8-1977

Review of Applied Urban Research 1977, Vol. 05, No. 08

Center for Public Affairs Research (CPAR)
University of Nebraska at Omaha

REVIEW OF APPLIED URBAN RESEARCH

CAUR Center for Applied Urban Research/University of Nebraska at Omaha

Volume 5 AUGUST 1977 Number 8

LOCATION DECISION MAKING IN THREE SUBURBAN OMAHA OFFICE CLUSTERS*

BY

ARMIN K. LUDWIG

Introduction

Consumers of suburban office space are faced with location decisions which do not challenge consumers of Central Business District (CBD) office space. By definition there is only one CBD with its relatively fixed site characteristics and relatively fixed transportation linkages to other parts of a metropolitan region. Those consumers who choose not to locate in the CBD are confronted with a myriad of site characteristics and a wide variety of transportation linkages not only to the CBD but to residential areas as well. As suburban office development proceeds, however, buildings tend to cluster, creating new and unique sets of site characteristics. Each cluster differs from the others and from the CBD in its transportation linkages to other parts of the metropolitan area.

This paper explains the roles played by accessibility and site conditions in differentiating three suburban Omaha office clusters.[1] The largest of these clusters is comprised of the sixteen office buildings centered on the intersection at 87th Street and West Dodge Road which contain 725,000 square feet of floor space. For the sake of brevity this will be referred to as the Swanson cluster after the name of the developer of several of the early office buildings here. The aggregation of 19 office buildings cored on 72nd Street and Mercy Road has a total of 688,000 square feet of floor space. It will be referred to as the Mercy cluster. The smallest cluster is made up of the seven buildings in Regency comprising 301,000 square feet of floor space. Together these three clusters contain more than 22 percent of Omaha's 7.6 million square feet of office space and more than 41 percent of the 4.1 million square feet of office space located outside the CBD.

Characteristics of the Three Suburban Clusters

These three clusters differ from one another in age and accessibility. In the aggregate Regency is newer than the other two; no building was put in place prior to 1970. Nevertheless, the two newest Omaha office buildings, the Omaha Tower and Embassy Plaza, are located in the Mercy and Swanson clusters, respectively. The Mercy cluster is only one mile from Interstate 80 which links it to the CBD and to residential developments to the southwest. This cluster is cored on 72nd Street, Omaha's most heavily used north-south street. The Regency office cluster abuts both Interstate 680 and West Dodge Road. The former is its fastest link to the CBD, while the latter is its most direct. Regency office buildings are set in a planned development of expensive single family homes and condominiums. The Swanson cluster lies astride West Dodge Road, its principal link to the CBD and residential developments to the west. Ninetieth Street provides it access to the residential areas north and south of Dodge.

The types of office units vary slightly among the three clusters (Table 1). Offices dedicated to Services (Standard Industrial Classification Division I) dominate among the units in both the Regency and Swanson clusters. Attorneys are conspicuous within this division. In the Mercy cluster, Finance, Insurance and Real Estate offices (SIC Division H) predominate; Services follow.

Methodology

Interviews were conducted with a sample of office location decision makers in each cluster to determine the roles played by accessibility and by site conditions in differentiating these three office clusters. A quota sampling technique was used. On the assumption that differing types of office units will have differing accessibility and site requirements an attempt was made to contact office location decision makers in each SIC Division in proportion to that Division's percentage of the total office units in the cluster. Thus in the Swanson cluster, for example, interviews were completed with fourteen office location decision makers in Services (Table 1). This number represented 45.2 percent of the total interviews in the cluster sample and approximated the proportion of Services (42.8 percent) in the Swanson cluster. A low response rate in a Division because the location decision makers were not on the site or a higher success rate in a Division because more decision makers were found produced

---

*Richard Adams assisted the author on field work.

[1] Includes only those privately or corporately owned office buildings with 3,000 or more square feet of floor space. Excludes medical and dental offices because of their special locational needs.

IN THIS ISSUE

TABLE 1
TOTAL NUMBER OF OFFICE UNITS BY SIC DIVISION AND NUMBER INTERVIEWED BY SIC DIVISION
IN THE REGENCY, SWANSON AND MERCY SUBURBAN OFFICE CLUSTERS

	Regency Cluster				Swanson Cluster				Mercy Cluster			
	Total Office Units In Cluster[a]		Interviews Completed		Total Office Units In Cluster		Interviews Completed		Total Office Units In Cluster[a]		Interviews Completed	
Division	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry	2	3.4	1	2.7	1	1.0	1	3.2	0	0.0	0	0.0
Mining	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Construction	2	3.4	1	2.7	2	2.0	1	3.2	5	3.1	1	2.3
Manufacturing	9	15.5	5	13.5	12	11.4	3	9.7	16	10.1	5	11.7
Transportation	1	1.7	1	2.7	2	2.0	1	3.2	6	3.7	3	6.9
Wholesale Trade	1	1.7	1	2.7	9	8.5	3	9.7	7	4.4	2	4.6
Retail Trade	5	8.6	2	5.4	1	1.0	1	3.2	7	4.4	1	2.3
Finance, Insurance & Real Estate	17	29.5	14	37.8	33	31.3	7	22.6	64	40.3	19	44.3
Services	20	34.5	11	29.8	45	42.8	14	45.2	51	32.1	12	27.9
Public Administration	1	1.7	1	2.7	0	0.0	0	0.0	3	1.9	0	0.0
Total	58	100.0	37	100.0	105	100.0	31	100.0	159	100.0	43	100.0

[a]Excludes medical and dental buildings and office units.

the variations between a Division's percentage of the cluster and its percentage of completed interviews. These conditions, likewise, contributed to the varying sample sizes which ranged from nearly 64 percent of the Regency office unit total to 27 percent of the Mercy total. One hundred eleven office location decision makers returned questionnaires: 43 in Mercy, 37 in Regency and 31 in Swanson.

Selection of Present Office Location

Respondents were asked to rank ten variables which could have affected their selection of their present office site on an ascending scale from one to five (Table 2). Scores were developed for each variable by summing the respondents' rankings of that variable and dividing this sum by the number of respondents. The mean score for each variable is 3.00. Among all office location decision makers in the three clusters only four factors scored above the mean. In descending order they were: rental price of the unit, availability of the unit, proximity to clients and prestigious address. The high scores on the first two variables are understandable since an available site (score 3.23) at an acceptable price (score 3.70) is basic to most office-leasing decisions. Proximity to clients and a prestigious address scored 3.07 and 3.06 respectively. The clustering of suburban office buildings and of certain types of office units within these buildings increases the potential proximity to clients for some office units. The high ranking of prestigious address suggests that many office location decision makers view a suburban address per se as prestigious.

Proximity to the nearest freeway led the list of the six factors whose scores fell below the mean score. The freeway proximity score of 2.92 reflected a desire for residential, regional and CBD access. Proximity to the office location decision maker's residence had a score of 2.54. This factor represented a very personal choice and was made possible by suburban office clusters' access to freeways and proximity to residential areas. Proximity to the CBD, to a labor pool, to services and to like

TABLE 2
REASONS FOR SELECTING PRESENT OFFICE SITE LOCATION

	All Respondents N=111		Regency N=37		Swanson N=31		Mercy N=43	
Reason	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Rental Price	3.70	1	3.79	1	3.59	1	3.72	1
Site Availability	3.23	2	3.34	3	3.26	3	3.13	2
Proximity to Clients	3.07	3	2.79	6	3.50	2	3.05	4
Prestigious Address	3.06	4	3.65	2	2.94	4	2.64	5
Proximity to Nearest Freeway	2.92	5	3.19	4	2.33	6	3.07	3
Proximity to Office Manager's Residence	2.54	6	3.11	5	2.36	5	2.14	6
Proximity to CBD	2.00	7	2.00	7	2.07	8	1.96	7
Proximity to Labor Pool	1.90	8	1.73	9	2.26	7	1.76	10
Proximity to Services	1.85	9	1.76	8	1.88	9	1.93	8
Proximity to Like Businesses	1.57	10	1.60	10	1.23	10	1.79	9

business all ranked very low with decision makers. Scores on these variables ranges from 2.00 to 1.57.

When the ten factors are ranked the reasons decision makers gave for selecting a location did not vary a great deal among the three clusters. The Spearman rank order correlation of Mercy and Regency variables produced a correlation coefficient of .89, significant at the 99 percent level. This high correlation means that there is little difference between the two clusters in the way office location decision makers in each ranked the selection variables. The Regency/Swanson correlation coefficient is .81 and the Mercy/Swanson coefficient is .83, both significant at the 99 percent level. Again, these clusters differed little from one another in the way decision makers in each ranked the variables.

The rank order correlations among the three clusters, although very high, were not perfect (1.00). On the basis of three variables it is possible to make some distinctions among the clusters. The greatest variation in rank was in the desire for proximity to clients. This was ranked second by Swanson respondents, fourth by those in Mercy and sixth by Regency decision makers. Insurance, legal and financial office units were dominant among the office units in Swanson reporting the desire for proximity to clients. Although none specified who these clients were, the large number of physicians in this cluster may have encouraged these services to locate in Swanson. The exclusive or "unique separatism" image evoked by Regency may account for the low ranking given the proximity to clients in this cluster.

Prestigious image also accounts for Regency's high ranking (second) on the prestigious address variable. This factor ranks fourth among Swanson decision makers and fifth with Mercy respondents.

Proximity to the nearest freeway is important to Mercy decision makers, ranking third. In this case they were referring to Interstate 80 which is located less than one mile south of the center of this cluster and is reached via 72nd Street. Regency respondents ranked freeway access fourth. The fact that Regency abuts I-680 at the West Dodge Road interchange contributed to this fairly high ranking for the cluster. Swanson decision makers perceive West Dodge Road as their major access route and consequently freeway access placed sixth in their location decisions.

Previous Locations of the Office Units

Among the 111 total respondents 98 had previously been located elsewhere; 13 were new operations (Table 3). Nearly 43 percent of the total had previously been located in the CBD and nearly 30 percent came from the area west of 72nd Street.[2]

[2]Includes some office units located in buildings in blocks immediately to the east of 72nd Street.

TABLE 3
PREVIOUS LOCATIONS OF OFFICE UNITS
IN THE REGENCY, SWANSON AND MERCY OFFICE CLUSTERS

Previous Location	Total Number	Total Percent	Regency Number	Regency Percent	Swanson Number	Swanson Percent	Mercy Number	Mercy Percent
Central Business District	42	42.9	8	29.6	11	44.0	13	36.1
Mid City (24th St. to 72nd St.)	21	21.4	4	14.8	6	24.0	11	30.6
West of 72nd St.[a]	29	29.6	15	55.6	7	28.0	7	19.4
Out of State	6	6.1	0	0.0	1	4.0	5	13.9
Total	98	100.0	27	100.0	25	100.0	36	100.0

[a]Includes some office units located in buildings in blocks immediately to the east of 72nd Street.

Twenty-one percent of the units were previously housed in buildings in the mid-city area (between 24th and 72nd Streets) and 6 percent came from out of state.

Variations in geographical origins were quite sharp among the three suburban clusters. More than half of Regency moves originated west of 72nd Street, and another 30 percent of the cluster's units came from the CBD (Figure 1). The pattern of Regency origins west of 72nd Street is more widely scattered than patterns of origins for the other two clusters. Nevertheless, seven of the fifteen Regency units moving came from the Swanson and Mercy clusters. This reflects a combination of Regency's more recent construction and its prestigious address factor. None of the Regency office units surveyed originated out-of-state.

The origins of Swanson office units virtually recapitulate those for all three suburban clusters (Figure 2). In this respect Swanson may be considered "average" or "normal." The Swanson cluster has taken no units from the other two clusters. Despite the general westward filtering effect shown in moves from old to newer office buildings for all three clusters, Swanson and Regency both attracted units from buildings further west.

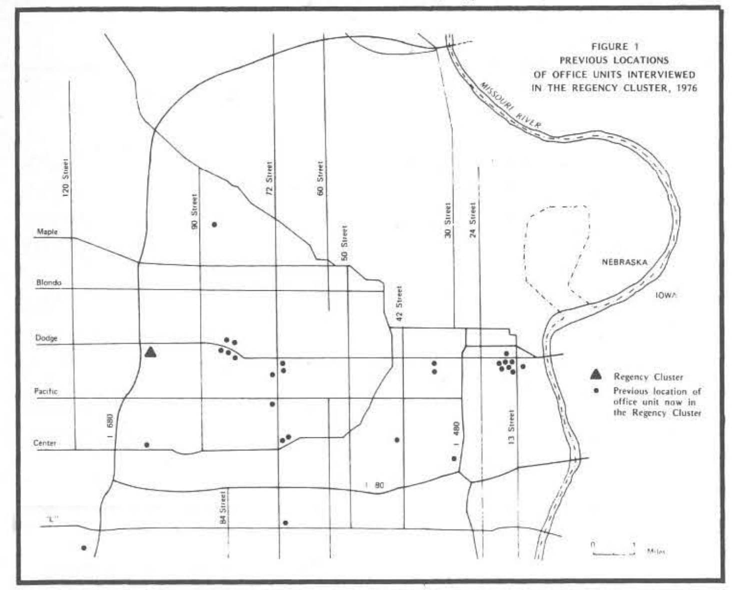


FIGURE 1
PREVIOUS LOCATIONS
OF OFFICE UNITS INTERVIEWED
IN THE REGENCY CLUSTER, 1976

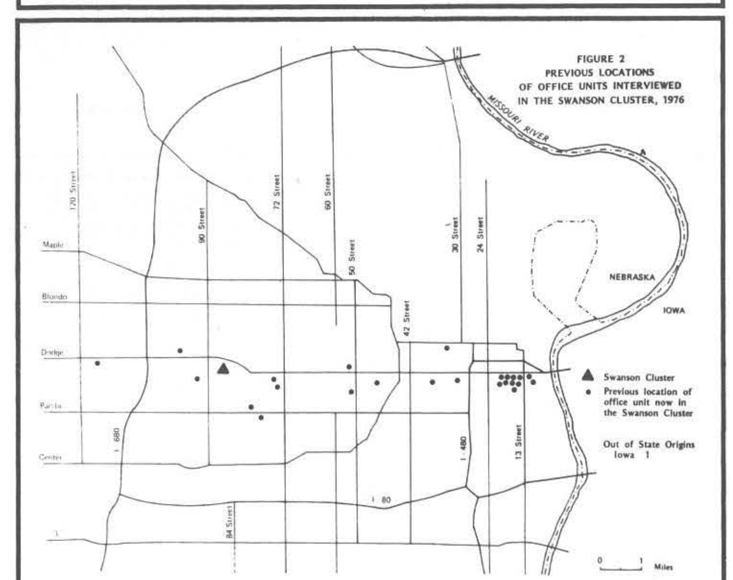


FIGURE 2
PREVIOUS LOCATIONS
OF OFFICE UNITS INTERVIEWED
IN THE SWANSON CLUSTER, 1976

In three respects origins of the Mercy office units are the inverse of those in Regency (Figure 3). Although the CBD supplied more office units to Mercy than any other area, more than 30 percent came from mid-city, particularly from the Dodge-Farnam strip between 30th and 50th Streets. The attraction of insurance office units to Mercy's Insurance Exchange Building accounts for many of those moves. Mercy received only a small proportion of its units from west of 72nd Street. About 14 percent of the cluster's units came from outside the state. Each of these latter three conditions can be attributed to Mercy's location as the freeway-oriented office cluster in Omaha.

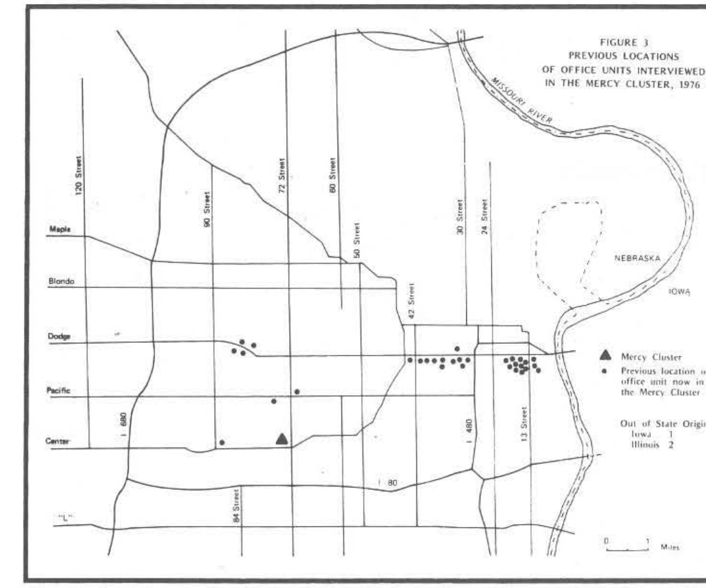


FIGURE 3
PREVIOUS LOCATIONS
OF OFFICE UNITS INTERVIEWED
IN THE MERCY CLUSTER, 1976

Summary and Conclusions

In the aggregate, office location decision makers in the three suburban office clusters indicated that an available site and an acceptable price were the two highest ranking factors in the choice of location. These were followed by proximity to clients and a prestigious address. All four of these factors were above the average (3.00) for the aggregate of the three clusters. Proximity to the nearest freeway scored just below the average. The remaining five factors, proximity to the decision maker's residence, to the CBD, to a labor pool, to services and to like businesses all scored well below average.

There were more similarities than differences among the three suburban clusters in the way office location decision makers viewed the accessibility and site characteristics of their locations. Although the highest ranked variable was rental price for decision makers in all three clusters, the second most important variable differed among the three. Mercy decision makers ranked site availability second, recapitulating the ranking given this factor by the aggregate of office location decision makers. In Regency, however, prestigious address ranked second reflecting the exclusive nature of this development. In Swanson, proximity to clients ranked second, probably reflecting a large number of insurance and legal services drawn to the physicians and dentists located in this cluster. Proximity to the nearest freeway ranked third in Mercy and fourth in Regency, and both had above average scores. The proximity, or at least the perception of proximity, to the Interstates, particularly in Mercy, account for the high ranking and score on this factor. Proximity to the office manager's residence was ranked fifth, and scored above average by Regency decision makers. This reflects the mixed office and upper income residential nature of this planned new development. As was true for scores, proximity to the CBD, to a labor pool, to services and to like businesses were all ranked low in each of the three clusters.

In the daily functions of their office units, decision makers indicated that the nearest freeway was important only in providing access to clients. This factor was rated highest in all three clusters but it was average or above only in Mercy and Regency. Access to the decision maker's residence, to a labor force, to service and supplier and to like firms all scored low.

All three suburban office clusters drew heavily on the CBD for their new tenants, but Swanson was the strongest attractor from the city center. Regency, being the newest cluster, took office units from both Mercy and Swanson, thus adding to Regency's attraction for office units west of 72nd Street. Both Swanson and Mercy attracted office units from buildings farther west. The Mercy cluster, however, had the strongest attraction for office units moving into the Omaha area from out of state.

POPULATION ESTIMATES FOR OMAHA AND ITS SUBAREAS, 1950-1976

Population estimates for 1976 by the Center for Applied Urban Research for the six subareas of Omaha indicate that over 400,000 persons now reside in the Omaha area. The end-of-year population of 402,230 estimated for Omaha includes the City of Omaha, Ralston, and the split tracts of Douglas County east of 168th Street. This area is considerably larger than that of the incorporated portion of Omaha, for which the Metropolitan Area Planning Agency recently reported a July 1, 1976 estimate of about 369,000.

Now for the first time population estimates show that the western subareas contain more than one-third of the persons residing in the six subareas monitored by CAUR. The fastest growing subarea continues to be the southwest.

The population estimates by subarea from 1950 through 1976 are presented in Table 1. Population in 1950, 1960 and 1970 are from the U.S. Bureau of Census. The 1973 and 1976 estimates have been calculated by the CAUR on the basis of estimated households in each of the subareas. Changes in building permits and demolition permits have been used to estimate the current number of households by subarea. The 1976 population estimates are as of year's end and assume a six percent vacancy rate for single-family housing units and a ten percent rate for multi-family units. The average number of persons per household is assumed to have declined by 0.01 persons per year from 1970 through 1976, or from 3.05 persons to 2.99.

TABLE 1
POPULATION ESTIMATES FOR OMAHA AND SUBAREAS, 1950-1976[a]

	1950		1960		1970		1973		1976	
Subarea	Population	Percent of Total	Population	Percent of Total	Population	Percent of Total	Population	Percent of Total	Population	Percent of Total
Northeast	94,566	34.6	99,959	30.7	80,959	21.6	78,743	20.2	76,358	18.9
Southeast	101,458	37.1	95,308	29.3	78,630	21.0	75,197	19.2	74,322	18.5
Northcentral	42,425	15.5	61,935	19.1	69,500	18.5	72,638	18.6	72,964	18.1
Southcentral	25,663	9.4	35,920	11.1	40,374	10.8	41,894	10.7	43,285	10.8
Northwest	5,260	1.9	13,415	4.1	40,794	10.9	48,479	12.4	51,753	12.9
Southwest	4,057	1.5	18,649	5.7	64,462	17.2	74,099	18.9	83,548	20.8
Total	273,429	100.0	325,186	100.0	374,719	100.0	391,050	100.0	402,230	100.0

[a]Omaha is defined as an area which includes the City of Omaha, Ralston, and the split tracts of Douglas County east of 168th Street. Subareas are divided along 42nd, 72nd and Dodge Streets.

SPECULATIVE HOUSING SALES INCREASE IN JUNE

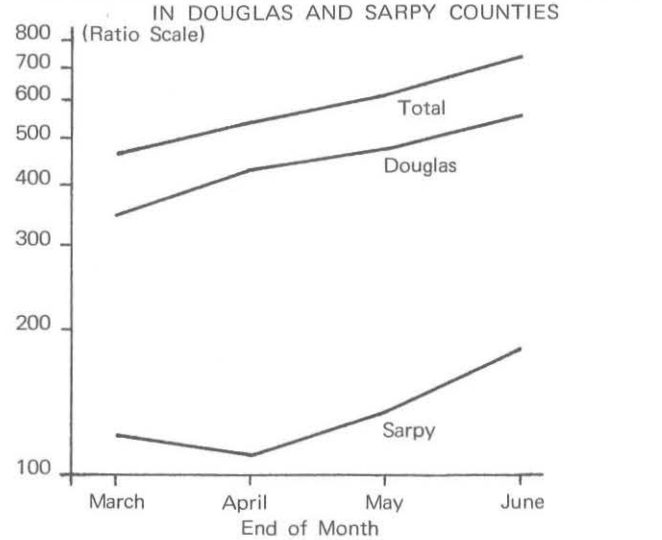
A marked increase in sales of speculative houses and a corresponding increase in new loan commitments characterized June lending for new housing units in Douglas and Sarpy Counties. Reported June sales of 64 speculative houses in the two counties nearly equaled the combined sales reported for April (34) and May (35), and represented an 83 percent increase over May sales. The 139 commitments for new speculative units were also up by 35 percent over commitments for May (103).

June loans for new houses in Douglas and Sarpy Counties are presented in Table 1.

Three-fourths of the 744 speculative houses under construction during June in the area were in Douglas County.[1] The number of speculative houses under construction increased more rapidly during both May and June, however, in Sarpy County (Figure 1). Speculative houses started during June in Douglas County totaled 68, a 14 percent decline from May starts. The 48 Sarpy County June starts represented a 60 percent increase from May.

The number of unsold completed units also increased

FIGURE 1
SPECULATIVE HOUSING UNITS UNDER CONSTRUCTION
IN DOUGLAS AND SARPY COUNTIES



[1]A speculative builder may receive a loan for several houses. In some cases, all houses would be reported as under construction when the first house was begun. Thus totals for speculative units under construction may precede actual volume of construction in larger subdivisions.

TABLE 1
OUTSTANDING LOANS FOR NEW HOUSING UNITS IN SUBDIVISIONS OF DOUGLAS AND SARPY COUNTIES, JUNE 1 TO JUNE 30, 1977

	Speculative Loans							Custom Loans				
	Commitments a/		Units Under Construction		Units Completed			Commitments a/		Units Under Construction		Units Completed
					Unsold		Sold					
Subdivision	Current Period	Total Outstanding b/	Current Period	Total Outstanding b/	Current Period	Total Outstanding b/	Current Period	Current Period	Total Outstanding b/	Current Period	Total Outstanding b/	Current Period
Douglas County												
Armbrust Oaks									2		1	
Candlewood	1	1		10		2	1		2	1	3	
Center Park - Raintree	2	2		17		11		1	2		10	
Chapel Hill I and II				27		4	3	2	2	1	5	
Colonial Acres								1	2	1	2	1
Discovery	3	3		1	5	5						
Eldorado	6	4	9	26	1	5	2	3		3	15	1
Georgetowne		2		8		4		2	3	1	1	
Ginger Cove				2							4	
Glenbrook				4				2	2	2	4	
Golden Hills I and II	5	4	2	2							1	
Green Meadows								1		1	5	
Greenbriar	1	1		3		1				1	1	
Greentree		1		1				1	1	3	5	
Harvey Oaks	10	23	9	84	1	1	10	1	8	1	6	
Homestead Addition						1			1	1	1	
The Knolls I and II	5	6	3	23		12					7	2
Lakeview Heights				8		4					5	
Leawood Southwest			10	19	1	7	2					1
Lebeau	5	6		4					1		10	1
Maple Village Replat II		2		2		5	1	1		1	1	
Meadowview Replat				1							2	
Millard Heights	1	3		2		3		1	3	3	9	
Millard Highlands								2	3	1	5	
Monterey											2	1
Oak Heights	2	2	2	20	1	1	1	1	2	1	4	
Oak Hills Estates				2					1		2	
Oak Hills Hilltop		1		2				1		1	2	
Oak Hills of Millard I and II				2					2			
Pacific Heights	7	2	1	6		3	4			1	5	
Park West	1	1		25		16	2	1	2		3	3
Parklane	1		1	4		3						
Pearl Acres	2		2	3					1			
Pheasant Run	3		4	13		1		1	2		1	
Piedmont and Piedmont Replat	3	4	1	28		3	1			2	3	
Pinecrest											3	
Ponderosa				13		4			1		11	
Rambleridge			4	11		2	1	1		1	7	
Raven Oaks	1		1	2		2	1	2	3		6	2
Regency	2	1	1	8		1			1		8	
Roanoke Estates				15								
Rolling Meadows								1		1	4	
Saddle Hills				1				1	1	1	1	
Skyline Estates				2					3		4	1
Skyline Ranches				3		2					4	1
Stony Brook	1	1				3	1		1			
Sunnyslope		1							1		3	
Timber Creek I and II	4		4	4		15			1		4	
Valand				5								
Walnut Grove	1	2		37	4	4	1		3	2	4	
West Village				6								
Western Trails						1					2	
Willow Wood	2	1		8	2	1	1	1	3	1	2	
Winchester Heights									2		9	1
Woodgate				1								2
Woodhaven	3	1	2	30		3	8	1	1		1	
Woodhurst				4					2			
Woodstone Replat				3								
Wycliff and Wycliff Replat	7	2	9	36	5	20	3	1	7	1	14	
Rural Douglas County	1		1	1					7		4	
Other Subdivisions c/ 63	3	5	2	23	2	3	5	21	30	16	36	
Total Douglas County	83	82	68	562	22	153	48	51	109	49	252	17
Sarpy County												
Blue Ridge	1		1	4								
Charwood				3								
Citta's First	1		4	9			2		1		1	
College Heights		1		6							2	
Crestview Heights	4		4	11		3			5			
Echo Hills	2		2	3				4		4	13	2
Fairview Heights	1	1		2					1		1	
Faulkland Heights				3		1		2	2		2	
Fontenelle Estates		1		1				1	4			
Golden Hills				2		2	1		1			
Granville East	5		5	6				2		2	10	3
Harold Square		1		4								
Harvest Hills	16	14	2	5				3		3	7	
Hawaiian Village	1	4	1	2								
High View Estates				5		1		1		1	20	
Leawood Oaks I and II	2	6	5	11	2	13	6	1	2		7	
Lienmann's								4	2	3	3	
Maclad Heights	2	3		9		1	1		1		2	
Normandy Hills	1		1	6		10			2		1	
Oaks of Fontenelle		2		21								
Overland Hills		5		15		8	2		1		2	
Park Hills and Park Hills III	8		8	17				1		1	3	1
Pawnee Hills	1	1	3	5				2		2	4	
Quail Creek	3	3						1	1	1	1	
Southampton	1		2	2		1					2	
Southern Park			3	7			2		1	1	1	
Sunnyview Estates			2	2							1	
Twin Ridge I, II and III	1	1						4	1	3	5	
Villa Springs								1		1	3	
Westmont			1	10			1					
Whispering Timbers	5	2	3	2	2	2		1		1	3	
Rural Sarpy County								2		2	2	
Other Subdivisions d/	1	3	1	9			1	2	6	2	7	
Total Sarpy County	56	48	48	182	4	42	16	32	31	27	103	6
Total	139	130	116	744	26	195	64	83	140	76	355	23

a/ Commitments issued during the reporting period are considered outstanding only if the loan was not closed during the reporting period.

b/ Total outstanding units adjusted in some cases for incomplete or double reporting and for the addition of a new participant in the survey.

c/ Douglas County subdivisions with only one unit committed, under construction or unsold are: Armbrust Park, Bel-Air 2nd, Bonita Adn., Bruhn Acres, Champion's Meadow View, Consentius, Country Club Oaks, Country Meadows, Country Squire Estates, Cryer View, Echo Hill, Elmwood Gardens, Elshire Acres, Gunther's Adn., Happy Hollow, Heavenly Acres, Henery, Holling Heights, Homesite, Indian Hills Village, Keystone West, Lake Forest Estates, Lakoma Heights, Leawood West, Logan Fontenelle, Melia's Adn., Mockingbird Hills, Montclair of Westwood S., Niver's Replat, Northridge Farms, NorOaks, Oma-View, Patterson Park, Pinewood, Prairie Pines, Quail Ridge, Remco, Ridge View Terrace, Riverside Hills, Robin Hills, Shannon Hills, Skyline Oaks, Southside Acres, Spring Valley, Sundown Acres, Trailridge Ranches, Trendwood III, Twilight Hills, Twin River Vista, Westchester II, West Pacific Terrace and Yorkshire Hills. Those with only two units committed, under construction or unsold are: Bay Meadows, Benson Adn., Bian's Adn., Center Horizons, Cornish Heights, Country Club View, Dodge Park 1st Adn., Fairview Heights, Fawn Heights, Ginger Woods, Hansen Boulevard, Hansen's Country Club Hills, Hill Adn., Kristy Acres, Leawood, Maenner Meadows, Oak Hills Highlands, Riverside Lakes, Royalwood Estates, Roxbury, Schwalb's II, Silver Fox, West Fairacres, Wilshire Heights, Winterburn Heights III, and Woodland Village.

d/ Sarpy County subdivisions with only one unit committed, under construction or unsold are: Bella West, Briarwood, Carriage Acres, Cascio's III, Dee's Adn., Dillon's Adn., Evening Vue, Glenmorrie, Nob Hill, Schwartz Adn. and Spauling Replat. Those with only two units committed, under construction or unsold are: Cedar Island, Fontenelle Hills, Pennington Heights, Randolph Place and The Town.

Sources: Compiled by CAUR from data provided by the American National Bank, American Savings Company, Bank of Bellevue, Center Bank, Commercial Federal S & L, Conservative S & L, First Federal Lincoln, First Federal S & L of Omaha, First National Bank of Bellevue, First National Bank of Omaha, Bank of Millard, Nebraska Federal S & L, Northland Mortgage, Northwestern National Bank, Occidental S & L, Omaha National Bank, Omaha S & L, Packers National Bank, Ralston Bank, Realbanc, ~~U.S. National Bank~~, Bank of Valley and Western Securities Company.

more rapidly in Sarpy County than in Douglas during June (Figure 2). Even so, the ratio of speculative units under construction to completed unsold units remained lower in Sarpy County (23 percent) than in Douglas (27 percent).

Custom houses under construction in June were up by about the same rates in the two counties (Figure 3). The 252 custom houses under construction in Douglas County represented 71 percent of the two-county total; 49 of these were started during June. Of the 103 custom houses under construction in Sarpy, 27 were started in June.

For a map of active subdivisions in Douglas and Sarpy Counties, readers may refer to the June issue of the *Review of Applied Urban Research.*

FIGURE 2
UNSOLD COMPLETED SPECULATIVE HOUSING UNITS IN DOUGLAS AND SARPY COUNTIES

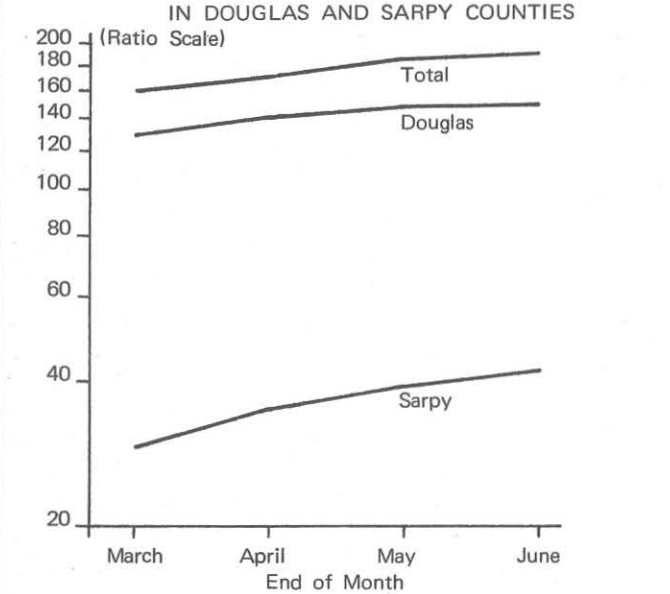
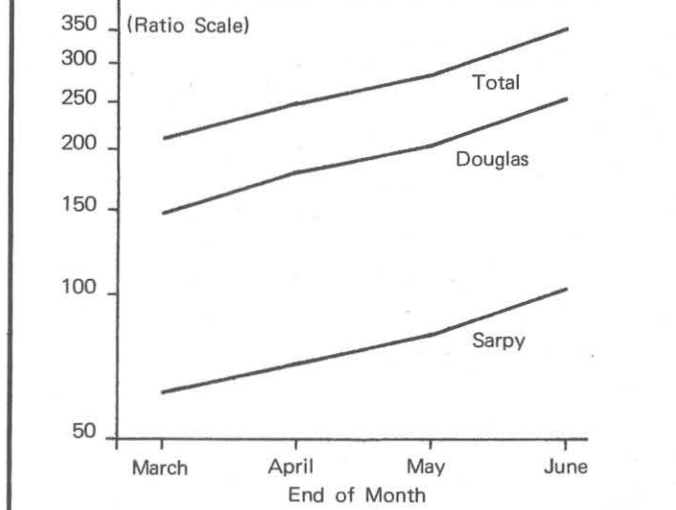


FIGURE 3
CUSTOM HOUSING UNITS UNDER CONSTRUCTION IN DOUGLAS AND SARPY COUNTIES



ANNOUNCEMENT

The Comprehensive Employment and Training Agency (CETA) has contracted with the Center for Applied Urban Research for a study of entry level positions which require minimal training in the Omaha SMSA. The study will not only identify existing entry level positions but also project future employment in various occupational groups. Particular attention will be given to changing employment patterns in the metropolitan area through 1978. Findings from the study will serve as guidelines for CETA planning and for investigation of growth occupations in the area.

REVIEW OF APPLIED URBAN RESEARCH

Vol. 4 — August 1977 — No. 8

Published monthly by the Center for Applied Urban Research as a public service and mailed free upon request in Nebraska. Annual subscription rate outside Nebraska $3.60. The views and opinions expressed in the *Review* are those of the individual authors and do not necessarily represent those of the University of Nebraska at Omaha. Material in this report may be reproduced with proper credit.

UNIVERSITY OF NEBRASKA AT OMAHA
Herbert Garfinkel, *Interim Chancellor*

COLLEGE OF PUBLIC AFFAIRS AND COMMUNITY SERVICE
John E. Kerrigan, *Dean*

CENTER FOR APPLIED URBAN RESEARCH
Ralph H. Todd, *Director/Editor*

Edward L. Hauswald, *Assistant Director, Acting Coordinator, Housing Division*
Genevieve Burch, Murray Frost, Paul S.T. Lee, Armin K. Ludwig, *Senior Research Associates*
Yeshen J. Chen, Gene M. Hanlon, Garneth O. Peterson, Scott A. Samson, *Research Assistants*
Linda Ferring, *Assistant Editor/Interviewer*
Margaret A. Hein, *Urban Data Base Coordinator/Interviewer*
Joyce Carson, Betty Mayhew, Beverly Walker, *Clerical*

Center for Applied Urban Research
University of Nebraska at Omaha
Box 688
Omaha, Nebraska 68101

Delbert D. Weber

NON-PROFIT ORG.
U.S. POSTAGE
PAID
OMAHA, NEBRASKA
Permit No. 301