

A SPECIAL SECTION IN FOUR PARTS

Part 3: CONSTRUCTION, MANUFACTURING, AGRICULTURE

JAN. 21 HEALTH, FITNESS, MEDICINE JAN. 28 EDUCATION, TECHNOLOGY, EMPLOYMENT FEB. 11 FINANCIAL SERVICES, INSURANCE

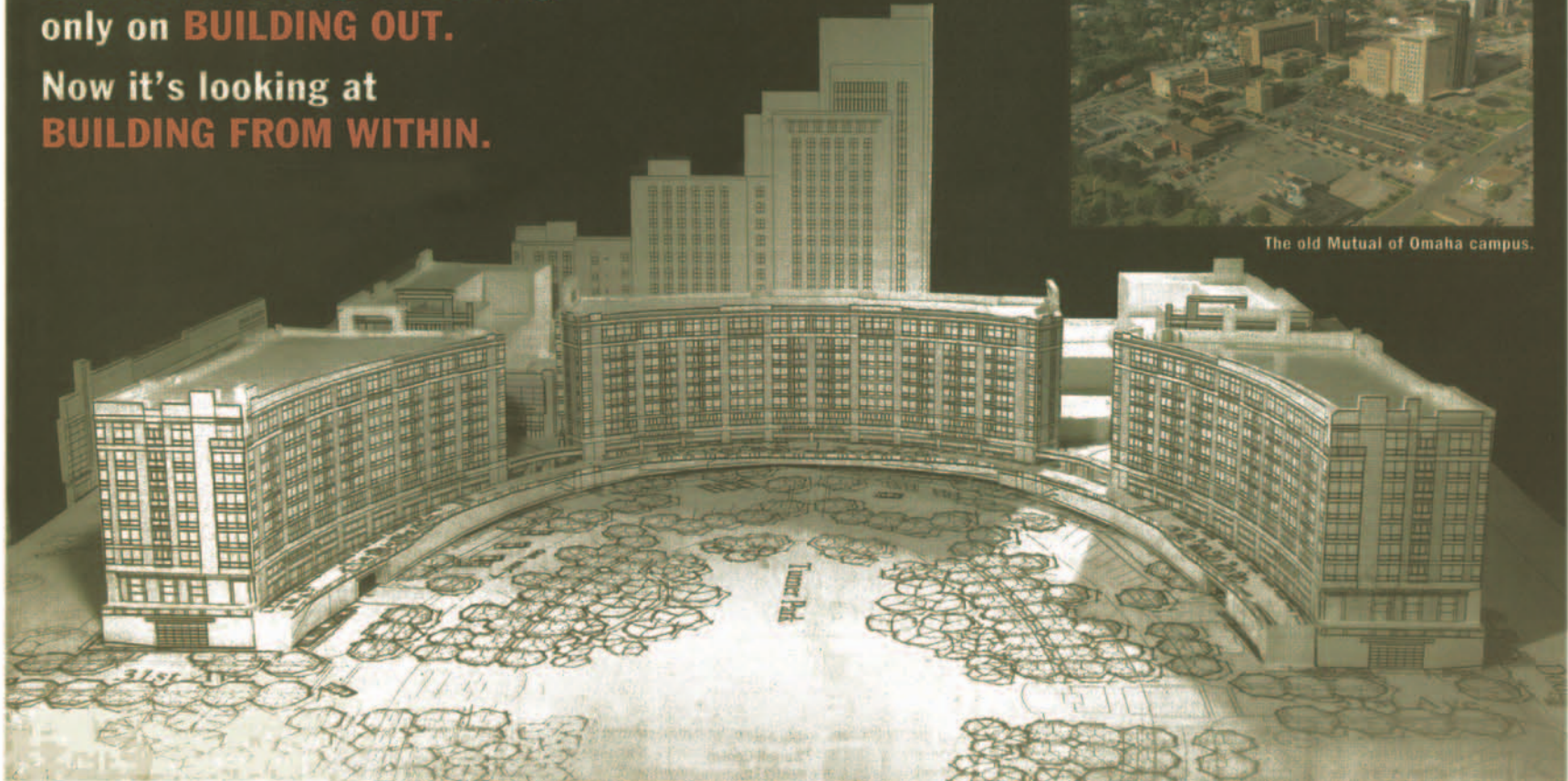
the next **BIG** thing

Omaha is no longer focusing only on **BUILDING OUT**.

Now it's looking at **BUILDING FROM WITHIN**.



The old Mutual of Omaha campus.



Mutual's project the biggest under way

By C. DAVID KOTOK
WORLD-HERALD STAFF WRITER

Much more is occurring east of the Mutual of Omaha headquarters than a few buildings being demolished behind a chain-link fence.

While buildings come down, plans are already under way for the movie theater, fitness center, grocery store, restaurants and 600 residential units that will become Midtown Crossing at Turner Park.

After decades of westward growth, many of Omaha's largest developments are in the older parts of the city and not just downtown. But none is bigger than the \$250 million development being put together by Mutual.

The ripple effect already has occurred with nearby buildings being purchased and new condominiums coming onto the market.

"We've already seen an impact," said Tawanna Black, director of the revitalization group Destination Midtown. "We've seen the purchase of properties north and south."

New businesses are opening or expanding on Farnam Street. Black believes Midtown Crossing will be a catalyst for improvements in the entire Midtown area that stretches from Interstate 480 west to Saddle Creek Road between Cuming Street on the north and Center Street on the south.

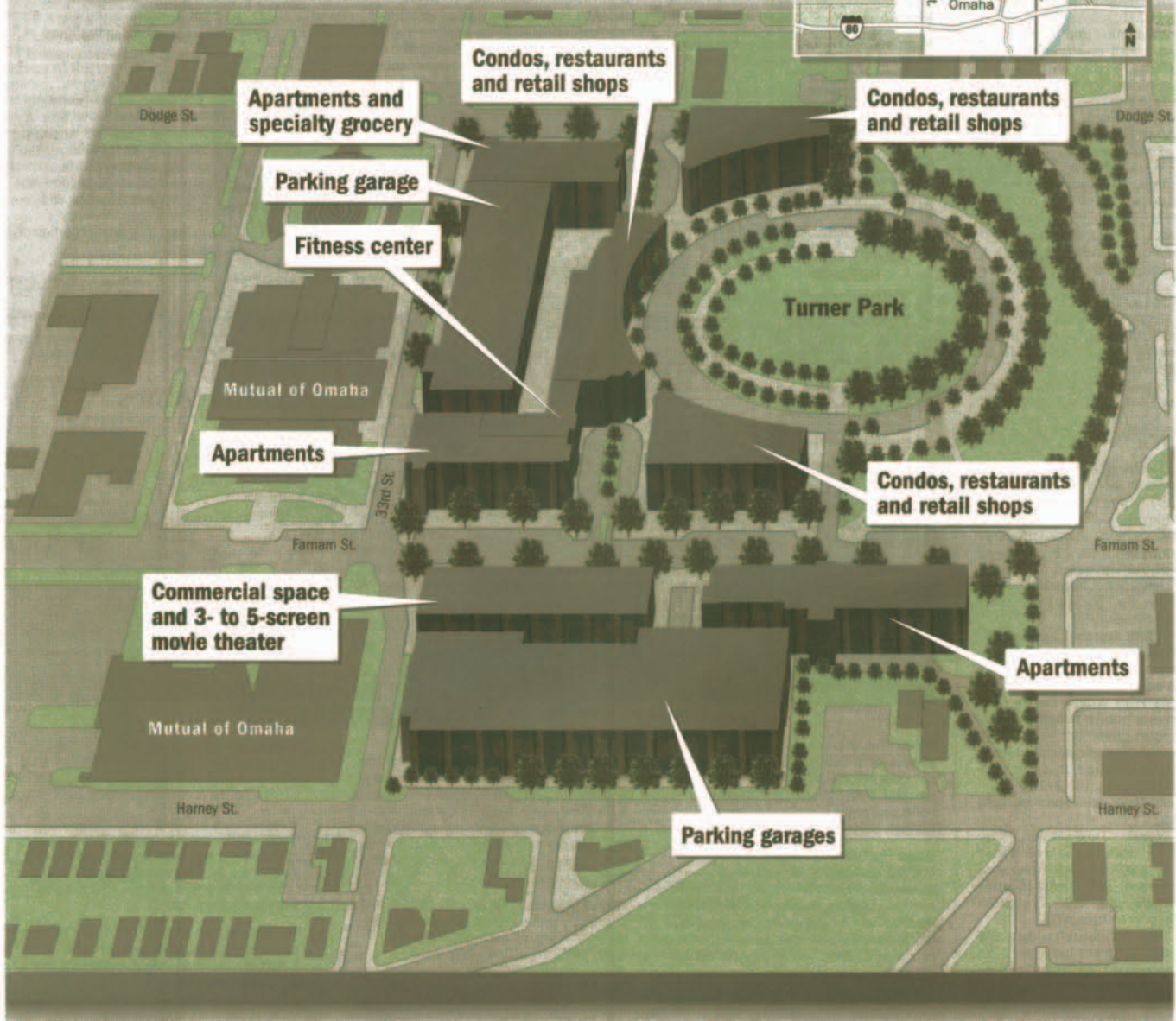
Meanwhile, it is full steam ahead toward transforming and marketing Midtown Crossing.

Even before construction commences this summer, CB Richard Ellis/Mega has been retained to begin leasing the 200,000 square feet of retail space.

Up to 20,000 square feet of that space will go for a specialty grocery store, said Keith Bawolek, See *Midtown*: Page 2

A look around Midtown Crossing

The planned Midtown Crossing at Turner Park redevelopment of the Mutual of Omaha campus at 33rd and Dodge Streets.



SOURCE: Lamp, Ryerson & Associates, Inc.

MATT HANEY/THE WORLD-HERALD