

# The RiverFront: Heartland of America Park

Omaha, NE

*The park, previously a brownfield, has been reimagined to become a sustainable riverfront destination with a focus on a series of amenities that encourage community and social engagement. To ensure the long-term health of the native, drought-tolerant vegetation, water-efficient irrigation, bioretention facilities, and specialized soils were implemented park wide.*

Heartland of America Park is the second of three phases that implements the Riverfront Revitalization Master Plan that was drafted by OJB in 2018. The master plan was a two-year effort that re-envisioned the downtown Omaha and Council Bluffs park systems to reconnect the community spiritually and physically to the Missouri River. Constructed in 1990 and originally envisioned as a pastoral park featuring a central lake, iconic fountain, and walking paths, Heartland of America Park had little active programming or recreation. The Master Plan connected downtown to the water’s edge, which transforms the park into a vibrant destination.

Due to an existing flood wall and active railyard, Heartland of America Park was not able to engage with the river in a meaningful way. OJB worked closely with the City, US Army Corps of Engineers and other local and federal agencies to regrade a portion of the lake edge to improve usable area, views and provide pedestrian access to the river via the new Farnam Pier. Envisioned as an iconic structure hovering over the banks of the river, the Farnam Pier anchors the east end of the park with unobstructed views of the Missouri River and downtown.

An extension to Douglas Avenue, from the downtown core through the park, provides ease of multi-modal access between the newly active Heartland of America and Lewis and Clark Landing parks.

OJB also worked with the client, Metropolitan Entertainment & Convention Authority (MECA), on a multitude of operations, maintenance, and programming components, including operations analysis, revenue generation, community engagement, programming guidelines, governance, and staffing recommendations.

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## Client

The City of Omaha  
Metropolitan Entertainment & Convention Authority (MECA)

## Size

31 acres

## Dates

2019 - 2023

## Team

HDR  
Gensler  
Safdie Rabines Architects  
Applied Ecological Services  
RSM Design  
Alvine Engineering  
Studio Ludo  
Fluidity  
Pine & Swallow  
Atelier Ten

## Awards

Envision Platinum Award for Sustainability

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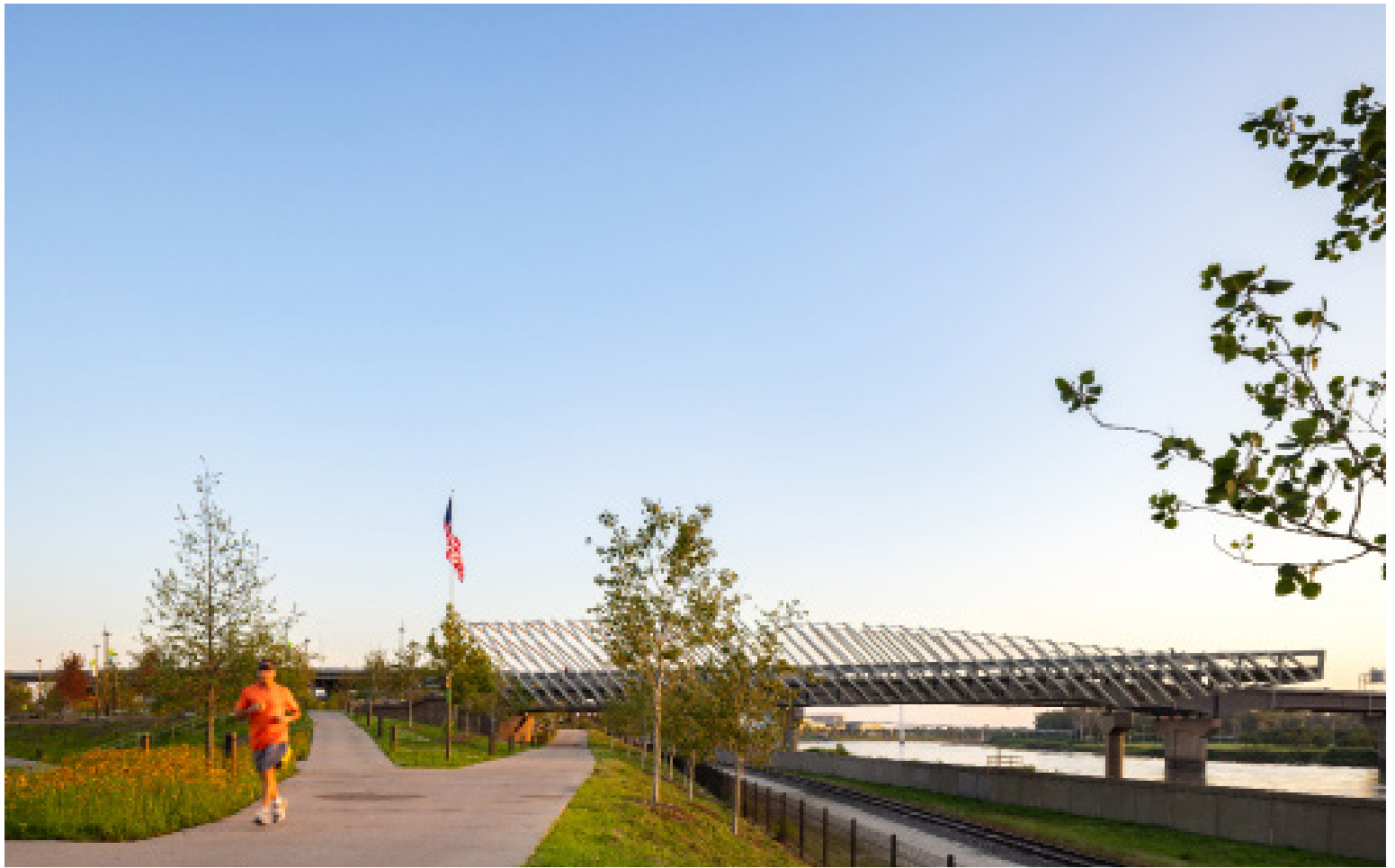












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