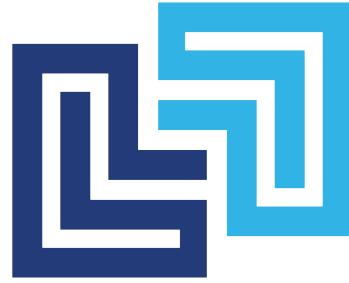


## **AGENDA ITEM 4A**

**Comprehensive Plan Amendments—Revised Future  
Land Use Plan and Future Land Use Map  
—City of La Vista**

# MEMO



**TO:** Planning Commission

**FROM:** Bruce Fountain, Community Development Director

**DATE:** 11/21/2022

**RE:** La Vista Land Use Plan and Future Land Use Map

---

La Vista's *Look Out La Vista – City of La Vista Comprehensive Plan* was adopted in 2018. This plan set forth a vision for the creation of a community that is "memorable, inspirational, and appealing to generations and rooted in a strong vision."

While the Future Land Use section of the Comprehensive Plan identified the existing mix of land uses and provided data such as percentages of various land uses, it did not delve into appropriate land use in light of La Vista's landlocked situation or provide data as to whether there is a good balance of various land uses within the City. Additionally, since adoption of the plan, the nation has witnessed sizeable shifts in land use demand due to the global pandemic and the growing impact of online sales. Although some of the shifts may be temporary, others may have longer, farther-reaching impacts on the overall development of La Vista.

In March of 2022, La Vista contracted with RDG Planning and Design, in partnership with Gruen & Gruen Associates, to prepare the La Vista Land Use Plan and Market Study to identify land use types that reflect the goals of the City's Comprehensive Plan and ultimately provide a proper mix of land uses relative to the current economic conditions and market trends. Their work in preparing the Land Use Plan included on-going consultation with a staff technical committee, interviews with numerous key stakeholders and subject matter experts including the City Council and Planning Commission, and a design workshop which created development ideas and scenarios for some key "opportunity sites." The study also reflects the understanding that La Vista's growth area is limited and identifies proper land use choices that will be needed for long-term economic and community sustainability. Priorities for potential future redevelopment areas are also identified.

A Joint Workshop of the City Council and Planning Commission was held on November 14<sup>th</sup>, 2022. Amy Haase, of RDG Planning and Design, presented an overview of the draft Land Use Plan which included the following major takeaways:

- Visitors and workers account for over \$100 million in retail spending annually in La Vista.
- Vacancy rates in both industrial and office spaces remain very low.
- La Vista's household sizes have gotten smaller. In 2000 the average household size was 2.6, in 2020 it had dropped to 2.3
- Over 49% of owner-occupied households are over the age of 55.
- 3,170 apartment units exist or are under construction
- La Vista has many long-term renters.
- Housing production has focused on two product types – Single-family detached and larger scale, suburban multi-family which limits options for current and future residents
- Hospitality continues to be an opportunity for the larger region. Hotel stays have steadily grown over the last year.
- Strong housing demand regionally can be captured by innovative housing types.
- Empty-nester and retirees are a prime housing market for La Vista.
- Growing the number of households regionally, and the average household size, will create demand for new commercial uses in undeveloped and redeveloped mixed-use areas.

The La Vista Land Use Plan is now being submitted to the Planning Commission for a public hearing and for your review and recommendation that will be sent on to the City Council. As discussed at the Joint Workshop meeting, the Plan recognizes existing land use patterns and establishes an intensity-based approach for developing or redeveloping areas. Each land use category has unique requirements for the following attributes: types of allowable uses, intensity or density, compatibility (transitions between uses), and form, or design.

Attached to this memorandum is the proposed revised future land use plan section in La Vista's Comprehensive Plan (Chapter 3, Section 13), along with the draft La Vista Land Use Plan which will be incorporated into the Comprehensive Plan as Appendix H.

**STAFF RECOMMENDATION:**

Staff recommends approval of the proposed amendments to the City's Comprehensive Plan including a revised Future Land Use Plan and a revised Future Land Use Map.

**Revised Future Land Use Plan Section &  
Future Land Use Map in  
La Vista's Comprehensive Plan  
“Look Out La Vista”**

**Chapter 3 – Section 13**



# FUTURE LAND USE PLAN

---

The Future Land Use Plan represents the long-term vision for growth based on the character and location of existing development and the community's desired future. The plan maximizes relationships among residential, commercial, industrial, public facilities, and parks and recreation amenities. To protect La Vista's high quality of life, the plan proposes a diversified mix of uses that is supported by the market and responsive to changes in demographics and economic opportunities.

## LAND USE PLAN VS. ZONING

---

The Future Land Use Map and descriptions in this chapter, as well as the goals and policy statements, help direct development patterns and infrastructure improvements citywide to achieve the vision.

Zoning refers to land use entitlements and requirements that regulate appropriate use, bulk, height, density, and other characteristics appropriate for a specific site. The general recommendations of the future land use plan form the basis for specific zoning and land development code regulations.

# La Vista Land Use Plan

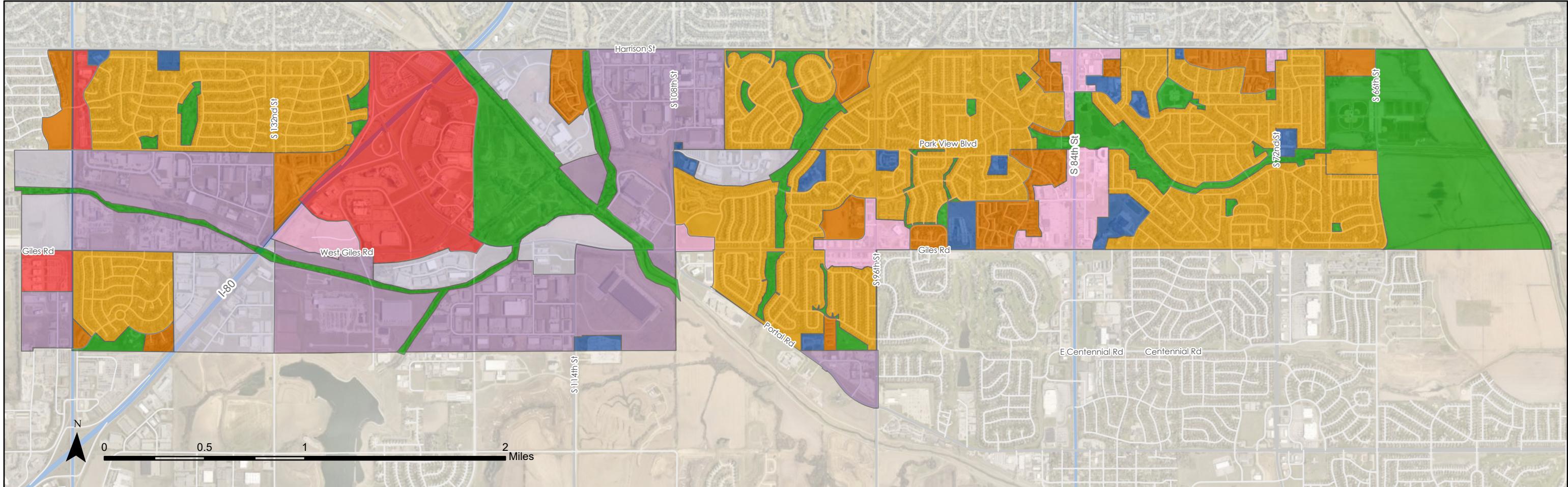
In March of 2022, La Vista contracted with RDG Planning and Design, in partnership with Gruen & Gruen Associates, to prepare a Land Use Plan and Market Study to identify land use types that reflect the goals of the City's Comprehensive Plan and ultimately provide a proper mix of land uses relative to the current economic conditions and market trends.

Their work in preparing the Land Use Plan included on-going consultation with a staff technical committee, interviews with numerous key stakeholders and subject matter experts including the City Council and Planning Commission, and a design workshop which created development ideas and scenarios for some key "opportunity sites." The study also reflects the understanding that La Vista's growth area is limited and identifies proper land use choices that will be needed for long-term economic and community sustainability. Priorities for potential future redevelopment areas are also identified.

This revised land use plan and associated Future Land Use Map were reviewed and Adopted by the La Vista City Council on \_\_\_\_\_. The complete La Vista Land Use Plan is incorporated into the La Vista Comprehensive Plan and is attached as Appendix H.



# Future Land Use Map



## LEGEND

Business Park	Regional Commercial
Industrial	Urban High Intensity Residential
Park & Open Space	Urban Medium Intensity Residential
Public	Urban Commercial

Amended: \_\_\_\_\_

THIS MAP WAS PREPARED USING INFORMATION FROM RECORD DRAWINGS SUPPLIED BY APPLICABLE CITY, COUNTY, STATE, FEDERAL, OR PUBLIC OR PRIVATE ENTITIES. THE ACCURACY OF THIS MAP CAN NOT BE GUARANTEED. THIS IS NOT A SCALED PLAT.

# LAND USE CATEGORIES

---

The La Vista Land Use Plan utilizes an intensity-based approach to land use designation. Descriptions for the various land use categories in the plan are listed below. For more information on each category, including specifics on uses, form, compatibility, suggested intensity, and potential zoning, please refer to the complete La Vista Land Use Plan attached in the appendices.

## URBAN MEDIUM INTENSITY RESIDENTIAL (UM)

Neighborhoods with medium-density housing and easily accessed neighborhood commercial services. As compared to denser areas, UM has more space and separation of uses, with farther distances between destinations and fewer shared amenities.

## URBAN HIGH INTENSITY RESIDENTIAL (UH)

These areas improve economic performance and opportunities for social interaction by locating diverse and complementary uses in close proximity. Higher-density mix of housing including multifamily, commercial, office, and service uses.

## REGIONAL COMMERCIAL (RC)

Areas characterized by major community and regional commercial development that are both large in scale and have high traffic impact. Typically located near intersections of arterial streets.

## URBAN COMMERCIAL (UC)

These areas improve economic performance and opportunities for social interaction by locating diverse and complementary uses in close proximity. In La Vista, many of these areas are developed and have opportunities for redevelopment. Redevelopment should create integrated uses and address preferences for walkable urban areas.

## BUSINESS PARK (BP)

Areas preserved for larger business development are essential to the region's economic stability and future growth. These areas maximize clustering for specialization, synergy, transportation efficiency, and knowledge exchange.

## INDUSTRIAL (I)

Areas intended to accommodate industrial uses. These areas acknowledge existing uses and protect areas to maximize clustering for specialization, synergy, and transportation efficiency. Uses may be difficult to integrate with less intensive uses due to negative impacts from heavy traffic, noise, or odors.

# LAND USE CATEGORIES

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## PUBLIC (P)

To provide space for educational, institutional, assembly, and other public uses, including hospitals, major campuses, cemeteries, and major utilities.

## PARK & OPEN SPACE (PO)

Areas intended to remain undeveloped and natural or recreational in character.





**Complete La Vista Land Use Plan**  
**To be adopted as Appendix H in La Vista's**  
**Comprehensive Plan "Look Out La Vista"**

# LA VISTA

LAND USE PLAN

NOVEMBER 11, 2022

**RDg...**

PLANNING • DESIGN





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# ACKNOWLEDGEMENTS

The La Vista Land Use and Market Analysis would not be possible without the contribution of the many people who shared their expertise and time with the planning team.

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*Secretary*  
Michael Circo  
  
Patrick Coghlan  
  
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Michael Krzywicki  
  
Gayle Malmquist  
  
Kevin Wetuski

# EXECUTIVE SUMMARY

# WHY PLAN NOW?

La Vista has changed dramatically over the past 60 years. From a small subdivision to a thriving community of over 16,000 people. Growth will naturally slow for the community as only a limited number of places remain to develop or redevelop. This reality necessitates consideration of what the future of these areas should look like, a process that begins by looking at the opportunities available to the city today and in the longer-term.

In times of growth it is easy to move forward in a rush, but the La Vista Land Use Plan affords community leaders the opportunity to step back and look at the direction in which their community should go. Development can be viewed in a broader picture of what the city should look like, how it should function, and what will make it economically resilient in the future. Having a solid vision for the city provides community leaders with the tools necessary to make sound decisions based on the aspirations of residents.



Over the past nine months input has been gathered from subject matter experts and stakeholders and data gathered to create a land use vision for La Vista. This plan comes at an opportune time and provides a roadmap for how La Vista can position itself for success both today and for generations to come.

## CURRENT STATE

La Vista is located in Sarpy County, the fastest growing county in the state. While this creates great opportunities for the city, there are a limited number of places where growth can occur due to municipal boundaries and agreements with other cities. This demands that La Vista creatively leverage the remaining sites to ensure the highest quality of life for residents today and into the future. Key take-aways from the city's current state include:

- **Fewer people are living in each of La Vista's households.** In 2000 the average household size was 2.6, in 2020 it had dropped to 2.3.
- **Over 49% of owner-occupied households are over the age of 55.** In the next decade many of these households will be looking for housing that better fits their stage of life.
- **La Vista has many long-term renters.** La Vista has a slightly higher renter occupancy compared to other metro communities but these residents are committed to the city with over 29% having lived in their unit for more than 8 years and 87% for more than four years.
- **Visitors and workers account for over \$100 million in retail spending annually in La Vista.** Despite this, retail markets are challenged by shifting shopping patterns and regional competition from both north and south of La Vista.
- **Vacancy rates in both industrial and office spaces remain very low.** While businesses are renting or owning office space, many are allowing more remote working which limits demand for larger office spaces and the number of workers physically visiting La Vista on a daily basis.

## MARKET ANALYSIS

Market projections are used to understand what changes are likely to occur and how demands in future land use are likely to be impacted.

- **Hospitality** continues to be an opportunity for the larger region. Hotel stays have steadily grown over the last year. La Vista has the opportunity to meet both regional demands for hotel rooms and additional demand from tournaments at the Nebraska MultiSport Complex.
- **Strong housing demand** regionally can be captured by innovative housing types. To protect existing housing products and expand opportunities, new housing development must be innovative to meet an evolving housing market.
- **Industrial flex space** will be in high demand. Low vacancy rates demonstrate La Vista is an appealing destination for businesses. Easy access to the larger metro area adds to this appeal.
- **Empty-nester and retirees** are a prime housing market for La Vista. These households currently have few options if they wish to downsize or find lower-maintenance options. They often remain in their home or leave La Vista. Building for this market and filling existing homes with young families will grow La Vista's population more than building suburban style multi-family or the traditional detached single-family in development and redevelopment areas.
- **Growing the number of households regionally**, and the average household size, will create demand for new commercial uses in undeveloped and redeveloped mixed-use areas.

# FUTURE LAND USE PLAN

In recent years planning processes such as Vision 84 and the City Comprehensive Plan have proposed bold land use visions. The purpose of this section is to provide a framework and development principles for how and where development should occur. This is especially important for the city's limited number of undeveloped sites. The policies laid out in this section build upon the market assessment and the city's Comprehensive Plan goals and apply to all parts of the city. More detailed framework is laid out for the remaining undeveloped sites and a limited number of potential redevelopment areas.

## LAND USE AND DEVELOPMENT PRINCIPLES

Building off of the Comprehensive Plan goals, the following development principles establish the criteria for land use decisions, and should be applied to all development projects.

- » Land use policies and regulations will create and support balanced neighborhoods
- » Development shall be fiscally responsible
- » Policies and decisions will support appropriate infill development
- » Development will preserve drainage ways and flood zones
- » Development and redevelopment will be built around a continuous transportation system that incorporates all types of transportation
- » Integrate amenities such as open spaces and trails
- » Land use policies and regulations will support diverse housing choices
- » Use public investments to promote desired and appropriate private development
- » Enhance public safety and minimize hazards
- » Make decisions in a transparent and collaborative manner

## Land Use Philosophy: An Intensity Based Approach

Contemporary growth in American cities has tended to separate different land uses through zoning. The concept of single-use zoning grew out of a need to separate people's homes from major industries, in order to protect their health. Still today, some uses can produce so much traffic, noise, smells, or other effects that separation remains the most appropriate policy. However, increasingly, mixing compatible, different uses is shown to create more interesting and attractive communities. The La Vista Comprehensive Plan recommends a flexible land use approach that allows mixing of uses or uses that have a similar intensity.

# OPPORTUNITY AREAS

La Vista has a limited number of strategic development and redevelopment areas that remain within the city and its jurisdiction. **A short-term outlook on these sites would do a disservice to current and future residents.** The purpose of this section is to examine these strategic areas and provide guidance for development patterns that will **support the Plan's goals and long-term vision.**

In the process of developing this plan and the city's Comprehensive Plan, several themes emerged that required a more detailed exploration of key opportunity areas.

- » La Vista has a finite amount of land to accommodate development demand. The Comprehensive Plan process expressed a strong focus on promoting responsible infill development to make the most of the developable land. La Vista City Centre is an example of the city's patience to promote unique infill that fits within the community's goals rather than a product that can be found anywhere in the metro area.
- » The exceptional pride that residents have originates from the recent memory of La Vista as a pioneering community. The House of 9s and the origins of the city as an affordable family-oriented community is important to many residents. Continued development of unoriginal and commonly found products in the metro region lessens the unique quality and history of the city.
- » The community is committed to improving the quality of life for all its residents and stakeholders. To best serve its population the city recognizes that it must:
  - *Improve the function and value of its older commercial areas*
  - *Offer a variety of housing options for every stage of life*
  - *Focus on building quality places for current and future generations*
  - *Create destinations that attract visitors from a large region*

Many of these themes focus on looking at ways to improve areas of the city through site treatments, development policy, and targeted reinvestment.

There are seven key opportunity areas where the above goals and themes can come to life:

- **Lower Southport West**
- **Brentwood Square**
- **Hillcrest Plaza**
- **108th & Giles**
- **The Original 9's**
- **La Vista Sports Complex**
- **City Centre Environs**

#1

CURRENT STATE

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- **Fewer people are living in each of La Vista's households.** In 2000 the average household size was 2.6, in 2020 it had dropped to 2.3.
- **Over 49% of owner-occupied households are over the age of 55.** In the next decade many of these households will be looking for housing that better fits their stage of life.
- **La Vista has many long-term renters.** La Vista has a slightly higher renter occupancy compared to other metro communities but these residents are committed to the city with over 29% having lived in their unit for more than 8 years and 87% for more than four years.
- **Visitors and workers account for over \$100 million in retail spending annually in La Vista.** Despite this, retail markets are challenged by shifting shopping patterns and regional competition from both north and south of La Vista.
- **Vacancy rates in both industrial and office spaces remain very low.** While businesses are renting or owning office space, many are allowing more remote working which limits demand for larger office spaces and the number of workers physically visiting La Vista on a daily basis.



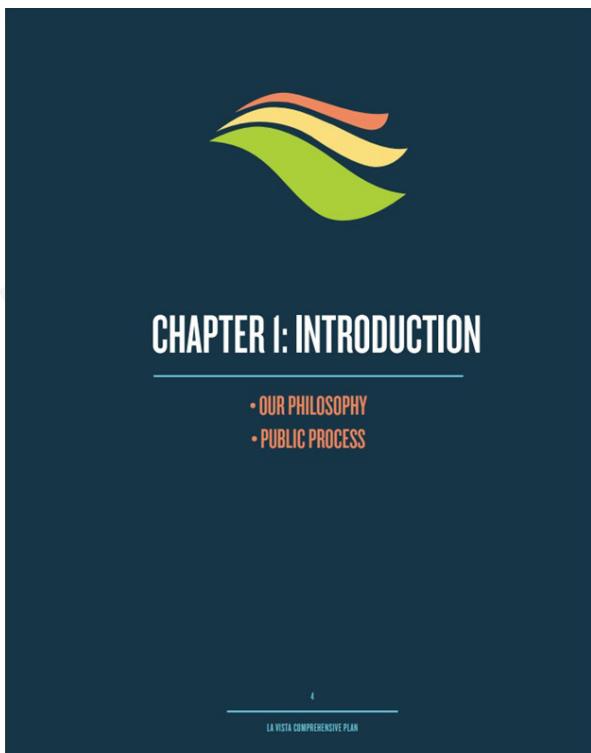
# CURRENT STATE

## Document Review

The City of La Vista and the surrounding communities have engaged in planning efforts for land use, economic development, and housing to shape La Vista today. Four recent plans and reports highlight various aspects of land use and help inform the La Vista Land Use and Market Analysis.

### LA VISTA COMPREHENSIVE PLAN

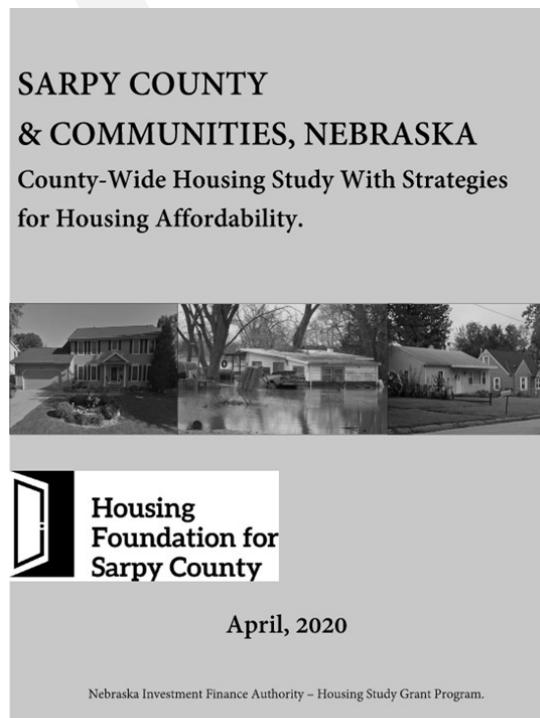
- **Infill & Redevelopment** are prioritized to make efficient use of resources within the city.
- **Population Growth by Annexation** is seen as the primary way the city will grow and community leaders are encouraged to make thoughtful annexation decisions within the 2-mile extraterritorial jurisdiction.
- **Increasing Mixed-Use** to better retain La Vista's quality of life and take advantage of demographic and economic shifts that are favoring more mixed-use development.



### SARPY COUNTY & COMMUNITIES, NEBRASKA

#### County-Wide Housing Study with Strategies for Housing Affordability

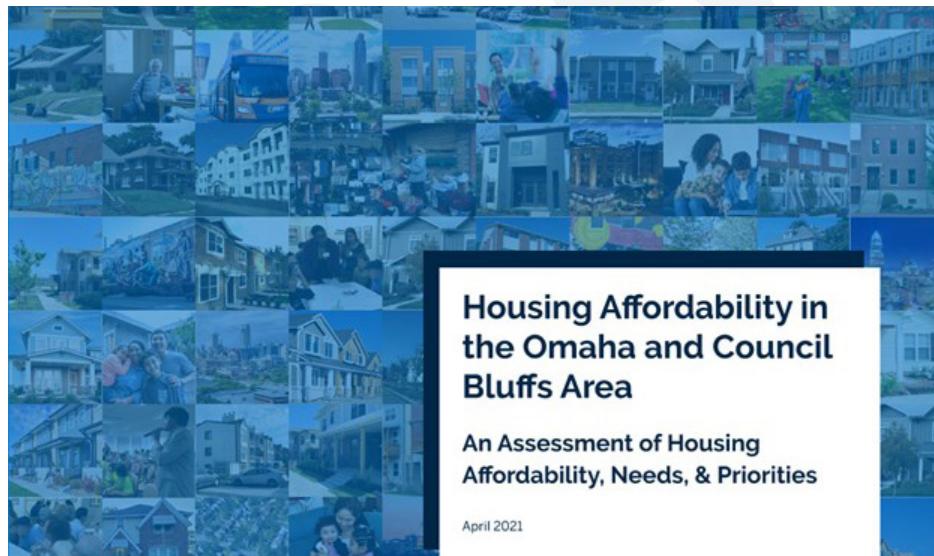
- **4,295 Household Growth** projected by 2025 in Sarpy County.
- **County Wide Low Vacancy** rates results in a shortage of affordable and quality owner and rental units.
- **112 Acres Needed** for new housing development in La Vista, according to Hanna:Keelan Associates housing demand model.



## HOUSING AFFORDABILITY IN THE OMAHA AND COUNCIL BLUFFS AREA

This study looked at affordable housing in the Omaha-Council Bluffs metro area containing Sarpy County, Douglas County, and Council Bluffs.

- **25% of Households** pay over a third of their income on housing.
- **An estimated 104,000** gap in affordable housing units could occur by 2040 if no new affordable housing tools are brought online.
- **Current Housing Production** rates fall below projected growth. By 2040 it is estimated the Omaha-Council Bluffs area will have growth that demands 80,000 new units but only 66,000 units will be created.
- **Varied Housing Types** are needed to meet the diversity of incomes, lifestages, abilities, and lifestyles within the region.
- **New Financing Tools** will be needed to promote new affordable units and help maintain current affordable housing stock.



## FIVE DISTRICTS IN 2019 AND 2021 IN-CITY VS. OUT-OF-CITY VISITOR RATIO

This study looks at the location people were from who visited five major commercial districts in La Vista. The study also looked at the amount of time people spent at each destination. The five locations were Papio Valley Business park & Brook Valley II Business Park; Southport Retail; Brook Valley BP, Oakdale Park, Val Verde, & Harrison Hills; 84th Street (north of Giles Road), and 96th & Giles Road.

- **Majority of Visitors are Non-Residents**, over 90% of visitors to all five locations in both 2019 and 2021 came from outside of La Vista.
- **60% or More** of visitors are from 10 miles away or less. This means La Vista is a regional center for commercial spending.
- **Southport is the Widest Attractor**, 24% of visitors traveling over 50 miles and 11% of visitors traveling over 250 miles.

Five Districts in 2019 and 2021  
In-City vs. Out-of-City Visitor Ratio  
La Vista, NE



# Demographic

Future land use is built off the current land use, demographic, and economic realities of La Vista.

## POPULATION CHANGE

La Vista has continued to grow but the rate has fluctuated throughout the years, as seen in Table 1.1. The vast majority of La Vista's population growth in the last twenty years took place between 2000 and 2010. Like most Omaha metro communities, growth pre-2010 occurred just outside city limits and over time was absorbed by the city through annexation. For La Vista and its extra-territorial jurisdiction new growth will have to come from remaining vacant parcels and redevelopment of older areas. This development will need to attract a wider range of households that includes younger family households.

**Table 1.1: Historic Population Change 1960 - 2020**

	Population	Change from Previous Census	Annual Growth Rate
1970	4,858		
1980	9,588	4,730	7.0%
1990	9,840	252	0.3%
2000	11,699	1,859	1.7%
2010	15,758	4,059	3.0%
2020	16,746	988	0.6%
2000-2020		5,047	1.8%

SOURCE: U.S. BUREAU OF THE CENSUS; RDG PLANNING & DESIGN

## AGE COHORTS

The size and change in age cohorts can identify existing and future needs in land use, housing, employment, and other amenities.

- **60+ Age Cohorts** have grown since 2010 in La Vista as the baby boomer generation ages.
  - » Over 49% of owner-occupied households are over the age of 55.
  - » The 60+ age cohort shift might be looking to move from the houses where they raised their children to lower maintenance options with strong access to amenities.
  - » The lack of diversity in La Vista's housing stock could be creating a lack of movement and turn over in the market place. As La Vista's population has aged, there might not be the lower maintenance housing options available, resulting in residents staying in their houses and causing families to look elsewhere in the metro area.
- **Under 18 Years** has seen a decline in population since 2010.
  - » This may reflect the decline in 35 to 50 year olds (parents) and extended time taken before choosing to start a family for those under 35.

**Table 1.2: Age of Householder, Owner-Occupied**

	Number of Households	Percent
<b>15 to 24 years</b>	63	2%
<b>25 to 34 years</b>	558	14%
<b>35 to 44 years</b>	548	14%
<b>45 to 54 years</b>	780	20%
<b>55 to 59 years</b>	485	13%
<b>60 to 64 years</b>	410	11%
<b>65 to 74 years</b>	654	17%
<b>75 to 84 years</b>	290	8%
<b>85 years and over</b>	63	2%
<b>Total Households</b>	3,851	

SOURCE: U.S. BUREAU OF THE CENSUS

# Economic

## HOUSING

Residential areas make up a significant portion of land use in La Vista and these neighborhoods are often the building blocks of the community. This could not be more true for La Vista, a community that started as an affordable housing development.

- **Renter and Owner** occupied units have remained relatively stable over the past 10 years.
- **Low Vacancy Rates** have been maintained since 2010. This low vacancy rate indicates a strong demand for housing in La Vista that has not been offset by new construction.
- **Rental Occupancy is Higher** than many other metro communities, but many of those residents have called La Vista home for many years. Many households remain in rentals due to financing barriers to ownership but also because there is not an ownership option that meets their stage of life.
- **Long Time Residents** make up much of La Vista's households. Approximately 59% of all households have lived in La Vista for more than eight years and of rental households over 29% have lived in the same unit for over eight years. Developers state they are seeing higher level of lease renewals.

Table I.3: Percent Renter Occupied

	% Owner-Occupied	% Renter-Occupied
La Vista, NE	54.4	45.6
Bellevue, NE	63.4	36.6
Gretna, NE	57.4	42.6
Papillion, NE	70.7	29.3
Ralston, NE	58.3	41.7
Council Bluffs, IA	62.7	37.3
Windsor Heights, IA	73.2	26.8
Leawood, KS	89.8	10.2
Roeland Park, KS	71.3	28.7

SOURCE: U.S. BUREAU OF THE CENSUS

## RENTAL HOUSING STATS:

- 3,170 apartment units existing or currently under construction within La Vista City Limits
- 217 single-family homes are registered as rental units within La Vista City Limits
- An additional 1,253 apartment rental units existing or under construction within La Vista extra-territorial jurisdiction

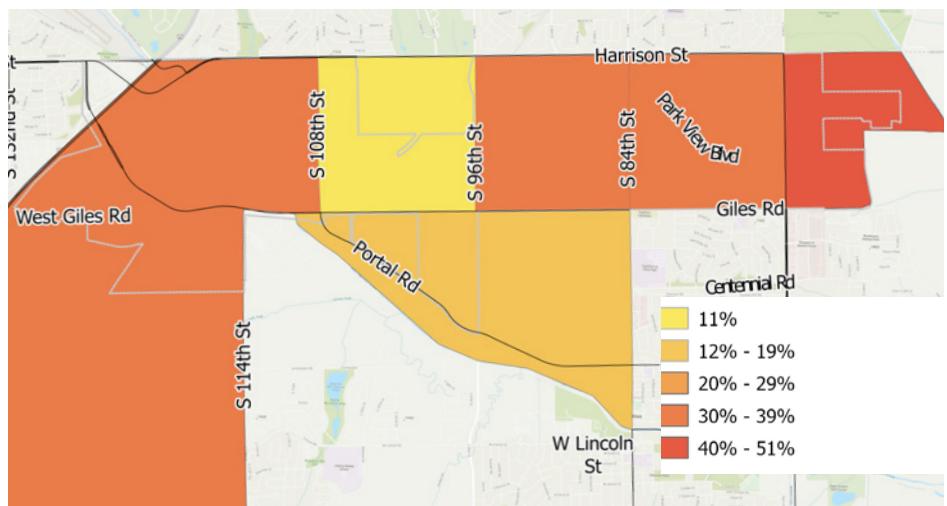
SOURCE: CITY OF LA VISTA

Table I.4: Change in Housing

	2010	Percent Occupied	2020	Percent Occupied	Changes 2010-2020
<b>Owner-Occupied</b>	3,502	54.6%	3,851	54.4%	349
<b>Renter-Occupied</b>	2,917	45.4%	3,222	45.6%	305
<b>Total Vacant</b>	251		241		-10
<b>Vacancy Rate</b>	3.8%		3.3%		
<b>Total Units</b>	6,670		7,314		644

SOURCE: U.S. BUREAU OF THE CENSUS

Map I.1: Percent of Renters Occupying Units for More Than Eight Years

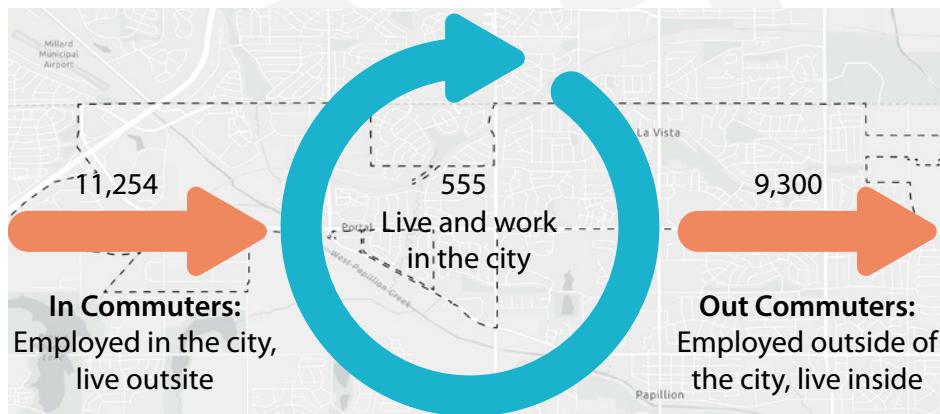


## WORKFORCE DATA

La Vista's economy contributes to the larger Omaha-Council Bluffs' economy as variation in housing types and prices affect where people live, work, and commute.

- **10,017 La Vista** residents are age 16 and older and are in the work force, according to 2020 American Community Survey (ACS) estimates.
- **La Vista's Employment** has grown from around 3,000 jobs in 2009 to 11,800 jobs in 2019.
- **Figure 1 Shows** the commuting pattern of La Vista. 94% of La Vista residents commute out of the city for work (62% to Omaha); while nearly 95% of jobs in La Vista are held by non-La Vista residents.
- **La Vista is Home to Several** of Sarpy County's largest employers including PayPal, Oriental Trading Company, Securities America, Rotella's Italian Bakery, and Streck Labs.

**Figure 1.1: Commuting Patterns in La Vista**



SOURCE: U.S. BUREAU OF THE CENSUS: ONTHEMAP, 2019

## INDUSTRIAL DATA

The Sarpy West industrial market that includes La Vista, tends to be oriented to warehousing and distribution because of the proximity to Interstate 80 and Highways 50 and 370.

- **Industrial/Flex Space Vacancy** rate is 3.5% in Sarpy West submarket.
  - » La Vista industrial market contains 1.5 million square feet of industrial and flex space with an average of 1.5% vacancy rate.
- **Rental Rates are Rising**, since 2014 rental rates for industrial spaces have increased by 14%.
- **La Vista Remains** a highly desirable industrial market.
  - » High demand for space in the 10,000 to 40,000 square feet range.
  - » Firms that provide a combination of sales and service that require office and warehouse options find La Vista an appealing destination.
- **Expansion of Existing** businesses continues to generate opportunities for La Vista. Rotella's Bakery, Streck Laboratories, and Claas have all expanded in recent years and other businesses seem to favor this pattern of growth.
- **Demand Constraints Include** low vacancy rates, increasing rents, and the availability of sites. La Vista's land constraints is the biggest inhibitor to future industrial growth.



## OFFICE DATA

The Omaha metro area has over 1,900 buildings with approximately 47 million square feet of rentable building space. The vacancy rate in 2022 was hovering just under 9%.

- **Historically Strong Markets** are having higher vacancy rates than in the past due to competition from newer construction or businesses downsizing their footprints in the wake of flexible work schedules.
  - » Sublease space is also more plentiful than before 2020.
- **La Vista Market** has over 480,000 square feet of office space with a low 2.2% vacancy rate.
  - » 83% of this space is attributed to Pay Pal and Securities America.
- **Speculative Multi-Tenant office** space has historically not been found in La Vista.
  - » City Centre is testing this market with over 20,000 square feet and the potential for more office space at full build-out.
  - » The success of these spaces will be an indicator for future opportunities within redevelopment areas.
- **Intense Competition Prevails** for office space. Higher competition between office space users is expected for the next five plus years due to:
  - » The amount of vacant office space at rents lower than new developments.
  - » Availability of office development within established developments.
  - » Slower absorption trends in La Vista and the broader market.



## RETAIL DATA

In the last 15 years, La Vista's retail landscape shifted from the 84th Street corridor to the Southport area. The City Centre project will bring more spending back to 84th Street but at the same time shopping patterns are shifting across the nation.

- **La Vista Households** would be expected to spend over \$120 million a year.
  - » Taxable retail and restaurant spending totals nearly \$222 million; therefore, the city imports approximately \$102 million in retail sales.
  - » If it is assumed that La Vista residents did all of their retail spending in La Vista then \$0.46 of every \$1 is spent by someone working or visiting La Vista. However, this is unlikely and therefore visitors and workers likely assume an even higher portion of the city's retail sales.
    - *This is further supported by the Five District Study (see page 9) which found that between 82% and 96% of visitors to the five study areas come from outside La Vista.*
- **Retail Challenges Include:**
  - » Significant retail draws from Omaha and Papillion.
  - » Population growth moving south of La Vista with lots of options between new development areas and La Vista.
  - » Struggles even before COVID for small and mid-box retailers.
- **Significant Opportunities** to reposition spaces like Brentwood Square.
- **"Rooftop" Driven Retail** still often dominates projections and decisions. Expanding the city's population base through innovative housing options will expand the demand for retail.

# #2 MARKET PROJECTIONS

Market projections are used to understand what changes are likely to occur and how demands in future land use are likely to be impacted.

- **Industrial flex space** will be in high demand. Low vacancy rates demonstrate La Vista is an appealing destination for businesses. Easy access to the larger metro area adds to this appeal.
- **Hospitality** continues to be an opportunity for the larger region. Hotel stays have steadily grown over the last year. La Vista has the opportunity to meet both regional demands for hotel rooms and additional demand from tournaments at the Nebraska MultiSport Complex.
- **Strong housing demand** regionally can be captured by innovative housing types. To protect existing housing products and expand opportunities, new housing development must innovative to meet an evolving housing market.
- **Empty-nester and retirees** are a prime housing market for La Vista. These households currently have few options if they wish to downsize or find lower-maintenance options. They often remain in their home or leave La Vista. Building for this market and filling existing homes with young families will grow La Vista's population more than building suburban style multi-family or the traditional detached single-family in development and redevelopment areas.
- **Growing the number of households regionally**, and the average household size, will create demand for new commercial uses in undeveloped and redeveloped mixed-use areas.



# MARKET ANALYSIS

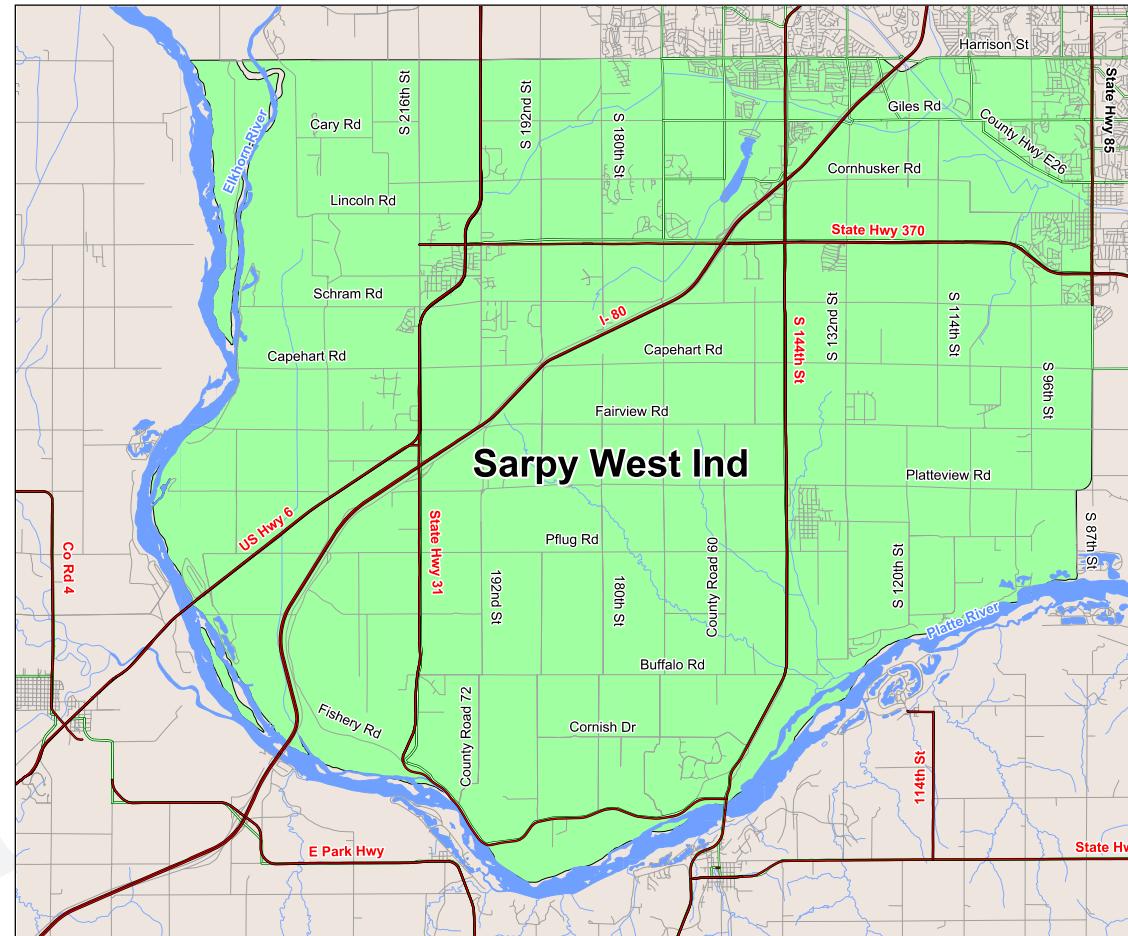
A market analysis was completed by Gruen Gruen + Associates to holistically understand current uses and opportunities for which La Vista will need to plan.

# Competitive Position of La Vista

La Vista has both advantages and disadvantages compared to surrounding communities.

- **Proximity to Transportation** links or I-80, I-29, and Highways 370 and 50 along with being located between Omaha and Lincoln.
- **Growing Support Services** and amenities including a variety of hotel rooms and meeting spaces.
- **Critical Industry Mass** is being established for industrial users and available sites and building space for office space users.
- **Limited Industrial Land** supply for new sites but land that has traditionally been used as office space within industrial zoned areas that, if repositioned, could fill some of the lower intensity industrial demand.
  - » While the market demand indicates support for additional industrial there are very few commercial office spaces that would be appropriate for industrial uses.
- **Low-Household Population Density** surrounding the Southport development around I-80 and Giles Road makes it challenging to attract and support neighborhood services and convenience retailers/restaurants.
  - » Historically, regional commercial has been the main focus of for this area.
  - » Continued expansion of visitor attractions and strategic housing investments will support existing and future retail growth.

## Map 2.1: Sarpy West Submarket



# Industrial Real Estate Market

Interviews with real estate brokers and developers indicate that La Vista remains a highly desirable and competitive location for industrial users.

- **Nearly 1.5 Million** square feet of industrial and flex space with a very low vacancy rate of 1.5%.
- **Increasing Industrial Rents** by 17% since 2014 in the La Vista market. Absorption of industrial space has nearly kept pace with new construction.
- **5.0 Million Square Feet** of industrial space is currently under construction within the Omaha region and nearly 70% of it is in the Sarpy West submarket.
- **Industrial/Flex Space Vacancy** rate within the Sarpy West submarket currently stands at a relatively low 3.5% with La Vista's flex space even lower at 2.2% vacancy rate.
- **Limited Remaining Industrial** designated land in La Vista, about 159 acres.
- **Real Estate Brokers** and developers indicate that La Vista is a highly desirable and competitive location for industrial uses especially for 10,000 to 40,000 sq. ft. facilities.
- **By 2032 664,000** square feet of warehouse/distribution/flex space could be absorbed in La Vista with an average annual demand of 66,000 square feet.

# Office Real Estate Market

Interviews suggest the potential for satellite offices to expand and locate in La Vista to serve the growing population base and business establishments in Sarpy County. There is also some indication that the smaller scale spaces (like those offered in City Centre) are more attractive than large scale office spaces.

- **2.2% Vacancy Rate** estimated within the city and gross rent is relatively low at \$17.00 per sq ft.
- **City Centre Project** could accommodate approximately 557,000 sq ft of office space at build-out.
- **Sublease Market has Increased** as businesses experiment with hybrid work strategies or have seen consolidation to a different city.
- **Based on historic** region-wide absorption trends, a four year or more supply of development sites remain available.

**Table 2.1: Employment Forecast for City of La Vista, 2022-2032**

Industry Sector	2022	2027	2032
<b>Mining, Quarrying &amp; Extraction</b>	-	0	0
<b>Utilities</b>	-	0	0
<b>Construction</b>	3,131	3,440	3,779
<b>Manufacturing</b>	1,812	1,923	2,041
<b>Wholesale Trade</b>	2,229	2,449	2,691
<b>Retail Trade</b>	1,152	1,181	1,113
<b>Transportation &amp; Warehousing</b>	988	1,048	1,113
<b>Information</b>	63	65	66
<b>Finance &amp; Insurance</b>	3,124	3,283	3,451
<b>Real Estate</b>	110	116	122
<b>Professional, Scientific &amp; Technical Services</b>	490	503	515
<b>Management of Companies/Enterprises</b>	157	161	165
<b>Administrative Support &amp; Waste Management</b>	412	423	433
<b>Education Services</b>	508	529	550
<b>Health Care &amp; Social Services</b>	727	757	787
<b>Arts, Entertainment &amp; Recreation</b>	159	163	168
<b>Accommodation &amp; Food Services</b>	1,522	1,599	1,681
<b>Other (Personal) Services</b>	358	376	395
<b>Government/Public Administration</b>	149	153	157
<b>Total</b>	17,092	18,169	19,326

SOURCE: GRUEN GRUEN + ASSOCIATES

# Forecast and Industrial and Office Space Demand

- **Approximately 2,200 Jobs** are forecasted to be added in La Vista over the next 10 years. Over 1,000 of those jobs would be added from 2022 to 2027 and approximately 1,200 jobs from 2027 to 2032.
- **Nearly 630 Office** workers are estimated to be added between 2022 and 2032, for a total demand of 158,000 sq ft of office space.
- **664 Workers Estimated** to be added for warehouse/distribution/flex space with a total demand of 664,000 sq ft.
- **221 Manufacturing Jobs** to be added for an approximate total of 159,000 sq ft.
- **Potential Additional Office** employment is estimated to require about 12 acres and additional warehouse/distribution/flex employment is estimated to require approximately 47 acres.
- **Capacity to Accommodate** additional office and industrial development demand over a period longer than the next 10 years can be found in La Vista.



**Table 2.2: Forecast Office and Industrial Building Space Demand 2022-2032**

	2022 to 2027	2027 to 2032	Total
<b>Office</b>			
<i>Added Workers</i>	306	323	629
<i>Space Demand</i>	77,000	78,000	155,000
<i>Annual Demand</i>	15,400	16,200	
<b>Manufacturing</b>			
<i>Added Workers</i>	102	109	221
<i>Space Demand</i>	77,000	82,000	159,000
<i>Annual Demand</i>	15,400	16,400	
<b>Warehouse/ Distribution Flex</b>			
<i>Added Workers</i>	318	346	664
<i>Space Demand</i>	318,000	346,000	664,000
<i>Annual Demand</i>	63,600	69,200	

SOURCE: GRUEN GRUEN + ASSOCIATES

**Table 2.3: Projected Land Requirements in City of La Vista 2022-2023**

	Office	Industrial	Combined
<b>Building Space Demand In Square Feet</b>	155,000	823,000	981,000
<i>Average Floor-Area-Ratio</i>	0.30	0.4	
<b>Land Requirement in Acres</b>	12	47	59

SOURCE: GRUEN GRUEN + ASSOCIATES

# Retail Market Space

Gruen, Gruen + Associates completed a retail analysis and projections for La Vista in early 2022.

There report found:

- **Taxable Retail/Restaurant Sales** of nearly \$222 million in 2019/2020, well above the \$120 million estimated potential spending for La Vista residents.
  - » This would indicate that La Vista is an importer of retail dollars.
- **Population Growth Estimated** at 797 was used for the retail study. This is based on growth within historic city studies but later the housing analysis in this report would illustrate a greater potential growth based on strategic redevelopment and shift in product types within remaining development areas.
- **Population Growth Results** in over \$6.5 million in annual retail expenditures.
- **Job Growth Results** in an additional \$5.7 million in annual retail expenditures.
- **Retail Expenditures Over** \$12 million annually generates a demand for an additional 41,000 square feet of retail space.

It should be noted that the Gruen, Gruen, + Associates study based projected retail sales on projected household growth from the La Vista City Centre units and limited growth in other areas. The housing section later in this chapter lays out a strategy for much higher population growth based on providing housing for every stage of life. **If traditional residential housing patterns can be altered the city could potentially attract an additional \$3.2 million in annual retail expenditures** (based on Gruen, Gruen, + Associates per capita annual expenditures).

**Table 2.3: Projected Land Requirements in City of La Vista 2022-2023**

	Population Growth	Employment Forecast
<b>2022-2032</b>	797	2,200
<i>Expenditures Per Capita</i>	\$8,168	\$2,600
<b>Total Annual Expenditure</b>	\$6,510,000	\$5,720,000
<b>Sales Per Square Foot Required for Viable New Space</b>	\$300	\$300
<b>Supportable Amount of Retail Space in Square Feet</b>	22,000	19,000
<b>Total Supportable Amount of Retail and Restaurant Space in Square Feet</b>		41,000

SOURCE: GRUEN GRUEN + ASSOCIATES



# Hospitality

The visitor market appears to be rebounding in the Omaha metro area after significant challenges related to the Covid-19 Pandemic. Sarpy County hotels in the Spring of 2022 were running at approximately 68% occupancy. During the Berkshire Stockholder meeting in May of 2022 it was reported that occupancy was near 90% in the Omaha Metro area. Although there are several new hotel projects occurring in the Omaha market, including at least one in the Southport area, opportunities remain strong in La Vista. With the completion of the Nebraska MultiSport Complex demand for hotel rooms in the area will only increase. It is believed that during tournament weekends, the hotels in La Vista will be the first to reach full occupancy before overflow demand spills into surrounding jurisdictions.

**Table 2.4: Number of Hotel Rooms in La Vista 2022**

Hotel	# of Rooms
Comfort Suites La Vista-Omaha	72
Courtyard by Marriott La Vista	246
Embassy Suites La Vista	257
Hampton Inn & Suites	120
My Place Extended Stay	64
<b>Total</b>	<b>759</b>

SOURCE: GRUEN GRUEN + ASSOCIATES

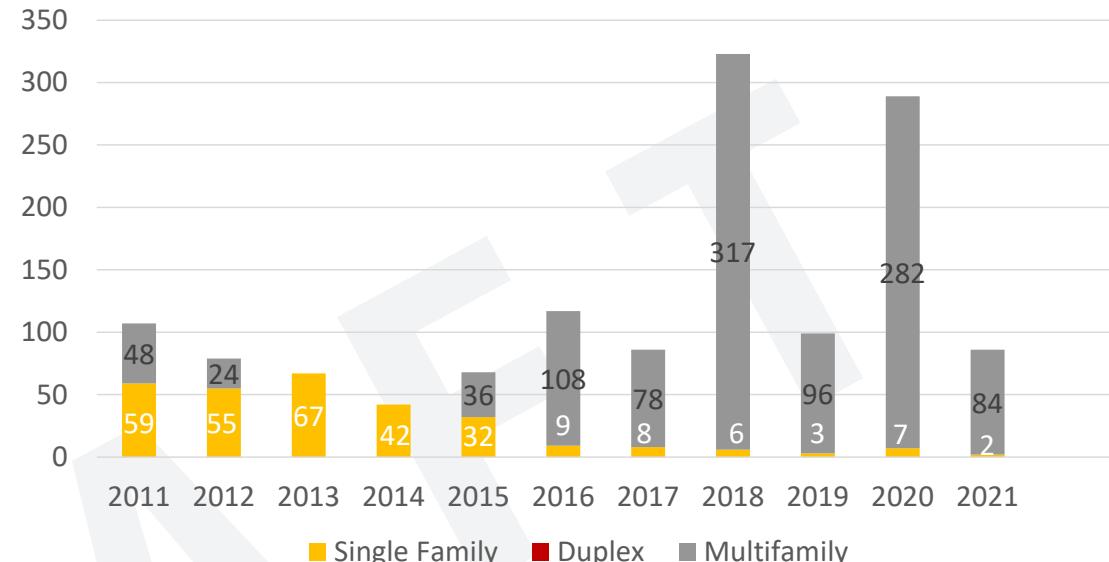


# Housing

Housing needs exist throughout the Omaha-Council Bluffs area. The following evaluates how La Vista can grow its population by meeting housing demand with greater housing density and creative housing styles.

- **Significant Demand Remains** in the Omaha Metro area with an expected 100,000 units needed in the next 20 years (*Housing Affordability in the Omaha and Council Bluffs Area*; Omaha Community Foundation).
- **La Vista is Well Positioned to Capture Growth** but with limited areas for development, housing should look different than what has been provided in previous decades.
  - » In the last decade construction has been dominated by suburban style multi-family structures (multiple free-standing structures with detached garage structures, two to four public entrances for multiple units, and a series of hallway accesses to units).
    - *Positives: These units are at densities appropriate for a community with limited undeveloped land.*
    - *Negative: These units are not unique and can be found all over the metro area which can put them at a disadvantage when demand for rentals levels off.*
  - » Previous decades were dominated by single-family detached housing developments.
    - *Positive: These units historically attracted young families to the community.*
    - *Negative: Low density development patterns of single-family detached housing would quickly absorb the little bit of developable land remaining in the metro and like many of the multi-family structures can be found anywhere in the metro area.*
  - » Almost no “Missing Middle Housing” has been constructed in La Vista.
- **Approximately 1,902 Households** in La Vista are over the age of 55 and are likely empty-nester, smaller households.
- **If 25% of those 1,902 Households** move in the next ten years this would generate a need for 476 units.
  - » These households typically desire lower-maintenance options, where more challenging tasks, such as lawn and snow care, are met. Due to a smaller household size, a smaller foot print home is also highly desirable for this cohort, creating a demand for a product that is not traditional single-family detached or suburban style multi-family.
  - » A 2.64 Average Household size in 2000 dropped to 2.38 in 2020. If families at even an average of 2.5 people per household moved into the 476 vacated homes, La Vista’s population would grow by 1,188.
    - *If more households moved or the average household size is larger the city population could grow even more.*

**Figure 2.1: La Vista Building permits by Unit**



## MISSING MIDDLE HOUSING:

Missing Middle Housing is a range of house-scale buildings with multiple units. These units are compatible in scale and form with detached single-family homes but at densities comparable to some of La Vista’s high-density neighborhoods. (see [missingmiddle.com](http://missingmiddle.com)). Typical units include row houses, duplex, triplex, and fourplexes, courtyard apartments, bungalow courts, and live/work units. The lack of these units has left few options for empty-nesters and retirees that want to downsize or young households looking for urban living options.

- **476 Units is a Small Part of the Region’s Overall Demand.** The Omaha Housing Affordability Action Plan identifies the need for greater housing options, which include lower-maintenance units and units with greater accessibility. Missing Middle Housing is missing across the entire metro area and La Vista’s limited development opportunities positions the city to help fill this gap.

# Land Use

Table 2.5 summarizes the distribution of land uses in La Vista along with a sample of other cities. The comparisons are based on the number of acres per 100 people to allow for easier comparison between different size cities. The ratios also provide a benchmark for the city.

- **Denser Residential Development.** La Vista's residential developments have used land more efficiently than the 68-city average but a city like North Liberty (Iowa City area) and Brookings have been even more efficient. La Vista should look to remain below 10 acres per 100.
  - » It should be noted that Brookings has limited development opportunities due to environmental constraints and University property. The city has worked hard in recent years to encourage smaller lots and more attached units.
- **Strong Commercial Land Use Mix.** The major retail and office uses in western La Vista serve a regional market that supports a slightly higher commercial land use ratio. While there are limited free standing commercial development opportunities, La Vista can continue to provide a high level of commercial services through more mixed-use developments. This may slightly lower the acres per 100 over time but that is only because land is being used efficiently to meet differing needs.
- **Steady Industrial Land Use.** Like commercial uses, La Vista has a limited amount of land that can develop as industrial. Over the next several years as these sites fill in this ratio should remain constant. The rate of population growth could have the biggest effect on this ratio. Increasing the average household size and filling in redevelopment and development areas could result in strong population growth that would lower the overall ratio. This is not necessarily a bad reason for a decline in the ratio.

**Table 2.5: Land Use Comparison - Acres per 100 People**

City	Residential	Commercial	Industrial	Civic	Parks & Recreation	Right-of-Way
<b>La Vista Jurisdiction</b>	9.60	4.44	7.60	0.52	2.06	5.95
<b>Grimes, IA</b>	9.40	2.54	4.40	1.19	0.83	6.77
<b>North Liberty, IA</b>	8.62	1.67	0.98	2.20	3.21	2.58
<b>Shawnee, OK</b>	19.26	7.77	7.77	28.10	1.83	13.51
<b>Brookings, SD</b>	7.47	1.58	4.22	9.56	3.48	9.24
<b>Derby, KS</b>	11.48	1.37	0.40	4.77	2.61	5.04
<b>68 City Average*</b>	10.53	2.14	2.93	5.08	2.95	7.15

\* 68 varying sized communities RDG has worked with over the past 20 years

SOURCE: RDG PLANNING & DESIGN

- **Growing Park Ratio.** The Nebraska MultiSport Complex will add recreational land to the city, but these types of spaces serve a very narrow segment of the population. The city's ratio should be based on land that is accessible to all residents and offers more diverse recreation options. This includes passive and active recreation. The ratio should not decrease, and new development areas should include green spaces that serve new residents and potentially a wider neighborhood. La Vista will also need to investigate the need for future recreation amenities to ensure that the park and recreation system remains relevant.
- **Diverse Tax Base.** La Vista has a diversity of land uses with strong commercial and industrial numbers compared to several peer cities. With a smaller proportion of commercial and industrial land, city such as Grimes and Derby, are more dependent on residential tax bases.

# CONCLUSIONS

The market review and projections are used as an initial framework for land use allocations.

- **Linking Support Services** and restaurants with proximate office space and residential uses helps promote denser, more mixed and integrated, uses that can help promote walkability. Policy should discourage the development of smaller freestanding stand-alone locations for retail space.
- **Retail Consumer Patterns** have shifted, negatively effecting older retail spaces such as Brentwood Square. The City should be prepared to work with property owners and managers to develop business plans for the revitalization of older commercial shopping areas. These areas most likely could be replaced by a mix of uses that solidify an economically sustainable neighborhood model.
  - » Record inflation over the last 12 months and rising interest rates are leaving many feeling uncertain about households' disposable income spending in the near term. The market assessment in this study estimates demand over the next ten years. Often communities must take even longer term perspectives but determining demand following any recession is difficult to project. With that, the potential to build on the momentum created by entertainment commercial uses developing in La Vista today could create the opportunity for additional "new-to-market" uses longer term.

- **Meeting The Housing Demand** for every stage of life. Greater housing diversity will allow La Vista's large number of 55+ households to remain in the community and open their housing to the next generation of families.
- **Balanced Land Use** that allows residents to live work and play in the La Vista. Residential development should continue to be done in ways that use land efficiently and provides products not traditionally produced in La Vista or Sarpy County. Services should continue to expand but will have to be integrated with other compatible uses.



# #3 FUTURE LAND USE PLAN

The Future Land Use Plan lays out broad development areas for La Vista based on findings from the Market Analysis and priorities identified in the city's Comprehensive Plan.

- **Creating more market** demand for retail through housing options that help the city grow to its greatest potential.
- **Creating integrated urban** neighborhoods where residents can live, shop, work, and be entertained.
- **Ensuring that industrial** options meet market demand but also continue to respect the quality development that community leaders have championed.
- **Increase residential options** with thoughtful and creative housing development and diversity of types. This includes addressing the need for Missing Middle Housing in developments that are walkable and close to commercial services and jobs.
- **Leveraging redevelopment opportunities** to create vibrant neighborhoods with jobs, services, and housing options.





Planning requires an understanding of the past. Those who have even skimmed “Creating a Community La Vista 50 Years” which chronicles the first 50 years of La Vista’s history know that even though the city is the youngest in the state it has a lot of history. This history includes a vision for what could be possible for current and future residents. From its founding, community leaders have been bold and steadfast in the desire to create a community that all could call home.

In recent years planning processes such as Vision 84 and the City Comprehensive Plan have proposed bold land use visions. The purpose of this section is to provide a framework and development principles for how and where development should occur. The policies laid out in this section build upon the market assessment and the city’s Comprehensive Plan goals.

## Comprehensive Plan Goals

The following land use framework should support and bring to life the city’s Comprehensive Plan goals. These include:

### LIVE LONG

- » Promote preservation and stability of older residential neighborhoods.
- » Maintain the balance of diverse, high-quality housing that appeals to people of varying backgrounds, incomes and abilities.
- » Integrate quality, higher-density housing with restaurants, retail, office and amenities in mixed-use environments.
- » Preserve the safety, walkability, and attractiveness of residential neighborhoods.

### WORK HARD

- » Develop regional economic generators, considering the city’s existing and desired competitive advantages.
- » Support programs emphasizing local businesses.
- » Create a dynamic urban environment that is the preferred location for innovative, creative businesses and emerging industries.

### SHOP LOCAL

- » Establish the city as a regional destination.
- » Establish the city as a place for local shopping and entertainment.
- » Create new public spaces and connections.

### MOVE ABOUT

- » Promote physical activity through universally accessible parks, recreation and trail facilities.
- » Enhance the existing right-of-way to ensure a safe, connected, comfortable, efficient and accessible, multimodal transportation system.
- » Enhance the physical appearance and character of the community, with special emphasis on commercial corridors and community gateways.

### HAVE FUN

- » Support the creation of a primary and secondary east-west trail system with connections to local networks.
- » Continue to provide a wide variety of park types and expand recreation options and programs.
- » Promote the ecology of streams and open drainageway systems by evolving them into a trail system with educational/interpretational components.
- » Continue to support and expand the city’s unique, high-quality community events and cultural services year-round to residents and visitors alike.

### AND PROSPER

- » Promote environmental sustainability through clean sources of energy, and through conservation of energy and natural resources.
- » Stimulate, support and value innovative and public art as a community.
- » Ensure a transparent and accountable government that values the participation of residents of all ages and income levels.
- » Maintain the existing high level and efficiency of city services.
- » Improve and enhance the provision and efficiency of programs, education and activities through the community center and public library.

# LAND USE AND DEVELOPMENT PRINCIPLES

Building off of the Comprehensive Plan goals, the following development principles establish the criteria for land use decisions, and should be applied to all development projects.

## LAND USE POLICIES AND REGULATIONS WILL CREATE AND SUPPORT BALANCED NEIGHBORHOODS

Balanced neighborhoods provide residents with easy access to a variety of places to live, shop, work, play, and engage in community life. Mixing compatible uses, such as neighborhood commercial or recreation in a residential neighborhood, creates a sense of community and promotes efficiencies in infrastructure and travel times.

## DEVELOPMENT SHALL BE FISCALLY RESPONSIBLE

Compact development, helps preserve the character of La Vista and optimize remaining developable land. This type of development distributes development cost across more units or users. Well planned sites minimize travel distances, are more accessible to both pedestrians and cars, and offer unique housing and shopping opportunities.

## POLICIES AND DECISIONS WILL SUPPORT APPROPRIATE INFILL DEVELOPMENT

Infill development supports the economic value of La Vista's existing neighborhoods by promoting investment in established areas. Underperforming sites that are redeveloped should offer the amenities, services, and housing products needed to create a stronger La Vista.

## DEVELOPMENT WILL PRESERVE DRAINAGEWAYS AND FLOOD ZONES

Preserving wetlands, low lying areas, and floodplains can protect property values for adjacent and downstream developments, enhance and connect the park system, and reduce flooding by providing more natural areas for water to be absorbed. Integrated stormwater management should enhance community character and allow La Vista residents to have better access to nature.

## DEVELOPMENT AND REDEVELOPMENT WILL BE BUILT AROUND A CONTINUOUS TRANSPORTATION SYSTEM THAT INCORPORATES ALL TYPES OF TRANSPORTATION

A network of streets, trails, and pedestrian paths within developments should provide safe, efficient connectivity and accommodate a diverse set of mobility needs and preferences.



## INTEGRATE AMENITIES SUCH AS OPEN SPACES AND TRAILS

Parks, open space, and other recreation uses can serve as neighborhood focal points that promote community activity, personal interaction, a sense of place, and ultimately a sense of ownership in the community. Developments should provide adequate greenspace and be connected to the wider community through sidewalks and trails.

## LAND USE POLICIES AND REGULATIONS WILL SUPPORT DIVERSE AND APPROPRIATE HOUSING CHOICES

Market assessments indicate a clear need for more diverse housing options. The Baby Boomer and Millennial generations are demonstrating a growing preference for smaller lot homes and small scale multi-family housing.

## USE PUBLIC INVESTMENTS TO PROMOTE DESIRED PRIVATE DEVELOPMENT

La Vista's public investments can be leveraged to promote private investments that have the longer term viability of the community as a primary goal. Targeted infrastructure improvements can attract investors looking to fill unmet markets and create investments that will have long-term financial viability. Any infrastructure investments should be done with the goal of maximizing private investment, thus supporting the long-term costs associated with any infrastructure or facility.

## ENHANCE PUBLIC SAFETY AND MINIMIZE HAZARDS

Land use decisions have a wide variety of effects on public safety and hazard mitigation. Preserving natural drainageways to manage stormwater minimizes the risk of injury and property damage due to flooding. A well-connected transportation network promotes better emergency service provision and evacuation routes in case of large-scale hazards. A mixture of land uses within neighborhoods enhances security by creating activity and "eyes on the street" throughout the day.

## MAKE DECISIONS IN A TRANSPARENT AND COLLABORATIVE MANNER

Land use and environmental decisions should be made through a transparent process, with opportunity for input from all citizens and affected entities, such as the county or school district. Creation and implementation of land use decisions should be shared responsibilities that promote quality living environments and efficient use of fiscal resources.



# A LAND USE FRAMEWORK

## Land Use Philosophy: An Intensity Based Approach

Contemporary growth in American cities has tended to separate different land uses through zoning.

The concept of single-use zoning grew out of a need to separate people's homes from major industries, in order to protect their health. Still today, some uses can produce so much traffic, noise, smells, or other effects that separation remains the most appropriate policy. However, increasingly, mixing compatible, different uses is shown to create more interesting and attractive communities. The La Vista Comprehensive Plan recommends a flexible land use approach that allows mixing of uses.

A development pattern that encourages a mix of land uses and activities has a variety of benefits:

- » Promoting activity at various times of day, among various types of uses, increases security, vitality, and the number of people using public spaces.
- » Reduces the number of miles that people must travel daily by car, since homes are in close proximity to jobs and services.
- » Opens opportunities to build a variety of housing types. The development of housing above office and commercial establishments adds vitality to business areas and increases the economic yield on properties.
- » Nationally, more communities are finding that by mixing land uses, neighborhoods are more attractive to residents.
- » Plans and land development policies that provide appropriate use mixing also provide greater flexibility for developers, and avoid unnecessary regulation.

La Vista can achieve all these benefits by using a flexible land use framework that allows for appropriate mixing of compatible uses. The land use framework recognizes existing land use patterns while establishing an intensity based approach for developing areas. While this approach may allow for land uses with similar intensity to be integrated, each land use category has unique requirements for the following attributes:

- **Types of allowable uses**
- **Intensity, or density**
- **Compatibility, transitions between uses**
- **Form, or design**

In this section of the plan, each land use category is described in terms of its purpose, form, uses, intensity, and compatibility requirements.

## Use: Integration and mixing of uses

One advantage of an intensity based framework is its ability to integrate different land uses. Uses may be integrated in two ways: horizontally and/or vertically. Horizontal mixed-use keeps individual building purposes separate but relates buildings harmoniously to each other. Vertical mixed-use puts more than one use in the same building. In the La Vista Land Use framework, most of the city's land is in multiple-use categories, but certain areas, such as industrial, are still kept as single-use areas. Broadening uses allowed within certain zoning districts will also be necessary to avoid potential spot zoning (the singling out a small parcel of land for a use classification totally different from the surrounding parcels).

## Intensity

The La Vista Land Use framework designates how much development occurs in an area and how that development affects its neighbors. This is measured by intensity and/or density of development. In residential areas, intensity is measured by dwelling units per acre. For other uses, the amount of traffic a project generates or how it affects its neighbors determines intensity. Intensity for non-residential uses can also be measured by a factor called floor area ratio or FAR, calculated by dividing building's floor area by site area.

### Understanding Intensity

#### Residential



#### Low Intensity

#### Commercial



#### Medium Intensity



#### High Intensity



# Compatibility

One of the most important concerns in land use planning is the relationship between different uses and their relative compatibility with each other. In areas where densities are low, compatibility is usually achieved using spacing between buildings and by congregating like uses together. This simple method is easy to administer and understand; however, it can lead to some undesirable conditions such as increased commute times and un-walkable neighborhoods.

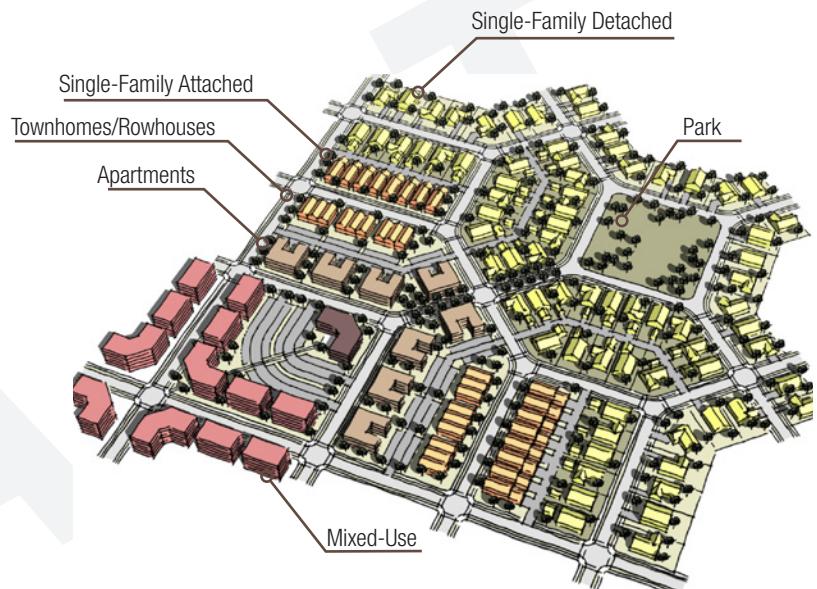
Compatibility in multiple-use districts can be attained in a more nuanced way by focusing more on the performance (effects) of various uses and designing land use regulations that allow for more integration of uses. If carefully done, the integration of uses can be achieved so that commute times become shorter, and neighborhoods become more walkable and interesting, all while preserving privacy, security and aesthetics.

The land use categories described in this plan exist on a continuum of intensity, and therefore have a continuum of compatibility methods. As land uses become more intense and uses become more integrated, compatibility methods focus less on spacing and congregating of similar uses, and more on performance-based methods that directly address issues such as noise, traffic, privacy, and aesthetics.

It is important to remember that while the intensity-based concept proposes mixing uses, it does not mean that every land use is appropriate everywhere. Location standards and compatibility requirements for higher impact uses are an important part of the land use system proposed in this plan.

## Compatibility

Similar to what is illustrated in this diagram, La Vista's land use patterns should allow for integration of uses. This will occur horizontally, similar to this overall diagram, or vertically like a mixed-use building (City Centre).



## DEFINING DWELLING UNITS PER ACRE:

If six single-family houses are included on an acre of land the density of the site is 6 units per acre (du/A). The higher the number of units on an acre the more intense the land use.

## Form

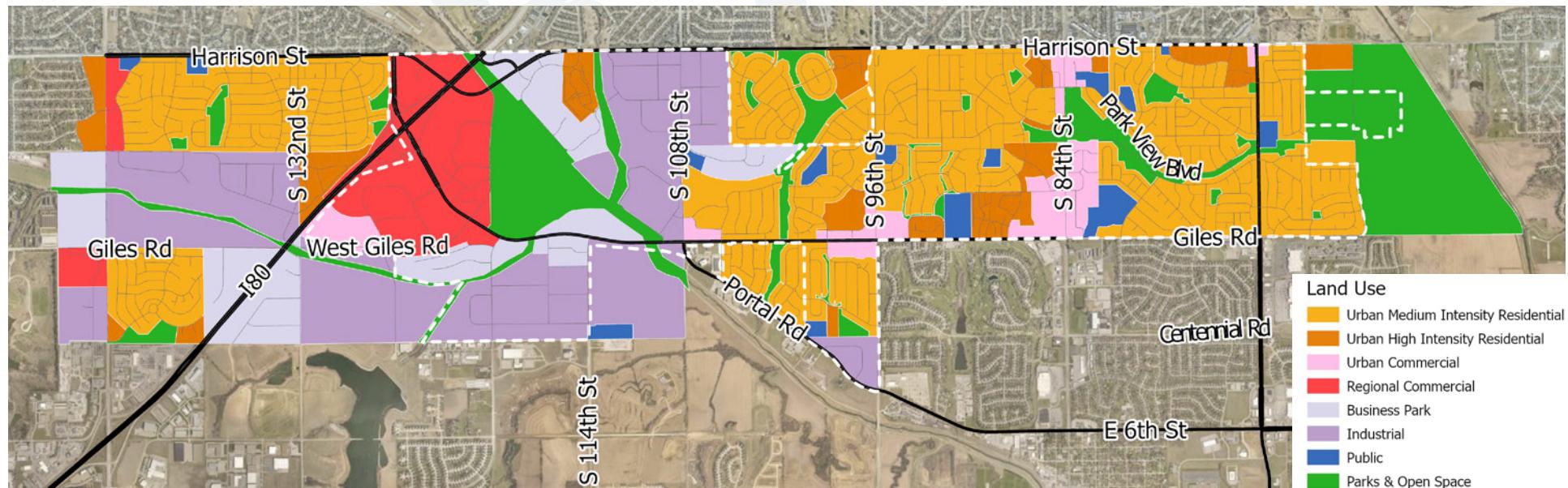
Form relates to how the developments in the land use categories are laid out, including the street pattern, the type of infrastructure required, how buildings relate to each other (e.g. - are buildings close together or separated?), and the relation of buildings to the street. Form also includes the scale of the buildings - the length, width and number of stories. The degree to which the buildings in an area are similar to each other in terms of these "form" characteristics impacts the perceptions of compatibility, and therefore market value.

# CAVEATS TO THE FUTURE LAND USE MAP

The development concept and future land use map are based on economic trends, environmental analysis, and public input. The amount of land that is planned should be more than the projected need, in order to provide market flexibility, avoid creating a false land shortage, and provide long-term planning.

Three important points about the Future Land Use Map:

- 1. Property Owners Initiate.** The Future Land Use map depicts new land uses for privately owned properties. The transition of these properties from their current use to the depicted use is expected to occur slowly over time in response to market demands, as property owners voluntarily sell, develop, or change the use of their land.
- 2. Generalized Map.** The Future Land Use map should be interpreted generally and is not intended to provide the specificity or the rigidity of a zoning map or engineering document. The map should provide guidance for the zoning map through an informed prediction and planning process.
- 3. Basis for Land Use Decisions.** The Comprehensive Plan Future Land Use map shall provide the basis for decisions of the Planning Commission, the City Council, and private developers. The map is a critical part of the approval process for development proposals and zoning decisions.



# Urban Medium Intensity Residential (UM)

## DESCRIPTION

Neighborhoods with medium-density housing and easily accessed neighborhood commercial services. As compared to denser areas, UM has more space and separation of uses, with farther distances between destinations and fewer shared amenities.

## USES:

A mix of complementary uses including mostly single-family, with attached, townhome and small multi-family (4-8 unit structures) projects that have single-family characteristics, schools, small parks and churches, and neighborhood retail or mixed-use.

## FORM:

Uses are integrated so that residents can access them by walking or biking. UM areas use a high connectivity grid street pattern to expand viable locations for low intensity commercial uses, and allow multiple access points and route choices between all uses.

## COMPATIBILITY:

Land uses and intensities shall be integrated with more detail. Compatibility shall be achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations.

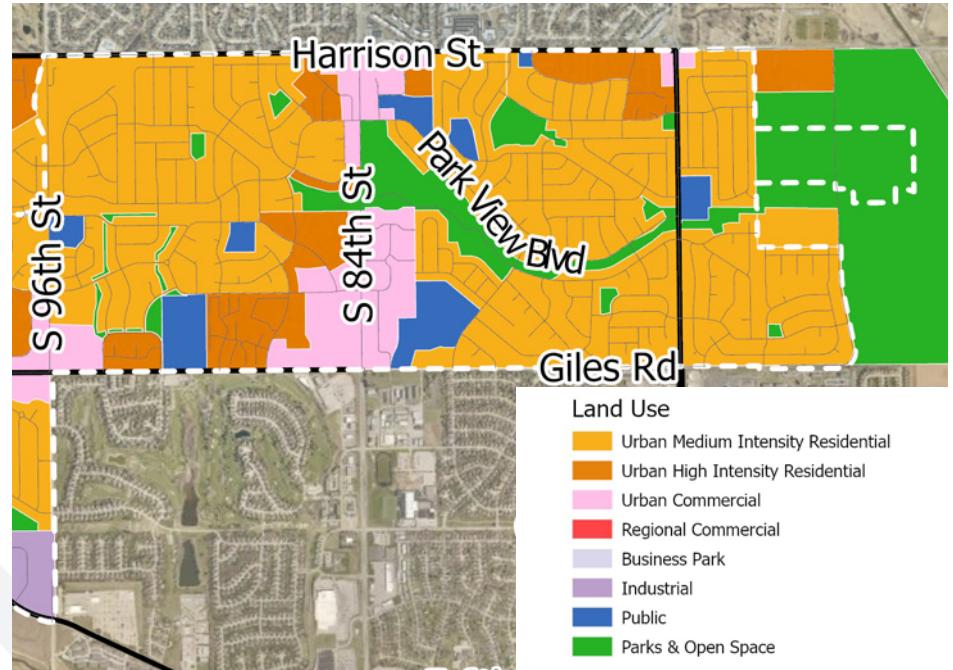
- » Land uses are sometimes mixed vertically, resulting in complementary and alternating times of use and the ability to share parking areas.
- » Different types of land uses are positioned to create a smooth internal transition from lower to higher intensity uses.
- » Smaller commercial uses are appropriate on collector streets but can also be located on arterial streets.

## SUGGESTED INTENSITY (DU/A):

- » 3-9 (densities may be higher with house-scaled structures)

## POTENTIAL ZONING

- » R-1
- » R-2



# Urban High Intensity Residential (UH)

## DESCRIPTION

These areas improve economic performance and opportunities for social interaction by locating diverse and complementary uses in close proximity. Higher-density mix of housing including multi-family, commercial, office, and service uses.

## USES:

A mix of complementary uses, including multi-family, limited office, commercial, and compatible civic uses. Developments must provide a range of housing products that fill gaps in missing product types, diversify the market, and create environments for all stages of life. Residential uses may range from townhomes/rowhouses up to multi-unit structures but shall avoid apartment developments that form complexes disconnected from the surrounding neighborhoods.

## FORM:

UH would generally be located at sites with access to major thoroughfares and activity centers. They shall be integrated into the fabric of nearby residential areas, while avoiding adverse traffic and visual impacts on lower density uses. Within new developments and redevelopment areas structures will have "house scale" to create more of a neighborhood feel. High level of pedestrian access and connectivity, avoiding the creation of compounds.

## COMPATIBILITY:

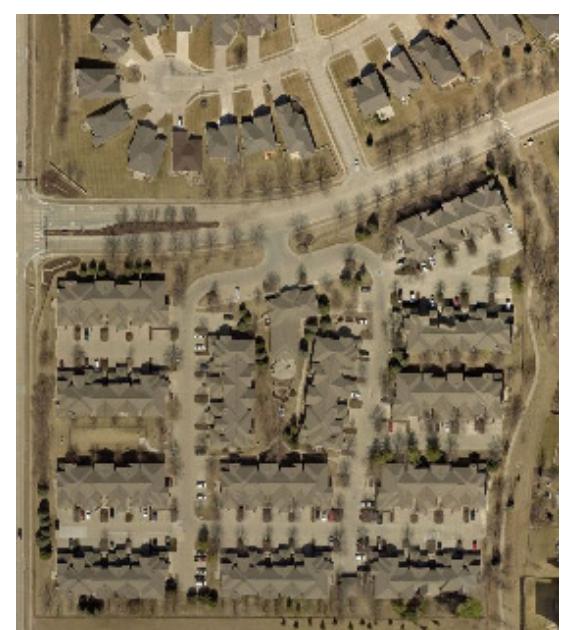
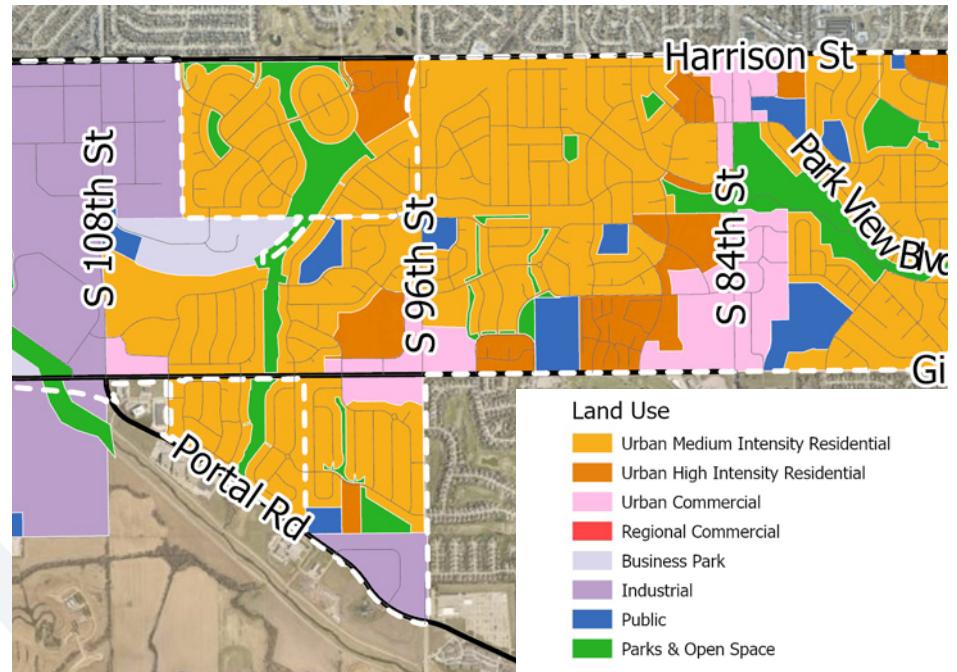
May have conflicts with low density residential developments that may be resolved or minimized through project design. Traffic and other external effects should be directed away from lower-intensity uses. Landscaping, buffering, changes in building form, and screening shall be employed to minimize negative effects. May be incorporated into mixed-use projects or planned areas.

**SUGGESTED INTENSITY (DU/A):**

» 9+

## POTENTIAL ZONING

- » R-3
- » R-4
- » C-1 (with modification to allow higher density with design standards)
- » C-2 (with modification to allow higher density with design standards)
- » Use of the PUD with new developments and redevelopment sites to ensure a mix of uses



# Regional Commercial (RC)

## DESCRIPTION

Areas characterized by major community and regional commercial development that are both large in scale and have high traffic impact. Typically located near intersections of arterial streets.

## USES

A broad range of retail services, including destination and recreation commercial uses, large-scale stores and services, auto related services, and large offices. Shopping and commercial uses anchored by 100,000 sq. ft. stores. Mixed-use residential may be appropriate when replacing older(obsolete) commercial uses, but commercial would be the dominant use.

## FORM:

Should have access to arterial streets and accommodate the automobile, while providing good pedestrian and bike access to adjacent streets and trails. Horizontal and vertical mixing of uses shall be required in new developments and redevelopment areas. Regionally appropriate landscaping shall be used along all roads and within each development site. An internal pedestrian system should allow customers to park once and conveniently access several destinations within a retail center. Any residential shall be integrated into the commercial, preferably in vertical mixed-use configurations.

## COMPATIBILITY:

Land uses and intensities shall be fully integrated and mixed. Compatibility shall be achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations.

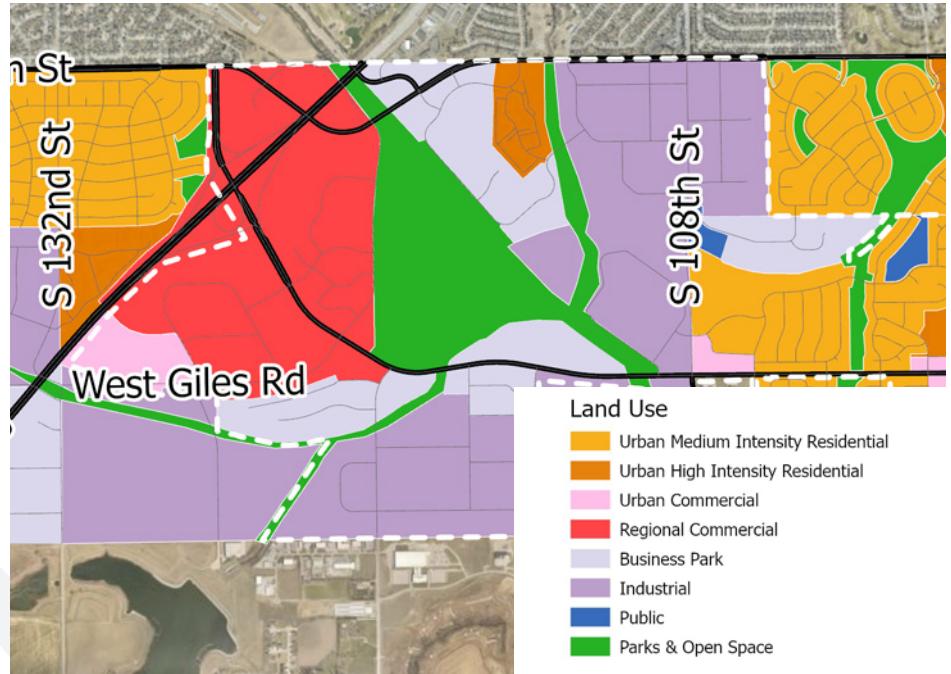
- » Potential negative effects on surrounding residential areas shall be limited by location and buffering.
- » Activities with potentially negative visual effects, such as inventory, shall occur within buildings or be screened.
- » Heavy landscaping shall be used along boundaries with lower-intensity uses.
- » Different land uses can be close together because design and amenities take into account proximity and make appropriate accommodations.

## SUGGESTED INTENSITY (DU/A):

- » 12+

## POTENTIAL ZONING

- » C-3 (with modification to allow mixed-use residential)
- » Use of the Planned Unit Development (PUD) with new developments and redevelopment sites to ensure a mix of uses



# Urban Commercial (UC)

## DESCRIPTION

These areas improve economic performance and opportunities for social interaction by locating diverse and complementary uses in close proximity. In La Vista, many of these areas are developed and have opportunities for redevelopment. Redevelopment should create integrated uses and address preferences for walkable urban areas.

## USES:

A mix of complementary uses, including large offices, medical buildings, limited industrial, smaller scale multi-family residential, and other regional attractors. Higher levels of urban amenities are used to offset the area's intensity level. Residential uses shall create greater housing diversity and range from townhomes/rowhouses up to vertical mixed-use residential structures. Free standing, suburban style, apartment complexes that are not integrated into a development would not be allowed.

## FORM:

Good access to arterials and transit, yet still designed around pedestrians. A high-connectivity grid pattern provides viable locations for higher intensity land uses, and allows multiple access points and routes between uses. Redevelopment of obsolete suburban commercial developments would incorporate these same features.

## COMPATIBILITY:

Land uses and intensities shall be fully integrated and mixed. Compatibility shall be achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations.

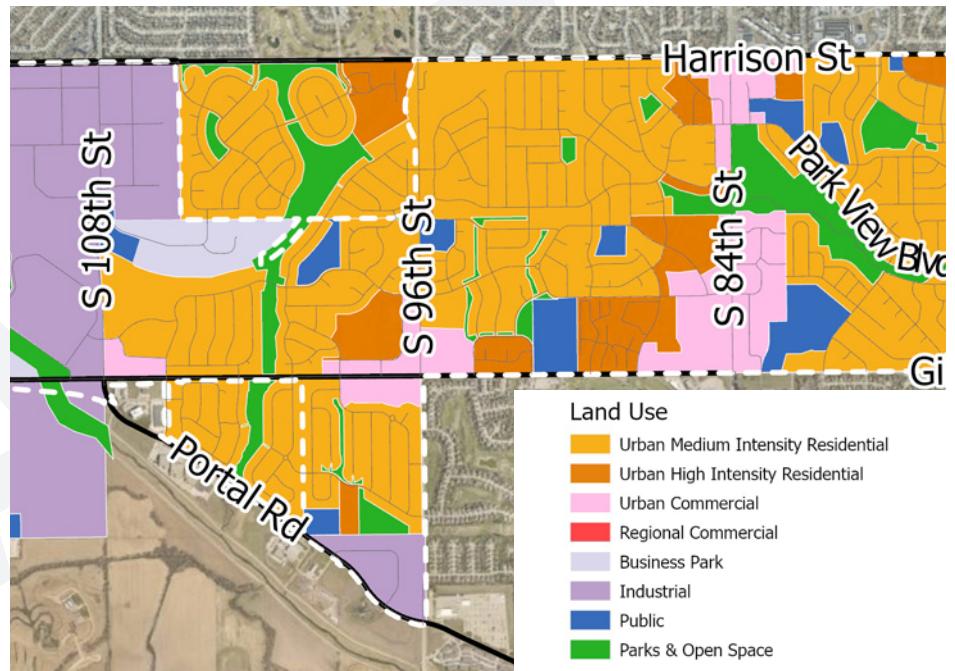
- » Different land uses can be close together because design and amenities take into account these juxtapositions and make appropriate accommodations.
- » Form and design rules and performance regulations address aesthetic and functional compatibility.
- » Small scale manufacturing and cottage industries (small scale manufacturing that can be done in a live/work unit) may be allowed with requirements that they mitigate any anticipated negative impacts on adjacent land uses and that they are located on arterial or collector streets.
- » Land uses shall be fully integrated horizontally and mixed vertically, resulting in complementary and alternating times of use and the ability to share parking areas.

## SUGGESTED INTENSITY (DU/A):

- » 12+

## POTENTIAL ZONING

- » C-1 (with modification to allow residential)
- » C-2 (with modification to allow residential)
- » PUD in new or redeveloping areas
- » MU-CC



# Business Park (BP)

## DESCRIPTION

Areas preserved for larger business development are essential to the region's economic stability and future growth. These areas maximize clustering for specialization, synergy, transportation efficiency, and knowledge exchange.

## USES:

Centers with major office and business uses, such as technology and research centers, corporate headquarters, and lower intensity industries. Non-office uses should be limited to services or commercial uses that are needed to support the primary employment generators. Multi-family may be appropriate when integrated as part of a holistic development or workforce housing that incorporates the above mentioned uses or in support of area businesses (e.g.: Streck Laboratories).

## FORM:

Require a higher standard for urban design, access, and other factors. Transportation improvements shall enhance connectivity, efficiency, and capacity. Signage and landscaping shall be held to a high standard due to the high visibility of these areas in La Vista. Increased stormwater runoff due to larger impervious coverage shall be mitigated on site through best management practices.

## COMPATIBILITY:

Adjacent and internal development should not compromise the viability of employment lands. Incompatible uses such as lower density residential or elementary schools shall not be located within BP areas.

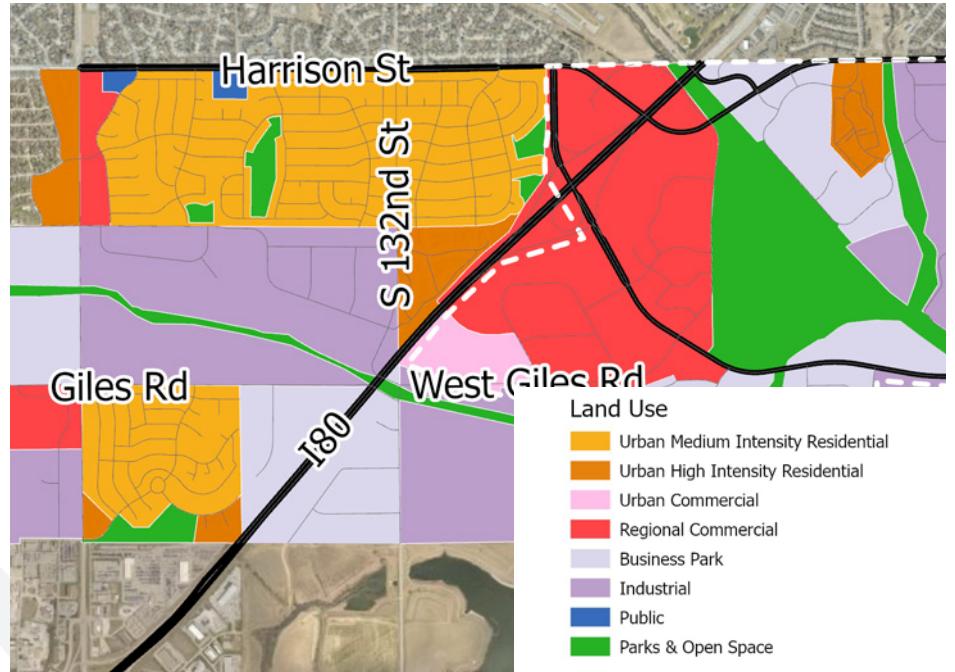
- » Development abutting a BP boundary shall be held to higher design standards to ensure compatibility between BP uses and possible adjacent residential or regional commercial uses.
- » In cases where transportation infrastructure has been installed with the purpose of providing capacity to BP areas, any proposed rezone or subdivision outside of the BP area must not reduce the transportation capacity of the BP area below the level intended.
- » Outdoor storage would not be permitted in these areas and any visual impacts (loading docks and dumpsters) shall be screened.

## SUGGESTED INTENSITY (DU/A):

- » Not Applicable

## POTENTIAL ZONING

- » C-3
- » I-1
- » Use of the PUD with new developments and redevelopment sites to ensure a mix of uses



# Industrial (I)

## DESCRIPTION

Areas intended to accommodate industrial uses. These areas acknowledge existing uses and protect areas to maximize clustering for specialization, synergy, and transportation efficiency. Uses may be difficult to integrate with less intensive uses due to negative impacts from heavy traffic, noise, or odors.

## USES

These areas have a wide range of existing uses, including manufacturing, warehousing, distribution, and office/industrial flex space. Depending on the zoning district, uses in these areas can vary in size and aesthetic standards may be less stringent.

## FORM:

Industrial areas should be developed with consideration of the following factors:

- » Freeway and rail access
- » Proximity to existing employment centers
- » Compatibility of neighboring land uses
- » Brownfield status
- » Impact of added employee/truck traffic to the level of service of roadways in the surrounding area and impact on the non-industrial uses along those roadways

## COMPATIBILITY:

Development within Industrial areas will be similar in nature, so compatibility is less difficult to manage. However, because many of La Vista's industrial areas are also highly visible, the following shall be considered.

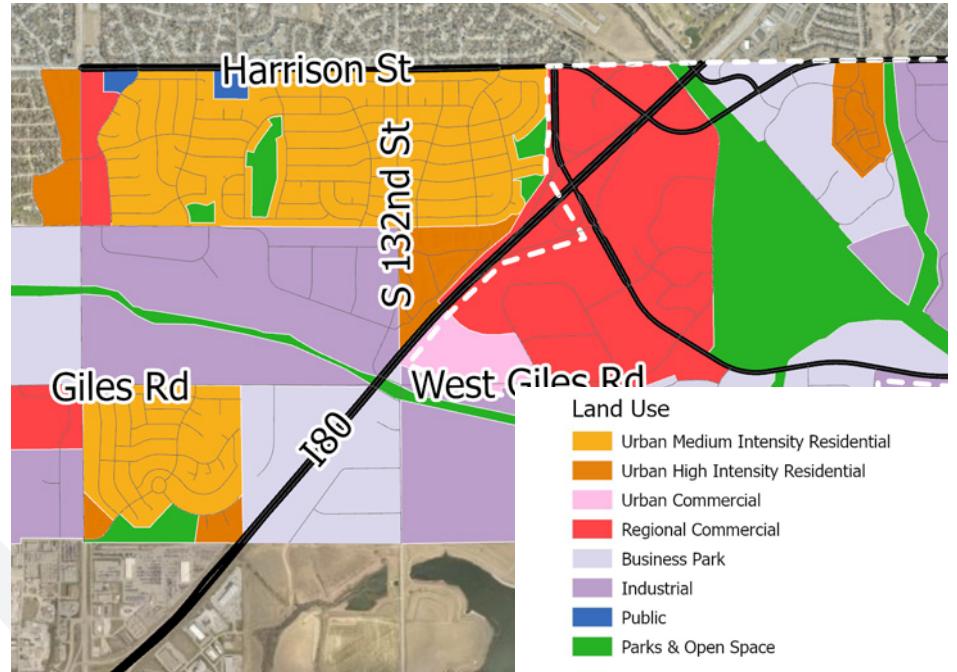
- » Design standards including land buffers, architectural and site design standards, and other appropriate standards implemented through PUDs or new codes or guidelines.
- » Operational standards that consider traffic, noise, lighting, and air quality.
- » Screening of permitted outdoor storage areas visible from any street or adjoining neighborhood to mitigate negative environmental impacts.

## SUGGESTED INTENSITY (DU/A):

- » Not Applicable

## POTENTIAL ZONING

- » I-2
- » I-1



# Public (P)

## DESCRIPTION

To provide space for educational, institutional, assembly, and other public uses, including hospitals, major campuses, cemeteries, and major utilities.

## USES:

- » Educational: Public, private and parochial institutions at K-12 and post-secondary level, or trade/business schools and their accessory uses.
- » Institutional and Assembly: Community or cultural facilities, religious institutions, public health care or human services facilities and their accessory uses.
- » Government

## FORM:

Public facilities shall be held to the same standard for site design and connectivity as any private enterprise of similar intensity.

## COMPATIBILITY:

Civic uses may be permitted in a number of different areas, including residential areas.

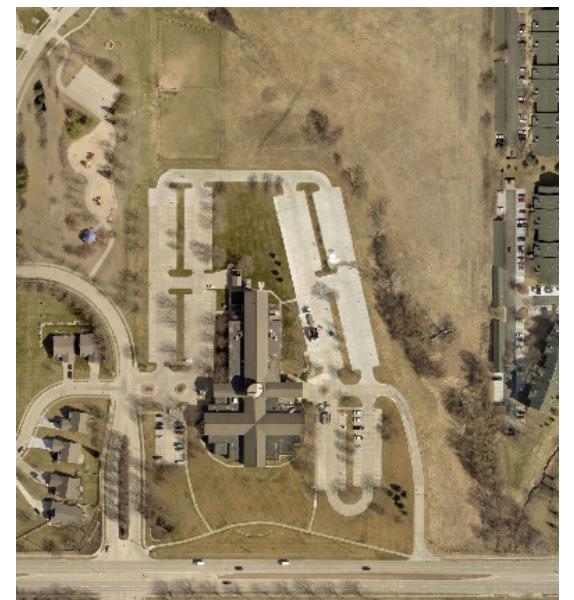
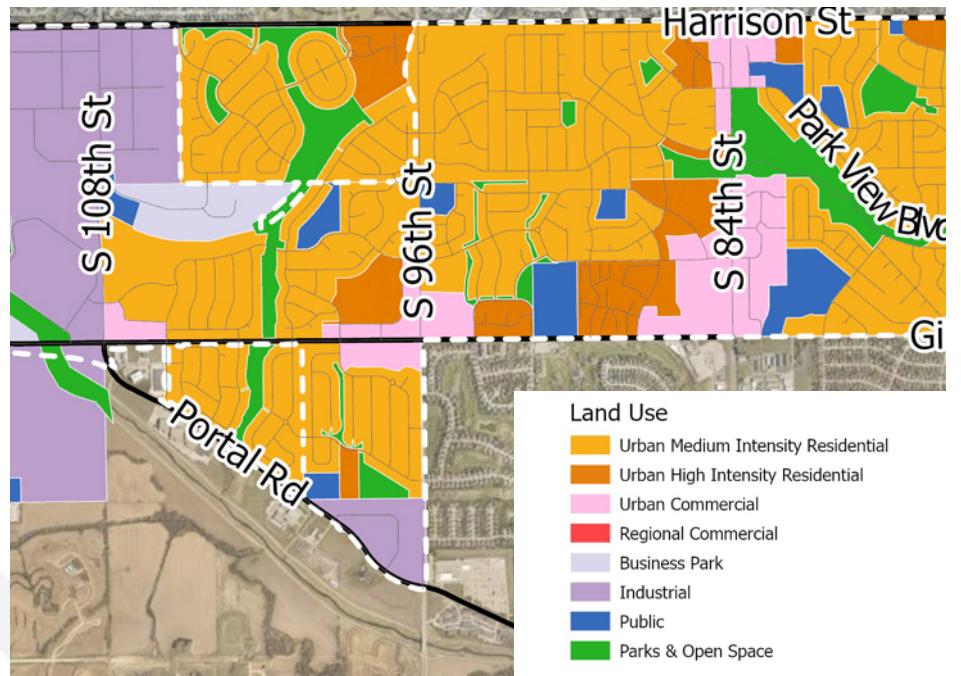
Maintenance, operating facilities and public works yards should generally be located in industrial areas. Individual review of proposals requires an assessment of operating characteristics, project design, and traffic management. Industrial operating characteristics should be controlled according to same standards as industrial uses.

## SUGGESTED INTENSITY (DU/A):

- » Not Applicable

## POTENTIAL ZONING

- » Almost any zoning district as long as intensity of use matches
- » Higher intensity uses with negative impacts related to heavy traffic, noise or smell would be zoned I-1 or I-2



# Park & Open Space (PO)

## DESCRIPTION

Areas intended to remain undeveloped and natural or recreational in character.

## USES

Limited, primarily natural and recreation uses. Generally development is recreational and low impact but indoor recreation facilities and park maintenance facilities would be appropriate to these areas.

## FORM:

Traditional park and recreation areas including both passive and active recreation. Environmentally sensitive areas and creeks/drainageways that should be preserved and incorporated into the city's trail system.

## COMPATIBILITY:

These areas are valuable for their natural character and uses within them should have minimal impact. This requires minimal visual, auditory, and other pollutants that would reduce the pristine character of areas. Aids for compatibility may include:

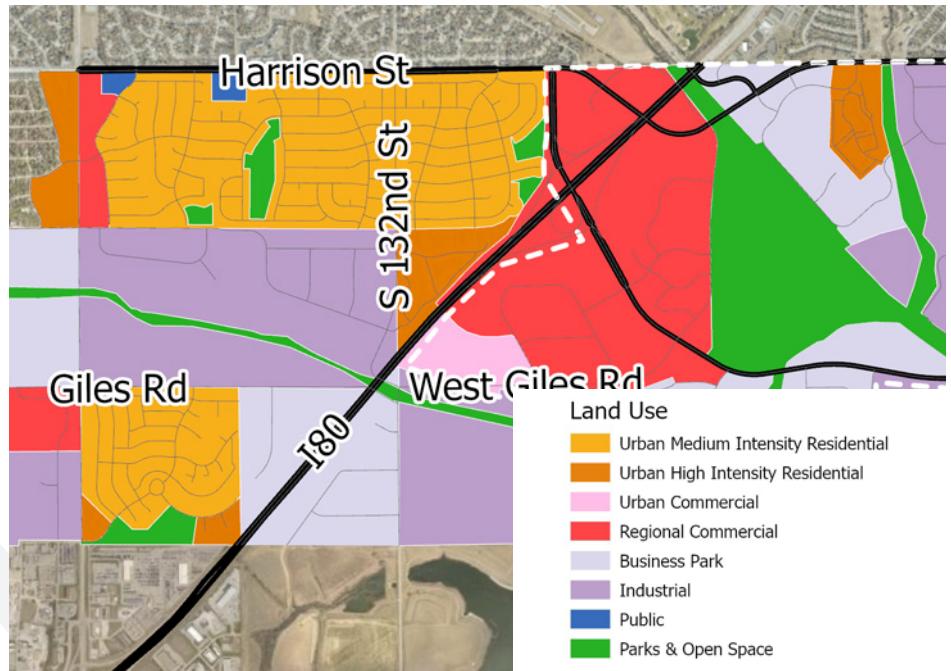
- » Heavy landscaping screening, very large buffers; height limitations, zero odor emissions, and limits on hours of operations for facilities that create noise or lighting impacts.
- » More intense recreation uses, like sports complexes should be treated like comparable commercial uses for the traffic and compatibility issues that they can generate.

## SUGGESTED INTENSITY (DU/A):

- » Not Applicable

## POTENTIAL ZONING

- » Compatible with most zoning districts
- » Higher intensity recreation facilities that generate more traffic would potentially be zoned TA, C-1, C-2 or C-3.



# OPPORTUNITY AREAS

La Vista has a limited number of strategic development and redevelopment areas that remain within the city and its jurisdiction. **A short-term outlook on these sites would do a disservice to current and future residents.** The purpose of this section is to examine these strategic areas and provide guidance for development patterns that will support the Plan's goals and long-term vision (see page 30).

In the process of developing this plan and the city's Comprehensive Plan, several themes emerged that required a more detailed exploration of key opportunity areas.

- » La Vista has a finite amount of land to accommodate development demand. The Comprehensive Plan process expressed a strong focus on promoting responsible infill development to make the most of the developable land. La Vista City Centre is an example of the city's patience to promote unique infill that fits within the community's goals rather than a product that can be found anywhere in the metro area.
- » The exceptional pride that residents have originates from the recent memory of La Vista as a pioneering community. The House of 9s and the origins of the city as an affordable family-oriented community is important to many residents. Continued development of unoriginal and commonly found products in the metro region lessens the unique quality and history of the city.
- » The community is committed to improving the quality of life for all its residents and stakeholders. To best serve its population the city recognizes that it must:
  - *Improve the function and value of its older commercial areas*
  - *Offer a variety of housing options for every stage of life*
  - *Focus on building quality places for current and future generations*
  - *Create destinations that attract visitors from a large region*

Many of these themes focus on looking at ways to improve areas of the city through site treatments, development policy, and targeted reinvestment.

There are seven key opportunity areas where the above goals and themes can come to life:

- **Lower Southport West**
- **Brentwood Square**
- **Hillcrest Plaza**
- **108th & Giles**
- **The Original 9's**
- **La Vista Sports Complex**
- **City Centre Environs**



## A NOTE ON OPPORTUNITY CONCEPTS

The concepts illustrated in the following section should be viewed as a guide or example of not only the uses but the form and scale that will be achieved in these areas. With limited development opportunities, the city encourages **creative** ideas that will be economically resilient and speak to the quality that La Vista desires.

# Lower Southport West

## THE CONTEXT

Southport, including the south quadrants of the Giles Road interchange with Interstate 80, has been a signature development focus for La Vista since construction of this interchange during the 1990s. The city has consistently supported growth in this area through major investments in the street network, infrastructure, the La Vista Conference Center, and support facilities such as public parking. This development has produced major retail destinations in Costco and Cabela's, a conference hotel with Courtyard/Embassy Suites, employment concentrations anchored by PayPal, Securities America, and other retail, services, hospitality, and office facilities. This momentum is continuing in 2022 with Nebraska MultiSport Complex, a regional soccer and sports center east of Eastport Parkway, new retail, and new-to-market recreational/entertainment development between 125th Street and Giles Road.

Southport has one substantial undeveloped site – a 32-acre parcel in single ownership north of Giles Road between Westport Parkway and Interstate 80, referred to here as Lower Southport West.

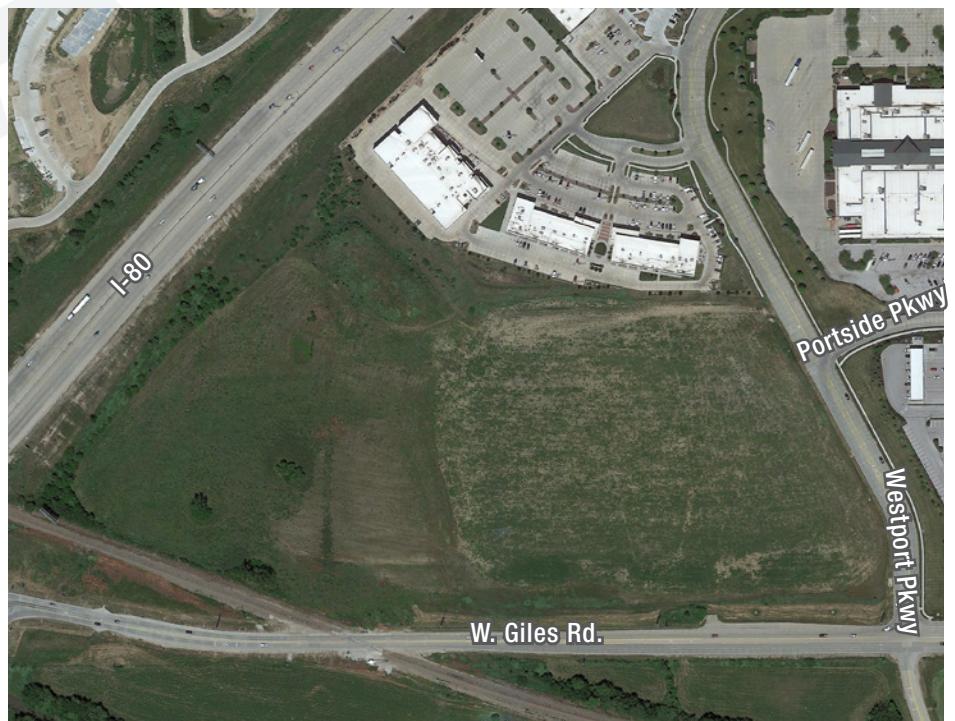
## THE OPPORTUNITY SITE

The Lower Southport West site has excellent direct visibility from Interstate 80 and is the first part of the overall development area seen from eastbound I-80. This visibility suggests a high potential for intensive development. However, actual access to the site from the Interstate is complicated, partially by the Cabela's site design that visually and functionally terminates the main Southport Parkway entrance. The Lower Southport West parcel also lies below the adjacent three-building District at Southport commercial project to the immediate north, complicating its connection to the rest of the development area. While the City has received considerable developer interest in Lower Southport West, most of these projects have been inconsistent with La Vista's Comprehensive Plan goals, which include creating fewer siloed land uses and more integrated and walkable destination oriented development.

## ANALYSIS

The lay of the land, somewhat indirect access, and visual separation within the site create the need for uses that will be driven by intentional visitors. Substantial office development with a limited commercial component could be a feasible land use program, but uncertainty in the current post-COVID office market make another development on the scale of PayPal unlikely in the short run. The area does have a growing reputation for entertainment recreation uses and hospitality. Ultimately, the private owner of the property has a reasonable expectation of a return and a land use solution that both appreciates this expectation and La Vista's goals for effective use of a strategic site.

Current market conditions and consultation during this planning process suggest that the most likely short-term use of the site is multi-family residential. If we look at Southport from the perspective of an overall 250-acre regional destination district, the one use missing from the mix is residential. Yet, a conventional suburban walk-up apartment complex would lose the opportunity to contribute to a distinctive urban district. During interviews, mixed-use developers from the metro area did not believe that single use residential was the best use of this site. In addition, a site of this size must include a variety of residential settings and choices, while still maintaining a high density framework.



## POLICY FRAMEWORK

The concept displayed here illustrates the following principles:

- **Mixed-use environment.** Residential appears to be the use most consistent with current demand. However, residential must not be the only use on the site. **The land plan must take a longer-term view and include space for possible offices and a supportable amount of retail/commercial within the overall residential context to meet the city's needs.** It must continue the original vision of Southport as a destination area by also providing opportunity for entertainment, commercial recreation, hospitality, and/or regional commercial developments.
- **Connection to the rest of the Southport development area.** In the illustrated concept, this extends Portside Parkway, the south edge of the Cabela's site and north side of Costco, as the "main street" of Lower Southport West. Pedestrian paths connect Lower Southport West to the District and the rest of the development area at a break in the buildings where the grade change is manageable. This connection would integrate the local commercial services in the existing project to potential residential customers in a new "neighborhood."
- **Urban housing options.** Residential buildings shall provide options for a variety of households. The concept includes Missing Middle housing options, including small footprint multifamily buildings; retail or office uses; and higher density residential with commercial spaces (similar to La Vista City Centre). Housing must stand apart from the traditional single-family home or the suburban walk-up apartment and fill the gap in lower-maintenance and smaller scale multi-family options.

## Lower Southport West Development Features



- 1 - Urban Commercial
- 2 - Mixed-Use
- 3 - Higher Density Residential with Commercial Spaces
- 4 - Small Scale Multi-Family
- 5 - Regional Commercial/Entertainment/Hospitality/Commercial Recreation
- 6 - Integrated Stormwater Management
- 7 - Existing Commercial Uses

- **Recreation Entertainment Commercial.** Lower Southport West should build off of the momentum of the MultiSport Complex, new-to-market commercial uses, and destination commercial, recreation and hospitality uses in the area. The most likely opportunity for this type of use is within the western portion of the site. This portion of the site has great visibility from east bound interstate traffic and has direct access to the Alamo Theater site. Using the grade changes commercial uses on the north side would have a distinct view of lower level uses. The area should be connected to the Alamo along with a well defined entrance along Portside Parkway.

- **Effective stormwater management using natural grades.** The swale that bisects the site should become a part of the site's stormwater management plan with a retention feature and water amenity located north of Giles Road.

- **Parking as a necessity but not a dominating feature.** Parking occupies the largest amount of land use in Southport, but it should be done at a smaller scale in Lower Southport West. This includes allowing on-street parking to count towards residential parking requirements. What parking is done should be less visually dominating.

- **Planned Unit Development.** The final site should be done through a PUD that sets a basic master plan for the site. The PUD must, at a minimum, incorporate the policies laid out in this document.

## SOUTHPORT AS A WALKABLE ENVIRONMENT

While the Lower Southport West concept includes connection to the rest of Southport, the rest of the area would benefit from greater walkability and connectedness. This would help make the Conference Center, Embassy Suites, and other hotels more attractive to a market whose customers increasingly require walkable connections to amenities, services, and destinations. Improvements will involve minor design modifications to large parking lots, walkways from the public sidewalks to building entrances, stairs and ramps to negotiate grade changes, traffic calming features with enhanced pedestrian crossings, and activity centers and features along the sidewalk system. As development ideas come forward, this should be viewed as a guide to the form, scale, and quality the city wants to achieve in this area as specifics are negotiated.

## Missing or Lacking Housing Types In the La Vista Market



TOWNHOMES



DUPLEXES



COTTAGE COURT



SINGLE-FAMILY ATTACHED



SMALL LOT SINGLE-FAMILY



SMALL SCALE MULTI-FAMILY

# Brentwood Square

## THE CONTEXT

Brentwood Square was once a thriving commercial center filled with large-box commercial uses including a grocery store and a Gordman's department store. This type of retail has struggled for a number of years, beginning with competition from new sites and finally from internet sales. Over the last decade the commercial spaces have filled with second-hand stores and other mid-level commercial uses.

The overall site has several issues.

- » The parking once needed to support the larger retailers now sits empty with deteriorating concrete and landscaping.
- » A lack of pedestrian amenities and a complete disconnect between sidewalks along 84th Street, Giles Road, and Brentwood Drive and the structures on site.
- » A Granville Parkway intersection with Brentwood Drive that is likely too close to the 84th Street and Brentwood Drive intersection.

Just to the northeast, the La Vista City Centre project is bringing new life and energy to the 84th Street corridor. As this project builds out, the Brentwood Square area would be the logical next step in the revitalization of the 84th Street Corridor.

## ANALYSIS

Older commercial corridors were dominated by large box retailers and parking lots meant to accommodate outdated, seasonal needs. In the last decade demand for smaller scale commercial spaces has grown along with a desire for more mixed-use, walkable environments. The market analysis indicates a strong demand for housing variety. The La Vista City Centre project is creating opportunities for households to live in a vibrant urban environment. There are few residential options for households still wanting an urban feel close to retail services. The Brentwood site offers the perfect opportunity to be close to entertainment options in La Vista City Centre, without having to settle for a suburban style residential subdivision. Or, for the households wanting to move out of the single-family detached home but not interested in moving to a multi-unit structure.



## POLICY FRAMEWORK

The concept displayed here illustrates the following principles:

- **Continued commercial uses.** This area of La Vista should continue to be a commercial hub for the city, but that commercial will look different from the historical big box retail. Clearly defined pedestrian access should connect businesses/buildings. The buildings should incorporate some of the more interesting indoor/outdoor features evolving at City Centre. The commercial uses should also anchor the major intersection, thus providing a buffer between these busy intersections and interior residential uses. This means that both the street facing and interior facing sides of a building will need to be thoughtfully designed.
- **Parking as a necessity.** Parking must not dominate this area and quality pedestrian connections should connect businesses to all available parking. Residential parking should also be discreet. The concept drawing to the right illustrates this idea. Parking (garage doors) for the townhomes is generally not visible from the street. For the units on the far north end, the grade change could be used to accommodate parking with garage parking on the lower level and unit frontage on 84th Street.
- **Non-traditional housing options.** Housing in this area shall offer an alternative from the suburban style multifamily to the west and the single-family detached in the broader area. The site should also not be dominated by the mixed-use (residential/commercial) buildings found in the City Centre development but rather an alternative not frequently found in the area.
- **Mixed-Use transition points.** Within the center of the development some residential and commercial mixed-use structures may exist that soften the transition between urban commercial uses and more residential areas.

## Brentwood Square Redevelopment Features

- 1 - Urban Commercial
- 2 - Mixed-Use (lower level commercial with upper story residential)
- 3 - Higher Density Residential with Flex Commercial Spaces
- 4 - Small Scale Multi-Family
- 5 - Townhomes
- 6 - Integrated Stormwater Management
- 7 - Linear Park/Urban Green
- 8 - Traffic Calming
- 9 - 84th Street Streetscape

- **Clear internal circulation.** A realigned Granville should provide a continuous connection from north to south. The realignment moves the intersection further away from 84th Street and creates appropriately sized development areas. Granville Parkway should include landscaping and traffic calming such as diagonal parking and raised pedestrian crossings (speed tables).
- **High quality greenspaces.** There are three core components to the site's greenspaces:
  - » Integrated stormwater management
  - » Implementation of the 84th Street Streetscape Plan
  - » A linear park or greenway that provides an open space to residents and connects the 84th Street streetscape to the residential areas both internally and to the west
- **Pedestrian circulation.** An extensive pedestrian circulation system should connect businesses, housing, greenspaces, 84th Street and housing to the west in a continuous and easy to navigate system.
- **Master Plan.** Ultimately the redevelopment of this site should be done with a detailed master plan that includes many of the policies laid out in this document.



# Hillcrest Plaza

## THE CONTEXT

The 96th and Giles intersection is a significant neighborhood-scaled retail and service center. Establishments include a Walmart Neighborhood Market, convenience stores, bank branches, personal services, restaurants, the Primrose School child care and pre-school center, and both single-family and medium-density residential settings. Of special significance are health services and senior living facilities, anchored by the CHI Health family medicine clinic and the Meriwether. While the intersection represents a significant activity center in La Vista, the design and scale of its commercial and other non-residential buildings transition effectively to surrounding residential areas.

## THE OPPORTUNITY SITE

The Hillcrest Plaza opportunity site is an approximately 12.75-acre parcel, located a short block off the 96th and Giles arterials. Hillcrest Plaza provides primary access to the site. S. 98th Plaza connects the site to Giles Road and is also aligned with the primary entrance to the Val Verde multi-tenant retail and business center to the south. Immediate neighbors are the Meriwether senior living center and Primrose School to the east, single-family homes to the north and west, and Culver's restaurant, professional offices, and a swim school to the south along the Giles frontage. The site slopes gently down to the south but topography does not present unusual constraints on site design or land use.

## ANALYSIS

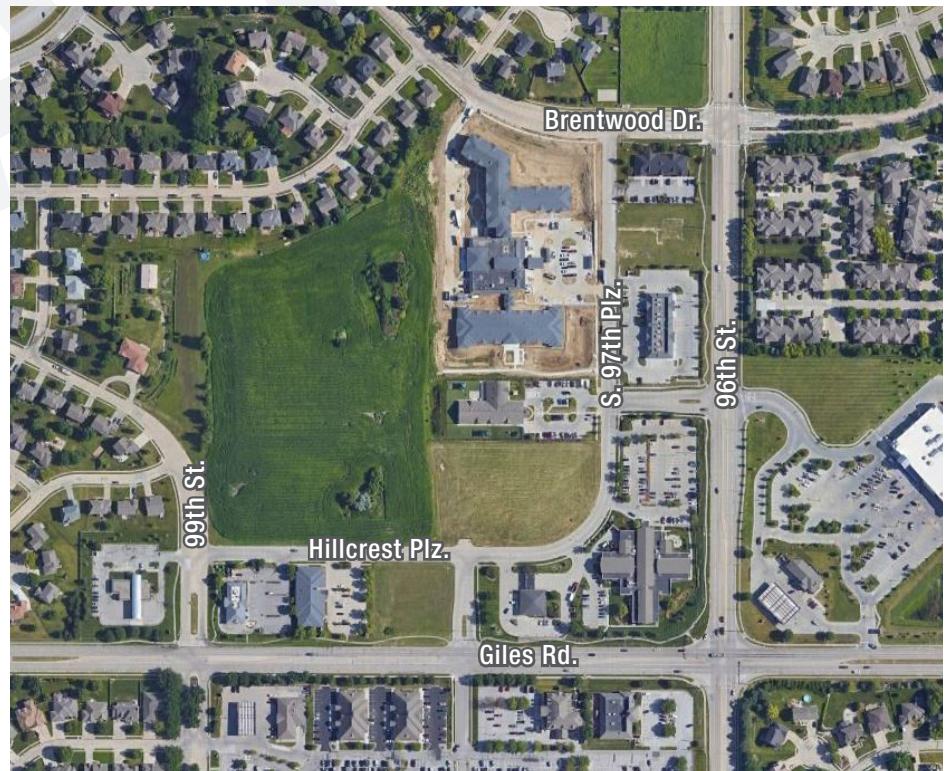
The site's relationship between well-designed suburban non-residential development along the Giles and 96th and single-family neighborhoods strongly suggests a transitional, primarily residential use for the Hillcrest parcels. Adjacency to the Meriwether, the CHI Health clinic, and significant health-related service businesses suggests living environments for older adults at a density compatible with surrounding neighborhood scale and financial feasibility. A potential program would be an independent living setting that complements the Meriwether but introduces a new-to-the-market building type.

Site access and circulation also present significant possibilities and limitations. A main site entrance on 98th Plaza provides the most direct access to Giles Road but will likely be converted to right-in/right-out. Development here may also create demand for a signal at 99th Street. Hillcrest and 97th Plazas were clearly designed to provide local access parallel to but off the adjacent arterials and connect to both Floyd Street and Brentwood Drive. The Meriwether has service access off Brentwood Drive and this existing drive could also be used by a new development. An existing path links the site to S. 97th Plaza along the south edge of the Meriwether.

## POLICY FRAMEWORK

The concept displayed on the subsequent page illustrates the following principles:

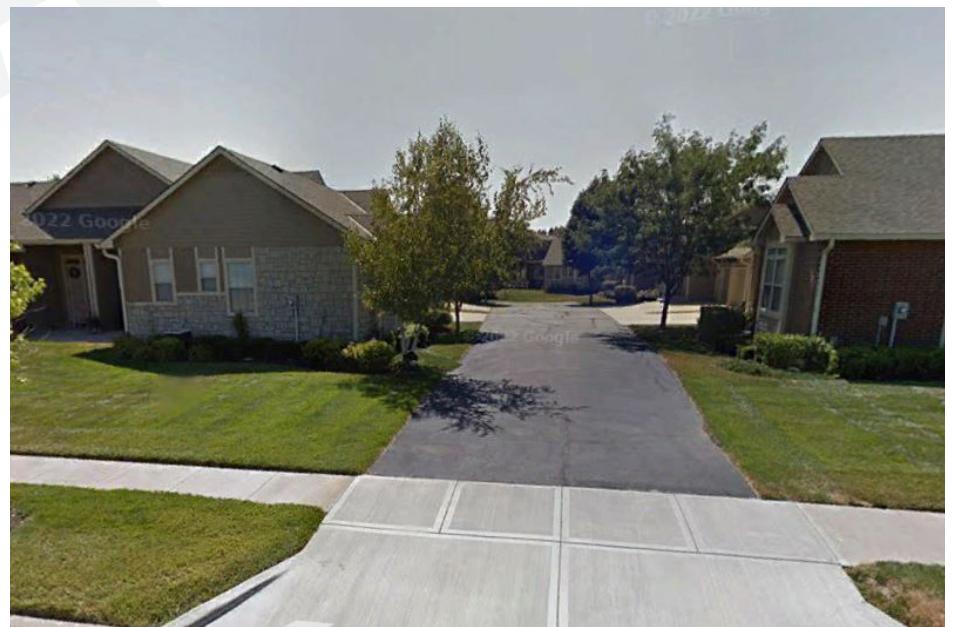
- **Independent living, single-level units at relatively high density.** Single-level units for older adults (55+) represent a significant need in the metropolitan market. While these units exist in villa projects, they tend to be built at relatively low-density and high cost. The solution shown here suggests a prototype sometimes described as "pinwheel" units, with common utility cores for economy, individual entrances and garages, and two exterior walls. This concept generates a gross density of about 9 units/acre.
- **Multifamily transition on the north side of Hillcrest Plaza.** More conventional multifamily buildings with three residential levels over parking would continue the density transition from single-family neighborhoods to the largely non-residential Giles corridor. This development would increase the overall site yield to about 18 units/acre, improving the project's economic performance.
- **Internal circulation.** Access to most of the attached units is provided through an internal network, with outlets to Hillcrest Plaza and Brentwood Drive via the Meriwether's service driveway. Most parking is provided in garages with a limited number of public guest spaces.





## Hillcrest Plaza Development Features

- 1 - The Meriwether
- 2 - "Pinwheel" 4-unit Villa Homes
- 3 - Attached 2-unit Villa Homes
- 4 - Multifamily Buildings: 3 levels over parking
- 5 - Peripheral Path and Buffer
- 6 - Central Greenway



Villas at Asbury, Olathe, KS. An example of "pinwheel" 4-unit attached villa homes

# 108th & Giles Development Site

## THE CONTEXT

The northeast corner of 108th and Giles is one of the larger undeveloped parcels remaining in the city. The 11-acre site is bordered by a large multifamily complex to the north (Brentwood Park Apartments) and single-family housing to the east. To the west lie light industrial uses, including Yahoo Data Center, that are separated by the 108th Street corridor. To the south are convenience commercial and light industrial uses. The framework of the circulation system is established with Brentwood Drive, Hillcrest Plaza, and 107th Streets with Brentwood Drive and 107th Streets providing access to 108th and Giles Roads respectively. The Comprehensive Plan envisioned the lots adjacent to Giles and 108th Street to be appealing for more commercial and office uses due to the traffic and high visibility of these corridors and the complementary uses to the south and west. However, the low density nature of those uses has resulted in slower conversion of these parcels.

## ANALYSIS

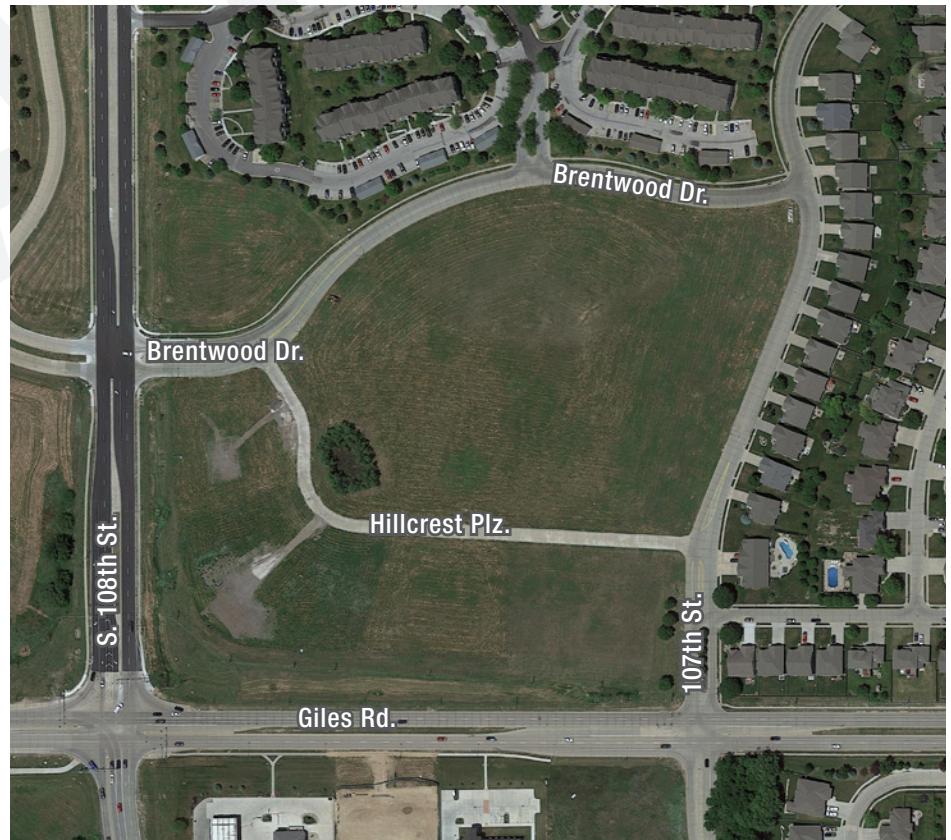
The market assessment, outlined earlier in this document, noted the continued demand for residential uses and slightly more conservative approach on the commercial side. However, future commercial demand is being determined by the number of households in the community today along with spending by the city's workforce. By adding households to this area, the market for commercial sites will grow. This is further supported by the market assessment that identified a demand for greater housing variety to meet every stage of life.

## POLICY FRAMEWORK

The following policies should guide development of this area:

- **Commercial uses framing the site.** Neighborhood scale (Urban Commercial) commercial uses should frame the site along 108th and Giles Road. Access to these sites will be off Hillcrest, therefore, the buildings should have a neighborhood scale with clear pedestrian access from sidewalks to front doors. The buildings will also have high visibility from two very busy streets and for this reason thoughtful design should be given to all buildings in accordance with existing city policy and regulations.
- **Residential uses on the interior of the site.** Residential uses should fill in the loop created by Brentwood Drive, Hillcrest Plaza, and 107th Street. The site is a prime location to address missing product types (including senior living options) and create a more balanced neighborhood. Units should have a "house" scale to them or no more than three stories and matching the form and design of the single-family units to the east. This also means that form and design will be more important than density. If units have a scale that easily blends with the single-family neighborhood, then the number of units within a structure is less important. Parking should not dominate the area both in paved surfaces and garage doors.

- **Clearly defined pedestrian circulation.** A well-developed circulation system should easily connect Brentwood Park apartments and the neighborhoods to the east with commercial developments along 108th Street and Giles Road. This may include a north/south walkway connecting the apartment entrance to Hillcrest Plaza and an eastern extension that connects 107th Street residents to the north/south spine. This system should connect to the West Papio Trail probably pushing a connection to the trail through Brentwood Drive toward the trailhead. Improved pedestrian signalization may be needed to address crossing of this large intersection.



# The Original Nines

## THE CONTEXT

The Original Nines are the first homes built in what would become La Vista. These homes sold for \$9,999 with \$200 down (which could be waived if the owner volunteered to paint the interior themselves). These homes were designed for easy access into home ownership. In other words, they were small and simply built. Some early residents even had issues with the quality of construction, including infrastructure and streets. Community leaders worked hard in the city's early years to address these issues and today the area remains an excellent opportunity for first-time home buyers. Like any housing that is now over 50 years old, units are needing upgrades and any delayed maintenance can evolve into structural issues. A number of the units have also been purchased by investors as rental properties. Generally, these units are maintained but there are instances of lack of maintenance/reinvestment.

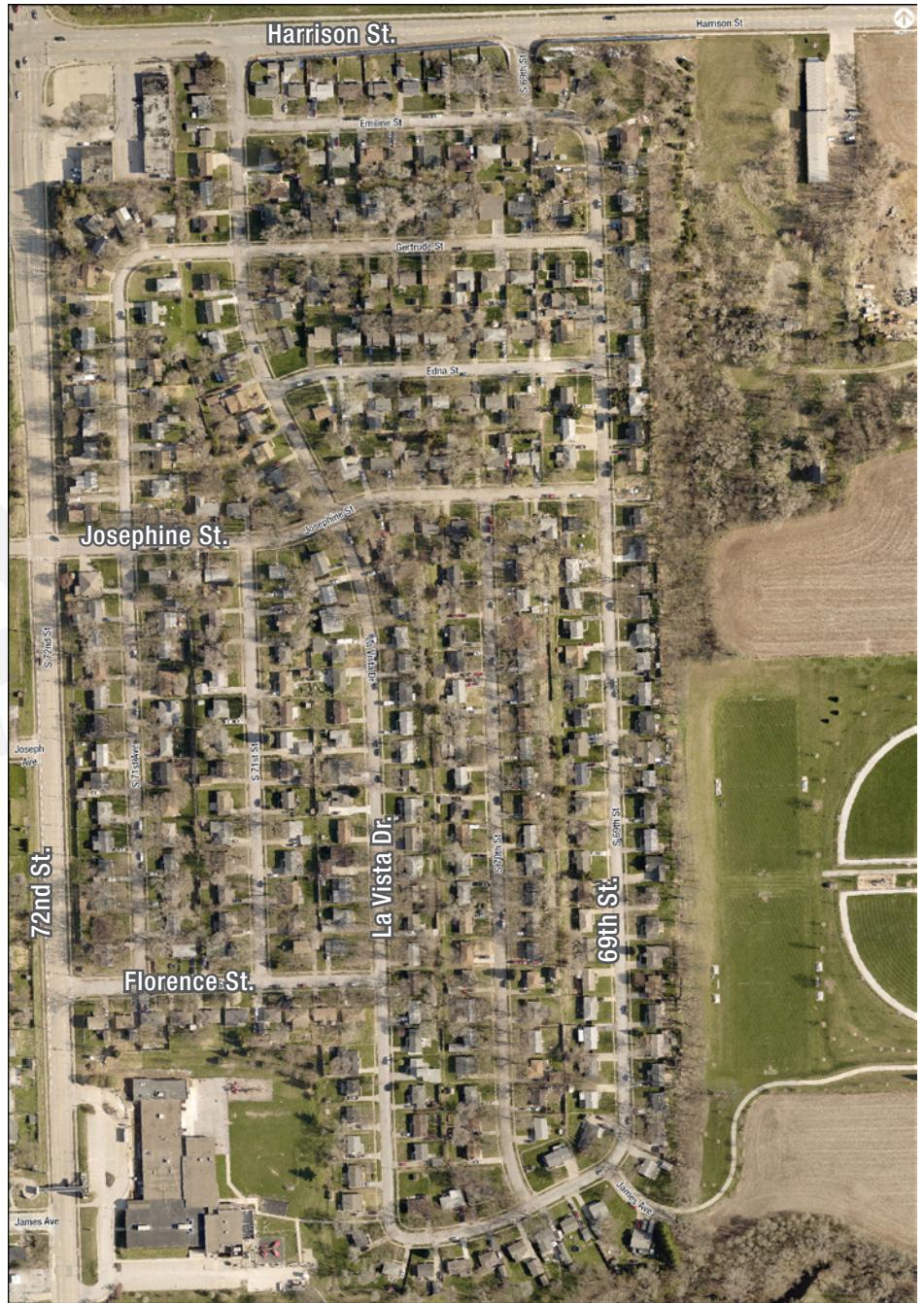
## ANALYSIS

A community's best source of affordable housing can be found within its existing housing stock. A new unit cannot be built at the price points of those found in the Original Nines. For this reason, preservation and reinvestment in these units is important. Many have been purchased by investors who maintain them at vary levels. These units were built for young families looking for affordable ownership options. This history should be honored, and pride in ownership encouraged through programs and policies that support home ownership.

## POLICY FRAMEWORK

The following policies should guide development of this area:

- **Preservation as the highest priority.** There are two main reasons that the city's highest priority should be preservation of these units.
  - » The homes are a piece of history and highlight the story of La Vista's founding and of the residential styles of the 1950s and 1960s.
  - » A community's best source of affordable owner-occupied housing is found within the existing housing stock. Homes that have recently sold in the area have averaged in the low \$200,000s or below, a price point the private market struggles to build today due to material and labor costs.
- **Variable infill development.** Demolition of homes should be avoided but in the cases where there are no alternatives, infill development should be encouraged. Within the interior of the subdivision, homes should be replaced with structures that fit the character of the surrounding units. This would mean single-story structures and garages that are off set from the main structure. Duplexes, attached single-family, or townhomes may be allowed along 72nd or Harrison streets. If done in the interior they need to be done at a scale and design that fits surrounding properties.



- **Continued infrastructure investments.** Continue to maintain and improve public facilities and infrastructure that support property owners' reinvestment.
- **Establishment of a rehab program.** City rehab programs are common in communities with older housing stock. They can be set up as grants, forgivable loans, or low interest loans. Historically, these have been funded through state or federal dollars, but these funds are often labor intensive to manage. For this reason, some communities have found more success in self-funded programs.
- **Non-profit partnerships.** There are several nonprofits in the metro area that work towards preservation of older housing with an aim toward entry level home ownership options. The city's role in this type of partnership could include waiving fees, rehab dollars, or assistance with securing units. These efforts should be aimed at increasing affordable ownership options and decreasing the number of absentee owners who put very little into the units.
- **Commercial redevelopment opportunity.** The older strip commercial center located at 72nd and Harrison should evolve overtime. Improvements or complete redevelopment should address the neighborhood as much as it addresses the intersection. Commercial uses should provide additional services and have good pedestrian access to the neighborhood.



# City Centre Environs

## THE CONTEXT

The City Centre Environs refers specifically to the areas just to the south of City Centre. Bordered by 84th Street on the west and Giles Road on the south. The area is dominated by a mixture of older and newer commercial uses. New users include a modern car wash and updated fast food. An older commercial strip center creates the eastern edge of the site. Overall, the area is very car oriented and unappealing for pedestrians or bicyclists. As City Centre is built out opportunities to evolve the City Centre Environs could occur.

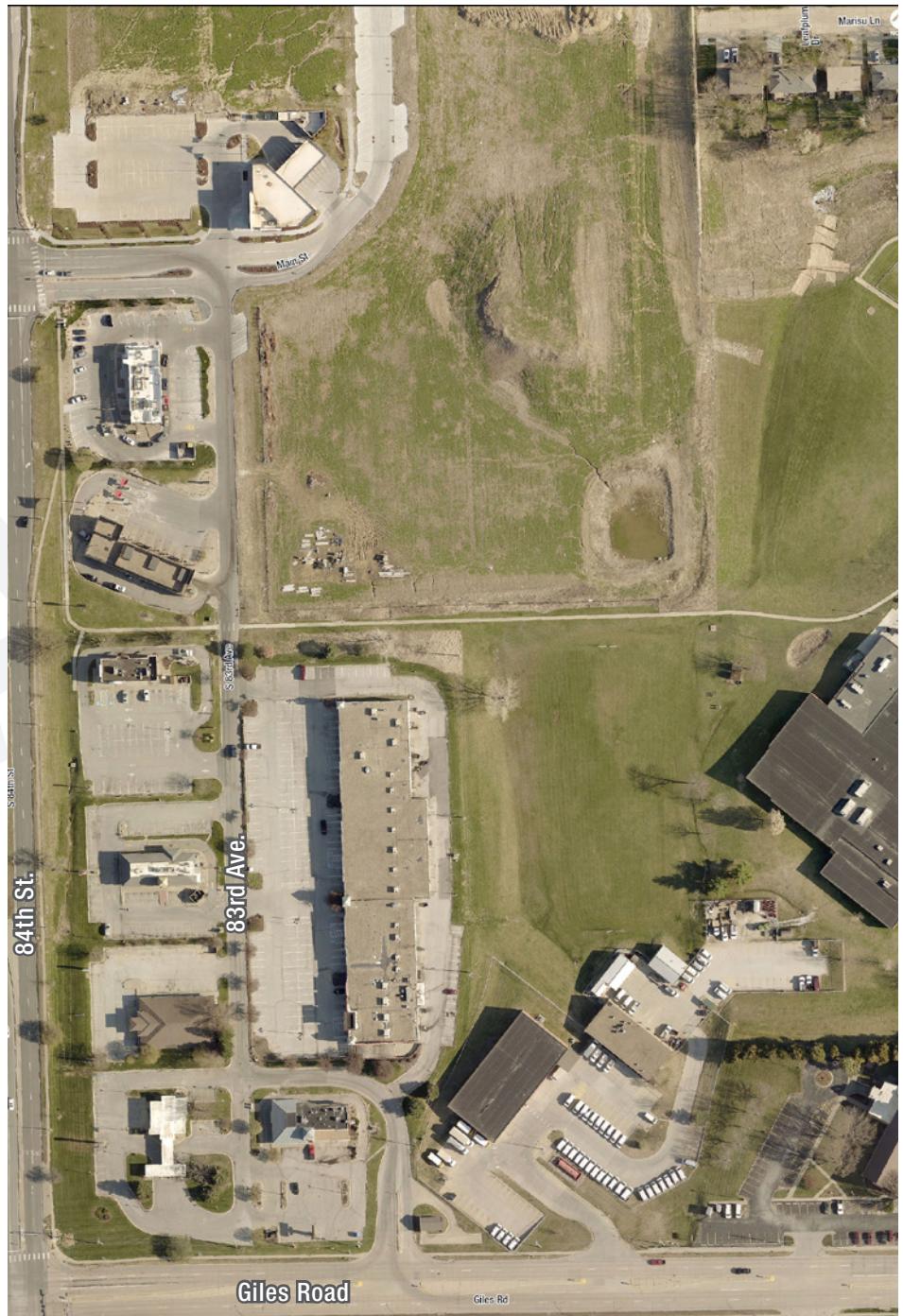
## ANALYSIS

The City Centre Environs is a heavily auto-oriented development. Trends indicate a preference towards more walkable environments, as is developing to the north. The market assessment indicated continued demand for commercial services, especially with added households and overall household growth. As demand for commercial services grows, areas like City Centre Environs should evolve to be more pedestrian friendly and connected to other uses.

## POLICY FRAMEWORK

The following policies should guide development of this area:

- **Encourage mixed-uses.** Future developments should transition away from the single-use, freestanding structures to more mixed-use developments, creating an integrated feel with the development to the north.
- **83rd Avenue improvements.** Today 83rd Avenue does not read as a street but rather an access aisle to parking. Redevelopment of the area should better define the street with developments addressing the street rather than parking lots, clear pedestrian zones and improvements to the intersection with Giles Road.
- **Improved pedestrian environment.** Pedestrian circulation should be improved with connections to City Centre and adjoining neighborhoods.
- **84th Street Streetscape Plan.** The implementation of this plan should continue and wrap around to Giles on the southern end of the development.



# La Vista Sports Complex

## CONTEXT

The La Vista Sports Complex area sits on the far eastern edge of the city bounded by Harrison Street on the north, the Big Papio Creek on the east, Hartwood Road on the south, and the Original Nine's neighborhood to the west. The area can feel isolated from the rest of the city due to the few through east west streets and the Big Papio floodplain to the east. The few remaining developable sites have garnered some interest, but the city has a limited number of spaces to expand recreational offerings.

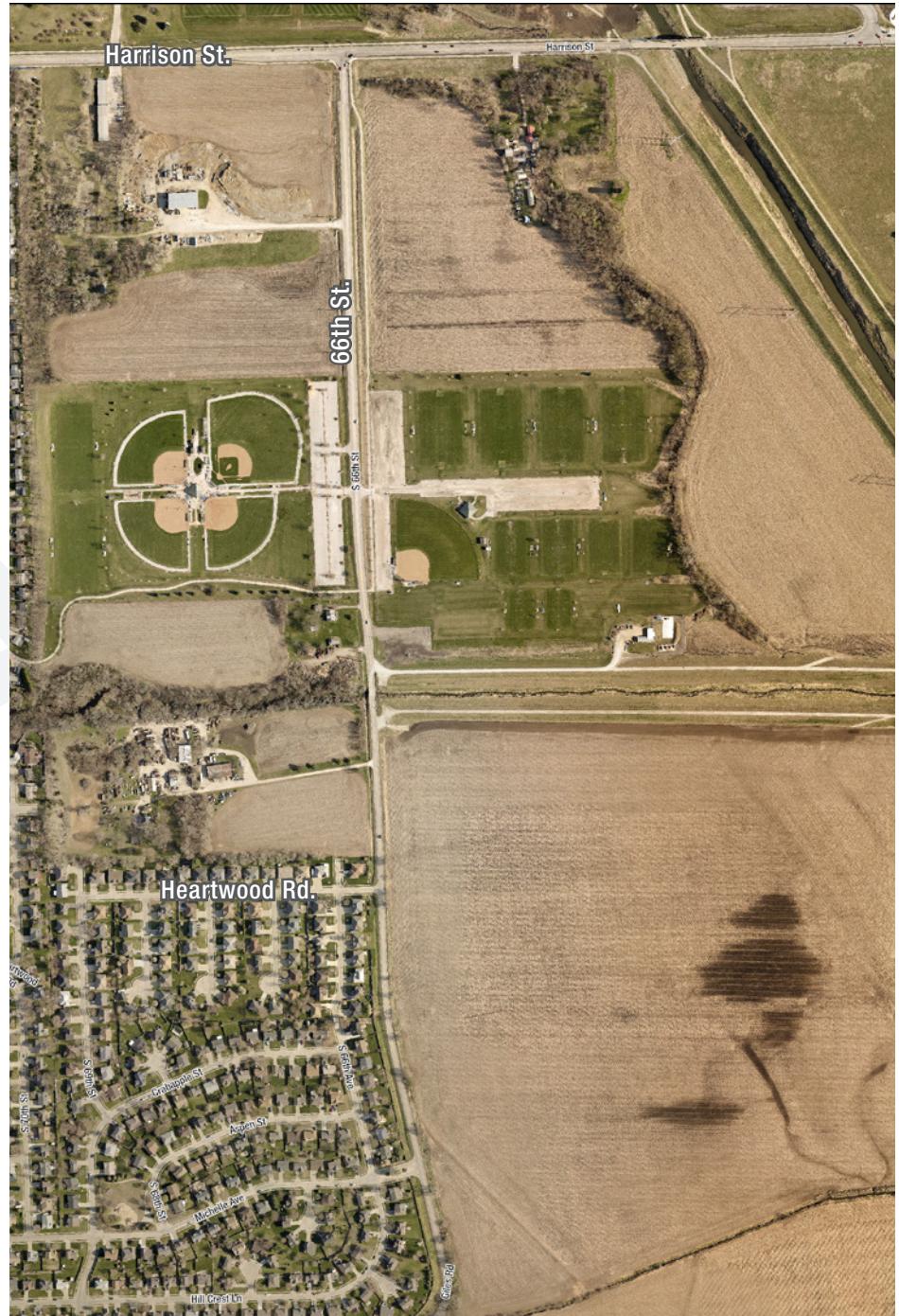
## ANALYSIS

A recreation analysis was not completed as part of this study, but the land use inventory indicates that there are limited opportunities for expansion of park and recreation services. The ratio of park land to residents is not the lowest of those communities highlighted in Table 2.5 (page 26) but it is also not the highest and below the multi-city average. As a community's population grows it must maintain a good level of park services. If household size grows through the addition of new young families, park services will need to expand.

## POLICY FRAMEWORK

The following policies should guide development of this area:

- **Complete a recreation analysis.** The city should complete an assessment of existing and future recreation needs before any final decisions are made on the future use of land adjoining the Sports Complex. Recreational interests are constantly evolving and understanding what current trends are and how the city is meeting those demands will be important to understanding future land needs.
- **Urban medium density residential.** For areas south of Thompson Creek and west of 66th Street, development should be at gross densities of six units per acre or higher and include single-family attached and small lot single-family units.
- **Urban higher density.** Facing Harrison, densities should be higher but fill a need not often found south of Harrison and west of 66th Street. This should include townhomes or row houses. With access to Harrison a mixed-use structure with neighborhood commercial or services on the lower level would expand options for the neighborhood.
- **Trail connectivity.** Future developments should have good quality pedestrian access that connects developments to G. Stanley Hall Elementary School, Parkview Boulevard, and the Big Papio Creek Trail.



# CONCLUSIONS & NEXT STEPS

The La Vista Land Use Plan articulates many policy and regulation recommendations to help the community achieve the vision expressed by community leaders and residents in the Comprehensive Plan process. Much of the city's next steps will be driven by development proposals that are brought forward. This part of the process will be similar to historic patterns of working with staff and Planning Commission to align proposed developments with the city policies and regulations.

The biggest proactive step the city can take is making updates to the Zoning Ordinance.

## Regulatory Updates

Sections or items within the city's zoning ordinance will need to be updated to remove barriers and facilitate the types of development the city desires. In several locations in this plan modifications to zoning districts were noted. Additionally, best practices should be applied to:

- » Parking requirements
- » Sign regulations
- » Home occupations
- » Accessory dwelling units
- » Dwelling size
- » Non-conforming lots

This list is a starting point from which each district should also be evaluated for best practices.

## Annual Evaluation

The Planning Commission should conduct an annual evaluation of the comprehensive plan. This evaluation should include a written report that:

- » Summarizes key land use developments and decisions during the past year and relates them to the comprehensive plan.
- » Reviews actions taken by the city during the past year to implement plan recommendations.
- » Defines any changes that should be made in the comprehensive plan.

The plan should be viewed as a document that is actively used by the city as a source of information and guidance on policy and public investment.

## ROLES AND RESPONSIBILITIES

The public, decision-makers, and staff must be concerned with the short and long-range consequences of present actions. Each of these groups plays a role in ensuring that decisions are made in the interest of good quality design and protecting the integrity of what makes La Vista an exceptional community.

### RESPONSIBILITIES: ELECTED/APPOINTED OFFICIALS

Decision-makers, along with staff, must be conscious of the rights of others. Decisions should expand choices and opportunities for all persons, including the disadvantaged, and promote economic integration. Officials include the City Council and City Boards and Commissions.

### RESPONSIBILITIES: CITY STAFF

City staff should continue to seek meaningful input from the public on the development of plans and programs. The La Vista Land Use Plan is rooted in a public engagement process, and thereby the goals and initiatives represent the aspirations of the community as a whole. Recommendations from staff to decision-makers should provide accurate information on planning issues to all affected persons and to governmental decision-makers.