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# News from The National Arbor Day Foundation®

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For Immediate Release:

## **Arbor Day Foundation Announces Plans for Downtown Improvements**

*Lincoln, Nebraska, June 8, 2005*—The National Arbor Day Foundation announced today that it will work with Will and Robert Scott to redevelop its building at 12<sup>th</sup> & P Streets, previously home to the Plaza 4 Theaters.

The Foundation says it's excited for the prospects of making a positive difference in downtown Lincoln and jumpstarting the master plan vision.

“We’re delighted that Will and Robert Scott will be purchasing and developing a portion of the old Plaza 4 Theatres in a way that will be good for downtown,” said Matt Harris, Senior Vice President for Related Business Ventures at the Arbor Day Foundation. “Their plans for retail and restaurant space will support and complement the downtown master plan, including the P Street Marketplace and 12<sup>th</sup> Street Arts Corridor concepts.”

As part of the progress he foresees, Harris cited the development of retail spaces along the 12<sup>th</sup> and P Streets property, with multiple spaces available that would accommodate typical retail depths.

Harris added that the development of the building will also allow for growth of the Foundation, with part of the first floor space remaining dedicated to the nearly 100 employees working at the National Program Headquarters.

“We’re looking forward to this arrangement as a way to connect the people of Lincoln with our mission—to inspire people to plant and celebrate trees and to become good environmental stewards,” he said. The project will be phased, but when completed will include a green “living” rooftop and trees growing inside the building. “It will be an inspiring space for our staff and visitors,” Harris added. “This is a great chance for us to be more than a landlord or owner. We get to create a space that is good for downtown, helps people better understand the mission of the Arbor Day Foundation, and serves as a demonstration for other communities of how responsible development can occur.”

Work is expected to begin this fall, and Harris says he’s pleased that the Arbor Day Foundation can be a part of the early success of the downtown Lincoln master plan. “We’re delighted to call Lincoln home, and even more excited to be a part of the development of the Star City’s vital downtown area.”

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