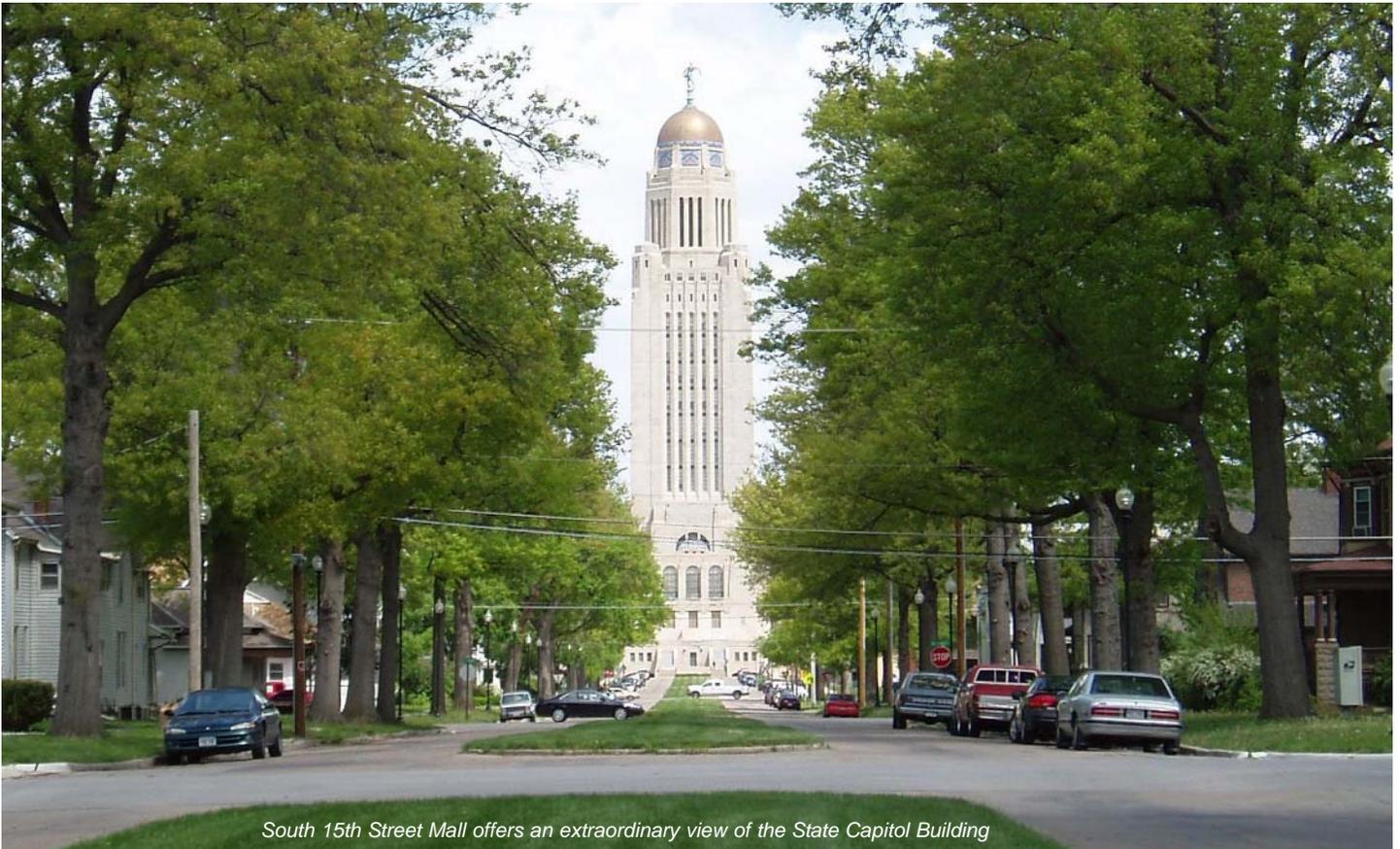


South Capitol Mall District



South 15th Street Mall offers an extraordinary view of the State Capitol Building



Near South
Neighborhood
Association

Acknowledgements

This Focus Area Plan was developed in partnership with the Near South Neighborhood Association, the neighborhood committee for the development of the Focus Area Plan, residents and property owners in the Focus Area who provided their insights, and the City of Lincoln Focus Area Concept Team.

June, 2006

Focus Area Action Plan

Introduction

In 1996, the City of Lincoln modified its neighborhood revitalization strategy to concentrate limited community development resources within small areas (usually 12 to 30 blocks) or "focus areas." Focus areas are selected by City staff working with area residents and property owners. Considerations in selecting focus areas include location within the low-to-moderate income area; heightened infrastructure and/or housing needs; high visibility, near busy streets or public institutions; committed neighborhood and/or business associations; and, identification as areas of concern by City departments. The focus area strategy is to achieve demonstrable improvements by directing limited public resources and policy changes for the purpose of increasing public confidence, encouraging private investment, and energizing stakeholder involvement within the neighborhood.

The following Action Plan updates the strategies developed for the *Near South Neighborhood Focus Area Plan* in 1997. The area is found between A and G Streets and 13th and 18th Streets (both sides of A and 13th Streets) in the northwest corner of the Near South Neighborhood, just south of Downtown Lincoln. The Focus Area is also defined by its strategic proximity to public buildings like the State Capitol and McPhee Elementary School, its convenient access to arterial streets, and its location within walking distance of neighborhood retail districts.



Near South Neighborhood Association

Founded in 1972, the Near South Neighborhood Association is one of Lincoln's oldest and largest neighborhood associations. The Near South boasts a long history of volunteer involvement in a wide variety of projects like park creation, neighborhood clean up, crime prevention, business district redevelopment, and historic preservation. Since 1975, the neighborhood's biannual Tour of Homes has brought thousands of people into the Near South to learn about many of Lincoln's architectural treasures. After more than thirty years, the NSNA continues to represent the neighborhood with a strong active voice in city government, community revitalization, and neighborhood pride and promotion.

Below: An owner-occupied duplex at 15th and C Streets, along the South 15th Street Mall.



Focus Area Plan Process

The process used to create the Focus Area Plan includes asset and needs identification, development of strategies, and implementation of those strategies. The neighborhood association -- in this case, the Near South Neighborhood Association -- works with a group of City staff to identify issues and develop goals and strategies. These are summarized in an Action Plan - a "blueprint" for revitalization - for the Focus Area over a three to five year period. A Focus Area Concept Team (or FACTeam), a group of City staff from Public Works and Utilities, Building and Safety, Planning, Parks and Recreation, Health, Police, Aging, and Urban Development, is formed to bring additional ideas and resources to the implementation effort.

The following plan provides background information regarding the Near South Neighborhood *South Capitol Mall District Focus Area*. Additionally, the plan defines strategies and action steps to be undertaken by specific City departments with the help of the neighborhood and private partners within the next five years. The ultimate goal is to set the *South Capitol Mall District* of the Near South Neighborhood on a path for long-term revitalization.

For more information on the plan or how to take part in the revitalization of this area, please contact the Urban Development Department at 441-7606.

Neighborhood History

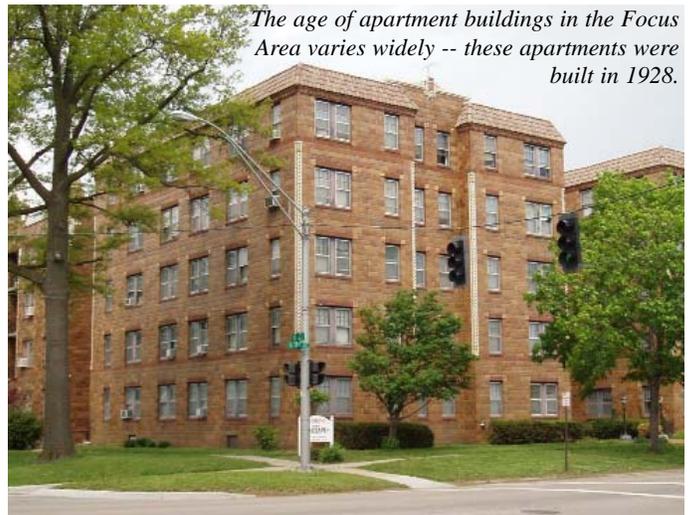
The Near South Neighborhood, located immediately south of Lincoln's downtown, in an area bounded by G and South Streets, and 13th and 27th Streets (see map on page 3), is one of the City's oldest and most historically significant residential areas.

One part of the neighborhood was contained within the City's original plat of 1867 and another was platted in 1870 as the Capitol Addition (17th to 20th Streets and A to F Streets), which developed into the most exclusive residential area in Lincoln. During the 1880's, this was where Lincoln's most prominent and wealthy citizens built mansions.

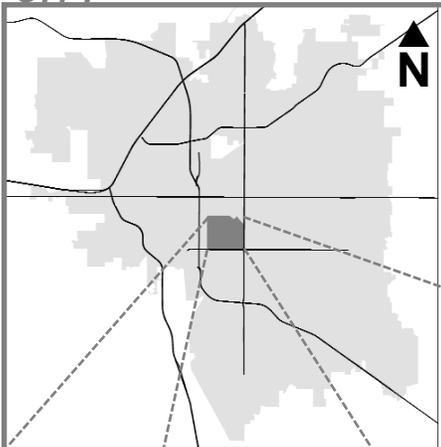
In 1905 the southeast edge of the Capitol Addition, the Fitzgerald Estate, was subdivided into the Mt. Emerald Addition (A to D Streets, and 19th to 20th Streets). Between 1887 and 1925, as Lincoln grew and the central business district expanded, the neighborhood was completely developed. Apartment houses were constructed near the Capitol and the downtown area.

Areas to the south, east, and west of the Capitol and Mt. Emerald Additions developed with large homes mixed with some apartment buildings and more

The age of apartment buildings in the Focus Area varies widely -- these apartments were built in 1928.



CITY

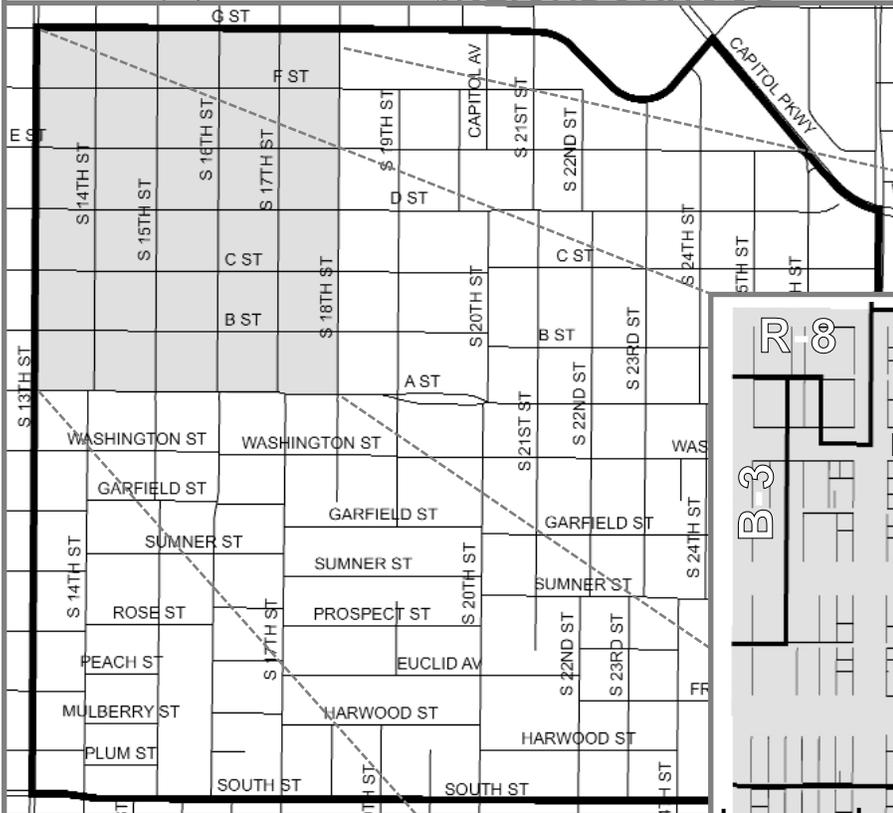


modest housing. South of A Street and west of 20th Street, there are modest late Victorian houses built as early as the 1880's. Others to the east of 20th Street are more pretentious Neo-Eclectic homes from the early 1900's and into the 1920's.

The area's housing varies widely in architectural style, housing type, and scale, and provides a unique mixture of late 19th and early 20th century buildings. Almost all of the architecturally significant structures built in Lincoln during this period are located in the Near South Neighborhood.

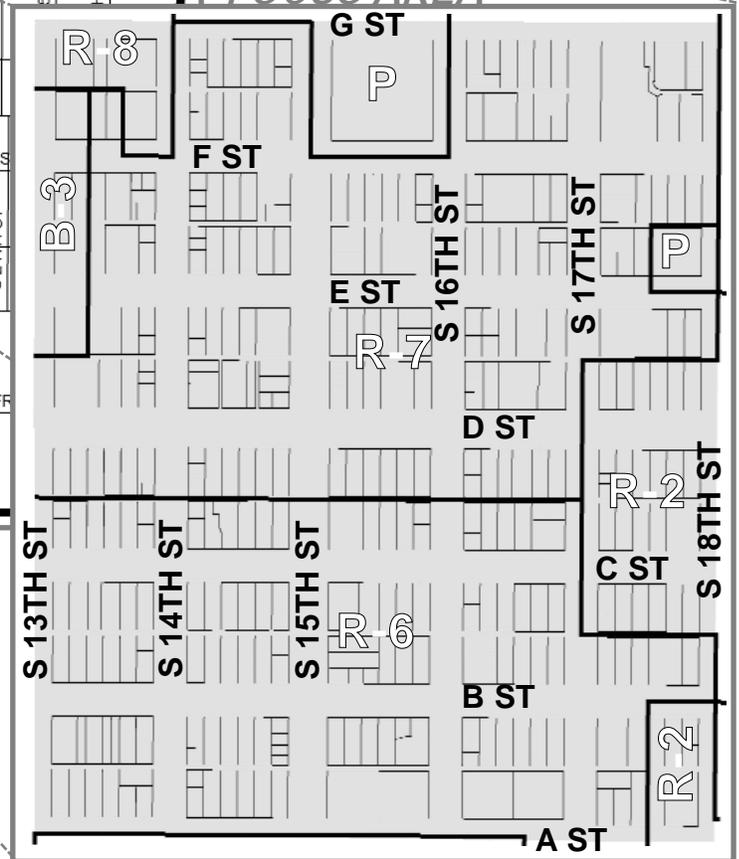
A transformation of the area began to take place in the 1930's and 40's, first with the depression and then with an exodus of residents to the "suburbs," where more modern homes with their amenities were available. Homes in the Near South began to suffer from lack of maintenance; many were left vacant or converted into apartments, which was allowed under the City's zoning ordinance.

NEIGHBORHOOD



Today, it is generally recognized that the the area's zoning, which permitted high-density, multi-family units, put undue economic pressure on the area. The result was the demolition of single-family housing. In its place, apartment buildings were constructed that were totally incompatible - in form, scale, and texture - with

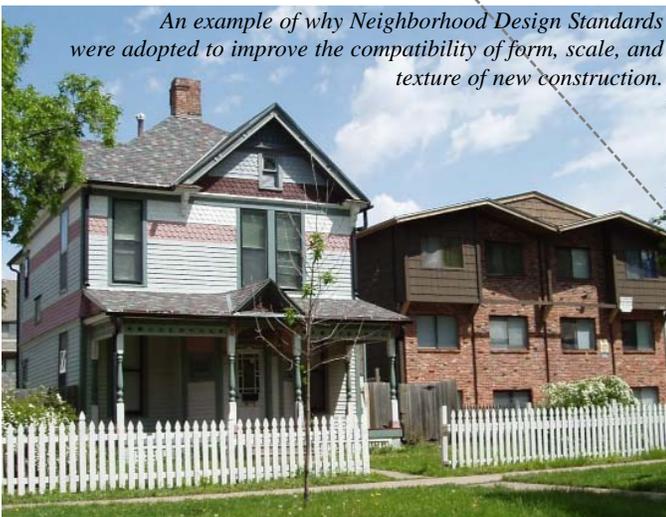
FOCUS AREA



Focus Area Zoning

- R 2 = Residential Uses; 3 - 5 dwelling units/acre (du/acre)
- R 6 = Residential Uses; 11 - 14 du/acre
- R 7 = Residential Uses; 15 du/acre
- R 8 = Residential Uses; 15 du/acre, includes organizations & clubs
- B 3 = Local Commercial Uses
- P = Public Uses

An example of why Neighborhood Design Standards were adopted to improve the compatibility of form, scale, and texture of new construction.





An older, well-maintained home at 14th Street and C Streets

the area's original buildings. The degradation of the area's original character led to further disinvestment by residents and absentee owners.

During the 1980's and 1990's, homeowners began to return to the Near South, attracted by the stately homes that could be purchased at affordable prices. Many deteriorated structures were returned to their original condition, often being "deconverted" from apartments back to single-family dwellings. Today, many areas like the Mount Emerald and Franklin Heights Districts display well-maintained houses with landscaped yards that indicate pride of ownership, and provide a sense of revitalization. The Near South *Capitol Mall District Focus Area* seeks to experience that same spirit of revitalization.

Capitol Environs



Improvements to the South 15th Street Mall included ornamental lighting.

South 15th Street divides the *Capitol Mall District Focus Area* in half, east from west, and provides a visual link to the Capitol tower. From the time of Lincoln's founding in 1867, South 15th Street was platted with a spacious 120 feet of right-of-way, centered on the Capitol Square. In 1912, 15th Street south of the Capitol was enhanced with landscaped center medians, the first of the axial streets extending west, north, east, and south of the Capitol to receive special treatment.

A 1935 plan by Ernst Heminghaus, the same landscape architect who developed the landscape design for the Capitol grounds, further improved South 15th Street. Heminghaus' design concept called for low median plantings (maximum height of five feet), with 250 maple trees lining the street. The design was partially implemented, but the uniform rows of street trees were never realized and virtually nothing exists of the 1935 landscape today.

In 1985, a new design for the South Mall was developed based on Heminghaus' design concept of a broad tree-lined avenue. This plan, developed by Alfieri Sinclair of Sinclair Hille Architects, and Kim Todd, landscape architect, emphasized a low planting scheme for the center islands, uniform trees lining the eight block avenue, and ornamental street lighting on both sides of 15th Street.

This plan was approved by City Council as a general guide and goal in 1986 and was incorporated into the Capitol Environs Design Standards of the Capitol

Environs Commission, formed in 1988. In recent years, removal of trees from the central medians and installation of ornamental streetlights from A to H Streets have been accomplished. This Focus Area plan calls for the Near South Neighborhood Association to work with the Capitol Environs Commission to continue implementation of the plan.

The Design Standards also envision South 15th Street continuing and improving as a residential area, with noteworthy historic structures rehabilitated alongside newly-developed, well-designed residences "oriented toward the Mall and [contributing]... to an attractive residential character."



Many older homes have been restored, including this home at 15th and E Streets.

Current Neighborhood Description

The Near South Neighborhood is one of the City's most densely populated neighborhoods in the City, with approximately 10,800 people living in a land area of approximately one square mile (only the University campus area is more densely populated). The Focus Area is even more dense than the Near South Neighborhood as a whole, with much of the residential area zoned R-6 or R-7, allowing for multi-family housing units at an approximate density of eleven to fifteen housing units per acre.

The major arterials of 13th, 16th, 17th, and A Streets run through the Focus Area. Fifteenth Street runs south from the State Capitol Building. This boulevard forms the southern axis of the Capitol Environs. The Nebraska State Capitol and Governor's Mansion are adjacent to the northern boundary of the area. McPhee Elementary School located between 15th and 16th, G to F, helps form the northern boundary. The western boundary is partially defined by a neighborhood commercial district, which includes the newly renovated F Street Community Center.

Five churches are located within the area, as well as other local non-profits. Other major facilities include Hazel Abel Park and the Ponca Tribe of Nebraska office building.

Data from the 1990 and 2000 U.S. Census was used to provide the following description of the focus area's population, households, and housing units.

Population

In 2000, there were approximately 2,600 people living in the focus area, which was about one-fourth of the Near South Neighborhood's population and about one percent of the City's population. From 1990 to 2000, the number of persons living in the *South Capitol Mall District* remained relatively unchanged. However, the ethnic and racial make-up of the population changed substantially.

The percentage of the population who were racial and/or ethnic minorities increased from nearly seven percent to over 24 percent. The population of the Focus Area was more diverse than the City as a whole at 12 percent. Over eight percent of the total Focus Area population was Hispanic or Latino (compared to four percent of the City as a whole). This was an increase of over 427 percent from 1990 to 2000. Nearly seven percent of the area population was black or African American alone (compared to three percent of the City as a whole).

A higher percentage of students lived in the Focus Area (25 percent) than the neighborhood (18 percent) or City as a whole (16 percent) in 2000. A lower percentage of persons 65 and older lived in the Focus Area (six percent), compared to the neighborhood (eight percent) and City (ten percent).

Newer multiple-unit structures, like this one at 15th and C Streets, better reflect the character of the surrounding housing -- thanks largely to the Neighborhood Design Standards adopted in 1996.



Population and Housing Characteristics by City, Neighborhood, and Focus Area from 1990 - 2000 <i>Source: US Census, 1990 and 2000</i>	1990			2000		
	Lincoln	Near South	S. Capitol Mall District	Lincoln	Near South	S. Capitol Mall District
	Population	191,972	10,839	2,555	225,581	10,808
% Minority	6.80%	13.80%	6.80%	12.20%	17.80%	24.40%
Total Households	75,530	5,905	1,737	90,560	5,794	1,630
% Households Who Speak Spanish in the Home	2.3%	2.0%	0.6%	4.7%	7.3%	11.0%
% Households Who Speak an Asian or Pacific Islander Language in the Home	1.1%	1.7%	1.8%	2.0%	2.8%	5.2%
% Households Who Speak a language other than English in the Home	7.5%	8.0%	5.4%	10.8%	15.6%	21.8%
% Linguistically Isolated	1.1%	1.5%	2.2%	2.4%	6.0%	7.7%
Occupied Housing Units	75,402	5,544	1,643	90,485	5,503	1,607
% Owner Occupied	58.1%	23.2%	6.1%	58.0%	22.7%	5.5%
Total Housing Units Built before 1940	16,036	3,100	909	15,116	2,608	642
% Built Before 1940	20.3%	48.7%	47.7%	15.9%	41.2%	35.0%
Median gross rent	379	313	305	519	451	392
Median Value of Owner-Occupied Units	61,400	43,450	40,300	101,600	86,350	88,400



Trinity United Methodist, built primarily in the 1910's, provides various services to the surrounding neighborhood, including child care



Persons were more likely to live in poverty in the Focus Area; the percentage of families living below poverty in 2000 was 25 percent compared to 15 percent of families in the Near South and six percent of families in the City. The rate of unemployment fell slightly between 1990 and 2000 from just over five percent to just under five percent. However, this seemingly positive sign could be misleading, as the percentage of persons age 16 and older who were not in the labor force increased from 21 percent to 29 percent.

Households

Just over 1,600 households were in the Focus Area in 2000. The types of households found in the Focus Area differed proportionally from those found in the City as a whole. While 41 percent of households in the City were "nonfamily," one

person living alone or two or more unrelated persons living together, approximately 78 percent of the households in the area were nonfamily. The great majority of Focus Area households were single-person households, at 62 percent. Family households made up another 22 percent (one-half of which had children under 18 years of age), followed by other non-family households at 16 percent. Although the population diversified since 1990, the percentage of single-person households remained constant.

From 1990 to 2000, the percentage of households who spoke a language at home other than or in addition to English rose from five percent to 22 percent. Approximately one-half of the households who spoke a language other than English spoke Spanish in 2000. Additionally, over one-third of those households who spoke a language other than English had no adults in the household who spoke English well.

Housing

Just under 1,800 housing units were in the Focus Area in 2000. Over nine percent of these units were vacant, compared to a vacancy rate of five percent for the City. While the homeownership rate was around 58 percent in 2000 for the City as a whole, the ownership rate for the

Focus Area was under six percent (23 percent for the Near South Neighborhood as a whole). Over 80 percent of the housing units in the Focus Area were in structures with five or more units, compared to 52 percent for the neighborhood and 26 percent for the City. Approximately five percent of the units were built in the 1990's. In 2000, 35 percent of the units were built prior to 1940, down from 48 percent in 1990.

Rents are generally very affordable in the Focus Area. In 2000, the median gross rent paid in the area was estimated to be \$392, compared to \$450 for the neighborhood and \$519 for the City as a whole. However, the median value of owner housing (approximately \$88,400) was slightly higher than that of the neighborhood (\$86,350), but still less than the City as a whole (\$101,600).

Population, Housing, and Economic Summary by City, Neighborhood, and Focus Area			
	Lincoln	Near South	S. Capitol Mall Focus Area
Source: US Census, 2000			
Total Population	225,581	10,808	2,599
% White Alone	89.2%	84.7%	78.6%
% Black or African American Alone	3.1%	5.1%	6.6%
% American Indian and Alaskan Native Alone	0.7%	1.2%	1.4%
% Asian Alone	3.1%	2.8%	5.2%
% Native Hawaiian and Other Pacific Islander Alone	0.1%	0.1%	0.1%
% Some Other Race Alone	1.8%	2.7%	4.8%
% Two or More Races	2.0%	3.3%	3.3%
% Hispanic or Latino	3.6%	5.6%	8.4%
% Population 15 years and over Enrolled in College or Graduate School	15.8%	17.9%	24.9%
% Population 65 and older	10.4%	7.6%	8.1%
Number of Dwelling Units	95,188	6,331	1,836
% Single Family Dwellings	63.1%	26.1%	4.1%
% of Units in Structures with 2 to 4 Units	8.6%	22.0%	15.5%
% of Units in Structures with 5 or more Units	25.8%	51.8%	80.3%
Total Vacant Housing Units	4,714	407	167
% Vacant Housing Units for Rent	53.2%	68.3%	78.4%
% Vacant Housing Units for Sale	14.8%	5.2%	0.6%
Median Household Income	40,605	*	*
Median Family Income	52,558	*	*
% of Families Income Below Poverty	5.8%	14.7%	24.6%

* Census information is not available at this geographic level.

Public and Focus Area Steering Committee Meetings Results

The following Strengths and Concerns were identified at two public meetings held in the Focus Area.

Strengths

The Focus Area has a sound base for redevelopment with a physical environment that includes:

- well-built, single-family homes with attractive architecture and historic attributes,
- many affordable housing types,
- the 15th Street Mall (recently improved),
- existing street layout with alleys, and
- mature trees.

Several regulations help protect existing assets, including:

- Capitol Environs District codes,
- current health and building codes, and
- neighborhood design standards.

The Focus Area is conveniently located near opportunities for employment, shopping, recreation, entertainment, and education, including:

- employment opportunities in the downtown business district, University of Nebraska campus, and federal, state, and local government campuses,
- retail shopping downtown and at other small business districts;
- recreation at F Street Rec Center and bike trails,
- entertainment opportunities downtown and on the University Campus, and,
- educational opportunities at libraries, various museums, and schools, from preschool on up to institutions of higher learning at the University of Nebraska and Southeast Community College.

For those areas that cannot be quickly reached using the existing pedestrian walkways, bus service is available in the area.

The social environment is rich, with:

- several active churches,
- an established, active Near South Neighborhood Association with effective volunteers,
- a strong school, and
- diverse cultures represented.

Concerns

The physical environment suffers from deferred maintenance:

- housing, landscaping, and public facilities have not been adequately maintained over the years,
- much of the single-family market rate housing that did exist has been lost, and replaced with conversions and slip-ins or allowed to deteriorate, and
- the overbuilding of multi-family units has increased density beyond the carrying capacity of the built environment.

Private reinvestment is discouraged by:

- the number of vacancies,
- the lack of property and infrastructure maintenance,
- illegal activity and perception of crime,
- expense of rehabilitation,
- over-concentration of specific housing types,
- general lack of confidence in the area, and
- no guarantee of a return of investment.

City resources are not sufficient to address needs:

- enforcement of policies on problem properties is insufficient, and
- city resources target growth more than redevelopment and maintenance of existing assets (i.e., roads, schools, lighting)

Property owners are not always held accountable when they do not adequately maintain property.

Property managers are not held accountable for management problems when they do not adequately screen tenants.

There are few households that have both a personal and financial investment in the neighborhood, with one of the lowest homeownership rates in the City.

Poor communication between households of various cultures and income levels has exacerbated problems.



Above: Clare McPhee Elementary School serves the Focus Area.

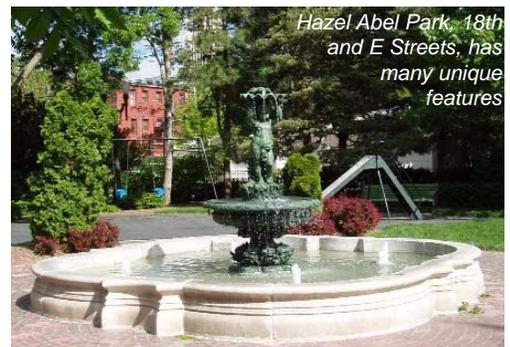
Left: A beautifully restored and maintained home on C Street between 17th and 18th Streets.

South Capitol Mall District:

Residential Goals	Actions	Time Line	Lead Organization(s)
Preserve the existing affordable housing stock	Evaluate existing housing stock through the blight study process (to determine code violations and rehabilitation needs) and make appropriate referrals	2006	•City-Urban Development •City-Building & Safety
	Educate residents about ACTION referral system and hotline number to encourage reporting of code violations by renters and neighbors and initiate inspection by City staff	2006 2008 2010	•City-Building & Safety
	Increase effectiveness of multi-family inspection procedures	2006-2010	•City-Building & Safety
	Adopt the Free-to-Grow model in a strategic two block area	2008-2010	•City-All Departments •Near South Neigh. Assoc.
Improve the existing housing stock with emphasis on South Axis of the Capitol Environs	Provide funding for the major rehabilitation of all substandard owner-occupied dwellings and half of the substandard rental structures	2007-2010	•City-Urban Development
	Provide funding for the minor rehabilitation of 20 percent of owner-occupied dwellings and 20 percent of rental structures with minor to moderate rehabilitation needs	2007-2010	•City-Urban Development
Increase the number of owner occupied dwellings	Develop a marketing/promotional package to encourage homebuyers to purchase in the area	2007	•City-Urban Development
	Provide funding for the purchase and rehabilitation of single-family rental structures by owner occupants when they become vacant	2007-2010	•City-Urban Development
	Provide incentives (including financial assistance, fee waivers, reverse impact fees, appropriate codes, and technical assistance) for the deconversion of converted single-family structures by owner-occupants	2007-2010	•City-Urban Development •City-Building & Safety
Increase market rate housing opportunities	Conduct a Blight Study to evaluate existing housing stock and identify redevelopment opportunities	2006	•Near South Neigh. Assoc. •City-Urban Development
	Complete a Redevelopment Plan	2007	•City-Urban Development
	Develop a marketing/promotional package to encourage investment in new housing	2007	•City-Urban Development
	Develop a catalyst housing project on the South Capitol Mall and secure funding sources	2007-2010	•City-Urban Development •Private
	Coordinate housing strategy with Downtown housing and marketing activities	2007-2010	•Near South Neigh. Assoc. •Downtown Lincoln Assoc.



New home built at 16th and B Streets after fire destroyed the previous structure.



Hazel Abel Park, 18th and E Streets, has many unique features

Focus Area Strategies

Land Use Goals	Actions	Time Line	Lead Organization(s)
Improve housing choices	Investigate methods (including expansion of Capitol Environs Standards and/or overlay zones) to improve design standards within the area	2006-2007	•City-Planning
	Investigate and implement methods/incentives to encourage development of new, market-rate housing structures	2007-2010	•City-Urban Development

Green Space & Recreational Facilities Goals	Actions	Time Line	Lead Organization(s)
Continue the revitalization of the South Capitol Mall	Work with the Capitol Environs Commission to review plan and coordinate activities	2006-2010	•Near South Neigh. Assoc. •Capitol Environs
	Work with Lincoln Electric System to establish a schedule to bury power lines along the south mall	2006-2010	•Near South Neigh. Assoc. •Lincoln Electric System
	Work with Parks Department/City Forester to maintain the tree canopies along the mall and implement other components of the Capitol Environs plan.	2006-2010	•Near South Neigh. Assoc. •City-Parks & Rec.
	Work with LPS on enhanced landscaping at McPhee School	2006-2008	•Near South Neigh. Assoc. •Lincoln Public Schools
Increase and improve recreational facilities in neighborhood	Work with churches in area and McPhee School to provide outdoor play spaces (i.e. basketball, etc.) in parking lots and other areas	2006-2010	•Near South Neigh. Assoc. •Lincoln Public Schools •Private
	Rehabilitate Hazel Abel Park	2006-2007	•City-Parks & Rec.
Remove dead trees or trim dead limbs from trees on private property	Provide financial assistance to property owners for tree management/maintenance activities	2006-2010	•City-Urban Development



The F Street Community Center, at 13th and G Streets is a vital resource for the surrounding diverse community, including the Focus Area.

South Capitol Mall District:

Infrastructure Goals	Actions	Time Line	Lead Organization(s)
Improve storm drainage in focus area	Complete storm sewer improvements on 17 th Street	2006-2010	•City Pub. Works & Utilities
Improve deteriorated alley surfaces	Examine alleys and alley returns to determine those in need of redesign and reconstruction	2007-2010	•City Pub. Works & Utilities
Improve deteriorated sidewalks	Identify sidewalks in need of repair and placement on sidewalk repair schedule	2007-2010	•City Pub. Works & Utilities
Improve deteriorated street surfaces	Resurfacing of 15th Street, from A to H, including curbs, wheelchair ramps, and gutters, as needed	2008-2010	•City Pub. Works & Utilities
Improve parking configuration	Assess means to alleviate parking congestion	2008-2010	•City Pub. Works & Utilities

Environmental Goals	Actions	Time Line	Lead Organization(s)
Clear alleys and other public r.o.w. of overgrown vegetation, volunteer trees, etc.	Educate residents on ACTION referral system and hotline number to encourage reporting of code violations by renters and neighbors and initiate inspection by City staff	2006 2008 2010	•City-Build & Safety
Abate solid waste problems, including junk cars, garbage, litter, porch couches, junk tires, etc.	Establish summer youth clean-up teams	2006-2010	•Near South Neigh. Assoc.
	Establish ordinance requiring garbage service for all properties	2007	•City-Urban Development •Health •Law
	Actively enforce Quality of Life ordinances	2006-2010	•City-Building & Safety •Lincoln Police
	Apply for grants through the Health Department for waste abatement	2006-2010	•Near South Neigh. Assoc.



Focus Area Strategies

Crime & Security Goals	Actions	Time Line	Lead Organization(s)
Reduce criminal activity	Work with the NSNA to identify and abate disorderly properties. Examine properties with high numbers of police calls and identify additional disorderly properties.	2006-2010	•Lincoln Police •Near South Neigh. Assoc.
	Improve volunteer commitment to Neighborhood Watch	2006-2010	•Near South Neigh. Assoc.
	Improve cooperation with group homes and increase citations when necessary	2006-2010	•Lincoln Police
	Work with the Gathering Place to address disturbances by clients	2006-2010	•Near South Neigh. Assoc.
	Increase neighborhood association membership	2006-2010	•Near South Neigh. Assoc.
	Implement a graffiti removal program with volunteer assistance	2007-2010	•Lincoln Police •Near South Neigh. Assoc.
	Lobby for increased police presence in neighborhood, including park	2007-2010	•Near South Neigh. Assoc.
Improve security of residents and properties in the focus area	Assess lighting needs for apartment parking areas, alleys, and sidewalks, and make appropriate recommendations/requests for additional street lighting	2007-2008	•Near South Neigh. Assoc. •Lincoln Electric System

Neighborhood Identity Goals	Actions	Time Line	Lead Organization(s)
Increase participation by diverse groups in neighborhood focus area activities	Invite Youth leaders to participate in planning efforts and focus area activities	2006-2010	•Near South Neigh. Assoc.
	Provide plan updates at various locations throughout the focus area	2006-2010	•City-Urban Development •Near South Neigh. Assoc.
Establish a distinct identity special to this part of the neighborhood	Work with a stakeholder committee to create a signature identity for the area	2006	•Near South Neigh. Assoc.
	Investigate the creation of a new historic district	2007-2010	•Near South Neigh. Assoc.
	Design and install signage and/or banners to identify area on major arterials	2008-2010	•City-Urban Development
Establish an identity for the 15 th Street Mall	Investigate renaming 15 th Street Goodhue Boulevard	2007	•Near South Neigh. Assoc.
Establish an identity for the 13 th Street business district	Work with a stakeholder committee of area business and property owners to create a distinct identity, design for the streetscape, and appropriate marketing tools.	2008-2010	•City-Urban Development

South Capitol Mall Focus Area

Legend

	Church		Single Family Residential
	Ponca Tribe		Duplex
	F St Rec Center		Multi-Family
	Governor's Mansion		Commercial
	State Capitol		Public/Semi-Public
	School		
	Key Reinvestment Corridors		

Map updated by City of Lincoln
Urban Development Department
May 2006



Establish a Focus Area special to this part of the Near South neighborhood

Establish an identity for the 13th Street business district

Increase participation by diverse groups in neighborhood focus area activities

Improve deteriorated infrastructure through survey, repair, and replacement as needed

Preserve and improve existing affordable housing stock through rehabilitation & increased reporting of violations

Concentrate community development efforts in key locations



Increase and improve recreational facilities in the area by working with McPhee School, area churches, and the Parks & Rec. Dept.

Improve area appearance by removing dead trees, controlling overgrown vegetation, and reducing solid waste

Reduce criminal activity by cooperating with police, working with neighborhood facilities, and increasing residents' participation in civic activities

Increase the number of owner-occupied dwellings by using purchase/ rehabilitation programs and incentives for deconversion and by promoting homeownership

Continue the revitalization of the South Capitol Mall by maintaining the tree canopy, landscaping McPhee School, burying powerlines, and establishing a unique South Capitol Mall identity

Increase market rate housing opportunities by securing public investment, developing marketing pieces, creating incentives, and developing a catalyst housing project