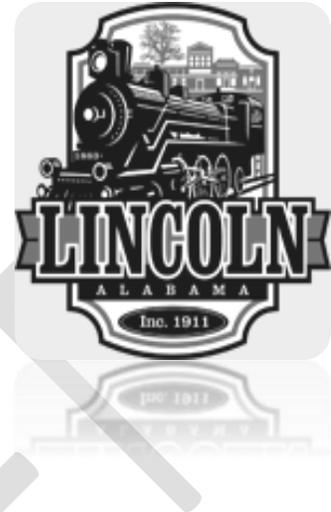


Chapter 2: Vision & Goals

Introduction

The City of Lincoln Comprehensive Plan establishes a developmental strategy and policies to guide the future growth and development of the community. The Plan assesses existing conditions and trends, and provides recommendations for the use and development of land, the extension and improvement of transportation services and infrastructure, the development of community parks and recreation, the needs of senior citizens, the expansion of the City's economic base, revitalization of Historic Downtown, promotion of healthcare, and the protection of natural resources.



The preparation of the Comprehensive Plan provides an opportunity for the City to explore and articulate its vision for the future – what kind of city it would like to be in future decades and beyond. This vision guides the development of the goals, objectives, and strategies for action that make up the policies of this plan. By implementing the goals, objectives and strategies, the City will move toward realizing its vision.

Vision Statement

The City of Lincoln presents its vision for the future as follows:

The City of Lincoln is a city where citizens are inspired to work together to create a great place to live, to raise a family, to learn, to work and to prosper.

What creates such a place? It is a city of safe and beautiful neighborhoods, where neighbors socialize and residents can safely travel down the street to worship, to play in the park, to go to school or even to shop or work. They offer many housing choices so each citizen has an opportunity to live in a decent home that they can afford and that is an asset to the neighborhood.

The City of Lincoln will be a great place to learn. It will offer excellent schools for our children to learn all they can to reach their full potential.

This will be a city proud of its heritage, both cultural and natural, saving the best of its historic buildings and areas and preserving cherished green spaces. It will refocus on Lake Logan Martin with its natural beauty, making it more welcoming and inviting. In our ideal city of the future, the air and the water in our streams will be cleaner in 2025 than they are today.

This will also be a city of efficient and effective service delivery. Clean, plentiful water will come from the tap and wastes will be handled efficiently, at low cost and in an environmentally sound manner. Transportation networks will offer many ways for citizens to get from here to there through a variety of means.

The city will explore new technologies to assure the best, least costly, services that conserve resources. Citizens will contribute to keeping the city working well by conserving water and energy and minimizing or recycling wastes. Economic vitality will allow all to work and to prosper.

The City of Lincoln will retain its place within the region through expansion of business opportunities. Such expansion may be achieved not only by new commercial and industrial development, but also by the revitalization of older and historic economic areas. A lively, revitalized historic downtown will play a central role in civic life.

The commercial areas at city gateways will provide a good impression and welcome visitors and residents alike.

How will this great city be achieved? ...by engaging all its citizens to work toward the vision, by tapping into their skills and experience, and by engendering community spirit and pride.

Summary Goals for Achieving the Vision

The City of Lincoln sets the following goals for the next twenty years and beyond. These goals will inspire us to action - to devise the measures and policies necessary to make this city a great place to live, to raise a family, to learn, to work and to prosper.

Historic Downtown

- **Encourage the revitalization of Historic Downtown Lincoln as a hub for civic, festive and commercial activity.**
- **Establish a marketing program to promote historic downtown Lincoln.**
- **Improve the image and functionality of the downtown, with particular emphasis on being pedestrian friendly and maintaining the historic character.**

Recreation and Senior Services

- **Address Level of Service Issues.**
- **Create a Parks, Recreation and Cultural Master Plan to grow the City's parks, recreation, and cultural opportunities as the City grows.**
- **Develop partnerships within the community and region to make better use of available resources and increase funding sources and sponsorships for recreation facilities, special events, athletic tournaments, and other exhibitions.**
- **Ensure that a facility maintenance program is maintained and funded for all City parks, recreational facilities, athletic fields, vehicles, and maintenance equipment.**

Utilities

- **Provide safe and abundant water for drinking and for fire protection for the community.**
- **Provide efficient and environmentally responsible wastewater collection and treatment.**
- **Provide high-quality utility service at the lowest possible rates.**
- **Ensure that all utilities serving city residents are of the same high standards.**

Economic Development

- **Improve the image, cohesiveness and vitality of Lincoln.**
- **Expanding the Tax Base**
- **Retain Existing Businesses**
- **Promote tourism**

Environmental

- **Preserve and enhance the City's natural environment**
- **Increase accessibility to the City's natural environment**
- **Encourage development that is compatible with the natural environment**
- **Improve the visual appearance of the City**

Tourism

- **Revitalize Historic Downtown**
- **Promote and enhance opportunities for tourism and business related to historical and natural resources**
- **Increase public awareness of Lincoln's tourism assets and historic charm.**
- **Development of multi-purpose facility for community & senior activities**

Transportation

- **Improve/Eliminate current congestion & unsafe road conditions.**
- **Develop alternate forms of transportation to augment vehicular transportation.**
- **Upgrade City ordinances and regulations to require higher standards for road/street development and maintenance.**
- **Develop standards to improve streetscapes and community character.**

Health Care

- **Provide, Expand and Improve Access to Healthcare.**
- **Improve Communication and Increase Healthcare Education Opportunities.**
- **Provide Local Access to Fresh Food.**
- **Enhance Senior Services and Social Activities.**