

DAVID CITY, NEBRASKA

# DOWNTOWN REVITALIZATION PLAN

---

DECEMBER 2021



THIS PAGE IS INTENTIONALLY EMPTY

# DAVID CITY, NEBRASKA DOWNTOWN REVITALIZATION PLAN

## PRODUCED BY:

Nabhan Al Hajri  
Mohamed Gibriel  
Kristen Ohnoutka  
Jacob Schlange

## COURSE INFORMATION:

**Course:** CRPL 990 Planning Studio  
**Instructor:** Dr. Zhenghong Tang

## WITH CONTRIBUTIONS FROM:

Dr. Zhenghong Tang  
Frank Ordia  
Betty Gillespie  
Kerry McCullough-Vondrak  
Kelechi Chibuikem, SENDD  
Liz Cody, SENDD  
Sean Nedabylek  
Ryan Kendall



# TABLE OF CONTENTS

			<b>01</b>	<b>02</b>	<b>03</b>				
<b>ACKNOWLEDGMENTS</b>	<b>5</b>	<b>EXECUTIVE SUMMARY</b>	<b>7</b>	<b>CHAPTER 1: COMMUNITY PROFILE</b>	<b>12</b>	<b>CHAPTER 2: PLANNING PROCESS</b>	<b>20</b>	<b>CHAPTER 3: EXISTING CONDITIONS</b>	<b>24</b>
		Purpose of the Plan	7	Community Profile	13	Defining the Planning Area	21	Market & Demographic Conditions	25
		Scope of the Plan	7	Demographics	14	Community Survey	21	Prior Planning	37
		Planning Process	7	Educational Attainment	16	Public Engagement	21	Physical Conditions	39
		Key Goals	7	Economic Base	16	Stakeholder Review	22	Cultural & Social Conditions	44
		Key Recommendations	8	Housing	17	Public Open House	22	Analysis of Downtown's Current Image	46
		Planning Area Map	8	Key Anchor Institutions	18			Analysis of Downtown Available Housing	46

# 04

---

## CHAPTER 4: DOWNTOWN VISION AND GOALS 48

Vision 49

Key Goals 51

# 05

---

## CHAPTER 5: OPPORTUNITIES & RECOMMENDATIONS 54

Historic Preservation 55

Physical Improvements 59

Economic Development 69

# 06

---

## CHAPTER 6: IMPLEMENTATION 72

Potential Action Items 73

Possible Funding Sources 74

Timeline 75

# 07

---

## CHAPTER 7: RESOURCES 77

Appendices 77

References 78

# DAVID CITY DOWNTOWN ACKNOWLEDGEMENTS



# ACKNOWLEDGMENTS

The planning team would like to acknowledge the following stakeholders for their contributions to this Plan.

## **David City - Mayor & Council**

Alan Zavodny - Mayor  
Tom Kobus - 1st Ward Council Member  
Jessica Miller - 1st Ward Council Member  
Pat Meysenburg - 2nd Ward Council Member  
Kevin Woita - 2nd Ward Council Member  
Bruce Meysenburg - 3rd Ward Council Member  
John Vandenberg - 3rd Ward Council Member

## **David City Administration**

Clayton Keller, City Administrator  
Tami Comte, City Clerk - Treasurer  
Office Staff

## **David City Planning Commission**

Jim Masek  
Jim Vandenburg  
Keith Marvin  
Pam Kabourek  
Nicole Gasper

## **David City Public Library**

Kay Schmid, Executive Director  
Library Staff

## **UNL College of Architecture**

Kerry McCullough-Vondrak, Communications Coordinator

## **History Nebraska**

Betty Gillespie, Section 106 Review & Compliance Coordinator

## **Courtesy Photographs**

Hannah Schrodtt, The Columbus Telegram  
Betty Gillespie, Section 106 Review & Compliance Coordinator  
Erin Roh Photography

Special acknowledgement goes to the partners at the **Southeast Nebraska Development District** (SENDD) who assisted in the creation and analysis of the downtown field survey, as well as their support for this project and its long term recommendations.

Tom Bliss, Director - SENDD  
Kelechi Chibuikem, Disaster Recovery Coordinator - SENDD  
Liz Cody, Community Development Specialist - SENDD

# EXECUTIVE SUMMARY

## PURPOSE OF THE PLAN

The David City Downtown Revitalization Plan has been established to help the city of David City, significant stakeholders, and the public envision a new future for their downtown. This plan is proposed as a first step in the City's effort to obtain Community Development Block Grant (CDBG) funds to help support redeveloping their downtown district. The plan serves as a guide for this redevelopment effort and is intended to be referenced and reflected upon once necessary funding is acquired. The goal of this plan is to provide a long term vision for David City's downtown that will revitalize the business district with new opportunities for residents, visitors, and businesses.

## SCOPE OF THE PLAN

This plan will assess the current condition of the city's downtown and make note of opportunities for growth and reinvestment. These opportunities include new business needs, housing options, entertainment amenities, public space, and infrastructure investments. The planning team, which

consists of students from the University of Nebraska-Lincoln Master of Community and Regional Planning program, has documented its work throughout this plan and will continuously update and include the City and its stakeholders with its progress. It will also consider input from city officials, stakeholders, business owners, and residents of David City through a community survey and a public meeting. The planning team will provide the City with a comprehensive list of recommendations that address opportunities for reinvestment. Finally, the plan will provide the City with guidelines that will serve them in their effort to secure CDBG funds and other potential funds in the future.

## PLANNING PROCESS

The planning team met with leaders of the City during the summer of 2021 to walk through the project area and take note of the City's initial concerns and vision for the project. A community survey was distributed during the summer as well which recorded public input on the current strengths, opportunities, and weaknesses of the City's downtown. This data was

collected and presented at a public open house in August 2021, which was hosted by the planning team, including the students from the University of Nebraska - Lincoln's Master of Community and Regional Planning program's CRPL 990: Planning Studio class. With the information gathered from the City, the community survey, as well as the building condition inventory, the planning team formed the David City Downtown Revitalization Plan.

## KEY GOALS:

Based on the input provided by residents and stakeholders of David City, the following goals were identified as priorities for future development downtown.

1. Increase new business and local revenue
2. Historic downtown district
3. Promote events downtown
4. Integrate comprehensive downtown development into future community plans

## KEY RECOMMENDATIONS:

Based on these goals and feedback provided by the City, stakeholders, and members of the public through engagement efforts implemented by the planning team, the following key recommendations have been established in this plan.

### Historic Preservation

- Pursue historic district designation
- Enhance historic integrity of existing downtown buildings
- Develop design guidelines as guidance for future updates to historic buildings

### Physical Improvements

- Enhance streetscape
- New public gathering space
- Façade and other building improvements

### Economic Development

- Create a new Downtown Business Association
- Incentivize businesses to adjust business hours
- Recruit specific businesses to enhance the downtown economy
- Institutionalize signature event to attract tourists.

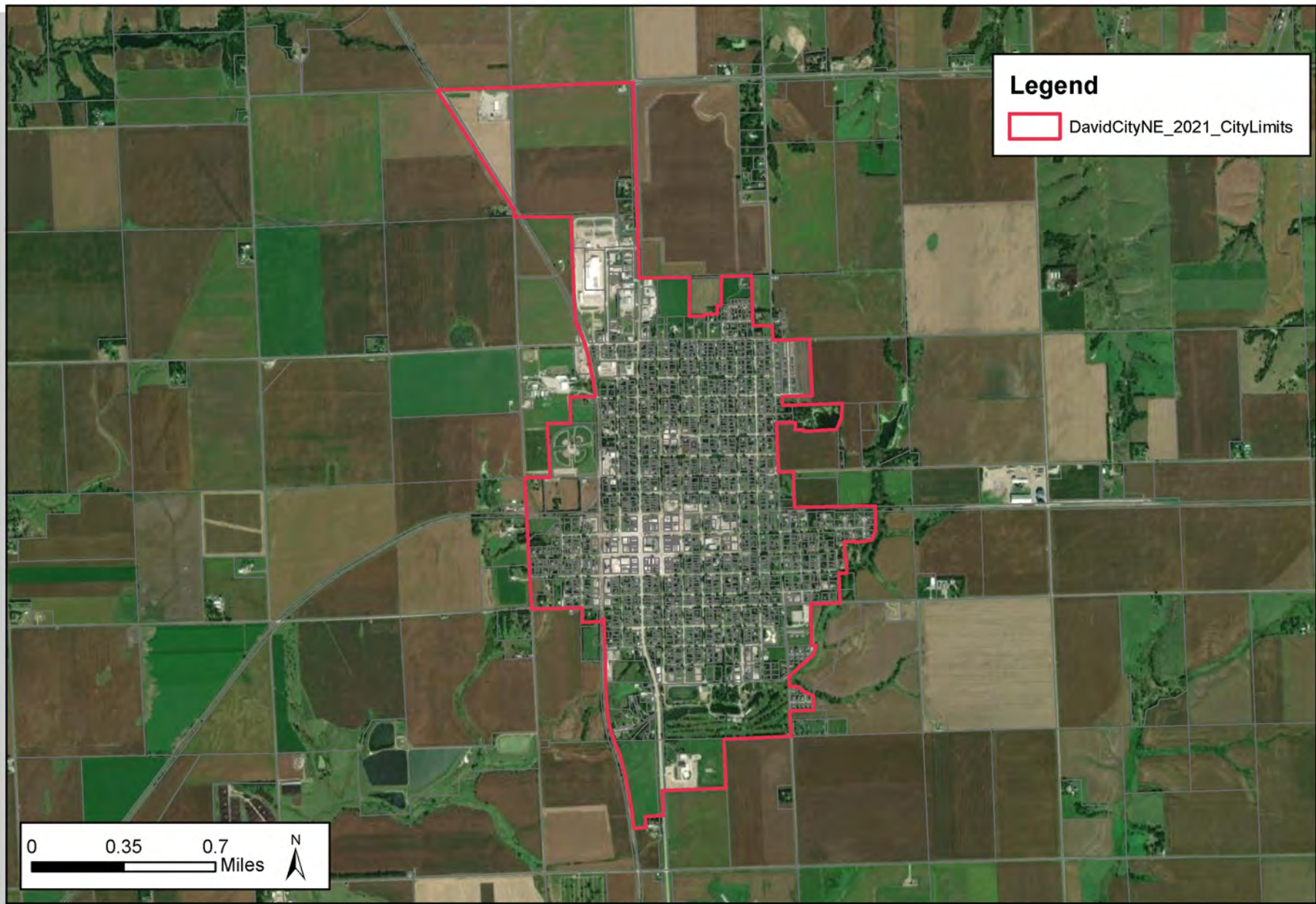


This plan will focus on the nine square blocks bounded by 3rd Street on the West, F Street on the North, 6th Street on the East, and C Street on the South.



***“ To enhance the vibrant community of David City by providing a tremendous quality of life defined by outstanding educational and employment opportunities for all citizens through provisions of quality, cost-effective governmental services that include infrastructure, utilities, and affordable housing. ”***

*- David City Mission Statement*



**Legend**

DavidCityNE\_2021\_CityLimits

0      0.35      0.7  
 ─────────── Miles      N

Created By: JDM  
 Date: 11/3/2021  
 Software: ArcGIS 10.8

This map was prepared using information from record drawings supplied by JEO and/or other applicable city, county, federal, or public or private entities. JEO does not guarantee the accuracy of this map or the information used to prepare this map. This is not a scaled plot.

# City Limits

David City, Nebraska



THIS PAGE IS INTENTIONALLY EMPTY

# DAVID CITY DOWNTOWN

## CHAPTER 1: COMMUNITY PROFILE



# COMMUNITY PROFILE

David City was established in 1873, as a more central location for the county seat of Butler County, Nebraska. The previous county seat, Savannah, Nebraska, was located approximately nine miles northwest of David City. The new county courthouse to be housed in what would become David City's downtown was plotted by survey crews in May 1873 and constructed shortly after. The city was named in honor of William David, a Welsh immigrant whose daughter Phoebe David Miles donated the land for the courthouse square. Soon after David City officially became the county seat, residents and merchants from nearby Savannah relocated there, and David City was officially incorporated in the year 1874.

Early economic opportunities in David City were enhanced by the arrival of three different railroad lines: the Union Pacific, which arrived from Valley, NE in 1877; the Chicago, Burlington & Quincy Line, which arrived from Lincoln in 1880; and the Chicago & North Western Line, which arrived from Fremont, NE in 1887. All three lines provided freight and passenger service to David City during the late 19th century.

David City's downtown developed around the courthouse square, bounded by 4th

and 5th streets on the West and East sides, respectively, and by E and D streets on the North and South, respectively. The original courthouse that had been built in 1873 was replaced in 1890 by an impressive three-story brick building, which was later razed in the 1960s and replaced with the existing, single-story facility (see photo on page 13).

As the modern-day county seat and largest city in Butler County, David City's most recent population, according to 2019 US Census Data, is recorded at 2,841. The community has both a public and a private school system, as well as numerous businesses and industries mostly centered around agriculture and manufacturing, as well as amenities

such as a golf course and a recently built family aquatic center. All of these make David City a regional destination for employment, education, and services.

David City is located in east-central Nebraska along Nebraska Highway 15 and approximately two miles north of Nebraska Highway 92. Its elevation is 1,676 feet, located on flat tableland south of the Platte River Valley.

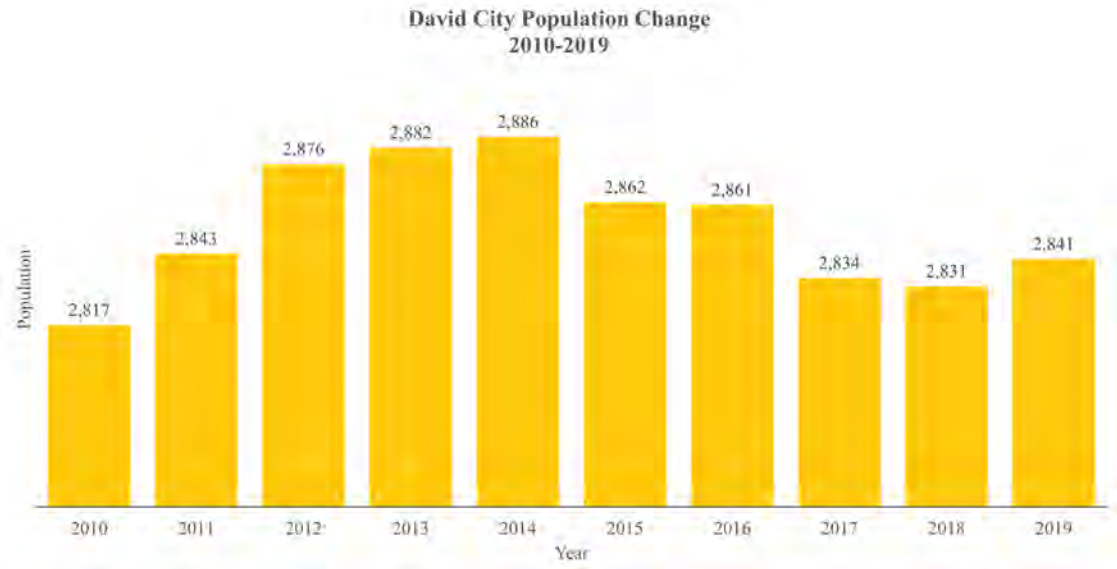


*Downtown David City, 1897. Source: State Historic Preservation Office.*



## DEMOGRAPHICS

The American Community Survey's 2019 5-year estimate of David City's population was 2,841, the most recent year for which reliable data was available. This represents a slight increase over the previous year, but is down from 2,886 in 2014, the high point of the past decade. The US Census Bureau initial 2020 data estimates the community's most recent population recorded to be 2,995. However, 2019 data from the US Census Bureau will be used consistently throughout this Plan. David City's total population began to decline sharply in the 1960s, continuing until the 1990s. The population began to increase after the year 2000, and has generally increased since then.



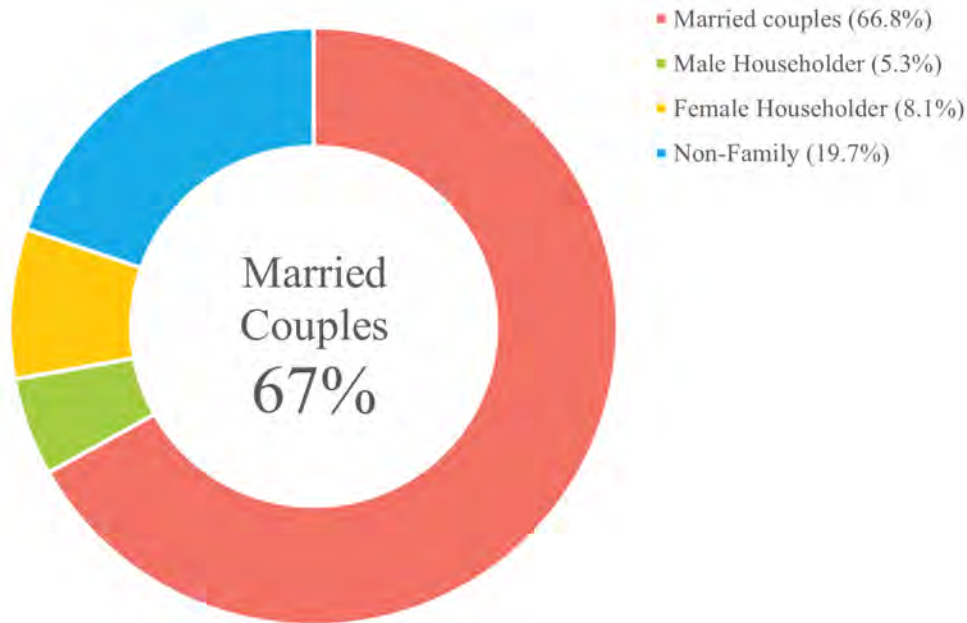
Source: Census Reporter (ACS 2019 5-year)

Former Butler County Courthouse, built in 1890 and razed in the 1960s.  
Photo courtesy of State Historic Preservation Office.

Specifically, the largest age range is 30-39 years old and 50-59 years old, both recorded as 13% of the total population.

David City has 1,222 households, which is approximately 36% of the total households in Butler County. On average, there are 2.2 persons per household, and just over two-thirds of households (66.8%) are composed of married couples. Nonfamily households make up just under one-fifth of the households in David City, at 19.7%.

David City Population by Household Type



Source: Census Reporter (ACS 2019 5-year)

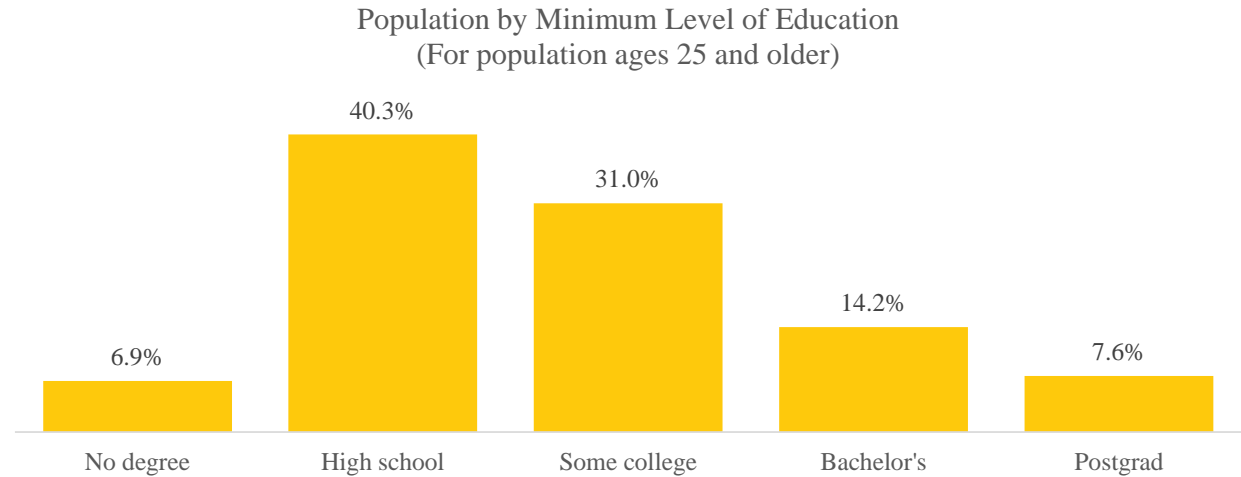
The racial and ethnic makeup of the community is predominantly White (non-Hispanic) with about 93% of the total population identifying as such. The next largest racial and ethnic population in the community is Hispanic at approximately 6%.

The average age for David City residents is 42.7 years with slightly more females than males in total. In comparison, the average age for the state of Nebraska is 36.5 years. Approximately 23% of David City's total population is 65 years or older, and 22% are 18 years or younger. The remaining 55% of the total community population would fall between the ages of 18 and 65.

# EDUCATIONAL ATTAINMENT

Over 93% of David City residents have attained at least a high school diploma. Approximately 53% have completed at least some undergraduate education, and 22% have completed a Bachelor's degree or higher.

Comparatively to the state, 91% of Nebraskans have a high school diploma or higher, and 32% have completed their Bachelor's degree or higher.



Source: Census Reporter (ACS 2019 5-year)

# ECONOMIC BASE

The largest industries in David City are manufacturing (362 total employed), retail trade (242 total employed), and health care and social assistance (238 total employed). The highest paying industries in the area are transportation, warehousing, and utilities, averaging to \$57,809 in annual median income.

Local businesses provide the largest pool of job opportunities in David City. Local businesses are owned by people who live in the community, who are less likely to leave, and are more invested in the community's future. This ultimately strengthens the local economy and quality of life.

According to the ACS 5-year estimate, the median household annual income is reported to be \$55,000, compared to the national average of \$62,843. David City also has an unemployment rate of 2.6%, whereas the state of Nebraska's 2.3%, and the national average of 4.8%.

# HOUSING

Predicting future housing needs will require considering several factors, including demographic changes, family income, job characteristics, age of people, land use, age, condition, cost, availability of housing in the community and trends of people residing in the city as well as who are expected to come to live in the city in the future.

A vast majority of residential buildings in David City are single-family detached units that are duplexes or multi-family structures (ACS 5-year estimate). The age of homes located in downtown David City is relatively high, the oldest being approximately 120 years old, but the average age of all David City properties is 49 years.

As of 2019, there are 1,347 housing units located in David City, 91% of which are occupied. Of those 91% that are occupied, 64% are owner occupied units. Although a large portion of homes are single units, there is a growing need for more multi-family units in the community, according to the Butler County Housing Assessment.

Further analysis of current housing conditions in David City and the planning area will be covered in Chapter 3: Existing Conditions on page 46.



# KEY ANCHOR INSTITUTIONS IN THE COMMUNITY

The following key anchor institutions play a vital role in the David City community, and in most cases, Butler County at large. Major institutions located in the planning area include:

- Butler County Sheriff's Department
- Butler County Chamber of Commerce
- Butler County Senior Service Program
- City Office of David City and David City Utilities
- David City Post Office
- David City Volunteer Fire Department
- Hruska Memorial Public Library
- Bone Creek Museum of Agrarian Art

Outside of the designated planning area, the following institutions also serve as key anchor institutions in the David City community:

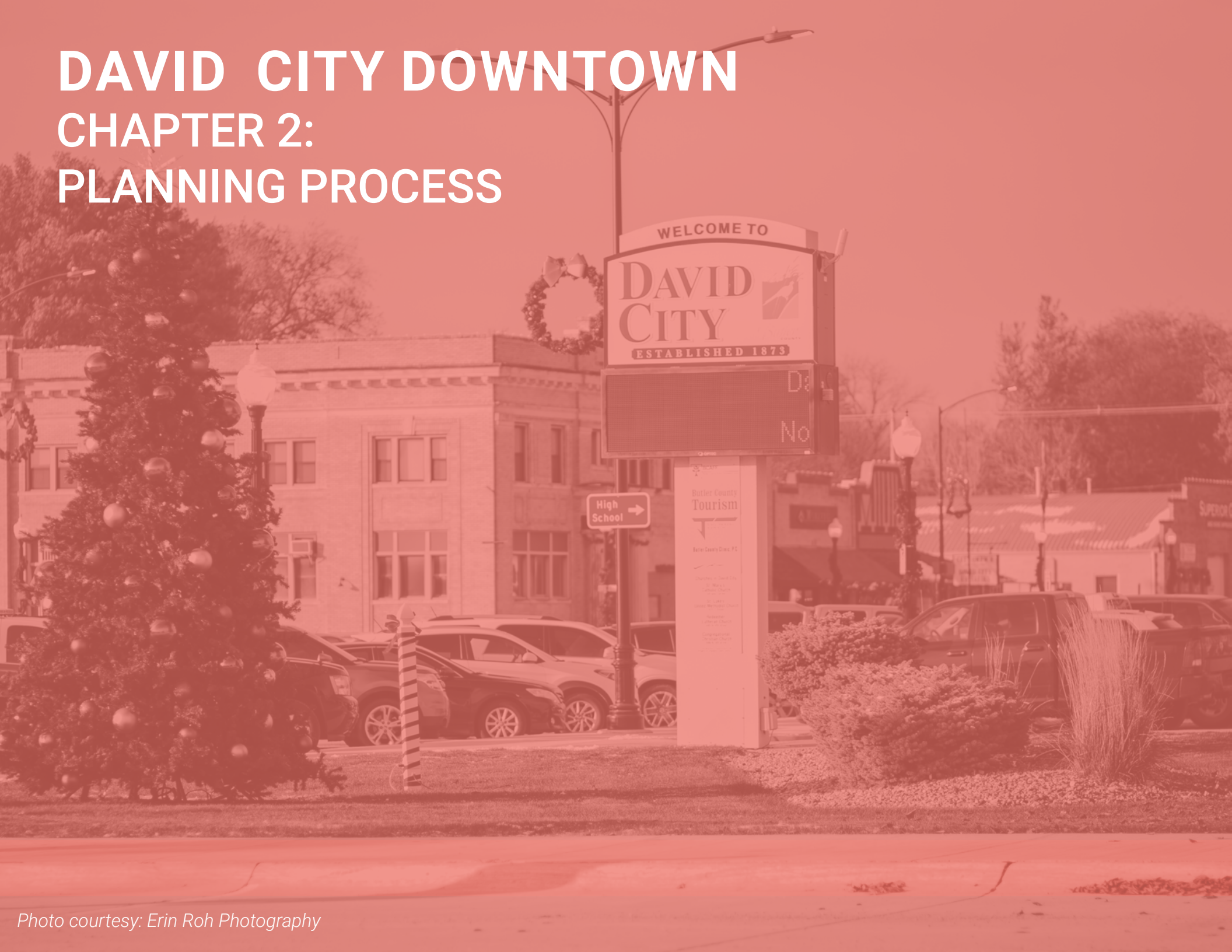
- David City Public Schools
- Aquinas and St. Mary's Catholic Schools
- University of Nebraska-Lincoln Cooperative Extension - Butler County
- Butler County Health Care Center
- Municipal Auditorium of David City
- Congregational Christian Church
- Redeemer Lutheran Church
- St. Luke's United Methodist Church
- St. Mary's Catholic Church



THIS PAGE IS INTENTIONALLY EMPTY

# DAVID CITY DOWNTOWN

## CHAPTER 2: PLANNING PROCESS



# PLANNING PROCESS

This Downtown Revitalization Plan was developed by graduate students in the Masters of Community and Regional Planning program in the University of Nebraska-Lincoln (UNL) College of Architecture. The plan was created as part of CRPL 990 Planning Studio, a capstone course for Community and Regional Planning degree candidates, during the Fall 2021 semester.

In June of 2021, the College of Architecture, under the leadership of Dr. Zhenghong Tang, director of the Community and Regional Planning program, initiated the process for the David City downtown revitalization plan by meeting with city representatives to begin initial discussions. As a result of the ongoing COVID-19 pandemic, this meeting took place via web-conferencing platform Zoom, on June 15, 2021.

## DEFINING THE PLANNING AREA

Next, on July 26, 2021, faculty from the UNL College of Architecture visited David City in person to further hone the scope of the planning project. On August 6, UNL faculty met with the

city leadership team to discuss and define the boundary of the planning area for the revitalization plan. The outer boundary of this area includes N 3rd Street from C Street north to the railroad tracks, straight east on the railroad tracks, or what would be considered where F Street would be, until N 6th Street. Then south on N 6th Street until reaching C Street again, and west back to the start of the corner of C Street and N 3rd Street. Streets within this nine-square block area, starting with streets going north and south, include N 4th Street (NE HWY 15) and N 5th Street from C street until the railroad tracks. East and west streets in this non-square block area include E Street and D Street, from N 3rd Street to N 6th Street.

## COMMUNITY SURVEY

After defining this area, David City shared a survey with residents to gather their feedback about the planning area. This survey sought input on strengths, opportunities, weaknesses, and threats to the downtown, as perceived by residents.



Source: Kerry McCullough-Vondrak, Communication Coordinator

The survey also sought clarity on the vision David City residents have for their community, and a variety of other questions aimed at helping the planning team clarify their goals. The survey yielded 115 results from residents and community stakeholders. The planning team also received more follow-up messages from the David City residents about the survey questions.

## PUBLIC ENGAGEMENT

On August 23, graduate students from the UNL Masters in Community

and Regional Planning Program met for the first time to learn about the project in David City, and to begin formulating their plans for approaching the project. The next week, on August 30, 2021, the student planning group visited David City, where they met with community stakeholders at 1:00 p.m. at the Roman L. and Victoria E. Hruska Memorial Public Library in David City. During the meeting, the planning team received key input about community stakeholders' visions for downtown as well as discussed survey results. Later, the team conducted a field survey of the nine-square-block planning area using the ArcGIS Survey123 application to review building and sidewalk conditions and document the downtown buildings with photographs.

### **STAKEHOLDER REVIEW**

Following this, the planning team created this plan based on the information gained during the field study, community survey, and stakeholder conversations. The planning team met weekly with experts and stakeholders to work on the plan's progress, as well as to create a vision for the recommendations included in a later chapter. During these weekly meetings, the planning

team also met with experts, including representatives from the State Historic Preservation Office, and consulted with UNL Community and Regional Planning professors. Background information and a community profile were first compiled and used to help create the overall vision for David City's downtown. One of the graduate students involved in the project is a landscape architect and provided the design recommendations included in this plan.

A draft of this plan was presented to stakeholders including SENDD, SHPO, and the City Administrator of David City, Clayton Keller, on Monday, October 25th, 2021 at 12:00 pm at Architecture Hall on UNL's city campus. City officials provided feedback and comments on this draft to the planning team, and the feedback was used to improve the draft document. The planning team considered these suggestions and made adjustments to the document as needed.

### **PUBLIC OPEN HOUSE**

The updated version of the plan was presented at a public open house in David City at the Roman L. and Victoria E. Hruska Memorial Public Library on Monday, November 29th from 1:00

to 2:00 pm. At this open house, more public feedback was obtained about the plan, its recommendation, and proposed implementation strategies. This feedback was recorded and is included in the Recommendations chapter of this plan to support the improvements recommended by the planning team.

The final version of the plan, which included public feedback from the open house, was presented to David City on December 15, 2021 and is to be used by the City in its future downtown revitalization work, including application for CDBG funds.

The planning team is appreciative for the contributions from community members, including during participation of the survey and attendance at project meetings. The team is encouraged by the level of interest and enthusiasm in the continued development and improvement of David City's downtown.

THIS PAGE IS INTENTIONALLY EMPTY

# DAVID CITY DOWNTOWN CHAPTER 3: EXISTING CONDITIONS



# MARKET & DEMOGRAPHIC CONDITIONS

## OVERVIEW

This section reviews the market conditions that influence the economic realities and position of David City and its downtown. The analysis first explores the population and demographic conditions of David City and the surrounding region, including population change, and conditions such as household composition. The analysis next explores economic factors and conditions such as employment conditions and transportation patterns in the region. Finally, the analysis explores housing supply and condition in David City.

## DEMOGRAPHICS

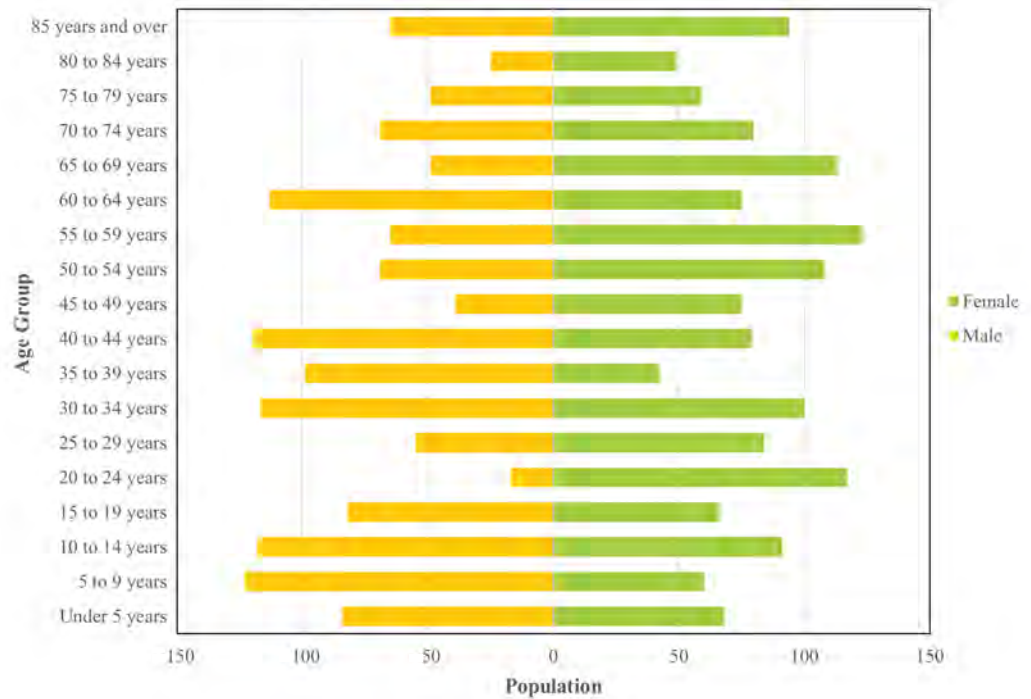
The American Community Survey's 2019 5-year estimate of David City's population was 2,841, the most recent year for which reliable data was available.

The population is distributed relatively evenly across age ranges, with each age group representing between 8 - 13% of the population. The largest age segments

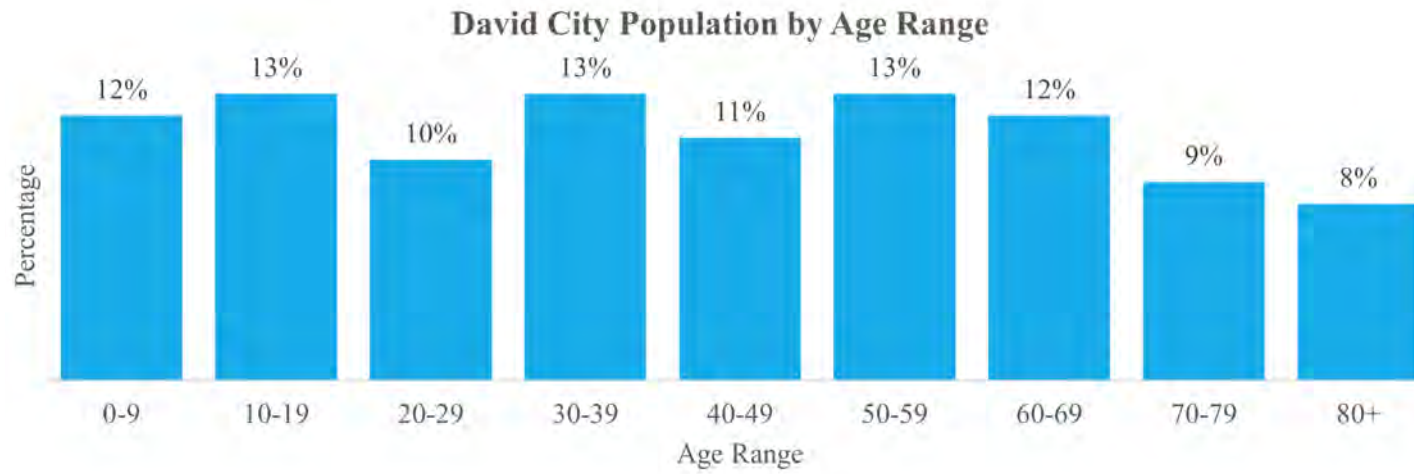
of the population are 10-19, 30-39, and 50-59, each with 13%. Approximately 55% of the population is of working age, that is between the ages of 18 and 64. The

population skews slightly female, with females making up 52% of the population compared to males making up 48% of the population.

Population Pyramid for David City, NE by Age & Sex 2019

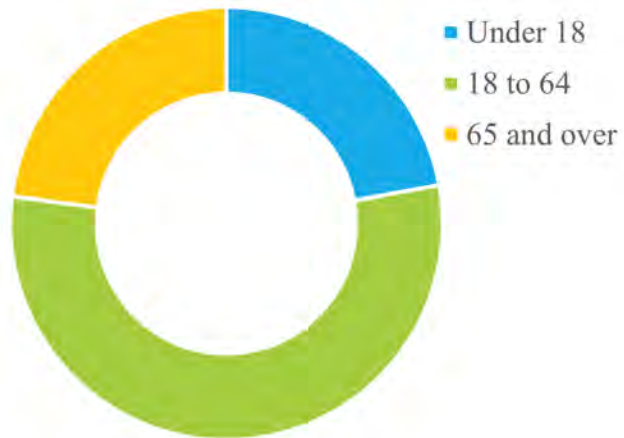


Source: Census Reporter (ACS 2019 5-year)

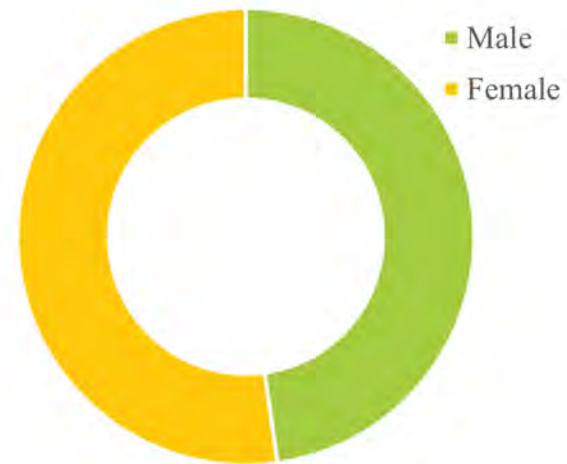


Source: Census Reporter (ACS 2019 5-year)

### Population by Age Category



### Population by Sex



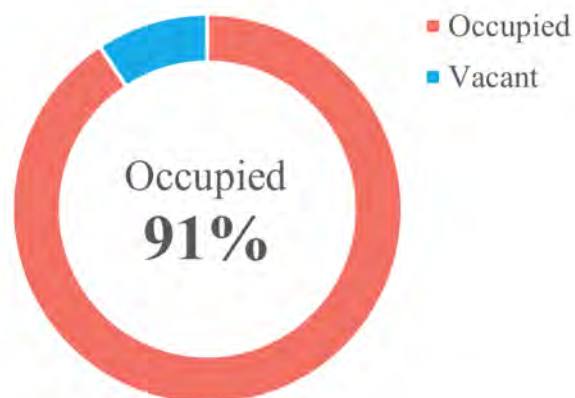
Source: Census Reporter (ACS 2019 5-year)

## HOUSING

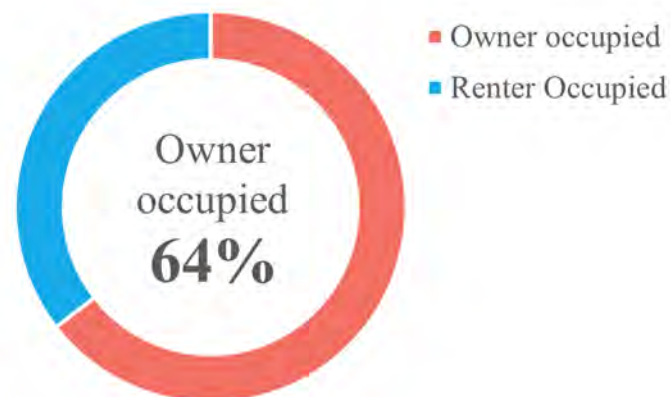
Of the housing units in David City, the majority (81%) are single-unit homes, with a smaller percentage of the population living in multi-unit homes (17.2%), and the smallest segment of the population (2.4%) living in mobile homes (2019 ACS 5-year estimate).

The majority of David City's population has moved into their existing residence in the last two decades, with only about 27.6% of residents moving into their homes in the 1990s or earlier. The largest proportion of the population (27.2%) moved into their homes between 2010 and 2014. While many people in David City moved into their current homes in the last two decades, a relatively small portion of the population moved in the last year, with 87.9% living in the same house that they lived in one year ago. Approximately 12% of residents moved in the last year. Of those who moved to homes in David City, about 6.8% came from homes in Butler County, and 5% moved from other counties in Nebraska. A very small number of residents reported moving from a different state or country - well within the margin of error for these statistics.

### Occupied vs. Vacant

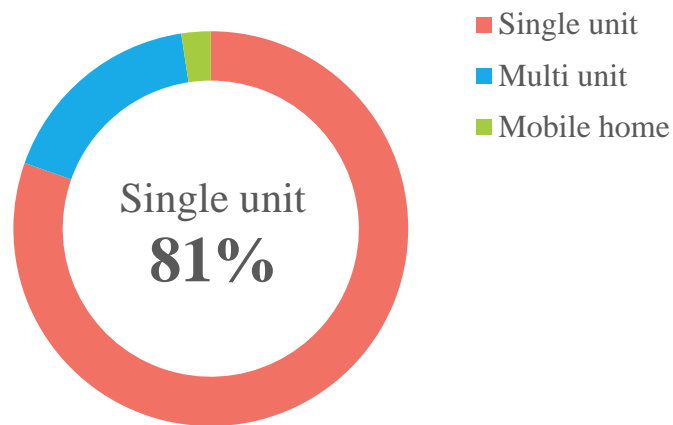


### Ownership of Occupied Units



Source: Census Reporter (ACS 2019 5-year)

## Types of Housing Structure

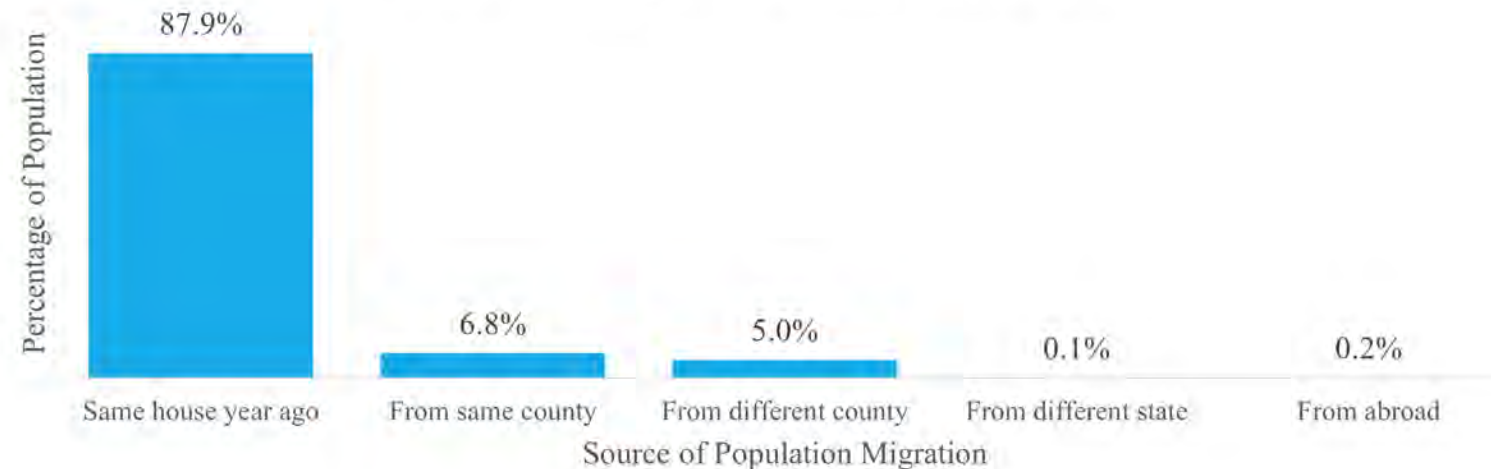


The median value of owner-occupied housing units in 2019 was \$116,400. Over 80% of homes in David City were valued at less than \$200,000 in 2019, with about 41% valued at less than \$100,000, and about 43% valued between \$100,000 and \$200,000.

As of 2019, David City had 1,347 housing units, with 91% occupied and 9% vacant units. In 2019, David City and Butler County undertook a Housing Needs Assessment, which provided more insight on the future housing needs and shortcomings of the David City housing market. According to the Housing Needs Assessment, 78% of

Source: Census Reporter (ACS 2019 5-year)

## Population Migration Since Previous Year



Source: Census Reporter (ACS 2019 5-year) from 2018 - 2019.

## CURRENT HOUSING MARKET ANALYSIS

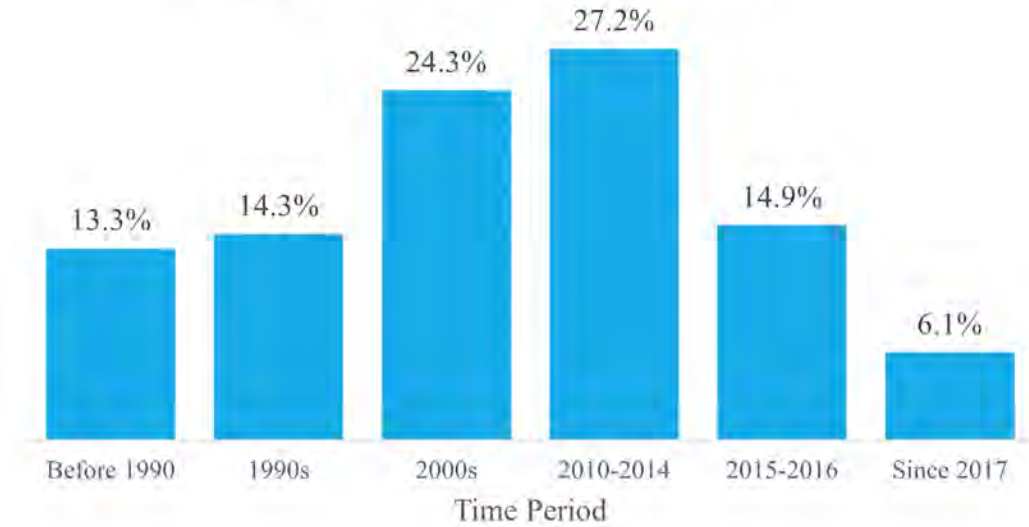
renters in Butler County intended to move in the next five years, and 29% of homeowners intended to move. As the plan noted, this is a cause for concern for the city if adequate housing to meet the needs and desires of upwardly mobile or aspirational residents are not met. A majority of survey respondents for this plan believed that the type of housing they want either was not available in Butler County, or they were not sure it exists. One of the key factors residents were looking for in housing was affordability.

The Housing Needs Assessment also drew on input from focus groups of realtors, bankers, and major employers in Butler County, and identified three major themes, including: a need for more housing – both for sale and for rent; more 3 and 4 bedroom units; and new subdivisions for middle-income professionals. While these core themes are not necessarily ones that can be addressed through downtown housing, during the discussion with business leaders specifically, among the key priorities that emerged was a

need for new housing options for young professionals. Redeveloping apartments in the upper levels of current downtown buildings provides a prime opportunity for such housing opportunities for young professionals. The focus group with realtors also identified a key need

for rental housing to accommodate new residents moving to town for jobs, interim housing for people working at the Butler County Hospital, and recent college graduates who are not ready to buy homes. Again, these are needs that could be served by developing more downtown

Year Moved In, by Percentage of Population





Source: Census Reporter (ACS 2019 5-year)

## Downtown Housing in David City

The following map illustrates what is currently available for residential living in the downtown planning area. This includes all buildings with a second story and those with or without current occupied residency. Based on findings from the David City/Butler County, Nebraska - Housing Needs Assessment 2019, David City is in need of all housing types, particularly rental and small-scale housing.

Further development of housing in the planning area can resolve the issue of David City and Butler County's current housing limitations. Downtown residential properties can promote further retail and food development in the district, as well as improve area walkability and quality of life.



-  Occupied Second Level Housing
-  Opportunities for Second Level Housing

## ECONOMIC OVERVIEW

From the US Census 2019's data, the per capita income for David City is \$29,660, as compared to \$30,095 for the entirety of Butler County, and \$32,302 for the state of Nebraska. The median household income for David City is \$55,000, compared to \$58,979 for Butler County, and \$61,439 for the state of Nebraska. The largest proportion of David City's residents (44.4%) have a household income of less than \$50,000, and about one-third of residents (33.2%) fall in the \$50,000 to \$100,000 range.

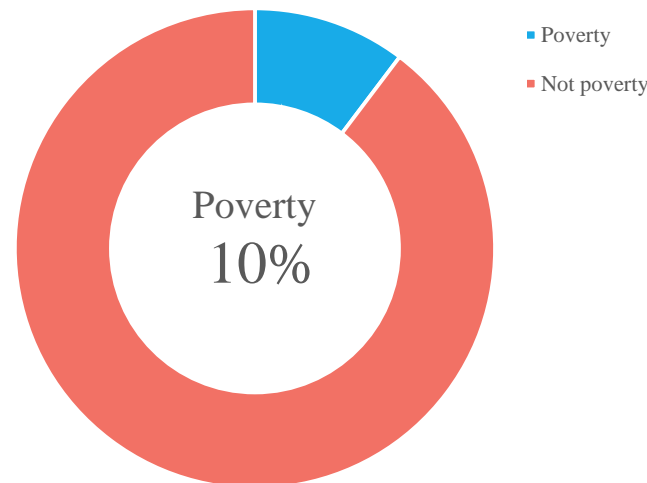
About 8.5% of the David City population lives below the poverty line, which is higher than the Butler County poverty rate of 7.2%, but less than the state poverty rate of 11.1%. The poverty rate for children in David City (10%) is higher than that of Butler County as a whole. With only 6.4% of seniors in David City living below the poverty line, the city has a lower poverty rate for seniors than either Butler County (7.2%) or the state of Nebraska (7.7%).

### David City Household Income

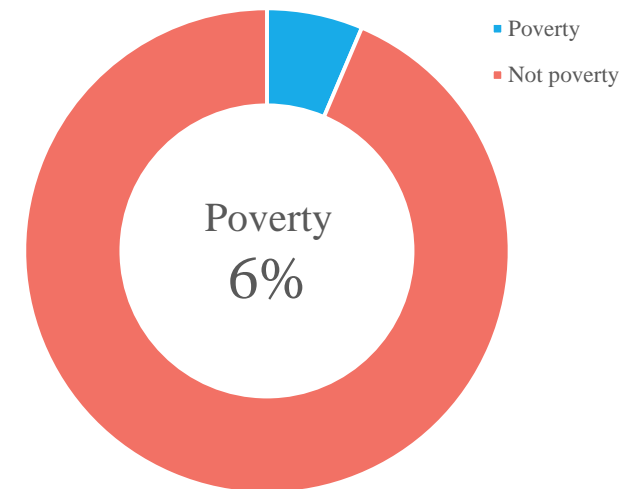


Source: Census Reporter (ACS 2019 5-year)

### Persons Below the Poverty Line: Children (Under 18)



### Persons Below the Poverty Line: Seniors (65 and over)

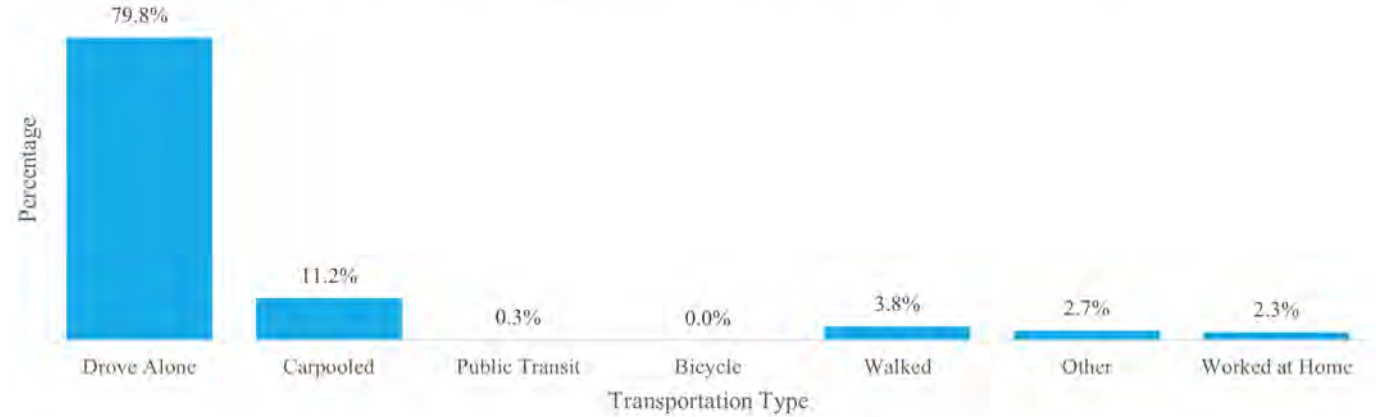


Source: Census Reporter (ACS 2019 5-year)

## COMMUTING DETAILS

The mean travel time to work for residents of David City is 17.4 minutes, 23.3 minutes for Butler County, and 18.8 minutes for Nebraska. A significant number (79.8%) of David City residents commute to work by driving solo. Another popular commute option was carpooling, with 11.2%. While the work-from-home rate in 2019, when this data was released, was only 2.3%, it's worth noting that this number may be considerably higher today, in light of changes caused by the Covid-19 pandemic.

Means of Transportation to Work for David City Residents



Source: Census Reporter (ACS 2019 5-year)

## OCCUPATION AND WORKFORCE

The 2019 population of David City over the age of 16 years was 2,267. Of those residents, 1,534 are in the labor force, and all but 12 of those residents were employed, meaning that approximately two thirds (67.1%) of David City residents are employed.

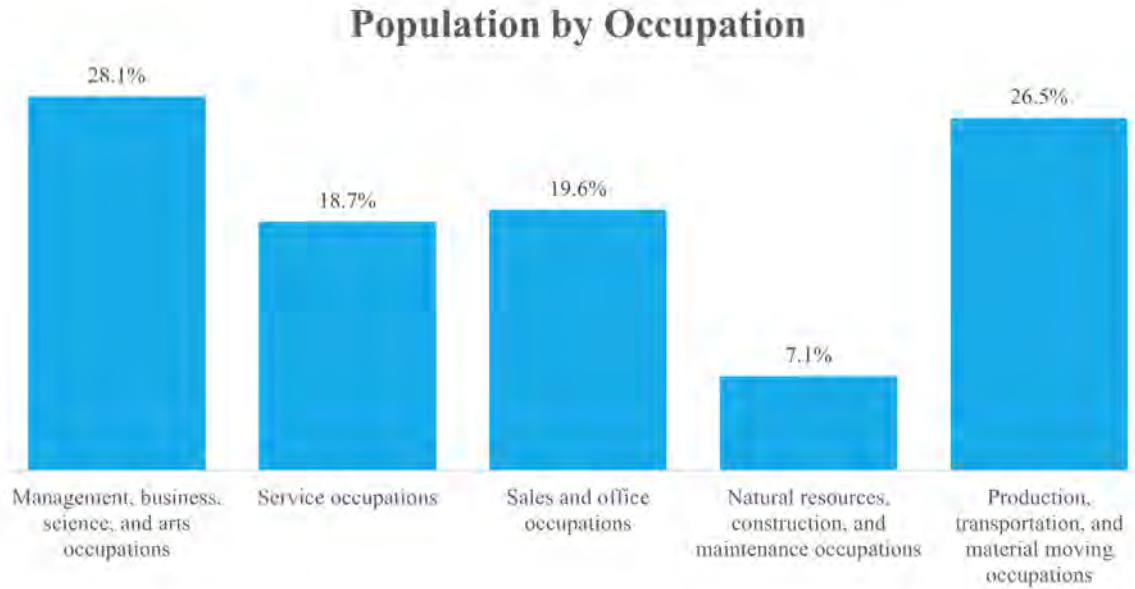
The two largest occupation categories were “management, business, science, and arts occupations” with 28.1% of the population reporting such an

occupation, 26.5% of the population reported to have “production, transportation, and material moving occupations”.

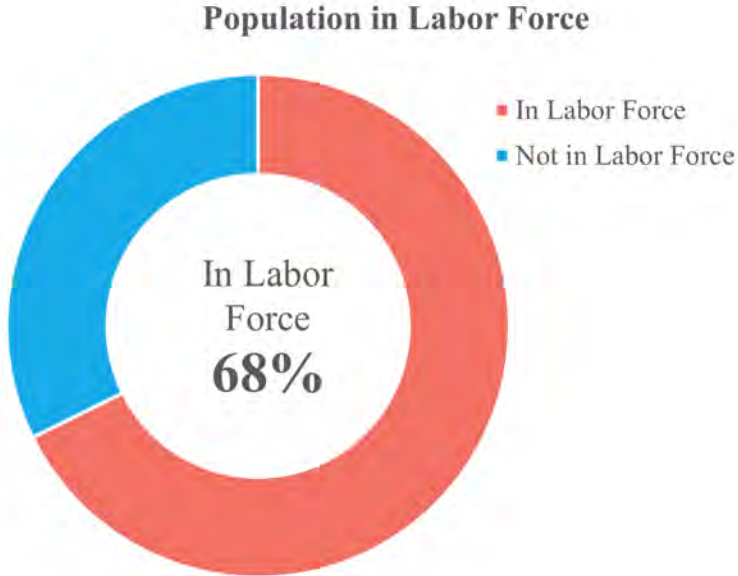
Breaking down the data further, the largest share of David City employees make up the educational services, health care, and social assistance industry, with 29.6% of residents. This is followed by manufacturing with 23.8%, and retail trade, with 15.9%. While manufacturing jobs make up a sizeable portion of overall David City employment, manufacturing is not an

industry that factors into discussion of employment in downtown David City, specifically. The industries most represented in the planning area include: retail trade; arts, entertainment, and recreation, and accommodation and food services; public administration; finance and insurance, and real estate and rental leasing; etc. Based on the ESRI retail market analysis on pages 35 and 36, industries that represent the greatest opportunity for job growth in downtown David City are retail trade, arts, entertainment, and recreation, and accommodation and food services.

# ECONOMY



Source: U.S. Census Bureau. 2019. Table DP03.



Source: U.S. Census Bureau. 2019. Table DP03.

# DAVID CITY EMPLOYEES BY INDUSTRY

AGE 16 AND OVER

INDUSTRY	ESTIMATE	PERCENT
<b>Civilian employed population 16 years and over</b>	<b>1522</b>	<b>100%</b>
Agriculture, forestry, fishing and hunting, and mining	23	1.5%
Construction	61	4%
Manufacturing	362	23.80%
Wholesale	32	2.10%
Retail trade	242	15.90%
Transportation and warehousing, and utilites	61	4%
Information	11	0.70%
Finance & insurance, real estate & rental or leasing	30	2%
Professional, scientific, & mang., & admin. & waste mang.	79	5.20%
Educational services, and health care and social assist.	451	29.60%
Arts, entertainment, & recreation, and accom. & food serv.	76	5%
Other services, except public administration	44	2.90%
Public administration	50	3.30%

Source: U.S. Census Bureau. 2019.

# ESRI MARKET ANALYSIS

The planning team conducted two Retail Market Analysis Reports using ESRI's Business Analyst for ArcGIS, one for retail sales, and one for food and beverage sales. The results generated by those reports are included below. The key takeaway from these reports is that there is considerable potential for greater sales in both the retail and food and beverage markets, as David City is not currently meeting its maximum potential.

## Retail Market Analysis Report

### Retail Location

457 D St, david city, NE 68632



### Retail Sales

Drive Time	Total	Potential*
5 Min	\$25.0 m	\$40.2 m
10 Min	\$27.9 m	\$43.6 m
15 Min	\$35.7 m	\$72.2 m

\* The delta between actual sales in a market and market potential: positive = opportunity, negative = oversupply

### Tapestry Segmentation

Heartland Communities	Top Tier	Professional Pride
1,209 100.0%	0 0.0%	0 0.0%
We're semirural and semi-retired. Most of us have paid off our mortgages, but we intend to stay in our homes. We love the slower pace of country life and actively participate in outdoor and community events. We buy American, support local business, and prefer domestic vacations.	We earn three times the US household income and enjoy spending on salons, spas, fitness centers, and high-end retailers. We vacation frequently and fill our weekends with art, entertainment, and charity functions.	We're well-educated career professionals that have prospered through the Great Recession. We often commute and work long hours, but we still find time for our school-age children.

### Demographics

Drive Time	5 minute	10 minute	15 minute
Total population	3,041	3,285	5,124
Total population growth rate	-0.26	-0.26	-0.36
Total households	1,209	1,302	2,059
Average household size	2	2	2
Total number of housing units	1,333	1,441	2,306
Median value	\$124,396	\$125,679	\$132,817
Employment levels	1,491	1,611	2,534



Generated by Business Analyst™ for ArcGIS®. Copyright © 2021 Esri and its licensors. All rights reserved.

# Retail Market Analysis Report

## Retail Location

457 D St, David City, NE 68632



## Food and Beverage Sales

Drive Time	Total	Potential*
5 Min	\$1.8 m	\$3.4 m
10 Min	\$1.8 m	\$3.7 m
15 Min	\$2.0 m	\$5.9 m

\* The delta between actual sales in a market and market potential. positive = opportunity, negative = oversupply

## Demographics

Drive Time	5 minute	10 minute	15 minute
Total population	3,041	3,285	5,124
Total population growth rate	-0.26	-0.26	-0.36
Total households	1,209	1,302	2,059
Average household size	2	2	2
Total number of housing units	1,333	1,441	2,306
Median value	\$124,396	\$125,679	\$132,817
Employment levels	1,491	1,611	2,534



Generated by Business Analyst™ for ArcGIS 5. Copyright © 2021 Esri and its licensors. All rights reserved.

This is promising for the city as it seeks to improve its economy, and indicates that a focus on attracting more retail and dining options, specifically, has the potential to be lucrative for the David City economy. Commonly mentioned in the community survey distributed at the beginning of this project was a need for more retail, entertainment, and food/beverage businesses in the planning area. Further recommendations based on the findings of this retail market analysis and community survey results will be introduced in Chapter 5: Opportunities and Recommendations on page 54.

# PRIOR PLANNING

## OVERVIEW

This section details the existing plans that have been developed in David City and Butler County over the last two decades, including the David City Comprehensive Plan. These documents provide a foundation for the planning process of this Downtown Revitalization Plan.

## DAVID CITY COMPREHENSIVE PLAN

David City has an existing Comprehensive Plan that was completed in 2005, as a guide for the city's future development. The plan was created based on information gathered in public forums, a community assessment survey, and meetings with an advisory committee. The plan was developed over the course of several months, beginning in October 2004 and concluding in June 2005. As of Fall 2021, David City has recently begun the process of developing a new Comprehensive Plan. The recommendations and implementation methods presented in this plan might help inform the planning process.

## BUTLER COUNTY COMPREHENSIVE PLAN

The most recent County Comprehensive Plan for Butler County was completed in 2007. The plan includes background analysis on the county, a future land use plan, a public facilities and services plan, and a transportation plan. The planning period of the existing Butler County Comprehensive Plan was from 2007 to 2020. There are currently ongoing efforts to update the County's Comprehensive Plan.

## DAVID CITY/BUTLER COUNTY, NEBRASKA - HOUSING NEEDS ASSESSMENT

In 2019, Butler County Development contracted with Marvin Planning Consultants to conduct a comprehensive housing assessment of Butler County, including David City and surrounding communities, funded with assistance from the Nebraska Investment Finance Authority. The goal of the study was to evaluate the health of the housing market in Butler County, as well as assessing current housing stock and predicting future housing needs.

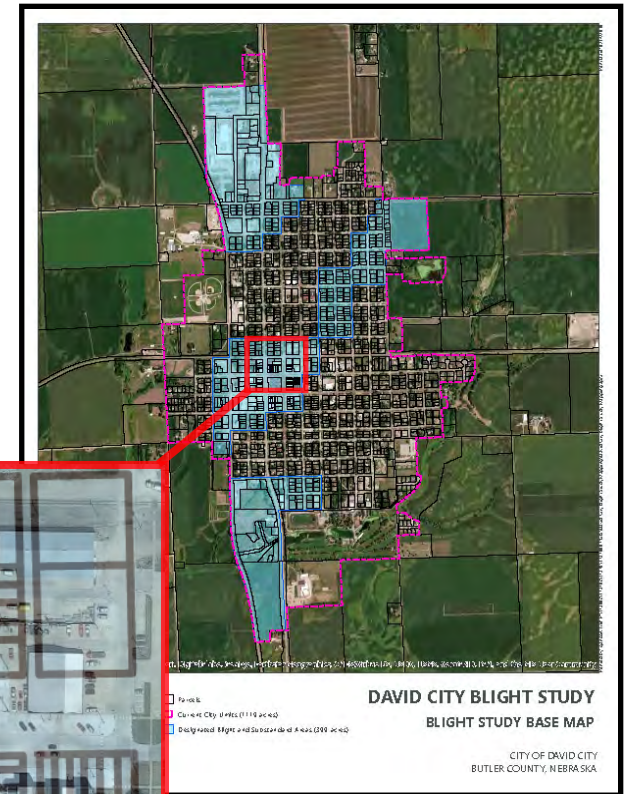
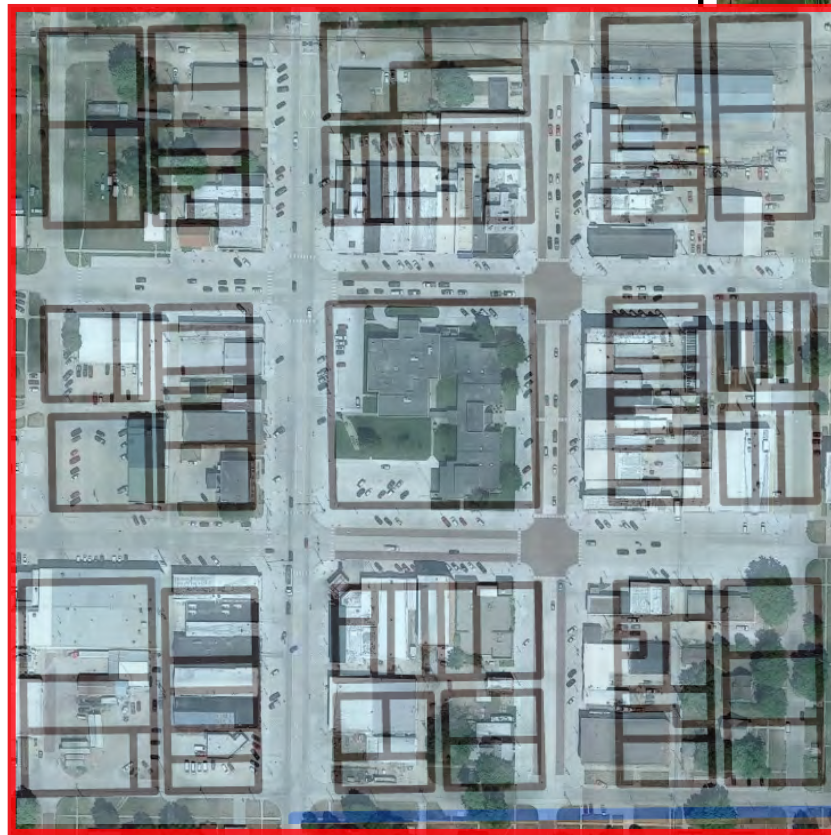
## FIELD RESEARCH HOTEL EVALUATION REPORT

The Field Research Hotel Evaluation Report for David City, completed in March 2021 by Hospitality Marketers International, Inc, was prepared for the Butler County Development Board, Inc. This report considered two potential sites for a proposed hotel in David City. Both locations were on Nebraska Highway 15 - one on the north edge of David City, and one on the south edge of the city. The report does not consider locations in or immediately adjacent to downtown David City for a potential hotel.

## BLIGHT AND SUBSTANDARD AREA DETERMINATION ANALYSIS

In January of 1998, David City conducted a blight study, which identified areas of the city which should be considered blighted and substandard under the criteria set forth by Nebraska statute. This analysis took into account the entire city, and indicated three portions of the city that warranted further analysis. Designation of an area as blighted is necessary for redevelopment projects seeking to use Tax Increment Financing (TIF).

As a result of the 1998 study, the entirety of the nine square block planning area was designated as blighted. This area is considered blighted area #1 in the study.



### David City Blight Study - David City, Nebraska

Data Sources: Butler County, City of David City, and Marvin Planning Associates

# PHYSICAL CONDITIONS

## LAND USE

The majority of the downtown district's land use is designated for commercial use, indicated in red on the map. The second most common use is institutional, which includes the Butler County courthouse, post office, library, volunteer fire department, and city offices. Additionally, there is a limited amount of low-density residential property on the northwest and southeast corners of the planning district, and some industrial heavy use on the southwest corner of the district. See the featured map for full land use information on the planning district.

## Land Use in Downtown Planning Area



- Commercial General
- Institutional
- Residential Low Density
- Industrial Heavy

Source: "Existing Land Use", David City NE Comprehensive Plan. MSA.

## CURRENT BUILDING STOCK



 Vacant Structures/Properties

This map shows structures and properties that were noted as vacant during the field survey conducted by the planning team on August 30, 2021. This includes 10 structures and 2 vacant lots.

Vacant structures were a frequently cited concern in the community survey that was conducted during Summer 2021.

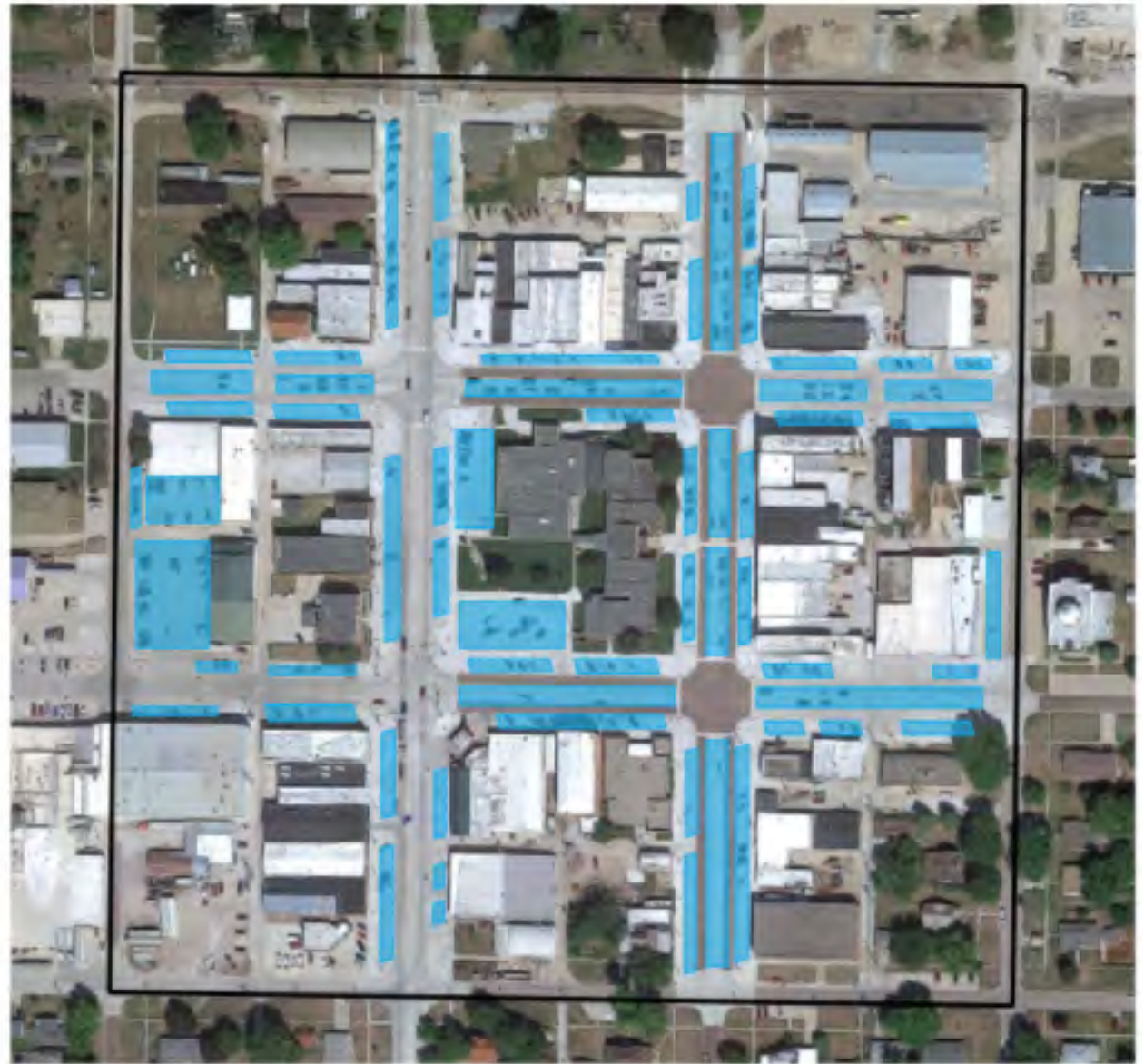
# INVENTORY OF PHYSICAL CONDITIONS

PHYSICAL ATTRIBUTES	CURRENT STATUS	NOTES
Entrance/Gateways	There are currently eight streets through which the planning area can be entered: E Street (from both west and east) D Street (from both west and east), 4th Street/ Highway 15 (from both the north and south), 5th Street (from both north and south)	The primary access point for most visitors to downtown from outside of David City is via Highway 15 (4th Street). Currently, there are not clearly defined entrance points or gateways to downtown David City.
Open Spaces and Vacant Properties	As of Fall 2021, there are a number of vacant structures and properties downtown. A full list can be found in Appendix 11.	The properties listed were noted as vacant during the field survey conducted by the planning team on August 30, 2021.
Green Spaces	Currently green space is limited in downtown David City. Primarily the existing green space is adjacent to public buildings; the largest segment of green space surrounds the Butler County Courthouse, and there is also a small plot with two trees immediately south of the City Offices.	Lack of green space for community use was a concern several times in the community survey.

PHYSICAL ATTRIBUTES	CURRENT STATUS	NOTES
Circulation and Traffic	The heaviest traffic through downtown exists on Highway 15 (N 4th Street). Because the downtown district is crossed by two parallel streets running north-south and two parallel streets running east-west, there are four existing intersections that impact pedestrian traffic. Another factor that has the potential to impede traffic are the median parking spots on D, E, and 5th Streets, which have the potential to obstruct visibility at the intersections between 5th and E and 5th and D streets.	
Parking	There are approximately 460 parking spots available for street parking in the planning area, including about 160 spaces for median parking, as well as over 300 spots of angled parking. Additionally, there are several surface lots in the town square adjacent to the courthouse, and several more private lots, including next to Didier's Grocery and Farm Bureau Financial Services. Most of the parking is on recently updated, high-quality infrastructure.	On the several occasions that the planning team visited David City, the majority of available spaces were empty.
Infrastructure	David City has recently undergone a massive infrastructure project to update the streets, sidewalks, and street lighting. The infrastructure is of high quality, and utilizes bricks in the parking areas and intersections to maintain the historic feel of the planning area.	The need for new street drainage, or sidewalk infrastructure is limited.
Street Furnishing	Street furniture (benches, trash cans, tables, etc.) is limited and could be improved.	Several survey respondents expressed interest in more places to stop and sit in downtown David city.
Street Lighting	As part of the recent infrastructure updates, the city installed new street lighting that contributes to the historic feel of the downtown.	

## AVAILABLE PARKING IN DOWNTOWN

Current parking conditions in David City's downtown include two on-street versions as well as side street availability. On-street parking is especially unique in the community's downtown because of the center road parallel parking available. Downtown streets are essentially four lanes wide, allowing for two rows of parallel parking in the center and driving lanes on either side. This parking style can be found on about 6 stretches of Downtown street, resulting in a total of 130 available parking center road parallel spots. More on-street parking is available in diagonal form and covers nearly all nine blocks in the downtown district. There are 331 total on-street diagonal parking spots available downtown. This comes to a total of approximately 460 available on-street parking spaces located in the nine block district of David City's downtown. It is worth noting that there are also off-street parking options available downtown, including both grocery stores' parking lots and courthouse parking. However, courthouse parking is limited to guests and employees of the facility.



Existing Parking

# CULTURAL & SOCIAL CONDITIONS

## DOWNTOWN COMMUNITY EVENTS

In December 2019, David City was host to a downtown event sponsored by the Hallmark Channel. This “Countdown to Christmas” event, which was part of Hallmark Channel’s new “Homecoming Christmas” initiative, included festive holiday decorations that capped off several years of renovations to the planning area. David City was selected as the host for this event by Hallmark Channel because it is the birthplace of Joyce C. Hall, the founder of Hallmark Cards. Hall also gifted \$100,000 to the David City community to start a foundation, which today has over one million dollars which can be awarded as grants for worthwhile community causes.



*“Countdown to Christmas” 2019 event in downtown David City. Photo courtesy: Erin Roh Photography*

## OTHER DAVID CITY EVENTS

The community hosts a variety of other events, including several associated with the David City schools. Among these is Trunk-or-Treat, an annual event hosted in downtown David City by the David City Elementary School Parent Teacher Organization and the St. Mary’s Catholic

School Spirit Club, with collaborators from a variety of community organizations. In 2020, approximately 600 trick-or-treaters participated in the event with their families, and approximately 30 businesses hosted spots along the downtown trick-or-treat route.

Not far from downtown David City, but outside the boundary of this project area, the Butler County Event Center and Butler County Fairgrounds play host to numerous events throughout the year, including the Butler County Fair, which typically takes place in mid to late July.

## CULTURAL INSTITUTIONS

### Bone Creek Museum of Agrarian Art

Bone Creek Museum of Agrarian Art is the nation's only art museum dedicated exclusively to agrarian art, and presents art aimed at connecting people to the land. The museum features exhibitions and related events, including artist talks, panel discussions, workshops, poetry readings, presentations, and musical performances - all of which celebrate the heritage and current themes of rural and farm life. The museum was founded in 2007 by a group of volunteers, and is reported to attract 2,000 visitors annually, with three quarters of them from outside the local area.

### Roman L. and Victoria E. Hruska Memorial Public Library

The City Council of David City established the community's first library in 1891, and in 1916 an offer from the Carnegie Corporation led to the creation of a free public library building, which opened in 1919. Eventually, a new building was

constructed to comply with ADA regulations to make library services ADA accessible, and the existing library was dedicated in 1996. In addition to loaning books, the library sponsors a book club, offers children and teen programming, and hosts community events.



Photo courtesy: Omaha World Herald



Photo courtesy: Nebraska Library Commission

## ANALYSIS OF DOWNTOWN'S CURRENT IMAGE

As part of the planning process, the planning team solicited survey responses about strengths, weaknesses, opportunities, and vision for the David City downtown business district. Based on the 115 survey results received, the planning team identified the following lists of key observations, which represent the current image of downtown David City:

### **Current strengths and opportunities:**

- Community facilities - including library, museum, and courthouse
- Location - access to highway, central to important amenities
- Infrastructure - recently renovated streets, wide sidewalks, new lighting
- Esthetic - historic feel, brick streets, building façades
- Potential for growth - available buildings, community buy-in, recent investments

### **Current weaknesses and threats:**

- Aging infrastructure
- Lack of new businesses, lack of succession plan for aging business owners
- Minimal streetscape/landscaping
- Limited retail and entertainment options
- Need for more community public space and events

## ANALYSIS OF DOWNTOWN AVAILABLE HOUSING

The planning area, as defined for the purposes of this plan, is primarily commercial, with very few free-standing homes in the nine square blocks of the planning area. However, there are some second-story dwelling units above multiple buildings facing the central town square. Currently, these mixed-use, second story residential units do not appear to be used to their full potential, and in many cases have not been well-maintained. This was reflected in survey responses. One respondent stated that the second floor units were “underutilized” and several other respondents suggested that a housing shortage was an issue in the planning area.

THIS PAGE IS INTENTIONALLY EMPTY

# DAVID CITY DOWNTOWN CHAPTER 4: DOWNTOWN VISION AND GOALS



# VISION

As the community of David City continues to dream about the future of their downtown, this plan will assist in the strategic planning for achieving this future. The vision provided in this plan is based on input and comments from stakeholders and community members, as well as from analysis conducted by the planning team.

Destination is the word that comes up most often when envisioning the future of David City's downtown. A retail destination, entertainment destination, historical destination; overall, a place full of experiences. Residents expressed a strong desire to continue developing and growing the plans for downtown. Improvements included a need for community space and opportunity to enjoy nature. A new spark to the current condition of the community's mainstreets. New business, new shopping opportunities, after hours events, and a renewed sense of place and identity. There is a strong will in the community of David City to revitalize their historic downtown district, and the information and input collected from them has provided the vision to achieve this goal.

The prominent source for this vision comes from a community survey conducted during the summer of 2021. In this online survey, community members provided concerns, feedback, and suggestions for how to improve the overall condition and future of David City's downtown. The results of this survey were shared with the community during a public meeting led by the planning team. In this meeting, further discussion around the results of this survey was conducted in a small group setting. The vision and goals provided in this chapter are based on survey results and these conversations.

## COMMUNITY SURVEY & PUBLIC MEETING RESULTS

In this survey, members of the public were asked to answer a series of questions about their perspective and current use of the planning area. This included identifying strengths and opportunities unique to David City's downtown. The following categories were identified as participants' top choices for downtown strengths.

- **Community Facilities - library, museum, courthouse**
- **Location - highway access, central to amenities**
- **Infrastructure - recently renovated streets, wide sidewalks, lighting**
- **Esthetic - historic feel, brick streets, building façade**
- **Potential for growth - available buildings, community buy-in, recent investments**

These strengths should be built upon while developing a vision for downtown. Using what is already present in a place to promote what it has to offer is a first and simple step David City can take as it continues to develop and grow its downtown.

### **Economic Development**

The recruitment and retention of downtown businesses was a key finding in the community survey and came up frequently in small group discussions. Residents indicated a desire to shop locally in their downtown throughout the week, but expressed concerns about being unable to because of inconsistent operating hours, or a lack of retail variety.

Participants also recognized the need to recruit new businesses to the area. Restaurants and cafes that include outdoor seating was a top suggestion in survey results. Other suggested businesses included a bowling alley, bed and breakfast, movie theater, and a youth center. As a business district, the downtown of a community requires a vibrant economy that supports diverse needs of customers and provides a unique experience that contributes to the overall quality of life in the planning area. As expressed by residents and stakeholders, this is also the economic development vision for the community of David City.

### **Public Spaces**

When envisioning what the future of David City's downtown could look like, something frequently mentioned by residents was the need for a public space within the planning area. Currently, David City does not have a public space designated for community events or use in its downtown. Along with this comment came a suggestion for more spaces to sit and enjoy the area for pedestrians visiting downtown.

In order to support more retail development, new businesses, and community events, designated public spaces are a necessity for achieving this vision.

### **Historic Preservation**

The preservation of David City's historic downtown was identified as a significant piece in the downtown's overall revitalization plan. This includes the preservation of brick streets, building façade improvement, community identity and branding, signage and education, as well as pursue national recognition by listing downtown on National Register of Historic Places (NR) by Humanities of Nebraska. Participants identified this as a key to distinguishing David City's downtown as a tourist and retail destination for Butler County and the region.

### **Beautification**

Esthetic improvement was a common theme throughout survey responses and small group conversations. Respondents identified the need for landscaping, flower pots, lighting,

awnings, and other beautification features as a primary need for the future of David City's downtown. Considering the City's recent investments to the infrastructure of the planning area, the addition of beautification elements to existing infrastructure would significantly improve the condition and future vision of the downtown district.

### **Other Opportunities for Improvement**

- Downtown living on second floor of commercial buildings
- Add canopies and awnings to storefronts
- Restaurant that offers outdoor seating
- Free meeting place for small groups
- Public green space
- Walking and biking trails
- Youth center
- Arts center with a theater
- Bed and breakfast
- Bowling alley
- Bike racks
- EV charging stations
- Farmers market

## KEY GOALS

Based on the input provided by residents and stakeholders of David City, the following goals were identified as steps toward achieving that vision. These goals should be considered as a first step, but should continue to be built upon and updated as the community's downtown grows and develops. Each of these goals will include a metric to use when measuring overall goal progress. These metrics are quantitative and should be effectively tracked and monitored and considered into any other future development plans.

### 01: INCREASE NEW BUSINESS & LOCAL REVENUE

**Short Term Goal (5 years):** Bring two new businesses to the planning area during this time. Preferably retail, food, or entertainment type businesses.

**Long Term Goal (10 years):** Transform Downtown David City into a retail destination for Butler County by increasing local sales tax receipts by 10% from the current year.

### 02: HISTORIC DOWNTOWN DISTRICT

**Short Term Goal (5 years):** Work with Nebraska's State Historic Preservation Office and property owners to list the downtown on the National Registry list, as well as obtain Certified Local Government (CLG) status.

**Long Term Goal (10 years):** Create a brand for the downtown centered around the theme of historic preservation.

### 03: PROMOTE EVENTS DOWNTOWN

**Short Term Goal (5 years):** Utilize the planning area for more community events, including shutting down the street for markets, concerts, and other community festivals.

**Long Term Goal (10 years):** Hire an events director through the City, or partnered with other local agencies like the Chamber of Commerce or Economic Development, to plan and promote community events in the planning area.

### 04: INTEGRATE COMPREHENSIVE DOWNTOWN DEVELOPMENT INTO FUTURE COMMUNITY PLANS

**Short Term Goal (5 years):** Include specific sections focused on developing David City's downtown into official city and county plan documents.

**Long Term Goal (10 years):** Develop a comprehensive plan for the downtown that includes economic development policies, beautification and streetscape design, needed infrastructure investments, and necessary services.

THIS PAGE IS INTENTIONALLY EMPTY

THIS PAGE IS INTENTIONALLY EMPTY

# DAVID CITY DOWNTOWN CHAPTER 5: OPPORTUNITIES & RECOMMENDATIONS



# OVERVIEW

Based on feedback from city officials and surveys from residents, as well as a survey of current conditions in downtown David City, the planning team identified three primary opportunities for the city to pursue in their downtown. These opportunities fall in the areas of: historic preservation, physical improvements, and economic development. Within each of these categories, the planning team identified specific recommendations, which are outlined below.

## 01. HISTORIC PRESERVATION

David City's well-preserved downtown character and rich collection of historic buildings represent a unique opportunity for the city to enhance its downtown through the pursuit of several goals related to historic preservation. Because of the proven value of maintaining or restoring buildings to their original appearance, the planning team recommended the following: pursuit of a Historic District designation for the planning area; enhancement of the historic integrity of specific buildings; maintenance and improvement of downtown bricks, which add to the historic character of the downtown.

## Pursue Historic District Designation

Based on consultations with the David City leadership and with Nebraska's State Historic Preservation Office, the planning team recommends pursuing the designation of downtown David City as a historic district. There are numerous advantages to doing so, including but not limited to:

### **1. Enhanced property values.**

According to History Nebraska, historic designation can help stabilize or even increase property values.

### **2. Maintaining the quality of historic districts.**

This designation, paired with design reviews when federal funds are being utilized, discourage improper changes to the area and can ensure that the historic integrity of the downtown is preserved

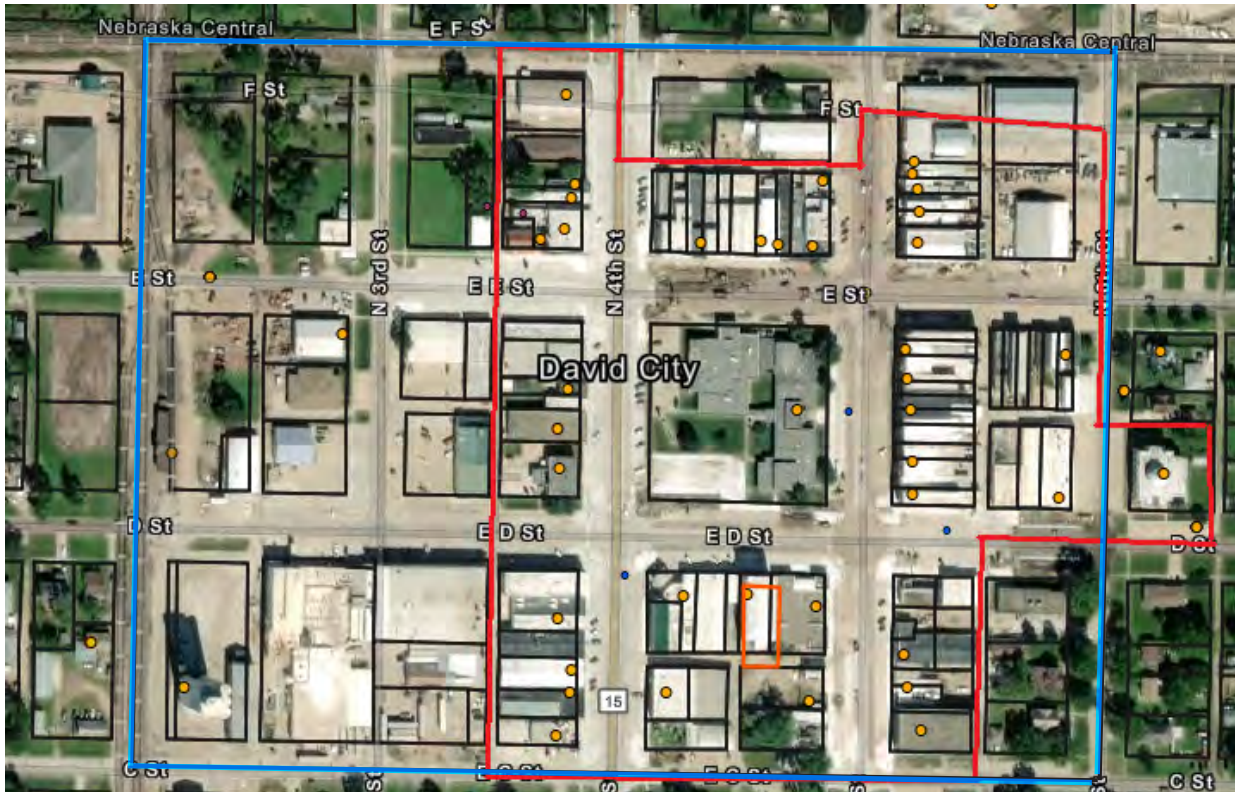
### **3. Increased tourism.**

"Heritage tourism" is an emerging component of the travel industry, which can complement existing tourism attractions, such as the Bone Creek Museum of Agrarian Art, and bring increased tourism dollars to the community.

### **4. Eligibility for tax benefits.**

The "Valuation Incentive Program" (VIP) adopted by the Nebraska legislature provides a property tax "hold" on the assessed value of historic properties that are rehabilitated. There is also a federal investment tax credit available for the rehabilitation of income-producing historic buildings, which encourages developers to invest in an existing historic buildings.

Pursuit of a Historic District Designation stands to benefit individual property owners in Downtown David City as well, due to Historic Preservation Tax Credits. Buildings that are not eligible on their own, but are considered to be contributing to a historic district are eligible for a 10% tax credit.



The area inside the blue outlined square is the identified boundaries of the planning area. The area located inside the red square is the area recommended for Historic District designation. The orange dots are the buildings identified as qualifying for historic preservation status as a conforming building. Source: Nebraska State Historic Preservation Office.

In particular, the area that has the greatest potential for approval by the state government for a Historic District designation is depicted in the following map. This area includes the majority of the planning area addressed in this plan, encompassing two and a half

blocks of 4th street within the planning area, as well approximately two and a half blocks of 5th street within the planning area. The proposed district also includes St. Luke's United Methodist Church, just outside the planning area. The State Historic Preservation

Office suggests that this area has the largest concentration of structures that would contribute to a historic district designation. Further consultation with the State Historic Preservation Office will be necessary to achieve this designation, as well as guidance from other resources like the Nebraska Main Street Network ([nebraskamainstreet.org](http://nebraskamainstreet.org)).

### Enhance Historic Integrity of Existing Downtown Buildings

Over the years, the buildings of downtown David City have seen many changes, including paint, the removal of historic elements, and the installation of new materials to replace older, original materials. While some of these changes contribute to the overall health of the district, many of these so-called improvements ultimately begin to look dated within just a few years of installation. Maintaining an esthetic of downtown buildings that holds true to their respective eras of construction can reinforce the character and quality of the community.

Consultation with the State Historic Preservation Office indicates that

no fewer than 40 buildings are considered to be contributing to the historic nature of downtown David City. These buildings should be preserved and enhanced to increase the likelihood of a historic designation for the planning area. In some cases, specific suggestions were made to ensure the building maintains its historic significance and contributing status.

There are also several currently non-contributing buildings that could possibly be reconsidered and designated as contributing to the historic district of downtown David City if the specific recommendations are followed, per the specifications of the State Historic Preservation Office.



Photos courtesy: Nebraska State Historic Preservation Office


## Develop Design Guidelines as Guidance for Future Updates to Historic Buildings

If David City secures a historic district designation, it is essential that the city develop Downtown Design Guidelines and recommendations for making renovations or upgrades to buildings in the district, and particularly those that are classified as contributing to the historic designation. In 2014, BVH Architects completed a Downtown Architectural Guidelines and Building Assessment Report. This document established a guidance for implementing design standards in David City and the planning area. Any further action that supports the establishment of design standards in downtown David City should respect and maintain the historic characteristics of such buildings and reinforce the character of the district as a whole. Design guidelines will help ensure that David City continues to merit this designation. The following list of proposed guidelines is not in-depth nor comprehensive, but serves as a starting point for further recommendations and supports the previous report's findings.

### 1. *Maintain and improve brickwork*

One of the key elements of David City's historic character is the brickwork that makes up many of the downtown buildings, as well as paving some parts



 Buildings in the planning area contributing to Historic District

of the downtown streets. If, in the course of maintenance or renovations, bricks need to be replaced, they should be replaced with in-kind bricks, and using mortar that is similar in material and color to that which has been historically used. Brick that is not already painted should not be painted, but brick that has previously been painted may be painted again to enhance the appearance of a building. Furthermore, due to the naturally soft brick that is prevalent in Nebraska, care should be taken when cleaning the brick: harsh chemicals should not be used, and powerwashing, if done, should be kept under 300 psi.

### 2. *Historic Awnings*

An awning should only be added to a building if documentation exists that there has historically been an awning on the building. If a building did not historically have an awning, none should be added, and more recent awning additions should be removed as opportunity allows. Awnings should generally be cloth, unless a different material was historically used on a building.

### 3. *Window Replacements*

Many historic buildings in David City have replaced their historic windows with smaller, more modern windows, which detracts from the historic look and feel of downtown. Windows should only be replaced if there is a justifiable reason for doing so, beyond potential energy savings. New windows should be the same size as the historic windows of the building, and should be in-kind replacements or of a similar material, if necessary.

In support of the effort to create a design guideline for updates to historic buildings, David City is encouraged to establish itself through the adoption and creation of a Certified Local Government (CLG) with History Nebraska. This status will allow David City to apply for special grants with History Nebraska, as well as other benefits. To learn more about becoming a CLG, visit [History.Nebraska.gov](http://History.Nebraska.gov).

## 02. PHYSICAL IMPROVEMENTS

The planning team recommends a number of physical improvements to the planning area to further the beautification of the district, including alterations to the streetscape, the addition of a new park and public gathering space just off of the main town square, and improvements to the façades of the buildings facing the square - in particular in buildings that are currently vacant.

### Enhance Streetscape

While the city has made significant improvements to its downtown streets and sidewalks in recent years, with major infrastructure upgrades to the streets and sidewalks around the courthouse square, there are several recommendations the planning team would like to make to improve the liveability and further the beautification of the district.

#### 1. Trees and Greenery in Medians

Addition of trees and planters in the middle of N. 5th Street, between C Street and D Street, and between E Street and the railroad tracks one block north. This would require eliminating some parking in the middle of the street, but would still leave the majority of spaces along that stretch of road, with angled parking on either side of the street still available. This area is the most logical place to introduce more tree cover to the downtown courthouse square, without obstructing the façades of historic buildings.



*This featured design is a preliminary concept depicting potential locations for median landscape features. Location and quantity of trees can be reconsidered to better meet needs of the community and use of this area, as well as to maintain historic status.*

#### 2. Upgraded signage

This plan proposes the addition of signs along Highway 15 welcoming visitors to “Historic Downtown David City” on both the north and south sides of the planning area. In addition, wayfinding signage for key downtown destinations should be introduced or - if already existing - should be updated to match all new signage.

# Site Furnishings



Possible material to be incorporated into proposed design and physical improvements to downtown David City.



Potential signage and wayfinding for David City downtown.

### 3. New benches, trash cans, and other amenities

The addition of benches and trash cans on both sides of the streets, on all four sides of the town square, will encourage more pedestrian engagement in the planning area, while also allowing residents to keep the area clean and trash-free. New planters will further increase the beautification of downtown.

### 4. New hanging lighting across 5th street

Another esthetic enhancement that will improve the appeal of downtown David City are lights that would be strung in a zig-zag pattern across 5th street.

## New Public Gathering Space

One of the most ambitious aspects of this plan is the development of a new park in the planning area, as this would meet one of the most frequently-cited needs of residents who completed the survey: more space in the planning area for individuals to gather with friends and families, have outdoor meals and picnics, and host community events. This Plan offers three potential options for the future location of a public space or city park downtown.

### 1. Old City Office Building (557 N 4th Street)

With the current plan for City offices to relocate from N. 4th Street to N. 5th Street, this plan proposes removal of the current structure housing the city offices at 557 N 4th Street, in order to add a small park. This lot already features several sizable trees, and with the demolition of the existing city office building (which has been shown by the State Historical Preservation Office to be not contributing to the historic district), would

provide adequate space for picnic tables, a playground, and other park amenities.

It is strongly encouraged that if this site is chosen as a future park location, the material currently existing on this property and in the old City office building be reused and repurposed during the construction of this park.

The renderings on the next page preserves the existing shade trees, but eliminates the existing city office building, replacing it with a wooden structure that can be used as a covered picnic area or event space.





Potential public park space: 557 N 4th Street



Potential public park space: 557 N 4th Street



Potential public park space: 557 N 4th Street

The development of this public space on the previous City office lot should be considered as one option for a common space downtown. The next option recommends the development of another lot into a park space.

## 2. Old US Bank ATM location (593 N 5th Street)

This second lot is included in the property recently purchased by City Hall that was previously the location of the US Bank ATM drive through (593 N 5th Street). This small lot is located on N. 5th Street just south of the railroad.

Currently it is undetermined how the City plans to use this lot as it relocates into the old US Bank branch office building that is a couple hundred feet south of the ATM lot on the same block. The ATM lot is another potential park space to be developed in downtown that could include a covered shelter, lighting, seating, a plaza, and landscape features for residents and visitors to enjoy while visiting downtown. This location could also potentially be used as an outdoor event



*Potential public park space: 593 N 5th Street*



Potential public park space and view of north 5th street looking south: 593 N 5th Street

space for the community. This secluded location would allow the City to close off N. 5th Street on the north block to host street fairs or festivals, using the newly developed public space as the anchor for the event.



Potential public park space: 593 N 5th Street



Potential public park space: 593 N 5th Street



*Third location for a potential park in downtown David City. Vacant building located on the the 500 block of E Street, on the corner between the alley and E Street.*

### 3. Vacant building (551 E Street)

Finally, the last proposed location for a public park in the planning area is currently the location of a vacant building on E Street, near the Bone Creek Agrarian Art Museum.

In order to develop a park space at this site, the current building would need to be demolished. According to the State Historic Preservation Office, this building is not identified as contributing to the historic district. Direct access to the alleyway on this block also allows for more space to be used for the park, and creates a secluded area

for pedestrians to enjoy the park without encountering street traffic on E Street.

It is proposed that if this space is developed into a future park, that the rehabilitation and reuse of materials currently located at the site be used to construct any new structures or facilities at the park. Because this location is proximate to Bone Creek Agrarian Art Museum, it is also encouraged that the park incorporate agrarian features into the landscape, amenities, and design of the park.

Promoting an agrarian identity in the planning area can create a cohesive brand for David City that supports a vital industry to the city and county's economy.



Photo courtesy: Landscape Structures Incorporated 2021



Photo courtesy: Minnesota Prairie Roots 2012

The included images are inspiration for a possible agrarian inspired park in downtown David City. These images include art and cultural features (mural) as well as structural park designs (playgrounds).

These are a few examples of potential design concepts for the 551 E Street location due to its proximity to the Bone Creek Museum. However, an agrarian-inspired park would be supported at any of the three proposed locations.



Photo courtesy: "Britton Park in Arvada, CO., is home to a farmstead-themed destination playground. Two PlayBooster® playstructures look like barns and colored in their traditional red and white colors featuring plenty of climbing, sliding and exploring adventures. A custom tractor gets plenty of use by all park visitors. This playground keeps kids entertained and exploring for hours," (Landscape Structures Incorporated 2021).

## Façade and Other Building Improvements

Downtown David City currently has numerous underutilized or vacant structures, including commercial spaces on the ground level, and formerly occupied residential apartments on the upper levels. The city should undergo an intentional process of identifying problem properties and incentivizing or requiring owners to bring their spaces back into a state of repair. In keeping with previously stated plans to have downtown David City designated as a historic district, any updates to façades should align with the Downtown Design Guidelines to ensure historical preservation and continuity are respected. Again, we recommend that the city offers façade Improvement Incentives for projects that help the building contribute more directly to the Historic District designation.



Before Image: Corner of 5th and E Streets



After Image: Corner of 5th and E Street

### 03. ECONOMIC DEVELOPMENT

The third and final pillar of this plan focuses on economic development. Among the elements of economic development discussed in this plan, we emphasize: incentivizing business to adjust business hours; recruiting specific businesses that will draw more non-residents to the community, increasing visitors and foot traffic; institutionalizing one or more signature events to draw in crowds from beyond Butler County; and finally, the creation of a new Downtown Business Association.

#### **Downtown Business Association**

In order to foster greater collaboration amongst downtown businesses, a new Downtown Business Association should be created. This organization would be made up of business owners in the downtown district, and would work in collaboration with the Butler County Chamber of Commerce. Among the projects that could be undertaken by the group, one of the first that should be pursued is a “Buy Local” campaign, which could be developed to encourage residents of David City to patronize the downtown businesses, through incentive programs, special shopping days, community events, and

more. This group could also help to enact some of the other recommendations, listed below, that require community support and buy-in. The hiring of an events director under this organization is also recommended as a long term strategy for promoting the downtown. This position could be housed under the City office or the Chamber of Commerce, or another appropriate community organization.

#### **Incentivize to Adjust Business Hours**

A common challenge for small businesses in rural communities is that hours of operation often do not align with the day-to-day lives of working residents. If created, the Downtown Business Association should develop and enact an incentive program to encourage businesses to shift business hours as needed. Ideally, this would include business hours on both Saturday and Sunday, as those are prime opportunities to draw visitors from outside David City who may be visiting the area. In particular, this might provide a compelling reason for residents of Butler County outside the city limits of David City to spend their weekends at David City’s restaurants and stores, rather than driving to larger communities like Columbus for the day. Certain types of businesses should also be encouraged to stay open into the evening,

in order to accommodate customers who may not be able to get away from work long enough to patronize the business otherwise.

#### **Recruit Specific Businesses to Enhance the Downtown Economy**

Based on feedback from David City residents, and additional market analysis, the planning team has identified several types of new businesses that the city could consider pursuing. Among these, dining and retail options top the list, based on the ESRI market analysis indicators that David City is currently far below the potential sales in both of those areas. Suggested business types are listed below.

##### ***1. Locally-owned, non-chain family dining***

This is something that was mentioned as a desire on multiple surveys from community members. While the existing restaurants in Downtown David City each have their own loyal followings, residents crave more options and greater variety in their dining choices.

##### ***2. A drive-thru coffee option.***

While the floral shop downtown does serve coffee, multiple residents expressed interest in a more convenient, drive-thru option in the area.

### **3. Locally owned boutiques**

Small retail businesses owned by local residents would encourage more foot traffic, while allowing residents to meet some of their shopping needs in David City rather than driving to Columbus or other, larger cities. Shops such as these encourage browsing, and the more that the downtown has, the greater a draw this district becomes for shoppers and weekend-trippers.

### **4. Brewery and wine tasting room.**

Many communities across Nebraska - including several smaller than David City - have demonstrated that a brewery, tap room, or tasting room can provide a unique draw for non-residents and residents alike. Visitors can and do drive from larger cities, including Lincoln and Omaha, to visit breweries in rural communities, and those visitors who came to downtown David City for craft beverages would likely support other businesses during their time visiting the community. Furthermore, if David City joined one of the multiple brewery or winery passport programs that currently exist in Nebraska, the city could harness the power of regional tourism, generating more revenue.

### **5. Arts and culture related businesses**

David City already has, in the Bone Creek

Museum of Agrarian Art, a unique cultural asset that could join forces with other new arts-related businesses to draw tourists to the city. Other Nebraska communities, such as Seward or Ashland, also have art galleries or museums that have successfully served as part of the draw to make an attractive day trip option for visitors. With enough of these businesses, David City can begin to promote itself (via the new Downtown Business Association and existing Butler County Chamber of Commerce), as a great destination for visitors from across Nebraska who are interested in experiencing art and culture on a day trip, via a museum, gallery, theater, etc.

### **Institutionalize Signature Community Events**

One of the touchstones of a thriving downtown are community events that provide opportunities for residents, visitors, and local businesses to gather together in celebration and fellowship. Currently, David City does play host to several annual events, including the aforementioned Trunk-or-Treat, and others, but the city should identify one or two key events that can be permanently institutionalized as community traditions that reliably occur each year. Perhaps the

most obvious option here is for the city to commit to hosting the “Countdown to Christmas” - an event the city held in 2019, sponsored by the Hallmark Channel. The city should capitalize on its relationship with Hallmark and its connection to company founder Joyce C. Hall to create an annual event that draws visitors from around the state during the Christmas holidays, while celebrating a notable native son. This event will provide an anchor in the annual calendar of the community for residents to look forward to at the end of the year, but the city should consider identifying an event to take place during the summer months as well as early spring when most households receive tax returns.

THIS PAGE IS INTENTIONALLY EMPTY

# DAVID CITY DOWNTOWN CHAPTER 6: IMPLEMENTATION



## OVERVIEW

The David City Downtown Revitalization Plan presents a program for improving the historic downtown of David City, including physical improvements, partnerships, and new initiatives. This chapter considers several actions necessary to implement the plan that also accomplish the goals previously established by community members and stakeholders.

## POTENTIAL ACTION ITEMS

### Goal 01: Increase New Business & Local Revenue

#### A. Incentive Program for Adjusted Business Hours

The newly created Downtown Business Association, in collaboration with the Butler County Chamber of Commerce, should endorse and enact an incentive program to encourage businesses to shift business hours as needed. In many cases, this should include business hours on both Saturday and Sunday, as those are prime opportunities to draw visitors from outside David City who may be visiting on a weekend excursion, as well as evening hours to accommodate working residents of David City.

### Goal 02: Historic Downtown District

#### A. Designation of Downtown David City as a Historic District

Because of the potential benefit to David City in increased property values, tax benefits, and increased tourism, among the first projects that should be pursued is designation of a Historic District in downtown David City. The city should work with the Nebraska State Historic Preservation Office to pursue this designation.

#### B. Façade & Signage Incentive Programs

In order to preserve and improve existing façades of historic buildings, David City should consider creating façade and signage improvement programs that encourage property owners to upgrade building façades and enhance business signage, which can help with downtown beautification. Such programs have been created by several Nebraska communities through the CDBG funds.

#### C. Addition of Trees in Downtown Space

As budget allows, the city should consider the addition of trees and planters in the middle of 5th Street, between C Street and D Street, and between E Street and the railroad tracks one block north. This area is the most logical place to introduce more tree cover to the downtown courthouse square, without obstructing the façades of historic buildings. To accommodate budget, this project could be undertaken in phases - one or two blocks at a time until complete.

## **Goal 03: Promote Events Downtown**

### **A. Creation of a Downtown Business Association**

In order to foster greater collaboration amongst downtown businesses, a new Downtown Business Association should be created. This organization would be made up of business owners from the downtown district, and would work in collaboration with the Butler County Chamber of Commerce. This recommendation should be a high priority, as it will enable the pursuit of several other projects outlined in this plan.

### **B. Creation of a New Downtown Park**

The creation of a new downtown park and gathering space is perhaps the most ambitious with the greatest potential physical impact of the projects proposed within this plan. Because the proposed site of the park is currently occupied by the City Offices, development of the park would have to wait until after the city has vacated the premises and moved into new offices. Due to the high cost of this project, it should be considered a long-term project to potentially fundraise for in the years to come.

### **C. Purchase of New Site Furnishings and Amenities**

David City should pursue several of the more low-impact esthetic improvements to downtown that have been recommended in this plan. These include adding benches, trash cans, and wayfinding signage.

## **Goal 04: Integrate Comprehensive Downtown Development Into Future Community Plans**

### **A. Zoning Code Modifications and Downtown Design Guidelines**

David City should consider adopting or revising certain existing zoning regulations and policies to assist in downtown revitalization efforts. Policies and standards that may be considered include:

1. Adopting Downtown Design Guidelines that discourage adding non-historical elements to the façades of historic buildings, and encourage removal of false façades.
2. Adopting Downtown Design Guidelines that encourage preservation of historic brickwork, historic-style awnings, and historically-consistent windows.
3. Strengthening zoning language to protect the integrity and quality of the downtown district and adjacent areas from expansion of industrial land use and other misuse of what is allowed in a downtown district.

David City officials can work with the State Historic Preservation Office to develop Design Guidelines.

## **POSSIBLE FUNDING SOURCES**

The following is a list of potential funding sources for projects such as the ones recommended in this Downtown Revitalization Plan and related efforts.

**Community Development Block Grant Program (CDBG)** is federal funding from the Department of Housing and Urban Development which can be pursued with assistance from the Southeast Nebraska Development District. CDBG supports community development to build stronger and more resilient communities, and may address needs such as infrastructure, economic development projects, public facilities installation, community centers, housing rehabilitation, public services, clearance/acquisition, code enforcement, and more.

**Certified Local Government Program (CLG)** is a grant and technical assistance program administered by the State Historic Preservation Office (SHPO) of the Nebraska State Historical Society to pursue community preservation activities and invest in existing historic assets. Communities must obtain CLG status in order to obtain funding from this program.

**Rural Economic Development Loans and Grants from the US Department of Agriculture** are awarded for the promotion of job creation and rural economic development. Eligible costs include business startup costs, business expansion, economic development services, and telecommunications services and assistance for medical, education, and job-training.

**Historic Preservation Tax Credits**, a federal program with support from the Nebraska State Historical Society Preservation office, is available to owners of historic resources for reuse and renovation projects that support the integrity and heritage of Nebraska communities. Renovation of buildings that are listed or eligible for listing on the National

Register of Historic Places qualify an owner for a 20% Historic Preservation Tax Credit against his or her personal federal income taxes. Buildings that are not deemed eligible but are contributing to a historic district are eligible for a 10% tax credit. Communities can work the SHPO officials to apply for Historic Preservation Tax Credits. Communities must be listed as or pursuing historic preservation to apply.

**Valuation Incentive Program (VIP)** is a program managed by the Nebraska State Historical Society Historic Preservation Office which allows an owner of a National Register-listed Property to receive a temporary tax “preference” or hold on any additional valuation created by improvements made to preserve a historic property.

**Civic and Community Center Financing Fund (CCCCF)** is a grant program offered by the Nebraska Department of Economic Development that provides funding to support quality of life projects in Nebraska communities. These funds can be used to construct or improve community and public facilities (ex. libraries, recreation and wellness centers, gathering spaces, convention centers, town squares, and cultural centers). Such projects include the rehabilitation, conversion, or reuse of historic buildings. When awarded, CCCCCF funding can cover more than 50% of total project costs for communities, and a minimum 1:1 to cost-share.

## TIMELINE

For greatest impact, the projects listed in this chapter should be planned and designed to build on each other, demonstrating tangible outcomes as projects are completed. Project

implementation can occur over an eight-year period from 2022 to 2030. The first two years (2022-2023) should focus on the three highest priority projects, which can serve as a catalyst to lay the foundation for future projects.

A specific action that should shortly follow the adoption of this plan is the formation of a Downtown Revitalization Committee in the community. This group can be facilitated by the City of David City and include stakeholders, community members, business leaders, and other key institutions in the planning area.

The next priority-level of projects can be pursued in the subsequent two years, or upon completion of the previous projects, if budget allows. Finally, the remaining four years will be focused on the longer-term projects - the addition of trees and the development of a new park.

Leadership, community follow-through, and development of an ongoing financing program will be critical to the success of the David City Downtown Revitalization Plan.

# CHAPTER 7: RESOURCES

## APPENDICES

01 COMMUNITY SURVEY QUESTIONS .....	81
02 COMMUNITY SURVEY SUMMARY.....	82 - 83
03 OPEN HOUSE MATERIAL.....	84 - 92
04 FIELD SURVEY FORM.....	93 - 96
05 BUILDINGS CONTRIBUTING TO HISTORIC DISTRICT - STATE HISTORIC PRESERVATION OFFICE.....	97 - 103
06 DESIGN CONCEPTS & RENDERINGS.....	104 - 115
07 AVAILABLE HISTORIC PHOTOS.....	116 - 129
08 MATERIAL PALETTE.....	130
09 PLANT AND VEGETATION PALETTE.....	131
10 MAPS.....	132 - 140

## REFERENCES

- Burayidi, M.A. 2018, Downtown Revitalization in Small and Mid sized Cities, American Planning Association, PAS Report 590.
- Leinberger, C.B., 2005, Turning Around Downtown: Twelve Steps to Revitalization, Metropolitan Policy Program, The Brookings Institution.
- Smart Growth America, 2015, (Re)Building Downtown: A Guidebook for Revitalization, <https://smartgrowthamerica.org/resources/rebuilding-downtown/>
- David City Comprehensive Plan  
<https://documentcloud.adobe.com/spodintegration/index.html?r=1&locale=en-us>
- Butler County Housing Study  
<https://documentcloud.adobe.com/spodintegration/index.html?r=1&locale=en-us>
- Census Reporter (ACS 2019 5-year) <https://censusreporter.org/profiles/16000US3112315-david-city-ne/>
- Field Research Hotel Evaluation Report  
<https://documentcloud.adobe.com/spodintegration/index.html?r=1&locale=en-us>
- Hallmark Channel countdown to Christmas  
<https://nebraska.tv/news/local/hallmark-channel-decorates-david-city-to-honor-the-birthplace-of-founder>
- Butler County Fair  
<https://www.butler-county-fair.com/>

Bone Creek Museum  
<https://bonecreek.org/about/history/>

David City Library  
<http://libraries.ne.gov/davidcity/>

Historic preservation  
<https://history.nebraska.gov/sites/history.nebraska.gov/files/doc/hp/Establishing%20a%20Local%20Government%20Historic%20Preservation%20Program--An%20Introduction%20to%20Local%20Ordinances.pdf>

Butler County comprehensive plan  
[https://co.butler.ne.us/pdfs/planning/comp\\_plan\\_1.pdf](https://co.butler.ne.us/pdfs/planning/comp_plan_1.pdf)  
<https://davidcitycomprehensiveplan.wordpress.com/meeting-presentations/>

Existing land use  
<https://msa-ps.maps.arcgis.com/apps/webappviewer/index.html?id=290c0df1bf4442f4bd8e15ed485c72e5>

CDBG  
<https://www.hudexchange.info/programs/cdbg/>

THIS PAGE IS INTENTIONALLY EMPTY

### Survey Questions for Downtown Revitalization Plan for David City, NE

1. Do you live in David City?
2. Where do you live?
3. Do you work in David City?
4. Where do you work?
5. What are the current strengths and opportunities for David City's downtown area and economy?
6. What are the major threats and weaknesses of David City's downtown area and economy?
7. Looking back 10 years, what do you wish David City had done differently? What is your vision for the downtown area in the next 10 years (2021-2030)? What can we do as a community to make Downtown the place we want it to be?
8. What do you like about other downtown areas that you have visited and/or lived in that David City can learn from as peer cities?
9. Please choose items that should be critical priorities in David City's downtown revitalization and economic development?
  1. Downtown street improvements, maintenance, and safety
  2. Downtown business development
  3. Planning for downtown growth sustainably including infrastructure, schools, housing, and recreation
  4. Downtown residential improvement
  5. Downtown beautification; town clean up
  6. Community activities and facilities
  7. Others ( Please Specify)
10. Who should be engaged in this planning process for David City's downtown revitalization and economic development?
  - a. City Council
  - b. Residents
  - c. Downtown businesses
  - d. Non-downtown businesses
  - e. Others: (Please specify)

# David City Downtown Revitalization

## Community Survey

The following data was collected during the summer of 2021 for the community of David City, Nebraska. The results of this survey will be used to guide the planning and decision-making process for the David City Downtown Revitalization project. These answers provide direct feedback from residents, business owners, and visitors of David City about their vision for the future of its downtown.

*Do you live in David City?*

Yes - 72.3%  
No - 27.7%



*Do you work in David City?*

Yes - 63.5%  
No - 36.5%



*What are the current strengths and opportunities for David City's downtown area and economy?*

1. **Community Facilities** - library, museum, courthouse
2. **Location** - highway access, central to amenities
3. **Infrastructure** - recently renovated streets, wide sidewalks, lighting
4. **Aesthetic** - historic feel, brick streets, building facade
5. **Potential for growth** - available buildings, community buy-in, recent investments

*What are the major threats and weaknesses of David City's downtown area and economy?*

1. Aging infrastructure
2. Lack of new businesses
3. Minimal streetscape/landscaping
4. Limited retail and entertainment options
5. Need for more community public space and events

# What is your vision for the downtown area in the next 10 years (2021-2030)?



## Choose items that should be critical priorities in David City’s downtown revitalization and economic development?

Downtown street improvements, maintenance, and safety	16.7%
Downtown business development	84.9%
Planning for downtown growth (infrastructure, schools, housing, and recreation)	50%
Downtown residential improvement	18.2%
Downtown beautification; town clean up	65.2%
Community activities and facilities	63.6%
Other (please specify)	18.2%





# David City Downtown Revitalization Plan OPEN HOUSE

Monday,  
November 29

1 PM - 2 PM

Roman L. and  
Victoria E. Hruska  
Memorial Public Library

399 N 5th Street, David City

The City of David City will be holding an open house on Monday, November 29th to share the results of a Downtown Revitalization Plan (DRP) conducted in partnership with the University of Nebraska - Lincoln Community and Regional Planning's masters program.

Students from this program will be sharing their vision for the downtown area of David City and will use community feedback from the Open House to help shape the DRP. The City invites all community members to attend and provide your feedback on this Plan as well as your vision for downtown David City.

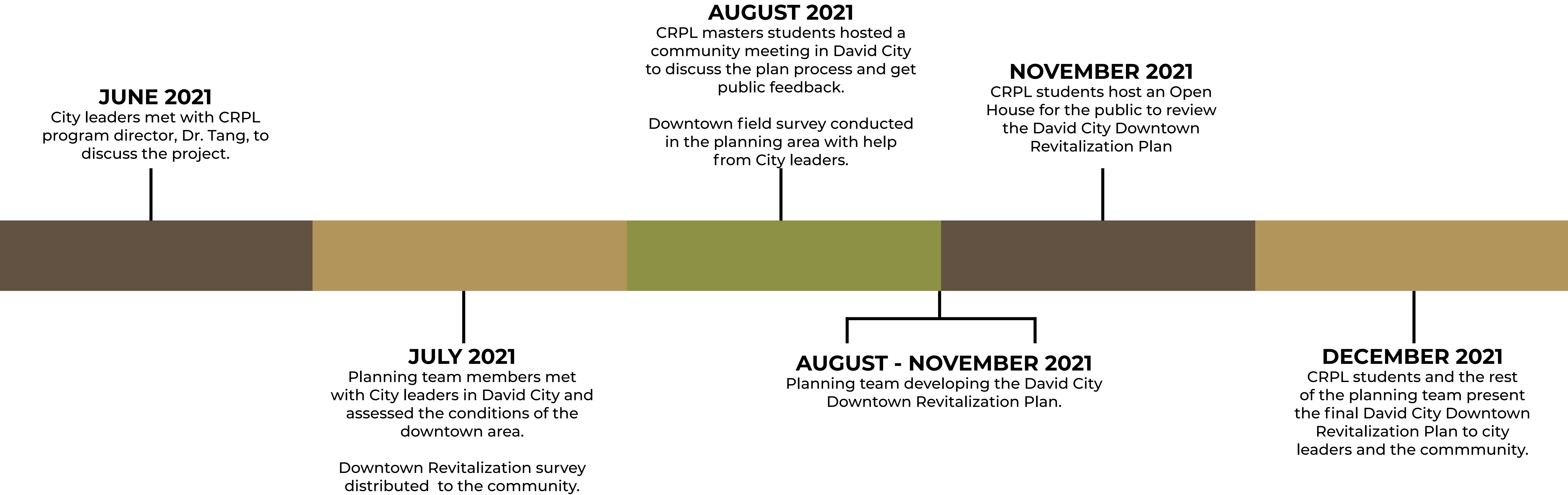


# Project Overview



The City of David City, UNL Community and Regional Planning (CRPL) Masters program, and Southeast Nebraska Development District (SEND D) have partnered together to create the David City Downtown Revitalization Plan. This Plan will be used to apply for future funds that support the growth and development of the community’s downtown area. This includes the City’s pursuit of Community Development Block Grant (CDBG) funds. This Plan recorded the current condition of David City’s downtown, analyzed the community’s economy, history, and social/cultural features, and identified potential threats and opportunities within the downtown area. Based on these data and findings, this Plan established key goals for the downtown area and recommendations for future improvements.

# Project Timeline



# CAST YOUR VOTE



The next two posters will allow you to cast a vote for your top two priority areas of improvement in downtown. These votes will be used in the Plan to identify areas of highest concern and priority for community members.

**INSTRUCTIONS:**

- 1. Take 2 stick-on dots found on the table below.
- 2. Place one under each of your top two priority areas.

*If you have other concerns or priorities that do not fit under these categories, talk to one of the members of the Planning Team.*

**STREETS/SIDEWALKS**

**HISTORIC  
PRESERVATION  
DISTRICT**

**BEAUTIFICATION**  
(GREEN SPACES, PLANTINGS, BENCHES, ETC.)

# CAST YOUR VOTE



## **INFRASTRUCTURE** (LIGHTS, WATER & SEWER, BROADBAND, ETC.)

## **ECONOMIC DEVELOPMENT**

## **BUILDING FACADE**

*Limit two votes per participant.*

# Plan Recommendations



The following recommendations are presented by the Planning Team to guide future improvements and developments in the downtown area that align with the priorities and goals identified by city leaders and community members.

## Historic Preservation

1. Pursue Historic District Designation
2. Enhance Historic Integrity of Existing Downtown Buildings
3. Develop Design Guidelines as Guidance for Future Updates to Historic Buildings

## Physical Improvements

1. Enhance Streetscape
2. New Public Gathering Space
3. Facade and Other Building Improvements

## Policy Recommendations

1. Downtown Business Association
2. Incentivize to Adjust Business Hours
3. Recruit Specific Businesses to Enhance the Downtown Economy
4. Institutionalize Signature Community Events

# Plan Implementation



Looking northeast on North 5th Street between E and D Street.



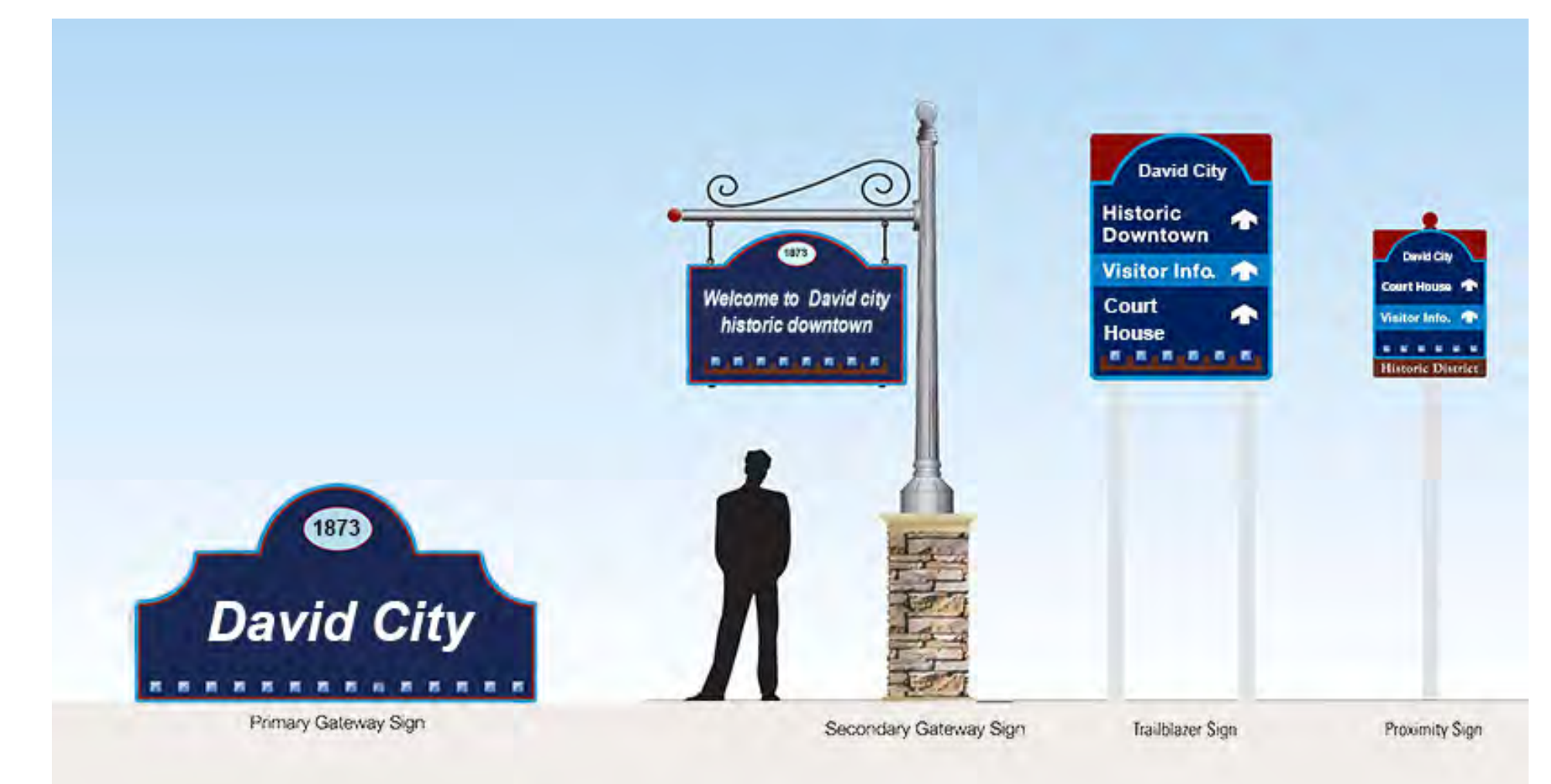
Before

After

## Material Palette:



\*\*\* Designs presented are only potential concepts that are included in the Plan. These are not final renderings of what improvements to downtown David City will look like.



# Plan Implementation



Looking North on 5th Street, between D and C (Building on the left is the library).



\*\*\* Designs presented are only potential concepts that are included in the Plan. These are not final renderings of what improvements to downtown David City will look like.

# Downtown Park Space



## Possible Locations

1. Old City Office Building (557 N 4th Street)
2. Old US Bank ATM location (593 N 5th Street)
3. Vacant building (551 E Street)

\*\*\* Designs presented are only potential concepts that are included in the Plan. These are not final renderings of what improvements to downtown David City will look like.



Agrarian-inspired community park concepts.

Photos courtesy of: <https://www.playlsi.com/en/commercial-playground-equipment/playgrounds/watkins-regional-park/brary/>.



# David City Downtown Revitalization Plan Open House

Monday, November 29<sup>th</sup> | 1:00 pm – 2:00 pm | David City Public Library

Name (First & Last)	Phone number	Email address	City, State	How did you hear about this event?
Clayton Keller	[REDACTED]	[REDACTED]	[REDACTED]	One of the Organizers
Emmalyn Gaudio	[REDACTED]	[REDACTED]	[REDACTED]	email from city administrator
Ann Enderberg	[REDACTED]	[REDACTED]	[REDACTED]	
Alice Wood	[REDACTED]	[REDACTED]	[REDACTED]	paper flyer in newspaper
Deb Dinkelman	[REDACTED]	[REDACTED]	[REDACTED]	Banner flyer
Kent Longenecker	[REDACTED]	[REDACTED]	[REDACTED]	Banner flyer
Michelle Longenecker	[REDACTED]	[REDACTED]	[REDACTED]	Banner flyer
Chris Eberle	[REDACTED]	[REDACTED]	[REDACTED]	EMAIL FROM CITY ADMINISTRATOR
CHAD DENKER, DCPS SWAT	[REDACTED]	[REDACTED]	[REDACTED]	letter



# David City Downtown Revitalization Plan Open House

Monday, November 29<sup>th</sup> | 1:00 pm – 2:00 pm | David City Public Library

Name (First & Last)	Phone number	Email address	City, State	How did you hear about this event?
Russ Krupicka	[REDACTED]	[REDACTED]	[REDACTED]	Mailing to me
Tami Comte	[REDACTED]	[REDACTED]	[REDACTED]	
Keith Mavin	[REDACTED]	[REDACTED]	[REDACTED]	

**Field Survey Form**  
**UNL Community and Regional Planning Program**

<b>Date:</b>	<b>Name of Note taker:</b>
<b>City Name:</b>	
<b>Street address/parcel number of building:</b>	
<b>Land use type of the building:</b> <input type="checkbox"/> Residential <input type="checkbox"/> Commercial <input type="checkbox"/> Industrial <input type="checkbox"/> Public Use <input type="checkbox"/> Other (identify): _____	
<b>Name of building, business, or public use:</b>	
<b>Occupancy:</b> <input type="checkbox"/> The structure is currently occupied <input type="checkbox"/> The structure is vacant <input type="checkbox"/> Uncertain whether the structure is occupied or vacant	
<b>Second Story:</b>	Yes      No <b>Occupied Second Story:</b> Yes      No      Unknown
<b>Overall condition of principal structure and façade condition:</b> <input type="checkbox"/> No Work Required <input type="checkbox"/> Good Condition <input type="checkbox"/> Fair Condition <input type="checkbox"/> Unsuitable Condition Comments:	
<b>Sidewalk/Street Condition:</b> <input type="checkbox"/> No Work Required <input type="checkbox"/> Good Condition <input type="checkbox"/> Fair Condition <input type="checkbox"/> Unsuitable Condition Comments:	
<b>Building and Street Lighting:</b> <input type="checkbox"/> Poor (in need of major repairs or improvements) <input type="checkbox"/> Fair (in need of minor repairs or improvements) <input type="checkbox"/> Good (sufficient for average use of building) <input type="checkbox"/> Excellent (more than meets the requirements of the building use) Comments:	
<b>Soft Infrastructure (select all that are present):</b> <input type="checkbox"/> Green infrastructure and landscaping <input type="checkbox"/> Pedestrian friendly features <input type="checkbox"/> Safety and ADA features <input type="checkbox"/> Public space (bench, open space, public facilities, etc.) Comments:	
<b>Safety concerns:</b>	

**No Work Required.** Properties in this category have facades that are either new or have been preserved or refurbished. These properties are positively contributing to downtown revitalization. Exterior materials are either

original or have been repaired and are in excellent condition. Painted Facades are clean and well detailed and windows have generally been updated. Facades are welcoming and contribute to the vitality of the businesses they house. Those that have awnings or canopies are using them successfully.

- No structural or aesthetic problems are visible.

**Good Condition.** Properties in this category have facades that are in generally good condition with the exception of their awnings. Exterior façade materials are in good condition and paint and finishes have been generally updated. However, existing awnings are not necessarily of appropriate quality for downtown or they are missing altogether. Some of these properties also require window replacement or refurbishment.

- Slight damage to porches, steps, roofs, etc. is present on the structure,
- Slight wearing away of mortar between bricks, stones, or concrete blocks,
- Small cracks in walls or chimneys,
- Cracked windows,
- Lack of paint, and,
- Slight wear on steps, doors, and door and window frames.

**Fair Condition.** Properties in this category have deficiencies in both their facades and awnings. Among the repairs and improvements needed are painting, minor façade repairs, new windows and new canopies/awnings. New window glazing should be selected for transparency so that it is clear to passersby what activities are housed in the buildings. Some of the properties in this category require removal of foreign building materials such as aluminum-covered windows and street level façade covers.

Deteriorating conditions

- Holes, open cracks, rotted, loose, or missing materials, in parts of the foundations, walls, (up to one-quarter of the wall), or roof (up to one-quarter of roof),
- Shaky, broken, or missing steps or railings,
- Numerous missing and cracked window panes,
- Some rotted or loose windows or doors (no longer wind- or water-proof),
- Missing bricks or other masonry of chimney,
- Makeshift (un-insulated) chimney.

**Unsuitable Condition.** Properties in this category have major deficiencies in the appearance of their facades. Many of these have been obscured by unauthentic “slipcovers” which should be removed. This creates an “unknown condition” which makes project planning more challenging. In some cases, major façade repairs may be needed but in other cases property owners may find the original facades have been protected by the covering. Properties in this category have missing awnings or poor quality, canopies. Street level façade and base walls are in poor condition in some of these properties and window upgrades or replacement are needed.

- Dilapidated condition
- Holes, open cracks, or rotted, loose or missing material (siding, shingles, brick, concrete, tiles, plaster, floorboards) over large areas of foundation, on walls or on roof,
- Substantial sagging of roof, floors, or walls,
- Extensive damage by fire, flood or storm, and
- inadequate original construction such as makeshift walls, roof made of scrap materials, foundations or floors lacking, or converted barns, sheds, and other structures not adequate for housing.

Include High-Resolution JPG Photographs Here:

Include High-Resolution JPG Photographs Here:

## Contributing Buildings in David City (black box)



\*Contributing dependent on period of significance

\*\*Eligible individually

1. 595 N 4<sup>th</sup> St: 1954, Historic service garage, now home improvement; original garage door and some (maybe all) original windows. Brick façade\*
3. 539 N 4<sup>th</sup> St: 1900, Historic Name: Old Boston Photo Studio, law firm now; door not original but is an in-kind replacement; window not likely original but is historic now\*\* (photo)
4. 527 N 4<sup>th</sup> St: 1925, Historic commercial, now finance company; non-historic windows and awning (further review could move it to non-contributing) (photo)
5. 517 N 4<sup>th</sup> St: 1910, Historic Name: Wolfe Building, Knights of Columbus, First National Bank, now commercial; in-kind replaced second story windows, missing transoms on first story, non-contributing modern red brick façade addition on east side (makes not eligible individually) (photo)
6. 360 E E St: 1916-1918, Historic Name: Carnegie Library, now a residence, not original door or windows (all), stone library signs painted over\*\* (photo)

7. 528 N 4<sup>th</sup> St: 1904; commercial; original windows covered up (may be missing) but all original sizes are there so it could still be contributing.
8. 9, 10, 11: 404-420 E E St: 1888, All four properties are considered 1 building historically: T.B. Myers and Wolfe Building Commercial Block; more research will need to be done on 2<sup>nd</sup> story windows but all appear to be replaced; 2<sup>nd</sup> story access doors all appear to be original; the Lierle building is the only one with a major renovated first floor façade; missing/covered up transoms, only one historic awning, 10 and 11 (kind of 8) have historic store front windows\*\* (photo)
12. 434 E E St: Historic: Furniture store, 1888, now insurance, first floor façade very altered but may be covering things up. (photo)
13. 452 E E St: 1890, Historic: commercial building, now BJ's Hardware; replaced 2<sup>nd</sup> story windows; mid-century storefront (photo)
14. 460 E E St: 1890, Historic name: Boston Building, now landscaping company, Masonic lodge on 2<sup>nd</sup> floor; altered mid-century storefront, replaced 2<sup>nd</sup> story windows, replaced 2<sup>nd</sup> story access door. (photo)
15. 470 E E St: 1966, Historic pharmacy, now a bar and grill; slightly altered awning, no major changes to mid-century building\* (photo)
17. 1950, Historic office building, now contractors; has replaced windows but size did not change; no additional information or address found\*
19. 546 N 5<sup>th</sup> St: 1880 or 1950 year is not clear, likely original building in 1880s then heavily remodeled in 1950; Historic commercial building, now a salon, non-historic awning\* (photo)
20. 536 N 5<sup>th</sup> St: 1910 or 1950 year is not clear; Historic commercial building, now a restaurant; has historic window openings; highly possible original neon sign\* (photo)
21. 530 N 5<sup>th</sup> St: 1886, Historic commercial building, now retail; brick veneer on lower storefront may be covering up wood/iron columns; lower window openings original size; replaced upper story windows; missing two storefront windows, transoms covered up or removed, historic awning (photo)
22. 522 N 5<sup>th</sup> St: 1890/1900, Historic commercial building, now H&R Block; if not in a district not eligible; non-historic awning; lower storefront likely redone in early 70s; cornice in really good condition; if it had transoms they are long gone. (photo)
24. 566 E E St: 1946, Historic garage, still a garage today; original garage door, original windows or at least same openings\*
25. 597 E E St: 1920, Historic Telephone Exchange building, now commercial; all windows are replaced (original 6-over-6) but size is correct; door is replaced but similar to original. Garage behind building not included in this review of buildings. (photo)

26. 585 E E St: 1928, Historic commercial building, still a commercial building; all doors and windows replaced but are the same size and have same configuration; non-historic awning; unsure if it had transoms at any point. (photo)
27. 575 E E St: Unsure on year but likely within the 1920s; is now part of an art museum; all replaced windows; transoms replaced sometime in the 80s.
31. 620 D St: unsure on year; St. Luke's United Methodist Church; no majors change it to other than a new dome roof tile\*\*
34. 496 N 5<sup>th</sup> St: 1889, Historic Novacek department store, now a retail space; windows might be replaced and not original size (2<sup>nd</sup> floor), color way off from original, historic awning removed, all storefront windows are replaced and wrong size; cornice on north side missing, stucco may be covering up some mid-century storefront. (photo)
35. 486 N 5<sup>th</sup> St: 1889, Historic commercial, now retail; 1 building 2 business; north side has most integrity; south side has more modern storefront rehab; all 2<sup>nd</sup> story windows replaced, wrong size. (photo)
36. 470 N 5<sup>th</sup> St: 1888; Historic commercial, now Zegers Home; replaced 2<sup>nd</sup> story windows but the right size; mid-century historic storefront; original apartment access door. (photo)
37. 38, 39, 40: 462, 452, 442, 440 N 5<sup>th</sup> St: 1887, 1888, 1892: Historic commercial Buildings, now retail spaces; all have maintained their historic mid-century storefront changes; all second store windows are replaced with wrong size. (photo)
43. (B) 422 N 5<sup>th</sup> St: 1889, Historic Commercial building, now part of pharmacy; has the same address as the building next to it; almost completely original 1800s store front; non-historic awning; replaced windows not quite the right size\*\* (photo)
44. 402 N 5<sup>th</sup> St: 1903, Historic Bank, now a title company; all windows replaced with wrong size windows (very bad, worst in town); paint color wrong; had a mid-century awning removed; some windows just flat out removed. (photo)
46. 537 D St: same address as #45; 1924, argument could be made for it being non-contributing but leaving it here for now; window are not right for the storefront but better condition than 45.
49. 360 N 5<sup>th</sup> St: 1914/1940 both dates are recorded, I lean to the 1914; Historic commercial building, now Napa auto parts; mid-century windows and non-historic awning; good condition.
52. 312 N 5<sup>th</sup> St: 1914; Historic dealership, now an empty building; all windows but south west lower corner are replaced wrong size (bad replacements all over); interior has a lot of integrity still\*\*

57. 461 E D St: 1889; Historic Opera House, now event space; Already listed; would be great if all windows were opened again.

<https://npgallery.nps.gov/NRHP/AssetDetail?assetID=4b0bfec7-8f01-4603-857d-1e8047481424> (photo)

58. 449 E D St: 1887; likely part of opera house, now floral shop; used to have stucco over façade, changes made to façade but not too major; windows replaced (photo)

59. 435 E D St: 1914; Historic Service garage, now construction/storage; replaced downsized windows.

63. 336 N 4<sup>th</sup> St: 1921; Historic service garage, now retail space; mid-century replaced block glass windows; mid-century garage door; downsized replaced windows; transoms covered up/missing; might have original steel windows on the north side.

67. 323 N 4<sup>th</sup> St: 1915/1925; Historic service garage, now ?; one original transom left (may be mid-century but still historic), replaced garage door; one original door with transom and one replaced with covered up transom; window openings original and correct size

68. 345 N 4<sup>th</sup> St: 1916/1925; Historic service garage, now construction company; mid-century replaced garage door; replaced door and windows; windows wrong size; transoms covered up

71. 411 N 4<sup>th</sup> St: 1935; Historic Post Office, still the post office; Eligible Individually; all looks good on it and it might still have original windows or at least in-kind replacements (no photos to support).\*\*

72. 443 N 4<sup>th</sup> St: 1915/1924; Historic commercial building, now ACE; transoms covered up or missing; windows replaced but good size, openings not changed; doors replaced but not bad; had an awning but none now/minimal

73. 465 N 4<sup>th</sup> St: 1924; historic commercial building, now law office; store front heavily modified but cornice in good condition; all storefront façade brick added later; windows wrong size and design; argument could be made for it not being contributing.

76. 375 E E St: 1935; historic commercial building; still commercial; East side looks odd but it might just be the replaced windows; obvious cornice removal and brick work on the north side.\*

#### Non-Contributing Buildings:

2. 557 N 4<sup>th</sup> St: City utilities building, no construction date but fairly new (80s).
16. 490 E E St: 1979, US Bank, tore down historic buildings for new construction. (photo, original building)
18. 566 N 5<sup>th</sup> St: 1948, lumber and storage, historic building torn down in the 80s.
23. This is a new construction. The building in the aerial shot was torn down in 2019 and a new bank was built (photo of original building)
28. 569 E E St: 1967, not a bad building but nothing outstanding about it\*
29. 559 E E St: 1910, Historic commercial building, still a commercial building; replaced upper story windows with one missing; mid-century storefront; at least 2 transom windows are gone (HVAC); argument could be made for it to be contributing but going to leave it here for now due to the amount of change to both the bottom and 2<sup>nd</sup> story.
32. Fire department, too new
33. Garage for fire department, too new.
41. 428 N 5<sup>th</sup> St: 1908, building heavily modified; windows changed and not right size, painted on 1908 was done more recently; lower storefront heavily modified; non-historic awning added.
42. (A) 422 N 5<sup>th</sup> St: 1908; part of 428 and has a fake stone veneer covering whole building
45. 537 D St: 1924; if gray and blue paneling was removed it might be contributing.
47. 507 D St: 1974; too new and likely tore down a historic building to build it.
48. 370 N 5<sup>th</sup> St: 1922; façade too modified, historic photos may prove otherwise but no photos found.
50. 352 N 5<sup>th</sup> St: 1969; good condition but nothing standing out on it\*
51. 342 N 5<sup>th</sup> St: 1956; good condition, all original but nothing standing out on it\*
53. 307 N 5<sup>th</sup> St: 1949; does not fit in with rest of district, could be removed from the map all together.
54. 307 N 5<sup>th</sup> St: 1969; part of the house next door, again too out of the normal from the rest of the district, could be removed from map.
55. 343 N 5<sup>th</sup> St: 1900; the tile front was put on sometime after 1980 and it is so far departed from the original look there is no way it could be contributing; if all tile removed it could be contributing. (Photo)

56. 399 N 5<sup>th</sup> St: 1980s; town library, too new, tore down Historic Hotel Perkins to build '82. (photo, original hotel)

61. 405 E D St: 1956; gas station has been altered too many times and likely outside the period of significance.

62. 435 E D St: unknown year; part of construction company owning 59 and 60; too new to be contributing with metal siding and roof.

70. 397 N 4<sup>th</sup> St: 1915/1920; Historic Sabata Motor company, now a bank; the original building is still there but it was completely remodeled for the drive through and a whole new stucco façade was put on the main building structure.

74. 479 N 4<sup>th</sup> St: 1950s; commercial building; just does not fit in with the rest of the buildings around the downtown area; brick work done all over the place with none matching mortar; windows are weird; wood shingles not historically accurate\*

75. 481 N 4<sup>th</sup> St: too new to be contributing

77. 451 N 5<sup>th</sup> St: Courthouse; original historic one torn down to build this one in the 1964; while a courthouse could be listed this one is just outside the likely period of significance for this eligible downtown. (original building photo)

#### Unsure:

30. 551 E E St: Unsure on the state of this building at this time and have no information on it.

60. 435 E D St: 1914; part of 59; could be contributing but only if was considered a full part of the building next door; original window opening correct.

64. 336 N 4<sup>th</sup> St: 1931; back part of #63; not sure if this should be considered a separate building or part of 63; would have to look at inside to see if they are connected on the interior. If connected this would be labeled 63 and be contributing.

65. 336 N 4<sup>th</sup> St: 1947; also part of construction company, storage area; a good example of this type of building but may be too far departed from the rest of the downtown to be contributing, more research needed.\*

66. 311 N 4<sup>th</sup> St: 1922/1960; historic auto garage, still a garage; unsure on construction year; and not as good of an example of an early garage like others in the downtown area.\*

69. 361 N 4<sup>th</sup> St: 1915; The Runza; Good reuse of the building and turning the garage door into the delivery area; will have to look more into it to really decide if it is contributing or not; the weird cut interior cut away on the north side is what is making me pause otherwise I would put it as contributing; leaning that way but not 100% sure at this time.





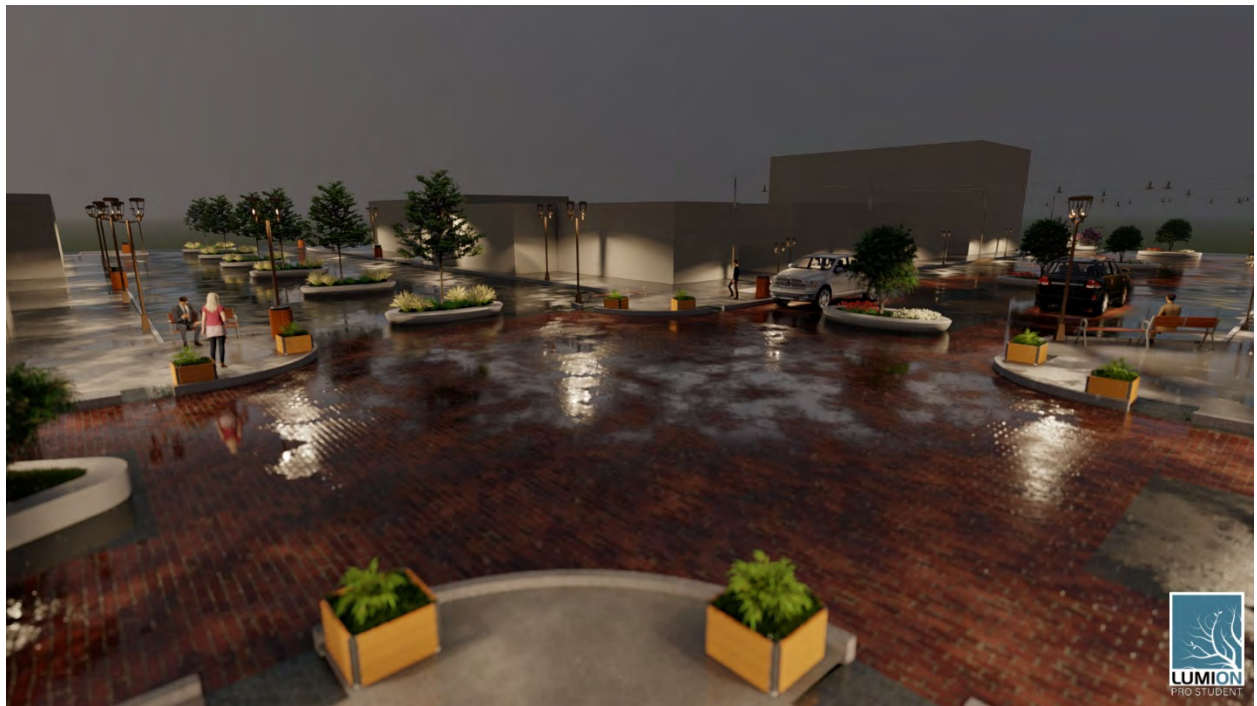




















Available historic photos are below:



Buildings 3, 4, & 5, 1980



Buildings 8-14, 1967



Same buildings different angle, 8-14, 1967



Buildings 34-44, 1967



Opera building in the back (57) 1967



2221 North Side Square. David City, Nebr.

Oct. 31<sup>st</sup> 1907  
m!

I believe this is still building 8-14 and the original building 16





Upper photos has look of original 2<sup>nd</sup> story windows on building 8-14 (1890-1905?)



Buildings 34-42, 1897, can see some original upper story windows.



Buildings 8-16 (original 16 building) can see original 2<sup>nd</sup> story windows better.



Building 57 (opera house) and 58 (58 may need to move to non-contributing after seeing this, depends). Can see all of the original windows on the opera house. The old hotel that was demolished in the 1980s (building 56) is also pictured here on the far left.



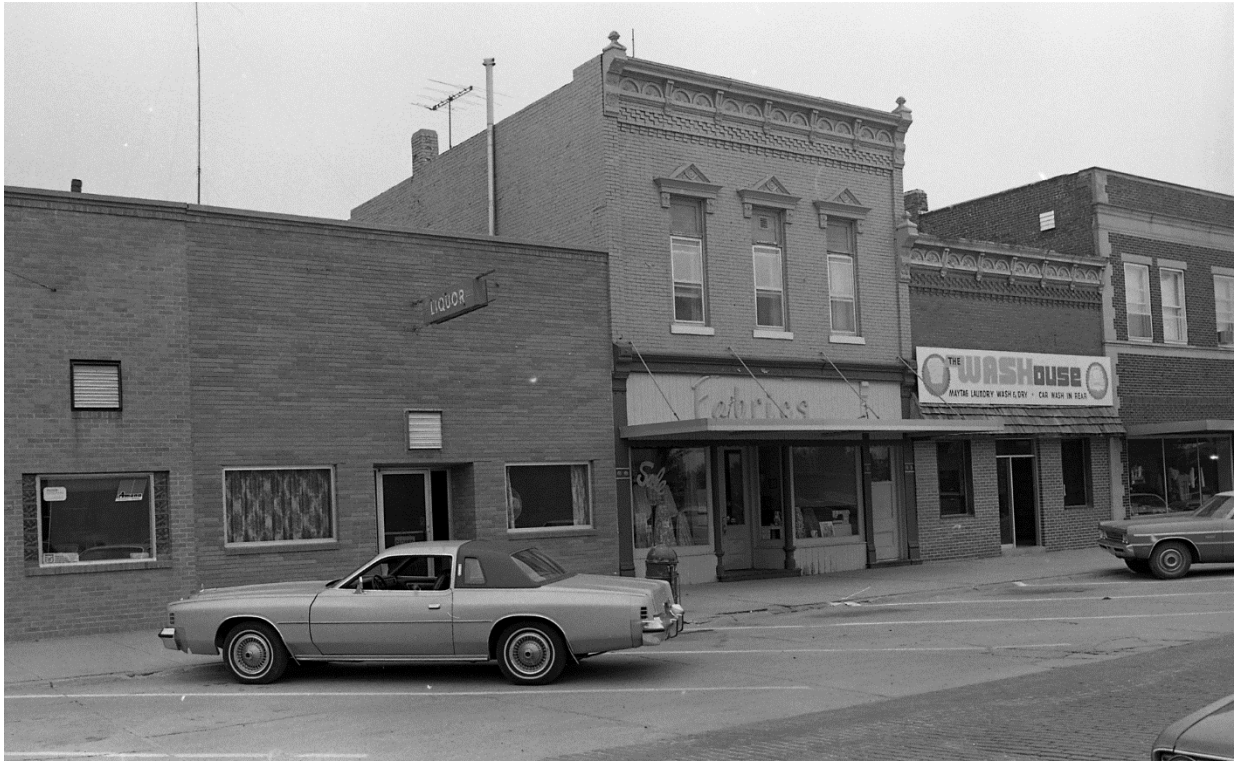
Building 31, 1980



Buildings 25 and 26, 1980



Buildings 19-22 and the building 23 that was demoed in 2018; the far left building is also gone



Close up of buildings 20, 21, and 22, both photos 1980



Buildings 34-37, 1980



Buildings 37-40, 1980



Buildings 42-44, 1980



Focus on building 44, 1980



Opera house (building 57) and the hotel that was demoed for the new 56 building. 1980



Focus on building 57, opera house, 1980



Building 6, 1980



Buildings 8-14, 1980



Building 55



Historic Building 52, year unknown but likely 1950s



# Site furnishings



**“Gretchen Litter”** by Landscape Forms  
Color: Dark brown wood



**“Niu Oval”** by Landscape Forms  
Planter that serving as a large-format planter, resting place, sand or grass container, or tree surround.



**“Perisphere”** by Landscape Forms  
Color: Dark brown wood



**“Jules et Jim”** by Landscape Forms  
Concrete planters with bases that form a bench



**“Plaza Planter”** by Landscape Forms  
Color: Dark brown wood & Steel



**“Arne Lighting”** by Landscape Forms  
An optional shade accessory shields LEDs from direct view.

# TREES & SHRUBS & ORNAMENTALS & GRASSES

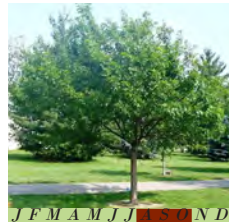
-  nebraska native
-  full sun
-  part shade
-  full shade
-  attracts birds
-  attracts pollinators
-  erosion control
-  rain garden
-  rock garden
-  street tree
-  border
-  flood tolerant
-  medium water
-  drought tolerant



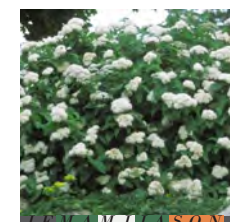
**J F M A M J J A S O N D**  
**Common Hackberry**  
*Celtis occidentalis*  
 40-60' height 40-60' spread  
 tolerance: flood, drought, pollution, wind



**J F M A M J J A S O N D**  
**'Cleveland Select' Callery Pear**  
*Pyrus calleryana*  
 40' height 15 - 20' spread  
 tolerance: drought, clay soil, air pollution



**J F M A M J J A S O N D**  
**Shumard Oak**  
*Quercus shumardii*  
 40-60' height 40-60' spread  
 tolerance: Drought



**J F M A M J J A S O N D**  
**Fritsch spirea**  
*Spiraea fritschiana*  
 2-3' height 3-5' spread  
 tolerance: air pollution



**J F M A M J J A S O N D**  
**Grey Headed Coneflower**  
*Ratibida pinnata*  
 3-5' height 1.5-2' spread  
 tolerance: drought, clay soil



**J F M A M J J A S O N D**  
**Purple Coneflower**  
*Echinacea purpurea 'Magnus'*  
 2.5-3' height 1-1.5' spread  
 tolerance: drought, clay soil, dry soil, shallow-rocky soil



**J F M A M J J A S O N D**  
**Blue Dart Path Rush**  
*Juncus 'Blue Dart'*  
 1-1.5' height .75-1' spread  
 tolerance: erosion, clay soil, wet soil



**J F M A M J J A S O N D**  
**Northwind Switchgrass**  
*Panicum virgatum 'Northwind'*  
 1-2.5' height 1-1.5' spread  
 tolerance: drought, wet soil, air pollution



**J F M A M J J A S O N D**  
**Emerald Queen Norway Maple**  
*Acer platanoides*  
 40-50' height 35-45' spread  
 tolerance: heat, drought



**J F M A M J J A S O N D**  
**Concolor Fir**  
*Abies concolor*  
 30-50' height 20-40' spread  
 tolerance: poor drainage



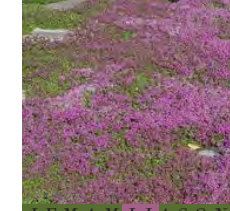
**J F M A M J J A S O N D**  
**New Jersey Tea**  
*Ceanothus americanus*  
 3-4' height 3-5' spread  
 tolerance: drought, shallow-rocky soil



**J F M A M J J A S O N D**  
**Fringed Bluestar**  
*Amsonia ciliata 'Half Way to Arkansas'*  
 2-3' height 2-3' spread



**J F M A M J J A S O N D**  
**LA Blue Woodland Phlox**  
*Phlox divaricata 'Louisiana Blue'*  
 .5-1' height .75-1' spread  
 tolerance: clay soil, dry soil



**J F M A M J J A S O N D**  
**Red Creeping Thyme**  
*Thymus praecox 'Coccineus'*  
 3-6" height 1-1.5' spread



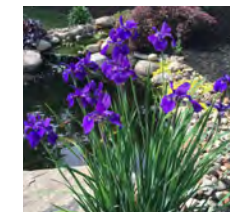
**J F M A M J J A S O N D**  
**Sand Lovegrass**  
*Eragrostis trichodes*  
 3-6' height 1-3' spread  
 tolerance: erosion



**J F M A M J J A S O N D**  
**Cornelian Cherry Dogwood**  
*Cornus mas*  
 15-25' height 15-20' spread  
 tolerance: clay soil



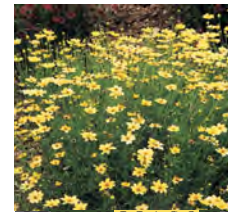
**J F M A M J J A S O N D**  
**New Horizon Elm**  
*Ulmus 'New Horizon'*  
 30-40' height 15-25' spread  
 tolerance: DED, elm leaf miner, and verticillium wilt



**J F M A M J J A S O N D**  
**Caesar's Brother Iris**  
*Iris 'Caesar's Brother'*  
 3-4' height 2.5-3' spread  
 tolerance: drought, erosion, clay soil, wet soil



**J F M A M J J A S O N D**  
**Crested Iris**  
*Iris Cristata*  
 .5-.75' height .5-.75' spread  
 tolerance: drought



**J F M A M J J A S O N D**  
**Creme Brulee Coreopsis**  
*Coreopsis 'Creme Brulee'*  
 1-2.5' height 1-1.5' spread  
 tolerance: drought, dry soil



**J F M A M J J A S O N D**  
**Creeping Lilyturf**  
*Liriope spicata*  
 8-10" height 1-2' spread  
 tolerance: dry soil, drought



**J F M A M J J A S O N D**  
**Honeylocust**  
*Gleditsia triacanthos f. inermis*  
 30-70' height 30-70' spread  
 tolerance: drought, pollution, salt



**J F M A M J J A S O N D**  
**Japanese Tree Lilac 'Ivory Silk'**  
*Syringa reticulata*  
 20-25' height 15-20' spread  
 tolerance: clay soil



**J F M A M J J A S O N D**  
**Black-Eyed Susan**  
*Rudbeckia hirta*  
 2-3' height 1-2' spread  
 tolerance: drought, clay soil



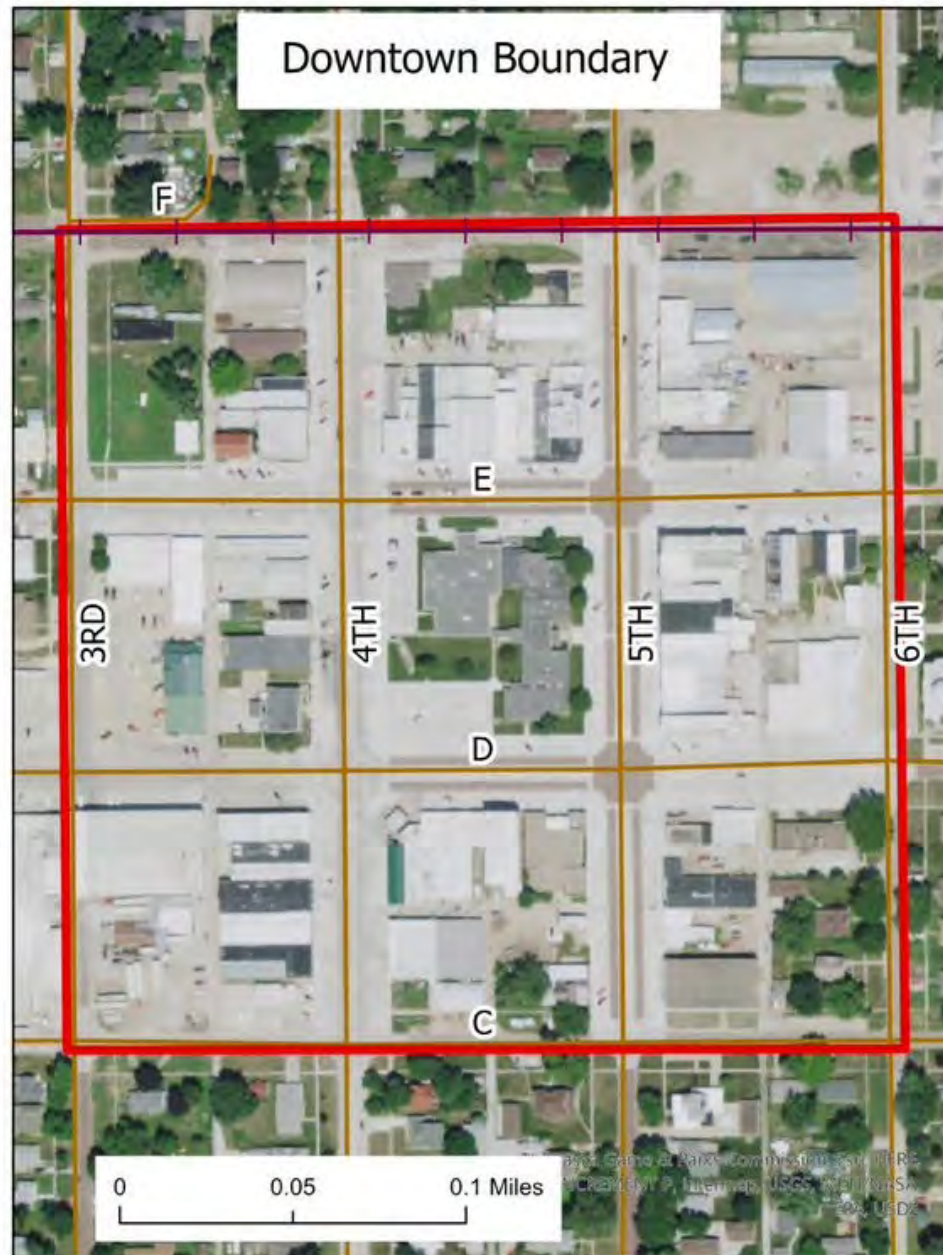
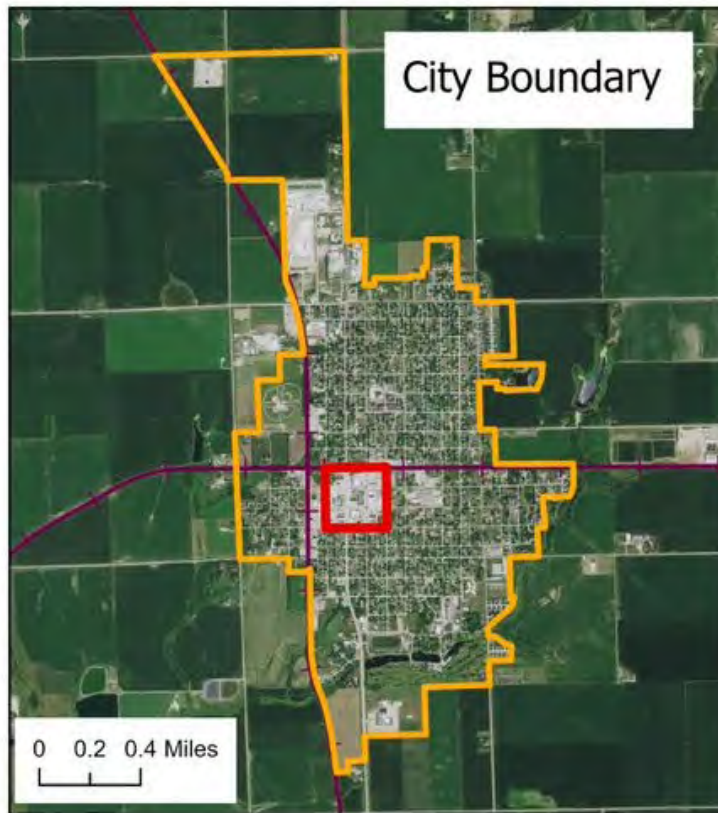
**J F M A M J J A S O N D**  
**Butterfly Milkweed**  
*Asclepias tuberosa*  
 2.5-3' height 1-1.5' spread  
 tolerance: drought, erosion, dry soil, shallow-rocky soil



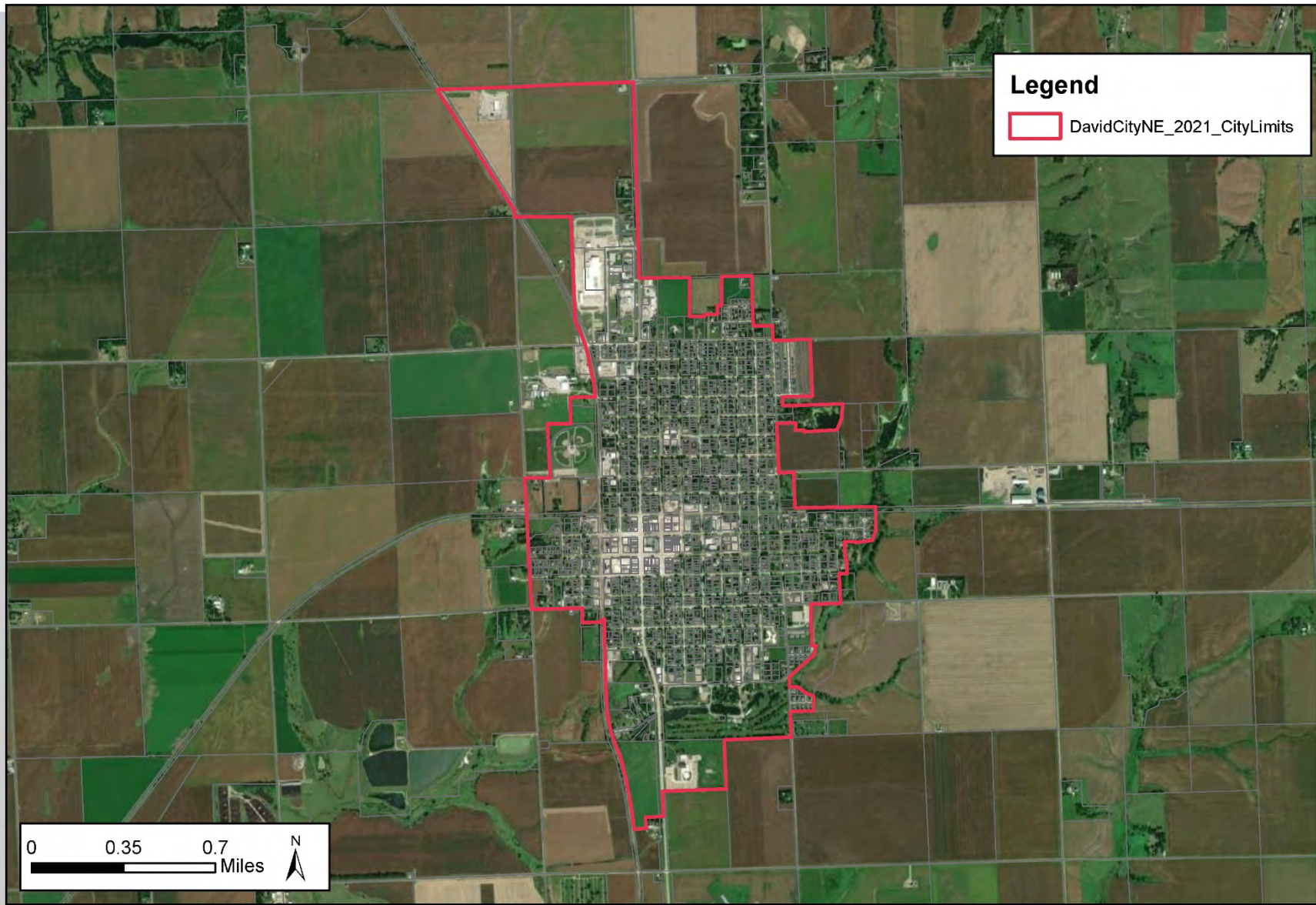
**J F M A M J J A S O N D**  
**Prairie Phlox**  
*Phlox pilosa*  
 1-1.5' height 1-1.5' spread  
 tolerance: drought, clay soil



**J F M A M J J A S O N D**  
**Pennsylvania Sedge**  
*Carex pensylvanica*  
 .5-1' height .5-1' spread  
 tolerance: flooding, heavy shade



**Planning Area:** This plan will focus on the nine square blocks bounded by 3rd Street on the West, F Street on the North, 6th Street on the East, and C Street on the South.



Created By: JDM  
 Date: 11/3/2021  
 Software: ArcGIS 10.8

This map was prepared using information from record drawings supplied by JEO and/or other applicable city, county, federal, or public or private entities. JEO does not guarantee the accuracy of this map or the information used to prepare this map. This is not a scaled plot.

# City Limits

---

David City, Nebraska

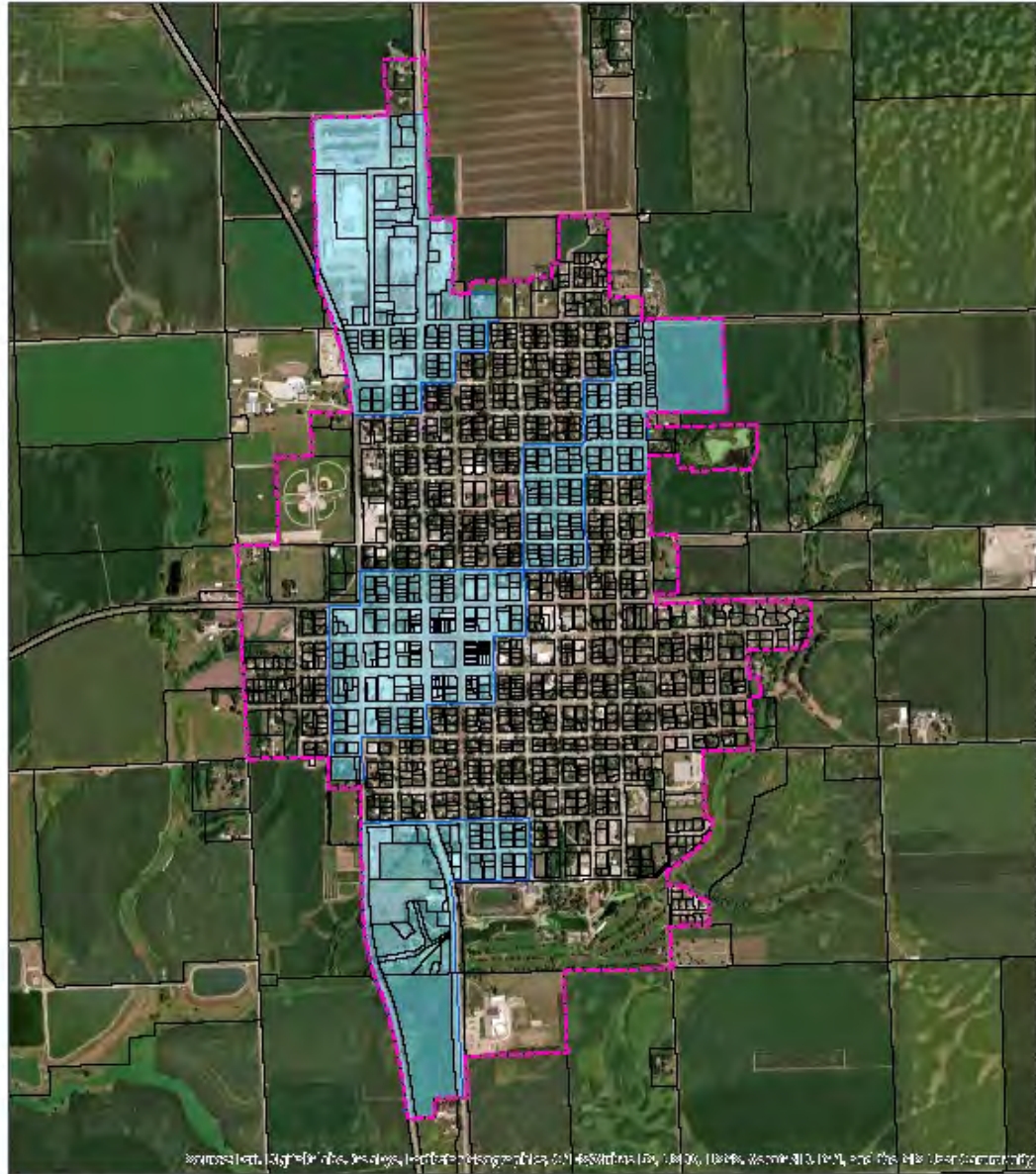


# Downtown Housing in David City



 Occupied Second Level Housing

 Opportunities for Second Level Housing



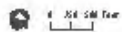
Date Survey: 2016  
 City of David City  
 and Planning Commission

- Parks
- Current City Limits (1,119 acres)
- Designated Blight and Substandard Areas (200 acres)

## DAVID CITY BLIGHT STUDY

### BLIGHT STUDY BASE MAP

CITY OF DAVID CITY  
 BUTLER COUNTY, NEBRASKA




## Land Use in Downtown Planning Area



Source: "Existing Land Use", David City NE Comprehensive Plan. MSA.

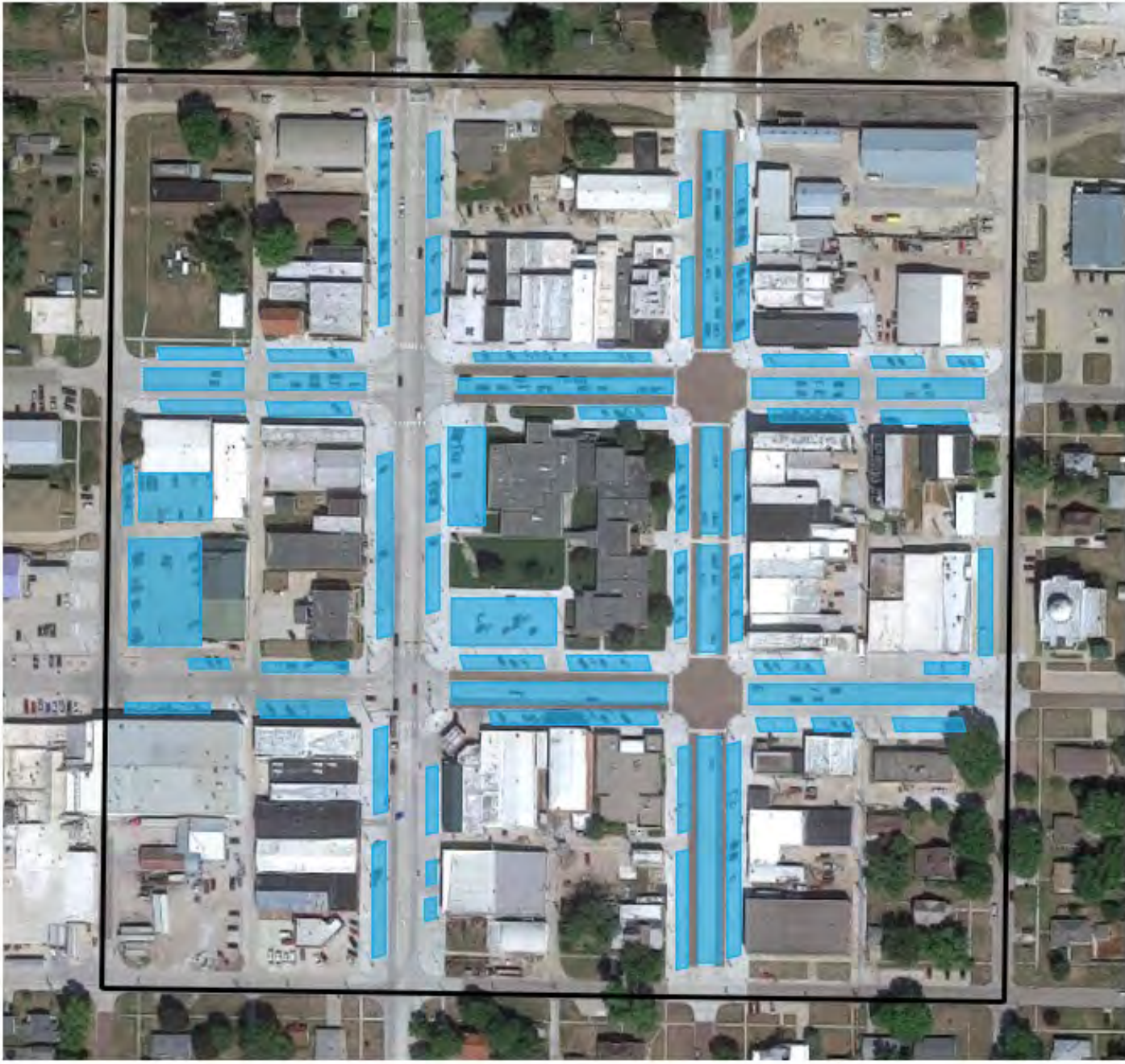
## Current Building Stock




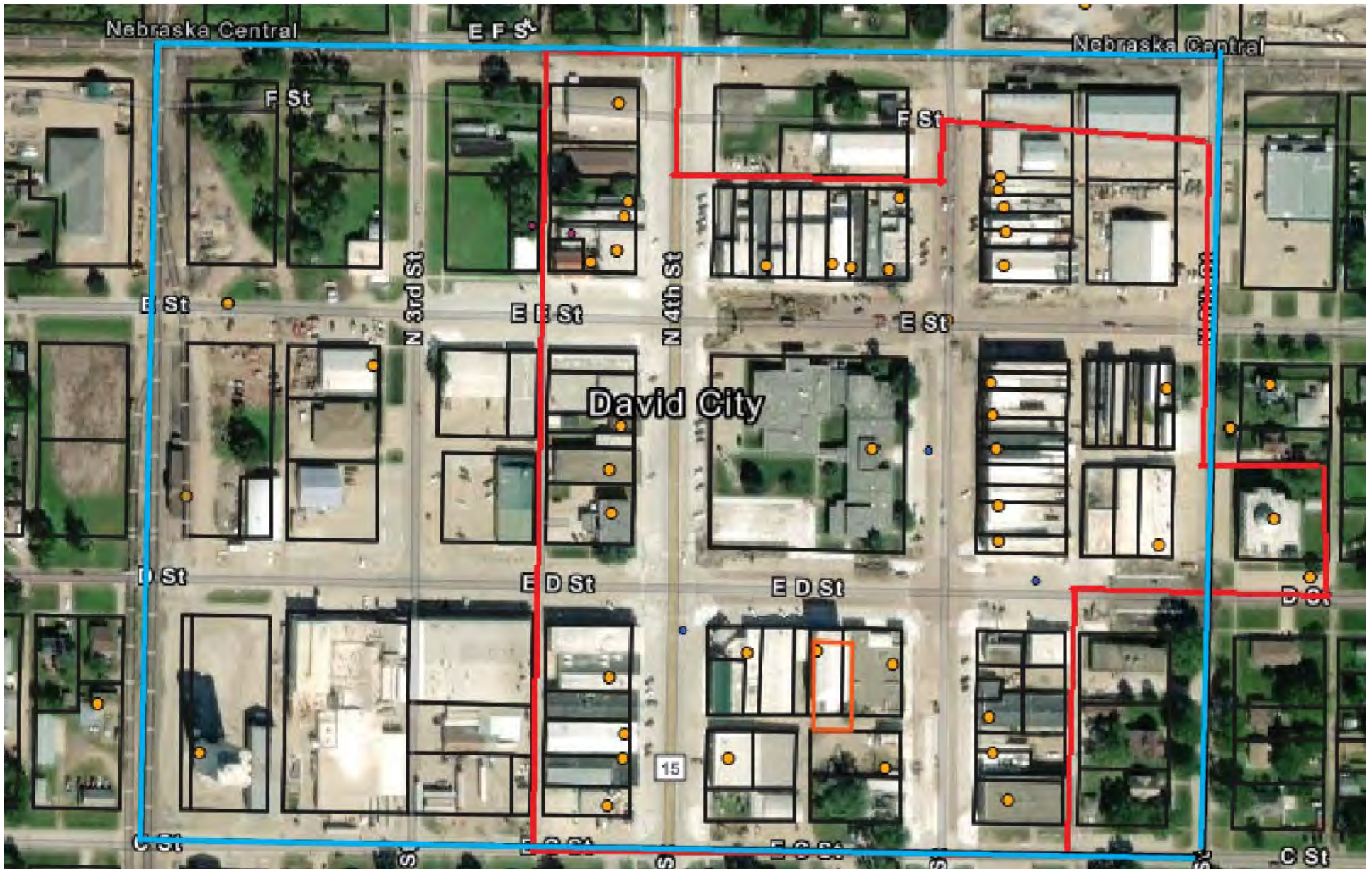
 Vacant Structures/Properties

Vacant properties:

- 312 5th Street
- 342 5th Street (vacant lot)
- 442 5th Street
- 585 5th Street
- 593 5th Street
- 374 4th Street
- 449 D Street
- 310 E Street (vacant lot)
- 339 E Street
- 460 E Street
- 490 E Street (future home of City Hall)
- 551 E Street
- 569 E Street




 Existing Parking



The area inside the blue outlined square is the identified boundaries of the planning area. The area located inside the red square is the area recommended for Historic District designation. The orange dots are the buildings identified as qualifying for historic preservation status as a conforming building. Source: Nebraska State Historic Preservation Office.



 Buildings Contributing to Historic District

DAVID CITY, NEBRASKA  
**DOWNTOWN REVITALIZATION  
PLAN**

DECEMBER, 2021