City of La Vista

A Vision Plan for 84th Street

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vision 84

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overview + history

84th Street Looking South

84th Street has been an integral part of La Vista's growth and success from its beginnings

OVERVIEW + HISTORY

"La Vista" described the scenic panorama of the Big Papio Creek Basin that was enjoyed by the City's first residents. It is located southwest of the Omaha metropolitan area contiguous to the cities of Bellevue, Ralston, Papillion and Omaha. Today, La Vista is one of the fastest growing cities in Nebraska. Its location has made La Vista home to a number of market leading businesses. The community embraces a progressive plan for future growth and is able to attract and retain a diversity of businesses and residents.

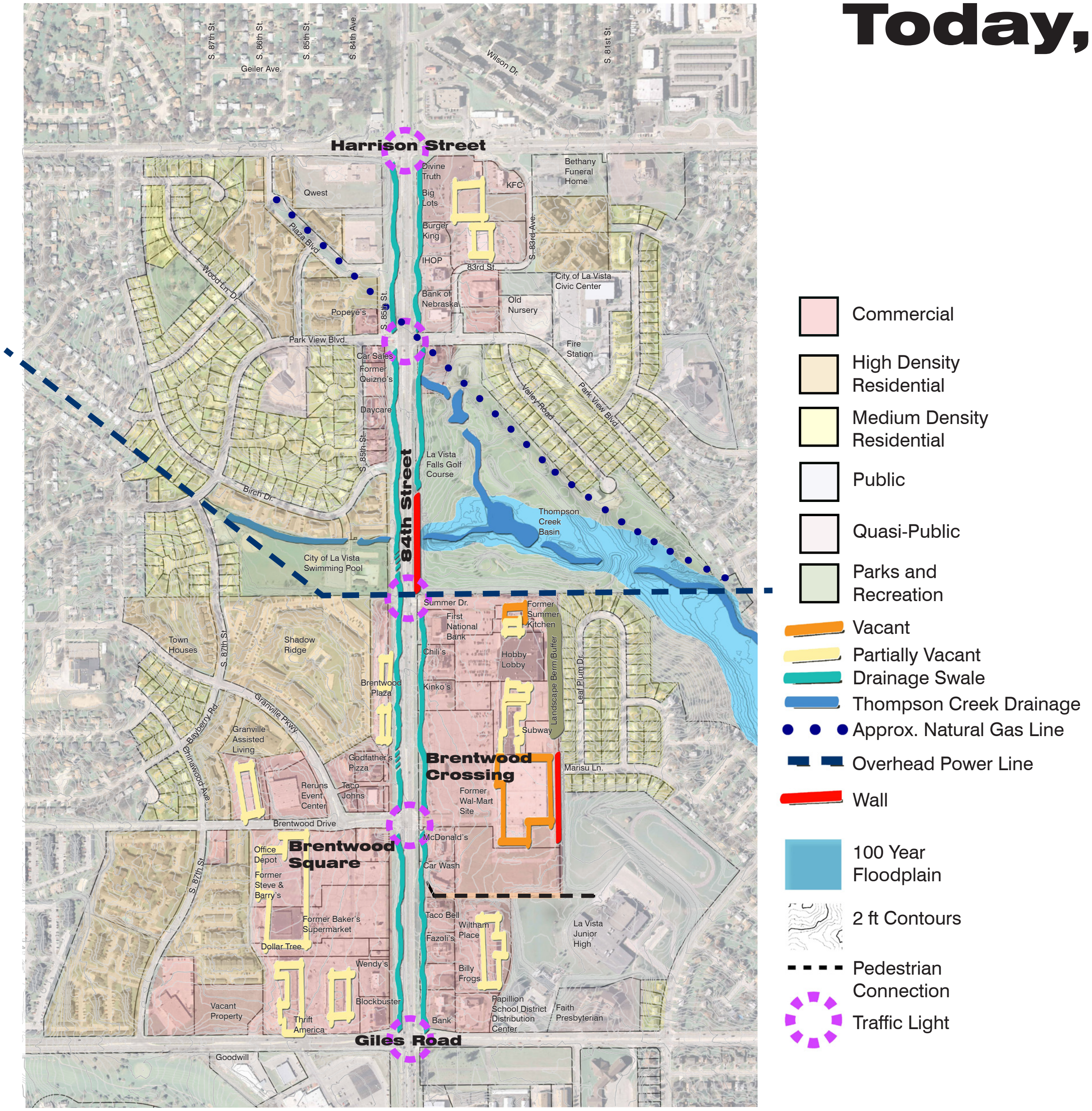
As a major arterial road through the center of the community, 84th Street has been the primary commuter route for residents travelling through La Vista, providing connections to Interstate 80. Significant shopping centers such as Brentwood Square and Brentwood Crossing created a thriving retail hub for the community and provided convenient access to much needed goods and services to the surrounding area. City Hall, the Community Center, La Vista Falls Golf Course, the City Swimming Pool, and other public services and amenities are also found along the 84th Street corridor. Community events and festivals such as La Vista Days and the Christmas tree lighting are typically held near 84th Street. Together, these elements created a thriving corridor that was central to the health and vibrancy of the community.

84th Street


La Vista, 1960

Vacant Wal-Mart Building

Today, the corridor is largely vacant



The last several years, however, have seen the slow decline of the 84th Street corridor. With major retail anchors vacating the area, the corridor has deteriorated in appearance and as a viable employment center. Smaller businesses, which relied on the foot traffic of anchors such as Wal-Mart, Gordman's and Baker's Supermarket, have experienced difficulty in sustaining themselves, forcing relocation or closure. Redevelopment is necessary to restore the once vibrant corridor as the heart of La Vista.

process


Working Group Meeting

vision 84

The Vision 84 project included an extensive public process

PROCESS

The Vision 84 project included an extensive public process, involving a Working Group of local business leaders, residents, city staff and the community at large. Open houses were regularly held to solicit input and feedback from the public. Workshops with Working Group members were conducted throughout the process. Quarterly newsletters were distributed throughout the community, providing updates on the project. A survey was mailed to residents to gather input on preferences along the 84th Street corridor. (Newsletters and survey results can be found in the appendix of this document.) The entire process for creating the vision plan took approximately one year, and is summarized in this report.

Project Issues

On April 14 and 15, 2009, the design team met with many different stakeholder groups to discuss the 84th Street redevelopment project. These groups included the mayor, city council members, city department heads, mid-level city managers, local commercial brokers, the Chamber of Commerce, and tenants and property owners along the corridor.

The team also met with several stakeholders individually to discuss economic trends, opportunities, and issues related to the corridor. Following these meetings, the design team facilitated an afternoon session with the Working Group, the first in a series proposed for the project.

These meetings provided a forum for participants to voice their ideas, questions, or concerns about the project and to share any insights with the design team prior to the development of alternatives. Questions that were discussed included:

- What are the corridor's greatest assets today?
- What would you change or what needs improvement?
- How do you define success for the project?

Key points from these discussions include:

Assets
- Recreational uses, trail system, park
- Harrison and Giles have I-80 access
- Nice city complex
- Recreational opportunities
- Visibility/traffic on 84th Street
- Some of the buildings are assets
- Green space

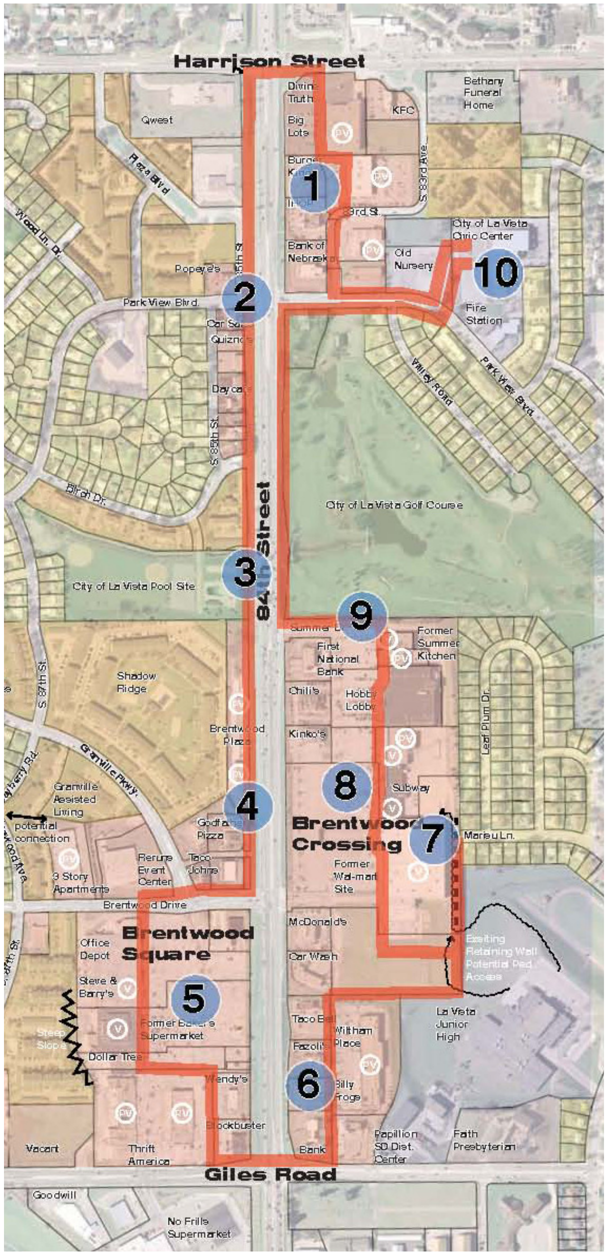
Improvements
- Bike, pedestrian, bus access
- Can't find City Hall
- Connect recreational opportunities
- Barren parking lots
- "Thrift store" image along 84th Street
- Poor condition of buildings
- Grocery store is needed

Successful Comparison Projects
- Southport, La Vista
- Shadow Lake Towne Center, Papillion
- Village Pointe, Omaha
- Old Market, Omaha
- Aksarben Village, Omaha
- Zona Rosa, Kansas City
- Northland Fountain, Kansas City
- Power and Light District, Kansas City

Working Group Meeting


Walking Tour

Residents participated in a walking tour of the corridor



Walking Tour Map

Walking Tour

Walking Tour

Walking Tour

On May 8 and 9, 2009 the city invited the community to participate in a walking tour of the 84th Street Corridor hosted by the design team. The purpose of the walking tour was to provide a forum for community members to comment on issues, concerns, and suggestions for improvement along the corridor. The walks were conducted over a series of 2 days. There were 10 different stops along the tour, providing opportunity to discuss these areas in more detail. Some of the key issues discussed at these stops included:

- Additional restaurants along 84th Street are needed.
- Wider sidewalks are needed along the roadway.
- There is too much asphalt parking lot along 84th Street.
- The Civic Center should be expanded.
- Higher end apartments are needed along the corridor.
- The corridor lacks adequate public transportation.
- 84th Street is not a safe environment for pedestrians.
- Trails are needed along Thompson Creek.
- Create a city gateway along 84th Street.

Community Workshop

Multiple community workshops were held to gather input from residents

Community Workshop

On June 23, 2009 the City hosted the first community workshop for the project, where the design team presented a summary of opportunities and constraints along the corridor. A short lecture on the benefits of the project was presented by Dr. Steve Laposa, a nationally recognized expert in mall redevelopment projects. Following the presentation, members of the community provided comments and recorded their preferences on a variety of elements that could be included in a redevelopment plan including sustainable design strategies, recreation, leisure, civic spaces, commercial/institutional and residential uses.

A summary of the market trends and project opportunities discussed at this meeting follow:

- No more big box!
- We need a movie theater
- Would like to have small grocery store
- Include restaurants along 84th Street
- Like the unique look and feel of live/work lofts
- Five to ten story buildings along 84th Street are too tall; two to three stories are acceptable
- Two to three stories is acceptable
- Provide community gardens
- Include a festival green

Community Workshop

Community Workshop

Power and Light District, Kansas City

Working group members visited projects in the Kansas City metropolitan area

Mobile Tour

The day after the community workshop, members of the Working Group, design team, and city staff boarded a bus and visited the Kansas City metropolitan area to tour recent redevelopment projects. The group recorded areas of interest and likes/dislikes at each location. These included Zona Rosa, the Power and Light District, Brookside, and Park Place in Leawood. Representatives from the developers who constructed the projects were available to provide a brief overview of each project and answer questions. Observations and recommendations from the Working Group included:

- Incorporate cultural and historic details
- Diversity in the rooflines and building exteriors make the area feel more like a neighborhood
- Include sustainable elements within the City Center, such as a wind turbine
- Varied materials, such as stone, granite, metal, and wood create a lasting feel
- Create a destination that will repeatedly attract visitors, particularly local dining and unique, local merchants
- Clearly identify parking
- Shield exterior traffic, both visually and audibly
- Create design guidelines that allow for unique character while maintaining continuity
- Avoid big box retail and chain restaurants
- Vary architectural styles
- Create a place that feels safe but is not sterile
- Provide distinctive, year round gathering spaces such as the stage at Zona Rosa, Ice rink at Leawood, and outdoor dining venue at Power & Light District
- Provide a mix of housing types that connect to adjacent neighborhoods
- Include a niche grocery or marketplace that caters to urban dwellers
- Keep on-street parking away from community courtyards and open space

Park Place, Kansas City

Zona Rosa, Kansas City


Stapleton Town Center, Denver

A community survey identifies resident preferences along 84th Street

Community Survey Summary
A survey of local residents was conducted in order to determine community preferences for elements to be considered along the 84th Street corridor. A summary of the key findings of the survey results follow:

A City Center is important 94%

The 84th St. corridor is the most appropriate location for a City Center 93%

Would consider living in or moving to a new, somewhat higher density neighborhood 37%

Outdoor elements to include along 84th Street :
Festivals, fairs, markets 91%
Performances, concerts 88%
Eating, picnicking 87%
Playground..79%
Water play area (fountain) 78%
Art, sculpture 75%
Open parkland..74%
Food, mobile vendors..74%
Natural open space 72%
Trails 67%
Public gardens..64%
Outdoor movies 64%
Swimming pool..52%
Ice skating rink..46%
Dog park..36%
Skate features or park 30%
Community vegetable gardens 30%
Golf 29%
Baseball, softball 22%
Disc golf..20%

Services to include:
Entertainment (restaurants, pubs)..95%
Specialty food (coffee, ice cream)..91%
Farmers market 90%
High quality restaurants..84%
Specialty retail shops 84%
Grocery store..79%
Performing arts (plays, dance, concerts)..77%
Independent specialty movie theater 67%
Medical emergency..63%
Personal services 55%
Mail, shipping, copies..55%
Art galleries, museum 50%
Professional services..47%
Pharmacy 46%

Stapleton Town Center, Denver

84th Street is well positioned in the market place

Market Trends
There are several key indicators and trends that suggest La Vista is well positioned in the market for a new development type, such as a mixed use City Center.

National Context and Trends
Local and national changes in household structure are gradually driving interest in more diverse housing options. For example, many baby boomers will be retiring in the next few years, and are planning to downsize. As fuel costs increase, there will be a renewed interest in walkability and access to public transportation. Long-term residential utility cost growth will gradually shift interest toward smaller/more efficient housing units.

Omaha Metropolitan Area
The Omaha area has avoided the worst aspects of the national recession. Within the metro area, housing prices have not risen as dramatically as other parts of the country, and as a result, haven't declined as much during the recession. Unemployment rates are below national averages. The Brookings Institute rates Omaha as one of the top twenty performing metro areas in the country. Sarpy County has seen dramatic growth since 2000, and continues to grow as many people choose to relocate to the Omaha area. Some of the key feeder markets for Omaha include cities such as Lincoln, San Jose, San Antonio, Las Vegas, Denver, and Phoenix.

La Vista
There are three distinct parts to La Vista: East, West, and Southport. Areas east of 84th Street are the original parts of La Vista, consisting mostly of older, smaller homes. Areas west of 84th Street are newer, consisting primarily of larger homes. The Southport area is located by I-80, and includes regional retail, office uses, hotels and a convention center. The community is approaching full build-out, requiring a closer look at potential sites for redevelopment.

Retail
2009 marked the end of the great regional retail expansion in the Omaha metropolitan area. From 1982 to 2003, there was annual growth of 550,000 square feet. From 2004 to 2009, there was annual growth of 1.13 million square feet. This significant growth resulted in an abundance of regional retail in the area and little need for additional big box or other regional retail uses in La Vista. This indicates it is unlikely that the existing big box stores along 84th Street will be reoccupied with new big box tenants. With the exception of Southport, La Vista residents must leave the city to find any significant shopping or leisure destinations. This project provides an opportunity to establish 84th Street as a key leisure destination located within the community.

Office
Unlike retail, regional office market growth since 2000 has been restrained. Between 2001 and 2007, Sarpy County added 6,200 new office positions, creating a demand for 1.2 million square feet of space. To date, there has been 416,000 square feet of office space built.

What does this mean for La Vista? Southport is well positioned for larger floor plate users such as corporate office or flex. 84th Street is well positioned for smaller services, office, and medical uses.

Urban Housing
Nationally, 25% to 35% of households are interested in walkable housing options. Since 1990, the region has added about 1,300 housing units that could be defined as walkable, which represents only 1.4% of new housing units in the Omaha area. Midtown Crossing, Aksarben, and the Old Market provide the majority of modern walkable options within the Omaha metropolitan area. By adding urban living choices in La Vista, there is opportunity for the community to "age in place," without losing this market share to other locations within the area. Urban living choices include apartments or condominiums within a range of price points and styles, located adjacent to shopping, restaurants, and employment options.

Summary
The existing shopping center formats are obsolete, and need to transition back from regional to community scale retail development. Retail opportunities include restaurants, grocery, and community services (less than 125,000 square feet). Other anchor options include residential, office, medical, recreation and wellness. 84th Street has the potential to provide restaurants, shopping, housing, and leisure choices that will keep employees within the community after normal business hours.

project goals + alternatives

Farmer's Market

Nine goals were identified for the project

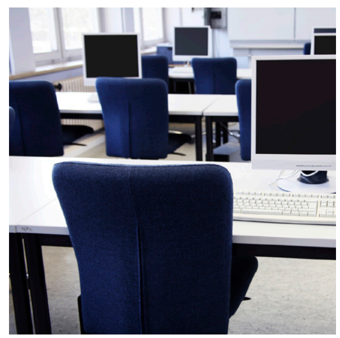
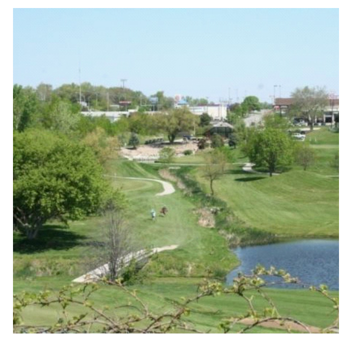
Goals
From the opportunities analysis of the corridor, nine goals were identified by the design team and Working Group members that outlines the vision for the new 84th Street.

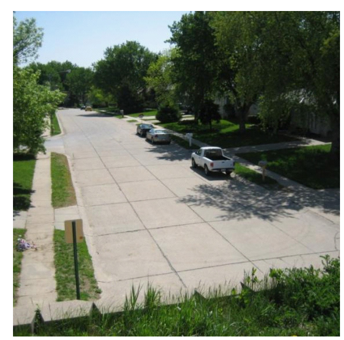
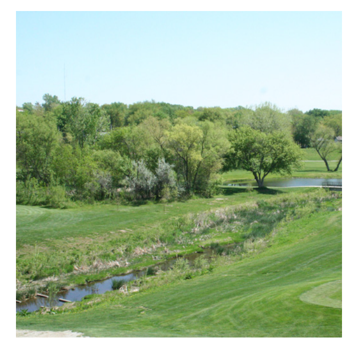
These nine goals include:

1. Build Community
2. Provide a Local Shopping/Leisure Destination
3. Connect to Open Space and Trails
4. Attract Local Employees after Business Hours
5. Enhance and Respect Significant Views along the Corridor
6. Create Appropriate Building Scale Transitions to the Neighborhoods
7. Provide Clear and Accessible Pedestrian Linkages along the Entire Corridor
8. Create a Finer Grain Street Network
9. Realize the Full Potential of Thompson Creek Basin

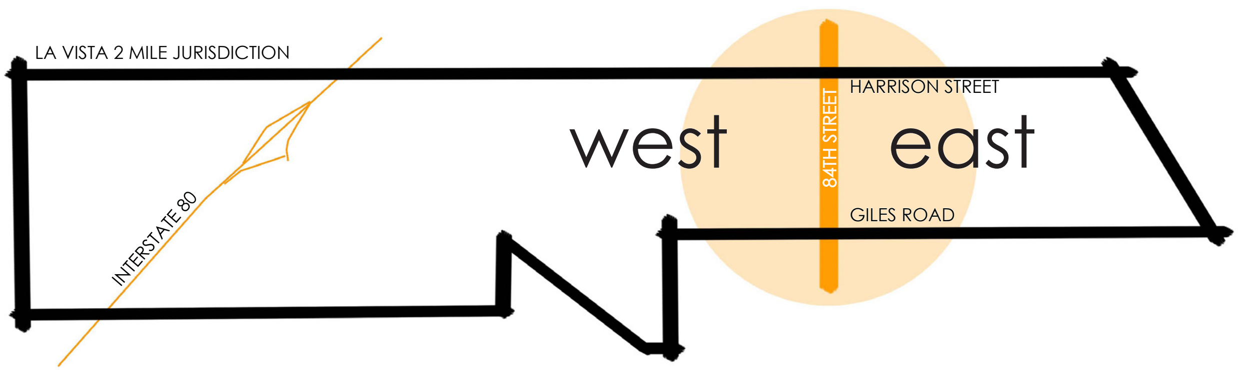
The following pages describe each of these nine goals with sketches, notes and supporting images that illustrate the intent of each goal.



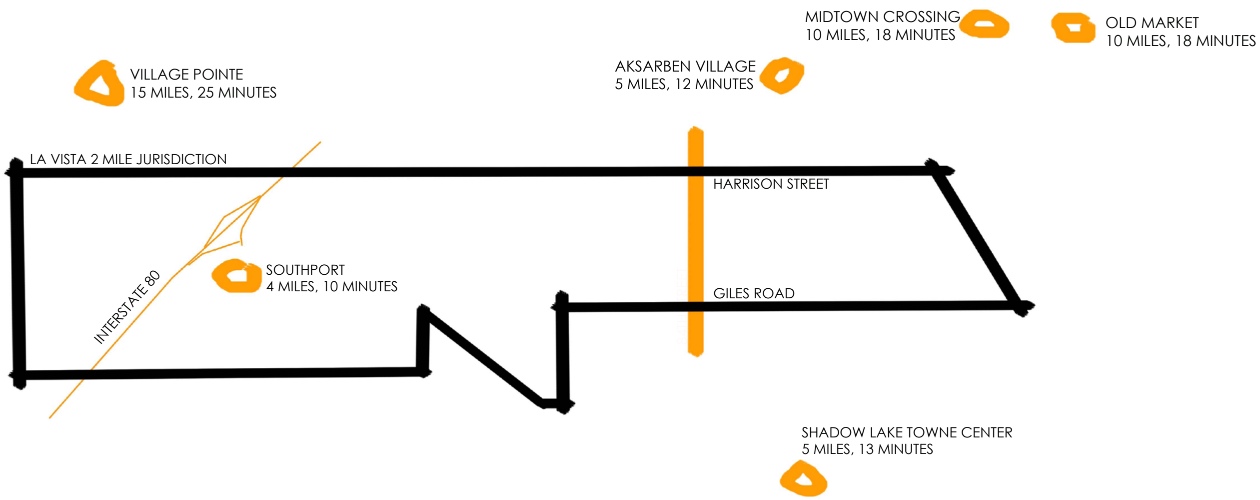




By creating a heart and center for the community, the project provides an opportunity to bridge the established east side of the community with the newer west side, providing a place of civic pride for all of La Vista.



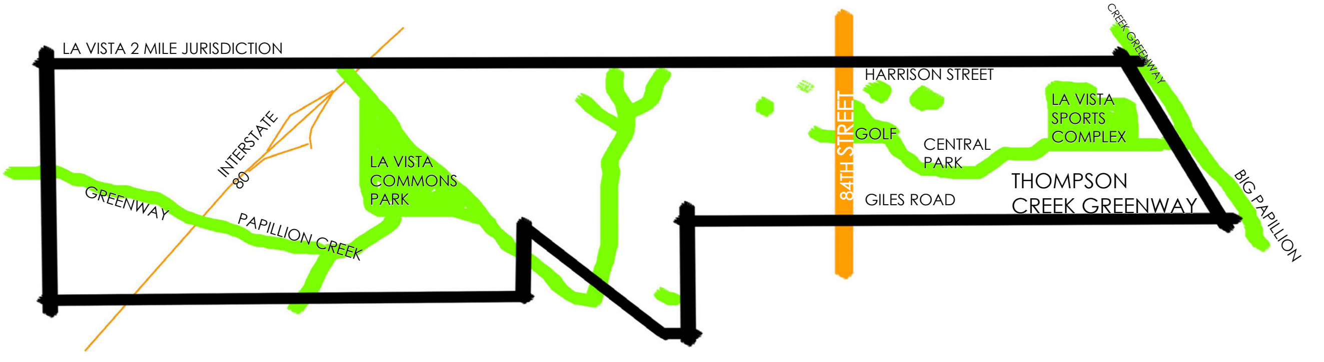
Build community

With the exception of Southport, La Vista residents must leave the city to find any significant shopping or leisure destinations. The project provides an opportunity to establish 84th Street as a key leisure time destination located within the community.



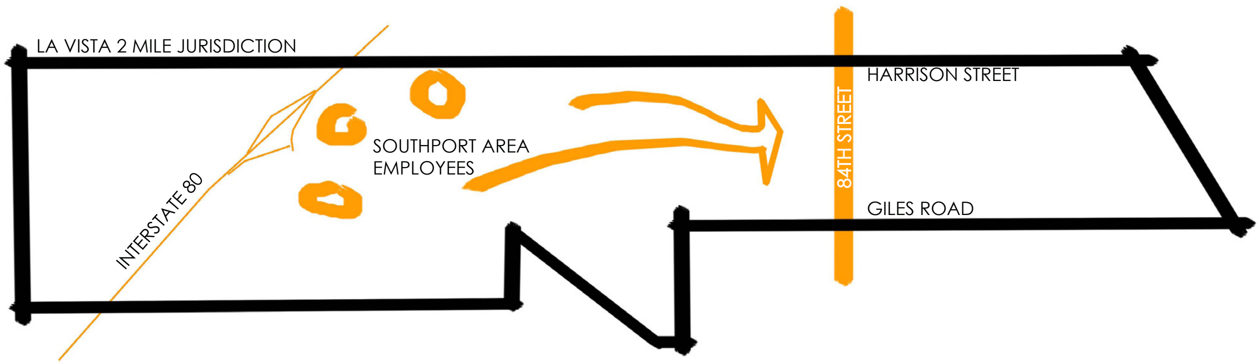
Provide a local shopping/ leisure destination

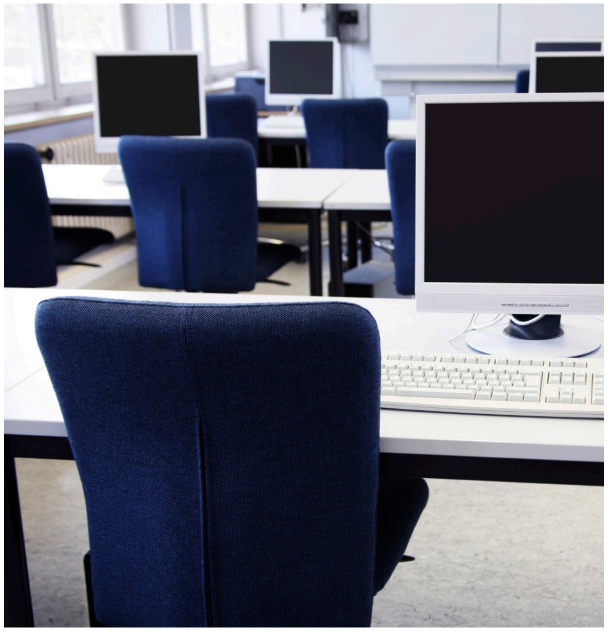
Located centrally along the parks and trails network proposed for the community, 84th Street has the potential to become a destination that is readily accessible by trail. The Thompson Creek Basin provides exceptional amenities that can be integrated with the redevelopment of 84th Street as part of a new heart for the community.



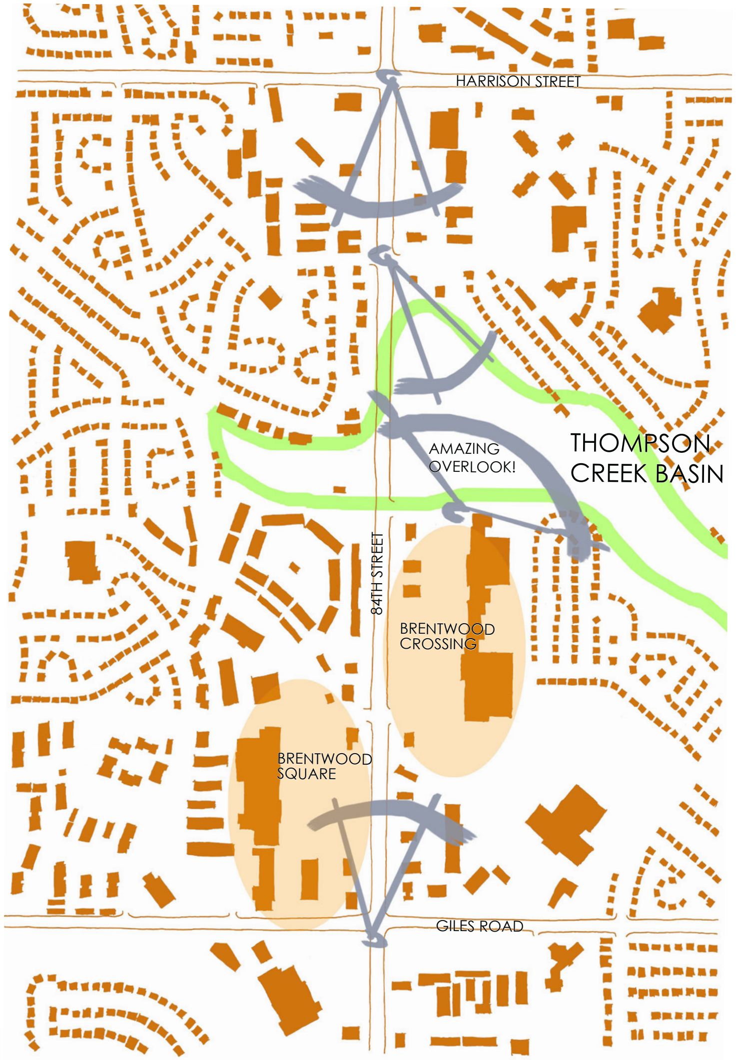
Connect to open space & trails

Local employers, such as those in Southport including Pay Pal and Yahoo, provide an important employment base for the community. 84th Street has the potential to provide restaurants, shopping, housing, and leisure choices that will keep employees within the community after normal business hours.





Attract local employees after business hours



There are several significant views along the corridor that create immediate impressions of the community. These include views from the gateway intersections at the north and south sides of the corridor - Harrison & 84th and Giles & 84th. In addition, there are significant view opportunities that can further be enhanced and captured along the corridor. These include the view to the northeast from Brentwood Crossing, as well as the view of Thompson Creek Basin from 84th Street.

Enhance and respect significant views along the corridor

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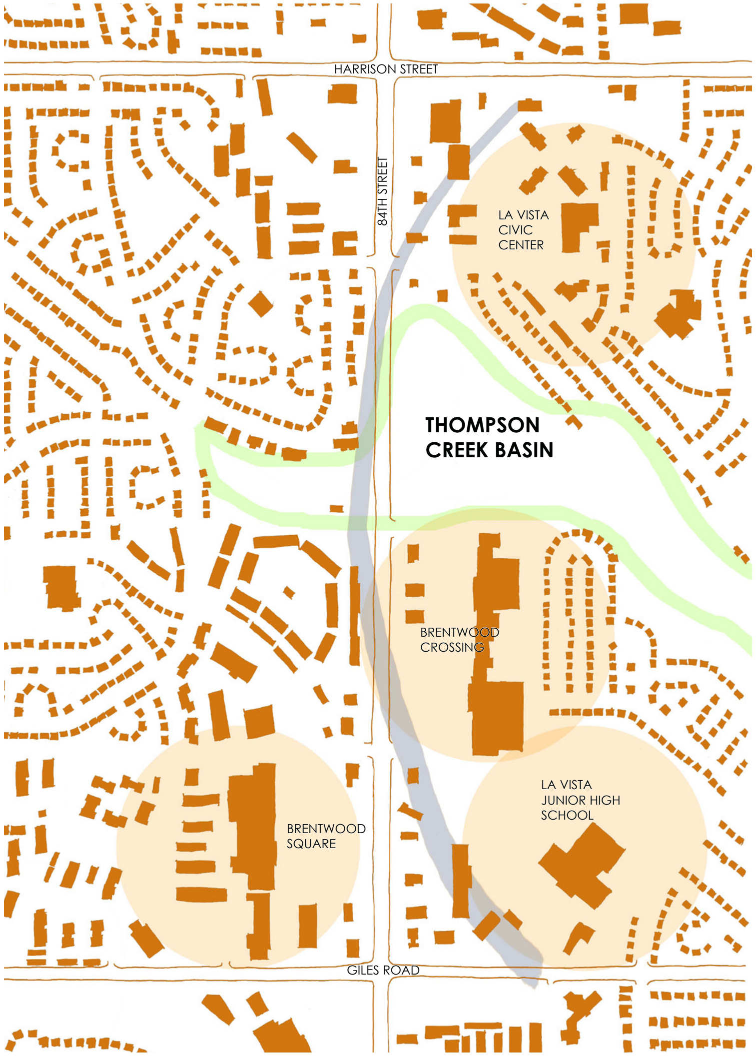
Currently, there is an abrupt transition in scale between many of the larger commercial buildings along the corridor to the finer grain massing of the adjacent neighborhoods. This project provides an opportunity to create more gradual and appropriate transitions in scale between the neighborhoods and these commercial areas.

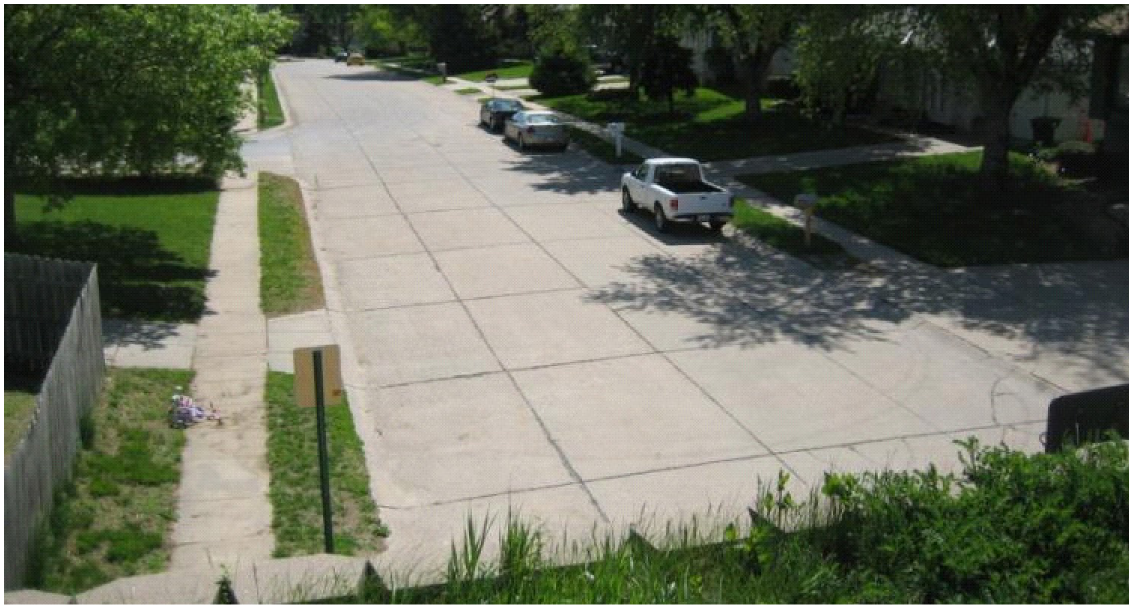
Create appropriate building scale transitions to existing neighborhoods

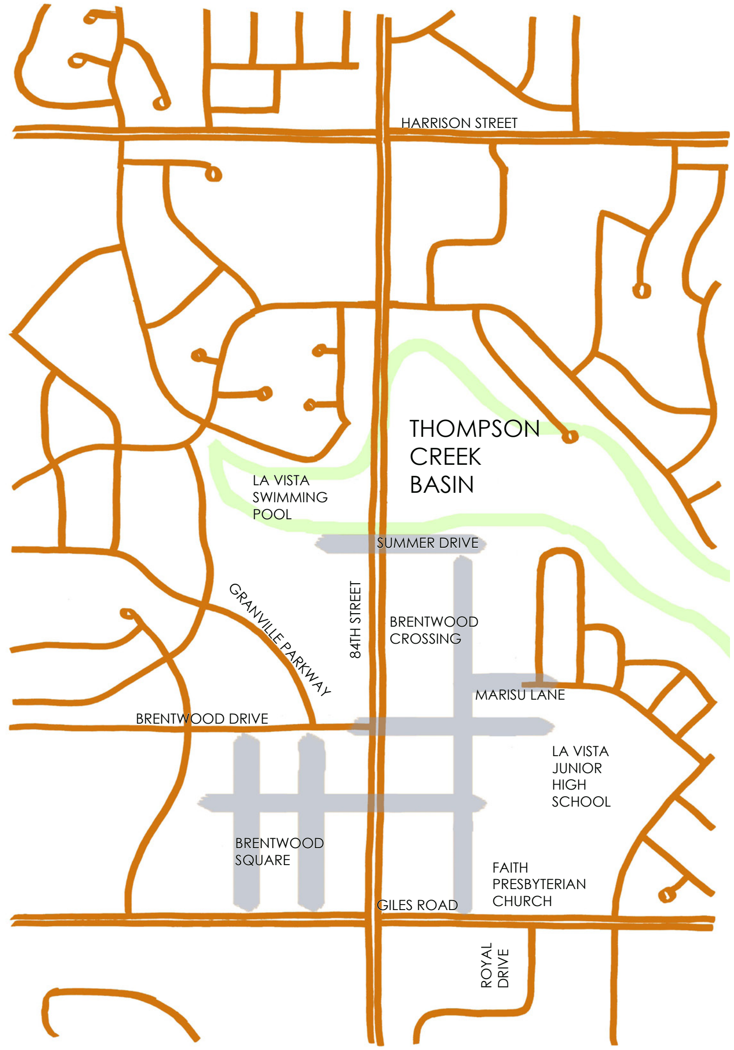


Creating clear and accessible linkages between the Civic Center, Brentwood Crossing, Brentwood Square, and La Vista Junior High School is an integral component of a successful downtown for the community. New sidewalks, trails, and streets will create safe connections between these sites along the corridor.

Provide clear and accessible pedestrian linkages along the entire corridor

Creating a finer grain street network through the Brentwood Square and Brentwood Crossing shopping center sites provides better pedestrian and vehicular connections to the adjacent neighborhoods. This strategy creates smaller, more walkable block sizes that are similar in scale to the adjacent residential neighborhoods, and provides direct connections. Within these smaller block sizes, building footprints are reduced, resulting in a more compact, human-scaled environment.





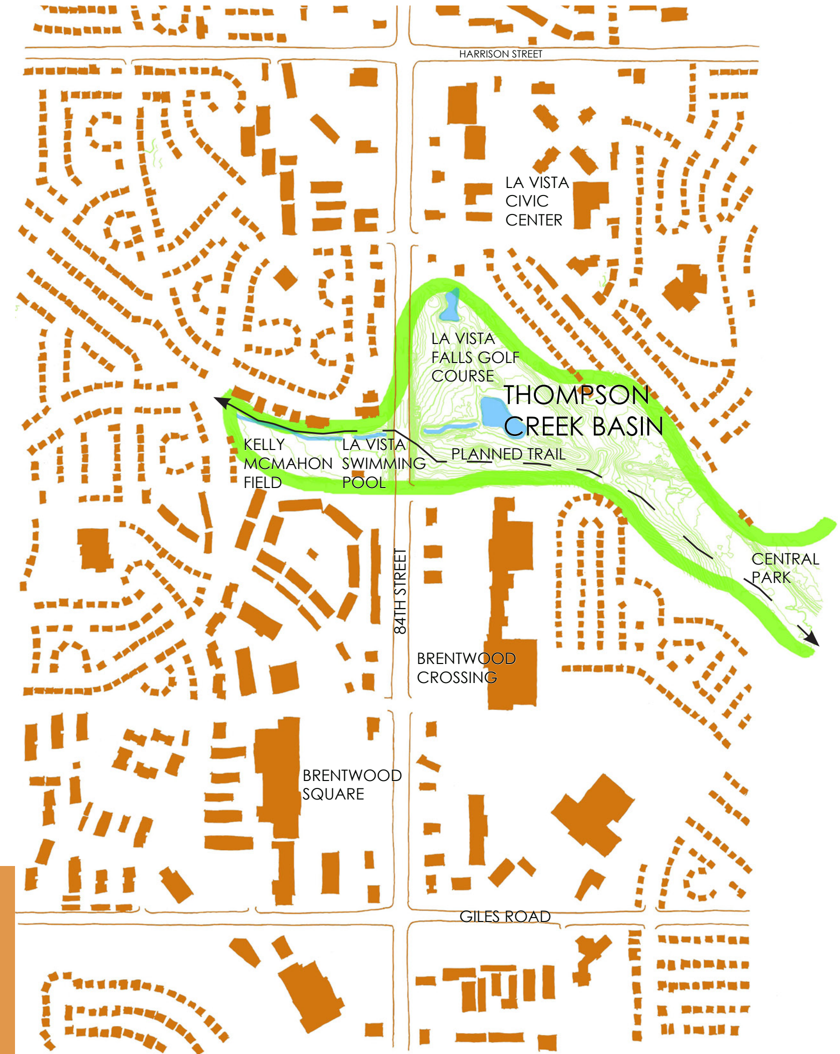
Create a finer grain street network


Thompson Creek Basin

Realize the full potential of Thompson Creek Basin

Thompson Creek Basin

Located centrally along the parks and trails network proposed for the community, 84th Street has the potential to become a destination that is easily accessible by trail. The Thompson Creek Basin, as a striking and readily identifiable gateway into La Vista, is an exceptional amenity that can be integrated with the redevelopment of 84th Street as part of a new heart for the community. The Thompson Creek Basin currently includes the La Vista Falls Golf Course, Central Park, the swimming pool and Kelly McMahon Field. There is opportunity to create better transitions and connections between the commercial areas along the corridor to these green spaces, and to incorporate them as a central part of the redevelopment strategy for 84th Street. One way to accomplish this is to consider alternate uses for the basin other than a golf course. A large civic park in Thompson Creek Basin has broader appeal to more users, has potential to become the signature gathering space for the community, and can serve as a key incentive and amenity for future development along the corridor.



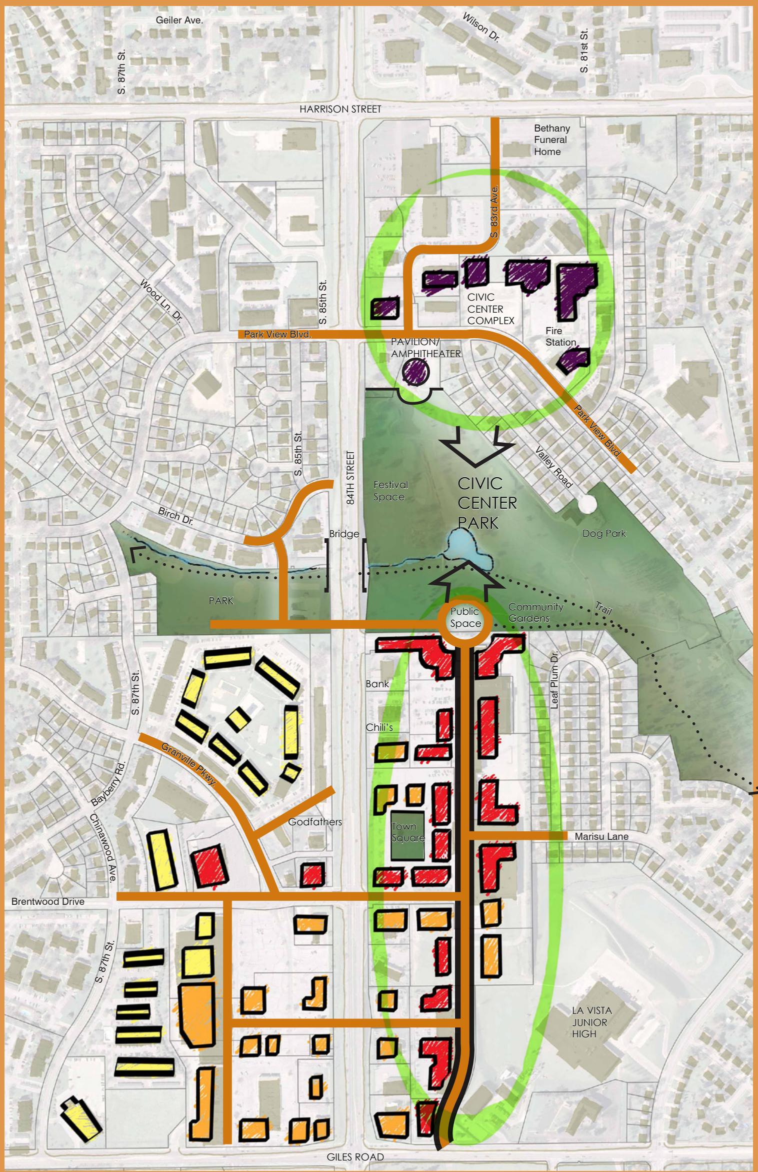
Zona Rosa, Kansas City

Concept Diagrams

On July 29, 2009 the Working Group met with the design team to evaluate concept diagrams for the project. The concept diagrams provided three distinct approaches to the redevelopment of 84th Street, including a "Corridor" concept, "Main Street" concept, and a "Districts" concept.

The "Districts" concept focuses on complementary districts which comprise the city core of La Vista. In this concept, the golf course is reconfigured along the northern edge of the Thompson Creek Basin, creating room for a park that fronts the promenade and gardens. The "Main Street" concept focuses on an internal main street offset from 84th Street with retail and mixed use. The golf course is replaced with a large central gathering space for the community - the Civic Center Park. Based on direction from this meeting, the team pursued the "Districts" concept, with components of the "Main Street" concept included.

"Districts"



"Main Street"

America the Beautiful Park, Colorado Springs

Concept Alternatives

On August 19, 2009 two preliminary alternatives for the redevelopment of 84th Street were presented at the community workshop, as well as an overview of the market analysis prepared for the project. Both alternatives provide a new City Center, embrace the Thompson Creek Basin as a central amenity along the corridor, and encourage connections to existing neighborhoods.

Preliminary Alternative A provides a Civic Center Park in place of the golf course to support and vitalize the City Center while providing a venue for a variety of community festivals and leisure activities. It suggests a finer grain street network along the remainder of the corridor, and includes a mix of residential and commercial uses to support the City Center.

Preliminary Alternative B reconfigures the golf course to extend south into Central Park, allowing space for a small park to front the City Center. This alternative re-uses and maintains many of the buildings that front 84th Street. After reviewing both of these alternatives, the Working Group recommended Preliminary Alternative A with some modifications, such as moving the pool back to the original location west of 84th Street.

Alternative A

Alternative B

master plan

Zona Rosa, Kansas City

The vision for 84th Street is the creation of a new downtown

"The 84th Street Corridor will be the central city core, with a memorable and distinct identity, a vibrant mix of land uses, a sense of community and a high quality of life for residents."

- Project Vision Statement

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MASTER PLAN

On October 7, 2009 the design team met with the Working Group to review and discuss the two alternatives, comments from the previous public meeting, and the location of the aquatic center. Based upon input from the community, the Working Group, and City Council members (a work session was held with Council on September 22nd), the design team prepared a preliminary vision statement, principles, and concept plan for the project. This plan was presented to the community on November 18th, followed by a final review meeting with the Working Group on November 19th. The plan was enthusiastically received by both the community and the Working Group.

The vision for 84th Street is the creation of a downtown for the community. The 84th Street Corridor will be the central city core, with a memorable and distinct identity, a vibrant mix of land uses, a sense of community and a high quality of life for residents. The existing golf course is transformed into La Vista Civic Center Park, the signature park for the community. The park provides a venue for a variety of community and leisure time activities. The park connects a new City Center with the existing civic campus to create a new downtown for La Vista.

A finer grain street network creates new connections to existing neighborhoods, and creates walkable pedestrian ways between these neighborhoods and 84th Street. Within this network, a mix of uses including residential, retail, and office ensures that the downtown is flexible and sustainable, can be phased appropriately, and can transition as different uses evolve over time.

Civic Center Park

The transformation of the golf course into La Vista Civic Center Park is the centerpiece of the redeveloped 84th Street. As a unique and beautiful amenity located centrally within the city, the park serves as the primary catalyst for redevelopment to occur. Park elements may include a large lake, an amphitheater, trails, picnic areas, community gardens, a playground, and a civic green where community events can be held.

A new pedestrian underpass extends underneath 84th Street, providing safe passage underneath the street, connecting the east side of 84th to the west side. The existing detention basin within the golf course can be readily converted into a small lake, providing a recreational amenity for the entire community to enjoy. An amphitheater provides a venue for public events and performances, with potential to create a regional attraction for the community. Together, these elements create a unique and desirable gathering place for the community, and create an attractive catalyst for redevelopment to occur adjacent to the park.

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City Center

A mixed use City Center creates a new heart for La Vista, and together with the park, is a central building block of the master plan. The City Center is located on the edge of the new Civic Center Park, and is envisioned as a true mixed use center, including retail, office, commerical, and residential uses. The City Center embraces the park edge, creating a unique and inviting environment to live, work and play.

The City Center is described in more detail in the next section.

North 84th Street

North 84th Street is characterized by a mix of uses, including new commercial uses with "building forward" orientations that front the east edge of 84th Street, and residential uses located behind. A finer grain street network provides on street parking and greater connectivity with the existing street framework. The Civic Center remains, with potential to expand to the west towards 84th Street and the park. Pedestrian connections are provided through the park, creating a walkable route between the Civic Center and the City Center.

New commercial and residential uses are located on the west side of 84th Street, in support of the existing residential neighborhoods. A small park is provided adjacent to the parkway, serving both the new residential units, as well as the existing neighborhood.

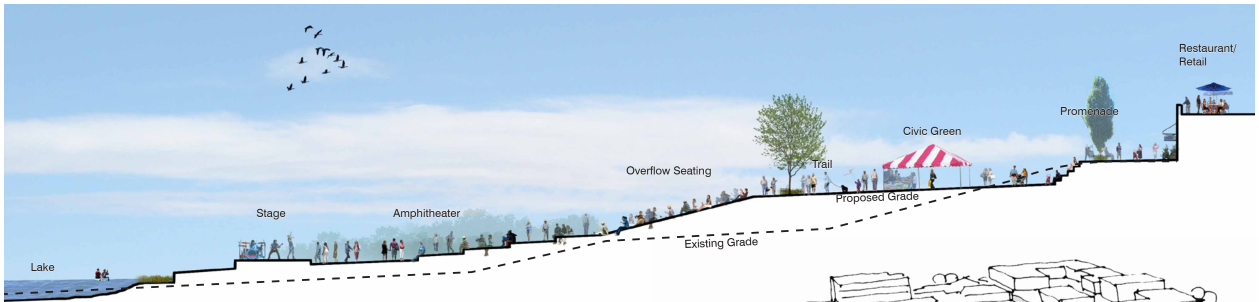
South 84th Street

South 84th Street is characterized by "building forward" commercial uses adjacent to 84th Street, with a finer grain mix of residential uses located behind. These new residential uses transition into the existing residential neighborhoods to the east and west of 84th Street.

On the west side of 84th Street, Granville Parkway extends to the south through the redeveloped area to Giles Road, creating a new connection with Giles. Two propsed east/west roadways have potential to connect through to the existing apartment complex located to the west, creating a finer grain network of small blocks suitable for on street parking and a variety of different residential types. A small park to the north creates a welcome "front door" for this new urban styled neighborhood.


Lakewood Festival Area, Lakewood

A mixed use center creates a new heart for La Vista



Civic Center Park at City Center Edge - Section

City Center

A mixed use City Center creates a new heart for La Vista, and is the central building block of the master plan. Located on the edge of the Thompson Creek Basin, the City Center consists of three distinct districts: the Promenade District, the Park District, and the Paseo District.

City Center


Buena Park, California

Promenade District

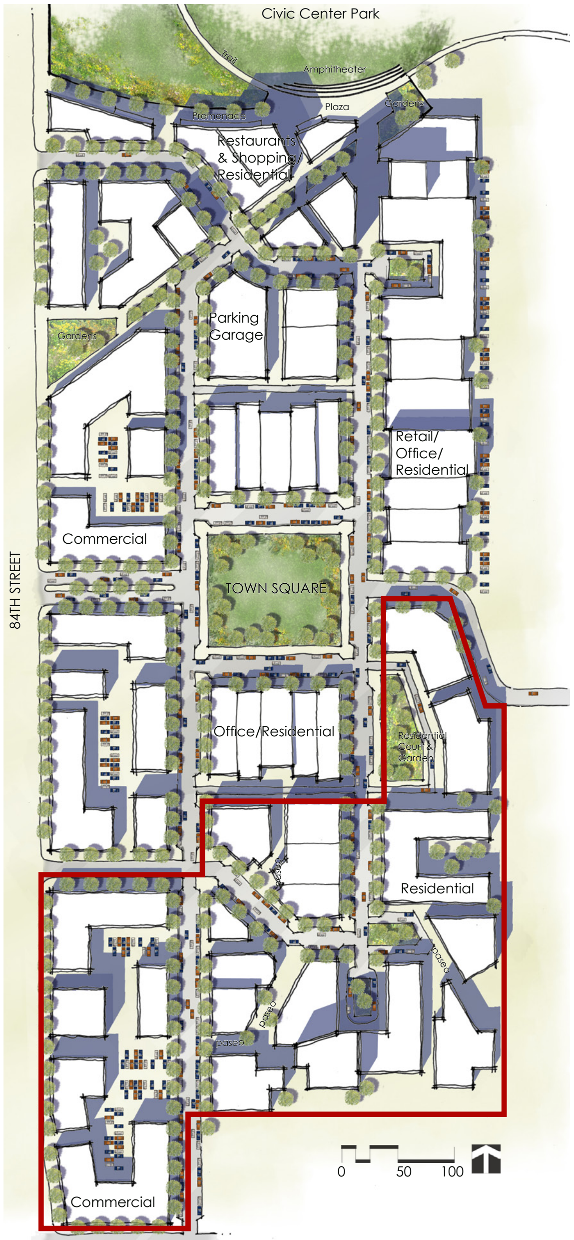
The Promenade District is characterized by a mix of uses, including restaurants and shopping, with residential units above. A promenade extends along the edge of the park, offering a distinct environment for dining, shopping and living, all with great views of the park.

Zona Rosa, Kansas City

Park District

The Park District is characterized primarily by office and some retail uses, with residential units above. The town square provides a gathering place for small community events in an intimate park setting.

Provence Region, France



Paseo District

The Paseo District consists of a blend of residential living options that are interconnected by a network of narrow pedestrian passages. These "paseos" connect with small residential courts and gardens that provide residents a place to park their car and gather with neighbors.

Kierland Commons, Scottsdale

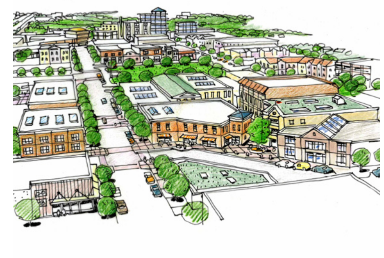
Nine principles characterize the new 84th Street

Principles
Nine principles were identified by the design team and Working Group members that describe the characteristics of the new 84th Street. These principles evolved from the goals, and were used to evaluate the alternatives as the master plan evolved.

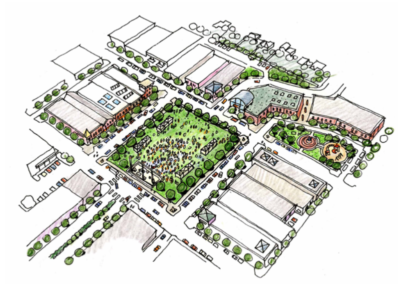
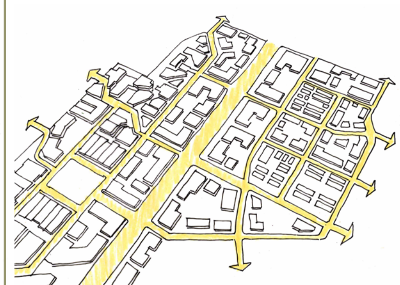
The nine principles include:

1. Make 84th Street Economically Attractive and Sustainable
2. Create a Distinct, Enduring and Appropriate Built Environment
3. Attract People to the 84th Street Corridor
4. Create a Place to Live, Work, and Play
5. Provide Human Scaled, Quality Environments
6. Encourage Social Interaction and Community Events
7. Connect to Existing Neighborhoods
8. Restore and Enhance the Natural Environment
9. Respect and Enhance Adjacent Neighborhoods

The following pages describe each of these nine principles with sketches, notes and supporting images that illustrate the intent of each principle.




The park supports the City Center's economic viability.

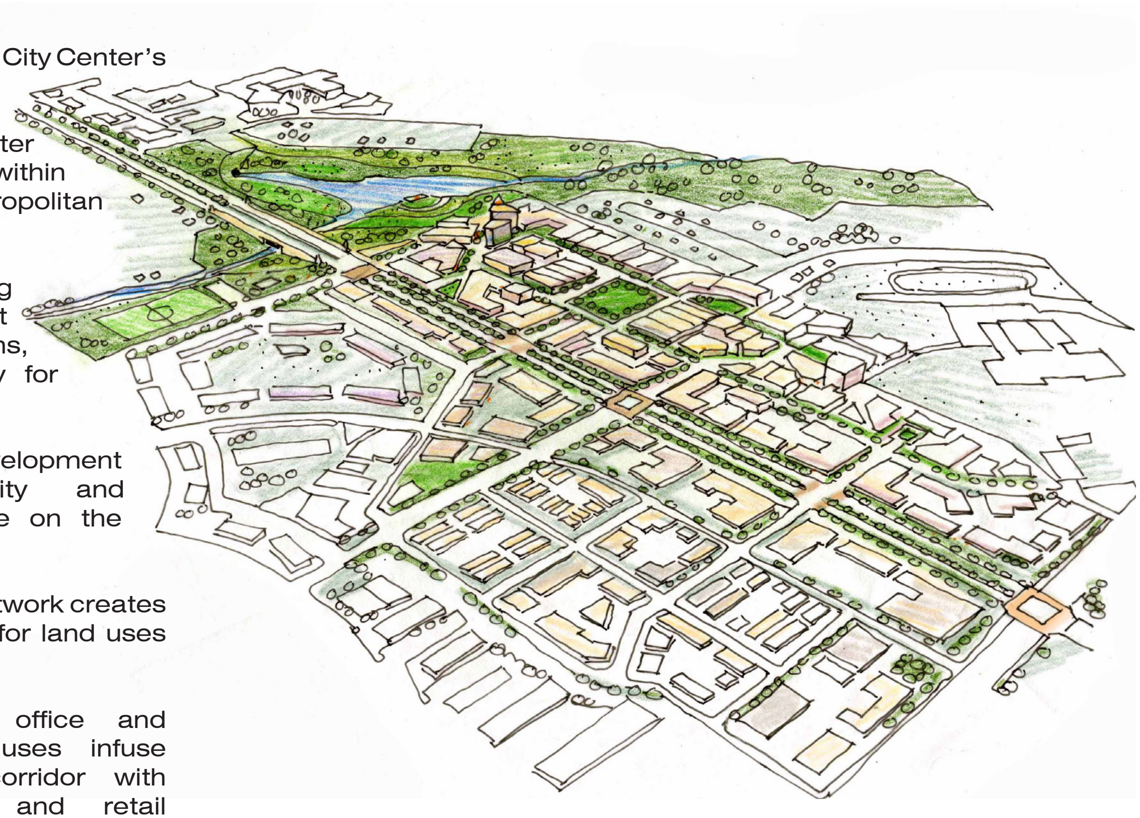
A mixed use City Center fulfills a market niche within the southern metropolitan area.

Proposed blocks along the corridor respect existing parcel depths, providing opportunity for phasing over time.

HIgherdensity infill development promotes walkability and reduces dependence on the automobile.

A finer grain street network creates a flexible framework for land uses to evolve over time.

A mix of retail, office and other commercial uses infuse the 84th Street corridor with new employment and retail opportunities.



Principle #1

Make 84th street economically attractive + sustainable

Provide 360 degree architecture that is pleasing visually from all points of view.

Buildings will be constructed of regionally appropriate and compatible materials.

Buildings are unique to the place; no prototype buildings.

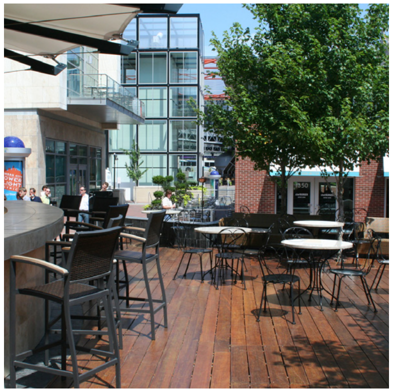
Provide appropriate building massing and setbacks to strengthen the pedestrian environment and provide architectural interest.

Awnings or canopies should be an integral part of the architectural design of the building, and should enhance the pedestrian environment by providing shade and comfort.

Primary building entrances should be oriented directly toward the street and sidewalk, enhancing the pedestrian environment and encouraging pedestrian interaction.

Principle #2

Create a distinct, enduring, appropriate built environment



As the signature park for La Vista, Civic Center Park provides a recreational destination for the entire community.

The promenade district provides entertainment, restaurants, and shopping destinations.

Roadway improvements including trees, new walks, planted medians and crosswalks enhance the appearance and pedestrian environment of the 84th Street corridor.

Unique and distinct residential types provide new choices for living in La Vista.

Multiple parks, courtyards, gardens and plazas of varying scale provide a variety of public spaces for local activities and events such as farmers markets, festivals, fairs, etc.

Principle #3

Attract people to the 84th street corridor

A new pedestrian underpass, sidewalk, pedestrian overlook and bridge announce arrival into downtown La Vista.

The amphitheater provides a venue for regular community events, including concerts, theater or other performances.

The lake and park create a welcome front door to the City Center.

Buildings located on the hilltop mark arrival into La Vista.

Median improvements enhance 84th Street.

Gateway monuments announce arrival into downtown La Vista.

Overlook provides pedestrian refuge.

The promenade is an extension of the gateway elements from 84th Street.

Residential units above the ground floor retail provide a unique living experience in La Vista, with a park, restaurants, entertainment, shopping, and employment uses located within walking distance.

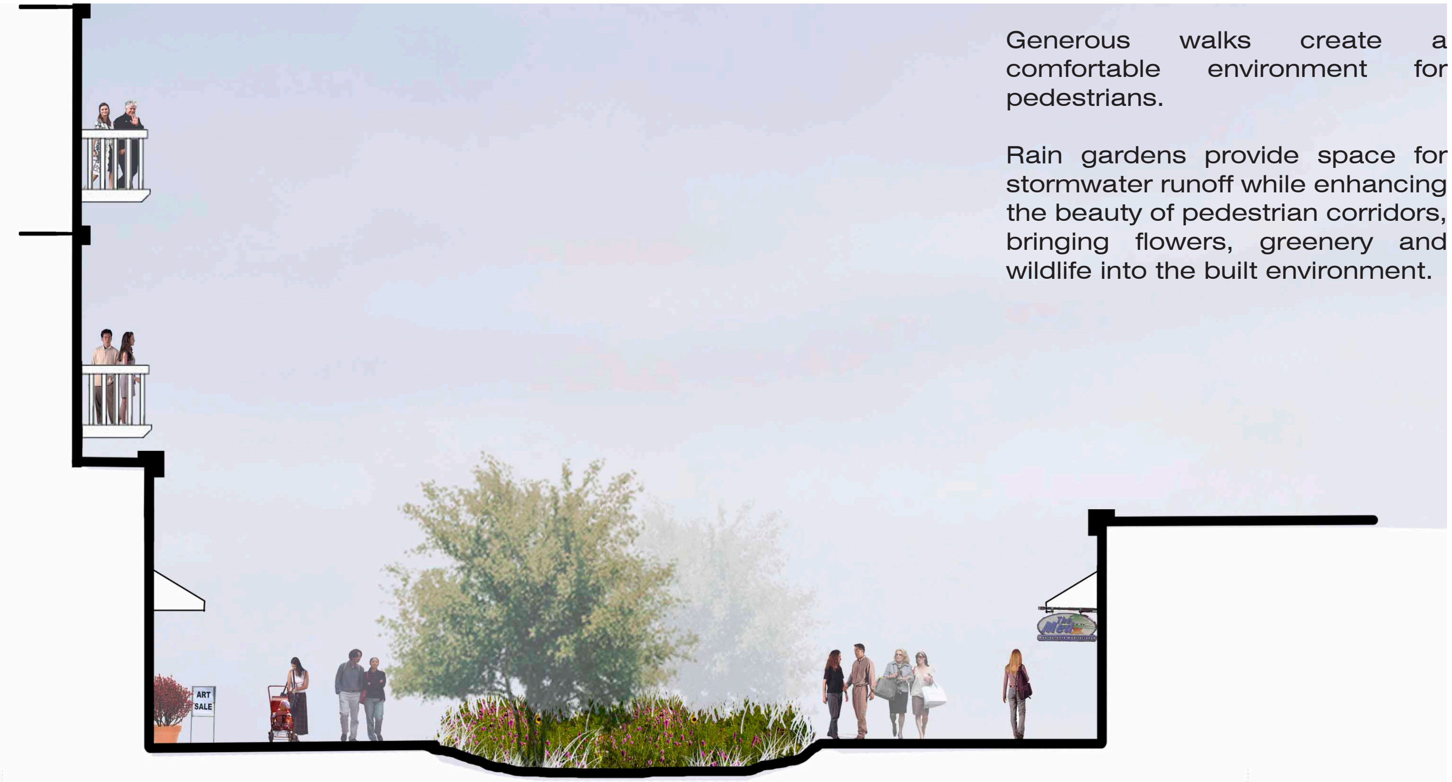
The promenade district provides a mix of retail at the ground level, including restaurants, shopping, and entertainment, all with frontage on the promenade overlooking the park.

Commercial uses such as office, services, and limited retail comprise the Park District, creating a vibrant central business district for La Vista.

Structured parking creates the opportunity for a more compact, pedestrian friendly environment.

Principle #4

Create a place to live, work & play



Generous walks create a comfortable environment for pedestrians.

Rain gardens provide space for stormwater runoff while enhancing the beauty of pedestrian corridors, bringing flowers, greenery and wildlife into the built environment.

Section a - Pedestrian Way

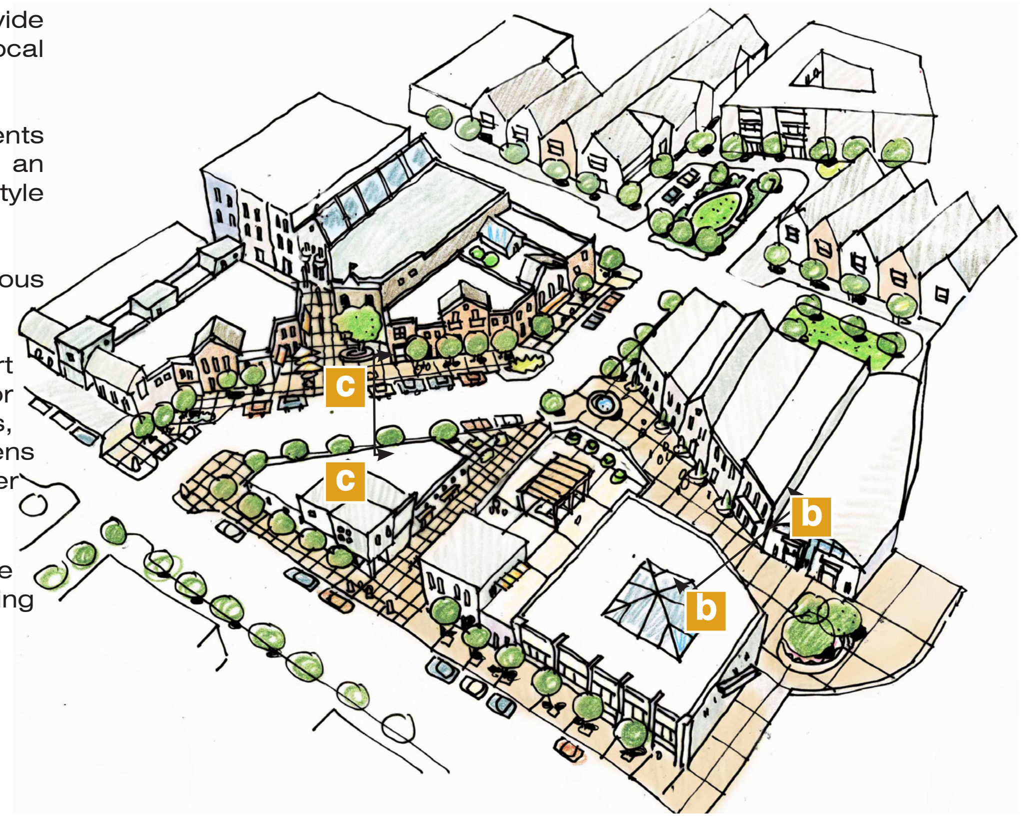
Small courtyards provide outdoor seating adjacent to local restaurants and cafes.

Building forward environments with varied facades promote an eclectic, diverse architectural style for the City Center.

Streets include trees, generous walks and parallel parking.

Residential garden/auto court provides residents a place for children to play, to host parties, and for parking. These gardens also collect and filter stormwater run-off.

Paseos provide narrow, intimate pedestrian ways connecting residential units.



Principle #5

Provide human scaled, quality environments

vision 84

Section b - Paseo

Section c - Typical Street

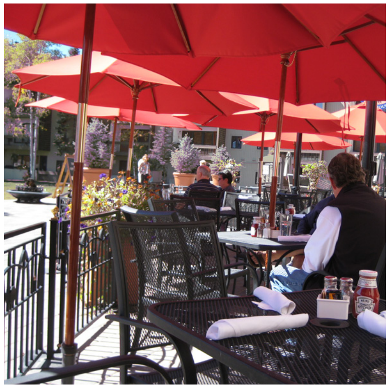
Space for seating and social interaction fit within the scale of the Paseo District.

Paseos provide a comfortable pedestrian scale connection to retail and residential units.

Street trees provide shade and pedestrian comfort.

Parallel parking enables easy streetside access to residences and retail.

Patio seating in small courtyards activates the street edge.



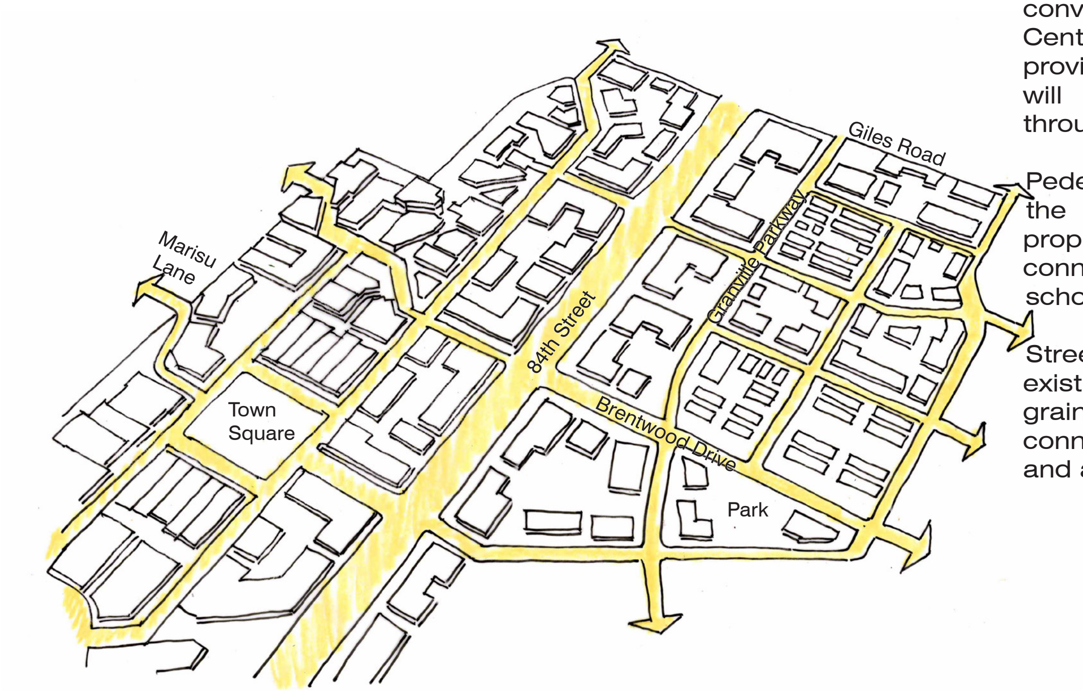
The town square provides a gathering place for small community events in an intimate park setting.

As a shared front yard, the garden/auto court creates a venue for parties, play, or other outdoor activities for residents.

Principle #6

Encourage social interaction and community events

vision 84



A street connection is provided through to Marisu Lane, providing convenient access to the City Center for local residents without providing a through street that will significantly increase traffic through the neighborhood.

Pedestrian walks extend through the City Center to adjacent properties, providing pedestrian connectivity with the Junior High school.

Street and walk connections to existing apartments creates a finer grain street pattern that provides connectivity for both pedestrians and automobiles.

Principle #7

Connect to existing neighborhoods

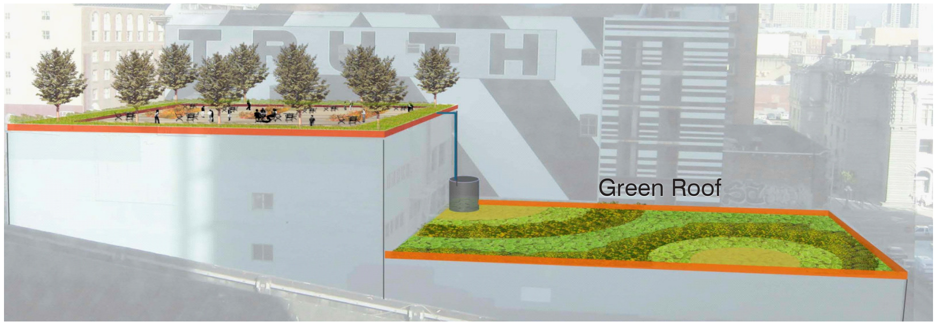
Re-introduce native plant species within the park.

The lake provides opportunities for increased wildlife habitat.

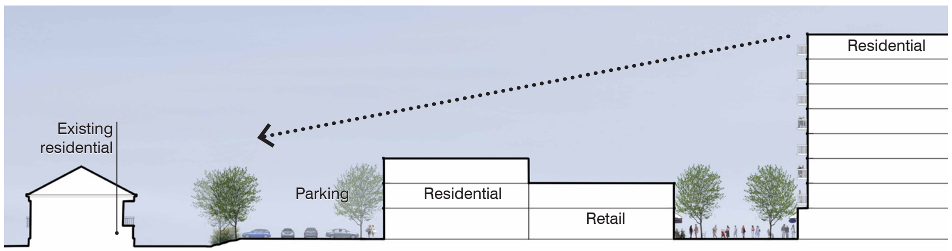
Wetland edges provide bio-filtration to treat run-off.

Principle #8

Restore and enhance the natural environment



Green Roof



Section - Existing Residential Neighborhood Adjacent to City Center

Create pedestrian connections between existing neighborhoods and the City Center.

Respect existing neighborhood road patterns, and create connections where appropriate without compromising neighborhood character.

Respect adjacent residential areas by transitioning land uses in a sensitive way.

Transition building heights to scale of existing neighborhood.

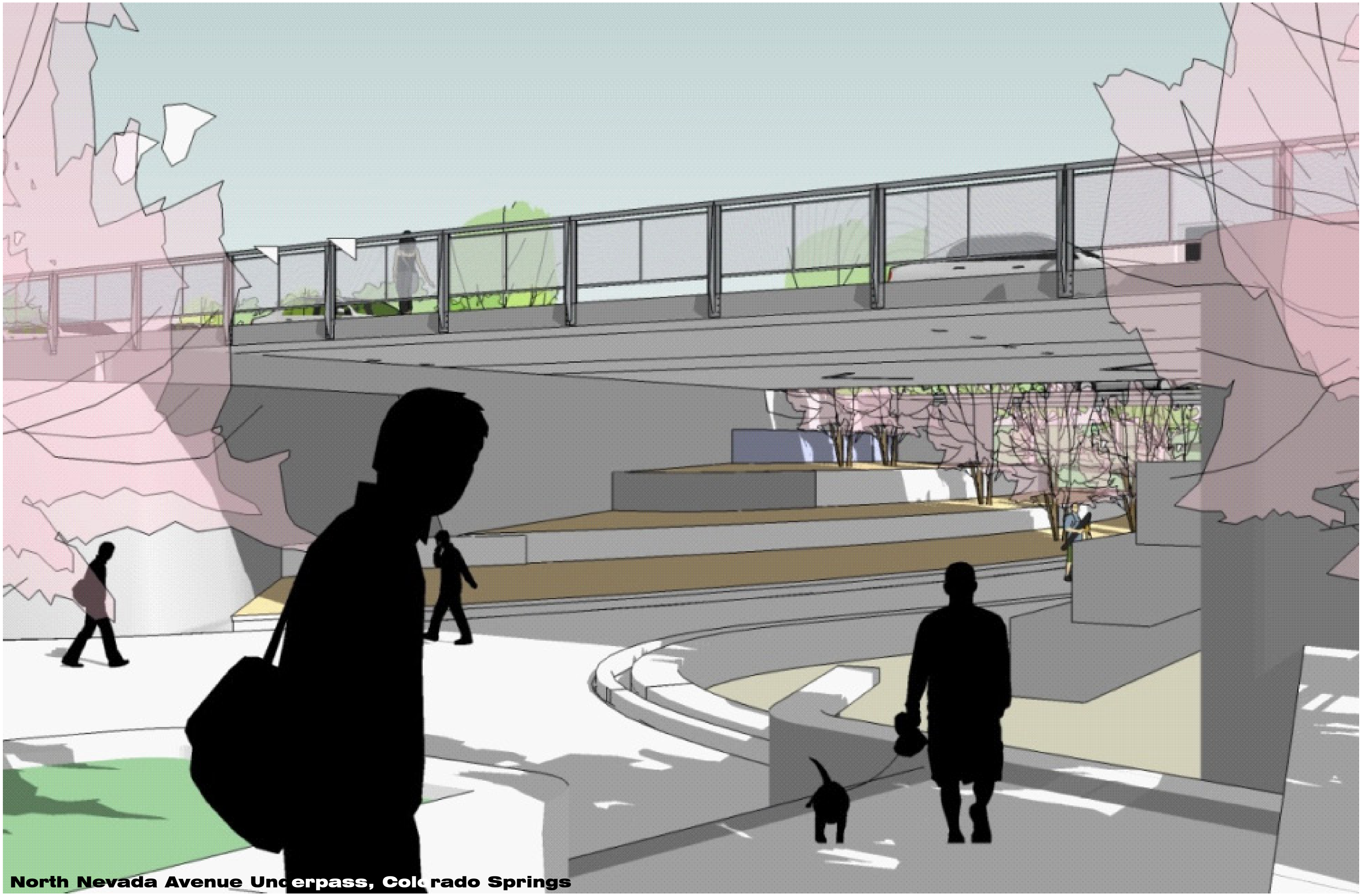
Plantings provide a buffer between existing neighborhood and the City Center.

Green roofs provide ecological benefits, and create softer transitions to adjacent neighborhoods.

Principle #9

Respect and enhance adjacent neighborhoods

next steps



North Nevada Avenue Underpass, Colorado Springs

NEXT STEPS

Vision 84 provides a bold and progressive vision for 84th Street and the entire community. In order for the plan to be successful, city leaders need to be committed to the plan for the long term, seek to promote development that is in keeping with the spirit of the plan, and resist opportunities for development that are contrary to the principles outlined. The plan is flexible, providing for a blend of development types within a consistent framework of streets, walks, and public spaces to occur over time. The suggested next steps to advance the plan include:

1. Prepare an Initial Phasing Strategy

Identify initial project area(s) that will be targeted for redevelopment. Meet with developers to obtain opinions on what parts of the plan may be most attractive for redevelopment in the near term. Quantify range of square footage of each development type, and associated parking needs for each use in the Financial/ Fiscal Impact Analysis (Step 5).

2. Prepare an Infrastructure/Drainage Master Plan

Review the condition and capacity of the existing infrastructure along the entire corridor. Prepare conceptual utilities master plans, and prepare cost estimates for necessary improvements in support of the focus areas identified in Step 1.

3. Prepare Preliminary Design Guidelines for Buildings and Public Realm Amenities

Prepare an outline for design guidelines for both public realm improvements and private development. Identify a desired approach (or range to consider) for design elements that reflect the desired sustainability goals, storm water management strategy, level of finishes, architectural variety and massing, road cross sections, pedestrian walk dimensions and locations, building placement, parking lot treatments, amenities, screening, etc. Identify key elements that are critical to the establishment of a cohesive district. Identify the acceptable range of construction type(s) in order to assign costs.

4. Prepare Park Program and Master Plan

Identify desired elements to be included in the park, and prepare several conceptual park master plan alternatives. Orchestrate a public involvement process to gather community input on the desired park elements and the alternatives. Refine the alternatives into a preferred master plan concept, and prepare a budgetary cost estimate for the park.

5. Prepare Financial/Fiscal Impact Analysis for Phase I

The financial analysis will evaluate the proposed Phase I project from a developer's perspective, incorporating assumptions for development of office, retail and residential space, and resulting lease revenue by phase. The financial model relates project revenues to project costs over a set investment period to see if the project can achieve minimum return based on defined investment thresholds.

The fiscal analysis considers likely public sector returns on the project, including sales and property taxes generated over a multi-year period, potential grants from Federal and State sources, and tax increment or special district financing. These revenue estimates will be linked with likely public sector infrastructure costs to confirm if the public side of the project is financially feasible.

When combined, the financial and fiscal assessments will clarify the financial returns to the private and public sectors relative to their respective investment requirements, and help define the role of each group in the development process.

6. Refine Initial Phase(s) Based on Financial Analysis Results and Prepare a Pro Forma

Based upon the results of the financial/fiscal analysis, any necessary refinements to the phasing plan will be made in order to define a feasible first phase project for both the City and a potential developer(s).

7. Identify Actions and Incentives to be Provided by the City

The City will identify specific action items, such as rezoning, infrastructure improvements, and community enhancements, as well as the necessary incentives in preparation for entering into a partnership with a developer.

8. Finalize Development Design Guidelines

The design guidelines will contain performance criteria for how the public realm should be designed, as well as performance criteria for the parcels or blocks, including massing, architectural features and variation, service areas and screening, etc.

9. Design Public Improvements

The City can design and construct elements within the public realm, such as improvements to 84th Street, the underpass, the park, and other public projects.

10. Prepare and Submit a Development RFP for Phase I.

The final step is to prepare and issue an RFP for development of Phase I.

appendix

Draft Market Report

84th Street Corridor Real Estate Market Analysis

Prepared for:

City of La Vista / EDAW

Submitted by:

ERA |AECOM

July 7, 2009

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General & Limiting Conditions

Every reasonable effort has been made to ensure that the data contained in this report are accurate as of the date of this study; however, factors exist that are outside the control of Economics Research Associates, an AECOM company (ERA) and that may affect the estimates and/or projections noted herein. This study is based on estimates, assumptions and other information developed by Economics Research Associates from its independent research effort, general knowledge of the industry, and information provided by and consultations with the client and the client's representatives. No responsibility is assumed for inaccuracies in reporting by the client, the client's agent and representatives, or any other data source used in preparing or presenting this study.

This report is based on information that was current as of July, 2009 and Economics Research Associates has not undertaken any update of its research effort since such date.

Because future events and circumstances, many of which are not known as of the date of this study, may affect the estimates contained therein, no warranty or representation is made by Economics Research Associates that any of the projected values or results contained in this study will actually be achieved.

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This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and considerations.

I. Introduction

ERA was retained by EDAW |AECOM through their contract with the City of La Vista, Nebraska to evaluate real estate market conditions and redevelopment strategies for property along the 84^{th} Street Corridor in La Vista between Harrison Street and Giles Road. Until recently, this commercial corridor had served as the key commercial center for La Vista and Sarpy County, with about 800,000 sq. ft. of retail space. However, the departure of key anchor retailers from the corridor and the emergence of new retail competition elsewhere in Sarpy County has significantly impacted the competitive position of 84^{th} Street as a destination retail area. Currently, the corridor has more than 200,000 sq. ft. of vacant inventory, representing about 40% of total retail inventory in La Vista.

As part of the team effort, ERA evaluated reuse and redevelopment options for the corridor, focusing on the following elements:

- Initial stakeholder interviews to understand perspectives, issues, and opportunities associated with the corridor.
- A review demographic and economic conditions for La Vista, Sarpy County, and the greater Omaha Metropolitan Area, benchmarked against statewide and national trends.
- Evaluation of residential, office, retail, and industrial real estate markets in La Vista and across Greater Omaha.

A summary of the key findings of the market analysis follow, with supporting data and information following in later sections and the Appendix.

Initial Findings and Implications

ERA's national experience highlights the following trends that will impact revitalization of the 84^{th} Street Corridor:

- Gasoline price levels achieved in the summer of 2008 generated a significant mode shift away from cars toward public transportation. While current prices are below levels seen last summer, the underlying worldwide drivers of gasoline supply and demand remain basically unchanged, and point to a return to higher prices in the near-term. With this in mind, efforts to develop mixed use destinations that can begin to reduce trip generation requirements should be a policy goal.
- Prices for natural gas have grown at a 7% annualized rate since 1998. While prices have softened due to the current national recession and recent supply growth, the practical reality of long-term price growth at rates above inflation is beginning to drive interest in smaller and more energy efficient housing units, with layouts that

look beyond the traditional single family house.

- Nationally, interest in walkable housing projects has increased, with 25% to 35% of households, spanning an array of age groups, being interested. In terms of actual market penetration, team experience shows that walkable urban housing remains a modest share of the overall market in most Midwestern cities, averaging between 1% and 5% of total housing inventory in most metropolitan areas. For Omaha, analysis of building permit trends since 1989 indicates that the walkable share of housing inventory is very small, at about 1.4%, of all residential permits issued in the past 18 years.

Analysis of economic conditions across the Omaha Metropolitan area highlighted the following elements:

- The Omaha Metropolitan Area has avoided the worst aspects of the national recession. Housing prices never rose as dramatically as in other markets, and prices have not declined to the same degree during the current global economic recession.
- Unemployment rates remain below national averages, reflecting the diversified nature of the local economy.

These above points would suggest that the region is well positioned to return to growth, albeit at a more typical Midwestern pace, and only to the extent that bank lending and thawing credit markets allow. Over the short-term, the region will need to work through relative supply excesses in the retail market, which appears to be overbuilt. Analysis showed that across the metropolitan area, there is more than 50 sq. ft. of space per resident, which is well above historic benchmarks, which tended to fall in the 20 to 30 sq. ft. per resident range.

La Vista has enjoyed a recent surge in growth, which has transformed portions of the community west of 84th Street, with newer and generally more affluent single family housing for younger families, as well as new retail and office developments. The following demographic trends were noted for La Vista:

- La Vista has sustained consistent growth since 2000, adding about 1,400 residents in that period of time, at an annualized rate of 1.4%.
- Growth across Sarpy County has been more dramatic, resulting in the addition of 30,700 residents in the same period, of time, at an annualized rate of 2.8%.
- Both La Vista and Sarpy County are becoming more diverse with an increase in residents of Hispanic origin, a trend that is projected to continue in the future.
- Overall income and educational attainment factors for La Vista fall slightly above metropolitan area benchmarks, but below levels achieved in Sarpy County as a

whole. This reflects the dynamic between older neighborhoods in eastern La Vista, and newer developments in western La Vista.

- This dynamic is also reflected in community tapestry data, which looks at the lifestyle segments that are present in the community. The analysis highlights the significance of younger families that have recently moved to the community, as well as the growth in segments that have a predisposition to favor more urban housing options.

The assessment also highlighted key implications for how repositioning of shopping center assets along the 84th Street Corridor could evolve. Considerations include:

- At present, La Vista has an overabundance of retail inventory, with about 100 sq. ft. per resident on total inventory, or about 75 sq. ft. of occupied retail space per resident. The current metro area benchmark is in the 50 sq. ft. per resident range.
- Growth in county retail inventory was driven by several projects, including the Shops at Market Point and Shadow Lake Town Center, both in Papillion. Larger format stores (Walmart, Kohls, etc.) were key drivers of inventory growth.

Specific redevelopment implications for revitalization of the 84th Street Corridor, specifically Brentwood Square and Brentwood Crossing, need to be reflective of current economic challenges. Within the next 2-3 years, it is unlikely that other larger format retailers would contemplate taking on empty space at the two shopping centers. Concerns about these two projects include:

- The substandard condition of facades and parking areas
- Considerable setbacks and reduced visibility from 84th Street
- An abundance of competitive regional retail inventory

Looking to the near-term, as local and regional economic conditions begin to improve over the next two years, opportunities to reposition these centers will begin to emerge. However, the scale of retail in such projects will need to be different (and smaller), as the regional market has shifted and the corridor is no longer serving as a regional retail destination. Analysis of community and neighborhood retail and service offerings within 2.5 miles of the corridor suggests a modest opportunity to develop restaurants, grocery, and miscellaneous services, targeted at neighborhood and community levels of service (i.e. less than 125,000 sq. ft. of new inventory). Given the scale of these sites, additional reuse options could include:

- Offices and community services
- Health care / medical office
- Recreation and wellness

In all cases, a residential element would be required to help reshape and anchor the project. Although La Vista has historically seen a significant amount of apartment development, the community and area seems to lack reasonably priced modern condominiums. That the Omaha area residents are proceeding with caution in evaluating projects such as Midtown Crossing and Aksarben is not a surprise, as the region offers a very modest share of recently built housing that is urban and walkable, as noted above. The building permit analysis identified a total of only about 1,300 new or renovated units in locations that offer practical walkability, including the downtown area and Aksarben. This modern walkable inventory represents 1.4% of the 93,000 residential units built in the Omaha region since 1990. With the market analysis suggesting that about 25% of Omaha area households have an interest in urban / walkable housing, limited supply and higher prices appear to be constraining opportunities.

To the extent that the property owners choose their own strategies for these sites, a typical work-out scenario for these projects would focus on efforts to sub-divide space for smaller tenants, with likely emphasis on service and office / medical uses. This re-tenanting strategy would be combined with efforts to improve store facades and public areas. However, as both shopping centers are set back a considerable distance from 84th Street, visibility is a key challenge, which cannot be solved by a standard work-out approach. From this perspective, efforts to move commercial spaces significantly closer to 84th Street should be a policy goal.

Stakeholder Interviews

La Vista has several sub market areas:

- Older La Vista, east of 84th Street – homes are older, dating back to the 1960's / 1970's, and in some cases significantly smaller.
- Newer La Vista, West of 84th street – recently built homes, larger in scale.
- Southport Area – destination retail, hotel, industrial, office, and distribution development.

The interviews defined key elements that will impact La Vista in the near future. Ideas include:

- La Vista and its larger extra territorial jurisdiction (ETJ) are nearly built-out, with minimal vacant land remaining for development. This evolving reality has implications for the density of future development in the community.
- The two primary shopping centers in the study area are challenged by deferred maintenance, absentee ownership, and fragmented property ownership, with the shopping center on the west side of 84th Street appearing to have more complex ownership fragmentation.

- Aksarben and Midtown Crossing were identified as key benchmark urban / walkable projects in the region. The two projects are evolving in different ways, and targeted to different segments. Interviews identified a modest number of other urban housing projects, most targeted at a higher end market.
- In downtown Omaha, urban housing has slowly evolved, anchored in part by several loft conversions in the Old Market area, as well as other projects, including Ontario Place.
- Retail was identified as a key challenge for the near-term, as the regional market has grown considerably, and may be saturated for the moment. Shadow Lake Town Center is the most recent entrant, along with L Street Market Place and the Shops at Market Point. These projects have altered regional shopping habits, and shifted traffic over to 72nd Street as well.
- Shadow Lake was noted for the "town center" feel that it offers as well. Other retail development has been proposed at 72nd and Cornhusker.
- The recent extension of 96th Street to 370 has also shifted the market, and reduced traffic levels along 84th Street.
- The 84th Street Corridor benefits from considerable daytime traffic, although most of it is passthrough traffic during rush hour. Traffic along 84th Street has decreased as of late, in part due to the growth of 96th Street and 72nd Street, the latter of which has also seen considerable commercial development
- Walmart, Bakers Grocery store and the Steve and Barry's apparel store were key anchors for the two existing shopping centers in La Vista along 84th Street. The failure of these anchor stores has impacted overall retail vacancy levels for the corridor, partially because traffic levels are lower. Store performance also appears to be impacted by limited visibility from 84th street.
- Although the loss of Walmart was significant, local sources pointed to the loss of the Bakers Grocery Store as the defining moment for the corridor, as this store's closure drove traffic to other establishments.
- Both the Walmart and grocery store sites remain under lease for the short-term. Once these leases end (2010 / 2011), the property owners would appear to face decisions about their properties.
- The golf course is an interesting amenity along the corridor. Debt for this course will reportedly be retired in 2013.
- Since 96th Street does not have direct access to I-80, 84th Street remains a key interstate connector for La Vista, along with Giles Road, which connects the community with I-80 to the west.

Policy Issues

- Status and use of TIF in Omaha is an open question. Some cities use it, others are concerned about what the state requirements are, and have avoided using it. TIF laws need to be clarified.
- The location, role, and need for a town center in La Vista in connecting the east and west sides of La Vista is a question and an opportunity.
- The City has played an aggressive role in the development of the Southport area, assuming a relevant "at risk" position in facilitating development of the hotel and convention building, as well as the Cabella's sporting goods store.
- Regional growth patterns appear to favor the south and southwest sides of Metropolitan Omaha.
- Regional discussion of a new minor league baseball park was noted, along with plans to develop a new cinema complex at Southport. To the extent that a cinema could be developed along 84th Street, as opposed to Southport, this could be a significant demand driver for the corridor.
- Although site assessments identified a significant supply of older apartments in the community, few newer condominiums were identified.
- Development in eastern portions of La Vista may be impacted by flight paths for Offutt AFB, as well as floodplains.

Erosion Challenges

- The city is actively dealing with flooding challenges along Thompson Creek, where FEMA is planning to purchase several existing homes that fall in the floodplain.
- Medical office development was identified as one possible opportunity for the community in the future.

II. Demographic Perspective

The following analysis highlights initial demographic and economic trends for La Vista, Nebraska with specific focus on relevant implications for the 84th Street commercial corridor which bisects the City area. ERA | AECOM has assembled and analyzed data for geographic locations including La Vista and the neighboring city of Papillion, Sarpy and Douglas Counties, and the greater Omaha metropolitan area. Throughout this document, a compound annual growth rate (CAGR) has been used to measure the annualized growth-on-growth of individual metrics. Data tables and charts are included in the report Appendix.

Population

Population growth drives retail sales, housing demand, and employment growth. Appendix Table 1. Population Change

highlights the historical and projected population levels for the City of La Vista, comparable adjacent areas, Sarpy County, MSA, and Nebraska.

- La Vista's population grew at a 1.4% annual rate from 2000 to 2008. This level of population growth was in line with the level experienced by the overall Omaha MSA although lower than the almost 3% annual rate in Sarpy County.
- Forecast population growth for La Vista is slightly over 2% annually for the period 2008 to 2013. This equates to an additional 1,400 people within the city area.
- Sarpy County has experienced significant population growth in the previous decade with forecast growth also expected to be significant at 2.6% annually from 2008 to 2013. This would equate to an additional 31,000 people within the County area over this period.
- Sarpy County is expected to represent over 19% of the MSA population in 2013, up from 16% in 2000.
- Over the same period, Douglas County is expected to grow at a slower rate of roughly 1% and decrease slightly to 59% of total MSA population by 2013.
- Both La Vista and Sarpy County are becoming more diverse with an increase in residents of Hispanic origin, a trend that is projected to continue in the future.

Households

Household growth is a useful metric for area housing demand, and household characteristics are indicative of preference for different housing size, style, and type. Tables in the appendix highlight household growth trends and important implications.

- Projected household growth for La Vista is 2.39% annually or roughly 1,500 total additional households from 2008 to 2013. This growth rate forecast is in line with robust forecasts for neighboring Papillion and Sarpy County as a whole. Sarpy County is expected to add roughly 8,500 households over this period, or 15% of total existing households.

- Household sizes are expected to decrease from 2.66 persons per household in 2000 to 2.49 in 2013. This is indicative of the national trend toward smaller families and fewer families with children.
- The percentage of persons living alone has increased at the regional, state, and national levels.
- Currently, Sarpy County households are generally larger than those at the MSA level although size is decreasing.

Age Shifts

Market age characteristics and growth trends have an impact on housing preferences. Generally, younger households as well as senior citizens have a higher relative preference for multi-family housing product. The shift in market area age characteristics is shown graphically in Appendix Figure 6.

- Since 2000, there has been a shift toward older households in La Vista as each of the age segments older than 45 experienced growth while only the segment from 15-24 years old experienced growth out of the under 45 segments.
- This shift toward an older population is expected to continue for the near future.

Household Segmentation

To further understand the demographic, economic, and cultural characteristics of La Vista and the region, ERA utilized an analysis tool called Community Tapestry, developed by Environmental Systems Research Institute (ESRI). Tapestry divides households into 65 categories or segments based on several key factors including age groups, income brackets, and education levels, as well as lifestyle choices, neighborhood housing preferences, and consumer spending habits. Appendix Table 6 highlights relevant concentrations of defined segments in the city of La Vista and Sarpy County, and compares these concentrations in neighboring counties and at the state levels—segments with a propensity for urban living have been highlighted in grey. Key findings of this analysis are summarized below:

- Households in the area tend to be younger and more affluent than average
- Sarpy County contains more traditional family households than national averages
- More than 50% of households in La Vista fall into segments which exhibit high propensity to live in urban style housing compared to 20% to 30% at other regional benchmark areas. The Milk and Cookies segment makes up 22.2% of La Vista households and 11% of Sarpy County households, has a high preference for

urban housing type, and a high relative income level above the area median.

- Other segments with a preference for urban housing type in the La Vista area are generally younger than average with lower income levels due to their age and position in their career cycle, less accumulated wealth, but high future earning potential.

Definitions of Sarpy County's most frequent household segments are defined below with additional relevant segment descriptions included in the report Appendix:

Up and Coming Families

These households tend to be young, affluent family households which are members of generation X. They exhibit above average income but are too young to have accumulated significant wealth. In addition, households in this segment tend to own new single family homes in suburban outskirts.

Milk and Cookies

These households are young married couples with children and larger than average household size. Generally, they fall in the middle to upper income range with a high home ownership rate and preference for single family homes in suburban areas.

Sophisticated Squires

These residents enjoy cultured country living in low-density, newer home developments with a median home value of $286,622. These residents are primarily married-couple families, educated, and well employed. The median age is 38.3 years. Top family activities include playing volleyball, bicycling, and attending soccer and baseball games.

Boomburbs

These households are young affluent married couples with children and relatively large family sizes. They tend to be busy and physically active with high home ownership rate.

Education

High resident education levels generally correlate with an above average demand for office space. Appendix Table 4 highlights the percentage of population by educational attainment. Important points include:

- Sarpy County residents are more likely to have an undergraduate or graduate level degree than average with 43% of the over 25 population in these categories.
- In contrast, only 33% of La Vista residents over 25 have a college degree or higher- below the statewide and metro area benchmark levels.

Income

Retail purchasing power is a product of area resident income levels. Appendix Table 5 highlights income levels and growth at regional geographies. The following are notable points regarding area income:

- Sarpy County residents exhibit high income levels with current median household income estimated at $70,826 with high income level growth rates historically and forecast for the future.
- La Vista residents have mid to high range income levels with median household income of $60,813 compared to the state level of $50,896.
- Papillion is the most affluent of the selected geographic regions with median household income of $79,759.

Economic Base

ERA reviewed US Census and County Business Pattern data for Sarpy County to assess the general employment situation in the area. Employment is historically a major driver of population and income growth for an area which leads to higher retail and housing spending. Key information from the analysis is included below:

- Unemployment rates for Sarpy County, Omaha MSA, and Nebraska are all lower than the national average reflecting a more stable employment situation as shown in Appendix Figure 19. Note that data for the state and smaller geographic levels were not available with seasonality adjustments while the line representing the national average is seasonally adjusted.
- Major office employment industries within Sarpy County include construction, retail trade, professional services, health care, and accommodation and food services.
- Total employment in Sarpy County grew at a CAGR of 6.5% from 2000 to 2006.
- Professional services firms added the largest number of employees over that period.
- Average annual wages grew at a CAGR of 5.1% over the same period with wages growing fastest in wholesale trade and educational services.
- Finance and insurance firms saw the lowest rate of wage growth.

Migration

ERA analyzed IRS migration data to better understand recent patterns of migration into and out of Sarpy County. The Internal Revenue Service (IRS) collects data from two consecutive household tax returns. Households that file a return from one country one year and a different county in the next year are classified as “migrants” while households that file in the same county for both years are classified as “non-migrants” or residents. The data is summarized in Appendix Table 8 and Table 9. Key findings from the migration analysis include:

- Migrants into Sarpy County increased at an annualized rate of 3.7% over the period from 1999 to 2007.
- The majority of county in-migrants came from within the state of Nebraska. This

segment of migrants increased at a 4.5% annual rate over the same time period.

- Net migration was positive at the county level for all 8 years covered in the IRS data. Net migration increased to over 1,000 annual net migrants in 2007 from only 82 in 2000.
- The largest feeder counties for Sarpy County tended to be other urban areas including Lincoln, Nebraska; San Jose, California; San Antonio, Texas; Las Vegas, Nevada; Denver, Colorado; and Phoenix, Arizona.

III. Residential Market

Retail sales and housing stock are positively correlated as new area households increases spending potential. In addition to reviewing housing inventory and value within the La Vista area, ERA also analyzed OFHEO housing index data and lending information for the Omaha market. Key findings related to the for-sale housing market include:

- Adjustable Rate Mortgages have been a much lower percentage of total mortgages in Nebraska compared to regional and national benchmarks for the past decade.
- According to OFHEO price indices, the price level of Omaha MSA housing never reached the boom levels of other urban areas across the country.
- Housing construction measured by housing permits issued has slowed markedly in 2007 and 2008 with single family unit construction declining the most.
- Building in the La Vista area has also decreased significantly in terms of both single family and multi-family unit construction.
- Over the period from 2001 to 2007, roughly 2,100 total permits were issued in La Vista with 55% single family permits. Over the same period, Sarpy County issued 12,575 total permits, single family made up a much higher percentage at 85%.
- Owner-occupancy levels are relatively low in La Vista compared with the region and decreasing.
- Housing vacancy rates are low in the La Vista area compared with the region.
- Based on assessed value data, single family and multi-family units built recently are generally valued at similar rates per square foot while for older units, single family values are higher.
- While higher density unit construction has ceased in La Vista due to the current economic climate, ERA expects multi-family units to be preferred in the marketplace in the future due to the household characteristics of La Vista residents.
- Based on recent sales data, the premium for new construction is around 37% in La Vista-in line with adjacent areas.

Additional relevant information related to the rental market include the following highlights:

- Newly built apartment unit rents in La Vista are generally near $1 per square foot per month for a 1-bedroom unit.
- Older units in La Vista are offered at significant discount to new units.
- The majority of existing unit supply in the area is 1 and 2-bedroom units with only a few of the selected properties offering Studio or 3-bedroom units.
- Average reported rents in the Omaha market were $0.87 per month for an

efficiency, $0.75 for a 1-bedroom, $0.66 for a 2-bedroom, and $0.62 for a 3-bedroom. These rent levels had been stable for the previous 5 years according to Mitchell and Associates.

- Omaha market occupancy levels have been stable around 91-92% for the period 2003 through 2007. Units with 3 bedrooms had slightly lower occupancy levels than other sized units although rents for 3-bedroom units have increased due to new upscale developments.

Walkable Urban Development Projects

The recent focus on downtown development and revitalization has spurred new home construction in urban cores throughout the United States, including Midwestern markets. Rising energy costs, improved public transportation, and efforts to combat urban sprawl have begun to influence demand for more closely knit communities that stray from the modern model of the American suburb – communities that offer denser housing, more amenities, are close to public transportation, shopping, entertainment and are more specifically walkable. While the importance of the automobile for daily transportation outside of major urban centers is unlikely to decline in the near future, the changing environment driving demand is placing emphasis on a new type of homeowner looking for an old concept in housing.

To better understand the market for urban and walkable housing in the Omaha market, ERA examined housing permit trends dating back to 1990 within one mile of the Omaha CBD, and adjacent to Aksarben Village.

Housing permits in these areas from 1990 through 2008 obtained from both the United States Bureau of the Census as well as the Omaha-Council Bluffs Metropolitan Planning Agency were compared to those of the MSA to understand how the demand for urban and walkable housing has changed and how it will continue to develop into the future.

Over the past 18 yeas, urban and walkable housing in the Omaha market has comprised a mere 1.4% of the total housing permits issued in the Omaha-Council Bluffs MSA. Of the nearly 93,000 housing permits issued for single-family, duplex, and multi-family housing across the MSA, under 1,300 were urban or walkable housing as defined by ERA.

While this is a seemingly small number, as a percentage the number of urban and walkable housing units has grown from being just 0.4% of the total housing permits issued in 1990 to being 10% in 2008, which represents an compound annualized grown of of close to 20%. As a percentage of the cumulative housing stock permitted from 1990 to 2008, urban and walkable housing has been growing at a compound annual rate of 7.1% per year.

With the small percentage of urban and walkable housing in the Omaha market, it appears that this is a market that has only begun to be exploited recently and will continue to grow in importance. Any residential or mixed-use development in the future would be wise to take these trends under consideration.

For perspective, ERA reviewed the parameters and characteristics of Aksarben and Midtown Crossing as a proxy for Omaha metro area acceptance of the mixed-use product and competitive environment. Key details for the two developments are described below.

Aksarben Village

Aksarben is described by developers as "an urban, mixed use development". Development uses include office, research, technology, retail, entertainment, academic, athletic, and residential. At build-out, the $200 million development plan includes:

- 750,000 sq. ft. office space
- 250,000 sq. ft. retail space
- 500 residential units
- Five-acre park with concert seating for 4,000
- 138-room Marriott hotel
- Entertainment district
- Parking

Residential development is expected to include 2 three-story apartment complexes with units ranging from 560 to 1,220 sq. ft. In addition, 70 townhomes are planned ranging from 1,200 to 1,400 sq. ft. An additional portion of the residential development will include an additional 121 rental units.

Midtown Crossing at Turner Park

According to developers, Midtown Crossing will be a 115-acre, mixed-use development in Omaha's Midtown neighborhood. The development plan is proposed to include:

- 297 condominiums and 196 apartments
- A hotel
- 220,000 sq. ft. of retail including restaurants and entertainment
- Parking for 3,000 vehicles
- Park and open space elements

The development is scheduled to open in the Fall of 2009. Condominium units currently available range from 700 to 2,100 sq. ft. and are priced from $191,500 to $850,000. Market response to this point has been tepid.

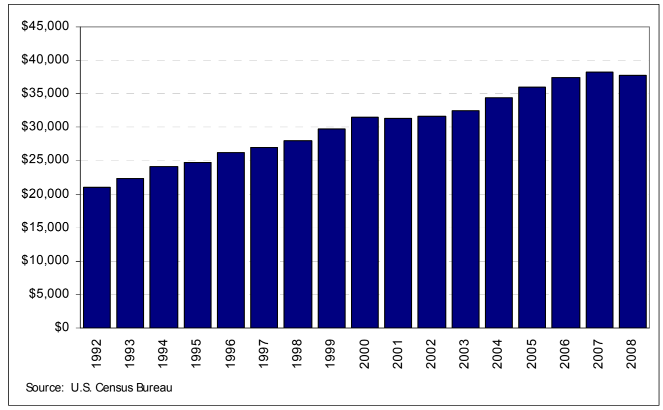
IV. Retail Market Perspective

In this section, ERA highlights an introductory analysis of national retail industry trends, which have specific implications for the Omaha and La Vista market. Then the analysis moves into discussion of retail inventory and vacancy trends for noted submarkets.

National Retail Sales Perspective

ERA examines national retail spending trends from 1992 through 2008. First, retail sales by retail category are evaluated, along with changes in spending patterns of consumers not only on what is being purchased, but where those purchases are being made. The U.S. Census Bureau provides national estimates of retail sales annually by category in the *Annual Revision of Monthly Retail and Food Services*. In 2008, retail sales declined slightly for the first time since 1992. In 2007, retail sales were $4.43 trillion, which fell to $4.41 trillion in 2008. Preliminary estimates for 2009 indicate a further decline in total sales. Over time, the average spending per household nationally has grown at an average annual rate of 3.7% since 1992. In 1992, average retail spending was $21,105 per household, which grew to $37,887 per household in 2008, slightly lower than the $38,209 in 2007.

Figure 1. National Retail Sales per Household



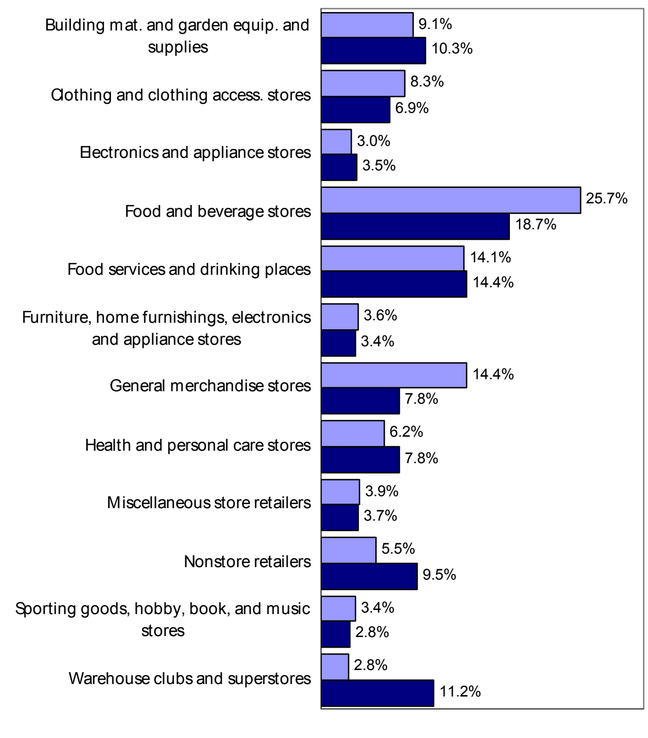
In the following part of the analysis, retail spending on motor vehicles and parts dealers was excluded in order to focus primarily on general retail purchases. Nationally, Americans spend about one-fifth of their retail dollars on motor vehicles and associated service and repairs, which has remained relatively constant over time. In 2008, spending on motor vehicles and parts was 18% of all retail sales.

Although the amount being spent on general retail has grown substantially since 1992, how retail dollars are being spent has changed considerably. The following chart shows the distribution of retail dollars by segment. The biggest decline occurred at food and beverage (grocery) stores, falling from 25.7% of general retail dollars in 1992 to 18.7% in 2008. Part of this decline may be explained by the decline in the price of food that took place between 1992 and 2006. However, a large part is likely due to the increasing number of stores offering groceries including warehouse clubs and superstores like Wal-Mart Supercenters and Wal-Mart Neighborhood Markets.

Department stores have also seen a smaller share of retail dollars. This can also be explained by the expansion of sales at warehouse clubs and superstores. In 1992, 2.8% of general retail dollars were spent at stores such as Costco, Sam's Club, Wal-Mart and Target. By 2008, this share had increased to 11.2%. Another notable change is the share of retail dollars being spent on retail purchases made through infomercials, catalogs and the Internet (non-store retailers). In 1992, 5.5% of general retail dollars were spent this way. This increased to 9.5% by 2008.

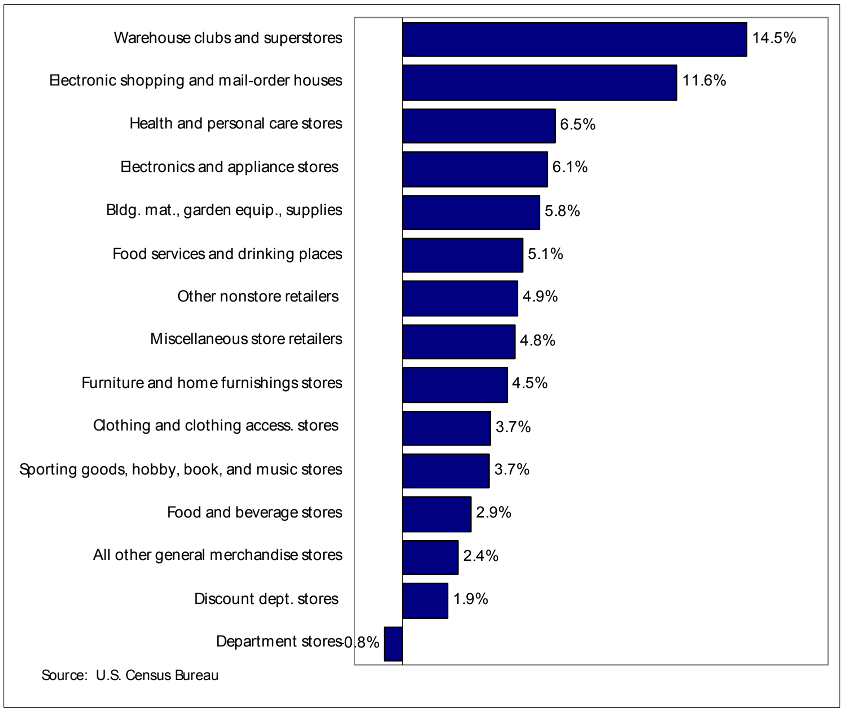
The following chart provides further evidence that Americans are moving away from traditional department stores and making more of their retail purchases in big box stores and online. From 1992 to 2008, retail sales captured by warehouse clubs such as Wal-Mart, Costco and Target has grown at an average annual rate of 14.5%. Online purchases increased 11.6% per year over this same time frame. Sales at traditional department stores have actually fallen at an average annual rate of 0.8%.

Figure 2. Percent Shift in Retail Spending, 1992 and 2008



Source: U.S. Census Bureau

Figure 3. Annual Growth in Retail Sales Categories, 1992-2008



The following segment specific trends are also noted:

- The Internet continues to absorb market share from traditional retail formats. Between 1992 and 2008, Internet retailing increased from 2.4% to 6.5% of general related retail sales, representing growth from about $35 billion in 1992 to more than $204 billion in 2008. On a per household basis, this shift reflects an increase from $368 on the internet per year to $1,749 per year. While the re-allocation of retail sales to the Internet is of little concern to retail chains, the same cannot be said for communities that derive sales taxes from retail space in the community and see sales dollars and taxes captured by internet formats.
- Growth of health and personal care stores reflects the increasing scale of products and services that drug stores and pharmacies now offer. Walgreens and CVS have been very aggressive in expanding across the Midwest.
- While larger format building material stores (Lowes, Menards and Home Depot) have dramatically altered the market for home improvement supplies, sales growth appears to have peaked in 2006 at $306 billion. Sales decreased by 4% between 2006 and 2007 and 6.5% the following year. Market share has also decreased since 2006 and, assuming that current trends hold, will decrease again in 2009. These declines reflect both the impact of the current downturn in the housing market, as well as a likely level of market saturation in this segment.
- While Department stores have only continued to struggle, grocery stores have responded, with formats either growing in size (80,000 sq. ft. and up) or getting

smaller (Trader Joe's at 15,000 sq. ft). Between 1992 and 2006 spending on food and beverage stores grew at an average annual rate of 2.6%. However, spending on this category grew nearly 5% each year between 2006 and 2008. This may indicate a possible turnaround as grocery stores become more competitive with warehouse clubs and superstores. However, this increase may also reflect recent increases in the price of food, which began in 2006.

There are also several broader economic factors that are influencing retail spending patterns including:

- The economy slid into a recession in December 2007 which worsened through 2008. As unemployment increased, people are being more careful with their retail dollars and stores with perceived value are doing better. Wal-Mart, dollar stores and other discount retail stores are capturing market share from more upscale competitors.
- Auto repair stores are thriving as people invest in their cars rather than buy new ones. Full-service restaurants are experiencing a decline, but fast food and limited-service restaurants have seen a slight increase in sales. Also, grocery store sales are up as more people eat at home rather than at restaurants.
- The lingering impact of the economic downturn may be an increase in the personal savings rate, at least in the near-term, which will have an effect on retail sales beyond the recession. However, consumer confidence is again rising which, in the past, has led to increased spending.
- In addition to declining sales, the tight credits markets have led to a wave of bankruptcies among American retailers. Midsize chains such as Levitz and Sharper Image have filed for bankruptcy protection and larger chains such as Circuit City and Linen 'n Things have closed leaving thousands of storefronts empty. Others companies such as Office Depot, Lowe's, J.C. Penny, Ann Taylor and Zales jewelry have all announced that they are downsizing their operations. CoStar Group Inc. estimates a net loss of 1,300 retail stores during 2008.
- Auto dealerships across the country are also being affected. By June 2009, Chrysler could close nearly 800 stores and GM will end contracts with 1,100 dealerships by 2010. Auto dealerships across the country are also being affected. The unprecedented closings reflect the precarious financial state of the firms, both of which have received substantial loans from the federal government.
- Due largely to the rising price of gasoline, the share of retail dollars spent on fuel has increased significantly in recent years.

Between 1992 and 2003 sales at gasoline stations were fairly steady at approximately 11% of general retail sales. It has been increasing each year since reaching 15.2% in 2008. Assuming that current trends hold, it is likely that fuel costs will begin to eat into other retail sales.

- Retailers in general are also reacting to changing spending patterns driven by new technologies (broadband access and cell phones), which have in the past several years captured a significant share of disposable income, in the range of $50 to $150 per month. The emergence of services including TiVo, XM Satellite Radio, iTunes and Netflix are examples. The impact of broadband access is expected to have a significant impact on the profitability of traditional video rental stores, a standard anchor of many neighborhood retail centers.
- Nationally, shopping center owners are awaiting the expected fallout from the recent May/Federated department store merger which is expected to result in a number of traditional department store anchors going vacant. The rollout of Macy's as a national brand also highlights the disappearance of more than 10 regional department store brands, including Marshall Fields, Filene's, Foley's, Hecht's, Famous-Barr, Kaufmann's, Robinsons-May and L.S. Ayres. Furthermore, the recent Sears / Kmart merger is also raising questions about the future of these formats.
- Big box formats are increasingly engaging in battles for market share (Wal-Mart versus Target, Kohl's versus JC Penney and Lowes versus Home Depot and Menards and Walgreens versus CVS). In all cases, the companies involved will choose to locate stores in close proximity to each other to pull sales from a competitor, even at the expense of cannibalizing existing store sales. This level of competition has boosted retail inventories, reduced store sales per square foot and created greater competitive pressures for independent store owners.
- Because larger format retailers are finding their traditional suburban markets increasingly saturated with retail space, national chains are increasingly looking at inner city markets for new growth in sales. Firms such as General Growth, Target and Wal-Mart are actively looking at urban sites and trying to deal with difficult questions of site assembly, brownfields remediation and entitlement.

In considering the above commentary, ERA notes how the impact of superstore and other big box formats are reshaping the retail landscape, particularly with regard to store and shopping center formats.

Market Area Retail Observations

ERA utilized a number of data sources to help understand the retail market in La Vista and specifically along the 84th Street Corridor. Taxable sales data for La Vista and Sarpy County came from published annual reports from the Nebraska Department of Revenue. Key points from the analysis include:

- Retail inventory per person in La Vista at 101 sq. ft. per person is nearly twice that of Sarpy County and the Omaha MSA.
- Retail inventory has grown at a CAGR of 2.3% in La Vista since 1991 compared with 1.8% at the Costar-defined submarket level.
- La Vista retail inventory comprised 36% of submarket inventory in 2001 but only 33.8% in 2008 according to Costar. This is reflective of competitive area growth in Papillion and other Sarpy County locations.
- Taxable sales were $184 million in La Vista in 2008 according to the Nebraska Department of Revenue. This represents a 4.7% annual sales growth rate since 2000.
- Taxable sales in La Vista made up 17.55% of Sarpy County sales in 2008, down from almost 23% in 2000.
- Sales per resident in La Vista grew at a 3.2% average annual rate-in line with state levels but lower than adjacent Sarpy County areas.
- Papillion taxable sales were $313 million in 2008. This level equates to a 16.4% annual growth rate in total sales since 2000 and a 15.4% growth rate in per capita sales. Papillion added inventory including the 880,000 square foot Shadow Lake Town Center built in 2007.
- Sales per resident in La Vista was $14,000-higher than the Sarpy County average, but lower than the almost $18,000 per capita level in Bellevue. The La Vista level is slightly higher than the overall Nebraska level of over $13,000.
- Total taxable sales per square foot in La Vista were $139 in 2008, up from $102 in 2000.

In addition to the above listed summary points, the following highlights some general data and trends related to the study area and broader market.

84th Street Corridor

According to Costar, there is 786,000 sq. ft. of retail inventory within the 84th Street Corridor bounded by Harrison and Giles to the north and south. This space is contained in 38 properties with a high vacancy rate of almost 40% due to the closing or relocation of major anchor tenants. The two major vacancies are in Brentwood Square (with a vacant space of 154,000 sq. ft.) and Brentwood Crossing Shopping Center (vacant space of 123,000 sq. ft. which was formerly home to a recently relocated Wal-Mart Supercenter). Currently existing anchors in the vicinity include Big Lots, Office Depot, Dollar Tree, and Hobby Lobby within La Vista with Fareway, Wal-Mart, Lowe's, Kohl's, Super Target, and Home Depot in adjacent areas.

Outlying Sarpy County Submarket

Costar classifies the La Vista area within the Outlying Sarpy County submarket. Total retail inventory within the area is estimated at 3.5 million sq. ft. with an overall vacancy rate of 11.3%. The average quoted rate as of the first quarter of 2009 was $9.57. First quarter absorption was a positive 34,000 sq. ft. The majority of vacant space was located within Shopping Center properties (with a significant percentage within the La Vista area) while non-Shopping Center retail space exhibited a low vacancy rate of 3.2% and a generally higher rent level at $11.42.

Omaha Metro Market

According to Costar, the overall Omaha metro retail market experienced an incremental condition improvement in the first quarter of 2009. The retail vacancy rate declined from 9.2% in the fourth quarter of 2008 to 8.8% in quarter 1 of 2009. First quarter net absorption was a positive 340,000 sq. ft. although there was a slight decrease in average rents. During the quarter, roughly 180,000 sq. ft. were delivered with an additional 230,000 sq. ft. currently under construction. In contrast to the overall market improvement, area shopping center vacancy rates continued to increase in 2009 to 13.6% with a decrease in rental rates as well.

V. Office and Industrial Market Perspectives

Office Market

According to market data available from Costar, the city of La Vista contains almost 400,000 sq. Ft. of office space although almost half is reportedly vacant.

Outlying Sarpy County

The submarket office market situation deteriorated in the second half of 2008 with negative absorption, decreasing rents, and increasing vacancy rates. The total submarket inventory as of the end of the first quarter of 2009 is estimated at 1.4 million sq. ft. with a vacancy rate of 13.1% and a quoted average rental rate of $8.51. According to Costar, the average rental rate decreased substantially from a 2008 peak of $13.23. In addition, Class A vacancy was highest at 30% compared with Class B at roughly 25% and Class C at 20%.

Omaha MSA

According to Costar 2009 data, the first quarter of the new year saw 166,000 sq. ft. of total office space absorbed, bringing the overall vacancy rate down to 10.8% with Class A vacancy of 9.4%, Class B vacancy of 11.0%, and Class C vacancy of 12.9%. The CBD vacancy rate increased during the first quarter to 8.5% from 8.1% at the end of 2008.

Rental rates increased slightly overall during the period to an average of $15.38 with Class A average rent of $18.78, Class B rent of $14.70, and Class C rates of $12.37. Class B and Class C rents increased over the previous quarter while Class A rates declined slightly. Roughly 500,000 sq. ft. were under construction within the market area after estimated first quarter deliveries of 166,000 sq. ft.

Flex/Industrial Market

In addition to retail and office inventory, the La Vista area contains 268,000 sq. ft. of supply classified as “Flex” space by Costar. This includes recent concentrations of business park space constructed in 2000-2001 of about 100,000 sq. ft. This building inventory is highly utilized with a vacancy rate of only 5.6%. Total “Flex” inventory in the Omaha MSA is estimated at 6.25 million sq. ft. with 11.7% vacancy. Vacancy in the overall market has trended downward since a peak 12.8% in the third quarter of 2008. Costar estimates market area inventory growth of 3-5% since the beginning of 2007. The average rent for “Flex” space was $6.20/nnn at the end of 2008, up from $5.62/nnn in the beginning of 2007. Only 9,500 sq. ft. were estimated to be under construction currently.

Appendix

Table 1. Population Change

Jurisdiction	2000	2008	2013	CAGR 00-08	CAGR 08-13E	Total Change 00-08
La Vista	11,699	13,085	14,514	1.41%	2.09%	1,386
Papillion	16,336	17,542	19,434	0.89%	2.07%	1,206
Council Bluffs, IA	58,268	60,662	61,870	0.50%	0.40%	2,394
Sarpy County	122,595	153,332	174,529	2.84%	2.62%	30,737
Douglas County	463,585	506,013	534,527	1.10%	1.10%	42,428
Omaha MSA	767,041	851,300	907,387	1.31%	1.28%	84,259
Nebraska	1,711,263	1,814,105	1,881,251	0.73%	0.73%	102,842

Source: ESRI estimates and projections, 2008.

Table 2. Share of Regional Population

Jurisdiction	2000	2008	2013
La Vista	1.5%	1.5%	1.6%
Papillion	2.1%	2.1%	2.1%
Council Bluffs, IA	7.6%	7.1%	6.8%
Sarpy County	16.0%	18.0%	19.2%
Douglas County	60.4%	59.4%	58.9%
Omaha MSA	100.0%	100.0%	100.0%

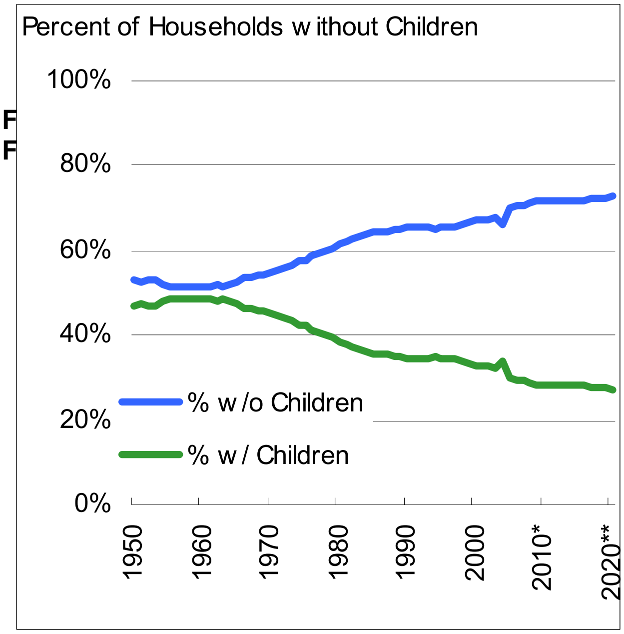
Source: ESRI estimates and projections, 2008.

Table 3. Households and Average Household Size

	Number				Average Size			
Jurisdiction	2000	2008	2013	CAGR 08-13	2000	2008	2013	CAGR 08-13
La Vista	4,404	5,188	5,837	2.39%	2.66	2.52	2.49	-0.24%
Papillion	5,497	6,165	6,950	2.43%	2.91	2.78	2.74	-0.29%
Council Bluffs, IA	22,889	24,375	25,011	0.52%	2.5	2.44	2.42	-0.16%
Sarpy County	43,426	56,431	65,077	2.89%	2.79	2.69	2.66	-0.22%
Douglas County	182,194	200,166	212,239	1.18%	2.48	2.47	2.46	-0.08%
Omaha MSA	294,502	331,300	354,931	1.39%	2.55	2.52	2.51	-0.08%
Nebraska	666,184	716,064	745,760	0.82%	2.49	2.46	2.45	-0.08%

Source: ESRI estimates and projections, 2008.

Figure 4. National Household and Family Trends



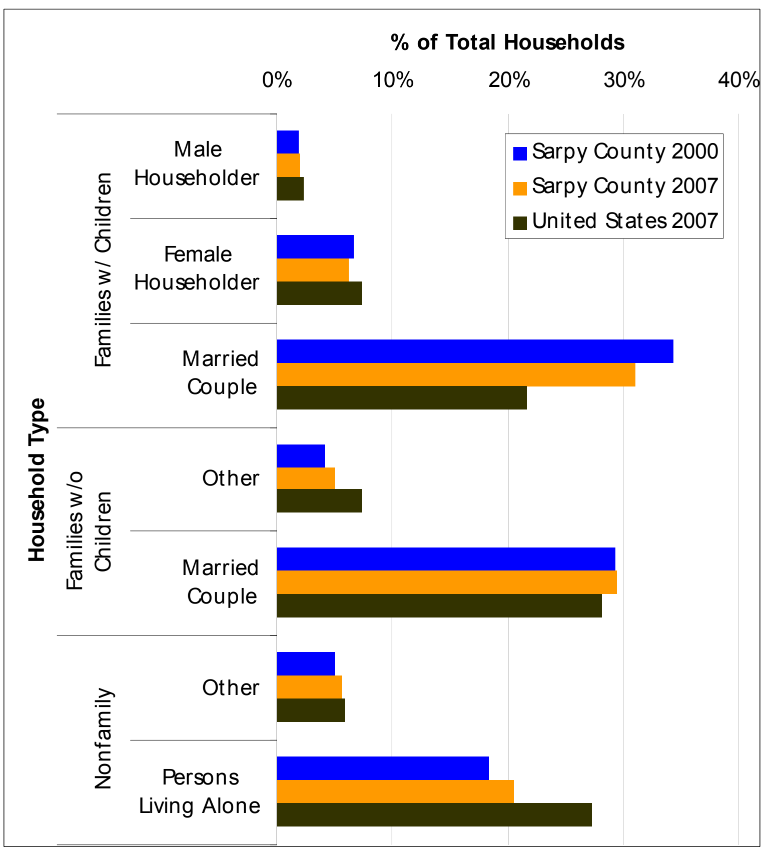
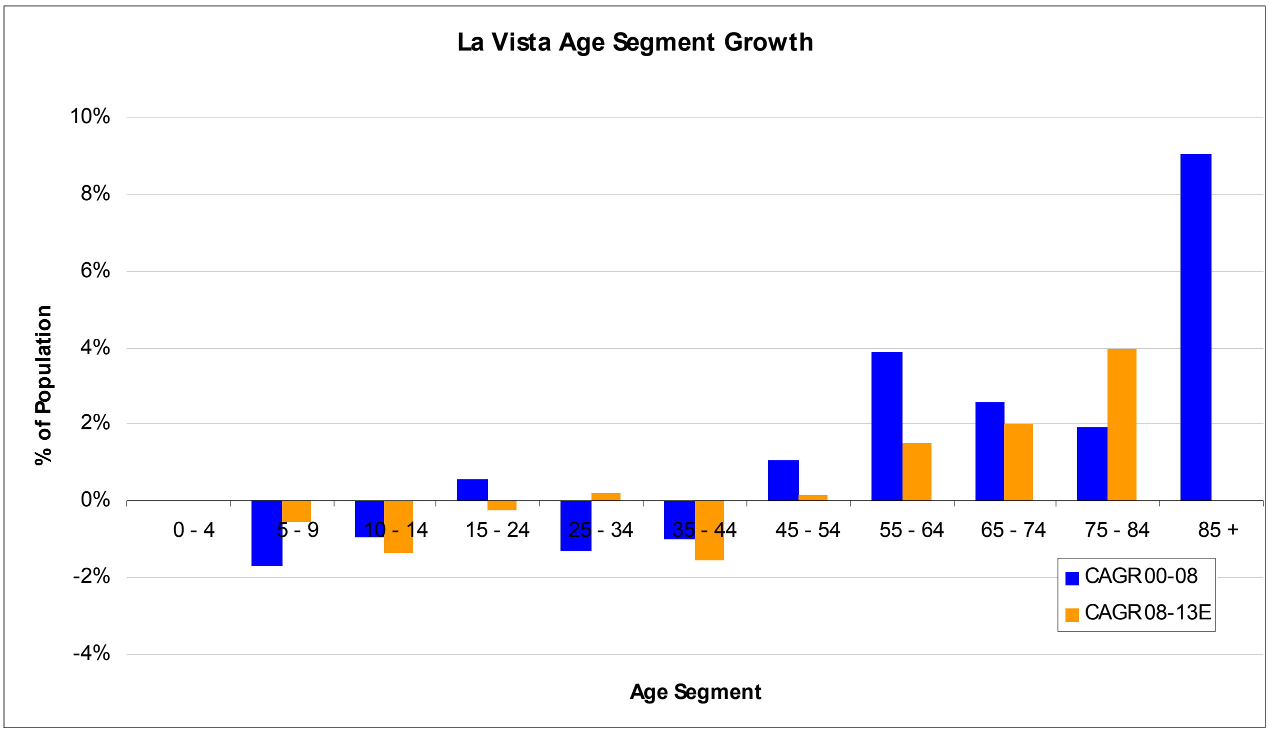


Table 4. Educational Attainment, Population 25+, 2008

Educational Attainment Level	La Vista	Sarpy County	Omaha MSA	Nebraska
Less than high school	8.7%	5.2%	9.5%	10.8%
High School Graduate (or Equivalency)	29.0%	24.2%	28.8%	31.0%
Some College	29.5%	27.5%	23.9%	23.3%
Associate's or Bachelor's Degree	27.8%	32.5%	28.6%	26.8%
Graduate or professional degree	5.1%	10.5%	9.1%	8.1%

Source: ESRI estimates and projections, 2008.

Figure 6. Age Segment Growth, 2000-2013



Source: ESRI estimates and projections, 2008.

Table 5. Median Household Income

	2000	2008	2013
La Vista	$47,540	$60,813	$72,686
Papillion	$64,800	$79,759	$89,280
Council Bluffs, IA	$36,197	$48,570	$59,964
Sarpy County	$53,587	$70,826	$80,860
Douglas County	$43,349	$58,434	$69,824
Omaha MSA	$44,650	$59,859	$70,097
Nebraska	$39,232	$50,896	$60,858

Source: ESRI estimates and projections, 2008.

Table 6. Top Tapestry Segments

Tapestry Segment	La Vista	Sarpy County	Douglas County	Omaha-MSA	Nebraska
Up and Coming Families	27.7%	19.0%	4.9%	6.2%	4.0%
Milk and Cookies 1/	22.2%	11.0%	4.9%	5.4%	3.9%
Sophisticated Squires	0.0%	9.8%	2.8%	3.7%	2.3%
Boomburbs	8.2%	8.8%	6.6%	5.5%	3.0%
Rustbelt Traditions	10.7%	8.5%	11.6%	12.4%	8.9%
Aspiring Young Families 1/	10.3%	7.5%	1.3%	2.3%	2.1%
Cozy and Comfortable	0.0%	6.8%	4.7%	4.8%	2.8%
Exurbanites	0.0%	4.9%	2.5%	3.3%	2.1%
Midlife Junction	0.0%	4.2%	2.3%	3.4%	4.3%
Military Proximity	0.0%	3.7%	0.0%	0.6%	0.3%
Top 10 Sarpy County Segments	79.1%	*84.3%*	*41.6%*	*47.6%*	*33.7%*
Young and Restless 1/	14.7%	2.9%	9.1%	6.1%	3.8%
In Style	0.0%	2.0%	0.5%	0.6%	1.7%
Old and Newcomers 1/	6.0%	1.9%	3.9%	2.8%	1.6%
Enterprising Professionals 1/	0.0%	1.5%	2.0%	1.5%	0.7%
Prosperous Empty Nesters	0.0%	1.3%	4.5%	3.0%	2.6%
Crossroads	0.0%	1.1%	0.7%	1.2%	1.4%
Great Expectations	0.0%	0.9%	3.4%	3.5%	4.7%
Midland Crowd	0.0%	0.7%	0.2%	0.7%	1.2%
Rural Resort Dwellers	0.0%	0.7%	0.0%	0.2%	0.5%
Additional Segments	*20.7%*	*15.7%*	*58.4%*	*52.4%*	*66.3%*
% of Top Urban Housing Segments	*53.2%*	*25.5%*	*33.8%*	*26.2%*	18.0%

Source: ESRI, ERA

1/ Segments with high propensity to prefer urban housing types are highlighted.

Table 7. Top Sarpy County Household Segment Descriptions

Tapestry Segment	Housing Type	Household Type	Average HH Size	Median Age	Diversity Index	Median HH Income	Median Net Worth	Median Home Value	Home Ownership Rate
Up and Coming Families	Single Family	Married Couples w/ Kids	2.94	31.9	54	$78,225	$202,848	$213,306	85%
Milk and Cookies	Single Family	Married Couples w/ Kids	2.95	34.0	65	65,050	142,865	148,781	81%
Sophisticated Squires	Single Family	Married Couple Families	3.01	38.3	39	86,593	306,553	268,921	91%
Boomburbs	Single Family	Married Couples w/ Kids	3.10	33.7	47	124,596	446,894	334,829	91%
Rustbelt Traditions	Single Family	Mixed	2.48	36.1	42	51,436	85,071	102,391	74%
Aspiring Young Families	Multi-Units, Townhome	Family Mix	2.53	30.6	68	51,805	44,147	161,871	49%
Cozy and Comfortable	Single Family	Married Couple Families	2.60	42.1	35	66,895	201,567	174,697	87%
Exurbanites	Single Family	Married Couple Families	2.70	44.8	28	88,531	416,204	288,301	91%
Midlife Junction	Single Family, Multi-Units	Mixed	2.26	41.2	35	49,031	90,388	146,293	66%
Military Proximity	Townhome, Multi-Unit Rentals	Married Couples w/ Kids	3.36	22.5	71	45,232	13,797	123,022	7%
Young and Restless	Multi-Unit Rentals	Singles, Shared	2.00	28.7	74	45,236	14,520	149,738	15%
Old and Newcomers	Multi-Unit Rentals	Singles, Shared	1.99	37.1	58	43,855	32,311	176,877	38%

Source: ESRI

Table 8. Sarpy County Annual Migration

Time Period	In-Flows	Out-Flows	Net Migration
2006-2007	7,245	6,200	1,045
2005-2006	7,048	6,285	763
2004-2005	6,905	5,968	937
2003-2004	6,363	5,463	900
2002-2003	5,863	5,298	565
2001-2002	5,726	5,250	476
2000-2001	5,588	5,095	493
1999-2000	5,407	5,325	82

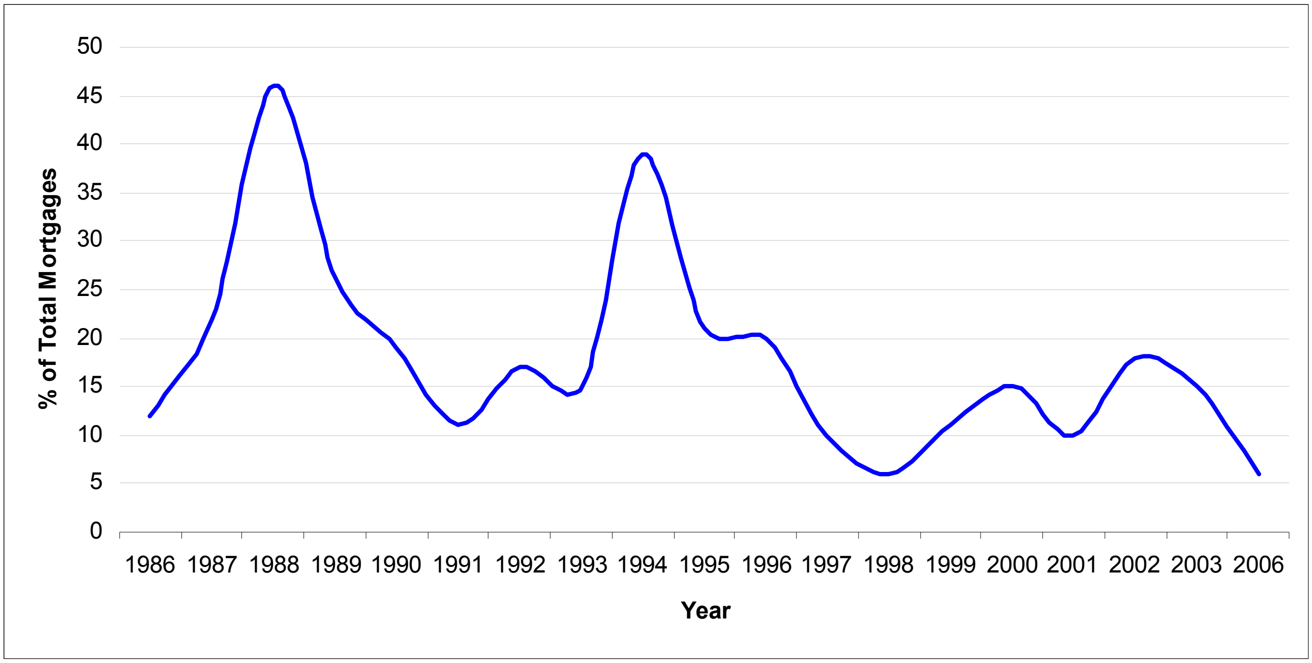
Source: IRS, ERA

Table 9. Origin of Migrants to Sarpy County

Time Period	In-Migrants	Nebraska	Other States	US	Foreign
2006-2007	7,245	4,247	2,768	7,015	230
2005-2006	7,048	4,105	2,681	6,786	262
2004-2005	6,905	3,887	2,719	6,606	299
2003-2004	6,363	3,535	2,554	6,089	274
2002-2003	5,863	3,232	2,372	5,604	259
2001-2002	5,726	3,267	2,188	5,455	271
2000-2001	5,588	3,148	2,192	5,340	248
1999-2000	5,407	2,992	2,161	5,153	254

Source: IRS, ERA

Figure 7. ARMs as Percentage of Total Mortgages



Source: Federal Housing Finance Board

Figure 8. ARMs, State Comparison

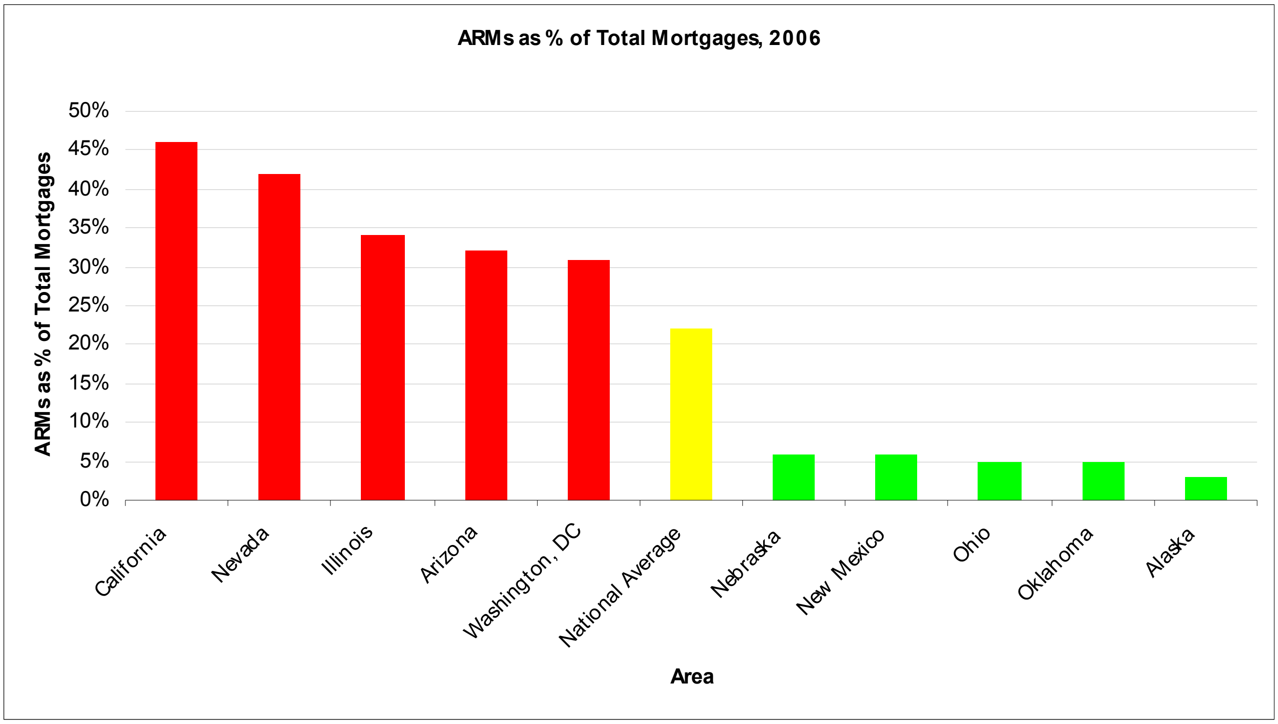
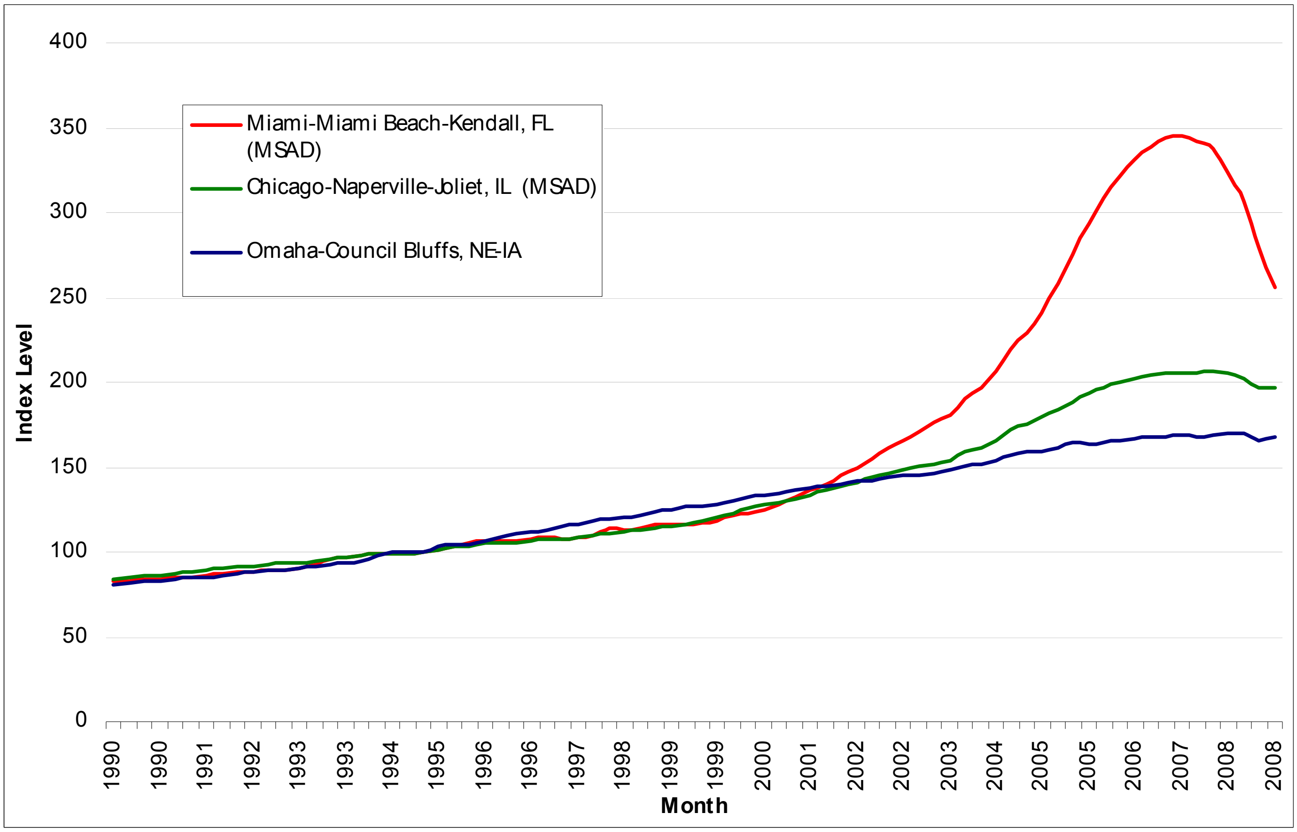


Figure 9. OFHEO Housing Price Index



Source: OFHEO

Figure 10. Building Permits Issued, Omaha

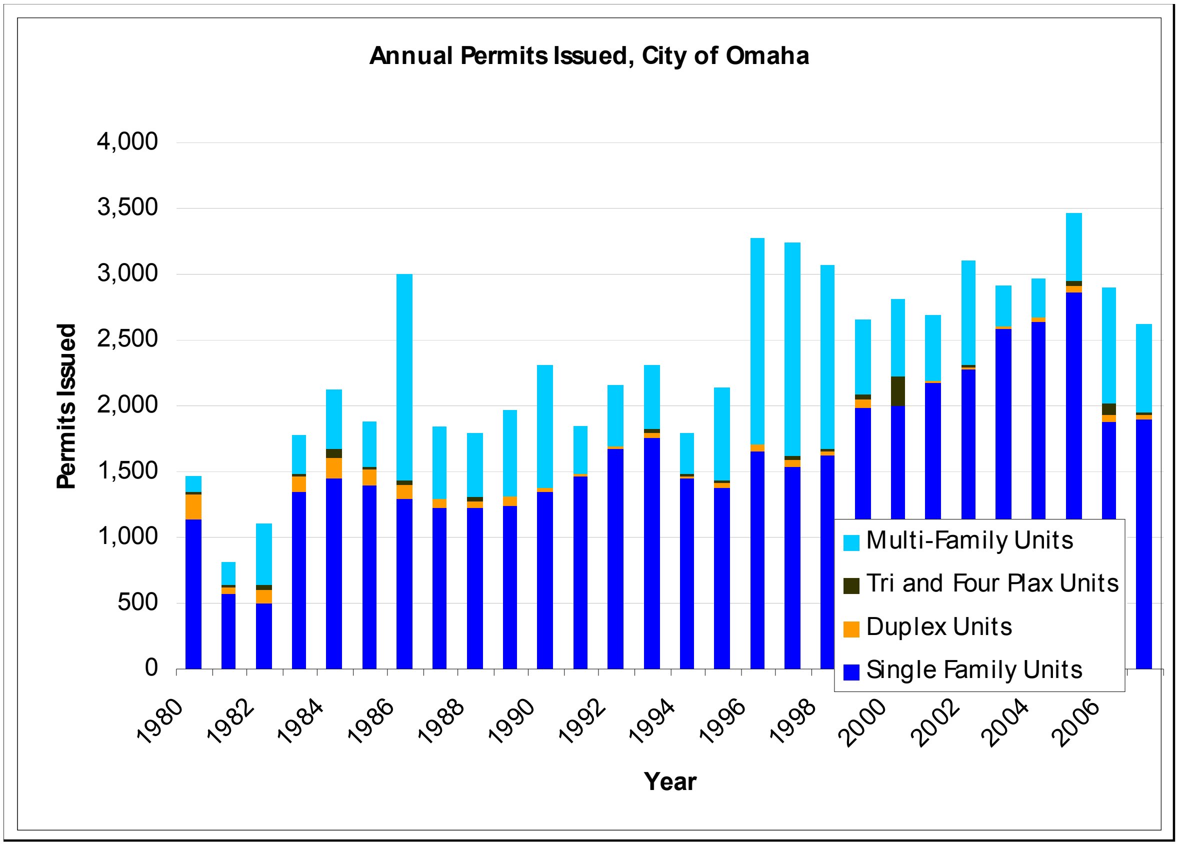


Figure 11. Urban / Walkable Building Permits Issued, Omaha

Urban/Walkable Housing Permits: 1990 - 2008

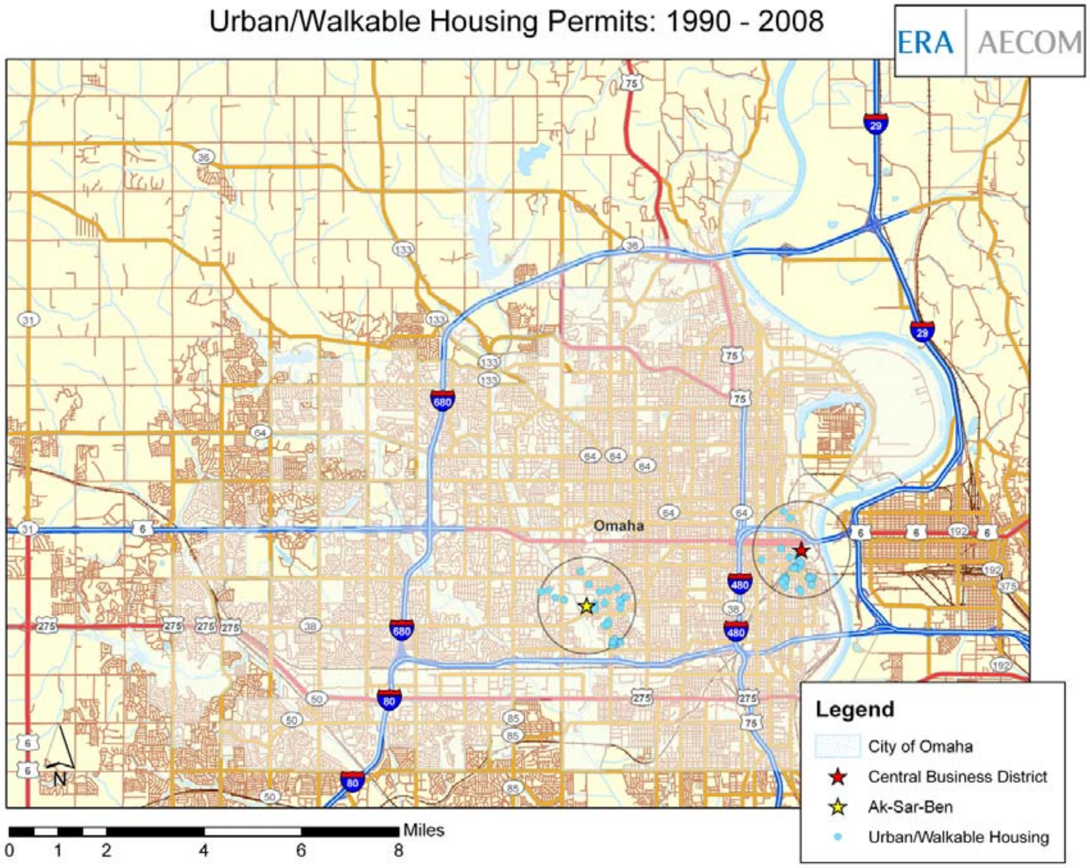


Figure 12. Urban / Walkable Building Permits Issued, Omaha

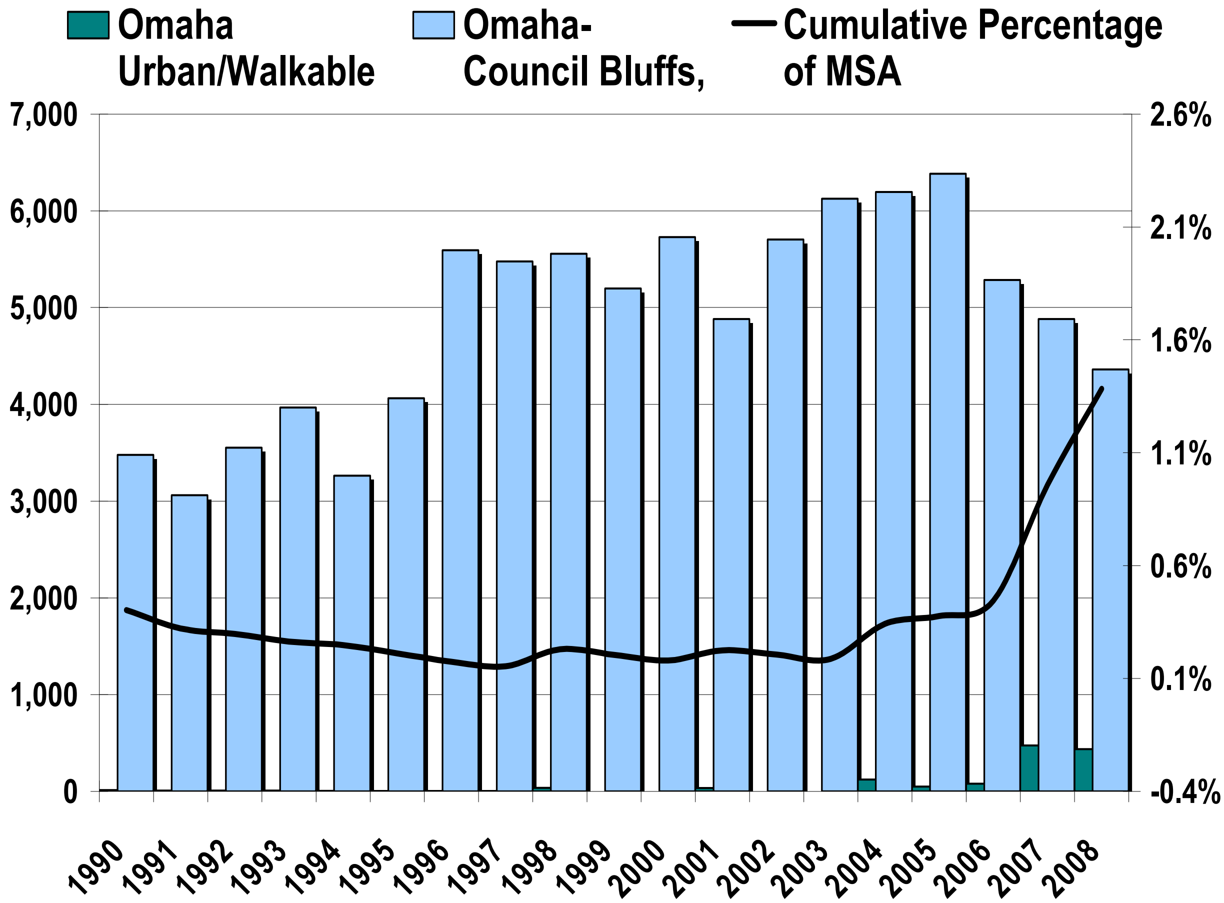


Table 10. Housing Units, Owner-occupancy, and Vacancy

Total Housing Units	2000	2008	2013
La Vista	4,511	5,377	6,068
Sarpy County	44,981	59,326	68,522
Omaha MSA	311,540	355,078	382,358
Nebraska	722,668	788,253	828,242
Owner-occupancy Rate			
La Vista	57.5%	55.9%	54.9%
Sarpy County	66.8%	66.7%	66.3%
Omaha MSA	63.2%	63.4%	62.5%
Nebraska	62.2%	61.8%	60.6%
Vacancy Rate			
La Vista	2.4%	3.5%	3.8%
Sarpy County	3.5%	4.9%	5.0%
Omaha MSA	5.5%	6.7%	7.2%
Nebraska	7.8%	9.2%	10.0%

Source: ESRI estimates and projections, 2008.

Table 11. La Vista Building Permits and Construction Value, by Building Density

Building Permits	2001	2002	2003	2004	2005	2006	2007	Total	Annual Average	Share %
Single Family	113	175	212	203	189	151	100	1,143	163.3	55%
Multi Family	130	276	212	284	44	2	0	948	135.4	45%

Source: Metropolitan Area Planning Agency
Note: Data includes permits issued in Extra Territorial Jurisdiction areas.

Figure 13. La Vista Building Permits

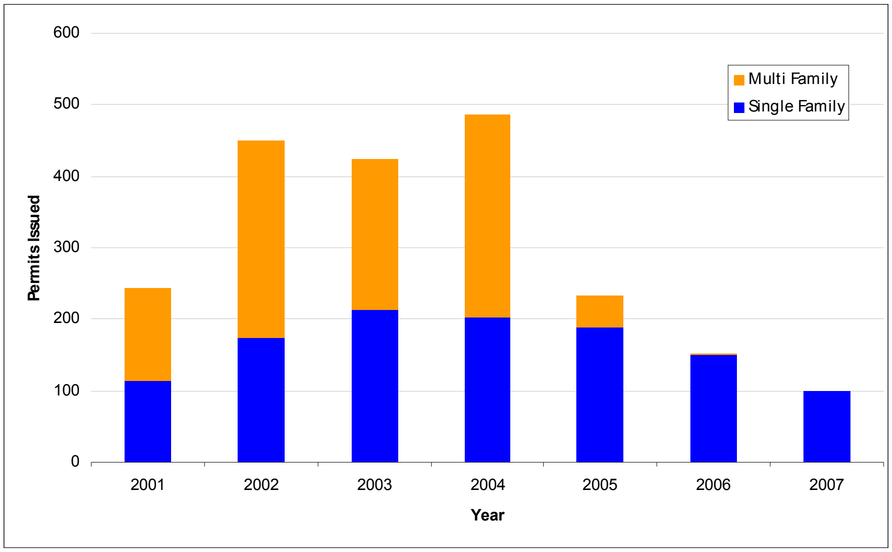


Figure 14. La Vista Housing Assessed Values

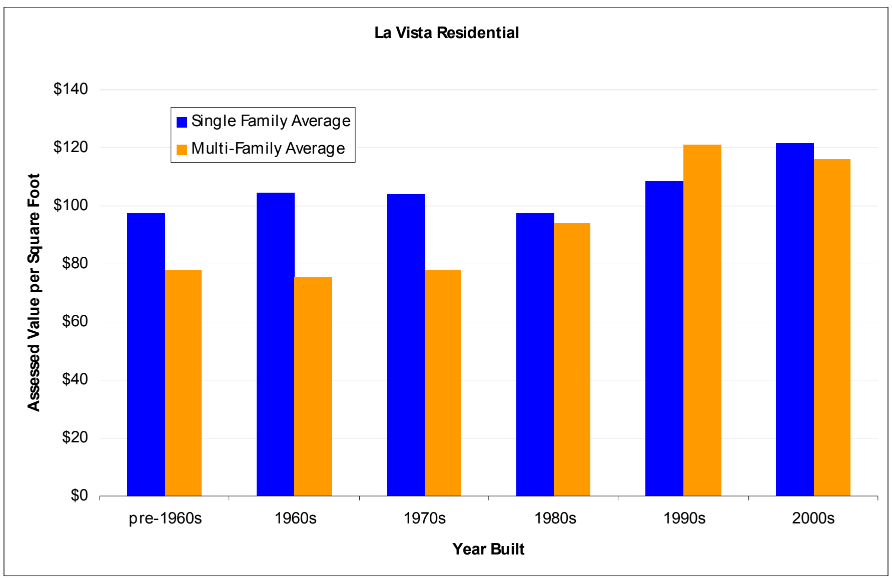


Figure 15. La Vista Housing Assessed Values vs. Unit Size

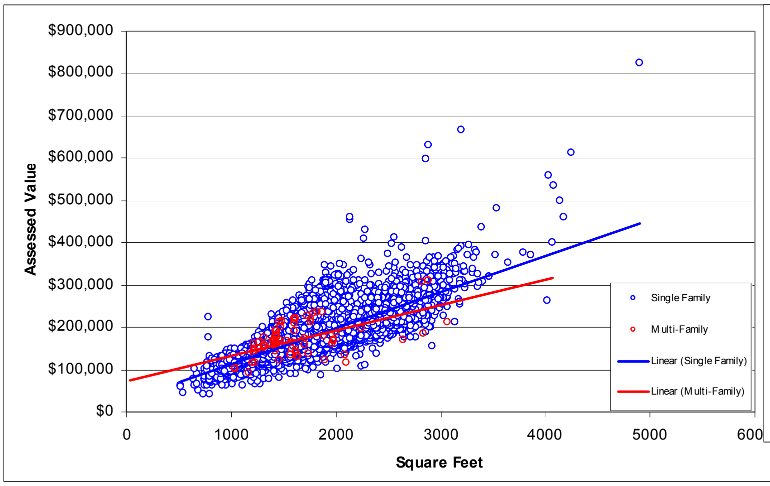


Figure 18. Assessed Value per Square Foot, La Vista by Year Built

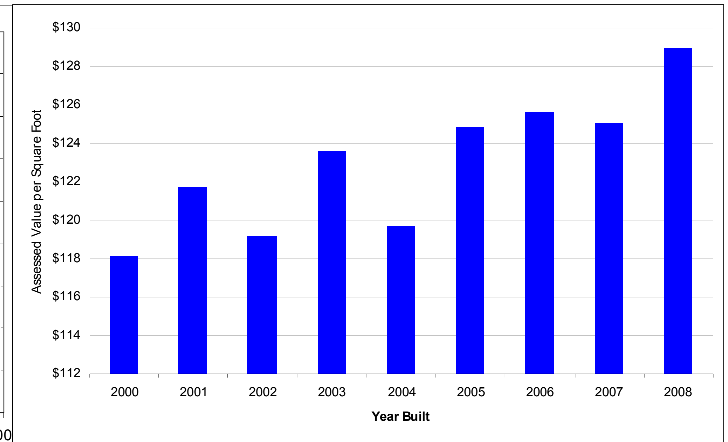


Figure 16. Housing Stock, % of Total by Year Built

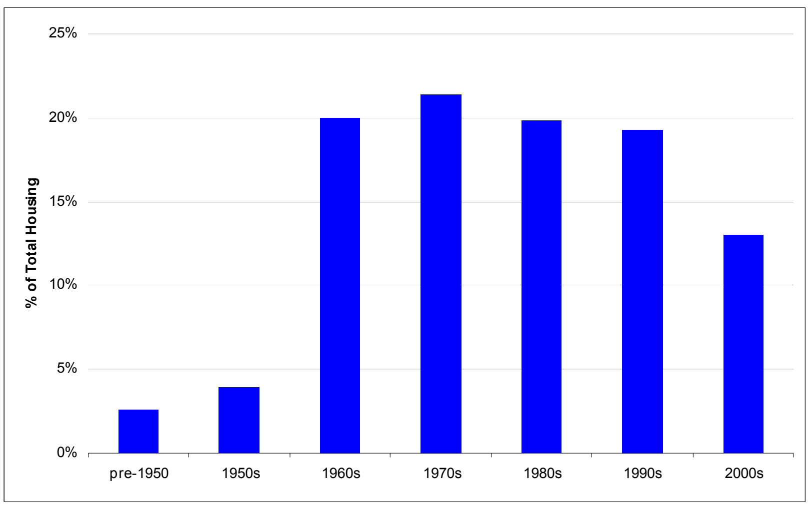


Figure 17. Assessed Value per Square Foot, La Vista by Decade Built

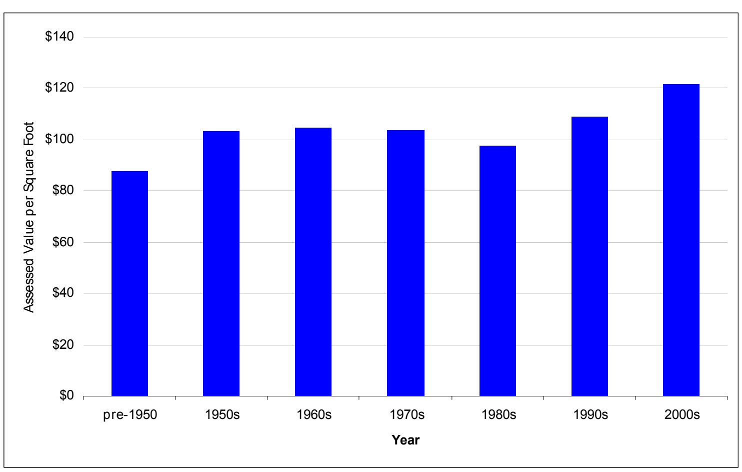


Table 12. La Vista Area Existing and New Home Sales, 2009

Area	Average Sales Price: Existing Sales	New Sales	New Construction Premium
Bellevue	142,191	221,320	56%
Papillion	208,576	285,798	37%
La Vista	174,634	240,636	38%

Source: Great Plains REALTORS Multiple Listing Service, Inc.

Table 13. Selected Apartment Pricing, La Vista

	Studio			1BR			2BR			3BR		
Complex	Price	SF	PPSF	Price	SF	PPSF	Price	SF	PPSF	Price	SF	PPSF
Harrison Hills	$600	560	$1.07	$685-815	735-900	$0.91	$915-965	1,080-1,175	$0.82			
The Pointe				$530-610	775	$0.68	$750-770	1,100	$0.68	$870-910	1,250	$0.70
Brentwood Park				$605-650	715-846	$0.85	$750-770	1,015-1,045	$0.74			
Shadow Ridge				$525-589	850	$0.62	$634-734	1,020-1,150	$0.62			
Southwind Villas				$875-900	892-946	$0.98	$1075-1225	1,180-1,453	$0.91	$1,325	1,611	$0.82
Inwood Village				$525-545	619-718	$0.76	$650	880	$0.74			

Source: Apartmentguide.com, forrent.com

Figure 19. Unemployment Rate

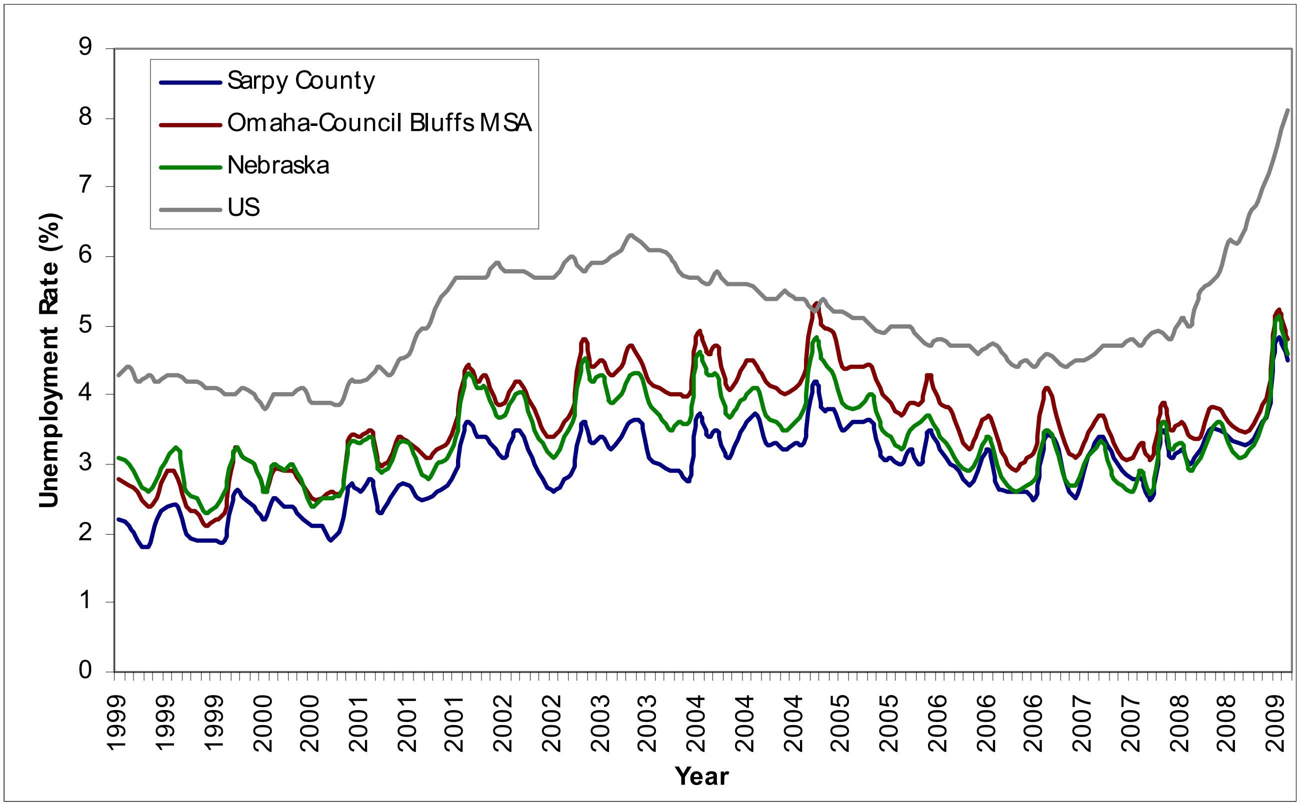


Table 14. Sarpy County Office Employment

Employment Category	2000	2006	CAGR
Total	27,533	40,171	6.5%
Forestry, fishing, hunting, and agriculture support	17	10	-8.5%
Mining	60	60	0.0%
Utilities	60	60	0.0%
Construction	2,732	4,368	8.1%
Manufacturing	1,919	2,693	5.8%
Wholesale trade	1,446	2,833	11.9%
Retail trade	5,031	6,305	3.8%
Transportation & warehousing	1,143	1,867	8.5%
Information	590	660	1.9%
Finance & insurance	2,344	2,162	-1.3%
Real estate & rental & leasing	362	569	7.8%
Professional, scientific & technical services	1,721	4,478	17.3%
Management of companies & enterprises	30	1,039	80.5%
Admin, support, waste mgt, remediation services	1,094	1,845	9.1%
Educational services	710	852	3.1%
Health care and social assistance	2,962	4,023	5.2%
Arts, entertainment & recreation	293	516	9.9%
Accommodation & food services	2,970	4,010	5.1%
Other services (except public administration)	1,682	1,866	1.7%
Unclassified establishments	38	10	-19.9%

Source: County Business Pattern

Table 15. Average Annual Wages, Sarpy County

Average Annual Wages	2000	2006	CAGR
Total	$25,645	$34,507	5.1%
Forestry, fishing, hunting, and agriculture support	$20,294	n/a	n/a
Mining	n/a	n/a	n/a
Utilities	n/a	n/a	n/a
Construction	$32,221	$37,333	2.5%
Manufacturing	$35,053	$43,944	3.8%
Wholesale trade	$29,218	$47,293	8.4%
Retail trade	$17,105	$23,150	5.2%
Transportation & warehousing	$31,003	$34,744	1.9%
Information	$30,153	$41,933	5.7%
Finance & insurance	$34,573	$34,160	-0.2%
Real estate & rental & leasing	$19,213	$26,339	5.4%
Professional, scientific & technical services	$47,028	$60,679	4.3%
Management of companies & enterprises	$47,100	$49,657	0.9%
Admin, support, waste mgt, remediation services	$21,583	$30,436	5.9%
Educational services	$20,932	$30,392	6.4%
Health care and social assistance	$28,907	$35,518	3.5%
Arts, entertainment & recreation	$11,901	$13,837	2.5%
Accommodation & food services	$10,618	$10,606	0.0%
Other services (except public administration)	$15,301	$22,520	6.7%
Unclassified establishments	$15,316	$5,700	-15.2%

Source: County Business Pattern, ERA

Table 16. Retail Firms Location Quotients

2.5 Mile Corridor Market	NAICS	Omaha WIA	Omaha CSA	State
Motor Vehicles and Parts Dealers	441	1.91	1.85	1.56
Furniture and Home Furnishings Stores	442	1.68	1.76	1.70
Electronics and Appliance Stores	443	1.48	1.48	1.32
Building Material and Garden Supply Stores	444	2.71	2.60	1.90
Food and Beverage Stores	445	1.19	1.10	0.92
Health and Personal Care Stores	446	0.64	0.63	0.68
Gasoline Stations	447	0.68	0.57	0.40
Clothing and Clothing Accessories Stores	448	0.57	0.60	0.69
Sporting Goods/Hobby/Book/Music Stores	451	1.52	1.57	1.62
General Merchandise Stores	452	0.93	0.87	0.62
Miscellaneous Store Retailers	453	1.28	1.26	1.27
Nonstore Retailers	454	1.70	1.52	1.56
Restaurants	722	0.66	0.66	0.74
			vs.	
Sarpy County Market	**NAICS**	**Omaha WIA**	**Omaha CSA**	**State**
Motor Vehicles and Parts Dealers	441	0.96	0.93	0.78
Furniture and Home Furnishings Stores	442	0.61	0.64	0.62
Electronics and Appliance Stores	443	0.74	0.74	0.66
Building Material and Garden Supply Stores	444	1.01	0.97	0.71
Food and Beverage Stores	445	0.73	0.67	0.56
Health and Personal Care Stores	446	1.04	1.03	1.11
Gasoline Stations	447	1.34	1.12	0.78
Clothing and Clothing Accessories Stores	448	0.76	0.79	0.91
Sporting Goods/Hobby/Book/Music Stores	451	1.23	1.27	1.31
General Merchandise Stores	452	1.23	1.15	0.81
Miscellaneous Store Retailers	453	0.86	0.85	0.85
Nonstore Retailers	454	1.25	1.11	1.14
Restaurants	722	0.94	0.94	1.05

Source:

Table 17. Retail Inventory Growth

Total RBA by Year Built	La Vista	Outlying Sarpy County Submarket	La Vista RBA as % of Submarket
pre-1991	903,497	2,907,525	31.1%
1991	1,149,618	3,153,646	36.5%
1992	1,149,618	3,153,646	36.5%
1993	1,149,618	3,345,231	34.4%
1994	1,149,618	3,345,231	34.4%
1995	1,149,618	3,345,231	34.4%
1996	1,151,958	3,347,571	34.4%
1997	1,198,572	3,396,035	35.3%
1998	1,198,572	3,396,035	35.3%
1999	1,198,572	3,428,836	35.0%
2000	1,247,422	3,483,583	35.8%
2001	1,251,227	3,487,388	35.9%
2002	1,251,227	3,517,224	35.6%
2003	1,251,227	3,532,924	35.4%
2004	1,255,327	3,580,178	35.1%
2005	1,272,266	3,606,558	35.3%
2006	1,279,702	3,753,807	34.1%
2007	1,299,880	3,799,510	34.2%
2008	1,321,523	3,911,256	33.8%
CAGR 1991-2008	2.3%	1.8%	0.5%

Source: Costar, ERA

Table 18. Inventory per Person

Area	Total Inventory	Occupied Inventory	Population	Total Inventory per Person	Occupied Inventory per Person
La Vista	1,321,523	987,404	13,085	101.0	75.5
Sarpy County	7,436,500	6,553,802	153,332	48.4	42.7
Omaha MSA	48,064,945	43,830,208	851,300	56.5	51.5

Source: Costar

Table 19. Retail Sales

	2008		2000		CAGR	
Area	Taxable Sales	Sales per Resident	Taxable Sales	Sales per Resident	Total Sales	Sales per Resident
Sarpy County	$1,047,406,948	$6,831	$558,649,314	$4,557	8.2%	5.2%
Bellevue	$367,748,901	$7,600	$251,441,506	$5,665	4.9%	3.7%
La Vista	$183,883,170	$14,053	$127,750,771	$10,920	4.7%	3.2%
Papillion	$313,414,957	$17,867	$92,739,013	$5,677	16.4%	15.4%
Nebraska	$23,720,874,398	$13,076	$17,838,106,268	$10,424	3.6%	2.9%

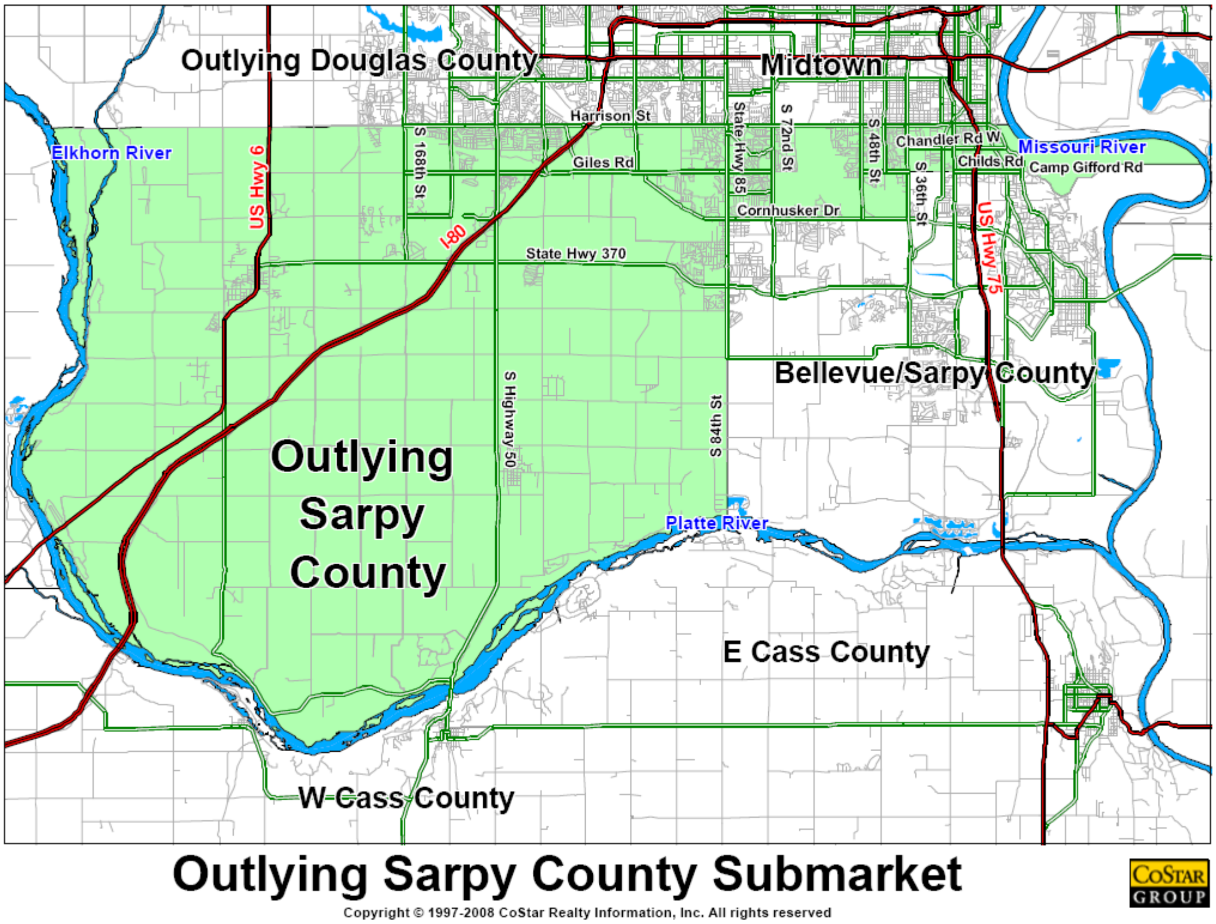
Source: Nebraska Department of Revenue

Table 20. La Vista Inventory and Taxable Sales Trends

Year	Inventory	Taxable Sales	Sales per SF
2008	1,321,523	183,883,170	$139.14
2007	1,299,880	165,713,262	$127.48
2006	1,279,702	162,568,963	$127.04
2005	1,272,266	170,779,881	$134.23
2004	1,255,327	159,861,930	$127.35
2003	1,251,227	150,284,799	$120.11
2002	1,251,227	137,867,205	$110.19
2001	1,251,227	129,599,877	$103.58
2000	1,247,422	127,750,771	$102.41

Source: Costar, Nebraska Dept. of Revenue, ERA

Figure 20. Costar Submarket Map



Additional La Vista Tapestry Segments

Rustbelt Traditions

These neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries and the majority live in modest single-family homes that have a median value of $107,222. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 36.1 years with a median household income is $49,579. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games.

Aspiring Young Families

These neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.5 years. Half of the households are owner-occupied, single-family dwellings or townhomes, and half are occupied by renters, many living in newer, multiunit buildings. Top leisure activities for this segment include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball.

Cozy and Comfortable

These residents are settled, married, and still working. Many of these couples still live in pre-1970s, single-family homes in which they raised their children. Households are located mainly in suburban areas of the Midwest, Northeast, and South. The median age is 41.9 years and the median home value is $184,456. Top activities of these households include playing softball and golf, attending ice hockey games and gambling at casinos.

Exurbanites

These affluent households are primarily a mix of empty nesters (40%) and married couples with children (32%). Half of the householders are between the ages of 45 and 64 years. The median age is 44.6 years. The median home value is approximately $302,435; median household income is $88,195. Top leisure activities include boating, hiking, kayaking, photography, and bird-watching.

Midlife Junction

These household segments are found in suburbs across the country. Approximately half of the households are composed of married-couple families; 31% are singles who live alone. In general, these residents are phasing out of their child-rearing years. The median age is 41.1 years with a median household income is $47,683. Nearly two-thirds of the households are single-family structures; most of the remaining dwellings are apartments in multiunit buildings. These residents live quiet, settled lives and enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

Military Proximity

- Young (very low median age), married and embracing parenthood
- More than three quarters of the labor force are on active duty or work in civilian jobs on military bases
- Home life revolves primarily around the family
- Has pets and multiple vehicles

Young and Restless

- Educated, young segment (median age under 29), over half living alone or with roommates.
- Lower median household income than nation, but higher discretionary income because there are no children in the household
- Busy lifestyles demand convenient items to make their life easier and make the most of their time
- Entertainment includes a variety of out-of-home activities, including movies and bars.

Old and Newcomers

These household segments are in transition, populated by those who are either starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than at the national level. The median age is 37 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Top segment leisure activities include rollerblading, playing golf, gambling at casinos, playing bingo, and attending college ball games.

RE-IMAGINE 84th

MAY 1, 2009 Volume 1 of 3

OVERVIEW

The 84th Street Revitalization Vision Plan project is underway! Over the next twelve months, the City and its consultant team will be conducting a variety of discussion formats for citizen input regarding the future of this important one mile corridor that extends through the heart of the community. The project study area is located between Harrison Street and Giles Road along 84th Street in La Vista.

Over the last several years, the 84th Street corridor has deteriorated in terms of physical appearance, property maintenance and as an employment center. Major anchors including Wal-Mart, Gordman's and Baker's Supermarket have vacated the area to move to new shopping centers and smaller businesses have been unable to sustain themselves and forced to relocate or close, leaving many vacant storefronts. Other commercial parcels in the area were developed 35 to 40 years ago prior to implementation of good planning and design principles and have not been updated. This once vibrant and thriving corridor on a major arterial road in the heart of La Vista now appears considerably depressed and in need of redevelopment.

OUTREACH

Ultimately, the City wants to revitalize the area to be more appealing to residents and visitors by creating a more contemporary commercial environment. To do this, the City is starting on a two phase process - visioning and implementation. The visioning process, from which a specific Vision Plan will be produced, has just begun. In this first phase, the City and its consultant team will conduct the project in a series of five different stages. Throughout each stage, the City and consultant team will be reaching out to the community for input and ideas regarding the future of the corridor. There are several outreach venues proposed, including newsletter updates, an informational web site, targeted outreach meetings, a speaker series/ educational forums, stakeholder meetings, walking tours and community workshops.

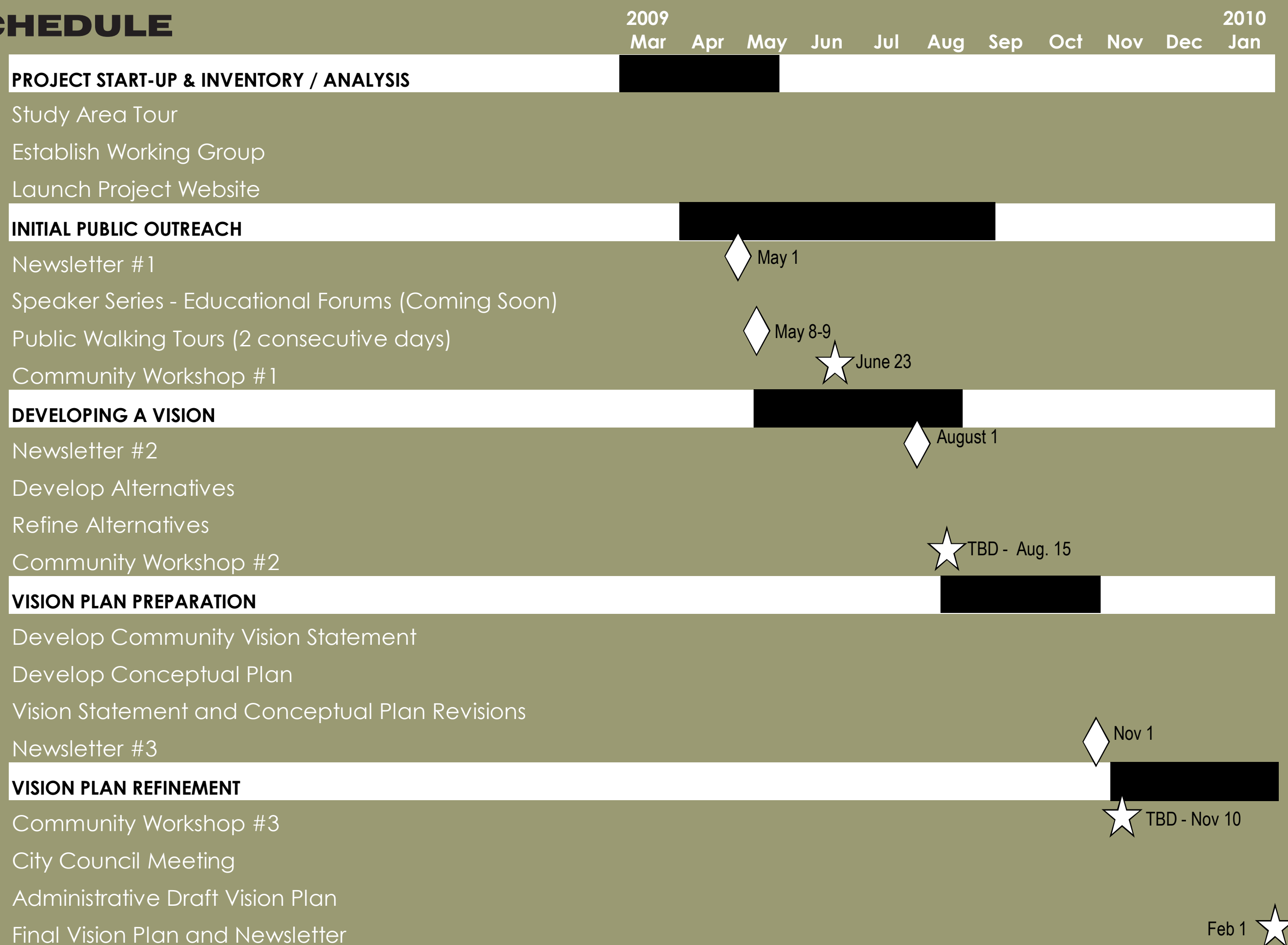
vision 84

The schedule below outlines the different stages of the project, and an approximate timeline for each stage.

Upcoming opportunities for participation and involvement in Vision 84 include the public walking tours, the educational forums and the community workshops.

Further information regarding the educational forums will be posted on the City website: www.cityoflavista.org/vision 84.

SCHEDULE



QUESTIONS?

Contact Ann Birch, City of La Vista 331-4343
abirch@cityoflavista.org

RE-IMAGINE 84th

August 1, 2009 Volume 2 of 3

SUMMARY

Over the last several months, the City and design team have hosted several important events for the Vision 84 project. These included a walking tour of the 84th Street corridor, a bus tour of developments in the Kansas City area and the first community meeting for the project.

On May 8 & 9, citizens were invited to walk the 84th Street corridor with the design team and City staff members to discuss ideas, concerns and potentials for the project. The golf course, Brentwood Crossing, Brentwood Square, and the intersections of Giles and Harrison were all discussed as potential redevelopment areas along the tour.

On June 23, the City hosted the first community workshop for the project, where the design team presented a summary of opportunities & constraints along the corridor. A short lecture on the benefits of the project was presented by Dr. Steve Laposa, a nationally recognized expert in mall redevelopment projects.

Following the presentation, members of the community provided comments and recorded their preferences on a variety of elements that may be included in a redevelopment plan including sustainable design strategies, recreation, leisure, civic spaces, commercial/institutional and residential uses.

The day after the community workshop, members of the working group, design team, and city staff boarded a bus and visited the Kansas City metropolitan area to tour recent redevelopment projects in order to evaluate their success and applicability to the 84th Street Corridor.

These included Zona Rosa, the Power and Light District, Brookside and Park Place in Leawood, a suburb.

Representatives from the developers who constructed the projects were available to provide a brief overview of each project and answer questions.

Through these workshops and meetings, several key principles that characterize a successful project have been identified. These include:

- Create a civic core/town center for the community.
- Create a sense of place that is memorable and attractive.
- Provide a destination where people of all ages want to congregate year round.
- Create a high quality destination unique to La Vista.
- Integrate leisure and green spaces.
- Provide a mix of uses that support community needs.
- Connect to surrounding neighborhoods.
- Identify a near term investment, while realizing the vision may take years to complete.
- Don't include any more big box retail.
- Create a place that is environmentally responsible.

vision 84

ALTERNATIVES

The design team will begin preparing alternatives for the project in the coming weeks. On August 17, the City and design team will host a second community workshop, where these alternatives will be presented for review, discussion and comment. Please plan to attend this very important meeting and provide your comments on the alternatives.

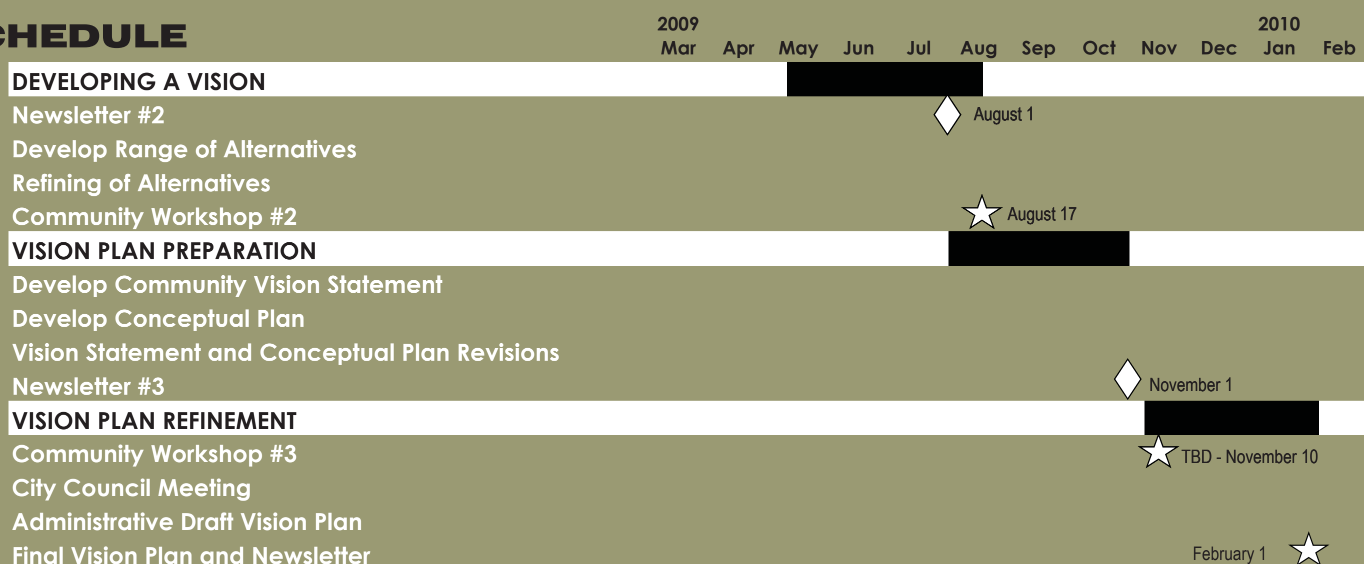
Ice cream stop at walking tour


Community workshop


Power and Light District

For further information regarding the project visit the City website: www.cityoflavista.org/vision 84.

SCHEDULE



QUESTIONS?

Contact Ann Birch, City of La Vista 331-4343
abirch@cityoflavista.org

RE-IMAGINE 84th

November 1, 2009 Volume 3

SUMMARY

On August 19th, two preliminary alternatives for the redevelopment of 84th Street were presented at the community workshop. Both provide a new City Center, embrace the Thompson Creek Basin as a central amenity along the corridor, and encourage connections to existing neighborhoods.

Preliminary alternative A provides a civic center park in place of the golf course to support and vitalize the City Center while providing a venue for a variety of community festivals and leisure activities. Preliminary alternative B reconfigures the golf course to extend south into Central Park, allowing space for a small park to front the City Center.

Preliminary alternative A suggests a finer grain street network along the remainder of the corridor, and includes a mix of residential and commercial uses to support the City Center. Preliminary alternative B re-uses and maintains many of the buildings that front 84th Street.

CITY CENTER CONCEPT SKETCH

vision 84

After reviewing both of these alternatives, the project working group recommends preliminary alternative A, which provides a civic center park in leiu of the golf course.

SURVEY RESULTS

A survey was conducted by the City of La Vista to gather feedback from the community regarding development preferences for the 84th Street corridor. Surveys were returned directly to the City of La Vista and analyzed by Left Brain Concepts, Inc., a market research consulting firm. Of the 343 surveys returned, Left Brain compiled the results with the following findings:

Importance / location of city center: (94%) feel a city center is important and (93%) indicated the most appropriate location is along 84th Street.

The city center development: People are most interested in festivals, concerts and picnicking. They also would like to see play areas, open space, trails and gardens included in the city center. They are least interested in a disc (Frisbee) golf course, a baseball or softball field or a golf course.

Preferred services in the city center: Outdoor entertainment such as restaurants, pubs and music, specialty food service vendors such as coffee and ice cream, a farmer's market, high quality restaurants and specialty retail shops. People are least interested in having a pharmacy, professional services or an art museum or gallery.

Suggestions for other services in the city center: a movie theater (7%), a bookstore (3%), and a gas station (2%).

Living in higher density neighborhoods: One in five (19%) reported that they were presently living in high density neighborhoods and more than a third (37%) said they would consider moving to such neighborhoods. However, close to half (44%) said they would not move into high density neighborhoods.

FINAL COMMUNITY MEETING

November 18th, 2009, 6:00pm at the City Council Chambers, will be the third and FINAL Community Workshop. The purpose of the workshop will be to present and discuss an updated preliminary concept for the redevelopment of 84th Street. Your feedback is key - please plan to attend this important meeting. For further information regarding the project, visit the City web site: www.cityoflavista.org/vision 84

QUESTIONS?

Contact Ann Birch, City of La Vista 331-4343
abirch@cityoflavista.org

84TH STREET VISION PLAN

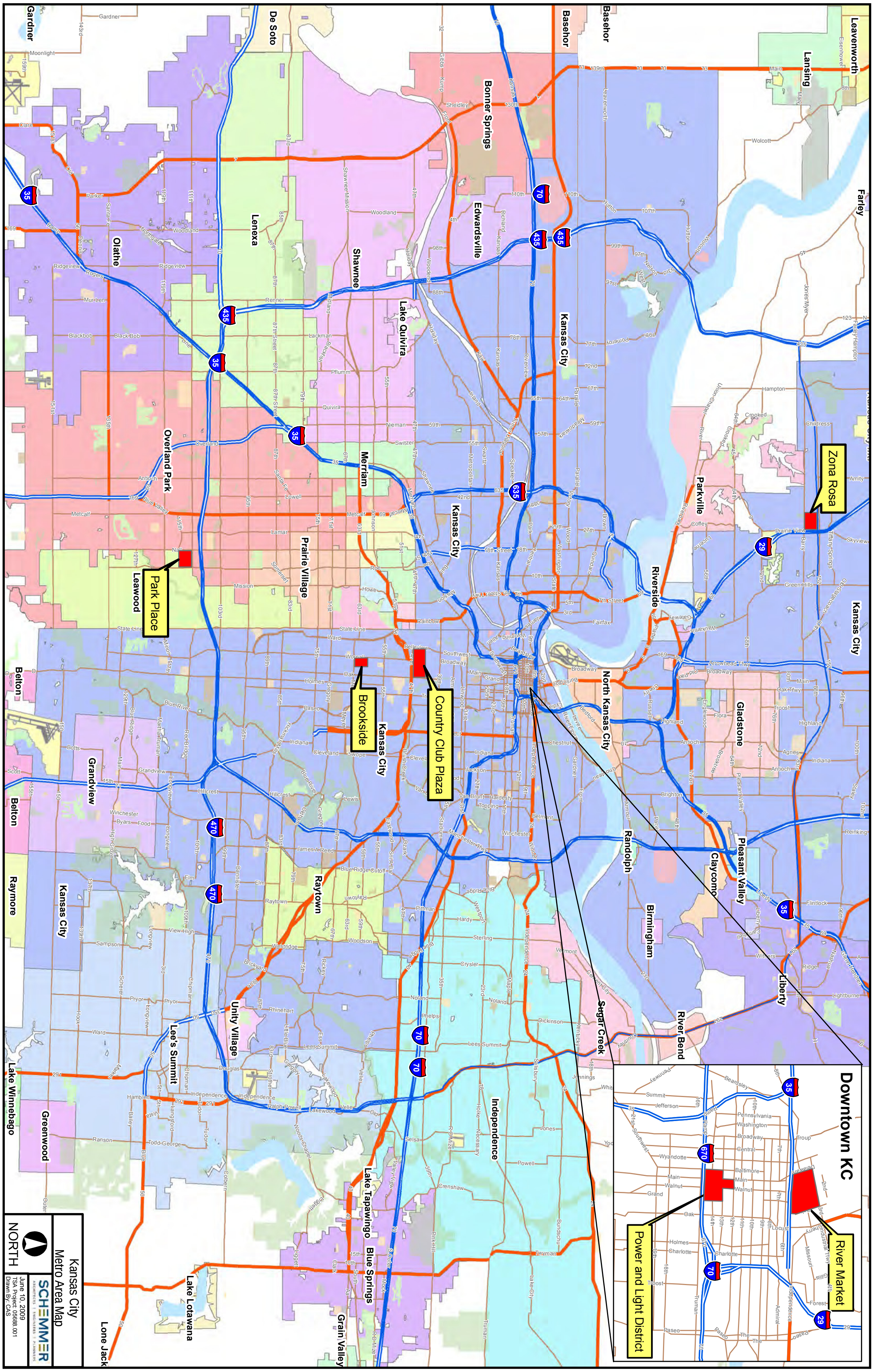
MOBILE TOUR
Kansas City Metro Area

June 24, 2009

vision 84

TOUR ITINERARY

7:30 am	Depart LaVista City Hall
10:15 am	Arrive @ Zona Rosa District Northern Kansas City, MO
11:30 am	Depart Zona Rosa District
11:50 am	Arrive @ River Market District Downtown Kansas City, MO
12:20 pm	Depart River Market District
12:25 pm	Arrive @ Power & Light District Downtown Kansas City, MO (lunch together at location TBD)
2:00 pm	Depart Power & Light District
2:10 pm	Arrive @ Country Club Plaza Kansas City, MO
2:40 pm	Depart Country Club Plaza
3:00 pm	Arrive @ Brookside District Kansas City, MO (drive through)
3:15 pm	Depart Brookside District
3:45 pm	Arrive @ Park Place Leawood, KS
4:30 pm	Depart Park Place
7:45 pm	Arrive back at LaVista City Hall


Kansas City
Metro Area Map
SCHEMMER
June 10, 2009
TSA Project: 05688.001
Drawn By: CAS
NORTH
Downtown KC
Zona Rosa
Park Place
Country Club Plaza
Brookside
Power and Light District
River Market
Leavenworth
Lansing
Basehor
Bonner Springs
Edwardsville
De Soto
Gardner
Lenexa
Olathe
Shawnee
Lake Quivira
Kansas City
Merriam
Overland Park
Leawood
Prairie Village
Parkville
Riverside
North Kansas City
Gladstone
Belton
Grandview
Raytown
Raymore
Randolph
Claycomo
Pleasant Valley
Birmingham
Liberty
River Bend
Sugar Creek
Independence
Unity Village
Lee's Summit
Lake Winnebago
Greenwood
Lake Lotawana
Lake Tapawingo
Blue Springs
Grain Valley
Lone Jack
Farley

ZONA ROSA DISTRICT
NORTHERN KANSAS CITY, MO

zonarosa.com

vision 84

ZONA ROSA DISTRICT
NORTHERN KANSAS CITY, MO

zonarosa.com

Hours: Monday thru Thursday - 10 a.m. to 9 p.m.; Friday and Saturday - 10 a.m. to 10 p.m.; Sunday - Noon to 6 p.m.

Looking for a different destination to brighten your next trip to Kansas City? Zona Rosa just may be the answer. Nestled within upscale neighborhoods in Kansas City north, the area's unique entertainment and shopping district is located at the northwest corner of 1-29 and Barry Road, just minutes from KCI airport and downtown Kansas City. Since opening in May 2004, the new urban retail environment has welcomed thousands of visitors to its "city within a city" atmosphere, offering shopping, dining and entertainment, as well as office and residential space.

What makes Zona Rosa so special? The layout, for one. The streets of the property are reminiscent of downtowns of the past, with individual storefronts evoking a sort of village-feel. Visitors will find familiarity in the intentional differing architectural design of each shop, not to mention the street-side metered parking. Another uniqueness of the Steiner development is the stock it takes in the community; one example is that all the proceeds from the parking meters are donated to local charities. In lieu of the meters, ample free parking is available throughout the property in covered garages and surface lots.

Zona Rosa is home to many well-known merchants, including Barnes and Noble, Ann Taylor Loft, DSW, Dick's Sporting Goods, Lane Bryant, Children's Place, Hollister and Marshalls MegaStore, just to name a few. Appetites will be satisfied with the many dining options including Bravo! Italian Cucina, Rib Crib, Mimi's Café, Abuelo's Mexican Food Embassy, Hereford House, Ted's Montana Grill and Swagat Fine Indian Cuisine.

Amid the retail space you'll find grassy areas with fountains and park benches just right for relaxing, and wide sidewalks meant for strolling. It will take you back to a time when life moved a bit slower, and things seemed simpler. So pay a visit this year to Zona Rosa and embrace the spirit of our old-fashioned charm. We're certain you'll experience something different, yet familiar.

ZONA ROSA DISTRICT
NORTHERN KANSAS CITY, MO

zonarosa.com

SPECIFIC AREAS OF DESIGN/USE INTEREST:
- Public gathering / recreation spaces
- Mixed use development – retail/restaurants on street level; office space above; condos, lofts
- Density of development; street front development
- Use of parking garages and surface parking

NOTES (likes, dislikes, areas of interest):

vision 84

CITY MARKET DISTRICT
DOWNTOWN KANSAS CITY, MO

kansascityrivermarket.com or thecitymarket.org

Hours: Open 7 Days a week

In operation since 1857, the City Market is the largest farmers' market in the region with an annual attendance of nearly 600,000 per year and bursting with more than 170 farmer stalls. In addition, City Market merchants offer a wide variety of fresh produce, meats, seafood, flowers, specialty foods and other items from America, Africa, Europe, the Middle and far East.

The City Market is home to a unique collection of gift shops, authentic restaurants and the Arabia Steamboat Museum, which houses the largest collection of pre-Civil War artifacts in the world.

The City Market has an extensive event calendar from April through October including concerts, food festivals and kids activities. Located in the heart of the historic River Market neighborhood, the City Market is open seven days a week, year round. For more information visit the City Market Web site at www.thecitymarket.org.

CITY MARKET DISTRICT
DOWNTOWN KANSAS CITY, MO

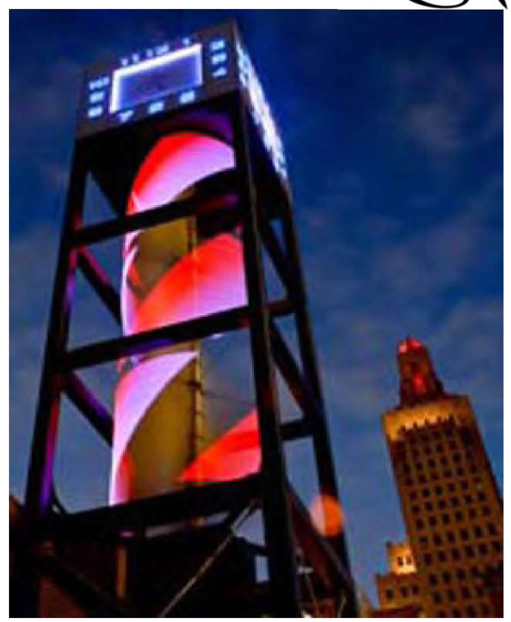
SPECIFIC AREAS OF DESIGN/USE INTEREST:
- Large farmer's market
- Specialty stores
- Tourist attraction
- Concert and event venues

NOTES (likes, dislikes, areas of interest):

POWER & LIGHT DISTRICT
DOWNTOWN KANSAS CITY, MO

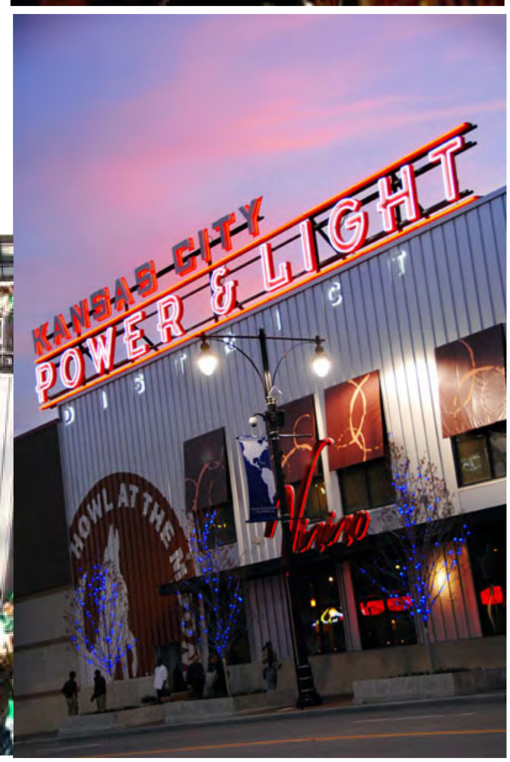
powerandlightdistrict.com

Offering over a half million square feet, The Kansas City Power & Light District is the mid-west's premier entertainment epicenter. With more than 45 unique and captivating retail outlets, restaurants, bars, and entertainment venues, the District offers something for everyone. Located in the heart of downtown, this vibrant, new eight-block neighborhood links the Convention Center to the Sprint Arena and is bringing the beat back to Kansas City.

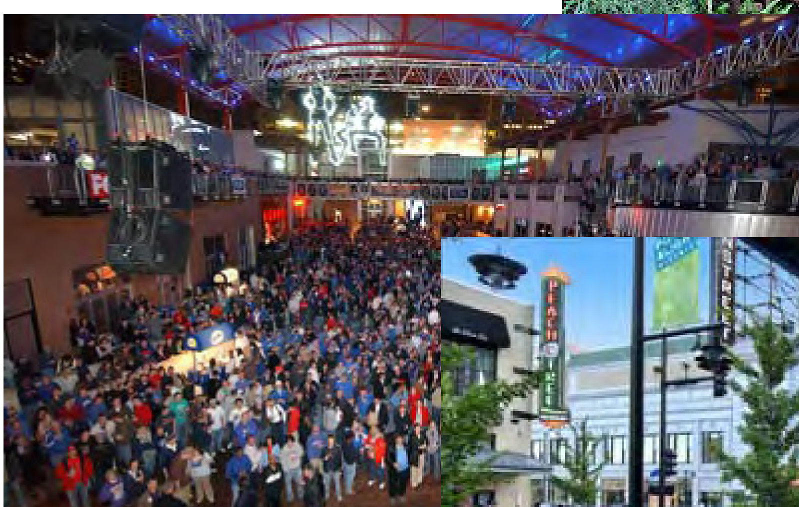


World-class attractions include the Midland Theatre by AMC, The Mainstreet Theatre, and the KC Live! Entertainment District.

KC Live! is an entire city block of hot spots within the Kansas City Power & Light District. It includes two levels and fourteen (14) high-energy entertainment, nightlife and dining establishments. Live entertainment is a frequent happening at the KC Live! Stage. KC Live! hosts several summer concerts series and special events throughout the year. The event calendar included Hot Country Nights, Rock the Block and District Rhythms concert series, the Family Fun Days event series, and a variety of other concerts, parties and events.



POWER & LIGHT DISTRICT
DOWNTOWN KANSAS CITY, MO



POWER & LIGHT DISTRICT
DOWNTOWN KANSAS CITY, MO

SPECIFIC AREAS OF DESIGN/USE INTEREST:
- Outdoor event space for live entertainment
- Mixed use entertainment specialty district
- Urban density
- Concert and event venues

NOTES (likes, dislikes, areas of interest):

COUNTRY CLUB PLAZA
KANSAS CITY, MO
countryclubplaza.com

Kansas City's premier retail, dining and entertainment destination, offering 180 shops and dozens of fine restaurants nestled within old-world architecture.

The Plaza spends seven weeks each winter dressed up in jewel-colored lights. More than 80 miles of holiday lights outline every shop, dome and tower of the Spanish-inspired shopping and entertainment district. Lavishly decorated store windows, horse-drawn carriages and carolers provide the perfect holiday backdrop.

Plaza Shopping
Shoppers will recognize fine stores like Anthropologie and Tiffany & Co. Original Kansas City stores like Halls and Tivol give local flavor to the Plaza's reputation as a national fashion center. Pleasant surprises can be found along each block – from tiny shoe boutiques to delicious chocolatiers, couture clothiers, stylish salons and fine jewelry.

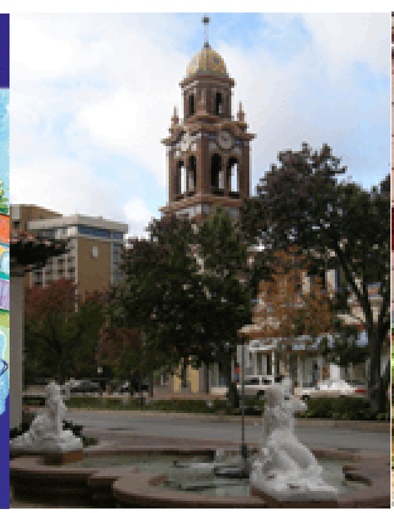
Plaza Events
The Plaza is kept lively with a year-round calendar of music and special events, including the famous Plaza Lights and the widely recognized Plaza Art Fair, ranked among the top five art fairs nationally.

Live Music
The Plaza isn't just shopping and dining. Some of the area's finest musicians grace the Plaza with their lively tunes. Catch a variety of music, from jazz to reggae to classical, at a number of establishments throughout the Plaza any night of the week. From May through September, enjoy live music in the Plaza's charming courtyards during the annual concert series.

COUNTRY CLUB PLAZA
KANSAS CITY, MO

SPECIFIC AREAS OF DESIGN/USE INTEREST:
• Outdoor art sculpture and fountains
• Mixed use shopping & dining district with
•office and residential uses along perimeter
• Unique Spanish architecture
• Parking garages blend into architecture

NOTES (likes, dislikes, areas of interest):



BROOKSIDE DISTRICT
KANSAS CITY, MO

brooksidekc.org

Brookside, planned and built in 1920, was one of the city's first suburban shopping areas. Designed to serve the automobile set, it boasted specialty, grocery and drug stores, medical offices, even a special community center, as well as the first south side police and fire stations.

Brookside is home to more than 70 shops, restaurants, and offices, all unique and in keeping with the original neighborhood charm and architecture.

BROOKSIDE DISTRICT
KANSAS CITY, MO

SPECIFIC AREAS OF DESIGN/USE INTEREST:
- Neighborhood retail district (local shops)
- On-street parking with surface lots behind
- Recreational uses on edge of district
- Hosts large annual art fair attracting over 70,000 people from throughout the region

NOTES (likes, dislikes, areas of interest):

PARK PLACE DISTRICT
LEAWOOD, KS

destinationparkplace.com

PARK PLACE DISTRICT
LEAWOOD, KS

PARK PLACE DISTRICT
LEAWOOD, KS

Park Place features specialty shops and boutiques in an environment of tree-lined streets and public squares. Considered to be Leawood's downtown at 117th and Nall Avenue across from AMC 20, Park Place is located in the heart of the city of Leawood, and Johnson County, one of the wealthiest and fastest-growing counties in the country. Surrounding Park Place is some of the best retail, office and residential real estate in the region: Town Center, Sprint's world headquarters and upscale housing.

Integrated with wide sidewalks Park Place's initial phase will consist of over 110,000 square feet of retail and 90,000 square feet of professional office space with ample parking curbside and in an easily accessible multi-level parking garage. Future phases will include two hotels, a 200,000 square-foot Class A office building, additional retail, an additional parking garage and a variety of residential styles catering to the affluent empty nester.

The first hotel - Aloft, a vision of W Hotels under the Starwood brand - is currently under construction and scheduled for a late 2009 opening. The Element Hotel, an extended-stay Westin hotel, will open later in 2009.

When completed, Park Place will be a 1,200,000 square-foot retail, entertainment and hospitality destination. Like the Country Club Plaza, Park Place is centered on the same planning principles pioneered by J.C. Nichols more than 75 years ago. And like the Plaza, Park Place will retain the highest property and rental values through both the best and most challenging of times.

PARK PLACE DISTRICT
LEAWOOD, KS

PARK PLACE DISTRICT
LEAWOOD, KS

SPECIFIC AREAS OF DESIGN/USE INTEREST:
• Public gathering / recreation spaces (ice rink)
• Mixed use development – retail/restaurants on
•street level; office space above; future condos, lofts
• Density of development; street front development
• Use of parking garages and curbside parking
• Promoted as “Leawood’s New Downtown”

NOTES (likes, dislikes, areas of interest):

LA VISTA
VISION 84

CITIZEN SURVEY

September 2009

Vision 84 – Citizens Questionnaire

This survey is sponsored by the City of La Vista and is important in the creation of a redevelopment plan for the 84th Street corridor through our city. The corridor is located between Harrison and Giles Roads. Please return this postage paid questionnaire to La Vista City Hall by tearing it out, folding in half, securing with tape and mailing by **August 28, 2009**.

1. La Vista does not currently have a "downtown" or identifiable city core. An appropriately sized, pedestrian-friendly "city center" (which has a mix of civic, retail, office, residential, and other uses) has been identified as an important element to include in redeveloping 84th Street. (circle answer)

   - Do you agree that a city center is important to La Vista? Yes No
   - Do you agree that the most appropriate location for this center is along 84th Street? Yes No

2. Please indicate if you feel the following outdoor features or activities should be included in a new, mixed-use city center. (Circle the X in the column that best represents your opinion)

Outdoor Activity/Feature	Include in city center	Do NOT include in city center		Outdoor Activity/Feature	Include in city center	Do NOT include in city center
Swimming pool	X	X		Dog park	X	X
Water play area (fountain, etc.)	X	X		Performances / concerts	X	X
Baseball / softball game	X	X		Trails	X	X
Disc golf (Frisbee)	X	X		Community vegetable gardens	X	X
Golf	X	X		Public gardens	X	X
Eating / picnicking	X	X		Festivals / fairs / markets	X	X
Playground	X	X		Art / sculpture	X	X
Open parkland	X	X		Ice skating rink	X	X
Natural open space	X	X		Outdoor movies	X	X
Skate features or park	X	X		Food or other mobile vendors	X	X

Tear Out Here

3. Please indicate if you would use these types of businesses, facilities, or services if they were within a mixed-use city center along the 84th Street corridor in La Vista. (Circle the X in the column that best represents your opinion)

Business, Entertainment, or Service	Would use on 84th Street	Would NOT use on 84th Street		Business, Entertainment, or Service	Would use on 84th Street	Would NOT use on 84th Street
Grocery store	X	X		Specialty retail shops	X	X
Independent , specialty movie theater (indie)	X	X		Performing arts (plays, dance, concerts)	X	X
Medical emergency	X	X		Art museum / gallery	X	X
Professional services (financial, attorney, tax, real estate, doctor, etc.)	X	X		Personal services (nail, hair stylist, massage)	X	X
Outdoor entertainment (restaurants, pubs, music)	X	X		Farmer's market	X	X
Pharmacy	X	X		Mail, shipping, copies	X	X
High quality restaurants	X	X		Specialty food service (coffee, ice cream, etc.)	X	X

4. What other types of businesses, facilities, or services would attract you to 84th Street? ________________________
____

(survey continues on other side)

5. Is there a place in Omaha, or any other place in the U.S. or world, that you think is a great example of what redevelopment along 84th Street should be? Please list the place as specifically as you can. ____________________
____
____

6. Would you consider living in or moving to a new, somewhat higher density neighborhood (e.g., townhomes, condominiums, apartments, lofts) if it were safe, attractive, quiet inside your residence, and you could easily walk or bicycle to shopping, parks, entertainment, and services?

   Yes   No   I already live in a neighborhood like this.   (circle answer)

7. In order to determine if the responses we receive accurately represent the demographic profile of the residents in La Vista, please answer the following questions regarding yourself or your family. We only use this data to compare with standard U.S. census categories for the community. **Responses are anonymous and confidential.**

   a. Please tell us your age: ___________
   b. Are you: male   female   (circle answer)
   c. Household size: 1   2   3   4   5   6   7+   (circle answer)
   d. Please indicate your annual family income: (circle answer)

      X Under $15,000   X $50,000 - $74,999
      X $15,000 - $34,999   X $75,000 - $99,999
      X $35,000 - $49,999   X $100,000 or over

   e. Do you live east or west of 84th Street?   East   West   (circle answer)

Fold, Tape and Mail

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 198 OMAHA NE

POSTAGE WILL BE PAID BY ADDRESSEE

CITY OF LA VISTA
8116 PARK VIEW BLVD
LA VISTA NE 68128-9927

BACKGROUND

La Vista Community Development commissioned a survey of La Vista residents to help guide the redevelopment of the 84th Street corridor in La Vista. The Community Development department printed and mailed surveys to La Vista residents as part of their quarterly newsletter. Surveys were returned via pre-paid mail to La Vista City Hall. A total of 343 surveys were completed and are included in the results in this report. A sample of 343 has a maximum margin of error of $\pm$ 5.3% at the 95% level of confidence.

The survey questions were developed in collaboration with EDAW AECOM and the City of La Vista Community Development Department. They targeted specific components of redevelopment that would be different than what has historically been present along the corridor.

Results of the surveys were compiled and this report prepared by Left Brain Concepts, Inc. a Lakewood, Colorado market research and consulting firm.

KEY FINDINGS

- **Importance / location of city center:** Almost all survey respondents feel that a city center is important to La Vista (94%) and that the most appropriate location is along 84th Street (93%).

- **The city center development:** People are most interested in festivals, concerts and picnicking. They also would like to see play areas, open space, trails and gardens included in the city center. They are least interested in a disc (Frisbee) golf course, a baseball or softball field or a golf course.

- **Preferred services in the city center:** The services people would most like to see in the city center are outdoor entertainment such as restaurants, pubs and music, specialty food service vendors such as coffee and ice cream, a farmer's market, high quality restaurants and specialty retail shops. People are least interested in having a pharmacy, professional services or an art museum or gallery included in the city center.

- **Suggestions for other services in the city center:** People's suggestions of other things that should be considered for the city center were a movie theater (7% of the respondents. Many used the term "regular movie theater", a bookstore (3%) and a gas station (2%).

- **Examples of redevelopment:** People offered 77 developments in 25 states in the U.S. and two countries in Europe that they feel redevelopment along 84th Street should look like.

- **Living in higher density neighborhoods:** One in five (19%) reported that they were presently living in high density neighborhoods and more than a third (37%) said they would consider moving to such neighborhoods. However, close to half (44%) said they would not move into high density neighborhoods.

CONCLUSIONS

- La Vista residents strongly believe that a city center would be an improvement to La Vista and that the most appropriate location is along 84^{th} Street.

- The features of the city center that would best serve La Vista residents are festivals, concerts, picnic areas, a playground, a water play area, sculptures and other art, open parkland, street vendors, trails, gardens, a farmer's market, high quality restaurants and specialty retail shops - perhaps including a book store.

- Developments for activities of Frisbee golf, baseball or softball, golf, a skate park, a dog park, an ice skating rink or a swimming pool would likely detract from the city center. Similarly, a pharmacy, professional services or an art museum or gallery would not serve residents as well other features.

- It appears that many developments in cities and towns in the U.S. and in Europe that people feel the city center should look like feature entertainment, open space, specialty retail and quality eating and drinking establishments.

- Compared to concerts, open space, specialty retail and the like, there is far less interest in including high density housing in the city center.

IMPORTANCE / LOCATION OF CITY CENTER

Question: La Vista does not currently have a "downtown" or identifiable city core. An appropriately sized, pedestrian-friendly "city center" (which has a mix of civic, retail, office, residential, and other uses) has been identified as an important element to include in redeveloping 84th Street.

Do you agree that a city center is important to La Vista?

Do you agree that the most appropriate location for this center is along 84th Street?

Overwhelmingly, people feel that a city center is important to La Vista and that the most appropriate location is along 84th Street.

IMPORTANCE / LOCATION OF CITY CENTER	
	% of respondents
City center important to La Vista?	
Yes	94%
No	6%
84th Street most appropriate location?	
Yes	93%
No	7%

THE CITY CENTER DEVELOPMENT

Question: Please indicate if you feel the following outdoor features or activities should be included in a new, mixed-use city center.

People were given a list of activities and features that might be included in the city center and asked if they would like to see the feature or activity included in the city center. As the table below illustrates, people are most interested in festivals, concerts and picnicking. They would also like to have a playground, a water play area, open space, trails and gardens in the city center. People are least interested in a disc (Frisbee) golf course, a baseball or softball field and a golf course.

Additional observations:

- As might be expected, people under the age of 30 were considerably more interested in a baseball or softball field, a disc golf course and a dog park than people over the age of 40.

- Women were more interested than men in a dog park, trails and a community vegetable garden.

THE CITY CENTER DEVELOPMENT	
	% responding that this should be included
Festivals / fairs / markets	91%
Performances / concerts	88%
Eating / picnicking	87%
Playground	79%
Water play area (fountain, etc.)	78%
Art / sculpture	75%
Open parkland	74%
Food or other mobile vendors	74%
Natural open space	72%
Trails	67%
Public gardens	64%
Outdoor movies	64%
Swimming pool	52%
Ice skating rink	46%
Dog park	36%
Skate features or park	30%
Community vegetable gardens	30%
Golf	29%
Baseball / softball game	22%
Disc golf (Frisbee)	20%

PREFERRED SERVICES IN THE CITY CENTER

Question: Please indicate if you would use these types of businesses, facilities, or services if they were within a mixed-use city center along the 84th Street corridor in La Vista.

Similar to the previous question, people were given a list of businesses and services that might be included in the city center and asked if they would patronize the establishments if they were part of the city center. As the table below shows, people are most interested in outdoor entertainment including restaurants, pubs and music, specialty food merchants such as coffee and ice cream, a farmer's market, high quality restaurants and specialty retail shops. La Vista residents are least interested in a pharmacy, professional services and an art museum or gallery.

PREFERRED SERVICES IN THE CITY CENTER	
	% responding that they would use these facilities or services
Outdoor entertainment (restaurants, pubs, music)	95%
Specialty food service (coffee, ice cream, etc.)	91%
Farmer's market	90%
High quality restaurants	84%
Specialty retail shops	84%
Grocery store	79%
Performing arts (plays, dance, concerts)	77%
Independent specialty movie theater (indie)	67%
Medical emergency	63%
Personal services (nail, hair stylist, massage)	55%
Mail, shipping, copies	55%
Art museum / gallery	50%
Professional services (financial, attorney, tax, real estate, doctor, etc).	47%
Pharmacy	46%

SUGGESTIONS FOR OTHER SERVICES IN THE CITY CENTER

Question: What other types of businesses, facilities, or services would attract you to 84th Street?

People were asked on an open-ended basis to suggest other services they would like to see included in the city center. While people gave a wide range of responses, almost all were redundant with the questions about the activities, entertainment and types of businesses that might be included in the city center. Suggestions included fairs, outdoor concerts, mobile vendors, open parkland, pedestrian friendly areas, trails, a water play area, specialty retail shops, restaurants - especially quality restaurants - and a grocery store. The most mentioned other suggestions and the number of times they were given were as follows.

- Movie theater (25) (Many referred to a "regular movie theater")
- Book store (11)
- Gas station (8)

EXAMPLES OF REDEVELOPMENT

Question: Is there a place in Omaha, or any other place in the U.S. or world, that you think is a great example of what redevelopment along 84th Street should be? Please list the place as specifically as you can.

People gave 77 examples of developments in 25 cities and towns in the U.S. and two countries in Europe that they feel the redevelopment along 84th Street should look like.

Small shops, farmers market, flea market	Cave Creek	Arizona
Lakeside	Pinetop	Arizona
Downtown	Scottsdale	Arizona
Downtown	Sedona	Arizona
Dickson Street	Fayetteville	Arkansas
Main Street	Del Mar	California
Santa Monica Promenade	Los Angeles	California
Old Town	San Diego	California
Fisherman's Wharf	San Francisco	California
Universal Studios	Universal City	California
Pearl Street Mall	Boulder	Colorado
Shadow Creek	Breckenridge	Colorado
Lodo	Denver	Colorado
Stapleton	Denver	Colorado
16th Street Mall	Denver	Colorado
Downtown	Estes Park	Colorado
Old Town	Fort Collins	Colorado
Downtown	Manitou Springs	Colorado
Town Center / squares	Prague	Czech Republic
Downtown Disney	Orlando	Florida
Fun Plex	Paris	France
River Street	Savannah	Georgia
Michigan Avenue	Chicago	Illinois
Downtown	Homewood	Illinois
Downtown	La Grange	Illinois
Downtown	Lake Forest	Illinois
Downtown	Naperville	Illinois
Downtown	Park Ridge	Illinois
Downtown	Iowa City	Iowa
Outdoor shopping area	Kansas City	Kansas
Zona Rosa	Overland Park	Kansas
Gas Lamp District	Weston	Kansas
Quincy Market	Boston	Massachusetts
Town Square	Norwood	Massachusetts
Main Street	Midland	Michigan
Downtown	Minneapolis	Minnesota

Along the river	Branson	Missouri
Legends shopping center	Kansas City	Missouri
The Plaza	Kansas City	Missouri
River Market area	Kansas City	Missouri
Power & Light District	Kansas City	Missouri
The Plaza	Kansas City	Missouri
Downtown	Kansas City	Missouri
Downtown	St. Charles	Missouri
La Cledes Landing	St. Louis	Missouri
Old Bellevue Main Street	Bellevue	Nebraska
Downtown	Freemont	Nebraska
Old Market	Lincoln	Nebraska
Old Market	Omaha	Nebraska
Countryside Village	Omaha	Nebraska
63rd & Center	Omaha	Nebraska
Downtown	Omaha	Nebraska
Lakeside	Omaha	Nebraska
Village Point	Omaha	Nebraska
Midtown Crossing	Omaha	Nebraska
Aksarben Village	Omaha	Nebraska
The shops at Legacy	Omaha	Nebraska
Mutual of Omaha area	Omaha	Nebraska
Rockbrook Village	Omaha	Nebraska
Shadow Lake	Papillion	Nebraska
Downtown	Papillion	Nebraska
Old Towne	Albuquerque	New Mexico
Downtown	Santa Fe	New Mexico
Soho	New York	New York
Downtown	Wilmington	North Carolina
Easton Town Center	Columbus	Ohio
Short North	Columbus	Ohio
Downtown	Portland	Oregon
Phillips Avenue from 15th St. to The Falls	Sioux Falls	South Dakota
Beale Street	Memphis	Tennessee
Downtown	Dallas	Texas
The River Walk	San Antonio	Texas
Downtown	Salt Lake City	Utah
Mormon Square	Salt Lake City	Utah
Bavarian Theme	Leavenworth	Washington
Pike Place Market	Seattle	Washington
Washington Square	Washington	D.C.

LIVING IN HIGHER DENSITY NEIGHBORHOODS

Question: Would you consider living in or moving to a new, somewhat higher density neighborhood (e.g., townhomes, condominiums, apartments, lofts) if it were safe, attractive, quiet inside your residence, and you could easily walk or bicycle to shopping, parks, entertainment and services?

One in five (19%) of the survey respondents reported that they were presently living in higher density neighborhoods. About a third (37%) said they would consider moving to such neighborhoods. However, close to half (44%) said they would not move into higher density neighborhoods.

Additional observations:

- As might be expected, people who live in one or two person households were more likely than those in households with three or more people to say they would move into higher density neighborhoods.

- People who have household incomes of less than $50,000 were more likely than those who have household incomes of $75,000 or more to say they would move into higher density neighborhoods.

LIVING IN HIGHER DENSITY NEIGHBORHOODS	
	% of respondents
Yes	37%
No	44%
I already live in a neighborhood like this	19%

DEMOGRAPHICS

Question: In order to determine if the responses we receive accurately represent the demographic profile of the residents in La Vista, please answer the following questions regarding yourself or your family. We only use this data to compare with standard U.S. census categories for the community. Responses are anonymous and confidential.

Please tell us your age
Gender
Household size
Please indicate your annual family income
Do you live east or west of 84th Street?

The following table presents the demographics of the respondents to the La Vista survey and data for the same variables from the 2000 Census, the most recent data available for La Vista. The table shows that the survey respondents were a little older, more are female (women respond better to all types of surveys), have (statistically) the same household sizes and are a little wealthier than La Vista as a whole as reported by the Census.

DEMOGRAPHICS		
	La Vista respondents	**2000 Census**
Age		
Under 30	10%	26%
30 to 39	20%	28%
40 to 49	21%	22%
50 to 59	24%	13%
60 and over	25%	11%
	49.4 (mean)	29.9 (median)
Gender		
Male	31%	49%
Female	69%	51%
Household size		
One	21%	
Two	37%	
Three	14%	
Four	18%	
Five or more	10%	
Average	2.6	2.7
Household income		
Under $15,000	1%	7%
$15,000 - $34,999	19%	25%
$35,000 - $49,999	15%	22%
$50,000 - $74,999	29%	30%
$75,000 - $99,000	15%	11%
$100,000 or over	21%	5%
Live east or west of 84th Street		
East	37%	
West	63%	

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