

# Lincoln Chamber of Commerce Position Statement

11/11/10

## **Comprehensive Plan Should Envision Growth**

Throughout its history, the City of Lincoln's success has been based on growth. Population growth, economic growth, and geographical growth allows Lincoln to remain as one of Nebraska, and the Nation's, top rated cities.

Studies conducted by the University of Nebraska's Bureau of Business Research show this geographical growth more than pays for itself through higher property values in newly developed areas.

Also, the city's strategy for growing jobs, attracting and retaining more young professionals and keeping them here in Lincoln as they grow into families, would support the future demand models calling for more single-family housing developments in growth neighborhoods.

The Lincoln Chamber of Commerce firmly believes in the growth of our community and envisions a Comprehensive Plan that depicts an optimistic model for this growth.

### **Therefore be it resolved:**

The Lincoln Chamber of Commerce opposes the adoption of any of the extremely constrained assumptions made in growth scenario C, as put forward in draft form by the Planning Department.

The Lincoln Chamber could support a Planning staff revised scenario that generally encompasses the focused growth concept outlined in Scenario "B", but also allows the areas along Highway 77 in southwest Lincoln to remain in the projected Tier I and Tier II land use map.

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Lincoln/Lancaster Co.  
Planning Department

November 4, 2010

Marvin Krout  
Director, Lincoln/Lancaster County Planning Department  
City of Lincoln  
555 S 10 ST  
Lincoln, NE 68508

RE: LPlan 2040 Growth Scenarios

Marvin:

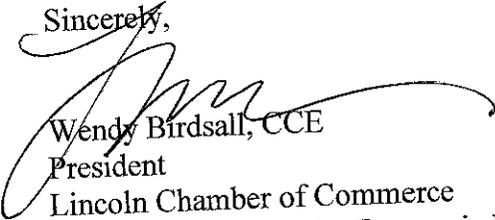
The Lincoln Chamber of Commerce extends its thanks to you and Nicole Fleck-Tooze for your willingness to meet with our small group regarding the latest update to the Comprehensive Plan.

Enclosed with this letter is a position statement recently adopted by our Steering Committee for Public Policy.

The City of Lincoln has worked diligently on creating a business friendly and development friendly atmosphere. The Development Services Center was a step in the right direction. Recently, the City has also received kudos from national developers regarding the ease at which they put together projects such as the Verizon call center and the new Perot/Dell building. It is our fear that attempts to constrain the growth of the City will only make it more difficult to accomplish projects like these in the future.

The Lincoln Chamber of Commerce is committed to growth. Only by following the most optimistic models for growth can we continue to capitalize on the successes of the past and move forward creating jobs and growing our economic opportunities.

Sincerely,

  
Wendy Birdsall, CCE  
President  
Lincoln Chamber of Commerce  
Lincoln Partnership for Economic Development

CC: Mayor Chris Beutler  
Planning Commission Members  
Lincoln City Council Members