

LONG SCHOOL MARKETPLACE

1500 North 24th Street
Omaha, NE 68110

FOR LEASE

1,209–11,183 Sq. Ft. Space Available
Rates: \$8-\$11 per square foot, NNN
Lease Options: *Negotiable*
Tenant Improvement Allowance Available



Demographics*

	2 mile	3 mile
Population	43,161	167,655
Male	51.7%	50.2%
Female	48.3%	49.8%
Median Age	29.5	31.8
Total # Housing Units	16,872	66,995
Average Household Size	2.38	2.35
Median Household Income	\$23,615	\$31,718
Aggregate Household Income	\$496,417,300	\$2,698,322,100

Traffic Counts**

HWY 75 (N 27th ST) & Hamilton ST 59,000

*U.S. Census, 2000
**MAPA, 2006

Long School Marketplace is one of the newest retail entries into the downtown Omaha area. Located at the intersection of North 24th and Hamilton Streets, the Marketplace consists of:

- a 22,740 sq. ft. retail strip completed in the summer of 2005
- one pad site (1.40 acres) with an available build-to-suit option
- one anchor site (2.85 acres) also available for build-to-suit and
- 5 parking stalls per 1,000 square feet of building space.

This retail mall has excellent street visibility. There is regular foot, city bus and automobile traffic. It is located directly across the street from the newest business park in the community which employs approximately 200 individuals. Since the 2000 census, this community has seen the completion of a major mixed-income residential subdivision. A second housing development as well as additional commercial expansion is currently underway.



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**FOR LEASING INFO
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RETAIL OPPORTUNITIES

RETAIL CATEGORY	OPPORTUNITY GAP*** (Unmet Demand)
Electronic & Appliance Stores	\$11,248,616
Food & Beverage Stores	\$31,736,387
Health & Personal Care Stores	\$34,010,910
Clothing & Clothing Accessories	\$50,500,560
Lawn, Garden Equipment, Supplies Stores	\$ 9,800,905
Sporting Goods, Hobby & Musical Instrument	\$11,762,897

***Claritas 2007 RMP Opportunity Gap, 3 mile radius

LONG SCHOOL MARKETPLACE AREA ANALYSIS

General Findings:

- ◆ The demand for retail services in this emerging community will continue to increase, in part, because of growth in the number of households and household incomes. This is largely attributable to current and projected revitalization initiatives underway. In addition, increased development of office space and hotels in the surrounding areas proximate to this community will contribute to the increased demand for retail services.
- ◆ Long School Marketplace is one of the newest retail entries into the growing downtown and riverfront area in Omaha. The retail mall is nestled within a designated area that is part of a strategic revitalization plan spearheaded by the Omaha Chamber of Commerce. This community is slated for the construction of approximately 250 new housing units.

Retail Opportunity:

- ◆ Various studies as well as area resident (including Creighton's student population) and local business surveys indicate a high demand for the retail opportunities identified below.

A. Clothing and Clothing Accessories:

- Total unmet consumer demand for clothing and clothing accessories exceeds \$50,500,000.
- Categories with the highest unmet demand include:
 - Women's Clothing: \$9,830,000+
 - Family Clothing: \$24,600,000+
 - Shoes: \$9,390,000+

B. Health and Personal Care:

- Total unmet consumer demand for health and personal care goods exceeds \$34,000,000.
- Topping the list in this area are pharmacy/drug stores with an unmet demand exceeding \$23,500,000.

C. Food and Beverage Retail:

- Total unmet consumer demand for food and beverage retail in North Omaha exceeds \$31,730,000.
- Topping the list in this area is a supermarket/grocery store with an unmet demand exceeding \$19,900,000.

Surrounding Sites:

- ◆ Creighton University (5 blocks south of Long School Marketplace or less than 1 minute driving time)
- ◆ North Downtown Omaha (1.09 miles southeast of Long School Marketplace or less than 2 minutes driving time)
- ◆ Qwest Center (1.96 miles southeast of Long School Marketplace or 4 minutes driving time)
- ◆ Riverfront (2.09 miles southeast of Long School Marketplace or 5 minutes driving time)
- ◆ Eppley Airfield (3.74 miles northeast of Long School Marketplace or 8 minutes driving time)