

THE BULLETIN

A publication of the Benson-Ames Alliance

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TNT GRANT TO HELP GREEN EAST GATEWAY

The east entrance to downtown Benson will get a lot greener this year, thanks to the 2011 Trees for Nebraska Towns (TNT) program.

The Benson-Ames Alliance has been awarded a \$17,100 grant from the program for its *Greening Benson's East Gateway* project. In 2011, the city's public works department will reconfigure the convergence of Northwest Radial Highway, N. 58th Street and Maple Street—the first component of the Maple Street Corridor Project to be implemented. This reconfiguration will create two enhanced green spaces and a traffic island.



The grant will be used to landscape the new green space with a variety of large maturing and ornamental trees. "A well-landscaped east gateway will help set the tone for future improvements to Maple Street," said Troy Arthur, chair of the Benson-Ames Alliance Steering Council. "Once completed, it will serve as a demonstration site for sustainable design techniques and help encourage investment in local redevelopment opportunities."

Following the project's first year, the recently revitalized Benson Business Improvement District will assume maintenance for the new green space.

Additional grant funds will be sought for companion plants, appropriate signage and street furniture. Future plans include applying for grant funding for a public art sculpture that embodies Benson's emerging music and art culture, Arthur said.

TNT is funded by the Nebraska Environmental Trust, a beneficiary of the Nebraska Lottery. Follow the Benson-Ames Alliance on Facebook to keep tabs on this project and other activities.



Community Spirit in Action.

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BECOME A BETTER COMMUNICATOR—JOIN TOASTMASTERS

Goodwill Industries is hosting a new community Toastmasters chapter at its Benson Park Plaza location.

The group meets each Thursday from noon to 1:00pm at 4805 N. 72nd Street in the Durham Community Room.

Toastmaster meetings are comprised of approximately 20 people who meet weekly to practice leadership and communication skills in a friendly, supportive and constructive environment.

Activities include giving speeches or filling a meeting role such as a timer, evaluator or grammarian.

This chapter is open to all residents and other businesses in the area. For more information, contact Tobi Mathouser at 231.1972. For more information about Toastmasters, visit www.toastmasters.org.



BULLETIN BITS

City Council Approves Plans for Expanded Benson Business Improvement District

The Omaha City Council, on a 7-0 vote Nov. 23, green lighted the Benson Business Improvement District's plans to expand its boundaries, update its assessment formula, add two new board members (appointed by the mayor) to the existing five and begin implementing its strategic work plan. The plan focuses on cleaning and maintenance, lighting and security, signage and landscaping.

The return of holiday lighting to Maple Street was the first of their efforts, with help from the Benson Neighborhood and Benson Business associations. For more information about the Benson Business Improvement District, contact Greg Bourne at grbour4@aol.com or 402.558.1365.

Benson SummerFest June 18

The 2011 installment of Benson SummerFest is set for June 18 up, down and around Maple Street.

Many of Benson's finest have begun meeting to plan for the annual summer celebration. For more information or to get involved, contact D'Ann Lonowski, Mint Design Group, at 402.330.2999.

Input Sought on Future of Fontenelle Park

The City of Omaha Department of Parks, Recreation and Public Property wants your ideas about the future of Fontenelle Park. How can the park be improved? Should the pond be expanded? Is the golf course the highest and best use of the space?

Beginning Jan. 9 and continuing through Jan. 30, the public can submit their ideas via www.passthepotatoes.com. For more information, contact the parks department at 402.444.5900.

B-AA 2011 Meeting Schedules

The Benson-Ames Alliance Steering Council meets the second Wednesday of every other month from 11:45am to 1:00pm at The Omaha Home for Boys in the Youth and Family Services

Building, Rooms B and C. The remaining 2011 dates are as follows:

- March 9
- May 11
- July 13
- Sept. 14
- Nov. 9

If you'd like to attend any of these meetings as a guest, contact Omaha by Design at 402.554.4010 or info@omahabydesign.org.

The Benson-Ames Alliance Executive Committee meets the third Wednesday of every other month from 3:30 to 4:30pm at varying locations. The 2011 dates are as follows:

- Feb. 16
- April 20
- June 15
- Aug. 17
- Oct. 19
- Dec. 21

For more information, visit www.benson-ames.org.

Applications Sought for K.I.N.Ship Project

The K.I.N.Ship Project (Kids in Nebraska), a partnership of Outward Bound Omaha, Project Everlast and the Nebraska Foster Youth Council, is providing foster youth and their siblings with an entire year's worth of exciting adventures. Programs are designed to strengthen sibling bonds between youth that are separated due to foster placement.

Youth will participate in Outward Bound activities that—through challenge and adventure—will teach participants the value of being part of a team and doing your best. Activities are provided at no cost to the families, and the youth are provided with all the equipment necessary to participate. To apply or for more information about the program, contact Liz Cornish at 402.614.6360 or lcornish@outwardbound.org.

HELP YOUR B-AA BUSINESS PREVENT CRIME THROUGH ENVIRONMENTAL DESIGN

by Angie Echtenkamp
Omaha Police Department Business Watch

C. Ray Jeffrey developed the concept known as Crime Prevention Through Environmental Design (CPTED). It is the proper design and effective use of the built environment that leads to a reduction in the fear and incidence of crime, and an improvement in the quality of life.

CTPED's four main concepts are natural surveillance, access control, territoriality and activity support. Businesses should try to employ all four concepts to create a safer working environment and deter crime.

Natural Surveillance

Natural surveillance involves the location and use of physical features, lighting, mechanical devices/video cameras, activities and people to maximize the visibility of an area.

Businesses should not cover their storefront windows with sales posters and advertisements. Windows should be clear so employees can easily see into the parking lot for any potential threat and so customers and officers patrolling the area can see into the business to see that the occupants are safe.

Also, ensure all trees and bushes are trimmed so they do not create hiding places around your business.

Access Control

Access control employs people, electrical/mechanical devices and natural measures to

create a perception of risk to offenders and deny them access to targets.

For example, access to business break rooms and storage areas should be restricted to employees only. Signs should be posted to notify non-legitimate users of the policy. Any unused portions/rooms in a business should be kept locked to secure the contents and prevent any opportunities for criminals to hide, waiting for the chance to strike.

Territoriality

Territoriality uses physical features to relay ownership and control of the environment. Here again, signs can be used to relay this message.

For example, post signs indicating that a parking lot is for customers only.

Also, landscaping and pavement treatments (tiles, cobblestones, etc.) can be used to create a boundary around your business, clearly defining the transition from public to semi-public/private property.

Activity Support

Activity support helps maintain the effectiveness of the measures employed by demonstrating that the area is being used for its intended purpose. In a store, for example, an observer should see customers shopping, alert employees greeting customers and people out in the area.

For more information or to schedule a CPTED audit of your business, contact the Business Watch Office at 402.444.6518. The office also maintains a web page on the City of Omaha's web site at www.cityofomaha.org—search for OPD Business Watch.



B-AA NEIGHBORHOOD ASSOCIATION DIRECTORY

Please send listing corrections to baalliance@omahabydesign.org.

Ames-Benson Neighborhood Association

60 to 66, Fowler to Sprague

Meetings vary.

Pamela Duncan, president (402.455.9032)

Benson Neighborhood Association

Fontenelle to 72, Ames to Western

Meets the last Monday of every month (except May, June, July, August and December) at 7 p.m. at Benson Baptist Church, 6319 Maple.

Liz Moldenhauer, president (mold_e@yahoo.com)

Clairmont Heights Neighborhood Association

45 to 48, Military Avenue to Maple

Meets the third Tuesday of the month at 7 p.m. at the Holy Name Little Gym.

Kim Reid-Kuhn, president

Cole Creek Neighborhood Association

60th to 72nd, Camden to Sorensen

Daniel Clute, president (drdjclute@gmail.com)

Country Club Community Council

52 to 56, Corby to Blondo

Meets the first Monday of every other month (February, April, June, August, October and December) at 7 p.m. at St. Paul United Methodist Church, 5410 Corby.

Matt Herzog, vice president

www.historiccountryclub.com

Fontenelle View Neighborhood Association

48 to Fontenelle Boulevard, Ames Avenue to Brown

Charlene Potter, contact person

Fort Redman Neighborhood Association

50 to Fontenelle Boulevard, Brown to Sorensen Parkway

Cynthia Wakefield, contact person

Hartman Avenue Neighborhood Association

50 to 60, Kansas Avenue to Fort

Meets the second Thursday of January, April, July and October at 7 p.m. at Mount View Presbyterian Church, 5308 Hartman.

Skypp Dorsey, president

Metcalf-Harrison Neighborhood Association

Lake to Western (48 to 52), Blondo to Western (52 to 56)

Meets the second Tuesday of the month at 7 p.m. in March, June, September and November at Harrison Elementary School, 5304 Harrison St.

Ann Hosford, president

www.metcalf-harrison.org



The Benson-Ames Alliance is a volunteer grassroots organization formed in 2005 to help plan and implement the revitalization of this historic corner of Omaha. Omaha by Design serves as the project manager.

The Bulletin—the B-AA newsletter—is published quarterly. To submit news or request copies to stack at your business or organization, call 402.554.4010 or email info@omahabydesign.org.

Follow the Benson-Ames Alliance on:

