

FACTSHEET

TITLE: Amendment to the **NORTHWEST CORRIDORS REDEVELOPMENT PLAN**

BOARD/COMMITTEE: Planning Commission

APPLICANT: David Landis, Director of the Urban Development Department

RECOMMENDATION: A finding of conformance with the Comprehensive Plan (7-0)

STAFF RECOMMENDATION: A finding of conformance with the Comprehensive Plan.

OTHER DEPARTMENTS AFFECTED: Urban Development

SPONSOR: Planning Department

OPPONENTS: None

REASON FOR LEGISLATION:

A proposed amendment to the **Northwest Corridors Redevelopment Plan** to identify the "**West Haymarket Sports Park**" project (now known as the "Great American Sports Park"), consisting of youth sports facilities and related commercial uses over approximately 65.7 acres, more or less, generally located west of Sun Valley Boulevard, south of Charleston Street, north of the Union Pacific rail line and east of the View (student housing project). The Northwest Corridors Redevelopment Plan area is generally along Sun Valley Boulevard from West O Street to Cornhusker Highway, along Cornhusker Highway from I-180 to N.W. 12th Street, along N.W. 12th Street from Cornhusker Highway to Highlands Boulevard, along Highlands Boulevard from N.W. 12th Street to N.W. 1st Street, along West Superior Street from N.W. 1st Street to I-180 and along I-180 from Cornhusker Highway to S Street, Lincoln, Lancaster County, Nebraska. The map and plan amendment are found on p.7-18

DISCUSSION / FINDINGS OF FACT:

1. The staff recommendation to find the proposed amendment to the Northwest Corridors Redevelopment Plan to be in conformance with the 2040 Comprehensive Plan is based upon the "Analysis" as set forth on p.3-4. The current proposed land use for recreational and commercial meet the goals of the Comprehensive Plan by limiting development in the floodplain, creating a sports complex near Oak Lake, efficient use of infrastructure, creating a mixed-use development and limiting fill in the floodplain. The applicant/staff presentation is found on p.5.
2. There was no testimony in opposition.
3. On April 2, 2014, the Planning Commission agreed with the staff recommendation and voted 7-0 to find the proposed amendment to the Northwest Corridors Redevelopment Plan to be in conformance with the 2040 Comprehensive Plan (Cornelius, Corr, Harris, Hove, Lust, Scheer and Sunderman voting 'yes'; Beecham and Weber absent).

POLICY OR PROGRAM CHANGE: Yes No Land Use

OPERATIONAL IMPACT ASSESSMENT: N/A

COST OF TOTAL PROJECT: (See p.16-18)

RELATED ANNUAL OPERATING COSTS: N/A

SOURCE OF FUNDS: Tax Increment Financing and Occupation Tax

CITY: 15.6% of TIF

NON-CITY: 84.4% of TIF

FACTSHEET PREPARED BY: Jean Preister, Administrative Officer

DATE: April 14, 2014

REVIEWED BY: Marvin Krout, Director of Planning

DATE: April 14, 2014

LINCOLN/LANCASTER COUNTY PLANNING STAFF REPORT

for APRIL 2, 2014 PLANNING COMMISSION MEETING

PROJECT #: Comprehensive Plan Conformance No.14006

PROPOSAL: To review as to conformance with the 2040 Lincoln-Lancaster County Comprehensive Plan, to add the West Haymarket Sports Park (WHSP) project to the Northwest Corridors Redevelopment Plan.

LOCATION: Sun Valley Blvd. and W. Charleston St.

LAND AREA: 65.7 acres, more or less

CONCLUSION: The redevelopment project is in conformance with the Comprehensive Plan

<u>RECOMMENDATION:</u>	In conformance with the Comprehensive Plan.
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GENERAL INFORMATION:

LEGAL DESCRIPTION: Lot 90 and 304 both Irregular Tracts located in Section 15-10-06; Lots 303, 304 and 305 all Irregular Tracts located in Section 22-10-06 and Lot 71 Irregular Tract located in Section 23-10-06; Lancaster County, NE

EXISTING ZONING: R-3, Residential

EXISTING LAND USE: Undeveloped

SURROUNDING LAND USE AND ZONING:

North:	I-1 Industrial	Mini storage and warehouse
	P-Public	Oak Lake
South:	I-1 Industrial	Railroad corridor, cell tower and undeveloped
East:	P Public	Haymarket Park Baseball Stadium
West:	R-3 Residential	Apartment complex

COMPREHENSIVE PLAN SPECIFICATIONS:

The overriding policy for the floodplain is a "No Adverse Impact" policy for the City and County, which means that the community has a goal of insuring that the action of one property owner does not adversely impact the flooding risk for other properties. (p. 3.9)

Encourage and provide incentives for mixed uses in future developments. (p. 5.2)

Seek to efficiently utilize investments in existing and future public infrastructure to advance economic development opportunities. (p. 5.2)

The community's ability to attract and retain viable businesses, industries, and employees is directly linked to quality of life issues, including indoor and outdoor recreational opportunities. (p. 9.1)

One new Tournament Sports Facility is anticipated as an upgrade to the existing Oak Lake Park. (p. 9.3)

Formalize a strategy for the development, marketing, and management of a tournament sports complex at Oak Lake Park. (p. 9.3)

Establish Youth Baseball/Softball complexes as part of Community Parks throughout the City; form partnerships with youth baseball organizations and Lincoln Public Schools for maintenance and utilization strategies. (p. 9.5)

While regulations to support the No Adverse Impact concept have not been fully adopted throughout the “Existing Urban Area” or in the County’s jurisdiction, goals and strategies in this plan support minimizing impacts to the floodplain in all circumstances. (p. 11.13)

Seek opportunities for “Best Management Practices” (e.g. Rain to Recreation, Rain Gardens, etc.) that reduce flood damages, protect water quality and natural areas, while providing for recreational opportunities so as to realize multiple benefits. (p. 11.14)

The 2040 Lincoln Area Future Land Use Plan identifies this area as Residential-Urban Density. (p.12.3)

Northwest Corridors Redevelopment Plan

Areas that require redevelopment, including areas with obsolete land uses or unresolvable land use conflicts, should be developed in ways that strengthen existing commercial, industrial, and residential investments. Stable areas or marginal areas with viable future uses should be targets for rehabilitation reinvestment. (p.21)

Infrastructure issues that include streets, sidewalks, and utilities impeded new development throughout the Redevelopment Area and contribute to the blighting conditions. (p.23)

ANALYSIS:

1. This is a request to review a proposed amendment to the Northwest Corridors Redevelopment Plan for a determination of conformity with the Comprehensive Plan. The boundaries of the amendment are identified in the attached map.
2. The proposed project includes approximately 12 outdoor recreational fields including associated restrooms, concessions, maintenance facility and ball field accessory components, roadways, parking and commercial uses.
3. Commercial uses include a hotel, indoor recreational, restaurants and other commercial uses to support sports activities. The commercial projects are intended to be partially supported by, and specifically complementary to, both outdoor and indoor sports facilities.
4. The project is to be done in phases. Phase 1 includes the ballfields, new road, maintenance facility and parking. Phase 2 includes the commercial component. Phase III illustrates the realignment of Sun Valley Blvd. and new N. 1st St. connection.
5. The site plans in the Redevelopment Plan are illustrative. A separate change of zone and use permit will be submitted in a few weeks that will include a detailed site plan.
6. The entire Redevelopment Project Area is designated as an Enhanced Employment Area (EEA) as defined by the Nebraska Community Development Law. The EEA is required to create at least 25 full time jobs and \$2 million in new investment. The Phase 1 project is projected to create approximately 34 new Full Time Equivalent jobs in Lincoln.
7. The EEA allows the City to levy a general business occupation tax upon categories of businesses and uses of space within the EEA for the purpose of paying all or any part of the costs of eligible public improvements and enhancements.

8. The City's tow lot is included in the Redevelopment Project Area. No changes are anticipated to the facility. Some minor improvements to the drive may become necessary in Phase 1 and in the future as traffic increases.
9. Public investment may assist in eligible expenditures. These may include site acquisition, demolition, site preparation, environmental remediation, public utilities, sidewalk and street improvements, and landscaping.
10. The current land use plan and zoning reflect a land use that was planned a decade ago. The current proposed use for recreational and commercial meet the goals of the Comprehensive Plan by limiting development in the floodplain, creating a sports complex near Oak Lake, efficient use of infrastructure, creating a mixed use development, and limiting fill in the floodplain.

Prepared by:
Tom Cajka
Planner

DATE: March 18, 2014

APPLICANT: David Landis, Director
Urban Development
555 S. 10th St. Room 205
Lincoln, NE 68508

CONTACT: Wynn Hjermstad
Urban Development
555 S. 10th St. Room 205
Lincoln, NE 68508
402-441-8211

COMPREHENSIVE PLAN CONFORMANCE NO. 14006,

PUBLIC HEARING BEFORE PLANNING COMMISSION:

April 2, 2014

Members present: Cornelius, Corr, Harris, Hove, Lust, Scheer and Sunderman; Beecham and Weber absent.

Staff recommendation: A finding of conformance with the Comprehensive Plan.

There were no ex parte communications disclosed.

Staff presentation: **Wynn Hjermstad of the Urban Development Department** presented the proposal to add the “West Haymarket Sports Park” project to the Northwest Corridors Redevelopment Plan, consisting of 12 recreational fields which are intended primarily to be softball fields at this point, but they could also accommodate children’s baseball for ages 12 and below.

This is a multi-phase project, with the first being the 12 softball fields, restrooms, concessions, maintenance facility and infrastructure improvements, which could include roads, parking and utility work. The second phase is anticipated to follow shortly after completion of first phase and is composed primarily of retail that would complement the ballfields, including hotel, restaurants and other retail.

Hjermstad acknowledged that the City’s tow lot is in this area, but there is not anything anticipated to be done with the tow lot in this project. There may be some roadway improvements because of some shared roads.

Hjermstad also advised that the project is identified as three phases, the third phase including a project that has been on the transportation books for quite some time, i.e., realignment of Sun Valley Boulevard. The project is planned to accommodate that future realignment of Sun Valley but there is nothing planned at this time for constructing that roadway.

Hjermstad requested that the Commission find this amendment to the Redevelopment Plan to be consistent with the Comprehensive Plan. The current proposed use for recreational/commercial does meet the goals of the Plan – limiting development in the floodplain; creating a sports complex near Oak Lake; and encouraging and providing incentives for mixed uses in future developments.

Hove confirmed that there are no plans to move the tow lot. Hjermstad agreed, acknowledging that this project has been around for quite some time, and at one time moving the tow lot was being investigated, but this proposal does not move the tow lot. That’s not to say it couldn’t happen in the future, but it is not part of this project.

There was no testimony in opposition.

ACTION BY PLANNING COMMISSION:

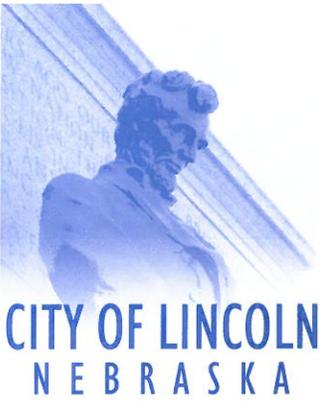
April 2, 2014

Cornelius moved to approve a finding of conformance with the Comprehensive Plan, seconded by Scheer.

Cornelius commented that the list has been enumerated as to conformance, and that is what the Commission is being asked to decide.

Lust believes it is clear that this project is in conformance with the Comprehensive Plan.

Motion for a finding of conformance with the Comprehensive Plan carried 7-0: Cornelius, Corr, Harris, Hove, Lust, Scheer and Sunderman voting 'yes'; Beecham and Weber absent. This is a recommendation to the City Council.



MAYOR CHRIS BEUTLER
lincoln.ne.gov

Urban Development Department
David Landis, Director
555 S. 10th Street
Suite 205
Lincoln, Nebraska 68508
402-441-7606
fax: 402-441-8711

March 5, 2014

Marvin Krout, Director
City of Lincoln-Lancaster County Planning Department
555 S. 10th
Lincoln, NE 68508

Dear Marvin:

Enclosed is an amendment to the Northwest Corridors Redevelopment Plan that identifies the West Haymarket Sports Park project. This mixed-use project consists of youth sports facilities and related commercial uses over approximately 65.7 acres generally located west of Sun Valley Boulevard, south of Charleston Street, north of the Union Pacific rail line, and east of the View (student housing complex).

Please forward the Plan Amendment to the Planning Commission for their earliest consideration for Comprehensive Plan compliance. My understanding is that the Plan Amendment should be on the April 2, 2014 agenda.

If you have questions or need additional information, please contact me at 441-8211 or at whjermstad@lincoln.ne.gov. Thank you.

Sincerely,

Wynn S. Hjermstad, AICP
Community Development Manager

cc: Dave Landis, Director, Urban Development Dept.

Project consists of an office/commercial development which will not affect population density in the Project area.

C. Land Coverage: The Project site is currently vacant, but will be developed with the Project. Based upon the Project consisting of approximately 40,000 square feet of building on the Project site, the Project would have a floor to area ratio within or below the requirements of Use Permit #80B, which sets a standard floor to area ratio of 30%. Thus, the Project is well within the land-coverage ratio envisioned by Use Permit #80B.

D. Traffic Flow, Street Layouts, and Street Closures: It is anticipated that the Project will increase traffic and that the current status of N.W. 1st Street will be adequate to provide access to the Project site. The intersection of Highlands Boulevard and N.W. 1st Street has been signalized. Additional traffic control measures such as a deceleration lane to the Project site, are being considered based on the traffic analysis.

E. Parking: Use Permit #80B identifies certain parking envelopes available for the location of parking for development projects within the University of Nebraska Technology Park. The private parking will be developed as a part of the Project and will exceed the parking requirements set forth in the O-3 Office Park zoning classification.

F. Zoning, Building Code, and Ordinances: The Project site includes an approximately 19.35 acre parcel which is within the coverage of Use Permit #80B. Additional zoning changes shall not be necessary. No other changes are contemplated to local codes or ordinances. As the specific details of the Project are finalized, an administrative amendment to Use Permit #80B will be required to demonstrate that the Project complies with Use Permit #80B.

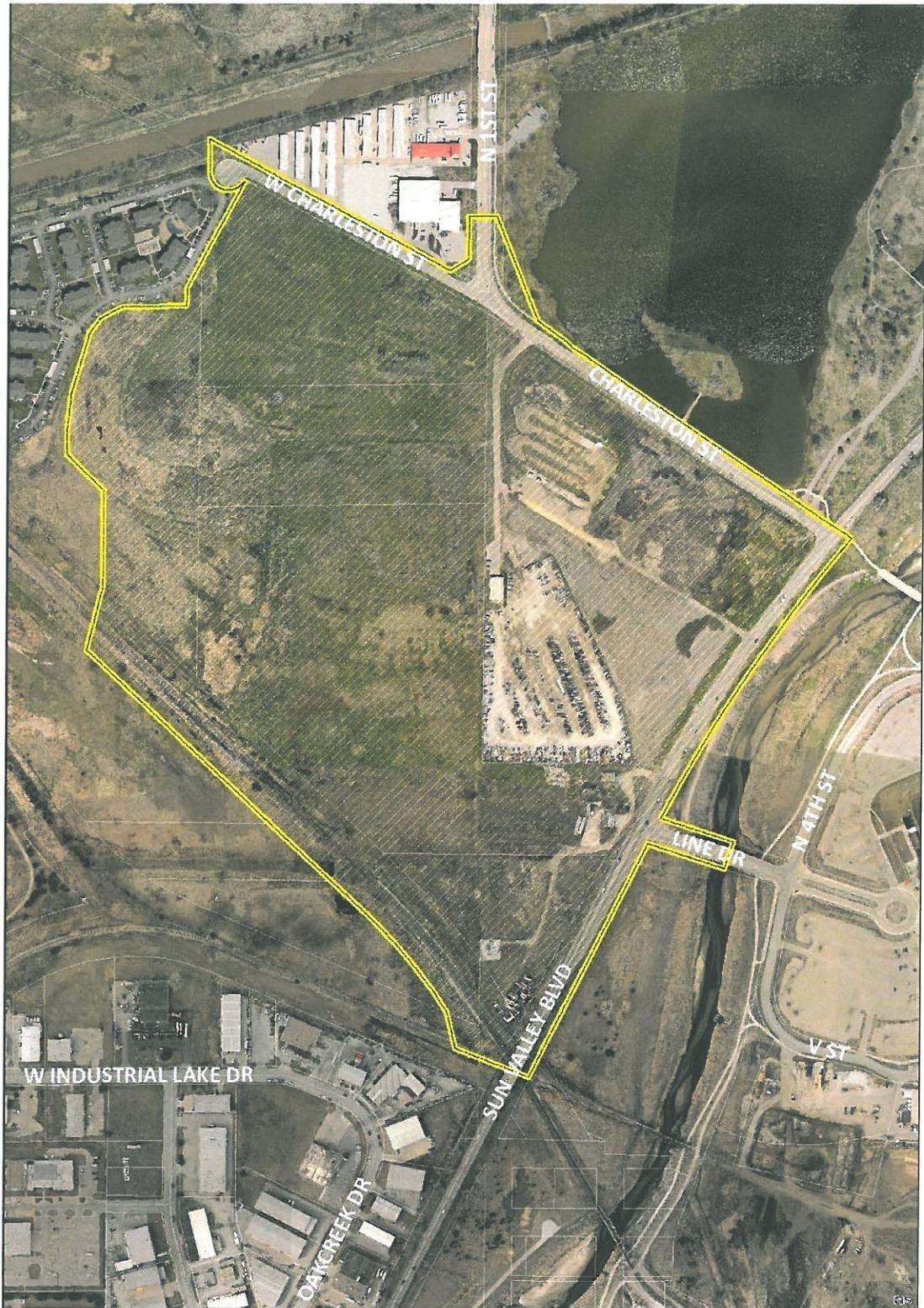
G. Financing: The estimated total cost to implement this office/commercial development is approximately \$6,200,000 which will yield incremental tax revenues sufficient to support approximately \$850,000 of City public investment. The source of public funds for these improvements will be Community Improvement Financing, estimated to be \$850,000, generated from the private development within the project area.

6. West Haymarket Sports Park (WHSP)

Project Description:

The West Haymarket Sports Park is a mixed-use project consisting of a major expansion of youth sports facilities and related commercial uses and activities over approximately 65.7 acres. The project would be implemented within the Redevelopment Project Area, as shown in *Exhibit 3e* and is generally bounded by Sun Valley Boulevard on the east, Charleston and West Charleston Streets on the north, The View (a student housing complex) on the west, and the Union Pacific rail line on the south.

Exhibit 3e: West Haymarket Sports Park: Redevelopment Project Area



 **West Haymarket Sports Park: Redevelopment Project Area** City of Lincoln - Urban Development Department 

The Redevelopment Plan also designates the entire Redevelopment Project Area, as shown in Exhibit 3e, an Enhanced Employment Area (EEA) – as defined by the Nebraska Community Development Law (Chapter 18, Article 21, Section 18-2101, et seq.) As required by that law, within the EEA, jobs will be created for at least twenty-five new employees and at least \$2 million will be newly invested in the EEA.

The project's outdoor sports focus is girls' fast-pitch softball and other recreational sports. Pre-teen baseball may also possibly be incorporated as fields are available. The West Haymarket Sports Park is being designed for league play and large tournaments.

The project will generally consist of three phases. Phase I includes approximately 12 or more outdoor recreational fields including associated restrooms, concessions, maintenance facility and ball field accessory components, public and private roadways and associated public street modifications, parking, infrastructure and support. See *Exhibit 3f* for a proposed site plan. Phase 1 is anticipated to be completed prior to the 2015 sports season, starting mid-March.

Phase 2 of the project, *Exhibit 3g*, is intended to include multiple commercial projects with multiple start and completion dates. Primary projects are intended to include a large field house and smaller field house, lodging, restaurant(s) and other commercial uses to support sports activities. The commercial projects are intended to be partially supported by, and specifically complementary to, both outdoor and indoor sports facilities. The indoor sports facilities will allow Lincoln to host additional youth and amateur sports events focusing on volleyball, basketball, perhaps soccer, and also provide for multi-sport practice, training and exercise. A variety of after-school youth activities could also occur. Phase 2 will start either during Phase 1 construction or after completion of Phase 1. Implementation of Phase 2 may take three to five years, depending upon market absorption rates.

Phase 3 illustrates the Nebraska Department of Roads (NDOR) long range plan to realign Sun Valley Boulevard. *Exhibit 3h* illustrates the earlier two Phases along with that proposed realignment and new 1st Street connection.

Although the City's tow lot is included in the Redevelopment Project Area, no material changes are anticipated to the facility itself, although shared street and driveway access is anticipated. As traffic increases, improvements to the street and driveway access may become necessary.

Most of the Redevelopment Project Area is in the designated 100-year flood plain and portions of the site include a former land fill. Both of these conditions will require remedial actions.

Public investment may assist in eligible expenditures. These may include site acquisition, demolition and site preparation, environmental remediation, public utilities, sidewalk and street improvements, and landscaping.

**Exhibit 3f: West Haymarket Sports Park
Proposed Site Plan: Phase 1**

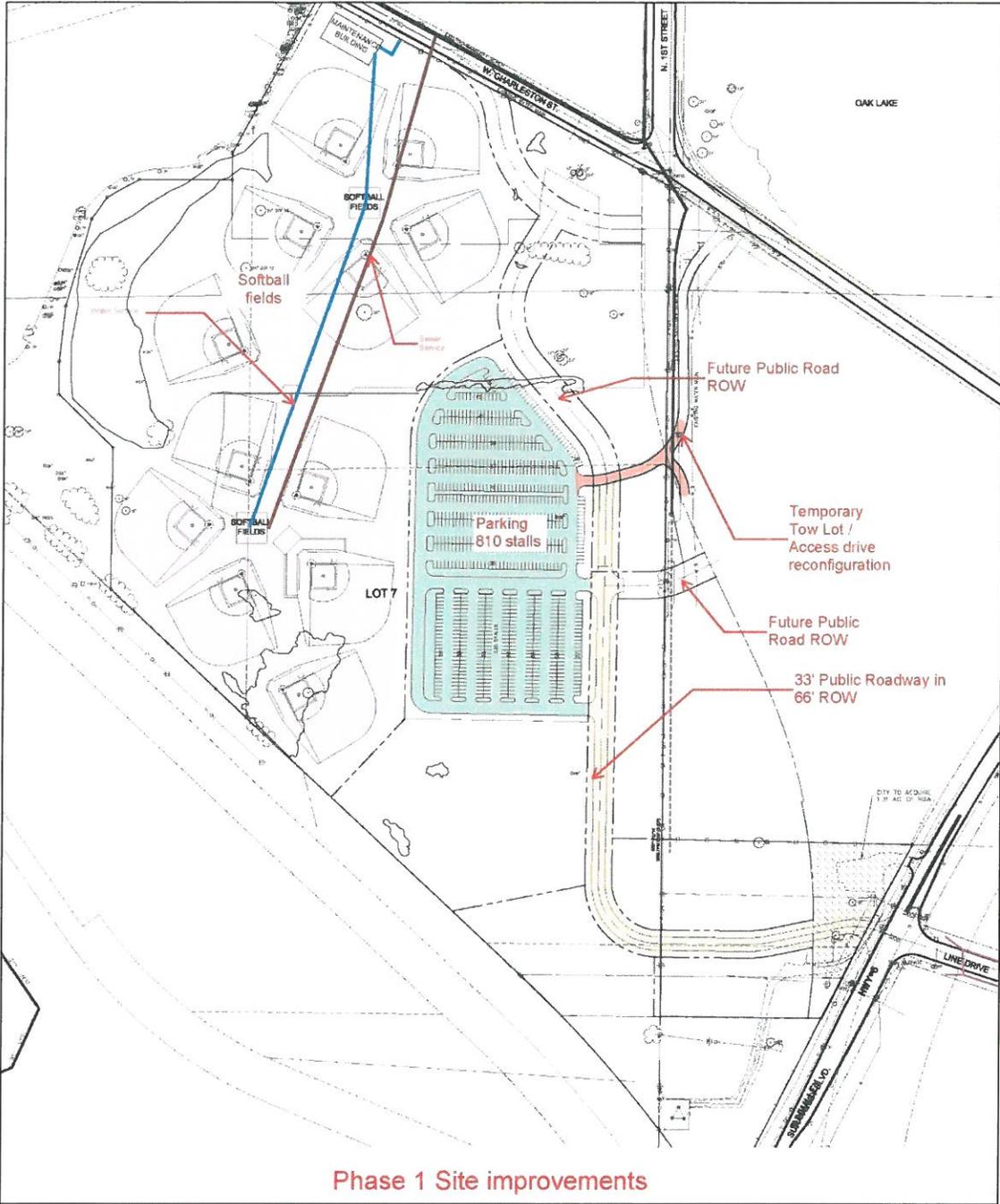


Exhibit 3g: West Haymarket Sports Park Proposed Site Plan: Phase 2

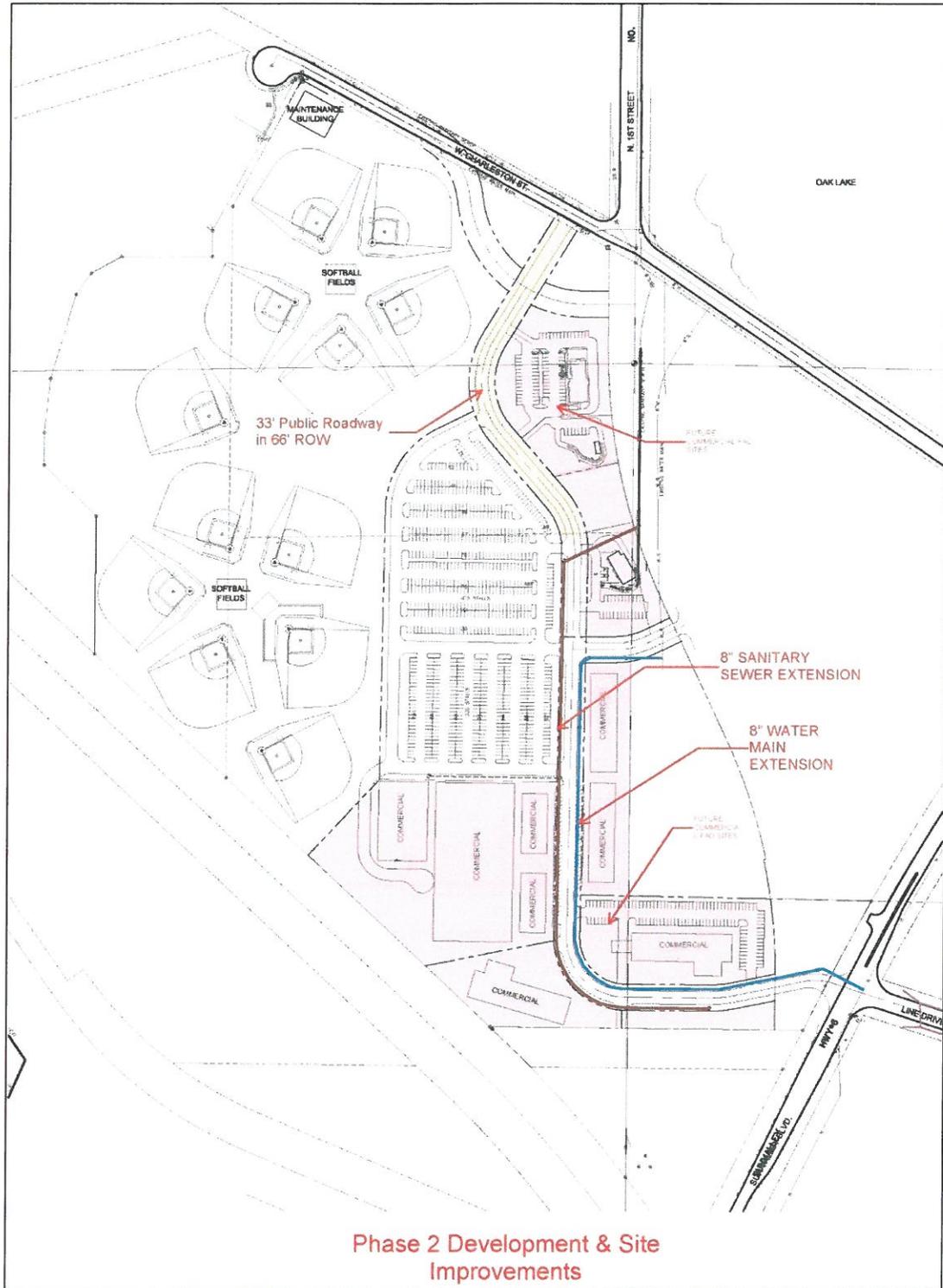
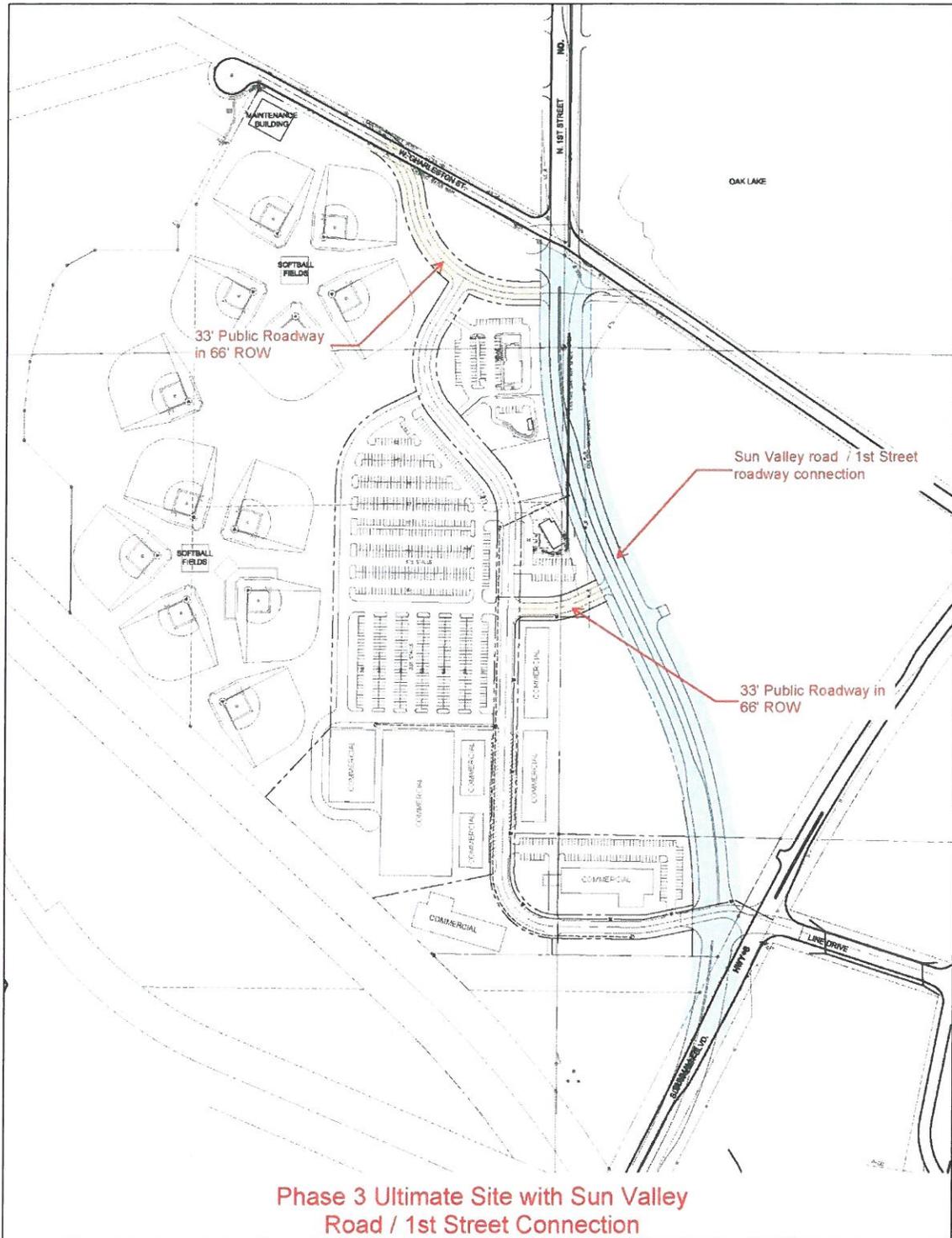


Exhibit 3h: West Haymarket Sports Park Proposed Site Plan: Phase 3



Statutory Elements:

- A. *Property Acquisition, Demolition, and Disposal:*** The City may acquire the necessary fees, easements, property and covenants through voluntary negotiations. (See Land Acquisition Policy Statement, on file at the Urban Development Department and available upon request.) No relocation of families or businesses is required.
- B. *Population Density:*** The proposed development at the Project site contains no residential units and no residential units are envisioned. The Project consists of sports fields and associated uses, and commercial development which will not affect population density in the Project area.
- C. *Land Coverage:*** The Project site is currently vacant. Construction of Phase I will have minimal impact on land coverage but floor to area ratio will increase with full build-out of all Phases.
- D. *Traffic Flow, Street Layouts, and Street Grades:*** It is anticipated that the Project will increase traffic significantly during tournaments. New streets will be constructed as indicated on the Phase 1, 2 and 3 Site Plans (Exhibits 3f, 3g and 3h) for internal circulation. Access off Sun Valley Boulevard is currently under analysis.
- E. *Parking:*** Private parking will be developed as a part of Phase 1 and as illustrated in the Phase I Site Plan, Exhibit 3f. Additional parking needs and requirements will be evaluated in Phases 2 and 3 as development plans proceed.
- F. *Zoning, Building Code, and Ordinances:*** The Project area is currently zoned R-3 Residential District, Public Use District and I-1 Industrial District. Portions of the R-3 zoned lands are subject to an R-3 special permit. Approximately 65.7 acres will be rezoned to B-2 Planned Neighborhood Business District and be subject to a B-2 Use Permit. The current R-3 special permit will be removed from the B-2 zoned 65.7 acre area. The area will be further subdivided to accommodate the sports fields and the planned commercial tracts. No other changes are contemplated to local codes or ordinances.
- G. *Financing and Cost Benefit Analysis:*** As required by Nebraska Community Development Law ([Neb.Rev.Stat. §18-2113](#)), the City has analyzed the costs and benefits of the proposed Project including:

- **Tax Revenues**

Phase 1 Tax Increment Financing Analysis

Phase 1: Outdoor Sports Fields & Support		Amount
Base Value (2013)		\$832,847
Estimated New Assessed Value		\$13,823,226
Increment Value	<i>New Assessed Value minus Base Assessed Value</i>	\$12,990,738
Annual TIF Generated	<i>Increment x 0.02020638 (2014 Tax Rate) with 120% coverage</i>	\$218,747
TOTAL PHASE 1 FUNDS AVAILABLE	<i>Annual TIF Generated/120% x 14 years @ 5.5%</i>	\$2,116,463

Upon completion of the Project's Phase 1, the assessed value of the property within the Redevelopment Project Area will increase by an estimated \$13,000,000 as a result of the private investment. This will result in an increase in annual property tax collections during the fourteen (14) year TIF period estimated at \$262,496 upon completion of Phase 1 that will be available for the construction of public improvements related to the project; this amount is calculated with a 20% safety coverage factor, thus reducing the calculated estimate identified above to \$218,747. The public investment of a projected \$3,414,661 in Phase 1 TIF funds will leverage \$10,408,565 in private sector financing, resulting in more than \$3.05 of private investment for every City TIF dollar spent.

Phase 2 Tax Increment Financing Analysis

Phase 2: Indoor Field-houses, Commercial & Support		Amount
Base Assessed Value		\$2,613,600
Estimated New Assessed Value		\$34,287,580
Increment Value	<i>New Assessed Value - Base</i>	\$31,673,600
Annual TIF Generated	<i>Increment x 0.02020638 (2014 Tax Rate) 120% coverage</i>	\$533,233
TOTAL PHASE 2 FUNDS AVAILABLE	<i>Annual TIF Generated / 120% x 15 years @ 6%</i>	\$5,225,802

Upon completion of Phase 2 commercial improvements, the assessed value of the property within the Phase 2 Project Area will increase by an estimated \$31,673,600 as a result of the private investment. This will result in an

increase in annual property tax collections during the fifteen (15) year TIF period estimated at \$639,879 upon completion of Phase 2 that will be available for the construction of public improvements related to the project; this amount is calculated with a 20% safety coverage factor, thus reducing the calculated estimate identified above to \$533,233.

- **Occupation Tax**

This Redevelopment Plan includes the designation of the entire Redevelopment Project Area as an Enhanced Employment Area (EEA). Under the Nebraska Community Development Law, the City may levy a general business occupation tax upon categories of businesses and uses of space within the EEA for the purpose of paying all or any part of the costs of eligible public improvements and enhancements.

Upon completion of the project's Phase 1, the potential occupation tax is projected to generate approximately \$1,300,000 for public improvements and enhancements within the EEA. The Phase 2 projections estimate approximately \$1,465,000 to be generated from occupation tax.

To accomplish eligible public improvements and enhancements within the EEA, the City may issue bonds or notes and pledge the occupation tax to repay the indebtedness. The City believes that redevelopment of the Redevelopment Project Area and Enhanced Employment Area is in the vital and best interest of the City and is in furtherance of the health, safety, and welfare of its residents, and is in accordance with the public purposes and provisions of applicable laws.

- **Public Infrastructure and Community Public Service Needs Impacts**

It is not anticipated that the Project will have an adverse impact on existing public infrastructure or City services. The Project entails the capture of incremental tax revenues for eligible public purposes intended to include, but not limited to, land acquisition, demolition, site preparation, environmental remediation of this former landfill area, construction of new public roadway, sidewalks and other public access improvements, installation of utilities, and other eligible improvements. The Project will also facilitate an improvement in the shortage of local area sports fields and associated deficiency in youth sports tournaments, local league play and practice facilities, and associated recreational activities.

- **Employment Within & Outside the Redevelopment Project Area**

The Project will not have any adverse impact on employers or employees of firms located within the boundaries of the Project Area. Currently, there are no employers or employees within the Project Area. The Phase 1 Project is projected to create approximately 34 new Full Time Equivalent (FTE) jobs within the project area. New jobs will also be created in the Phases 2 and 3 areas although the quantity is currently

undefined. The Project is not anticipated to impose a burden or have a negative impact on other local area employers, but rather increase the need for services and products from existing local area businesses.

Dr. Eric Thompson of UNL's Bureau of Business Research has authored *Final Report, Economic Impact of the West Haymarket Sports Park*. Based upon an estimated \$47.4 million planned construction spending, the construction period impact is \$78.1 million. This construction period impact includes \$32.6 million in employee compensation spread over approximately 760 job-years.

○ **Other Impacts**

The Project will increase business and tax base with a positive effect on both public and private entities. There will be a material tax shift because of the use of tax increment financing, but there will also be personal property tax and significant municipal revenue generated for the immediate benefit of the community. The Project will facilitate the redevelopment of a blighted and substandard area in the City, without the incurrence of significant public cost. The Project is also suggested to encourage additional development around the Redevelopment Project Area, including additional youth ball fields per VISION 2015 goals.

The Project will create tax and other public revenue for the City and other local taxing jurisdictions. While the use of tax increment financing will defer receipt of a majority of new ad valorem real property taxes generated by the Project, this income could not have occurred without the use of TIF.

In addition to new personal property tax revenues, the Project will also contribute to municipal revenues through excise taxes, fees, sales taxes, and other taxes that occur and are paid by redevelopment and consumers in the Redevelopment Project Area.

The Project should have a positive impact on private sector restaurants, hotels, and other businesses within and around the area outside the boundaries of the Redevelopment Project Area. The additional hotel rooms, food establishments and the associated commercial development will provide necessary services and a substantial benefit to the City.

The Phase 1 sports field portion of the Project will not only provide a significant improvement for local league play and practices, but will generate additional tournaments for Lincoln citizens and visitors. Combined with a projected expansion of Optimist Youth Sports Complex on S. Folsom Street, West Haymarket Sports Park will create a significant increase in tourism to Lincoln, a benefit to both public and private sectors of the city.