



CHAPTER 4: OUR COMMITMENT

- LIVE LONG: GOALS AND POLICIES
- WORK HARD: GOALS AND POLICIES
- SHOP LOCAL: GOALS AND POLICIES
- HAVE FUN: GOALS AND POLICIES
- MOVE ABOUT: GOALS AND POLICIES
- PROSPER: GOALS AND POLICIES



GOALS AND SUPPORTING POLICIES

The following sections identify goals and broad policies for each element of the Plan. These elements are interconnected; the goals and policies have been developed together, and they reinforce goals from other elements as well as the land use pattern illustrated in the Future Land Use Map. Strategic actions to accomplish the goals are found in Chapter 5, Our Resolve.

The six topic elements in order are:

**LIVE LONG
WORK HARD
SHOP LOCAL
HAVE FUN
MOVE ABOUT
AND PROSPER**



LIVE LONG

A FRIENDLY NEIGHBORHOOD IN AN URBAN SETTING





LIVE LONG

GOALS & POLICIES

LIVE-1: Promote preservation and stability of older residential neighborhoods.

- LIVE-1.1:** Identify community partners and seek resources to provide grants, revolving low interest loans, and other financial assistance to owner-occupied low- and moderate-income households to upgrade their homes.
- LIVE-1.2:** Identify and assess the infrastructure needs of older neighborhoods and provide for improvements necessary to maintain their sustainability through the Capital Improvement Program (CIP) process.
- LIVE-1.3:** Uphold a high standard of property maintenance. Conduct proactive property maintenance education, outreach, and code enforcement.
- LIVE-1.4:** Facilitate successful neighborhoods through communication and community involvement. Establish and maintain collaborative neighborhood partnerships.
- LIVE-1.5:** Keep neighborhoods safe through proactive community policing, fire prevention and emergency preparedness.
- LIVE-1.6:** Continue to enforce compliance with the rental inspection program to ensure compliance with building, plumbing, electrical, fire, and maintenance codes to ensure safe housing conditions are being met.
- LIVE-1.7:** Use redevelopment tools to encourage revitalization or redevelopment of aging properties.

LIVE-2: Maintain the balance of diverse, high-quality housing that appeals to people of varying backgrounds, incomes and abilities.

- LIVE-2.1:** Promote the development of housing that accommodates a range of lifestyles, from residences on quiet streets to luxury apartments within La Vista City Centre.
- LIVE-2.2:** Promote the development of housing types and supportive programs for people of retirement age, allowing residents to age in place with access to daily services.
- LIVE-2.3:** Create a promotional program to market La Vista.
- LIVE-2.4:** Explore the idea of what a neighborhood redevelopment project might look like and where it might be located.
- LIVE-2.5:** Evaluate the housing needs of future populations of La Vista to maintain housing diversity within the area housing market.

LIVE-3: Integrate quality, higher-density housing with restaurants, retail, office and amenities in mixed-use environments.

- LIVE-3.1:** Develop a local shopping and leisure destination that will function as La Vista's city center, to create a place of civic pride, enhance the City's identity, and attract visitors, consistent with "A Vision Plan for 84th Street."
- LIVE-3.2:** Support redevelopment that includes a variety of housing types and opportunities to enable a wide variety of incomes, age groups, and lifestyles to live within the community.
- LIVE-3.3:** Connect the 84th Street corridor to nearby parks and trails, and expand the trail network to connect neighborhoods on both sides of 84th Street to each other.
- LIVE-3.4:** Provide a high-quality pedestrian environment, bicycle facilities, and frequent transit service to encourage active transportation in this emerging city center.

LIVE-4: Preserve the safety, walkability, and attractiveness of residential neighborhoods.

- LIVE-4.1:** Enhance connections between neighborhoods, commercial centers, parks, and community services with complete streets, underpasses, trail connections, and intersection improvements that provide access for pedestrians, cyclists, and the disabled.
- LIVE-4.2:** Integrate public buildings and facilities into adjacent neighborhoods to help create a more walkable, active, and healthier community.
- LIVE-4.3:** Develop close relationships between public safety personnel and neighborhoods to promote cooperation and safety.
- LIVE-4.4:** Provide family-friendly amenities throughout the City by maintaining and upgrading existing parks.



WORK HARD

A HIGH-QUALITY EMPLOYMENT HUB THAT ATTRACTS A
SKILLED AND VIBRANT WORKFORCE





WORK HARD

GOALS & POLICIES

WORK-1: Develop regional economic generators, considering the city's existing and desired competitive advantages.

- WORK-1.1:** Market La Vista as the progressive, opportunity-rich city in the region supported by access to transportation and infrastructure systems.
- WORK-1.2:** Continue to strengthen partnerships among the state and local governments regarding major employers and industries and the impact of state incentives.
- WORK-1.3:** Continue to market the City's existing business clusters, convention centers, hotels, and retail at Southport as well as quality of life factors that attract similar businesses.
- WORK-1.4:** Promote good design principles and high quality development with urban amenities and vibrant spaces that are attractive to businesses and a highly skilled workforce.
- WORK-1.5:** Promote locations for additional corporate headquarters, including La Vista City Centre.
- WORK-1.6:** Continue a strong relationship with the Sarpy Chamber of Commerce, the Sarpy County Economic Development Corporation and Greater Omaha Economic Development Partnership, and the State for assistance in securing new economic development opportunities.
- WORK-1.7:** Utilize local, state, and federal funding sources to assist with new business development, including the use of tax increment financing.
- WORK-1.8:** Leverage public / private resources to focus development or redevelopment to economic centers.

WORK-2: Support programs emphasizing local businesses.

- WORK-2.1:** Partner with programs that encourage purchasing products from independent and local businesses, such as “Shop Local” days.
- WORK-2.2:** Identify and market those destinations that are unique to La Vista and highlight those opportunities to attract additional, supporting economic development into the City.
- WORK-2.3:** Identify opportunities to support the local brewing industry and help to further establish the community as a statewide, recognized craft brewing location.

WORK-3: Create a dynamic urban environment that is the preferred location for innovative, creative businesses and emerging industries.

- WORK-3.1:** Support and attract targeted industry clusters related to information technology, business incubators, entrepreneurial networks, and business development programs.
- WORK-3.2:** Create, brand, and market technology districts that have a higher degree of investments in fiber, broadband, sustainable design, transportation, and amenities to attract businesses and a highly skilled workforce.
- WORK-3.3:** Support the development of new live/work units in areas adjacent to large-scale employment areas.
- WORK-3.4:** Develop quality of life assets that are attractive to this workforce including trails, open space, parks, urban amenities, and technology infrastructure.
- WORK-3.5:** Foster arts and culture as a key contributor to attracting creative businesses and talented individuals.



SHOP LOCAL

A DISTINCT, ENDURING, WALKABLE AND MIXED-USE SHOPPING
AND ENTERTAINMENT DESTINATION

COSTCO

WHOLESALE

ENTRANCE

EXIT

FRI 10:00 - 8:00
SAT 9:30 - 6:00
SUN 10:00 - 6:00

COSTCO
FRIED & BREADED
PORK CHOPS
1.95
2.35
1.19



SHOP LOCAL

GOALS & POLICIES

SHOP-1: Establish the city as a regional destination.

- SHOP-1.1:** Develop an entertainment and tourism strategy.
- SHOP-1.2:** Bolster the City as a regional shopping and entertainment destination by continuing to attract higher-end, national entertainment and retail chains near existing retail, hotel, and employment areas, such as Cabela's and Costco.
- SHOP-1.3:** Co-locate entertainment, employment, recreation, lodging, conference facilities, and retail amenities to capitalize on the synergies of these uses and attract additional in-commuters.
- SHOP-1.4:** Invest in high-quality streetscapes in these areas, including plazas, public art, pedestrian amenities, and wayfinding signage (the process of getting a visitor from point A to B).
- SHOP-1.5:** Continue to implement a high level of architectural design standards for development in order to maintain a welcoming destination that will remain vibrant for many years.

SHOP-2: Establish the city as a place for local shopping and entertainment.

- SHOP-2.1:** Develop a retail and restaurant strategy to help develop locally owned retailers and restaurants, breweries, mobile food vendors, and contemporary shopping venues in the Southport and City Centre districts.
- SHOP-2.2:** Develop La Vista City Centre as a place focused on culture and entertainment, recreation, retail, office and housing.
- SHOP-2.3:** Continue to identify, prioritize, and incentivize targeted locations for redevelopment and capital improvements along 84th Street.
- SHOP-2.4:** Redevelop underutilized commercial space on both sides of 84th Street into new mixed-use areas that include a variety of housing, office space, and retail.
- SHOP-2.5:** Continue, add, and improve special events within the City's entertainment areas.
- SHOP-2.6:** Encourage artists and other creative individuals by promoting live / work centers and spaces that generate social activity.
- SHOP-2.7:** Focus on removal and prevention of substandard and blighted conditions in areas identified for redevelopment.

SHOP-3: Create new public spaces and connections.

- SHOP-3.1:** Create new vibrant public places within retail and entertainment areas, especially La Vista City Centre, that include event space such as an amphitheater, art installations, water features, sidewalk cafes, street festivals, farmers markets and other events and amenities that bring the community together.
- SHOP-3.2:** Create public spaces that attract and engage children and serve as gathering spaces for children and families.
- SHOP-3.3:** Install streetscape improvements along 84th Street, including landscaping, wayfinding, lookout areas or view corridors, and other amenities.
- SHOP-3.4:** Implement design guidelines that embrace the creation of an urban streetscape in La Vista City Centre.
- SHOP-3.5:** Develop new trails and greenways to connect the regional trail system to each major retail, employment, and entertainment area.
- SHOP-3.6:** Encourage restaurants and bars to provide outdoor patios that add visual interest and vitality to the street.



MOVE ABOUT

A CONNECTED AND UNIVERSALLY ACCESSIBLE MULTIMODAL
TRANSPORTATION NETWORK





MOVE ABOUT

GOALS & POLICIES

MOVE-1: Promote physical activity through universally accessible parks, recreation and trail facilities.

- MOVE-1.1:** Provide an on-street and off-street, multi-use trail system that connects residential neighborhoods, commercial centers, places of employment, schools and parks to encourage and facilitate access and active transportation.
- MOVE-1.2:** Designate green streets that provide connections between parks, schools, and the trail system, and incorporate wider sidewalks, ample landscaping, and street furniture.
- MOVE-1.3:** Ensure that parks, recreation facilities, and trails are well maintained and usable year round.
- MOVE-1.4:** Utilize pedestrian and bicycle priority signals and other technologies that improve safety and convenience, and focus this technology in areas where there is a demand to facilitate better pedestrian and bicycle traffic.
- MOVE-1.5:** Promote the development of detached sidewalks and pedestrian amenities, such as tree lawns and landscaping; benches; wayfinding signage; and beautification features such as artwork or murals to energize and activate the public realm.
- MOVE-1.6:** Promote expansion of Heartland B-cycle from Omaha to La Vista with stations at major destinations.
- MOVE-1.7:** Provide pedestrian and bicycle tunnels or bridges across major barriers, especially at: Applewood Creek greenway at Giles Road, 84th Street at Civic Center Park and across the West Papio Creek.
- MOVE-1.8:** Maintain and improve pedestrian crossings with paint or special paving and incorporate raised medians into major and minor arterials to provide a refuge for individuals who can't cross the street in one signal cycle.

MOVE-2: Enhance the existing right-of-way to ensure a safe, connected, comfortable, efficient and accessible, multimodal transportation system.

- MOVE-2.1:** Maintain design standards and policies for various classes of streets, roads, highways and bridges to enhance the function and safety of the roadway network.
- MOVE-2.2:** Adopt and maintain a coordinated plan for maintenance and improvement of all streets, highways, and bridges in the community, including paving, curbs, gutters, street lighting, curb cuts, replacements, etc.
- MOVE-2.3:** Monitor and control traffic through town in an effort to ensure safe and efficient movement of pedestrians, cyclists, transit, and vehicles.
- MOVE-2.4:** Designate safe routes to schools that maximize green streets, prioritizing improvements along these routes and marketing them to students and surrounding neighborhoods.
- MOVE-2.5:** Create a connected network of complete streets that prioritize infrastructure for pedestrians, bicyclists, and transit riders.
- MOVE-2.6:** Achieve the goals of area transit plans through effective planning and continued partnerships with other local governments and transportation providers.
- MOVE-2.7:** Create transit hubs including transit, bike- and car-sharing.

MOVE-3: Enhance the physical appearance and character of the community, with special emphasis on commercial corridors and community gateways.

- MOVE-3.1:** Create entryways into La Vista that feature streetscapes to immediately distinguish the City as attractive and pedestrian oriented with an array of landscaping, street furniture, banners, signage, and decorative lighting, that promotes walkability and reduced traffic congestion.
- MOVE-3.2:** Create and implement a commercial corridor beautification plan with emphasis on ample landscaping, artistic sidewalk paving, street furniture, benches and lighting. Reinforce the City's identity along:
- Harrison Street
 - Giles Road
 - 72nd Street
 - 84th Street
 - 96th Street
 - 108th Street
- MOVE-3.3:** Maintain and enhance urban design standards for key corridors that require thoughtful site design and creative architecture that will help elevate the City's identity.
- MOVE-3.4:** As commercial corridors redevelop, encourage adequate parking facilities be located behind and/or to the side of buildings to create a well-defined street wall.



A young boy in catcher's gear is sliding into a base on a baseball field. He is wearing a black chest protector, black leg pads, and a tan baseball glove. The background shows a chain-link fence and green trees. The text "HAVE FUN" is overlaid in large white letters.

HAVE FUN

AN ENHANCED, NATURAL, RECREATIONAL AND ACTIVE ENVIRONMENT



HAVE FUN

GOALS & POLICIES

FUN-1: Support the creation of a primary and secondary east-west trail system with connections to local networks.

- FUN-1.1:** Incorporate the trail system projects into the Capital Improvement Program (CIP) and seek funding sources.
- FUN-1.2:** Utilize existing amenities for trail alignments including greenways and stream systems, parks and civic uses, and existing roadway rights-of-way (on-street, expanded sidewalks, paved shoulders).
- FUN-1.3:** Create a system of strategically placed trailheads and wayfinding. Integrate sustainable materials and/or technologies into trailheads and trail amenities, such as solar energy benches with USB charging stations.

FUN-2: Continue to provide a wide variety of park types and expand recreation options and programs.

- FUN-2.1:** Include expanded recreational options such as dog parks, expanded community gardens, a swimming pool and/or splash pads, and additional or enhanced playgrounds.
- FUN-2.2:** Continue to maintain the existing park system and implement the projects shown on the park improvement plans through the CIP.
- FUN-2.3:** Create a wayfinding system for all parks. Create themes and art placement to brand park recognition.
- FUN-2.4:** Continue partnering with Papillion-La Vista Community Schools to co-locate recreational and school uses; to provide safe routes to school; and to co-locate trails systems to and through school sites.

- FUN-2.5:** Continue to provide, improve, and expand the scope of lifelong recreation programs for a set of diverse users.
- FUN-2.6:** Continue to develop and maintain indoor and outdoor recreation facilities to meet diverse needs.
- FUN-2.7:** Expand the number and geographic availability of community gardens.

FUN-3: Promote the ecology of streams and open drainageway systems by evolving them into trail system with educational/interpretational components.

- FUN-3.1:** Identify trails along drainageways with branding, art, and signage to reinforce the City's identity and educate residents about water quality and the protection of environmentally sensitive areas.
- FUN-3.2:** Continue outreach and public education to promote the importance of good storm water management practices.
- FUN-3.3:** Utilize floodplain easements and stream setback ordinances to further protect, preserve and restore natural amenities and stream channels.
- FUN-3.4:** Continue redevelopment of the Thompson Creek channel through trail connections, landscaping and other amenities.

FUN-4: Continue to support and expand the city's unique, high-quality community events and cultural services year-round to residents and visitors alike.

- FUN-4.1:** Plan and produce community-based projects directed at improving the quality of life and creating a sense of community for all residents of La Vista, such as the Taste of La Vista.
- FUN-4.2:** Create a hierarchy of community gathering spaces, including:
- Large scale event space associated with Southport
 - Community-scale event space at La Vista City Centre, including Civic Center Park/Central Park
 - Small neighborhood gathering spaces, open areas, gazebos or pavilions at neighborhood parks
- FUN-4.3:** Partner with event organizers and promoters to hold festivals, concerts, and other events in community gathering spaces.
- FUN-4.4:** Maintain existing partnerships and develop new relationships among community organizations, volunteers and other local governments to support recreational services and achieve higher levels of service.
- FUN-4.5:** Encourage arts organizations to grow a more active, creative culture through live music, festivals, and other creative offerings.



AND PROSPER

A HEALTHY, SAFE AND INSPIRED POPULATION



AND PROSPER

GOALS & POLICIES

PROSPER-1:

Promote environmental sustainability through clean sources of energy, and through conservation of energy and natural resources.

- PROSPER-1.1: Ensure new development provides “green” infrastructure improvements necessary to protect the environment, such as reduced impervious coverage.
- PROSPER-1.2: Integrate “green” infrastructure elements such as tree planting, gardens, stormwater treatment and infiltration systems, and green streets into the urban design of the City.
- PROSPER-1.3: Continue the community forestry management program Tree City USA.
- PROSPER-1.4: Reduce pollution in all creeks from stormwater runoff by continuing to educate the public on non-point sources of pollution.
- PROSPER-1.5: Continue to monitor the health of specific stream segments, particularly Thompson Creek, and maintain or implement strategies to restore streams where feasible.
- PROSPER-1.6: Provide storm water treatment, street cleaning, flood control, and similar environmental best management practices that protect water quality.
- PROSPER-1.7: Ensure infrastructure systems are well-maintained to respect the limitations of our natural resources.
- PROSPER-1.8: Reduce ground-level air pollution by participating in a regional Clean Air Action Plan that is responsive to changing conditions and regulatory requirements.
- PROSPER-1.9: Encourage neighborhood clean-ups by continuing the spring / fall clean-up days which provide recycling and removal of trash and debris from neighborhoods.
- PROSPER-1.10: Reduce energy consumption and waste generation in all public buildings, and investigate renewable sources (such as solar and wind).

PROSPER-2: Stimulate, support and value innovative and public art as a community.

- PROSPER-2.1:** Support modern services, business and industry, in an effort to attract the creative class.
- PROSPER-2.2:** Create an awards program or event to recognize the most innovative individuals, businesses, and agencies in the community.
- PROSPER-2.3:** Encourage new approaches to the creation or presentation of art, or new ways of engaging the public, particularly children, with art.
- PROSPER-2.4:** Ensure that our public spaces and buildings reflect design excellence and are beautiful places.
- PROSPER-2.5:** Develop a vibrant public art program and incorporate art installations into government-owned buildings and outdoor spaces, investigating the feasibility of such installments at:
- City Hall
 - Civic Center Park
 - Trailheads
 - Gateways
 - Senior Center/Recreation Center
 - Sarpy Center/La Vista Public Library
 - Other public facilities
- PROSPER-2.6:** Increase philanthropic and resident support and participation in artistic and creative activities.

PROSPER-3: Ensure a transparent and accountable government that values the participation of residents of all ages and income levels.

- PROSPER-3.1:** Provide critical and relevant information on a timely basis and facilitate two-way dialogue between city government and the community.
- PROSPER-3.2:** Encourage an ongoing forum for community participation to maintain and improve the economic and social quality of life in the community – have town hall meetings away from city hall.
- PROSPER-3.3:** Create youth forums to provide early access to city government, and expand youth engagement in community affairs.
- PROSPER-3.4:** Build philanthropic support and investment by connecting people with causes, in particular by engaging young people.
- PROSPER-3.5:** Develop community partners who will be involved in and contribute to the successful implementation of the plan, including professional, business, education, religious, merchant, or service associations and organizations.
- PROSPER-3.6:** Regularly survey the needs of the residents.
- PROSPER-3.7:** Celebrate accomplishments and report back annually to residents.
- PROSPER-3.8:** Identify appropriate communication methods and evaluate the use of social media.
- PROSPER-3.9:** Develop a cultural inclusion strategy and expand engagement to diverse populations.

PROSPER-4: Maintain the existing high level and efficiency of city services.

- PROSPER-4.1:** Respond to growing service demands through partnerships, innovation, and outcome management.
- PROSPER-4.2:** Promote health, safety and security through effective communication regarding service delivery.
- PROSPER-4.3:** Promote regional coordination and cost efficiency with neighboring communities and counties through partnerships for shared resources among service providers, including fire, rescue, police, civil defense and public works.
- PROSPER-4.4:** Reduce crime incidents through community design that provides “eyes on the street” and creates a sense of ownership.
- PROSPER-4.5:** Adopt an annexation policy in conformance with state statutes and evaluate areas for annexation based on their fiscal or service impacts to the City.
- PROSPER-4.6:** Promote regional planning and increased coordination between municipalities and county government to address major land use and transportation challenges.
- PROSPER-4.7:** Continue to participate in the implementation of the Vision 2050 Plan through MAPA.
- PROSPER-4.8:** Continue to utilize the Capital Improvement Program (CIP) as an investment and maintenance plan for the City’s infrastructure.
- PROSPER-4.9:** Establish and adopt a long-term fiscal management plan and accompanying policies to ensure plan implementation.
- PROSPER-4.10:** Advocate for La Vista’s interests through state and federal lobbying interests, regional partnerships and other organizations.

PROSPER-5: Improve and enhance the provision and efficiency of programs, education and activities through the community center and public library.

- PROSPER-5.1:** Identify and fill gaps in existing programs and activities.
- PROSPER-5.2:** Expand the existing Senior Center and/or consider studying satellite locations that would provide programming throughout the community.
- PROSPER-5.3:** Encourage residents to create little free library locations that encourage reading and create a sense of community.
- PROSPER-5.4:** Encourage rotating art installations at public facilities in partnership with Metropolitan Community College.
- PROSPER-5.5:** Improve public transportation services to the Community Center and Public Library.