



Plattsmouth Downtown Revitalization Plan

*Prepared by RDG Planning and Design with the Citizens of Plattsmouth
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Introduction

Why a Plan?

People often identify most with one particular place within their community - a place that is special to them or that they feel is especially emblematic to their experience in a community. Sometimes this location is a school, a park, or even one's home. More often than not however, downtown is the place.

Perhaps this is because downtown is always a constant in our memories, ever present across the important events and occasions of our lives. Downtown is often the location of our memories; it is where we met with friends for dinner; it is where our children marched in the school band during a 4th of July celebration; and it is where we led our daily lives including errands and chance encounters with friends.

Downtown Plattsburgh holds a special place in the hearts of many. However, many residents agree that the downtown is never finished evolving.

This energy and excitement can be seen in the painstaking improvements to the downtown district in recent years. The reconstruction of Main Street, the installation of a welcoming streetscape, the restoration of many storefronts, and the opening of eclectic new businesses are features of a healthy and increasingly vibrant downtown. Downtown is also a charming backdrop for a number of wonderful events that allow residents and tourists to step back in time.



Yet, the district wants to become so much more than to be a living museum. It is begging for more life and vitality that will take it far into the 21st Century. The district wants to become a destination for residents of Plattsburgh and the region. The eclectic businesses, the popular downtown events, and the downtown charm present new opportunities to expand and align these assets to reach a larger and more sustaining audience.

A Community Building Process

Planning is a conversation about the future - simply determining the role a place will have in the future of the community. Residents, leaders and stakeholders guide the process and the outcome is ultimately an account of the community's vision for the district and a plan for how to achieve a new reality.

In addition to being firmly rooted in the robust engagement process of the 2014 Comprehensive Plan, the plan was developed through an independent participation process that included many hours of investigation over a three month process.

- » **Steering Committee.** The project was borne from the comprehensive planning process with the creation of an 11-member Steering Committee. Comprised of representatives of the business community, building owners, city leadership, and the Main Street Association, the committee was involved throughout the process and provided strategic direction to the plan.
- » **Community Questionnaire.** A survey instrument was developed to solicit feedback from a broad audience of users and potential users of the district. The survey was distributed using social media and resulted in a very impressive audience of 167 respondents. This information is used as a barometer of public opinion, integrated into the document at a base level, and is available for review as an appendix.

- » **Design Workshops.** As part of the 2014 Comprehensive Plan process, the planning team held a design workshop over the course of two days in December to explore the vacant sites at the corner of 4th and Main Streets - where several buildings were tragically lost to fire in early 2014. This process contributed significantly to overall foundation of the plan.

- » **Focus Group Discussion and Interviews.** The planning team held focus groups during the last week of January to explore opportunities and challenges facing the district. These panels focused on issues including the economics of retail and upper story housing, events and tourism, and strategic investment sites.



Work done during the Comprehensive Plan process in 2014 provided essential information and background for the development of the downtown vision.

- » **Public Presentation and Public Hearing.** The process was capped by a presentation of the Downtown Revitalization Plan and a public hearing which provided residents and stakeholders an opportunity to review, comment and offer their input on the revitalization plan before its formal adoption.

Structure of the Document

The plan is organized to provide a rational context for how to most effectively strengthen the district, functionally and economically.

- » **Economics of Downtown.** The plan identifies the economic realities of business in downtown Plattsburgh. This section addresses all factors that impact the market conditions of the district including population projections, the analysis of employment, spending patterns retail leakage, and a discussion on housing demand.
- » **Downtown Today.** The plan identifies the physical and functional elements that impact downtown Plattsburgh. This section provides a systematic analysis of issues related to how downtown functions.
- » **Design and Development Program.** The plan identifies strategies to address the primary issues facing downtown Plattsburgh. This section details practical and integrated strategies to incrementally strengthen the district
- » **Implementation.** The plan details the costs and logistics of implementing the recommendations of the previous chapter and assigns responsible parties to lead initiatives.





Market and Definition

Plattsmouth is the county seat and the largest community in Cass County, Nebraska. Just miles away from the Omaha metropolitan area, this proximity presents both opportunities and challenges - the short drive from Omaha presents an opportunity for Plattsmouth to position itself as a unique, destination getaway from the rush of the city; conversely, the distance also means that a large number of convenience retail dollars consistently leak from Plattsmouth to the large retail centers in the metropolitan area.

The fundamental features of the market analysis are: a determination of market growth; market supply and demand trends; a gap/opportunity model; and an exploration of the community's housing needs as it pertains to downtown.

Definitions

- » **Primary Market.** Includes areas within the corporate limits of Plattsmouth.
- » **Secondary Market.** Includes the eastern portion of Cass County surrounding Plattsmouth. Residents of this area do a large share of their shopping in Plattsmouth and many view the city as a location for retail services, civic life, and entertainment. Residents outside of this area are more likely to visit another community as their primary market.

Economics of Downtown

Population Forecast

Plattsmouth City

The population of Plattsmouth has been stable since the 1970s with only slight fluctuations from decade to decade. From 1990 to 2010, the population of Plattsmouth increased by 90 residents from 6,412 to 6,502 - an annual growth rate of 0.07%.

Given the strong growth of the Omaha metropolitan area, improved access to Highway 75, and an increasing base of civic and retail amenities, Plattsmouth should strive to reach a 2% migration rate resulting in a 2030 population of 6,839.

For additional information on population history and projections see page 10 of the Plattsmouth Comprehensive Plan.

Secondary Market Growth

The development areas surrounding Plattsburgh contribute to the economic state of the downtown and overall economy of Plattsburgh. The population of the Plattsburgh Secondary Market has increased at an annual growth rate of 1.1%, higher than population growth within the corporate limits. By 2010 the population in Plattsburgh and in the secondary market totaled 12,292.

FIGURE 1: SECONDARY MARKET AREA

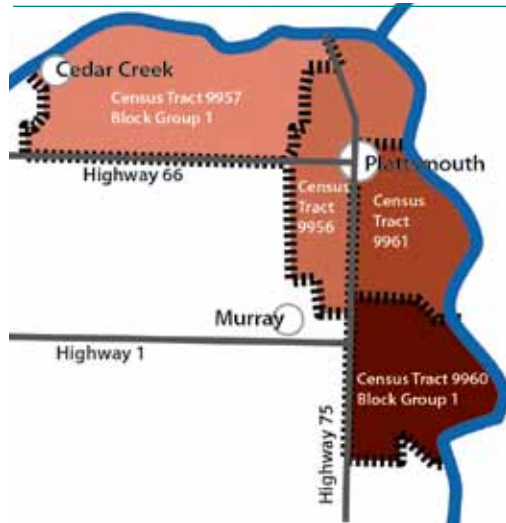


TABLE 1 POPULATION GROWTH SCENARIOS - PLATTSBURGH SERVICE AREA

	2010	2015	2020	2025	2030	2035
0.75% AGR	12,292	12,760	13,246	13,750	14,273	14,817
1.00% AGR	12,292	12,919	13,578	14,271	14,999	15,764
1.25% AGR	12,292	13,080	13,918	14,810	15,759	16,769

Source: RDG Planning & Design; U.S. Census Bureau

The Secondary Market Area is expected to increase in population due to growth in the Omaha metropolitan area. It can be estimated that the Service Area, including the City of Plattsburgh, will grow at an annual growth rate of 1% to reach a 2030 population of 14,999.

Forecast Conclusions

With stable population in the City of Plattsburgh and the growing rural areas, the city should continue to strengthen downtown as a viable center for commercial development and reinvestment.

With the emergence of chain stores and the regional draw of the Omaha metropolitan area, downtown Plattsburgh is in a position where it needs to focus on nurturing small businesses to fill its few vacancies.

Income Characteristics

The median household income for the City of Plattsburgh is \$54,089. Table 2 illustrates the income brackets for residents of Plattsburgh. While the income is slightly greater than the statewide median of \$51,672 (2013 ACS), it is likely that many residents employed in the Omaha metropolitan area spend a share of their disposable income in Omaha instead of Plattsburgh.

Often business owners focus on attracting visitors from outside their primary market area to capture a population with more disposable income, this can be a mistake. Residents of Plattsburgh have a median income slightly

TABLE 2 HOUSEHOLD INCOME IN PLATTSBURGH, NE

	Households	Percent of Total
Total	2552	100%
Less than \$10,000	176	6.9
\$10,000 - \$14,999	107	4.2
\$15,000 - \$24,999	191	7.5
\$25,000 - \$34,999	232	9.1
\$35,000 - \$49,999	413	16.2
\$50,000 - \$74,999	684	26.8
\$75,000 - \$99,999	350	13.7
\$100,000 - \$149,999	314	12.3
\$150,000 - \$199,999	28	1.1
More than \$200,000	54	2.1
Median Income	\$54,089	

Source: RDG Planning & Design; U.S. Census Bureau (2013 ACS)

higher than the statewide average and, most importantly, they choose to reside in Plattsmouth and are therefore the primary market for all goods and services.

Business and Employment

Workplaces

Figure 2 illustrates the distribution and commuting characteristics of Plattsmouth.

- » 2,144 residents live in Plattsmouth but work outside the community - more than 55% of working age adults. It is likely that a large percentage of these are employed in the Omaha metropolitan area.
- » 523 residents live and work in Plattsmouth.
- » 1,170 people from outside of Plattsmouth are employed within the corporate limits of Plattsmouth.

This highlights both a challenge and an opportunity – while many residents are drawn to the metropolitan area for work, Plattsmouth does serve as an employment center for a portion of its own population and also for a portion of its service area.

Plattsmouth should continue to develop its employment base through a strong partnership with the Cass County Economic Development Council, building a strong support network of business owners, and by focusing on business retention, recruitment, and incubation.

FIGURE 2: COMMUTING CHARACTERISTICS



Source: RDG Planning & Design; U.S Census Bureau

Establishments

Table 3 (page 12) displays the distribution of employment for Plattsmouth and its secondary market. The number of residents employed in the primary and secondary is comparable, 1,959 and 1,399 respectively.

Service businesses account for nearly 50% of the overall employment in the community. The majority of jobs within this sector are categorized as “Other Services” at 16% of total employment and “Educational Institutions & Libraries” at 14.7% of total employment.

- » “Other Services” is a catch-all category for small and unique service oriented busi-

nesses ranging from nail salons and laundromats to civic and social organizations.

- » “Education Institutions & Libraries” are often a major employer at in communities where there is a strong school district serving a larger region.

These businesses and employment trends represent opportunities to expand the presence of major employers and to recruit jobs in other employment sectors. After all, the creation of jobs locally will ultimately create a larger primary market for city.

Retail Sales

One way of evaluating Plattsmouth's economic role in the region is to consider its influence on spending and retail sales. Table 4 (page 13) indicates total retail sales in each market area. In 2014 total retail sales in the primary market was about \$100 million and an additional \$28 million in the Secondary Market Area. Excluding sales for automobiles and parts, gasoline stations, and non-store retail, this adjusts the city's relevant retail sales to \$64.9 million and the Secondary Market Area to \$17.8 million.

Table 4 identifies the gap between consumer demand (expenditures and retail sales within each retail sector) in the primary market. This is a measure used to gauge how effectively the supply is aligned with the demand of the marketplace.

» A gap (red) results from expected demand, or expected expenditures, exceeding estimated sales, indicating a leakage of consumer dollars to outside markets. In other words, residents have dollars to spend but they are spending them outside of their respective market area.

» A surplus (blue) results from sales that exceed estimated demand and indicates a flow of dollars into the city's retail market. In 2014, the City of Plattsmouth had approximately \$64.9 million in retail sales, while its current population generated a demand of \$39.3 million. The surplus of \$25.5 million in sales from the primary market area illustrates that Plattsmouth is a center for retail trade within the region.

TABLE 3: EMPLOYMENT AND WORKFORCE IN PLATTSMOUTH, NE

Retail Category	Primary Market				Secondary Market (Exclusive)				Secondary Market (Inclusive)			
	Total Establishments	%	Total Employment	%	Total Establishments	%	Total Employment	%	Total Establishments	%	Total Employment	%
Industry (All)	466	100%	1,959	100%	452	100%	1,399	100%	918	100%	3358	100%
Agriculture (All)	17	3.65%	34	1.74%	50	11.06%	106	7.58%	67	7.30%	140	4.17%
Construction (All)	39	8.37%	102	5.21%	54	11.95%	132	9.44%	93	10.13%	234	6.97%
Manufacturing (All)	16	3.43%	65	3.32%	8	1.77%	21	1.50%	24	2.61%	86	2.56%
Wholesale Trade (All)	14	3.00%	65	3.32%	13	2.88%	35	2.50%	27	2.94%	100	2.98%
Transportation, Communications, and Utility	13	2.79%	76	3.88%	24	5.31%	196	14.01%	37	4.03%	272	8.10%
Retail (All Retail)	67	14.38%	412	21.03%	35	7.74%	442	31.59%	102	11.11%	854	25.43%
Finance (All)	43	9.23%	128	6.53%	33	7.30%	64	4.57%	76	8.28%	192	5.72%
Services (All)	212	45.49%	978	49.92%	182	40.27%	402	28.73%	394	42.92%	1380	41.10%
Government (All)	15	3.22%	99	5.05%	5	1.11%	1	0.07%	20	2.18%	100	2.98%

Source: RDG Planning & Design, ESRI Community Analyst

TABLE 4: RETAIL SALES FOR PLATTSMOUTH MARKET AREAS

Retail Category	Primary Market			Secondary Market (Exclusive)			Secondary Market (Inclusive)		
	2014 Expected Expenditures	2014 Actual Sales	Opportunity Gap/(Surplus)	2014 Expected Expenditures	2014 Actual Sales	Opportunity Gap/(Surplus)	2014 Expected Expenditures	2014 Actual Sales	Opportunity Gap/(Surplus)
Total Retail Sales	\$66,974,679	\$100,473,679	\$33,499,000	\$83,736,349	\$28,407,906	\$55,328,443	\$150,711,028	\$128,881,585	\$21,829,443
Adjusted Retail Sales (Excludes auto, gas, and non-store)	\$39,384,505	\$64,897,751	\$25,513,246	\$49,787,261	\$17,869,714	\$31,917,547	\$89,171,766	\$82,767,465	\$6,404,301
Auto Parts, Accessories, & Tire Stores	\$850,825	\$1,153,548	\$302,723	\$1,103,951	*	\$1,103,951	\$1,954,776	\$1,153,548	\$801,228
Furniture & Home Furnishing Stores	\$1,112,293	\$90,348	\$1,021,945	\$1,457,697	\$37,646	\$1,420,051	\$2,569,990	\$127,994	\$801,228
Electronics & Appliance Stores	\$1,930,802	\$672,443	\$1,258,359	\$2,502,961	\$49,856	\$2,453,105	\$4,433,763	\$722,299	\$3,711,464
Building Materials, Garden Equipment	\$2,074,127	\$241,706	\$1,832,421	\$2,728,181	\$2,509,472	\$218,709	\$4,802,308	\$2,751,178	\$2,051,130
Food & Beverage (Grocery and Liquor)	\$8,445,678	\$50,281,267	\$41,835,589	\$10,370,271	\$11,121,370	\$751,099	\$18,815,949	\$61,402,637	\$42,586,688
Health & Personal Care Stores	\$4,835,669	\$810,381	\$4,025,288	\$5,973,375	\$87,048	\$5,886,327	\$10,809,044	\$897,429	\$9,911,615
Clothing & Accessories	\$2,800,479	\$1,510,182	\$1,290,297	\$3,650,242	\$398,572	\$3,251,670	\$6,450,721	\$1,908,754	\$4,541,967
Sporting Goods, Hobby, Book, Music	\$1,205,823	\$74,614	\$1,131,209	\$1,530,776	\$94,103	\$1,436,673	\$2,736,599	\$168,717	\$2,567,882
General Merchandise	\$5,553,376	\$488,575	\$5,064,801	\$14,768,916	\$1,118,561	\$13,650,355	\$20,322,292	\$1,607,136	\$18,715,156
Miscellaneous Store Retailers	\$1,013,567	\$1,483,021	\$469,454	\$1,212,005	\$393,658	\$818,347	\$2,225,572	\$1,876,679	\$348,893
Food Service & Drinking Establishments	\$6,097,784	\$7,190,691	\$1,092,907	\$7,952,968	\$2,960,403	\$4,992,565	\$14,050,752	\$10,151,094	\$3,899,658
Source: RDG Planning & Design, ESRI Community Analyst									
*Sample size too small to provide data									

Primary Market

Based on the retail sales analysis, merchandise categories with strong retail sales include:

- » Auto Parts, Accessories, and Tire Stores:
1.15 million in sales
- » Food Service & Drinking Establishments:
7.1 million in sales
- » Miscellaneous Store Retailers (the category most of Plattsmouth downtown retailers fall under):
1.1 million in sales
- » Food and Beverage (Grocery Sales):
50.2 million in sales.
 - › While primarily the regional draw of HyVee on Highway 75, this presents an opportunity to create repeat customers to downtown Plattsmouth.
 - › When considered in the context of downtown revitalization, big box grocery stores are often unfairly viewed as a detriment. However, full service supermarkets provide a quality of life amenity for residents and a regional draw for rural residents.
 - › Main Street businesses can capitalize on HyVee as a regional draw by either marketing their businesses independently or by forming a coalition of owners to draw visitors from Highway 75 into the district.

Secondary Market

A retail sales analysis illustrates opportunities and regional trends in the Secondary Market Area, both including and excluding Plattsmouth.

Generally, the secondary market analysis indicates that the majority of residents travel to population centers, including Plattsmouth, to access most products.

As illustrated in the Primary Market, Plattsmouth and its three grocery stores, are a significant draw. Much of this comes from those living in the primary and secondary markets but also from those traveling along Highway 75.

Retail Sales Conclusions

Over the past 50 years main streets have evolved and will likely never be the centers of traditional retail commerce they once were; however, many have found success in specialty or niche markets. Downtowns that compete successfully against “big box” retailers have focused on service oriented and specialty retailing.

Due in part to its historic charm, downtown Plattsmouth has been successful in attracting a number of eclectic retail and restaurant businesses and even includes a new downtown hotel. For Plattsmouth the analysis of retail sales would indicate that:

- » Plattsmouth is a regional center for groceries but much of this traffic remains on Highway 75 as residents and visitors patronize supermarkets and chain stores. Downtown Plattsmouth must market to the highway to draw traffic downtown.
- » With strong restaurants downtown Plattsmouth has the potential to build on an existing market.
- » Key niche stores (miscellaneous sales) are successful and new businesses have the potential to succeed with the right business plan.

Downtown Neighborhood

For many years, downtown Plattsmouth has been the heart of commerce for the community and the eastern half of Cass County. While much of the traditional retail trade has been drawn to the Highway 75 corridor and the greater Omaha metropolitan area, downtown Plattsmouth remains the spiritual soul of the community as it continues to seek its niche in the regional marketplace.

In many communities, the creation of contemporary downtown apartments above the shops has successfully brought additional life, vitality, and economic gain to the downtown district.

While downtown living isn't for everyone, the opportunity appeals to many young professionals and active retirees in search of unique and low maintenance alternatives to traditional housing choices. For what downtown currently lacks in amenities, it makes up for with unique upper stories.

Housing Supply and Trends

The 2010 Housing Study and the 2014 Plattsmouth Comprehensive Plan featured housing as a major element. The Plans outline the demand for quality housing to better serve the needs of the current population and potential new residents. This goal extends to promote the creation of a vibrant residential neighborhood in downtown Plattsmouth.

- » The number of renter occupied units has remained stable while the total number of owner occupied units decreased.
- » 30.1% of housing units in Plattsmouth are renter-occupied.
- » The median contract rent for rental units in Plattsmouth is \$631 per month.
- » The percent of renter-occupied units and the median contract rent in Plattsmouth is comparable to its peer communities.

TABLE 5 CHANGE IN COMPOSITION OF HOUSING OCCUPANCY

	2000 Number of Households	2010 Number of Household	Change	Percent Change
Owner-Occupied	1,756	1,645	-111	-6.3%
Renter-Occupied	862	880	18	2.1%
Total Vacant	187	338	151	80.7%
Vacancy rate	6.7%	11.8%		
Total	2,805	2,863	58	2.1%
Median Value	\$83,900	\$101,600		21.1%
Median Rent	416	631		51.7%

Source: U.S. Census Bureau; RDG Planning & Design

TABLE 6 TENURE AND MEDIAN VALUE – RENTAL HOUSING

	% Renter Occupied	Median Contract Rent
Plattsmouth, NE	30.1%	\$631
Nebraska City, NE	33.4%	\$601
Waverly, NE	21.8%	\$758
Blair, NE	28.3%	\$653
Glenwood, IA	27.7%	\$632
Cass County, NE	17.4%	\$662
State of Nebraska	31.4%	\$648

Source: U.S. Census Bureau; RDG Planning & Design

TABLE 7 FUTURE HOUSING DEMAND MODEL

	2015	2015-2020	2020-2025	Total
Population at End of Period	6,568	6,650	6,746	
Household Population at End of Period	6,338	6,417	6,510	
Average Persons Per Household	2.48	2.48	2.48	
Household Demand at End of Period	2,556	2,587	2,625	
Projected Vacancy Rate	11.80%	11.80%	11.80%	
Unit Needs at End of Period	2,898	2,934	2,976	
Replacement Need		35	35	70
Cumulative Need During Period		71	77	148
Average Annual Construction		14	15	15

Source: RDG Planning & Design

Housing Affordability

Theoretically, a household budget must be divided among basic housing costs, other essential needs, and costs to maintain a home. Households spending a disproportionately large share of income on basic housing have less money to spend on other living essentials and fewer resources to maintain their homes.

Table 8 evaluates the availability of affordable housing in Plattsburgh and compares the quantity of housing that is affordable to each income group. A positive balance indicates a surplus of housing within the affordability range of each respective income group, while a negative balance indicates a shortage. This analysis indicates that the greatest shortages are for households above the city's household median income of \$50,678 as well as households that make between \$50,000 per year and \$150,000 per year.

TABLE 8 AFFORDABLE HOUSING SUPPLY BY INCOME RANGE

Income Range	% of City Median	% of Households	# Households in Range	Affordable Range for Owner Units	# of Owner Units	Affordable Range for Renter Units	# of Renter Units	Total Affordable Units	Balance
\$0-25,000	0-49%	20.47%	536	\$0-50,000	195	\$0-400	382	577	41
\$25,000-49,999	50-99%	38.92%	1,019	\$50,000-99,999	1113	\$400-800	426	1539	520
\$50,000-74,999	100-148%	18.11%	474	\$100,000-149,999	311	\$800-1,250	11	322	-152
\$75-99,999	149-197%	11.88%	311	\$150,000-200,000	123	\$1,250-1,500	0	123	-188
\$100-150,000	198-296%	9.05%	237	\$200-\$300,000	14	\$1,500-2,000	19	33	-204
\$150,000+	Over 296%	1.57%	41	\$300,000+	0	\$2,000+	24	24	-17
Median	\$50,678	100%	2,618		1,756		862	2,618	0

Source: U.S. Census Bureau; RDG Planning & Design



Second story housing in Downtown Hays, Kansas

Why is this important to downtown Plattsmouth? The conversion of upper stories to residential can often be costly, driving a need for higher rents to offset those costs. This analysis would indicate that a market does exist today to support rents over \$800 a month in Plattsmouth. This does not even include those in the region that would be attracted to vibrant downtown environment.

Housing Demand

Over the past several years Plattsmouth's downtown has experienced significant reinvestment in both the public and private realms. Housing has been the one area to lag in this revival. Based on research by the Main Street Association, sufficient space exists to accommodate between 30 and 40 new units. The current market has limited variety and often a perception of poor quality.

Based on the city's demographic and market environments, assumptions can be made regarding future demand for housing (Table 7 page 15) and specifically for downtown housing.

- » Table 7 identified a demand for an additional 148 units over the next 10 years. This should provide a variety of housing choices across the market.

- » Based on construction activity and rental inventories (see Plattsmouth Housing Study, 2010) the city currently lacks newer, higher-market value rental units. The qualitative demand for these types of units has also been reinforced by community members in this study, the 2010 Housing Study and the 2015 Comprehensive Plan.
- » Capturing just 15% of the city's overall housing demand (148 units) over the next 10 years would result in 22 new housing units in the downtown.
- » These units should begin as rental units that show market demand and establish a "neighborhood" that will support future owner-occupied configurations.





A Shared Vision

When people are asked what they like about downtown Plattsburgh, residents and visitors are quick to respond - its quaint, historic charm, and the overall feel of “being downtown.”

The careful restoration of the building facades, the reconstructed street, and the welcoming streetscape elements have created a beautiful urban backdrop but the vision for downtown Plattsburgh is much more. The vision for downtown Plattsburgh is to become an area full of life, vitality and community pride.

“the vision for downtown Plattsburgh is much more than to just be a charming backdrop for everyday life – rather to become an area full of life, vitality and community pride.”

Study Area

Downtown Plattsburgh is a distinct place within a distinct community - the “experience of downtown” is impacted not only by the district itself, but also by the pathways used to access the district. In recognition of the various systems that impact the overall experience, the plan evaluates all individual elements that impact the overall system.

Issues and Opportunities

This section provides an overview of the physical and market challenges and opportunities facing the district. These issues and opportunities are organized as follows:

- » **Main Street Area.** Traditionally considered to be downtown, this area is characterized by historic buildings at the heart of the building.
- » **Circulation.** The key patterns of how motor vehicles, pedestrians and bicyclists interact with the district.
- » **Parking.** The supply and allocation of parking facilities in and around the downtown district.
- » **Gateways.** The system of pathways used to access the district.
- » **Strategic Anchors.** Auxiliary sites of strategic importance which present an opportunity to complement the downtown district.

Main Street

Defining Characteristics.

- » Historic buildings along Main Street
- » Updated and welcoming streetscape design including attractive public realm
- » Unique mix of retail and service businesses, restaurants, and a downtown hotel

Issues and Conclusions.

Hours of Operation. Affordable rents in downtown Plattsburgh have created a scenario where owners do not feel they need to operate beyond typical 9-5pm business hours.

- » A downtown should be viewed as a system – an economy that operates most efficiently when all components are working toward a common goal. In the case of a downtown, the goal is to draw residents, visitors and tourists into the business district for the collective gain of the community.
- » Studies prove that a critical mass of shops will produce more traffic for each individual business. A closed business reduces the overall ability of the district to operate.
- » Plattsburgh should build a strong network of business owners and should encourage all businesses to hold consistent hours.

Align Resources and Assets. Plattsburgh has become known for its downtown events. With attractions including the Victorian Christmas on Main, the Harvest Festival, Cruisin' Main, and the summer concert series, downtown Plattsburgh hosts thousands of visitors each year, yet many business owners report little financial gain during these times.

- » Businesses should be open during events to present downtown as a vibrant business district - a place that visitors will want to return to at a later time.
- » Downtown events should be designed to compliment and create activity for the business community that brings visitors back downtown when events are not occurring.



A Quiet Downtown



A Vibrant Downtown (with People)

Business Attraction. Affordable rents in downtown are both positive and negative to the future of the district. The positive is that entrepreneurs may be more willing to take a risk on a start-up because of the low cost rent. The negative is that inexperienced and ill-prepared businesses are also drawn to low rent spaces.

- » The few vacancies in downtown are valuable to the district.
- » Plattsburgh should incubate small businesses that will compliment the business district and arrange placement in the vacant spaces on Main Street. Additional detail is included in the following chapters.



Business Incubator



Business Incubator

Business Mix. Plattsburgh has a business mix with a slight bend toward retail and tourism. Nationally, downtowns are changing from their historic role as host to all commercial activity to a more niche role in a regional economy.

A healthy business mix should include a balance of destinations/employers, service industries including restaurants to serve the employees and visitors, and other complimentary businesses to capitalize on the traffic present in the district. These classifications are not exclusive and many businesses serve different purposes to different people.

- » **Destination.** An example is the Cass County Courthouse. During business hours, the Courthouse generates traffic and activity for the district including employees and patrons.
- » **Service Business.** Examples of service businesses include restaurants and attorneys. In essence, these ventures service the population present in the downtown district.
- » **Complimentary Business.** Examples of complimentary business include jewelry and antique stores. Often destinations in their own right, adding interest to the district and shifting the focus of downtown from simply being a place to do business.
 - › Plattsburgh should carefully consider the business mix and the role of a new business when incubating or recruiting a new business for the few vacant spaces in the district.
 - › Plattsburgh should recruit employers and destinations to locate near the downtown district.



Destination - Cass County Courthouse



Service Business - Cafe and Soda Fountain



Complimentary Business - Book Store

Downtown Fire. Due to a fire in 2014, the downtown district lost two historic buildings adjacent to the Plaza Area.

- » While a tragic loss to the district and the community, it should be viewed as an opportunity to expand on first class events and gathering place at the heart of the community.

Shadow of the Metro. While the metropolitan area provides employment for many residents of Plattsburgh, it also provides a nearly unlimited supply of restaurant and services to residents within a 20-25 minute drive. The reality is that downtown Plattsburgh cannot compete with the sheer volume business in the Omaha metropolitan area.

- » Downtown Plattsburgh should seek to position itself to better serve its primary market and to capitalize on its proximity to the Omaha metropolitan area by becoming a respite from "life in the big city."

Circulation

This section summarizes the key patterns for motor vehicles, pedestrian and bicycle transportation in and around downtown Plattsburgh.

The history of Plattsburgh can be read in its street pattern. The river first brought settlers to the area that would soon become Plattsburgh. Hence, it is logical that its early center of civic and commercial activity – which is downtown Plattsburgh – would spring forth from the river itself. From this touchstone, Plattsburgh developed outward in with residential neighborhoods shaped by the area's topography and, in some cases, early railroad lines.

As time passed and the car became the dominant mode of transportation, sizes and styles of development shifted to account for the requirements of parking and circulation. These more auto-oriented commercial corridors developed along Chicago Avenue and Highway 75. In contemporary times, there has been some limited 'suburban' style development in and around the outskirts of Plattsburgh's city limits. This has been paired with some new development activity in the central core of the city, as property owners reinvest in their historic commercial and residential buildings.

Circulation Issues and Conclusions

Number of Gateways. The structure of the transportation network and pathways leading into downtown Plattsburgh create a series of competing entryways - the individual pathways lead most directly to Main Street, Avenue A, and First Avenue.

- » **Gateway Enhancement.** Directional signage should be installed to guide visitors into the downtown by the most direct and attractive pathway. Signage and code enforcement should be applied to the gateway corridors to guide residents into the district and physical/landscape treatments should denote that they have arrived at their destination.
- » **Suggested Flow.** This traffic flow further underlines the importance of strengthening the gateways into downtown and downtown as a destination. The following diagram suggests a pathway strategy for how residents and visitors should be directed into downtown Plattsburgh.

Access to Riverfront. The riverfront is separated from the downtown by the railroad tracks and a large floodplain.

- » **Riverfront Connection.** When the riverfront is developed, sidewalks and appropriate landscaping and signage should connect the downtown and recreation services along the river.

FIGURE 2: CIRCULATION DIAGRAM

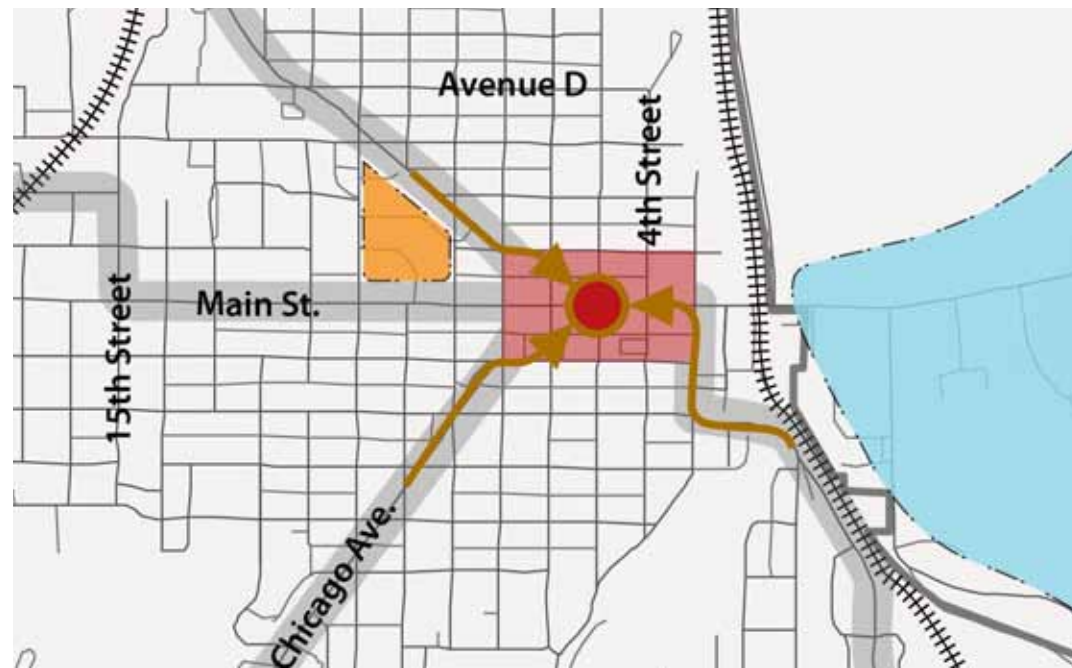


FIGURE 3: DOWNTOWN PARKING SUPPLY

Parking

As in many downtown district, there is a perceived shortage of parking in downtown Plattsburgh. This shortage is caused in part by a issue of parking management and allocation.

The supply of public parking in Downtown Plattsburgh is 298 spaces including 83 spaces in public, offstreet parking lots.

Parking Issues and Conclusions

Cass County Courthouse. The perceived shortage is especially acute around the Cass County Courthouse. Business owners have indicated anecdotally that county employees and visitors often monopolize street parking spaces.

Public Parking Lots. While there are a number of off-street parking facilities in the downtown district available at no cost, visitors and employees will typically use the most convenient, available parking space. The following management strategies could be implemented to improve the use of public parking facilities:

- » **Shade Canopy.** Encourage the use of public parking facilities by making the facility more attractive for downtown employees and visitors.
- » **Enforcement.** By installing parking meters or two-hour parking signage, the supply of parking can be enforced to alleviate any

allocation issues. Either enforcement approach would require dedicated and ongoing enforcement of the regulation to ensure compliance. It is often harder to gain the support and funding for this type of approach.

- » **Incentives.** An incentive system could be created to encourage downtown employees to park in the public parking areas at the fringe of the district.

Gateways

There are five primary gateways into the downtown district. Four from Highway 75 on the west and one from the east and one from the former U.S. 34 bridge. Each serves a different role but all impact the overall experience of visiting downtown.

North Gateway. Webster Boulevard from U.S. 75. The primary gateway to the district for vehicles approaching from the north, this pathway is relatively straightforward and attractive. Beginning at a highway exit, a directional sign guides traffic to downtown Plattsburgh. While a remote stretch of road, the pathway is relatively direct, scenic, and generally pleasant.

FIGURE 4: NORTH AND MID GATEWAYS



North Gateway and Mid Gateway

- » Distance: 1.56 miles
- » Number of Moves: 1 turn
- » Effective Start Wayfinding: Yes
- » Route Wayfinding: No
- » Character: The North Gateway meanders through rolling hills almost directly into downtown. While scenic and relatively direct, the distance makes Plattsburgh feel like a remote destination.

8th Avenue Gateway. The primary gateway to the district for vehicles approaching from the south, this route is relatively direct but lacks directional signage to mark necessary turns.

FIGURE 5: MID, 8TH & SOUTH GATEWAYS



Mid Gateway, 8th Avenue Gateway, South Gateway

- » Distance: 1.56 miles
- » Number of Moves: 2 turn
- » Effective Start Wayfinding: No
- » Route Wayfinding: No
- » Character: The 8th Avenue Gateway feels direct and intentional. This pathway follows arterial streets along commercial corridors. The addition of wayfinding would reinforce the role of this pathway.

Mid Gateway. Avenue B from Highway 75. The shortest route from the Highway 75 retail district along 1st Avenue.

- » Distance: 0.87 miles
- » Number of Moves: 2 turn
- » Effective Start Wayfinding: No
- » Route Wayfinding: 2
- » Character: The Mid-Gateway wanders through residential neighborhoods and eventually emerges into downtown. While guided by the occasional directional sign, the destination is almost surprising given the context of the pathway.

South Gateway. An emerging gateway into the community, the Chicago Avenue pathway leads travellers directly into the downtown district. At present, the route is remote and less populated before merging with the 8th Gateway.

- » Distance: 3.27 miles
- » Number of Turns: 0
- » Effective Start Wayfinding: No
- » Route Wayfinding: No
- » Character: The South Gateway is remote in character as it approaches from the south until it meets 8th Avenue. The pathway will be increasingly important as Plattsmouth continues to grow.

River Gateway. This entryway is the major gateway into the community from the east. While serving a smaller role since the rerouting of U.S. 34, the route still serves as a direct connection from Interstate 29.

- » Distance: 1.65 miles
- » Number of Moves: 1 turns
- » Effective Start Wayfinding: No
- » Route Wayfinding: No
- » Character: The River Gateway is a scenic and meandering introduction to downtown Plattsmouth, with scenic byway qualities.

Gateway Issues and Conclusions

It is difficult for a visitor to access downtown Plattsmouth due to a lack of wayfinding signage. Of the five routes, only the North Gateway passes the common sense test - can the destination be reached without any prior knowledge of the community? The following actions should be taken to improve the accessibility of downtown Plattsmouth.

- » Identify preferred entryways and prioritize routes for implementation.
- » Identify the number of turns/actions along each route and determine whether a driver without any prior knowledge could be led astray. If so, install a sign.
- » Identify long stretches of roadway which may lead a driver to question whether they are still on course. If so, consider installing a sign.
- » Identify any features that are not aesthetically pleasing and seek to mitigate the condition.
- » Strengthen the boundary of the downtown district to convey to the visitor that they have arrived.

FIGURE 6: RIVER GATEWAY



Mid Gateway, 8th Avenue Gateway and River Gateway

Strategic Anchor Sites

Riverfront Renewal

The Missouri Riverfront presents a tremendous opportunity for downtown Plattsmouth. The development of the riverfront as a residential and recreational area will serve as an amenity for visitors of downtown and also expand the primary market for retail sales in the district.

In order to most effectively capitalize on this strategic site, the connection between the riverfront and the downtown district should be strengthened. This connection should include a trail or designated shoulder for bicycle and pedestrian travel.

If the district is to include any natural amenities such as walking trails these systems should be aligned with the Shilling Natural Wildlife Preserve.



Blue Devil Anchor

Plattsmouth would be well-served to identify locations for additional residential development that can reuse infrastructure that is already 'in the ground' and generate additional vitality and economic activity in existing residential neighborhoods. The potential redevelopment of the old high school and Blue Devil Stadium site is one such opportunity. This concept is meant to illustrate just one possibility for the site. Any redevelopment of the site with an active and productive set of uses would increase the amount of activity in and around the downtown district and boost Plattsmouth's

Blue Devil Stadium Concepts



Development Concept - RDG Planning & Design

economy.

In this concept, the old high school building is rehabilitated into a community-serving building, potentially a center for the arts and education paired with the relocation of Plattsmouth's public library. Senior housing or assisted living has also been discussed for the building. The adjacent elementary school continues to operate in that capacity. Elsewhere on the site, a series of townhouses is created, enabling the site to hold 39 residential units, many of which would feature roof-top decks and excellent views of downtown Plattsmouth. This density would enable a developer to achieve return on their investment while creating a type of housing not currently available in the Plattsmouth market.



Townhome Development - Clear Lake, Iowa

Survey Response and Public Opinion

The heart of the Downtown Revitalization Plan is public opinion and regional perception. This serves as a guide throughout all recommendations and analysis in the document.

The main sources of public input were the discussions held with stakeholders, including business and property owners and a community survey. Information gathered during the extensive public engagement process for the Comprehensive Plan in 2014 was also taken into consideration. This included a design workshop held in early December 2014 focused on the Downtown Event Plaza.

The community survey garnered responses from individuals living in and around Plattsburgh. With over 163 responses it provided good insight on the district's opportunities.

- » Of those responding 82% were from Plattsburgh with a majority from outside Plattsburgh coming from the Beaver Lake and Buccaneer Bay areas.
- » Just over 50% visit the downtown one or more times a week.
- » Visitors are coming for the events, restaurants and bars, city/county offices, and professional offices.
- » More visits would be encouraged by additional restaurants, specialty shopping and general goods shopping.
- » The streetscape, appearance, and public environment were seen as strengths to the

downtown. The condition of buildings was also seen as a strength.

- » Business variety, number of restaurants, tourism, and growth of the office market were seen as weaknesses.
- » Features important to the future of the downtown included:
 - › More restaurants and entertainment
 - › Attraction of new retail businesses
 - › Special events and activities
 - › Better advertising and promotion
 - › Restoration of historic building facades
 - › More storefronts (infill development)

A full summary of the survey results is included in Appendix A.

Big Ideas

The most significant ideas generated by the public input included:

- » Visitors want to see more restaurants and entertainment.
- » Extended business hours that along for shopping outside of the workday would be beneficial.
- » The appearance of the downtown is great but it is important to bring life and vitality to the district.





Development Program

Realizing the Vision

With the progress that Plattsmouth has already made in the physical improvements to the district, this document is developed under the philosophy that a plan should be grounded in reality, be fiercely practical, and propose a series of strategic initiatives and investments to realize the ultimate goal - to create a vibrant and resilient central business district.

The plan does not propose a “silver bullet” but instead outlines an integrated approach to incrementally strengthen the relationship of the business community, city leadership, downtown events, and regional tourism to improve the operation of the district as a whole.

While this plan was developed for the city, the city serves only as caretaker to the document. The plan can only be implemented fully through a concerted and coordinated effort of all with a stake in the future of downtown. The approach squarely identifies the responsible parties required to implement each goal or initiative of the plan.

The Development Program is a prescription of sorts - a series of recommendations to address certain issues and ailments. These issues and strategies are organized by type - development agenda for physical and organizational issues; community agenda for issues related to the role of downtown; and functional agenda for how residents and visitors interact with the downtown.

Development Agenda. The Development Agenda is largely based on the market analysis and includes the ingredients of development for retail, office, residential, and development potential during the planning period.

Community Agenda. Recommendations that improve the image of the district and reflect participants desirable outcomes for downtown.

Functional Agenda. Projects that improve the access and functionality of downtown Plattsmouth

Development Agenda

Based primarily on the market analysis, the Development Agenda identifies the ingredients for development for retail, office, residential, and development potential during the planning period.

- » **Retail Development.** A fundamental element of this plan is to strengthen the retail environment. The position of Plattsmouth in the shadow of the Omaha metropolitan area and its role as a bedroom community present challenges to developing a thriving retail environment downtown.
- » **Incubate Business.** Plattsmouth should take an active role in developing new businesses. The incubator facility would serve as a destination in its own right as it enables



IMG_0025.JPG

artists and entrepreneurs to build their brand and trade. When the businesses have reached a point to “scale-up”, the city and Plattsmouth Main Street should arrange for these new businesses to have a space on Main Street or adjacent to the district.

- » **Align Hours and Resources.** A barrier to creating a vibrant retail environment is the decentralized nature of the retail cluster. Downtown businesses should align their hours for the collective good.
- » **Housing Development.** Downtown Housing is a component of all successful downtown districts - it creates activity around the clock and generates additional revenue for businesses on a daily basis. The housing study suggests that an additional 22 units can be accommodated in the downtown district.
- » **Draw from Highway 75.** Partner with HyVee to draw attention to the businesses and events in downtown Plattsmouth. Explore marketing opportunities and partnerships to generate traffic to downtown.
- » **Downtown Farmers Market Venue.** Create a welcoming and shaded venue for a unified farmers market in the parking lot behind the plaza area in downtown. A downtown market should be heavily advertised along the Highway 75 corridor.
- » **Support the Blue Devil Development Site and the Riverfront Renewal District.** Projects in both areas will contribute directly to the vitality of downtown and appropriate projects in these areas should be

supported. Strong pedestrian and bicycle features should connect the development projects to downtown.

Community Agenda

Based on the vision of the community, the Community Agenda provides recommendations to improve the image of the district and reflect participants desirable outcomes for downtown.

- » **Improve Life.** Downtown Plattsmouth should contribute to the overall quality of life for residents of Plattsmouth.
- » **Create Atmosphere for Recruiting Professionals and Businesses.** A quality downtown, school system, and housing options will invariably attract people to Plattsmouth.



- » **Retain Businesses.** A number of businesses and buildings are for sale in downtown including several long time tenants such as Higgins Hardware and Plattsmouth Lockers. An effort should be made to locate entrepreneurs to purchase these businesses or to open a new business that will complement the existing district.
- » Consider a partnership with local community colleges to offer apprenticeship programs for mature businesses. Many of the downtown businesses are true 'mom-and-pop shops' without any support to cover vacations, illness, or leisure time
- » **Heritage Awareness.** The historic integrity of downtown Plattsmouth is one of its greatest assets. The district should develop heritage tours and events to teach the general public why the historic fabric of the community matters.



Historic Tour, Cedar Rapids, Iowa

- » Consider holding a history walking tour event with local actors to portray colorful characters at different eras of Plattsmouth history.

Functional Agenda

Based on how the downtown Plattsmoth operates as a physical system, the Functional Agenda recommends projects that improve the access and functionality of downtown Plattsmouth.

- » **Gateways and Connections.** As people arrive in Plattsmouth, they should be welcomed and directed to their destination in the community. Major corridors through the community should convey a strong sense of care for its appearance and draw visitors to downtown. Any route should be intuitive.
- » **Connections to Strategic Anchor Areas.** The Riverfront Renewal Area and the Blue Devil Anchor present significant opportunities to draw visitors downtown and also to offer downtown visitors additional amenities. These areas should be connected to the downtown by public realm improvements including bicycle and pedestrian features.

- » **Improve Parking.** Parking is invariably seen as a priority. Several factors contribute to their perceived shortfall: parking is limited near the Courthouse; employees frequently occupy spaces better suited for customers; and the public parking lots are unattractive.

Parking Canopy Structure

As in many downtown districts, there is a perceived shortage of on-street parking around the Cass County Courthouse. Like many downtowns, the issue is making sure that on-street parking is not being used by employees in the district.

There are off-street parking facilities located in downtown, and improved wayfinding and identification may increase their use.

The concept of creating a parking canopy structure is intended to make the use of city parking lots more attractive than on-street parking. By providing shade in the summer and shelter in the winter, employees may prefer these spaces over an on-street parking space.

The construction of the parking canopy would also provide a shaded space for events like a farmers market. The parking lot at 1st Avenue and 4th Street is currently the location of the carnival during the Harvest Festival - this would need to relocate but the covered parking spaces would be very desirable for vendors or for a beer garden.

The parking canopy structure could be developed at three scales: a 3,600-square-foot canopy structure; a 10,400-square-foot canopy structure; and a 3,600-square-foot canopy structure equipped with photo voltaic cells to generate power for the district. The installation of solar panels could open up additional funding mechanisms, however, care and consideration in the design as it relates to the historic district is very important.

Parking Canopy Case Study



Atlanta



Public Parking Facility in Downtown Plattsburgh



Ogallala

Downtown Housing - Adaptive Reuse

In spite of the market and housing studies demonstrating the demand for downtown housing, it is difficult to create momentum without a model project. This project suggests an integrated construction project with a marketing campaign.

A growing demographic is interested in living downtown - many downtown housing units are filled by young professionals, working adults, and retirees. These demographics are less interested in having a yard (to mow) or a home (to maintain) and would rather focus their attention on other endeavors.

A number of buildings in downtown have the potential to house upper story apartments. Challenges that must be addressed with any upper story conversion include:

- » **Parking.** Downtown housing demands convenient or even covered parking in order to meet the needs of residents.
- » **Access.** Meeting fire codes can be a challenge in some upper story conversions but life safety must be a priority. Code requirements may dictate the number or layout of units. Modifications of the building, such as additional exits, must also be balanced against the design integrity of the building and the district as a whole.

Once a model project is completed, sharing the story and the space with other owners and the public is often an effective way to build interest from other owners and from prospective residents in support of a downtown neighborhood including strategic sites such as Blue Devil Stadium.

Adaptive Reuse Case Study

The 221 Apartments in Ottumwa, Iowa is an example of a small scale residential conversion of a dilapidated upper level. Unlike Plattsburgh, many buildings in downtown Ottumwa were in poor condition and therefore the cost of improvements were escalated.

The conversion of the 1,470 square feet of raw space created two - 600 square foot apartments. The investment, less building stabilization, was approximately \$85 per square foot including another 800 square feet of patio and deck areas. The units rented above market rate and contribute to the vitality of an improving downtown district.

The completed apartments were featured two consecutive years in the annual "Upstairs/Downtown Event" - the first year as an unfinished space and the second fully completed. The event by the Main Street Organization intended to showcase projects and also the character of unfinished upper stories.



Opinion of Probable Cost: \$80-100 / square foot depending on condition, number of units, and site logistics

Gateway Enhancements

As stated previously, the pathways into downtown Plattsburgh have a profound impact on the overall experience of the visit - either positive or negative.

All gateways should be designed with the “map-less visitor” in mind and should be intuitive and attractive. Enhancements fall into two categories: directional and visual.

The two examples on the right serve both purposes to varying degrees.

The top example serves primarily as directional signage but also offers subtle reinforcements of the city’s “brand.” The cost of implementing this type of wayfinding varies on the number of signs but they can often be produced by city employees.

The Lincoln Highway sign in bottom example would fall primarily into the category of a visual enhancement but also serves as a directional sign. While the sign does not offer any actual guidance, its very presence indicates that the corridor will lead to a destination.

The site of improvements will be scattered along the gateway corridors at corners and long stretches of roadway to mark the course to downtown Plattsburgh.

New gateways along Highway 75 warrant special attention. Because of the continued importance of access from Highway 75, the Webster Boulevard, 8th Avenue, and Chicago Avenue entrances are very important. The First Avenue and Avenue B entrances will be a significant but are a lower priority than other gateways.



Example of Wayfinding



Example of Corridor Enhancement

Business Incubator

In essence, a business incubator is a micro-scale business district. It concentrates a number of businesses under a single roof in order to be able to offer a very low risk situation for new businesses to test a concept, develop a market, and when they reach critical mass, to relocate beyond the walls of the incubator.

An incubator can exist in many formats and can be developed for many different reasons. In the case of Plattsburgh, the concept of an incubator would be applied to create a concentrated marketplace of unique vendors that would, as a collective, serve to draw residents and visitors into the district.

The Plattsburgh Business Incubator would allow the city, the Main Street Association, and the Economic Development Corporation to recruit and market the incubator to colleges, artists, and craftsmen as a place to grow a business.

The low vacancy rate in downtown Plattsburgh places a figurative premium on the remaining spaces. The few empty storefronts means there are few remaining opportunities to select ventures that will best compliment the existing businesses and help downtown establish a niche in the market.

The creation of a business incubator space would enable Plattsburgh to develop small businesses and have some control over its future business mix.

Opinion of Probable Cost: \$100 / square foot depending on condition, scale, and format of the incubator

Incubator Case Study

The Market on Main in Ottumwa, Iowa is an example of business incubator with a focus on developing a diverse restaurant and arts culture. Unlike Plattsburgh, Ottumwa created its incubator as a first phase of the revitalization process - high vacancy rates as a result of poor building condition created an environment where the community needed to incubate new businesses and create energy in an otherwise struggling district.

The Market on Main is a 14,000-square-foot incubator developed at a cost of \$1.6 million in 2013 which hosts approximately eight restaurants, a farmers market, and a collective of artists.

While the facility continues to evolve, the concept successfully incubated a number of businesses that have since outgrown the walls of the incubator.



Life Safety Incentive Program

One approach to addressing multiple issues in order to facilitate the renovation of upper stories is the creation of a Life Safety Incentive for downtown building owners. The greatest financial challenge to the use of upper stories in downtown Plattsmouth is the cost of complying with life safety codes.

Beyond the cost, the importance of safe electrical and fire systems remains fresh in the mind of downtown Plattsmouth - the tragic loss of the Waterman building to fire in 2014. While the loss of the buildings is tragic to the district, thankfully there were no lives lost in the fire.

The goal of a Life Safety Incentive Program in downtown Plattsmouth is three-fold:

1. Encourage upper story housing and office development
2. More viable first floor commercial spaces
3. Protect residents, patrons, and the physical environment by reducing fire risk and by mitigating damage of fire events
4. Eliminate blight conditions by enabling more businesses and residents to use downtown Plattsmouth on a regular basis.

The program should be structured to offer financial assistance to an owner for the following projects:

- » Compliance with Fire Codes
 - › Fire separation barriers
 - › Dedicated water lines for fire suppression
 - › Sprinkler systems as required
- » Compliance with Building Codes
 - › Electrical service improvements
 - › Access issues
 - › Utility service

The incentive program can be developed and administered in a number of ways to best achieve the above goals. Most importantly, incentives should be offered to reduce risks associated with blighted properties but also should be used to facilitate and promote quality development projects. The incentive can be structured in the form of a forgivable loan, grant or any combination thereof.

Life Safety Incentive Case Study

The Downtown Life Safety Compliance Grant Program in Bozeman, Montana offers direct financial assistance for the installation of dedicated fire lines for the purpose of complying with fire suppression and safety code compliance.

Additional program objectives include:

- » Eliminate conditions injurious to public health, safety and welfare.
- » Encourage private investment in the commercial property
- » Stimulate economic and business development by providing a safe environment for workers, businesses, and the public
- » Retain and expand employment opportunities.

Incentive Details:

- » 50% up to \$10,000
- » Discretionary award
- » Code compliant and inspected
- » Funded by TIF

Organizational Opportunities.

The previous section described physical changes or improvements that would expand on existing investments that have been made to buildings and the public environment. The following opportunities build on this momentum to address some of the less physical challenges of the district. These opportunities include:

- » “First Fridays”
- » Event Programming
- » Parking Incentives

First Fridays Business Day

A united marketplace where business hours are aligned is the most effective way for a downtown to operate as a collective. For Plattsmouth to transition from a 9-5 business district, the process will need to be incremental and supported by the market.

A start to this may be doing a “First Fridays” - wherein the majority of businesses would expand their hours the first Friday of each month. The First Friday would coincide with a downtown event or collective marketing campaign to draw additional business into the district. This will take time and patience for a customer base to build.

It is critical to understand that many of the businesses in downtown Plattsmouth are family owned/operated and that the additional hours are valuable. These events should be orchestrated to promote additional visitor traffic.

Business owners must also be aware that being open during events will likely not bring in significant amount of revenue but function more

in the realm of advertisement. Visitors to an event are not always going to take the time to shop during that same trip but seeing business that are open and appear to be vital is important. Visitors are more likely to return at another time to shop or use services. If business are shuttered during an event, a district can seem “dead” with no motivation to return or certainty that the business will be open when they do return.

Event Programming

Downtown Plattsmouth has established itself as a destination for events held in the Plaza. The weekly summer concert series is especially popular with residents of Plattsmouth. Larger events, including the Cruisin’ Main Car Show and the Harvest Festival, draw from a more regional market.

While events draw a large number of people into downtown Plattsmouth to experience its beauty and history, these events do little to benefit the business community as a whole. Downtown operates best as a system of components in pursuit of a common goal - to become a vibrant and thriving business district.

The downtown events and summer concert series represent an opportunity to present downtown Plattsmouth as a place where visitors will want to return even when an event is not occurring. Events are just one element of a thriving district and should be designed to create energy and revenue beyond itself.

While events typically involve little actual dollar cost, they are very intensive in human capital. The real cost is volunteers and staff hours - in recognition of this cost, events should be used deliberately and with support of the busi-

ness community to create energy beyond ‘the sum of its parts.’

It is recommended that fewer events be held, that they are coordinated with a concerted effort of business owners to appear a live and vibrant, and that they be designed to showcase downtown Plattsmouth as a place to visit again.

Parking Incentives

In addition to the physical improvements to the parking environment that were proposed in the Physical Opportunities section, incentives could be created to encourage parking in the off-street lots. Often downtowns create sticks, rather than carrots, in the form of fines or parking meters.

One approach may be to offer incentives to get “caught” parking in one of the off-street lots. Local employees (public and private) could submit their name, make of car and license plate number. If they are found parking in the appropriate lot their name would be put in a drawing for a gift card to a local merchant. Approaches like this encourage parking in the off-street lots and hopefully bring new customers to local businesses.





Financing Tools & Costs

Local Tools and Techniques

- » Building Facade Grant Program
- » Business Improvement District
- » City General Revenues
- » Downtown Bond Issues
- » Estate Taxes
- » Land Sale Proceeds
- » Local Option Sales Tax (LB 840)
- » Private & Foundation Philanthropy
- » Revenue Bonds
- » Revolving Loan Program
- » Tax Increment Financing

The following section identifies different tools and techniques for funding improvements in the downtown. Some of these have already been used by the city, others may not be appropriate at this time but should be kept in mind of future projects.

Building Facade Grant Program

This type of program has already been successfully used in the district but some buildings remain that could use assistance. Expansion or retention of the program should be based on the existing successful process.

Business Improvement Districts (BID)

Business Improvement Districts (BID) are special assessment districts that permit businesses to finance public capital improvement projects and district management, promotion, and maintenance. BIDs are petitioned and approved by property owners and created by the City following a specific process established by Nebraska State Statutes Chapter 19 §4015 to §4038 and administered by a BID Board. While BIDs are a valuable tool, it is important that assessments not be so large that they create a burden to property owners.

This plan recommends that the city adopt a policy of public financing of major capital projects in addition to allocating funding for maintenance, district management, and promotion which may include the creation of a BID.

Grand Island's downtown and Locust Street corridor successfully adopted a BID for upgrades and maintenance of the areas.

City General Revenues

General revenues, appropriated through the city's annual budget process, can finance services, improvements, facilities and development projects. These appropriations are separate from general revenues devoted to debt service on bonds. Common uses of general revenues in downtown development programs include funding staff and organizational expenses, or projects that can be divided into smaller phases.

Downtown Bond Issues

General obligation bond issues are appropriate to finance major public projects or improvements, and are secured by general city revenues. These revenues typically include property taxes or, potentially, local option sales taxes. General obligation bonds require majority voter approval. In the past, the city has successfully used local option sales tax to fund projects and improvements.

Estate Taxes

Estate taxes are collected by the county and may be used to help finance capital improvement projects for gateway and corridor enhancements.

Land Sale Proceeds

Proceeds from sale of land to development projects could be allocated back to central city improvements and acquisition for other redevelopment activities.

Private & Foundation Philanthropy

The plan provides a variety of opportunities for individual or foundation contributions. Private philanthropy, with appropriate recognition and commemoration, is a critical part of the downtown implementation program, and is especially appropriate for public space projects like improvements to the Downtown Events Plaza.

Revenue Bonds

Revenue bonds are debt instruments that are repaid all or in part from revenues generated by the project or by other associated revenue sources. Revenue bonds typically are not secured by the credit of the community.

Revolving Loan Program

A downtown revolving loan program could provide low-interest loan funds granted by the city to cover any portion of costs to convert downtown buildings into more marketable assets. Those eligible to receive funds could include for-profit and non-profit organizations.

The City of Gothenburg established a revolving loan program with a starting capital of \$100,000.

Tax Increment Financing

Tax Increment Financing (TIF) permits the use of a portion of local property and sales taxes to assist funding the redevelopment of certain designated areas within your community. Projects pay their entire established tax obligation. However, taxes produced by the added value of the property caused by redevelopment or improvements may be used to finance project-related improvements or other public improvements in the district. TIF may be used to pay certain costs incurred with a redevelopment project. Such costs may include, but are not limited to:

- » Professional services such as studies, surveys, plans, financial management, legal counsel
- » Land acquisition and demolition of structures
- » Building necessary new infrastructure in the project area such as streets, parking, decorative lighting
- » Relocation of resident and business occupants located in the project area

STATE & FEDERAL

- » Community Development Block Grants
- » Phase II Financing
- » Civic and Community Center Fund
- » Historic Tax Credits (HTC)
- » National Trust Main Street Program & Loan Fund
- » Value Improvement Program (VIP)
- » ReTree Nebraska
- » Small Business Administration
- » Transportation Enhancements
- » USDA Grants
- » Business
- » Energy conservation and renewable energy
- » Community Facilities
- » Rural Water and Waste

Community Development Block Grant

The Community Development Block Grant Program (CDBG) is administered by the Department of Economic Development.

Phase II Downtown Revitalization Funds.

The Nebraska Department of Economic Developmentb offers a Phase II grant worth \$350,000 to assist cities with costs for improving downtown. The City of Plattsmouth anticipates receiving this funding to pursue various projects identified in this downtown plan.

Historic Tax Credit (Federal)

The Historic Tax Credit program offers a 20% investment tax credit for certified rehabilitation of National Register or National Register-eligible buildings if:

- » The building is used for income-producing purposes;
- » Rehabilitation work follows the Secretary of the Interior's Standards for Rehabilitation; and
- » The project receives approval from the National Park Service. Property owners, developers and architects must apply for the tax credit through the State Historic Preservation Office (SHPO) and are encouraged to work with SHPO staff to ensure that rehabilitation measures are appropriate. The SHPO then passes its recommendations on to the National Park Service for approval.

Civic and Community Center Financing Fund (CCCCF)

In 2013, the State Legislature amended the Civic and Community Center Financing Fund Act. The Act's purpose is to support the development of civic, community, and recreation centers throughout Nebraska and to support projects that foster maintenance or growth of communities.

The fund may be used for the creation of new civic and recreation centers or the renovation or expansion of existing civic, community, and recreation centers. The fund may also be used for preliminary planning related to the development or rehabilitation of eligible projects.

Eligible projects include: civic centers; community centers; recreation centers; and project planning.

The maximum grant award for a community of less than 10,000 residents ranges between 250,000 and 375,000 depending on the balance of the fund. The Downtown Events Plaza received a \$10,000 planning grant and implementation would be an eligible project.

Historic Tax Credit (State)

The Historic Tax Credit program offers a 25% investment tax credit for certified rehabilitation of National Register or National Register-eligible buildings subject to operating procedures and the availability of tax credits.

National Trust and Main Street Program & Loan Fund

As a Main Street community, tax incentives may be available for restoration projects from the Nebraska State Historic Preservation Office. The National Trust Loan Fund (NTLF) has more than 35 years of experience in supporting preservation-based community development projects across the country. As a certified Community Development Financial Institution, it has a mission of providing financial and technical resources to organizations that use historic preservation to support the revitalization of under served and distressed communities.

NTLF specializes in pre-development, acquisition, mini permanent, bridge and rehabilitation loans for residential, commercial and public use projects. Eligible borrowers include not-for-profit organizations, revitalization organizations or real estate developers working in certified Main Street communities, local, state or regional governments, and for profit developers of older and/or historic buildings.

Value Incentive Program (VIP)

The Value Incentive Program (VIP) is a property tax preference for historic building renovations. The VIP temporarily holds the taxable assessment at the pre-renovation value for a period of four years. To be eligible for VIP, the project must renovate a taxable historic structure to the specifications established by the Secretary of the Interior and must follow all program regulations.

Additional information can be found at the following webpage: <http://nebraskahistory.org/histpres/vip/>.

Re-Tree Nebraska

ReTree Nebraska includes a variety of grant opportunities to communities, related to the protection and restoration of the tree canopy. These opportunities can be useful especially in partially financing landscape improvements in the public realm.

For more information, visit www.nfs.unl.edu/ReTree/reetreenebraskafunding.asp.

Rural Local Initiatives Support Corporations (Rural LISC)

The mission of the Local Initiatives Support Corporation (LISC) is to provide assistance to community residents in transforming distressed neighborhoods into healthy and sustainable communities of choice and opportunity. LISC works to mobilize corporate, government, and philanthropic support to provide local community development organizations with:

- » Loans, grants and equity investments
- » Local, statewide and national policy support
- » Technical and management assistance

LISC's support is geared towards building sustainable communities through the achievement of five goals in their support of local initiatives:

- » Expanding investment in housing and real estate
- » Increasing family income and wealth

- » Stimulating economic development
- » Improving access to quality education
- » Supporting healthy environments and lifestyles

For additional information, contact Rural LISC at 202-739-9283, or visit their website at www.rurallisc.org.

Small Business Administration

The Small Business Administration (SBA) has financial assistance program which provide access to debt and equity primarily from banks or other private sources.

SBA evaluates loan applications on two levels; the first is for eligibility, which varies by industry and SBA program, and second on credit merits of the application.

SBA programs and services support small business owners, connecting businesses to loans, government contracting opportunities, disaster assistance, and training programs to help your business succeed.

For more information, visit www.sba.gov.

Transportation Enhancements (TE)

The Transportation Enhancement (TE) program provides 80% federal financing for such projects as enhancements to major transportation corridors, trails and other non-motorized transportation projects, and the preservation of historic transportation structures.

The program is administered by the Nebraska Department of Roads with the assistance of a project review advisory committee.

USDA Rural Development Programs

Rural Development division has many programs for businesses, energy conservation and renewable energy, housing, community facilities, and rural water.

Business

- » Intermediary Relending Program (IRP) loans are made to public bodies and non-profit community development organizations who then make loans to businesses and communities with the ultimate goal of creating and/or saving jobs. Individual businesses or communities can contact IRP for a revolving loan.
- » Business & Industry Guarantee Loans (B&I) lenders (banks, etc.) apply for a guarantee from Rural Development in order to make sizeable loans to businesses (up to \$25 million for a business, up to \$40 million for cooperatives).
- » Rural Economic Development Loans and Grants (REDLG) to utility cooperatives who then can loan to businesses and/or community projects.
- » Value-Added Producer Grant (VAPG) A farmer or producer group can apply for a grant to fund their feasibility study or working capital to add value to their raw goods.

Energy conservation and renewable energy

The Rural Energy for America Program awards grants and loan guarantees to small businesses for renewable energy projects and energy efficiency improvements.

Community Facilities

Loans and grants to non-profits or public bodies such as counties, cities, community centers, day cares, senior centers, homeless shelters, fire halls, ambulances, fire trucks, emergency equipment, and more.

Rural Water and Waste

Loans and grants to help cities replace or upgrade city water, sewer and storm water systems. For more information visit www.rurdev.usda.gov/mn/ or contact the local USDA Rural Development office.

TABLE 9 IMPLEMENTATION SCHEDULE AND COSTS

	Approximate Costs	Ongoing	< 3 Years	4-10 Years	Over 10 Years	Funding Mechanisms
Plattsmouth Parking Lot - Concept A » 3,600 square feet canopy	\$613,600		X			City Funds; CDBG Funds;
Plattsmouth Parking Lot - Concept B » 10,400 square feet canopy	\$1,674,400		X			City Funds, CDBG Funds
Plattsmouth Parking Lot - Concept C » 3,600 square feet canopy with solar panels	\$835,900		X			City Funds, CDBG Funds
Plattsmouth Plaza - Concept 1	\$852,722		X			City Funds, CDBG Funds; CCCFF
Plattsmouth Plaza - Concept 2	\$782,203.50		X			City Funds, CDBG Funds; CCCFF
Plattsmouth Business Incubator	~\$100 / sf		X			City Funds, CDBG Funds, Private Foundation
Model Housing Project	~\$90 / sf		X			City Funds, CDBG Funds, Private
Gateway Enhancement and Wayfinding	Varies		X			City Funds
Life Safety Incentive Program	Varies		X			City Funds, TIF, CDBG Funds

TABLE 10 ORGANIZATION AND POLICY TABLE FOR IMPLEMENTATION

	Type	Impact on Resources	Ongoing	Timeframe	Task Leadership
Build a strong network of business owners and encourage all businesses to hold consistent hours.	Policy Market	Low	Yes	Ongoing	Main Street
Businesses should seek to capitalize on the additional traffic generated by downtown events.	Market	Low	Yes	Ongoing	Business
Encourage businesses to be open during downtown events to present downtown as a vibrant business district.	Market	Low	Yes	Ongoing	City, Main Street, Business
Design downtown events to compliment and create activity for the business community.	Policy Events	Low	Yes	Ongoing	Main Street, City
Incubate small businesses that will compliment the business district and arrange placement in the vacant spaces on Main Street.	Policy Physical	Medium	No	Short	City, Main Street
When incubating or recruiting a new business for the few vacant spaces in the district, carefully consider the business mix and the role of a new business.	Policy	Low	No	Ongoing	City, Main Street, Businesses
Recruit employers and destinations to locate near the downtown Plattsmouth.	Policy Physical	Medium	No	Medium	City, Main Street
While the fire was a tragic loss to the district and the community, the vacant lots should be developed as an events venue and recreation space at heart of the community.	Physical	Medium	No	Short	City, Main Street
Improve the allocation of parking and the management of the system as a whole.	Policy	Medium	No	Short	City
Position downtown to better serve its primary market and to capitalize on its proximity to the Omaha metropolitan Area by becoming a respite from “life in the big city.”	Policy Market	Medium	No	Short	City, Main Street, Businesses
Strengthen the boundary of the downtown district to convey to the visitor that they have arrived.	Physical	Medium	No	Medium	City, Main Street

TABLE 10 ORGANIZATION AND POLICY TABLE FOR IMPLEMENTATION

	Type	Impact on Resources	Ongoing	Timeframe	Task Leadership
Align any trail system or recreational area developed as part of the Riverfront with like resources in the Shilling Natural Wildlife Preserve.	Physical Policy	Low	No	Medium	City
Plattsmouth should take an active role in developing new businesses.	Physical Policy	Low - High	No	Medium	City, Main Street, Economic Development
Create a welcoming and shaded venue in the parking lot behind the Downtown Events Plaza for the farmers market and other events.	Physical	Medium	No	Medium	City, Main Street
Encourage the creation of downtown housing by creating and publicizing a model project, holding tours of downtown spaces (finished and unfinished), and by creating a guidebooks to help building owners navigate barriers to downtown housing.	Physical Event	Medium	No	Medium	City, Main Street
Support the Blue Devil Development Site and the Riverfront Renewal.	Policy Financial	Medium	No	Medium	City, Developers
Create an atmosphere for recruiting professionals and businesses. A quality downtown, school system, and housing options will invariably attract people to Plattsmouth.	Policy Physical	Medium	Yes	Medium	City, Main Street, School District
Locate entrepreneurs to purchase closing businesses or to open a new business that will compliment the existing district.	Policy Program	Low	No	Medium	City, Main Street, Economic Development
Explore a partnership with local community colleges to develop apprenticeship programs for mature businesses considering retirement.	Policy Physical	Low	No	Medium	City, Main Street, Economic Development
Explore a partnership with the Bemis Center for Contemporary Arts for a satellite campus or to populate a artist colony incubator	Policy Physical	Medium	No	Medium	City, Main Street
Improve the awareness and quality of public parking lots to encourage business owners and employees to park in an appropriate area.	Policy Events	Low	No	Short	City, Main Street

TABLE 10 ORGANIZATION AND POLICY TABLE FOR IMPLEMENTATION

	Type	Impact on Resources	Ongoing	Timeframe	Task Leadership
Develop heritage tours with local actors to share colorful characters at different eras of Plattsmouth history with residents and visitors alike.	Events	Low	No	Short	City, Main Street
Enhance the gateways leading into the downtown district. These corridors should convey a strong sense of care for its appearance and draw visitors to downtown. Any route should be intuitive.	Physical Policy	Low	No	Short	City, Main Street
Once developed, create strong visual and functional connections between the downtown district, the Blue Devil Anchor, and the Riverfront Renewal districts. Connections should include bicycle and pedestrian accommodations in addition to landscaping.	Physical Policy	Medium	No	Varies	City, Private Developer

Appendix A



Plattsmouth Parking Lot / Farmers Market - Concept One

Opinion of Probable Cost

February 6, 2015



IA 2013.477.00

Description	Quantity	Unit	Unit Cost	Subtotal
DEMOLITION & SITE PREPARATION				
Mobilization - staking - traffic control	1	LS	\$25,000.00	\$25,000.00
Grading: Cut and Fill		CY	\$5.00	\$0.00
Removals - street and sidewalk pavement	100	SF	\$5.00	\$500.00
Erosion Control	1	LS	\$1,500.00	\$1,500.00
			TOTAL	\$27,000.00
HARDSCAPE				
			TOTAL	\$0.00
UTILITIES				
Utility Service Lines - Electrical	1	LS	\$13,000.00	\$13,000.00
Utility Service Lines - Storm sewer relocation		LS	\$4,000.00	\$0.00
Utility Service Lines - Storm sewer - subdrainage		LS	\$2,000.00	\$0.00
Utility Service Lines - Storm sewer - trench drain		LF	\$60.00	\$0.00
Utility Service Lines - Sanitary sewer		LS	\$6,000.00	\$0.00
Utility Service Lines - Water		LS	\$3,500.00	\$0.00
			TOTAL	\$13,000.00
STRUCTURES				
Farmer's Market Overhead Canopy - Covers center aisle of parking	3,600	SF	\$120.00	\$432,000.00
			TOTAL	\$432,000.00
SITE IMPROVEMENTS				
			TOTAL	\$0.00
			SUB-TOTAL	\$472,000.00
			DESIGN - 20%	\$94,400.00
			CONTINGENCY - 10%	\$47,200.00
			CONSTRUCTION COST	\$613,600.00

Plattsmouth Parking Lot / Farmers Market - Concept Two

Opinion of Probable Cost

February 6, 2015



IA 2013.477.00

Description	Quantity	Unit	Unit Cost	Subtotal
DEMOLITION & SITE PREPARATION				
Mobilization - staking - traffic control	1	LS	\$25,000.00	\$25,000.00
Grading: Cut and Fill		CY	\$5.00	\$0.00
Removals - street and sidewalk pavement	100	SF	\$5.00	\$500.00
Erosion Control	1	LS	\$1,500.00	\$1,500.00
			TOTAL	\$27,000.00
HARDSCAPE				
			TOTAL	\$0.00
UTILITIES				
Utility Service Lines - Electrical	1	LS	\$13,000.00	\$13,000.00
Utility Service Lines - Storm sewer relocation		LS	\$4,000.00	\$0.00
Utility Service Lines - Storm sewer - subdrainage		LS	\$2,000.00	\$0.00
Utility Service Lines - Storm sewer - trench drain		LF	\$60.00	\$0.00
Utility Service Lines - Sanitary sewer		LS	\$6,000.00	\$0.00
Utility Service Lines - Water		LS	\$3,500.00	\$0.00
			TOTAL	\$13,000.00
STRUCTURES				
Farmer's Market Overhead Canopy - covers the majority of the parking lot	10,400	SF	\$120.00	\$1,248,000.00
			TOTAL	\$1,248,000.00
SITE IMPROVEMENTS				
			TOTAL	\$0.00
			SUB-TOTAL	\$1,288,000.00
			DESIGN - 20%	\$257,600.00
			CONTINGENCY - 10%	\$128,800.00
			CONSTRUCTION COST	\$1,674,400.00

Plattsmouth Parking Lot / Farmers Market - Concept Three

Opinion of Probable Cost

February 6, 2015



IA 2013.477.00

Description	Quantity	Unit	Unit Cost	Subtotal
DEMOLITION & SITE PREPARATION				
Mobilization - staking - traffic control	1	LS	\$25,000.00	\$25,000.00
Grading: Cut and Fill		CY	\$5.00	\$0.00
Removals - street and sidewalk pavement	100	SF	\$5.00	\$500.00
Erosion Control	1	LS	\$1,500.00	\$1,500.00
			TOTAL	\$27,000.00
HARDSCAPE				
			TOTAL	\$0.00
UTILITIES				
Utility Service Lines - Electrical	1	LS	\$40,000.00	\$40,000.00
Utility Service Lines - Storm sewer relocation		LS	\$4,000.00	\$0.00
Utility Service Lines - Storm sewer - subdrainage		LS	\$2,000.00	\$0.00
Utility Service Lines - Storm sewer - trench drain		LF	\$60.00	\$0.00
Utility Service Lines - Sanitary sewer		LS	\$6,000.00	\$0.00
Utility Service Lines - Water		LS	\$3,500.00	\$0.00
			TOTAL	\$40,000.00
STRUCTURES				
Solar Panels	3,600	SF	\$160.00	\$576,000.00
			TOTAL	\$576,000.00
SITE IMPROVEMENTS				
			TOTAL	\$0.00
			SUB-TOTAL	\$643,000.00
			DESIGN - 20%	\$128,600.00
			CONTINGENCY - 10%	\$64,300.00
			CONSTRUCTION COST	\$835,900.00

Plattsmouth Plaza - Concept One
Opinion of Probable Cost

February 6, 2015



IA 2013.477.00

Description	Quantity	Unit	Unit Cost	Subtotal
DEMOLITION & SITE PREPARATION				
Mobilization - staking - traffic control	1	LS	\$35,000.00	\$35,000.00
Grading: Cut and Fill	1,170	CY	\$5.00	\$5,850.00
Removals - street and sidewalk pavement	8,500	SF	\$2.00	\$17,000.00
Erosion Control	1	LS	\$1,500.00	\$1,500.00
			TOTAL	\$59,350.00
HARDSCAPE				
Plaza - Color Concrete	1,200	SF	\$8.00	\$9,600.00
Plaza - Concrete	4,100	SF	\$4.50	\$18,450.00
Plaza - Repurposed Brick Pavers	2,400	SF	\$10.00	\$24,000.00
Plaza - Brick Pavers	3,600	SF	\$20.00	\$72,000.00
Patch - Street	500	SF	\$7.00	\$3,500.00
Seat wall for outdoor fireplace	30	LF	\$300.00	\$9,000.00
Fireplace	1	LS	\$20,000.00	\$20,000.00
Spray jets - 9 jets	1	LS	\$30,000.00	\$30,000.00
Fountain vault, lighting, accessories - (Spray jets)	1	LS	\$70,000.00	\$70,000.00
Planter Curb	200	LF	\$40.00	\$8,000.00
Curb and Gutter	200	LF	\$25.00	\$5,000.00
			TOTAL	\$269,550.00
UTILITIES				
Utility Service Lines - Electrical	1	LS	\$25,000.00	\$25,000.00
Utility Service Lines - Storm sewer relocation	1	LS	\$6,000.00	\$6,000.00
Utility Service Lines - Storm sewer - subdrainage	1	LS	\$2,000.00	\$2,000.00
Utility Service Lines - Storm sewer - trench drain	100	LF	\$60.00	\$6,000.00
Utility Service Lines - Sanitary sewer	1	LS	\$4,000.00	\$4,000.00
Utility Service Lines - Water	1	LS	\$6,000.00	\$6,000.00
			TOTAL	\$49,000.00
STRUCTURES				
Performance Stage	1,140	SF	\$140.00	\$159,600.00
Overhead Trellis Structure	400	SF	\$60.00	\$24,000.00
			TOTAL	\$183,600.00
SITE IMPROVEMENTS				
Site furnishings - benches	4	EA	\$2,200.00	\$8,800.00
Site furnishings - tables	4	EA	\$2,500.00	\$10,000.00
Site Lighting - relocated bollards	10	EA	\$1,000.00	\$10,000.00
Site Lighting - spray jets	10	EA	\$3,500.00	\$35,000.00
Deciduous Trees	11	EA	\$375.00	\$4,125.00
Plantings	950	SF	\$20.00	\$19,000.00
Amended Soil - 12"	105	CU. YD	\$60.00	\$6,300.00
Hardwood Mulch	18	CU. YD	\$30.00	\$540.00
Turf	1,350	SF	\$0.50	\$675.00
			TOTAL	\$94,440.00
			SUB-TOTAL	\$655,940.00
			DESIGN - 20%	\$131,188.00
			CONTINGENCY - 10%	\$65,594.00
			CONSTRUCTION COST	\$852,722.00

Plattsmouth Plaza - Concept Two
Opinion of Probable Cost



February 6, 2015

IA 2013.477.00

Description	Quantity	Unit	Unit Cost	Subtotal
DEMOLITION & SITE PREPARATION				
Mobilization - staking - traffic control	1	LS	\$35,000.00	\$35,000.00
Grading: Cut and Fill	600	CY	\$5.00	\$3,000.00
Removals	3,500	SF	\$2.00	\$7,000.00
Erosion Control	1	LS	\$1,500.00	\$1,500.00
			TOTAL	\$46,500.00
HARDSCAPE				
Plaza - Color Concrete	825	SF	\$8.00	\$6,600.00
Plaza - Concrete	3,800	SF	\$4.50	\$17,100.00
Spray Jets - 9 jets	1	LS	\$30,000.00	\$30,000.00
Fountain vault, lighting, accessories - (Spray jets)	1	LS	\$70,000.00	\$70,000.00
Planter Curb	130	LF	\$40.00	\$5,200.00
			TOTAL	\$128,900.00
UTILITIES				
Utility Service Lines - Electrical	1	LS	\$25,000.00	\$25,000.00
Utility Service Lines - Storm sewer	1	LS	\$2,500.00	\$2,500.00
Utility Service Lines - Storm sewer - subdrainage	1	LS	\$1,000.00	\$1,000.00
Utility Service Lines - Storm sewer - trench drain	80	LF	\$60.00	\$4,800.00
Utility Service Lines - Sanitary sewer	1	LS	\$4,000.00	\$4,000.00
Utility Service Lines - Water	1	LS	\$6,000.00	\$6,000.00
			TOTAL	\$43,300.00
STRUCTURES				
Performance Stage	1,140	SF	\$140.00	\$159,600.00
Gateway Arch	1	LS	\$80,000.00	\$80,000.00
Overhead Trellis Structure	900	SF	\$60.00	\$54,000.00
			TOTAL	\$293,600.00
SITE IMPROVEMENTS				
Site furnishings - benches	6	EA	\$2,200.00	\$13,200.00
Site Lighting - Catenary Pendant Lighting	3	EA	\$10,000.00	\$30,000.00
Site Lighting - spray jets	10	EA	\$3,500.00	\$35,000.00
Deciduous Trees	1	EA	\$375.00	\$375.00
Plantings	400	SF	\$20.00	\$8,000.00
Amended Soil - 12"	45	CU. YD	\$60.00	\$2,700.00
Hardwood Mulch	4	CU. YD	\$30.00	\$120.00
			TOTAL	\$89,395.00
			SUB-TOTAL	\$601,695.00
			DESIGN - 20%	\$120,339.00
			CONTINGENCY - 10%	\$60,169.50
			CONSTRUCTION COST	\$782,203.50