Downtown Omaha: Revitalization of Downtown

- Public & Private Synergy
- Community Leaders & Vision
- Parking
- Blocks Downtown...

“CITIES AND REGIONS THAT ATTRACT LOTS OF CREATIVE TALENT ARE ALSO THOSE WITH GREATER DIVERSITY AND HIGHER LEVELS OF QUALITY OF PLACE... INTERESTING MUSIC VENUES, NEIGHBORHOOD ART GALLERIES, PERFORMANCE SPACES, AND THEATERS.”

- Richard Florida, Author of “The Rise of the Creative Class”

syn • er • gy: the increased effectiveness that results when two more more people or businesses work together

- Merriam-Webster Dictionary
306 South 15th Street

- 48 Market Rate Apartments
- Picklemans Gourmet Cafe
- CHI Health Clinic & Pharmacy
- Omaha Lounge
1501 Jackson

- 75 Market Rate Apartments
- Underground Parking Garage
- Seldin Company Downtown Office

TIF
Shamrock Development, Inc.

The Paxton
1403 Farnam Street
- 56 Condominiums
- Grand Ballroom
- Omaha Tap House
- Office Space on second floor
- 801 Chophouse

The Paxton Professional Center
1414 Harney Street
- American National Bank
- Javlin Capital
- Saigon Surface
- 188 Parking Stall Garage

The 1000 Dodge Building
- 12 Condominiums
- Nosh Wine Lounge
- 1000 Dodge Events
A Vision Realized
Take a look at Downtown Omaha and you will see the change ... the energy ... the revitalization of a historic city. Stand on the Riverfront and look west. Then scan the area from NoDo to Leavenworth. Energy abounds at every corner. And in the heart of this bustling expanse — joining Omaha’s top cultural and entertainment destinations — a new jewel in a unique location is being polished to crown the city’s achievements: The Capitol District.

A Promise Fulfilled
Decades ago it became clear that, in order to thrive, Omaha needed to power itself into the 21st century with substantial and continued investment in its downtown. And so began an urban renewal effort that would become the envy of many other cities.

A unique synergy emerged to shape this urban attitude of Downtown Omaha. Over $3 Billion of new private and public investment in the last decade has provided new homes or updates to most all of Omaha’s civic and cultural venues with a diverse amount of housing, offices and commercial development.

With this evolution, Omaha’s ability to attract the nation’s next generation of talent was ensured, forging a unique character and personality for the city. Now, The Capitol District development will put the final piece in place that will form the linchpin to securing the health and vitality of Downtown Omaha by:

• Creating a unique environment for creative businesses and individuals
• Delivering a new level of residential and commercial opportunities
• Establishing new performance and entertainment spaces which round out existing attractions
• Nurturing the area’s growing popularity with easy access and parking for the city’s hundreds of thousands of residents
• Opening a truly “pedestrian friendly” path along Omaha’s vital Riverfront North-South corridor

Consider that, in addition to four Fortune 500 headquarters, Omaha’s urban core is also proud to count Gallup, Gavilon, Omaha World-Herald, First National Bank and First Comp Insurance as Downtown tenants. This, coupled with a growing residential population in conversion and new construction housing, has created an “around-the-clock” opportunity and vitality.

The Capitol District is unique in all aspects in that it will serve both businesses and individuals, blending a unique focus on entertainment, performance and dining with easy parking and access, to link North and South Downtown, and lay in place one of the final ... and most vital ... links in Omaha’s vision of the future.

“Cities and regions that attract lots of creative talent are also those with greater diversity and higher levels of quality of place ... interesting music venues, neighborhood art galleries, performance spaces and theaters.”

- Richard Florida, author of “The Rise of the Creative Class”

Diverse, Lively, Inclusive Community

For those new to Omaha — especially those from larger cities — Downtown Omaha will blow away all expectations. Looking for a “walk to work” lifestyle? Omaha has it. Like to travel? Omaha’s airport access is supremely easy. Eager to explore a diverse array of communities and cultural opportunities? There’s no end to the possibilities.

Downtown Omaha delivers ...

• A thriving, lively, established urban lifestyle
• A strong, established and welcoming community
• Affordable access to diverse arts, culture and entertainment options
• The headquarters of many of Omaha’s most established and successful companies
• Convenient access to Omaha’s largest meeting and convention spaces
• Quick and reliable transfer times to and from the airport
• Miles of recreational trails & generous green spaces
• Access to more than 30% of the city’s hotel rooms and 50% of the limited/full service hotel rooms
• Civic, culture, sports! Most of Omaha’s venues are downtown and within blocks of The Capitol District

National Recognition

Low cost of living. Short commutes. Expansive cultural and entertainment amenities that are the envy of cities twice its size. All these have helped make Omaha a perennial favorite of those who chronicle the best places to live, work, raise a family, open a business and more. Every year, the accolades grow as Omaha has been named ...

• #2 of the Best U.S. Cities for Millennial College Students by CNBC - May 2015
• #8 of the Top 10 Cities for New College Grads by SmartAsset - April 2015
• #7 - The Top Ten Cities for Creatives - January 2016
• #3 Best Cities to Start a Business - October 2015
• #2 - Best Places to Live 2015 - August 2015
• #3 - The Best Cities to Find a Job in 2016 - January 2016
• #11 - 2016’s Best Cities to Start a Career - May 2016
• #10 - Best Large City for First-Time Home Buyers - July 2016
• One of the 25 Perfect Weekend Getaways - 2016

“JAVLIN CAPITAL NEEDED TO HIRE DOZENS OF BRIGHT, YOUNG, EXCITED EMPLOYEES. WHEN WE LOCATED OUR HEADQUARTERS IN DOWNTOWN OMAHA, THE RESUMES CAME POURING IN AND THE APPLICANTS WERE OF EXCEPTIONAL QUALITY. IT WAS THE BEST DECISION WE EVER MADE.”

- Rob Johnson

http://www.selectgreateromaha.com/News_Center-Recent_Rankings.aspx
A Capstone Achievement

At one point, the vision for Downtown Omaha was just that: a vision. It has taken years ... decades even ... for the city to become the jewel it is today. Yet one piece remains missing. The Capitol District occupies a key site for the future of Downtown Omaha. It will join the Old Market and the MECA event district; link the entire Riverfront to the historical core of Downtown; and complete pedestrian thruways and an accompanying world of commercial opportunities between the Arts and Trade District, through NoDo and to areas South and West.

The project will provide much-needed density, diversity of use and cohesiveness with the adjacent neighborhoods, while complimenting the nearby CenturyLink Arena & Convention Center and TD Ameritrade Park. The result: A dynamic environment with a destination flavor creating an authentic Omaha experience for residents and visitors.

Location

The Capitol District is located at the intersection of 10th Street and Capitol Avenue adjacent to the CenturyLink Center. Covering approximately 5.4 acres, it will be densely developed to include a wide array of uses including retail, dining, entertainment, residential, lodging, office and parking.

Access & Visibility

The infrastructure is in place and can easily carry large volumes of both vehicles and pedestrians and accommodate the numerous events at the surrounding facilities. Tenants, customers and residents will have readily accessible businesses and homes in a highly visible, desirable setting.

Amenities

Tenant leases in The Capitol District include the following amenities:

- Exposure to more than 2 million local, regional and national visitors who visit Downtown and/or attend events at the CenturyLink Arena & Convention Center, TD Ameritrade Park or the Holland Center for Performing Arts. Regular events include:
  - Division I Collegiate Sporting Events (Creighton & UNO)
  - NCAA & Olympic Trial Events (2016 Swim Trials)
  - Berkshire Hathaway Annual Meeting
  - World-Renowned Performing Artists
- Highly visible location and convenient access from I-480 & 10th Street in the epicenter of Downtown Omaha
- Convenient, generous and affordable parking
- A shared activities plaza combines collective marketing and programming to draw customers, visitors and entertainment seekers
- Brand alignment with a youthful, energetic, mixed-use project to diversify the potential customer base
- 30% of all hotel rooms are situated within 6 blocks of The Capitol District

http://issuu.com/greateromahachamber/docs/downtowndevelopment
Project Statistics

Project Value: $205 M

Project Size
- Hotel: 333 Rooms
- Retail: 90,000 SF
- Parking: Up to 500 Spaces
- Urban Living: 218 Units
The Center of it All:
When you enter the heart of The Capitol District, you will know what it means to feel truly alive. It is the hub, the unabashed heart of Omaha’s crown jewel...and so much more. Much as the piazza serves as the center of public activity in an Italian town, so will the center of The Capitol District. Open yet secluded, it will serve as a gathering place, a place to entertain and be entertained, somewhere you can relax or move to the beat...above all, a place where one can engage in the great American pastime of people watching.

Full-Service Marriott Hotel: The Capitol District is anchored by a world class, full-service Marriott Hotel which will provide a high level of service and amenities to its customers and visitors.

The hotel will include a 12,000 square foot ballroom and meeting rooms conveniently available for conventions, special events or corporate gatherings. For guests, the Hotel will feature a fitness center, hospitality suites overlooking a pool deck and club level suites with an exclusive club room and personalized concierge service.

Entertainment District: More than 90,000 square feet will wrap around a plaza bringing a dynamic mix of dining and entertainment spaces which will energize the environment and create a strong draw throughout the year. First-to-market tenants will create a destination flavor that will be blended with successful, local businesses to create an authentic Omaha experience. The Capitol District will be programmed to keep the atmosphere fresh and exciting to regularly draw locals and visitors alike.

Urban Living (218 Units): The Capitol District will include upscale urban apartments surrounding and lofted above the entertainment-focused plaza, featuring:
• Amenities include: fitness center, club room and outdoor deck
• A consistent focus on quality, efficiency and satisfaction

Office Space: The signature offices are adjacent to The Capitol District, housing 25,000 square feet of corporate space with one floor of retail on the ground level.

Parking (505 Stalls): The Capitol District offers valuable parking opportunities due to its proximity to the CenturyLink Center and parking lots. Conveniently located within The Capitol District will be a six level, 505-stall parking garage to be used by patrons and visitors of the entire project. The parking structure will be available for daytime, evening, weekend and event parking.

Capitol Place: A stand-alone parcel with frontage on Dodge Street, Capitol Avenue and 9th Street will stand in the southeast corner of the project. This site’s prominent location will house additional retail, office space and 75 Residential Apartment units.

The Site Plan on the following page shows the location of the uses in relation to each other and the surrounding neighborhoods.
Note: As shown above, the infrastructure in this area of Downtown is complete and has been built to easily carry large volumes of vehicles and pedestrians quickly through multiple entry and exit routes that connect to the interstate system that passes through Downtown.
Galvanized Steel
Anodized Aluminum
Cast Concrete
Insulated Metal Panel
Velour Brick

Southwest Render
**The Capitol District Retail**

**Retail Available, Summer 2017**

Retail Lease Offering (Summer 2017)
Retail Floor Plates: 1,500 Square Feet to 25,325 Square Feet
Total Retail Space: 90,000 Square Feet
Price: $25 - $35 Per Square Foot, NNN
Tenant Improvement: Negotiable
Available: Summer 2017

**Capitol District – Existing Retail**

Join our existing Retail Restaurants and Event Venue. DJ’s Dugout, Nosh Wine, Local Beer & Patio and 1000 Dodge Events.

**Retail Space Available NOW!**

**The Lerner Company**

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Rick Quinlevan
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rquinlevan@lernerco.com

Boh Kurylo
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bkurylo@lernerco.com

Lindsay Banks
402-502-4708
lbanks@lernerco.com

**Retail Lease Offering**
Available Retail: 5,820 Square Feet
Total Retail Space: 29,216 Square Feet
Price: $25 Per Square Foot (NNN)
Tenant Improvement: Negotiable
Available: Now
Estimated Expenses: $5.80 PSF
The Parking District has created a unique location access to 100% controlled parking areas within the plan and exclusive to users of the Capitol District for parking with many under utilized options in the immediate area. The Capitol District Urban Parking Plan will efficiently operate our controlled parking spaces in conjunction with our neighboring private and City parking lots and services to provide safe and monitored access to over 3,750 stalls within one block of the District and 4,580 within three blocks of the District.

The District itself will house a 500-stall parking garage located on the northwest corner of the development. This will operate in conjunction with two other privately controlled lots, Davenport Street and neighborhood lots and structures to accommodate the parking demands.

According to the SmartCode development guideline, which calculates minimum parking demand, The Capitol District is categorized as T-6 Urban Core, which is the highest density level. The Development has carefully laid out the quantity, location and operation of The Capitol District Urban Parking Plan for a generous amount of parking for cost efficient, safe alternatives. The various mixed uses in the development will be able to share parking in a naturally-balanced and market-driven atmosphere, as is the case in any urban environment.

**Residential Parking**
The 11th Street access level of The Capitol District garage will accommodate 500, 24-hour, reserved stalls with a separate, private entrance. These will be available for reserved office parking as well.

**Retail Parking**
Retail parking has been addressed towards the entertainment district nature of our retail merchandising plan. Nighttime parking is more than generous with adjacent Omaha Park 8, the OWH garage, MECA lots and the MECA garage. During the workday, meter parking, The Capitol District Garage, and valet services during business hours. In addition, the MECA garage located across 10th Street is available for specific events.

**Hotel Parking**
Guest parking will be accommodated in the structure and Lot E, adjacent for overnight parking. Daytime and “evening event” parking will be in the parking structure as well as the MECA garage located across the 10th Street, the Omaha World Herald Garage and Omaha Park 8. Valet parking will use the Garage, Lot E, Davenport Street and the 9th Street lot located immediately across 10th Street under the viaduct and will accommodate approximately 68 stalls. Reserved employee parking will be accommodated in the 9th Street Lot as well.

**Office Parking**
This state-of-the-art comprehensive Urban Parking Plan in our area and The Capitol District specifically, will provide offices in Downtown, and our district, higher than average parking ratios with convenient access to the Capitol District. The needs of any office employee and visitor parking is paramount in an office location decision, and The Capitol District is more than accommodating to provide convenient, safe and plentiful parking for our office users and their guests.
CAPITOL DISTRICT URBAN PARKING

PARKING KEY:
- Dedicated Capitol District
- Other Available Parking

<table>
<thead>
<tr>
<th>PARKING LOT</th>
<th>TOTAL</th>
<th>Guar.</th>
<th>Price</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol District - Private</td>
<td>225</td>
<td></td>
<td></td>
<td>Residential Only</td>
</tr>
<tr>
<td>Capitol District - Public</td>
<td>225</td>
<td>100</td>
<td>110</td>
<td>Reserved 24 Hours</td>
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<tr>
<td>MECA Lot E</td>
<td>81</td>
<td>57</td>
<td>95</td>
<td>Assigned Workday</td>
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<tr>
<td>9th Street Lot</td>
<td>68</td>
<td>68</td>
<td></td>
<td>Assigned Workday</td>
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<tr>
<td>Visitor Garage</td>
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<td></td>
<td></td>
<td>Validation Available</td>
</tr>
<tr>
<td>Total Stalls Available</td>
<td></td>
<td></td>
<td></td>
<td>300</td>
</tr>
</tbody>
</table>
### Hotel Rooms

Family and friends. Clients and prospects. Old classmates. New acquaintances. No matter who you may host as guests, if you live or work in Downtown Omaha, you are close to the city’s finest hotel options.

<table>
<thead>
<tr>
<th>#</th>
<th>Hotel</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Capitol District Marriott</td>
<td>334</td>
</tr>
<tr>
<td>2</td>
<td>Hilton Omaha</td>
<td>600</td>
</tr>
<tr>
<td>3</td>
<td>Courtyard by Marriott</td>
<td>181</td>
</tr>
<tr>
<td>4</td>
<td>Hilton Garden Inn</td>
<td>178</td>
</tr>
<tr>
<td>5</td>
<td>Harford Inn</td>
<td>113</td>
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<tr>
<td>6</td>
<td>Holiday Inn</td>
<td>114</td>
</tr>
<tr>
<td>7</td>
<td>Homewood Suites</td>
<td>123</td>
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<tr>
<td>8</td>
<td>Hampton Inn &amp; Suites</td>
<td>103</td>
</tr>
<tr>
<td>9</td>
<td>DoubleTree Hotel</td>
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<tr>
<td>10</td>
<td>Residence Inn - NEW</td>
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<tr>
<td>11</td>
<td>Embassy Suites</td>
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<tr>
<td>12</td>
<td>Hyatt Place - NEW</td>
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<tr>
<td>13</td>
<td>Hotel Deco</td>
<td>88</td>
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<tr>
<td>14</td>
<td>Magnolia Hotel</td>
<td>146</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>2,850</strong></td>
</tr>
</tbody>
</table>

Downtown has almost 3,000 hotel rooms. This is over 30% of the entire room count of the metro area, and 50% of all full or limited service rooms.
Retail Inquiries:

The Lerner Company

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