

Strategic Plan for a Public-Private Riverfront Development in Omaha, Nebraska

Background & Objectives

- The site included multiple parcels spanning approximately 52 acres proximate to the Missouri River in Omaha, Nebraska.
- The client was a consortium of public and private partners seeking the redevelopment of a strategic area of Omaha's waterfront.
- Critical to the consortium was the creation of an integrated master plan that connected Omaha to Council Bluffs, Iowa across the river, with the goal of creating a regional destination.

Results

- TCG worked as part of a large, interdisciplinary team that was chosen through a Request for Proposals process. The team included OJB (landscape architects), Gensler (architects), and Biederman Redevelopment Ventures (programming and operations), among others.
- Acting as the 'market and economic guide' for the team, we provided a high-level strategic assessment of market considerations for new development and enhancement of existing developments.
- Our team analyzed performance metrics for various residential and commercial land uses, assessed the economic opportunity generated by development within the plan (including land and building values), and provided recommendations relative to development scale, timing, and phasing.
- Our team delivered its master plan concepts and recommendations to the public-private consortium, and development is currently underway with the early phases of the plan.

LOCATION

Omaha, NE

PRODUCT

Residential
Office
Retail
Hotel

CLIENT

Public Sector
Service Providers