

## THE ECONOMY (proposed comp plan)

It is the goal of this community that during the life of this comprehensive plan we will facilitate the expansion of the commercial interest of the citizens. This includes entrepreneurs, small business owners, health providers, large employers, and educational organizations. The facilitating strategies include streamlining the zoning and permitting process, interpreting the uses in the most reasonably liberal fashion, and assuming that the applicant will achieve his or her goals.

Lincoln is a multi-centric community, with no one area having dominance in all commercial aspects. Downtown will continue to be important as the seat of government uses and the home of UNL. The 48<sup>th</sup> and O street corridor will continue to have a major retail presence. East O street will also maintain its mix of retail and office uses. The College View, Uni Place, and the East campus will keep building on their educational foundations. The North 27<sup>th</sup> street corridor and I-80 interchange will provide additional capacity for retail and office development. The Southpointe area, and the Yankee Hill Road corridor will provide retail jobs, sales tax dollars, and commercial development in the South part of town. The future interchange of the East, and South Beltways with Hwy 2 will become a major focus of development during the timeframe of this plan. The Waverly industrial corridor along with West O and NorthWest 48<sup>th</sup> street will provide areas for distribution and warehousing.

Providing healthcare and wellness facilities has been and will continue to be a regional focus for our community. Lincoln is a healthcare resource for greater Nebraska and its continued expansion will grow our highly educated medical workforce.

All future design standards will be tested to determine whether they will improve the economic viability of the districts they will be applied to. This is especially true in any redevelopment district where it is the goal of the community to increase the future economic activity.

This community eschews the thought of using eminent domain for any economic development schemes. Economic development, whether in Antelope Valley, Innovation Campus, or the Arena district is best left in the hands of private interests who will bring their best development expertise, construction skills, and banking capacity to the table. Efforts to encourage economic development should be limited to public infrastructure. It is in the best interests of the citizens that city redevelopment parcels remain vacant rather than force a redevelopment project that may not be accepted in the marketplace.