



THE CAPITOL DISTRICT



PRESENTING BROCHURE

WHY DOWNTOWN OMAHA



A Vision Realized

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

A Promise Fulfilled

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

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

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

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

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

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

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

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

<http://www.selectgreateromaha.com/omaha/media/docs/publications/Greater%20Omaha%20Downtown%20Development%20Brochure.pdf>



Downtown Omaha

Downtown Development to Date	~\$3B
Daytime Population	28,000 Employees
Residential Population	6,000
Hotel Rooms	~2,200

Home to Four Fortune 500 Companies

- Berkshire Hathaway
- Union Pacific
- Peter Kiewit Sons, Inc.
- Mutual of Omaha

Home to Five Fortune 1000 Companies

- Green Plains Inc.,
- TD Ameritrade
- Valmont Industries
- West Corporation
- Werner Enterprises

WHY DOWNTOWN OMAHA



Diverse, Lively, Inclusive Community

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

Downtown Omaha delivers ...

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

National Recognition

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

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

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

- Rob Johnson

http://www.selectgreateromaha.com/News_Center-Recent_Rankings.aspx



Omaha, NE

Average Income
~10% Above National Average

Disposable Income

Cost of Living
10% - 15% Below National Average

Data courtesy of The Greater Omaha Chamber of Commerce www.selectgreateromaha.com

WHY THE CAPITOL DISTRICT



A Capstone Achievement

At one point, the vision for Downtown Omaha was just that: a vision. It has taken years ... decades even ... for the city to become the jewel it is today. Yet one piece remains missing.

The Capitol District occupies a key site for the future of Downtown Omaha. It will join the Old Market and the MECA event district; link the entire Riverfront to the historical core of Downtown; and complete pedestrian thruways and an accompanying world of commercial opportunities between the Arts and Trade District, through NoDo and to areas South and West.

Understanding the site's significance, Shamrock Development has designed a dynamic, mixed-use project with entertainment, dining, office, lodging and residential uses that engage visitors and the community alike.

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

A Unique Experience

Just minutes from the airport, The Capitol District is a short walk to Omaha's best entertainment venues and restaurants, as well as the city's most well-known businesses. Being adjacent to the biggest convention space in Nebraska and numerous recreational amenities — The Heartland of America Park, an extensive regional trail network and the Gene Leahy Mall — will make it a premier destination for residents and visitors alike.

Along with the finest hotel accommodations in the city, it will offer great views of the Missouri River and the inspiring Bob Kerrey Pedestrian bridge, creating a experience for everyone who thought they had seen all that Downtown Omaha has to offer.

Location

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

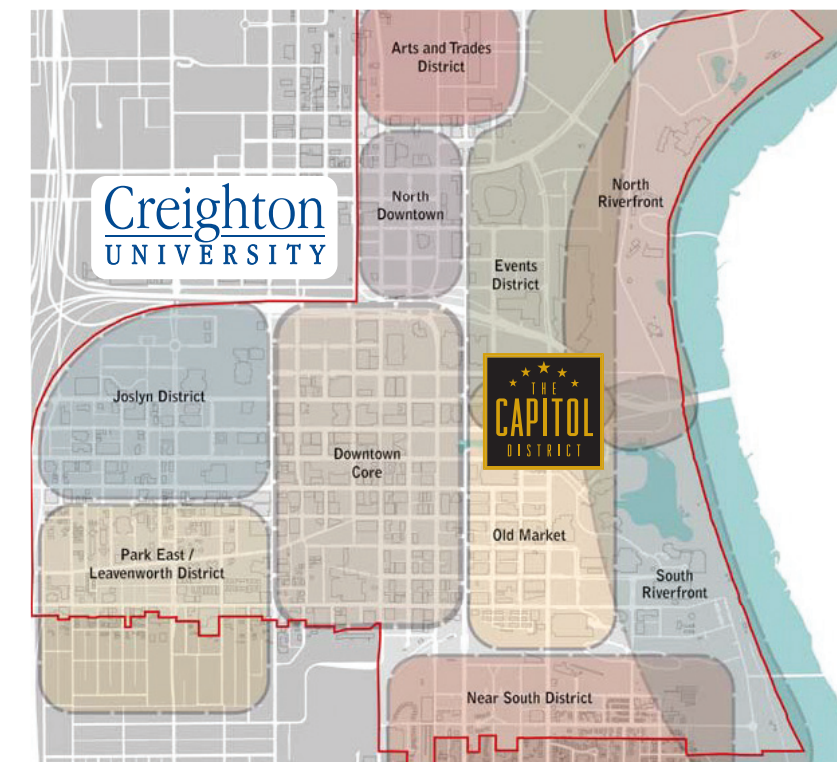
Anchor Projects

- Marriott Full-Service Hotel
- Two Urban Living projects
- Public and Private Parking
- Destination Dining and Entertainment District

Access & Visibility

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

The Capitol Districts' location is exposed to millions of local, regional & national visitors.



<http://issuu.com/greateromahachamber/docs/downtowndevelopment>

Airport Drive Times

Airport to:	
Capitol District	8 min
72nd & Dodge	20 min
114th & Dodge	25 min

THE CAPITOL DISTRICT LAND USE SUMMARY



A New “Heart” for Downtown

The Capitol District concept will build a new “heart” for Downtown Omaha by combining entertainment, lodging and retail space with new office, living and parking options ... situated at the crossroads of one of the country’s most vibrant and healthy cities.

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

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

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

Urban Living (218 Units): The Capitol District will include residential units surrounding and lofted above the entertainment-focused plaza, including:

- Close to 218 upscale urban apartments
- Amenities include: fitness center, club room and outdoor amenity deck
- A consistent focus on quality, efficiency and satisfaction

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

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

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

The Site Plan on the following page shows the location of the uses in relation to each other and the surrounding neighborhoods.



THE CAPITOL DISTRICT SITE PLAN



EIGHT LEVEL PARKING GARAGE – 505 STALLS

CAPITOL DISTRICT PLAZA

RETAIL

**OWH PARKING
550 STALLS**

CAPITOL DISTRICT PARKING GARAGE 505 STALLS
28 PARKS

LOT E PARKING - 81 STALLS
25 PARKS

DAVENPORT STREET

DOCK FESTIVAL ROAD AREA

APARTMENT LOBBY

NORTH RETAIL
21,511 SF

DOCK AREA

BALLROOM
RETAIL
11,185 SF

HOTEL LOBBY

**MARRIOTT HOTEL
WITH MEETING ROOMS &
BALLROOM**

APARTMENT
RETAIL
19,000 SF

HOTEL ENTRY

RETAIL WEST
12,000 SF

RETAIL EAST
8,600 SF

SIGNATURE RESTAURANT
6,000 SF

HOTEL ACCESS

COFFEE
1,300 SF

APARTMENT TOWER

CAPITOL AVE

CAPITOL PLACE

MIXED-USE TOWER

**SURFACE PARKING
230 STALLS**

(Available)
DJ DUGOUT

**25,000 SF
RETAIL
&
OFFICE SPACE**

**RETAIL
PARKING
1,280 STALLS**

**FORD
LOFT
CONDOS**

nosh
WINE LOUNGE

ONE THOUSAND
DODGE

**LOCAL
BEER, PATIO
AND KITCHEN**

DODGE ST

THE CAPITOL DISTRICT RETAIL



Entertainment/Dining/Retail Opportunity

Now leasing are highly visible entertainment/dining/retail spaces in Downtown Omaha's newest mixed-use, high-profile development. The target tenant mix includes dining and entertainment establishments which will thrive in the area immediately surrounding the unique Capitol District Plaza.

Amenities

Tenant leases in The Capitol District include the following amenities:

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

Omaha's Newest Dining & Entertainment District!



Distance: 1 Block

- Arena seats 18,300
- Convention Center features 194,000 SF of exhibit space
- 1.1 million attendance (2014 - 2015)
- 356 Events (2014 - 2015)
- Future expansion plans underway
- More than 15 million guests in the past 12 years



Distance: 3 Block

- Stadium Seats 24,000
- 501,000 in attendance (2013 - 2014)
- 65 Events (2013 - 2014)



Distance: 1 Block

- 350,000 estimated annual attendance (230,000 at Orpheum, 120,000 at Holland)
- 400 events annually (175 at Orpheum, 225 at Holland)

THE CAPITOL DISTRICT CONTEXT & ACCESS MAP



TD AMERITRADE
PARK

FROM AIRPORT

CREIGHTON
UNIVERSITY

RIVERFRONT

HILTON HOTEL &
CONVENTION CENTER

CENTURYLINK
CENTER

I-480

I-480

OMAHA
WORLD
HERALD

OMAHA
WORLD
HERALD

MARRIOTT
(FUTURE)

THE
CAPITOL
DISTRICT

CAPITOL AVE

OMAHA
PARK 8

DODGE ST

FIRST
NATIONAL
BANK

UNION
PACIFIC

OMAHA
WORLD
HERALD

HOLLAND
PERFORMING
ARTS CENTER

HILTON
GARDEN

COURTYARD
MARRIOTT

8TH ST

I-480

HEARTLAND
OF AMERICA PARK

DOUGLAS ST

DOUGLAS ST

GENE LEAHY MALL

10TH ST

CONAGRA

OLD MARKET

15TH ST

14TH ST

13TH ST

THE CAPITOL DISTRICT



The Plaza:

When you enter the heart of The Capitol District, you will know what it means to feel truly alive. It is the hub, the unabashed heart of Omaha's crown jewel ... and so much more.

Much as the piazza serves as the center of public activity in an Italian town, so The Plaza will serve The Capitol District. Open yet secluded, it will serve as a gathering place, a place to entertain and be entertained, somewhere you can relax on the grass or move to the beat ... above all, a place where one can engage in the great American pastime of people watching.

The Plaza will feature:

- Staging areas for concerts, television broadcasts and community events
- State-of-the-art lighting and sound systems
- Video programs throughout the space
- Flexible staging for events, gatherings and dining
- Designated an Entertainment District – allowing the outdoor sale and consumption of alcohol within the premises of The Capitol District. The first of its kind in Omaha.



THE CAPITOL DISTRICT RETAIL



Retail Space Available NOW!

Retail Available 2017

Retail Lease Offering (SPRING 2017)

Retail Floor Plates: **1,500 Square Feet to 25,325 Square Feet**
 Total Retail Space: **90,000 Square Feet**
 Price: **\$25 - \$35 Per Square Foot, NNN**
 Tenant Improvement: **Negotiable**
 Available: **Spring 2017**

The Lerner Company

BROKERAGE DEVELOPMENT MANAGEMENT

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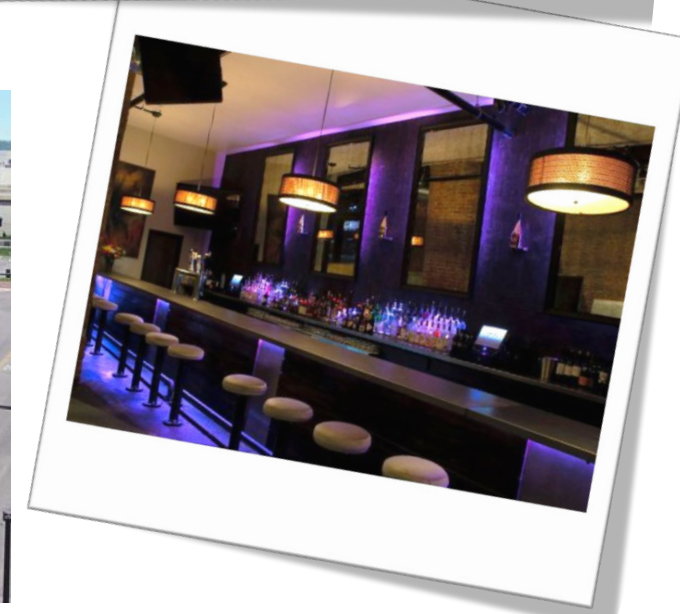
Boh Kurylo
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Capitol District – Existing Retail

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



Retail Lease Offering

Available Retail: **5,820 Square Feet**
 Total Retail Space: **29,216 Square Feet**
 Price: **\$25 Per Square Foot (NNN)**
 Tenant Improvement: **Negotiable**
 Available: **Now**
 Estimated Expenses: **\$5.80 PSF**

PARKING

CAPITOL DISTRICT URBAN PARKING PLAN

The Parking District has created a unique location access to 100% controlled parking areas within the plan and exclusive to users of the Capitol District for parking with many under utilized options in the immediate area. The Capitol District Urban Parking Plan will efficiently operate our controlled parking spaces in conjunction with our neighboring private and City parking lots and services to provide safe and monitored access to over 3,750 stalls within one block of the District and 4,580 within three blocks of the District.

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

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

Residential Parking

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

Retail Parking

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

Hotel Parking

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

Office Parking

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



CAPITOL DISTRICT URBAN PARKING PLAN

I-480

**OWH
Garage
550**
Evening

**Capitol District
Garage
Six-Level
505**

**Lot E
81**

Apt Tower

**Mixed Use Tower
70**

Marriott

**9th
Street Lot
68**

**Riverfront Parking
98 (Free)**

**Omaha
Park 8
Garage
1,280**
Evening

**Surface Parking
230 stalls**

**Capitol
Place**

**Central
Sales
80**

PARKING				
LOT	TOTAL	Guar.	Price	Availability
Capitol District - Private	225			Residential Only
Capitol District - Public	225	100	110	Reserved 24 Hours
MECA Lot E	81	57	95	Assigned Workday
9th Street Lot	68	68		Assigned Workday
Visitor Garage				Validation Available
Total Stalls Available		300		

PARKING KEY:

Dedicated
Capitol District

Other Available
Parking

**Courtyard
Marriott
20**

**City Park Surface Pkg
135**

Hotel Rooms

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

#	Hotel	Rooms	Limited or Full Service
1	Capitol District Marriott	334	334
2	Hilton Omaha	600	600
3	Courtyard by Marriott	181	181
4	Hilton Garden Inn	178	178
5	Fairfield Inn	113	113
6	Holiday Inn	114	114
7	Homewood Suites	123	123
8	Hampton Inn & Suites	103	103
9	DoubleTree Hotel	413	413
10	Residence Inn - NEW	152	152
11	Embassy Suites	145	145
12	Hyatt Place - NEW	159	159
13	Hotel Deco	89	89
14	Magnolia Hotel	146	146
TOTAL:		2,850	2,850

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



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