



## Planning Sustainable Growth at Arbor Day Farm

Viridian’s master plan for Arbor Day Farm’s sprawling 260-acre property gives the Nebraska-based Foundation clear, actionable steps to sustainable grow their mission, their ecology, and their bottom line over the next 15 years..

### Planning for New Experiences

This master plan creates new opportunities for more immersive visitor engagement focused on experiencing the Farm through three distinctive but interconnected lenses: ecological, historical, and social. Ecologically, it calls for cultivating a more resilient native landscape to demonstrate best arboreal practices. Improved onsite interpretation deepens the historical connections. And these elements are all reinforced by meaningful new programming and trail systems that give visitors a reason to return.

### Ecological Placemaking for a Sustainable Future

We’re protecting the Farm’s unique historical landscape by integrating pedestrian and vehicular movement and stormwater management with the site’s natural ecology.

The plan supports the Farm’s needs today while planning for tomorrow by considering future uses, the development of surrounding farmlands, and the changing climate. It will also create new habitats for local wildlife and attract more pollinators that will benefit the orchards — a significant source of revenue for the farm.

### A Secured Legacy and Renewed Purpose

By reimagining the property’s hotel and orchard as a holistic ecological and economic system, our plan leverages the historical landscape as a revenue generator and social hub. It encourages deeper visitor engagement, improved accessibility, and year-round activities. This programming is designed to attract diverse groups and form productive partnerships to help ensure the future of Arbor Day Farm.

**Location:** Nebraska City, NE

**Client:** Arbor Day Foundation

**Size:** 260 acres

**Status:** Complete