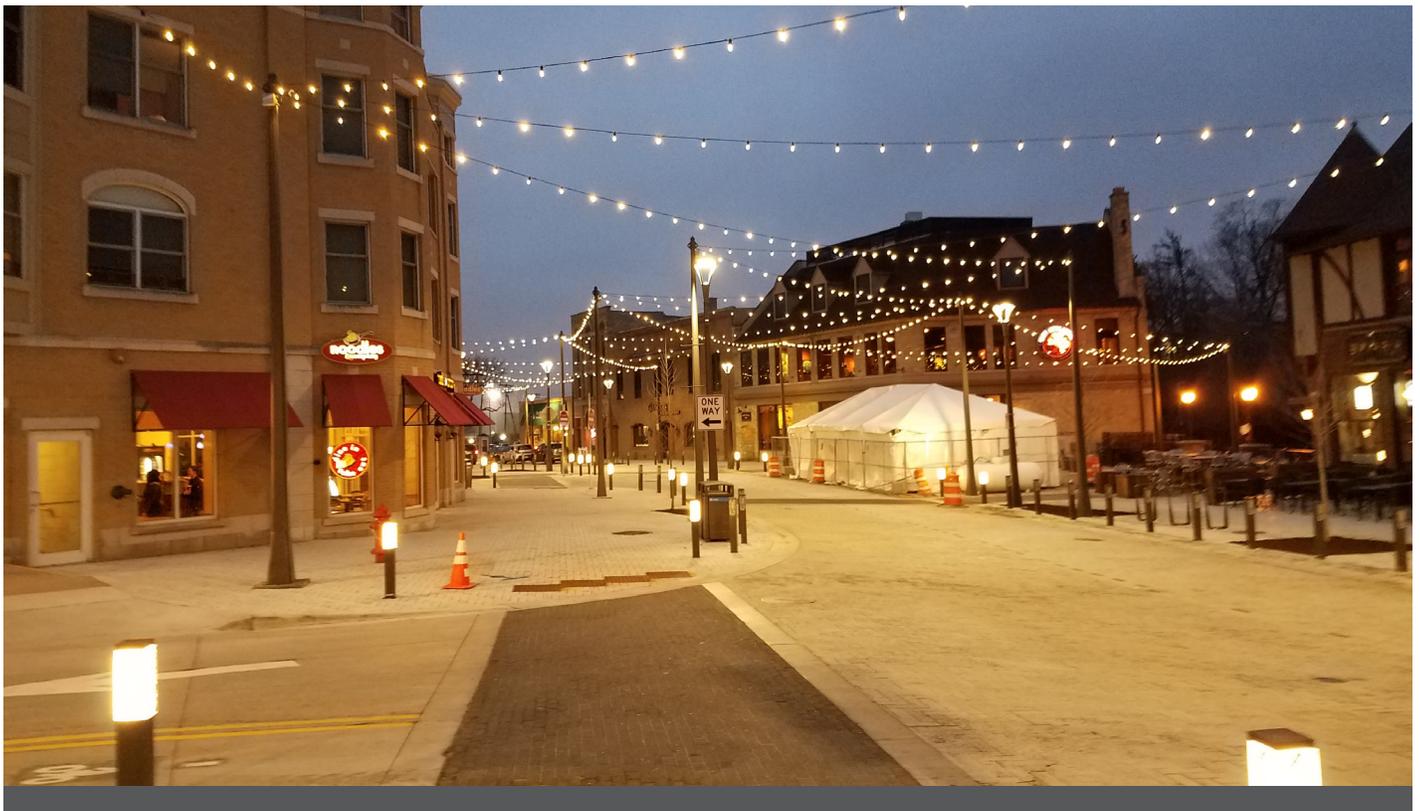
Measure: Northeast corner redesigned with entrance and new lighting (see Public Spaces)

Leader: City

Option 3: Increase art and murals in the neighborhood while decreasing the amount of graffiti

Measure: One new piece added annually (see also Public Spaces)

Leader: Neighborhood



SECURITY AND SAFETY STRATEGIES

Strategy B: Reduce the perception that the neighborhood is unsafe

Option 1: Publicize the crime data to show decline in criminal activity in the neighborhood

Measure: Annual publication in newsletters or other outlets of current crime data

Leader: Neighborhood

Option 2: Organize support providers, neighborhood groups, and local businesses to help ease tension between neighbors and homeless population

Measure: At least two new sources of outreach/assistance efforts by local businesses or organizations by the end of 2023

Leader: Neighborhood

Option 3: Increase bicycle patrols in the neighborhood in place of vehicle patrols to provide better connection between police and residents

Measure: Bicycle patrols through the neighborhood at least once a week

Leader: City

THEMES AND STRATEGIES

The following sections identifies the next steps to carry out the recommendations and action items contained in this plan. As the organization of this plan demonstrates, it will take more than one group to see progress and action occur. Neighborhood priorities were developed providing a starting point following the completion of this plan. In addition, an equitable development checklist, modeled after equity scorecards created in other communities, will help decision makers ensure their plans are benefiting the neighborhood as a whole. This is achieved by providing a list of topics to consider when proposing new development or policy changes by community members, government officials, and developers.

Neighborhood Priorities

The steering committee developed the following list of priority items within the Park Avenue neighborhood based on feedback gathered throughout the public engagement process. These priorities represent the eight themes identified in this plan and are a direct representation of the needs and desires of the residents of Park Avenue. This list should be revisited on an annual basis to determine progress and changing priorities. The list should be updated based on an analysis of those factors.

1. Lighting
 - » More lighting in all parks and along trails for decorative and safety aspects
 - » Better pedestrian level lighting
 - » Alley redevelopment with better lighting
2. Sidewalks and Streetscape
 - » Make sidewalks more pedestrian friendly
 - » More trees and streetscaping on Park Avenue
 - » Complete the sidewalks on the north side of Hanscom Park
3. Traffic
 - » Add traffic calming devices, especially on Turner Boulevard and Pacific Street
 - » Return Park Avenue to two way traffic north of St. Mary's
4. Parking
 - » Parking reduced to just one side of Leavenworth
 - » Promote parking on 29th Street with signage and connections
5. Access
 - » Better access from Park Avenue into Hanscom Park
6. Development Standards
 - » Limit the height of buildings to 4-over-1 to assist in meeting affordable housing goals
 - » Allow accessory dwelling units
 - » Implement inclusionary zoning on transit oriented developments
7. Complete Streets
 - » Repave streets instead of filling potholes
 - » Bike lane connections on Pacific and 32nd Streets
 - » Parking used to buffer bike lanes

Equitable Development Checklist

Equitable development considers engagement, transportation, housing, land use, and economic development. Each of these elements is incorporated into the Park Avenue themes and strategies. The equitable development checklist is designed for use by community members, government officials and developers as well.

The checklist is a comprehensive set of standards to measure changes in the neighborhood occurring as a result of new developments or policy changes. By reviewing the checklist, anyone planning a new project or policy change in the Park Avenue Neighborhood will ensure the proposed change will be positive and equitable on a number of levels. Using the checklist early in a project ensures the goals and aspirations of the Park Avenue Neighborhood Plan which emphasize equity are carried forward. Not every project will check every box, but those that strive to meet the intent of the checklist and address each point will be proposing changes in line with the themes and goals developed by the neighborhood.

Community Engagement Practices

- Significant changes to the scope of the plan triggers a new plan for community engagement

Land Use Practices

- Beneficial and harmful impacts on environmental health, economic prosperity, and social vitality are assessed.
- People focused land use minimizes car-oriented design with complete streets elements.
- Development within existing communities maintains or increases density in developed areas to promote better emerging amenities such as housing, jobs, business, education, and green space.
- Mixed use zoning supports economic opportunity which can include longterm or permanent affordable housing, small businesses, and commercial development with reliable access to transit.
- Land use within site or within adjacent neighborhood improves the livability of local neighborhoods with street-scaping, public space, and green space.

Economic Development Practices

- New capital and investment opportunities are created to promote local small business development, arts/cultural-based businesses, and entrepreneurial opportunities.
- High quality, diversified, and employee-intensive businesses owned by people of color are created to sustain a strong economic base and provide job opportunities for the full employment of a diverse set of skills.
- Lease agreements prioritize neighborhood business opportunities.
- Project uses local workforce/education programs to connect residents to project construction jobs and long term employment within the project.
- Local community is given preference when hiring consultants, contractors, and developers as a strategy to address disparities.
- Public funding criteria rewards applicants who ensure that their workers have living wage jobs with benefits and the right to organize for labor agreements without fear of retaliation.
- Design reflects distinct identities of local cultural heritage through the presence, preservation, or addition of architectural assets within a Universal Design.
- Design includes environmentally responsible and resource efficient materials and processes throughout the project's life cycle.

Transportation Practices

- Development infrastructure provides safe, attractive, and convenient access to pedestrian, bicycle, and transit systems.
- New developments accommodate bicycle storage and good pedestrian circulation.
- Attractive, comfortable, accessible transit facilities are available or provided.
- Presence of wayfinding and systems information for pedestrians, bicyclists, and transit users is provided.
- Development promotes traffic calming and pedestrian safety with the presence of enhanced crosswalks.
- Accessible to all abilities by the incorporation of Universal Design.

Housing Practices

- Collectively, housing projects are coordinated to ensure that minimally 1/3 of total units throughout the neighborhood are available to families making 80% AMI (Area Median Income) or below that are long term or permanently affordable.
- All new housing is built with energy efficiency technology to reduce utility bills for the residents and is free from environmental hazards.
- Zoning codes promote the integration of affordable housing within mixed income neighborhoods.
- The percentage of housing that accommodates large families with 3 to 4 bedroom units reflects community's need.



ENDORSED BY

