

City of Sidney



Comprehensive Development Plan 2012

Sidney, Nebraska.....Small Town Values.....Big Time Opportunities

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Purpose and Scope

The purpose of completing a comprehensive plan is to provide basic guidelines and policies for use by the City Council and planning commission. These policies should be followed when making decisions that affect existing and/or future uses of land and resources within Sidney's planning jurisdiction. The plan addresses all facets of development: residential, commercial, industrial, agricultural, open space, etc. It indicates what type and to what extent development should occur in a specific area.

The comprehensive plan is intended to provide a general analysis of the condition of Sidney and the needs of its residents. Past trends and future projections on various subjects are studied to determine deficiencies that need to be addressed or to reveal assets and opportunities that the City should build upon. This information is helpful in establishing priorities and setting goals.

Preparation of a comprehensive plan prior to the adoption of zoning regulations is a logical planning practice. The plan establishes City policies which may be upheld by the zoning regulations. The plan may indicate that a particular area of the City is a prime location for certain activities, zoning regulations may then encourage that type of activity and minimize any conflicting uses. Assuring that adjacent areas of the City are used for compatible activities serves to protect the rights, property values and best interests of the residents of Sidney.

The City's planning process does not end with the adoption of this document. Planning is an on-going process to be used to promote orderly growth and development through policies established in this plan. The Plan will continue to evolve after it is officially adopted. Fine-tuning the plan through later amendments will ensure that this document remains a reflection of the values of the City's residents.

The Legal Role of a Comprehensive Plan

Nebraska State Statutes permit cities and villages to utilize zoning and subdivision regulations to control physical development within their jurisdiction. However, a comprehensive development plan must be adopted before zoning or subdivision regulations are implemented.

As stated in the Nebraska State Statutes (23-114.02), the comprehensive plan shall, among other elements include:

- 1) A land use element which designates the proposed general distribution, general location, and extent of the uses of land for agriculture, housing, commerce, industry, recreation, education, public buildings, and lands, and other categories of public and private use of land:
- 2) The general location, character, and extent of existing and proposed major streets, roads, and highways, and air and other transportation routes and facilities: and
- 3) The general location, type, capacity, and areas served of present and projected or needed community facilities including recreation facilities, schools, libraries, other public buildings, and public utilities and services.

The comprehensive development plan shall consist of both graphic and textual material and shall be designed to accommodate anticipated long-range future growth which shall be based upon documented population and economic projections.

Economic Overview

In the past quarter century Sidney has successfully transitioned itself from being just another rural community caught in a slow decline into becoming a prosperous community with strong prospects for continued economic expansion.

One of the key turning points for the City was the rapid growth and expansion of one of its many local entrepreneurial success stories during the 1990's. During this decade, Cabela's hired hundreds of highly skilled and well compensated employees to assist with the rapid, nation-wide expansion of their company.

However, to simply label Sidney as a fortunate town that just happened to benefit from the success of one business would be a myopic assessment of the groundwork that not only assisted in supporting the success of Cabela's, but also propelled dozens of other businesses to develop and grow in the community.

After the difficult decade of the 1980's, which was marked by significant population loss, failing businesses, empty storefronts, and below average incomes, it would have been easy for the community to capitulate and have little hope for the future.

Instead, the community banded together and formed a consolidated economic development partnership between the City of Sidney, Cheyenne County, and the Cheyenne County Chamber of Commerce. This created a cooperative structure to ensure a proper economic environment existed in the community to facilitate business growth and development.

The public supported local efforts to improve the local economy by volunteering to implement community initiatives and providing financial support for economic infrastructure and incentives.

This public support was clearly demonstrated in 1997, when the public approved the Sidney Economic Development Plan with an affirmative 92 percent voting in support of this measure and the accompanying sales tax. This remains the highest favorable vote on an economic development plan in the history of the state of Nebraska

This effort allocated \$2.5 million in development incentives for future business expansions in the community. The continued support of this effort was demonstrated in 2007 when the plan was renewed by Sidney voters for another 10 years, allocating an additional \$3 million for local economic development initiatives.

The completion of Interstate 80 in the early 1970's also provided Sidney with a key piece of infrastructure that has greatly assisted in its recent economic success. This asset positioned Sidney with many logistical advantages. Not only did it provide a front seat along one of America's most prominent east-west corridors it created a crossroads with north-south U.S. 385 and Highway 19 which provides a direct route to the Colorado Front Range via Interstate 76.

It also provides multi-modal opportunities with America's two major railroads (the Burlington-Northern Santa Fe and the Union Pacific) which are connected locally by the Sidney and Lowe Railroad.

Unfortunately, the Interstate Highway was greatly underutilized by the community for more than fifteen years as local planning efforts naively focused on trying to entice the motoring public to patronize existing businesses along the Highway 30 corridor rather than serving them directly.

By the late 1980's, though, Sidney put aside its nostalgia for Highway 30 and began to take a more forward thinking view of how to benefit from the Interstate. The City invested in infrastructure at the interchange in 1988, opening the area to development that provided traveler services direct access to the motoring public.

The Interstate-80 development now has 30 businesses conduct \$250 million in annual retail sales, led by Cabela's retail store and the Wal-Mart Super Center which opened in January 2004. These thirty businesses have injected \$100 million of new investment in the area and provide 2,500 jobs at the interchange area.

Numerous other major infrastructure projects were undertaken locally to set the stage for (and build upon) economic success. A \$14 million water well field and distribution system was completed in 2005. This project also supplied the industrial park area northwest of the community and resolved long standing water challenges for generations to come.

A new regional Subtitle D landfill was constructed in 1996 and will expand in 2011. The City continues to upgrade its electrical distribution system and generating power plant and has secured a 30 year long term contract for energy supply in 2008. The City constructed a flood plain control ditch that provided safety and eliminated much of a flood plain that previously restricted building projects. A \$5.5 million wastewater upgrade was completed in the summer of 2010 meeting all new EPA guideline standards. Mitigation Planning is also underway regarding drainage issues.

Sidney Public Schools adopted a \$17.3 million bond issue to build a new high school in 2008. The school opened in August 2009 as Sidney now adorns Nebraska's newest high school. Sidney also expanded and restructured its elementary school system. The city and school district worked together to build a fiber optic interconnection between schools.

Numerous airport improvements have been implemented in recent years as traffic continues to grow. A major \$4.4 million improvement of a new runway and lighting system was completed this past summer. Fire Department equipment upgrades have been made throughout the county with an all volunteer force. A new \$1 million fire truck capable of greater fire fighting abilities was purchased in 2008. A County/City 24-7-365 911 Emergency Communications Center was established in 1985.

Significant improvements to the Downtown District have been, and continue to be, implemented. A resurgence to this area came during the 1990's with \$4 million in additional public improvements being invested. A Sidney Main Street program directed at revitalizing Sidney's historic corridor was adopted in 2003. An incentive program provided by the City of Sidney's economic development fund for historic restoration in the downtown area was adopted in 2005 and is administered by the newly formed Downtown Historic Preservation Board.

Cabela's also matched the incentives for a time and showed their commitment with a downtown corporate headquarters development in the former Alco building. A rental assistance program has also been established for new businesses locating in the downtown area. The City partnered on a major downtown infrastructure revitalization grant with the State of Nebraska and is in the process of being completed with \$600,000 of additional improvements. It includes a downtown gathering place, new streets, historic lighting and crosswalks.

A major downtown drainage project was funded by the City in 2006 while a downtown streetscape program has also been completed. The Heritage Nebraska Main Street program has been adopted along with a Certified Local Government program to enhance development and preserve the community's rich history. The Main Street program is also administered by the Cheyenne County Chamber of Commerce with four active committees on Economic Vitality, Promotions, Design and Organization. The Keep Sidney Beautiful Program is also administered by the Chamber and is making a significant impact on the community.

A community wide assessment project was completed documenting each residential and business property in Sidney for the City's emergency and public service entities and also to target rehabilitating certain properties. A Vision 2020 committee is also very active in future community planning.

Many investments have also been made to improve quality of life in the community. A four mile walking, hiking and biking trail was expanded in 2001 and is scheduled to expand again in late 2011 with an \$850,000 project connecting to the I-80 business corridor. A new \$3 million indoor community center was built in 1991, and expanded in both 2008 and 2011. Several new ball fields and soccer fields have been redesigned and built. Additional facility improvements were made to the Cheyenne County fairgrounds, Legion Park, Lodgepole Valley Youth Camp, Kiwanis north side park and the Community Building in Legion Park remodeled. A new skate board park and tennis courts opened in 2002. A new Sidney Shooting Park featuring skeet and trap shooting and other types of shooting competitions and archery opened in 2006 and a facility will be constructed in 2010. A volunteer driven \$400,000 popular new kids fishing pond was completed in 2007 and an ice skating rink was added in 2008. A disc golf course and a sheltered horseshoe pitching arena opened in 2007. A dog park will be developed in 2011.

Sidney's scenic 18-hole Hillside public golf course wraps around a picturesque canyon and is considered one of the top public golf courses in Nebraska. A new club house in a public / private venture partnership opened in the fall of 2005 and offers all of the amenities with a pro shop, restaurant and lounge. A record amount of play was established in 2008, exceeding 18,000 rounds, but green fees are still only \$25 for 18 rounds.

Approximately \$10 million in state and federal grants were secured by community leaders to enhance the development that took place in the community over the past 20 years. The financial community also strengthened its presence in the community, including Points West Bank, American National Bank, Security First Bank, Sidney Federal Savings & Loan and Great Western Bank. Three new banking facilities were recently constructed and another historically renovated.

A community web site was created at www.sidney-nebraska.com that allows for all websites in the community to be accessed. The City of Sidney website www.cityofsidney.org and the Cheyenne County Chamber of Commerce is www.sidneychamber.com. A regional interactive employee recruitment website hosted by Sidney was introduced in 2009 and can be accessed at

www.highplainscompass.com promoting the Tri-State area of western Nebraska, northeastern Colorado and eastern Wyoming with community information sharing for attracting employees, businesses and tourists. The new resident's bureau now has a staff person associated with the Chamber of Commerce. An additional website was added for www.sidneynebraskajobs.com with any employer with job openings asked to link to the site.

In addition to all of these local investments, the State of Nebraska adopted a new economic development incentive plan in 2005 known as the Nebraska Advantage Act. The combination between the state and local incentive package, along with Sidney's experience with Redevelopment Project and Tax Increment Financing, makes Sidney very competitive with other expanding industry markets.

These millions of dollars of investments have resulted in solid growth and positive momentum heading into the future as these assets continue to pay economic dividends.

As the atmosphere was created to enhance business and industry developments, area industries found the local economy conducive for growth and expansion, new investment, and job creation. Industry expansions occurred several times at Cabela's World Headquarters, and others occurred at various times over the past decade at TE Connectivity ADC / Prestolite Wire, Memorial Health Center, Egging Company, Progress Rail, Pennington Seed, Nienhueser Construction and Excavation, Adams & Son Trucking, Adams Industries, Glover Industries, Master Trading/Convert-a-Ball, Crossroads Cooperative, Scoular Grain, U.S. Aprons, Anderson Forest Products, Sioux Meadows Industrial Park, Commercial Resins, Innovative Masonry Products and 21st Century Equipment.

Three industrial park areas were established including the recently purchased 90 acre tract on the east edge of the community which has full utilities and excellent access to ground and rail transportation.

New ownerships in the past decade and additional emphasis in development has taken place at the Sioux Meadows I-80 Industrial Park and Adams Industries northwest of Sidney. Adams continues to work with many new active prospects with the availability of commercial and industrial floor space. Both parks are served by a short line railroad that ties directly to the Union Pacific and Burlington-Northern Santa Fe main line railroads and the numerous trucking companies that serve this area. Over 500,000 square feet of warehouse / commercial space exists for prospective clients with adjacent development sites totally several hundred acres. Over 23,000 acres of heavy industrial zoned property is

Adams Industries has been acknowledged as a national and Midwest leading logistics hub for the combination of rail, trucking and warehousing by both Burlington-Northern Santa Fe and Union Pacific Railroads, which bodes well for future industrial growth in the Sidney area.

Overall, thanks to all the aforementioned activities, the 20 year span from 1991-2011 saw approximately \$300 million in new community and economic development projects completed in the Sidney area creating a pro-business atmosphere where the economic indicators blossomed to record levels.

Due to the creation of this pro-business environment, many successful companies dot the Sidney landscape, with Cabela's continued commitment to growth and success serving as a primary catalyst.

Building permits have averaged \$14 million a year over the past 15 years with annual levels ranging from \$8.5 million to \$39 million. In aggregate, there has been over \$175 million issued in building permits the past decade compared to \$75 million in the 1990's and just \$27 million in the 1980's.

Housing starts jumped significantly in the past decade. In 1989 there was only 1 housing permit issued in all of Cheyenne County, followed by 2 permits in 1990. In the subsequent years, 83 housing units were built between 1991 and 1995. Housing starts really took off in 1996 as 204 housing units were built before the turn of the century. Housing starts remained strong through 2008 as 282 more homes were built.

The past two decades brought diversification to the area economy with significant growth in wholesale trade, business services, manufacturing, retail trade, construction, transportation, FIRE (finance, insurance and real estate) and traveler services. This diversified growth provides a more stable economy than the highly volatile agriculture sector.

A large majority of the growth, while supported by public infrastructure and incentives, occurred in the private sector. As a result, Sidney has become much less dependent on government jobs in the past two decades. As recently as 1987, greater than one in five Cheyenne County jobs were in the government sector. By 2008 it was down to just 11.7% which is well below the state and national level. Furthermore, a large majority (82.3%) of local wage and salary income comes from private sector sources.

While the Panhandle has been increasingly dependent on government transfer payments, it only accounts for 15.4% of local income which is well below the region, state and nation. Although the share of income coming from government transfer payments has declined locally, it has actually increased at an annual rate of 2.5% since 1994. This demonstrates the local economy's private sector income is out-pacing the growth of government transfer payments.

The number of non-farm proprietors has never been higher in Cheyenne County even though they represent a smaller share of overall employment. The declining share of self-employment locally is not the result of Sidney becoming less entrepreneurial, but rather, it shows the success of several local entrepreneurs adding thousands of wage and salary jobs

This is a significant change from Sidney's history, when its future was beholden to outside political influence and cyclical industries. Federal investments initiated significant booms for Sidney from the mid 1940's through the 1960's with the construction and operation of the Sioux Army Depot during World War II and the installation of Minuteman Missile system in the 1960's. However, when the missile system was completed and the army depot closed at the end of the 1960's, the local economy was hit hard.

Cyclical industries, most notably agricultural, oil, and gas, have created booms and busts. The discovery of oil and gas in the 1950's added to the local boom and then accentuated the 1960's drop-off. The strong farm economy of the later 1970's and early 1980's abruptly ended with a severe ag recession in the mid-1980's that led to significant economic contraction.

With other industries becoming more significant, agriculture, oil and gas can provide a boost to the local economy rather than being the engine that determines the community's destiny.

In recent years, booming commodity prices along with advanced drilling technology has led to resurgence in farming and natural resource extraction. Ag sales are well above levels seen a decade ago as crops sales have more than doubled even after adjusting for inflation. The number of natural gas wells has been increasing as recent technology has made it easier to collect the county's tight gas formation.

Although the outlook for farming continues to look quite positive for the foreseeable future, the face, size and structure of farming in the county could experience a dramatic change in the coming decade. Cheyenne County presently has more farmers over the age of 65 than it has farmers under the age of 55, while the average county farmer in 2007 was 60.6 years old. This could lead to significant farm consolidation and accelerate the downward trend in the number of county farms, which has already experienced the loss of a quarter of the county farms since the mid-1960's.

One of the keys to growing an economy is to have more wealth coming into a community by exporting goods and services than the amount of wealth leaving the local economy. The recent success in the agricultural, gas and oil industries has provided boosters to the significant private sector businesses that focus on exporting trade or service and/or serve travelers and tourists.

Due to a strong focus on exporting industries, more wealth has been coming into the local economy. As a result, **Sidney's per capita personal income now has surpassed the state and national levels.**

This is quite impressive when one considers that Sidney's per capita incomes only represent 87.5% of statewide incomes in 2000. This impressive feat resulted from real per capita incomes in Sidney rising 22% from 2000 to 2009 during a time when most places in the state and nation experienced stagnating incomes.

Furthermore, while income inequality continues to expand in the United States, the Gini coefficient in Cheyenne County is well below the national level. This indicates there is much less income inequality locally than there is nationally despite a great inflow of wealth into the community in the past decade. This suggests a large number of local residents are benefitting from the rapidly improving aggregate income.

To compliment the Gini coefficient, data shows that Sidney has a lower percentage of its residents are in the lower income brackets than the state and national average. Also, household incomes have grown at a faster rate than state's and Sidney has a higher percentage of residents in the higher income brackets than Nebraska does as a whole.

Sidney's family households have performed particularly well in the past decade. Statewide, the annual growth rate of family income was only 0.2% while Sidney's family grew their incomes at a strong annual clip of 2.2%.

Furthermore, the county's annual wage and salary growth rate of 2.5% far exceeded the nation's 0.6% rate.

Another indication that wealth is being distributed throughout the community is Sidney's low poverty rates. This is especially significant among female householders. In both the state and nation, over a quarter of female-headed households have income below the poverty threshold. According to the ACS, in Sidney, only 5.8% of these households incomes are below the poverty level.

Sidney does have a significant number of kids (32.4%) that are eligible for free or reduced lunches. However, this is well below the statewide level of 41.2% and dramatically below some other Panhandle schools that have over half of their students eligible for free or reduced lunches.

The good distribution of wealth throughout the community is largely a function of the enormous level of well-paying employment opportunities available relative to the size of the county.

That was not always the case. In the 1970's and early 1980's, Sidney actually had more residents commuting to other counties than vice versa. In less than a decade, the local economy transitioned from not being able to employ its own labor force to becoming the predominant economic engine of the entire southern Panhandle. The amount of net earnings flowing to neighboring counties has grown nearly fifteen fold in real terms between 1990 and 2008.

Since 1970, Cheyenne County has increased the number of jobs by 55.8% even though the population declined by 13.8% during the same time period. In 1969, Cheyenne County had five jobs per 10 total residents. The county now had over 8 jobs per 10 total residents compared to 6.8 statewide and 5.7 nationally.

The local job growth was especially impressive between 1999 and 2001 when the county added 941 jobs. As a result, Cheyenne County now has 1,000 more jobs than it has persons age 15 to 70. Sidney alone has 31% more jobs than it has local workers with Cabela's by itself employing the equivalent of about half of Sidney's local workforce.

Sidney's outstanding record on quality job creation has created one significant issue going forward. Because the number of jobs greatly exceeds the local labor force, employers are highly dependent on commuters coming from neighboring counties that are both declining in population and becoming much older. The tight labor supply also makes it more challenging to recruit new businesses.

With far more jobs than working age persons, Sidney is in the enviable position of being able to focus on creating better paying jobs rather than simply finding employment for unemployed residents like much of America. Having a corporate headquarters provides high paying professional opportunities that most communities Sidney's size do not have and helps build upon the City's focus of not just creating jobs, but developing high paying professional positions.

As education becomes more important to the success of a local economy, especially if good paying employment is desired, Sidney is situated quite well. Sidney has a new high school building and its students are performing well. Sidney Public Schools ACT scores rank above the state and national average. Sidney's junior high and high school students exceed the state average in math and science proficiency while the junior high students also excel in reading proficiency.

Sidney's adults are also well educated as their college attainment level is more than double the national rate. Sidney's key young adult demographic is especially well educated as over a third of Sidney's 25 to 34 year olds have a college degree.

The tight labor force is even providing benefits to Sidney residents who may not have been fortunate enough to receive a college degree as even Sidney's residents without even a high school degree earn more than their state and national counterparts with an equivalent level of education.

Western Nebraska Community College (WNCC) also provides job training opportunities for businesses and advanced education opportunities for local residents at their Sidney campus. WNCC has also built a new downtown Center in a cooperative development effort with the City in 1995 with available property for future expansion. It continues to strengthen its business relationship with area industries and has established relationships. The University of Nebraska also has community outreach programs through its Sidney-based extension service.

WNCC and the community partnered together to build a new Aviation Maintenance School at the Sidney Municipal Airport. A community child care development center opened in 2002 on campus and a nearby housing complex serves for housing for the college students was secured in 2006. WNCC has gained national recognition and exposure with the formation of Cabela's University for training, serving as the flagship for the college's business and industry training.

The return on Sidney's investments has not only established it as the primary employment center of the southern Nebraska Panhandle, it has brought with it state and national recognition. The *Washington Post* in 2005 pointed out that Sidney had more jobs per capita than almost any community in America. Sidney's booming economy was also featured on the front page of the *Wall Street Journal* in 2002 and by national economist Jack Schultz in 2008, ranking Sidney in his Top 6 for jobs per capita. Sidney was named one of the *TOP 100 Rural Communities in America* for communities under 50,000 population by national economist and author Jack Schultz, who featured Sidney in his book "*Boom Town USA*". This honor was based on a community and economic development analysis. In 2011 the Omaha World-Herald published a very complimentary news article about Cabela's celebrating its 50th anniversary and how Sidney has been able to embrace growth and progress.

Sidney is officially recognized as one of only 20 communities in Nebraska with a Certified Economic Development Community status by the Nebraska Diplomats and Department of Economic Development, giving it preferred status for grant funding and projects. Eight times in the past 20 years, Sidney was named the "Nebraska Community of the Year" by various statewide organizations, including the Nebraska Diplomats, Nebraska Department of Economic Development, Nebraska Municipal Power Pool, Municipal Energy Agency of Nebraska, Nebraska Community Improvement Program and Nebraska Department of Aeronautics.

The return on Sidney's economic investments is not only apparent in the number of jobs and the higher level of incomes, it is manifested in many other statistical measures.

Taxable retail sales in the community tripled in nominal terms from \$46 million in 1990 to \$140 million in recent years. Sidney led all major Nebraska communities in retail growth during this time. With the local option sales tax, Sidney collects approximately \$2.1 million annually for property tax relief, community de-

Despite the enormous growth in retail sales, one concern is that most of the real growth occurred between 1990 and 2000. When adjusting for inflation, it is revealed that retail sales actually peaked in the year 2000. Since then, both the state and the Panhandle region have increased their real retail sales growth while Sidney's has declined. Despite the stagnation of retail sales in real terms between 2000 and 2008, retail sales in 2008 were still 53.4% higher than 1997 levels in nominal terms and 19.5% higher after adjusting for inflation.

Another issue with retail sales is a flaw in the state's job incentive program that credits anonymous firms receiving State Advantage Act funds by diverting the funds from local sales tax revenues, with only a month's notice, which does cause city government officials challenges in setting budget figures a year in advance. This legislation has taken hundreds of thousands of dollars annually from Sidney's coffers, which have resulted in a cumulative impact of \$4 million of loss in local sales tax revenue, most of that coming in the past decade.

Although, retail sales slumped during the national recession, retail sales are bouncing back in the first half of 2011. Through June, inflation adjusted taxable retail sales grew 7.9%, well ahead of the state's 4.1% and the Panhandle region's 2.8% decline.

Sidney's travel and tourism industry is yet another sector that brings new dollars into the community. Lodging revenue rose dramatically from \$1.1 million annually in 1991 to \$7 million in 2011. Motel rooms increased from 220 to 500 during the two decades and a Holiday Inn conference center was built which helped attract approximately 700 regional and statewide conferences in the past 12 years.

The opening of a new Hampton Inn in 2011 gave credence to additional discussion on the potential for a larger conference center to accommodate larger events at Sidney. Preliminary discussion has been held between community officials on constructing a larger conference center in close proximity to the major lodging quadrant at the I-80 interchange. This discussion has included city, county Visitors Committee (oversees local lodging tax), motel owners and private businesses that have an interest for hosting events. A strategic planning committee formation is suggested for 2012 to explore location and funding options.

Although the rate of growth in lodging tax revenues has slowed considerably in the past decade compared to the 1990's, county lodging tax receipts have been growing at a healthy 2.9% in real terms since 2005.

The doubling of the local lodging tax rate beginning in 2005, more than doubled the local tax revenue. These lodging stays now provide over a quarter-million in

Sidney continues to build upon its reputation in attracting tourists. A new Visitors Center on the I-80 corridor which opened in 2008, a new Hampton Inn, and the closing of I-80 rest areas all should contribute to more travel-related commerce.

Highway traffic leading into the community has doubled as the community boasted the No. 1 tourist attraction in Nebraska in 2007 with the Cabela's retail store. The downtown historic designation tied together much of the history that draws visitors such as the Fort Sidney Museum and Post Commander's Home. Memorial Gardens has continued to add improvements including a gazebo and a War Memorial honoring local veterans with the State's tallest flag pole intact. An Angel of Hope project was added in 2009 and U.S. 385 received a scenic by-ways designation as the Gold Rush Byway. Efforts are now under way to re-establish Sidney's famed historic Boot Hill and Camp Lookout that traces its history back to 1867. In 2008 the National Pony Express Association announced plans to build its national monument in Sidney.

The rapid expansion of commercial and residential properties in Sidney nearly tripled from 1987 to 2010. Total valuation grew from \$119 million in 1987 to \$397 million in 2011. Valuation in Cheyenne County rose to an all-time record level of \$1.03 billion in 2011 compared to just \$350 million in 1987. Even in inflation-adjusted terms, the county valuations have doubled since 1997.

As a large result of increased ag land values and significant local development, income from Interest, Dividends, and Rent has increased 38% in real terms from 1994 to 2009, including an annual growth rate of 6% from 2004 to 2008.

Thanks to the significant economic expansion, the City's 2010 overall tax rate is now just \$2.32 per \$100 valuation even with the addition of an \$18 million school bond issue to build a new high school in Sidney and bonding expenses from much needed water projects. This is well below the 1996 tax rate \$2.60 cents per \$100 of value.

The national recession which started in late 2007, eventually spread to Sidney with the most significant impact occurring in 2009 and 2010. The recession tempered much of the strong growth Sidney experienced in the first half of the previous decade.

While one could simply look at the County's low unemployment rate which was less than half the national rate in 2010 and ascertain the recession was mild locally, doing such would be highly misleading.

Employment actually declined at a much faster rate in Cheyenne County between 2008 and 2010 than it did nationally. The reason the unemployment rate remained much lower locally was that Cheyenne County's labor force declined by nearly as much as its employment declined. The nation, on the other hand, actually has a larger labor force today than it had in 2008.

The impact of the recession was certainly seen in housing starts which fell to two in 2009, seven in 2010 and seven in 2011. A majority of the local companies also experienced a slight reduction in the work force in 2009-2010 due to economic conditions,

Recent data and anecdotal evidence indicates the local economy is regaining its strength and is growing again. The County's labor force and employment is growing again while unemployment has shrunk to nearly a third of the national level. Retail sales and lodging tax revenues are both sharply increasing. TE Connectivity announced a \$20 million expansion with 32 to 50 new job hires.

To continue to build on this success, Sidney will not only need to maintain its high level of quality employment by exporting goods and services, it will need to focus more effort to have business growth lead to proportional community growth.

To succeed in this area Sidney will need to become an attractive place that professional workers want to live, including the development of quality neighborhoods, new homes, and recreational activities.

One of the keys to Sidney's past success has been its ability to benefit from new economic trends and grasp new technologies. Cheyenne County leads the Panhandle in patents, all of which have been earned in the private sector.

Many local businesses, especially Cabela's, bring many highly skilled and educated workers to the community. Sidney needs to continue efforts to make these persons become vital parts of the community rather than transient employees.

Unlike most communities, Sidney does not need more jobs. Economic development should thus focus on growing industry sectors with high pay.

The health care industry is likely a significant growth opportunity given the aging population in the counties surrounding Sidney.

Cabela's has demonstrated that local businesses can be highly successful serving a worldwide market through new economy elements such as branding, design, distribution, marketing, and sales. Sidney should use this as a guide to develop high-paying industries including helping local entrepreneurs succeed in these areas.

A more in-depth analysis of these and other economic issues are presented in the Economy Appendix and the Innovation/New Economy Appendix.

Demographic Overview

Rapid economic growth in Sidney since 1990 has resulted in nearly 20 years of net in-migration of mostly working age persons coming to the area for jobs in Sidney. This growth was fueled by the development and subsequent expansion of Cabela's World Headquarters, many other private sector businesses being created or expanded, and increased economic activity at the I-80 interchange,

While Sidney's growing economy helped increase its population in the past 20 years, Sidney's ability to continue growing its economy at the same pace as the past 20 years will be dependent upon Sidney being able to increase its population and labor force.

Sidney's two greatest econo-demographic issues going forward will be:

- 1) Sidney's workforce is fully employed with many already working more than one job, so Sidney will have to add persons to fill new jobs; and,
- 2) Since Sidney already has a third more jobs than the size of its labor force, it is highly dependent upon surrounding towns and counties that are fully employed, have a large share of residents on the doorstep of retirement, and are declining in size. Some of Sidney's future growth will thus be needed to offset the likely decline of labor in its commuter shed.

Fortunately, Sidney has been able to recruit working age persons in the past two decades. Sidney's ability to attract young workers sets it apart from most of rural Nebraska. While most rural Nebraska counties are rapidly losing young adults and are trapped within an 80-year population slide, Sidney's young adult population grew 29.4% between 1990 and 2010 while the net in-migration of 25 to 29 year olds was 5.6% in the 1990's and 13.1% in the 2000's. Sidney also experienced a net in-migration of 30 to 44 year olds in the past decade which also helped increase pre-school age children by 12%.

As a result of this in-migration, Sidney's population generally has an above average ratio of 20 to 50 year olds compared to the state and nation. This stands in stark contrast to its neighboring counties which tend to have an above average number of persons over the age of 45 while having a below average number of persons under 45.

Sidney's dependency ratio has thus improved significantly since 1970, which helps improve aggregate productivity and per capita incomes. During this time, the dependency ratio has fallen from 108.2 (more non-working age than working age) to just 67.7 in 2010 (three working age persons per two non-working age).

Unfortunately, the in-migration and growth of working age persons has not slowed the out-migration of high school graduates. A net of 30% of 10 to 14 year old residents in 2000 were not in the community in 2010. While this is a slight improvement from the 35% loss experienced in the 1980's, it is actually slightly higher than the 29% experienced in the 1990's.

Furthermore, the school age population has declined by 734 persons (39.4%) since 1970. This is partly due to a decline in 30 -44 year olds in the community despite the net in-migration of persons in this age group. This is due to many more persons aging out of this cohort than into it.

In all, Sidney's rapid economic growth has not created a proportional level of demographic growth despite positive levels of net in-migration. Although Sidney grew by 798 persons from 1990 to 2010, Cheyenne County only grew by 504 persons during the same time period. Both of these figures are well below the number of jobs created during the same time period.

The recent growth in population also pales in comparison to the 1950's when Sidney's population leaped from 4,912 in 1950 to 8,004 in 1960.

By simply looking at those total figures, one might assume the local economy must have been much stronger in the 1950's than it has been in the past two decades and one might also assume more people were moving to Sidney in the 1950's than today.

However, by looking beneath the surface, natural change was the primary driver of growth in the 1950's as the county had 3,562 more births than deaths. Conversely, in recent years there have only been around 25 more births than deaths annually with some individual years having more deaths than births.

There has actually been net in-migration in Cheyenne County since 1990, a rarity in rural Nebraska, whereas in the 1950's 815 more people left the county than moved into the county.

The decline in natural change has been even more dramatic in many of the surrounding counties where natural change has actually been negative every single year since 1990. These same counties have also seen their labor force declining every year since 2003 which reduces both Sidney's labor force and potential shoppers in the community.

The dramatic deterioration of natural change in the region makes any population growth an enormous challenge and illustrates the enormity of economic success Sidney has actually achieved in recent years. **If Sidney had the same level of natural change as it had in the 1950's, the town could potentially have grown by over 4,000 persons in the past two decades.**

Another factor limiting Sidney's population growth has been a limited housing stock. While Sidney did lose 444 persons between 1970 and 1990 while the county lost 1,284 persons during the same time, the amount of households in Sidney actually increased by 333 between 1970 and 1990.

Another 164 households were added during the 1990's. In the past decade, the amount of households grew by 272.

While this might be counter-intuitive, a large percentage of the persons leaving Sidney are young adults leaving their parents home. Thus their migration does not create vacant homes whereas the young adults staying in Sidney and other persons moving to Sidney create additional households.

As a result of this trend, the average household size in Sidney has become much smaller. In 1970, the average household had 2.985 persons. By 2010, the number shrunk to just 2.30.

Despite Sidney's ability to stabilize its population and add additional younger workers, the overall age of the county has continued to rise.

Sidney, though, was finally able to reverse the long-running trend of an aging population. The City's 2010 median of 37.1 in 2010 is actually lower than the 37.5 level in 2000.

Even though the in-migration of workers has reduced the City's median age, Sidney still has more persons who will move into retirement age in the next twenty years than will shift into working age after factoring for historic net migration as, a significant share of the persons aging into the workforce will leave the community regardless of the economic conditions.

The age structure in many of the surrounding counties is in much worse condition as the median age in these counties is in the upper 40's or higher, a decade higher than Sidney's. These counties will see far more persons aging out of the work force than aging into it going forward.

The demographic issues of most of Western Nebraska not only impacts Sidney's labor force and retail trade, it weakens Sidney's political clout. Nebraska has lost 3 US Congressional seats since 1930 and could lose another after the next census. The number of state Senators representing urban interest has taken a majority position in the Unicameral while the 47th Legislative District boundary could move further east in the future. In the past year, Sidney was nearly placed in a legislative district arrangement that would have included a large proportion of people in a different water basin.

Despite these demographic challenges, Sidney likely will continue to experience modest growth as it has one of the strongest, if not the strongest, local economies in Western Nebraska. Many of the local businesses have significant potential for growth which should provide ample employment opportunities to continue the trend of net in-migration while other opportunities such as wind energy, tight gas, interstate highway logistics and spillover growth from Colorado could add additional opportunities.

This comprehensive plan has projected a 2030 population of 7,878 if migration rates, birth rates, and survival rates resemble the past decades.

Conversely, if Sidney can develop sufficient housing, continue strong economic growth, and make Sidney an attractive community that is attractive to younger workers, the City could easily surpass projections and top the 8,000 population level.

However, if Sidney cannot retain its strong economic growth or develop sufficient housing, the population could turn toward stagnation or even decline. The recent recession and the closing of the Sioux Army Depot demonstrate how quickly population decline can set in.

Fortunately, if Sidney continues to take proactive approach to community and economic development, population growth is a greater probability than population decline.

A more in-depth analysis of these and other demographic issues is presented in the population appendix.

Housing Overview

Housing will be a key component in determining Sidney's future population.

With Sidney having many more jobs than local workers, the development of housing could persuade many commuters to move to Sidney. Furthermore, with the housing market in Sidney's commuter-shed saturated, additional economic and labor growth will require new housing units.

Determining the number of homes Sidney needs based on projected populations is not easily assessed, especially given the future local population level will be dependent upon the availability of local housing.

If Sidney does not develop sufficient levels of housing to meet the latent demand, the town's population will fall short of its potential. However, if Sidney does not maintain its level of recent economic growth or if it is unable to create an environment that attracts sufficient labor, the Sidney may not meet its population projection which would reduce the demand for housing.

The economic future for the community will also be shaped by the type of housing Sidney provides. If Sidney merely provides affordable housing through government programs rather than develop quality housing opportunities, the town may not attract as many professional workers.

Conversely, if affordable housing issues are ignored while the economy grows, housing prices may become too high for lower-skilled workers and persons living on fixed income. This could lead to labor shortages for many of Sidney's retail and traveler services businesses.

The City will thus need to take a balanced approach of continuing to create sufficient housing for lower income residents while also developing high quality neighborhoods for professional employees.

Sidney's workers and developers looking to build new housing have demonstrated they would prefer to build their homes in Sidney. In the past decade 294 of the 319 net new housing units (92%) in Cheyenne County were developed in Sidney. This is likely due to shorter commutes, greater opportunities for housing appreciation, and proximity to shopping and other services.

Sidney not only commanded the Cheyenne County market for new housing, it led the Panhandle region in housing development. Well over a third of the net housing units added in the Panhandle region in the past decade are in Sidney even though the town only has about 7% of the regional population.

Sidney not only added housing units, it had a very active existing housing market. Between 1999 and 2009 there were a total of 1,956 residential property transactions.

The strong demand for existing homes has led to a steep increase in homes prices. In 1999, the average sales price of a Cheyenne County home was just \$59,250. By 2008, the average sales price nearly doubled to \$113,986, before slipping to \$110,505 in 2009.

The average sales price was largely driven by the high value of newer homes, though. The average cost of a home built in the past decade was over \$200,000 whereas homes built in the 1970's were sold for an average of \$122,733. Older home values also increased, but at a much lower price. Homes built between 1931 and 1960 sold for an average of just \$68,199.

Between the new housing developments and increased demand/sales price for existing homes, the taxable value of residential properties in Cheyenne County has more than doubled since 1999 and is 155% higher than 1997 levels. This equates to a very high annual growth rate of 7.45%.

The tight housing market makes it imperative for Sidney to maintain its existing housing stock. This is a significant issue given that half of the city's homes were built before 1957 and 60% were built before 1960. The housing stock in the surrounding towns is even older. In Deuel County, for example, over half the homes were built before 1944.

When developing housing strategies, it is important to understand the type of households in the community. Although many may envision Sidney as being a family-oriented community, less than half the households are actually married- couple households. With an increasing number of single, young professionals moving to the community, a third of the households are occupied by just one person. The town also has a high rate of single-elderly persons that is also likely to increase in the future. Thus the development of rental units may be needed as much as the need for new homes.

The cost of renting in Sidney is quite low as the median rent is just \$383 compared to \$675 nationwide. Renters in Sidney thus spend a far lower percentage of their income on housing than the state and national averages. Only 18% of renters spend more than 35% of their income on housing compared to 41% nationwide.

To afford the fair market rent of \$551 for a two-bedroom apartment in Sidney, a household would only need to earn \$22,000 to keep housing costs under 30% of their income. Although a significant majority of Sidney residents should find housing very affordable, a third of county residents do not earn enough to afford a two-bedroom apartment at fair market rent.

The large number of single-person households has contributed to Sidney's average household size falling to just 2.30, well below the national level of 2.58. This essentially results in Sidney needing many more homes per 1,000 residents than the state or nation. Or put another way, the small household size is limiting the city's total population relative to its total housing stock.

This also signifies that Sidney could very quickly increase its population by increasing its household size. If Sidney had the national average household size, its population would be around 7,500, well above the current level of 6,757.

Although the tight housing market has driven up the price of homes in Sidney while house prices have dropped nationwide in recent years, the average home in Sidney is still about half the price as the country. When combining this with higher per capita incomes, it demonstrates that young persons can likely "get ahead" financially much easier in Sidney if they receive a good wage than they could in areas with higher housing costs.

As mentioned previously, Sidney's future population will be largely determined by the number of occupied homes and the average household size. If Sidney's household size declines to 2.25, the town will need 52 new homes just to maintain its population. If the town's household size falls to 2.20, it will need 119 new homes to maintain its population.

This illustrates the significant number of new homes needed just to maintain the present population with a smaller household size, much less increase total population. For example, if the town maintained its present household size of 2.30, it would take 196 new homes to merely increase the town's population to 7,250 and 303 new homes to reach a population of 7,500. If the household size does decline, as is expected due to the large number of single professionals and elderly persons, a household size of 2.20 would require 337 new homes to attain 7,250 persons and 448 new homes to reach 7,500.

While these numbers are significant, Sidney added 294 homes in the previous decade, so there is no reason a high level of housing development cannot be accomplished to obtain a population of 7,500 or greater. However, the City may have to be more proactive in recruiting housing developers, developing larger and higher quality rental complexes, and continuing efforts to make Sidney a community in which one would want to live and invest.

A more in-depth analysis of these and other housing issues is presented in the housing appendix.

Environmental Overview

Water issues, particularly flooding and water quantity issues, have historically been the most significant environmental factors facing Sidney.

The City has greatly improved these issues in the past quarter century by investing millions of dollars in flood control and water source projects.

Sidney's location at the bottom of the Lodgepole Creek Valley has made it susceptible to moderate to severe flooding. The City largely alleviated the risk for catastrophic flooding by constructing the Lodgepole Creek Flood Channel through the center of the community. The construction of Oliver Reservoir 100 years ago, and reconstructed in 1976, also helps reduce the probability of major flooding in the community.

Even though major flooding issues have been greatly reduced, the City is still susceptible to localized flooding due to the town's level topography. This is especially an issue in the downtown area. The City has thus invested in a downtown drainage project in 2006 to reduce flooding in this area.

Although localized flooding issues have not been eliminated in the community, the city has greatly improved the situation and is exploring potential solutions to continue to reduce the impact of localized flooding.

Sidney's climate and geology have combined to create drinking water quantity issues for the community. Due to the city's semi-arid climate, Sidney typically receives less than 18 inches of rain per year.

The geology also is not well suited as a sustainable source of municipal drinking water. Although the Brule Formation does have fractures that contain sources for water, they recharge much more slowly than wells pump the water out. Thus initial yields that can be quite large are typically followed by rapid decline.

The City also does not have a large surface water source as the Lodgepole Creek is very modest in size.

As the limited groundwater resource in the valley came under enormous development pressure from agriculture and other human development, many wells ran dry during periods of drought.

After a serious crisis in 2003 when some businesses temporarily lost access to water supplies, the City underwent a \$14 million project to access water in the upland areas well north of the City. This investment should resolve most of the City's water quantity issues for years to come.

Contamination of the water supply is another potential water-related issue. Chemicals from agriculture, fuel storage tanks, and municipal household all pose a threat to groundwater quality.

While Sidney's semi-arid climate makes the community susceptible to drought and water shortages, it also provides many positive benefits. Not only does it provide a good climate to raise livestock, it is a very comfortable climate for humans. Sidney has many more days of sunshine than most of the United States and the low humidity makes summers much more bearable than the eastern part of Nebraska.

The local climate does create a couple of significant issues. The area can be quite windy. However, this also provides the potential for wind energy development. Sidney has a plethora of physical assets which provide raw potential to put it at the center of the wind energy production, fabrication, and assembly industries. These assets include above average wind speeds, proximity to transmission lines, a key substation that links the eastern and western grids, relative proximity to a large metro region, cheap land, an interstate highway, and two rail lines which are connected by a short line connector that provides access to an industrial park with large buildings available.

Yet, despite having basically every asset the wind industry desires, Cheyenne County does not have a single commercial wind farm or manufacturing facility while some of the largest wind farms in the country are in close proximity to the county.

The two primary reasons the wind industry has not developed in Cheyenne County is state lines and state policy. The most notable state policy difference is that Colorado has a Renewable Portfolio Standard (RPS) while Nebraska does not have an RPS. One of the primary reasons why the large investment in wind farms has not carried over into Cheyenne County is that Colorado provides 1.2 RPS credits for projects located in Colorado while Nebraska does not provide any meaningful incentives for wind energy development. There are also many other issues such as the least cost mandate, transmission issues, and the presence of small public power districts that do not benefit from the production tax credit.

Nebraska does have incentives that would be beneficial to wind manufacturers and Sidney is close enough to the front range to be part of the wind energy manufacturing cluster which depends on timely and reliable supplies for components while also having dual rail access, interstate access, large available buildings and cheap land.

Severe hail storms can occasionally be quite severe, causing significant damage to crops, homes and vehicles. In the past couple of years, Sidney has had an above average occurrence of severe events that have caused millions of dollars in damages. Although tornados can and do occur in Cheyenne County, they occur much less frequently than in eastern Nebraska and tend to be smaller and shorter lived when they do occur.

The soils in Sidney are generally well suited for construction and the level topography in much of the community limits the amount of earthwork needed for development projects. However, many new housing developments are moving into rougher and steeper topography around the periphery of the community. Some of these project areas do have some significant drainage issues that need to be mitigated.

Sidney's physical location does present some challenges, especially in regard to economic development. Sidney is not located in close proximity to any metropolitan areas which does limit its economic prospects. Sidney is within a couple hours of the Colorado Front Range which does provide a large market within a couple hours drive. The City is also a long distance from its state capital which limits the ability of local residents to participate in legislative hearings.

Cheyenne County is very fortunate to have significant amounts of valuable natural resources. As recently as 2006, Cheyenne County produced about two-thirds of Nebraska's natural gas production. In 1994, the county accounted for 82% of Nebraska's natural gas production.

Improved drilling techniques hold good promise for accessing the tight natural gas formation in the county. Even with lower market prices, the natural gas industry will likely bring millions of dollars worth of economic activity to the county for decades to come.

Cheyenne County has a significant amount of oil resources as it still produces over 200,000 barrels annually which provides millions of dollars worth of economic activity. The Nebraska Oil and Gas Conservation Commission also provide economic benefits as it is headquartered in Sidney.

Cheyenne County was the top Panhandle oil producer as recently as 1989 and ranks as the #2 all-time Nebraska oil producer. As recently as 1986, Cheyenne County was producing 1,594,044 barrels of oil. By the year 2000, Cheyenne County oil production had fallen to 420,000 barrels. Since 2000, county oil production has fallen every year to a 2009 level of 216,267 barrels.

While this is a significant drop in production, especially from levels of production experienced in the 1950 to 1980 boom period, there is potential for the county to increase oil production at some point in the future. Advancements in drilling and completion techniques using horizontal drilling and multistage fracturing have led to renewed interest in the Niobrara oil play which is centered in Wyoming but extends to Cheyenne County.

Aside from declining production rates, the local oil industry's biggest issue is occasional steep pricing discounts. Even though the price for oil is high, the static refining capacity in the United States, increased production in the Canadian Tar Sands and limited capacity on pipelines result in less demand from regional refineries for independent supplies of Nebraska oil. This issue may persist due to increased oil sands production, much of which is sent to the Suncor refineries in Denver due to a shortage of refining capacity in Alberta and the Rocky Mountain West region.

Sidney has very affordable electricity rates thanks to its close proximity to Wyoming's cheap coal. However, rising coal prices due to demand and the prospects for future carbon pricing could pressure local electric rates higher in the future. However, Sidney's proximity to alternative electricity production such as natural gas and wind energy could help bring future electricity prices down.

High gasoline prices place a significant impact on Sidney's residents. A recent report from the Oil Price Information Service indicates Nebraskan's spent 8.7% of their income on gasoline in April 2011.

The impact on Sidney's large commuter population is even more significant as, according to a June 2008 evaluation by the New York Times, the residents of Kimball, Morrill and Garden County spend a higher percent of their income on gasoline than the state and national average. Thus, many persons who commute to Sidney from neighboring counties likely spend more than 10% of their income on gasoline which leaves these workers with less money to spend at stores in Sidney.

One advantage Sidney has over many rural areas in periods of high fuel costs is its access to and between two major rail lines. Railroads are more fuel efficient than trucks as for every 27 gallons of diesel consumed by trucks to haul one ton of freight, railroads burn seven gallons to reach a similar distance.

While the city's rail access could provide a significant advantage for businesses if fuel costs remain persistently high from year to year, this advantage most likely would not offset the negative impacts to Sidney's existing residents and businesses as most are highly dependent on vehicles and trucks for their transportation needs. High fuel costs also diminish the City's benefits it receives from Interstate 80, especially for the travel related service and retail businesses.

Natural gas prices, however, are expected to remain relatively low. This will help local residents as it will provide an affordable fuel source for heating homes and businesses.

A more in-depth analysis of these and other environmental issues are presented in the Energy and Environment Appendix.

Transportation Overview

Sidney has historically benefited from its location along key lines of transportation. Sidney's first development boom resulted from it being the jumping off point of the Deadwood Trail during the Black Hills Gold Rush.

The Union Pacific railroad also provided Sidney with the advantage of being along the main east-west rail-line through the remainder of the 19th Century.

As automobiles started to take a foothold in America's economy in the first half of the 20th Century, Sidney benefited from being located along the Lincoln Highway and later became a significant crossroad with the development of US Highway 385.

In the early 1970's Sidney's transportation advantage took another leap forward with the completion of Interstate 80.

Transportation remains an important part of Sidney's economic prosperity today. With the prospect of higher energy prices in the future, Sidney's unique position of having integrated access between the BNSF and Union Pacific railroads along with Interstate highway access provides a multi-modal advantage most rural communities do not possess.

The City's surface transportation potential will likely incrementally improve with the gradual development of the Highway 385/79 corridor to Rapid City being developed as a four-lane expressway. This will increase the prominence of Sidney as a highway crossroads center which should help increase traveler, tourism, and trucker traffic in Sidney.

Interstate 80, with over 7,000 vpd, provides much commerce for the community. Sidney's Interchange 59 is one of the most attractive interchanges in state. The Cabela's retail store, numerous traveler service businesses and new visitor center continue to generate increasing levels of traffic. The closure of I-80 rest areas in western Nebraska should also help increase local visits.

The benefit of being along a major trucking corridor also brings some truck parking issues, especially during winter storms. The City has alleviated some of these issues by providing additional truck parking and working with the NDOR to provide better communication with truckers on parking opportunities.

Sidney also has a general aviation airport that is well utilized. The airport has two runways and has received several upgrades in recent years. Local residents are also within reasonable driving range of Denver International Airport.

Sidney's internal street system has some moderate issues. Having just one east-west street that transects the community and only two significant north-south corridors leads to some traffic issues at a few key intersections.

The 10th/11th Avenue corridor has become the busiest corridor in the community with some stretches having daily traffic volumes approaching 8,000 vpd. Despite its heavy use, much of this corridor, it only has two lanes south of Toledo Street. This street may need to eventually be upgrade to three lanes.

These internal network issues could be alleviated by expanding the street system "grid pattern". This could be accomplished by extending Parkland Drive and Toledo Streets eastward to connect with the Upland Parkway and by extending Greenwood Road southward to connect with Old Post Road. These improvements would also improve the development potential of the land between the Upland Parkway and Fort Sidney Road.

Another area with traffic flow issues is East Old Post Road leading to Wal-Mart. The City helped reduced the potential for traffic accidents on this street, but the present configuration makes it difficult for Interstate travelers to return to the Interstate. The City should explore developing an additional road north of Runza while creating a traffic circle or some other means for traffic on this street to turn back to the Interstate.

The community survey indicates the city's residents are very unsatisfied with the condition of the city's streets as only 12.8% of the respondents found the streets to be in satisfactory condition. The low satisfaction rate of the city streets may have been partially due to the timing of the survey in the Spring, a time when cities throughout the Panhandle experience freeze-thaw cycle damage to streets .

The City has responded to the concern of citizens by reallocating funds to increase street repair and replacement. Over 95% of Sidney's streets are paved as Sidney has made millions of dollars worth of street improvements. The City is also planning additional improvements as funding is made available.

The north neighborhood is isolated from the rest of the community due to the Union Pacific railroad. The city should explore the feasibility of a pedestrian overpass to connect this neighborhood to the south.

Public transportation is available in the community as there are both a demand responsive and fixed route bus systems in place. However, inter-city transportation options are limited, especially with Greyhound bus service closing their I-80 route a few years ago.

A more in-depth analysis of these and other transportation issues are presented in the Transportation Appendix.

Public Facilities Overview

Sidney's public services and facilities are generally well favored by the local residents.

The City office building is generally well suited for the community. The City offices have sufficient space, but the city council chamber does not provide sufficient seating for issues attracting a large number of residents. Expansion of the Council Chambers would be helpful to accommodate larger crowds at city council meetings as well as provide more space for employee meetings.

The City office building also lacks sufficient storage space. Electronically storing some documents may resolve this issue.

The City has continually improved handicap accessibility in the community since the passage of the Americans with Disabilities Act (ADA) passed in 1990. The City continues to improve or replace public infrastructure in adherence to ADA requirements for street, sidewalk, intersection and other public area projects. All new building permits or remodeling is made to strictly follow building code compliance issues by the Chief Building Official.

Solid waste collection received a good 85% satisfaction rate on the community survey with every part of town being within 2% of this rating level. This rating is a significant improvement from the 73% rating it received in 2004. Sidney is also expanding a new cell at the landfill. This will provide enough capacity to serve the city for the next 29-34 years. Several residents would like to have more recycling options, though.

The satisfaction rate of the City's water system improved to 84.3% in the 2010 community survey from the 72.7% rating in 2004.

Sidney has invested millions of dollars in the City's distribution system. Major distribution lines were upgraded from two new well development fields in the early 1990's and in 2005. The Fort Sidney and the 14th and Osage projects were recently completed. However, the City still has many distribution issues that need addressed as the water system still has some dead ends, undersized mains, and undersized service lines that need to be addressed.

Many residents expressed their water bills are too expensive and/or they do not like the supplemental fee. This issue should improve in the coming years as the bonds for the Northeast well field will be completed in 2012 (water/ sewer older bond); the airport water project will expire in 2013; and both the Northwest well field and the land purchases for well field will expire in 2022.

The City operates a new wastewater treatment 2-basin sequential batch reactor (SBR) system that was built and went on line in the summer of 2010 bringing the city in to full compliance with EPA and DEQ processes. This includes an influent pump station that includes a bar screen and grit removal; 2 aerobic sludge holding tanks, a dewatering building that houses the controls for the SBR's, belt filter press and blowers for sludge tanks and SBR's.

The City is also installing lift stations to address some elevation issues. The City also has many sewer mains that will need to be replaced. If regulatory changes are mandated for chlorides additional upgrades will need to be made to system.

Storm Water Drainage only received a 54% satisfaction rate on the community survey. However, this is a significant improvement from the 37% satisfaction rate in 2004.

The improved satisfaction rate is likely due to the many storm drainage improvements the City has made in the past decade. The City installed a storm drain system installed along Hickory Street for the downtown area in 2006, which greatly enhanced the drainage area that frequently caused flooding in previous years. In many areas of the downtown, however, there remain inadequate storm drain inlets or undersized drainage flow pipes to handle flash flood storms.

Electricity received a high 86.9% satisfaction rate on the community survey. Satisfaction rates were especially high for new resident who gave electricity service a 93.8% satisfaction rate.

The City maintains its own electrical distribution system. MEAN supplies 74 percent of the power Sidney distributes. WAPA supplies the remaining 26 percent. MEAN is obligated to supply all of Sidney's needs through a 30 year contract that is not purchased from other sources.

The city's electric system has issues typical of most electrical systems. The overhead distribution system and most of the power poles are more than 60 years of age. Many poles are decaying below ground level.

Residential loads in some areas of town are outgrowing the capacity of the wire feeding those areas. Due to the ever increasing loads, the main breakers in the power plant are nearing their limits. These are being addressed as quickly as time and finances allow.

The City has also been dealing with an outstanding right of way issue with the primary feed into the south side of Sidney.

The City has made significant investments within its system. The electrical department has completed a third of a three stage upgrade project. The City has increased our north substation transformer which will protect customers from a major outage if a large storm hits the City.

The city also started a large "overhead to underground" conversion project in the area mostly south of Toledo Street. The project is nearing completion, but does not include removal of the old overhead system. The second stage of this project is the Valley View area. Since this is an older subdivision without alleys, maintenance is very difficult in this area and small outages are common. The underground system will help alleviate these problems. The survey contained many comments of frustration with the delay in the underground wiring project. This is understandable as the project can be tedious at times due to multiple elements involved in the process.

Sidney has a 47 member volunteer fire department with 13 emergency medical technicians. The volunteers save the City over \$1 million annually compared to having a paid fire department. The fire department received the highest satisfaction rating on the community survey with a 97.8% rating.

The fire department has adequate space and the equipment is in good condition. Most of the equipment has been upgraded and a ladder truck was recently added to accommodate fighting fires at some of the larger buildings constructed in the community.

Sidney has a fourteen member police force along with two civilian employees. Due to budget constraints, the police force has been downsized including a long absence without a police chief that has finally been filled. Law enforcement received a good satisfaction rating. The overall community gave the police an 85.3% satisfaction rate which ranged from 81% in the north to 86.5% in the south. The police received a very high satisfaction rate among new residents (91.3%).

The police department has moved four times in the past 25 years and is currently housed in a remodeled former fast food restaurant that is not ideally suitable. The building has been upgraded several times, but it does not present the desired image or accommodate the desired needs of the police department.

The police department has been able to keep pace with most of its equipment and vehicle needs. An in-car system data base and overall data base upgrade is needed in the department.

On the community survey, residents rated animal control as poor in the north part of town (54.3% satisfaction rate) to fair (72.4%) in the south part of town. Overall, animal control received a satisfaction rate of 67.8%. However, persons who have lived in the community for 10 to 19 years had a higher satisfaction of animal control efforts (79.9%). Animal control was rated lowest by senior citizens (58.8%).

The library received a 94.6% satisfaction rate on the community survey which is a big improvement from the already high level of 85% in 2004.

The library has sufficient space to provide current services, but the library board would like to expand the facility to enable new and improved services to the public.

Sidney owns and operates an eighteen-hole golf course in the southwest corner of town. The golf course has clubhouse which is run by a group of private investors operating the restaurant and lounge. The public satisfaction rate for the course is a very high 91.8% with strong support from every area of town. Support is especially high from new residents who have a 95.7% satisfaction rate.

The course does have an aging irrigation system will eventually be very expensive to replace. In times of drought when heaving agriculture irrigation takes place upstream it places additional stress on the water wells serving the golf course.

The parks rated highest among persons 65+ who had an excellent 92.2% rating while households with persons under 18 only rated the parks as fairly good (79.7%). Persons who only lived in Sidney from 5 to 9 years also had a less positive view of the parks with a 76.8% satisfaction rate.

Persons age 65+ were the most satisfied with almost every park and recreation element. The only areas where other ages rated higher were with Legion Park (45-65); and the trail system and fishing pond which were led by households with 5 to 18 year olds.

Person with kids 0 to 4 had the highest dissatisfaction in a large majority of park and recreation elements.

Persons living in Sidney for more than 10 years were much more satisfied with parks and recreation amenities than residents that have lived in the city for less than 10 years. Persons that have lived in Sidney for less than five years have the highest level of dissatisfaction for a large majority of parks and recreation elements.

Legion Park was the highest rated park with 87.7% of residents rating it as excellent or good.

The City is largely divided on trail improvements. Many persons applauded the city for the planned trail extension to the Interchange while many others oppose this. Likewise, the town is divided on the extension of the trail system to the north side as only 50.2% support this while 28.7% oppose it. Not surprisingly support is much higher in the north side where 67.3% support this extension while less than half the persons in the remainder of town support it. Support for this is especially low among seniors as only 27.9% support it.

Only 53.4% of residents rated the swimming pool as excellent or good while 28.4% rated it as fair or poor. Less than half (45.1%) of north side residents provided a good or excellent rating. Many residents commented on the need for a new pool with many wanting an indoor swimming pool.

Many residents commented on the desire for an indoor swimming pool or an indoor/outdoor pool. Three-quarters of survey respondents (74.6%) supported an indoor swimming pool while only 13.6% opposed one. Support for a new swimming pool was especially high for households with kids (89.1% among 0 to 4 and 87% among 5 to 18) while only 53.8% of homes with persons 65+ support an indoor swimming pool. Others would like the outdoor pool to be more along the lines of the water-park trend that other communities are taking.

The City formed a citizens swimming pool committee in 2011 and will be selected a consultant in 2012 to help with the planning process on a new pool with the hopes of having a funding plan and possible public vote in late 2012 with construction in 2013, if the vote is successful.

Only 43.3% rated the **North Side Park** as excellent or good while only 35.4% of persons on the north side rated this park at that level. Over a third of residents (33.6%) rated this park as fair or poor while over half of the north side residents (51.6%) rated it as fair or poor. Some residents believed the park is forgotten or ignored and that it needs improved.

While households with persons under age 45 are supportive of soccer field improvements, households older than 45 are less supportive. In households age 45 to 64, only 53.5% supported these improvements while well less than half of senior citizens (38.9%) support these improvements

A more in-depth analysis of these and other public facilities issues are presented in the Public Facilities Appendix.

Land Use Vision 2030

The vision statement is a description of land use and development in Sidney 20 years from now. The vision statement demonstrates how the comprehensive plan and any subsequent regulations can assist the City of Sidney to attain its goals and make this vision a reality. The vision is a word picture of the City's future and is not intended to direct specific decisions on the location of development. The land use policies and strategies are intended to serve that purpose.

Interstate travelers, tourists, visitors, and prospective residents arriving in Sidney in the year 2030 are impressed and excited by this progressive and prosperous community. Traveler's spirits are lifted when they enter the community at Nebraska's most attractive Interchange. Unlike other stops along Interstate 80, Sidney is a genuinely unique point of arrival.

Anchored by the world-renown Cabela's retail store, the Sidney Interchange contains a wide variety of clean, well-landscaped businesses that have modeled Cabela's high quality development standards. These businesses include a vast array of restaurants, hotels, fueling stations and other traveler related enterprises including a large travel center/truck stop. Developments in this area are in well planned business parks or along frontage streets and conform to stringent development standards. Although direct street access in the business parks is reserved for business needing this access, such as fueling stations, hotels, and restaurants, the periphery of the Interchange has attracted prominent retail outlets serving the entire southern Panhandle.

Even before exiting the Interstate, travelers are drawn to the Sidney Interchange. The community has developed a brilliant branding and marketing strategy for its Interchange services and attractions. Travelers are well informed of the Interchange offerings in advance and thus plan a stop at Sidney as part of their journey. Other travelers are drawn to Sidney due to promotional signage and the bright lighting of the interchange portrays a safe and active resting place.

Truckers have increased their visits to Sidney since a major travel center/truck stop located in the southeast quadrant of the Interchange. Others are drawn by the overnight truck parking that is adjacent to the travel center. The closing of the public I-80 rest areas has also increased traffic and commerce in Sidney as persons looking for a rest or a bathroom break now make such stops at local private businesses.

A system of attractive and strategically placed way-finding signs direct travelers entering Sidney from the Interstate to enter Sidney along the 11th Avenue corridor while trucks are directed to enter along Illinois Street. Throughout the community, these wayfinding signs direct visitors to major destinations such as the hospital, WNCC, the school, the downtown district, the courthouse, community center and golf course.

As travelers pass along Old Post Road, they are imprinted with a positive impression of the community as they view prosperous businesses including additional professional office centers which have located west of Cabela's world class campus. They are also amazed by the beautiful residential estates to the north of Old Post Road. The tree planting and landscaping efforts initiated two decades ago greatly enhance this once tree-barren area.

Visitors entering Sidney Proper at 11th Avenue from both Interstate 80 and Highway 19 are welcomed by the Grand Entrance feature at the intersection of 11th Avenue, Fort Sidney Road and Old Post Road which further influences a positive first impression of the community. This feature is even more impressive after dark due to the brilliant lighting of the feature.

Visitors traveling down the 11th/10th Avenue Corridor (recently renamed Cabela's Avenue), are further impressed by the well kept residential properties along this tree-lined street. Traffic along this busy street flows well as the City installed a middle lane for traffic making left-hand turns. The City has also limited traffic-generating uses in this area to reduce the number of vehicles turning off of this street and to strengthen other commercial redevelopment areas. The extension of Parkland Drive, Toledo Street and Greenwood Road has also helped reduce 11th Avenue congestion as local traffic now has other alternative routes to travel to the Interchange area.

Further along this street, visitors witness Legion Park, which is the City's beautiful feature park. This park can be safely reached by bicycle from nearly all parts of the City since the completion of the Deadwood Hiking/Biking Trail which now extends from Cabela's retail store to Legion Park to the Fairgrounds to the High School and on to the north end of town thanks to the recent completion of the pedestrian overpass north of the Safeway grocery store. Bicyclists have many other logistical options as the city painted bike lanes onto their many over-wide residential streets in the west end of town.

Further along 10th Avenue, travelers come along to one of the City's largest employment areas, the Sidney Medical District. Over the past twenty years, Sidney's economic development community has worked with its local medical professionals and the hospital to redevelop Pine Street from an older, mixed use

area to a vibrant medical office district which serves as a Grand tree-lined entrance to the hospital. One of the most pleasant features along this street is the Serenity Park on the west side of the hospital. This old drainage way is now an aesthetic park with trees, flowers, grass and benches where hospital visitors can breathe fresh air or contemplate.

Sidney's Historic Downtown District is a prominent node that ties the graceful Cabela's Avenue (10th/11th Ave) to the Commercial Redevelopment that has been undertaken along Illinois Street over the past 20 years.

The Central Business District is now a thriving community center which features a variety of local retail stores, restaurants, services, offices, and nightlife. Thanks to efforts to create a positive visual environment along with incentives and technical support for local entrepreneurs, many locally owned businesses have gravitated to this area. The continued expansion of Cabela's downtown headquarters over the past two decades just west of the downtown brings hundreds of workers to the downtown over the lunch hour and early evening.

Illinois Street has been greatly transformed over the past two decades, largely stimulated by the removal of junk and outdated buildings. A former eyesore at the west entrance to town has been relocated to the northeast salvage area and replaced with multi-family housing which provides kids close access to elementary, middle and high schools. Other dilapidated structures to the north of the high school were razed and replaced with quality multi-family housing units.

As dilapidated or outdated structures and old gas stations were cleared, oftentimes replaced with vacant but attractive grass lots, investments in new commercial developments started replacing these empty lots. The quality Safeway grocery store served as a magnet in attracting other national chains looking to serve local residents in this area. The City helped spur this development by encouraging development in this area through cleanup efforts, land use regulations which encouraged redevelopment in this district instead of strip and sprawl patterns elsewhere, and by providing strategic incentives.

Some other public features helped revitalize this area. The new police office replaced an underutilized block. The original Cabela's store was turned into a museum and a surrounding aesthetic park removed a dilapidated gas station and other unsightly lots. After 20 years, Illinois is now a street the local residents can be proud to encourage visitors to travel.

Although Cabela's has grown its annual revenue to eleven figures and now employs thousands of workers in the southern Panhandle, Sidney is far from being a one-industry town. The new Medical District (which has greatly increased local utilization of local medical practitioners) along with the increased age of persons in the southern Panhandle has stimulated hundreds of good paying jobs in the community.

The local economic development focus of working closely with local businesses and manufactures, many that have been in Sidney for decades, has helped locally-owned business add many good paying jobs. The local effort to assist and promote entrepreneurship has helped create many more locally owned businesses, several of which have helped revitalize the downtown district.

Sidney's investments in infrastructure and quality business parks have sparked significant outside investment in the community. The new green industrial park on the southeast of the Intersection of East Illinois Street and the Gold Rush Parkway (formerly the Upland Parkway) has helped attract many satellite industries associated with Colorado's booming renewable energy industry cluster. Other industrial initiatives, especially those at the Sioux Army Depot, have created many good paying blue collar jobs in the community.

The numerous high paying jobs, good schools, and expanded recreational opportunities has made Sidney Western Nebraska's community of choice for younger working adults. This has spawned the development of many new housing developments. After a rocky start, a housing subdivision started prior to the Great Recession of 2008 between Fort Sidney Road and Keller Drive has filled up and expanded. Another housing initiative started around the same time along Dailey Drive for moderate to middle income families has also filled up and expanded. Thanks to the extension of Toledo Street and Greenwood Road, the subdivision around WNCC has also expanded and is one of Sidney's nicer new neighborhoods. Many multi-family units have helped redevelop unsightly lots along Illinois north of the high school. Overall, the increased number of housing units has increased the percentage of Sidney workers living in Sidney which has helped grow the City population and tax base.

The most eye-catching housing development to arriving visitors and persons traveling along the Interstate are the large residential estates that have been developed to the west of Fort Sidney road that were made possible by extending Parkland Drive and Greenwood Road. These developments provide a positive image of the community's prosperity.

While Sidney has experienced significant growth in new housing development, the City has also focused efforts to revitalize older neighborhoods and retain the livability of older homes. For the past 20 years, Sidney has made investments to pave dirt streets and replace streets that are in disrepair. The City has worked with state and federal agencies to rehabilitate homes and demolish dilapidated structures. The City also improved access to the north neighborhood by developing a pedestrian overpass north of Safeway. Residents in this neighborhood can now walk to the store and kids can ride their bikes safely to school.

The large number of new housing developments on both sides of Fort Sidney Road along with greatly increased employment at the interchange created a traffic bottleneck at the Intersection of 11th Avenue and Fort Sidney Road. This issue has been resolved with a traffic circle at this intersection that also has the benefit of keeping trucks on the truck routes.

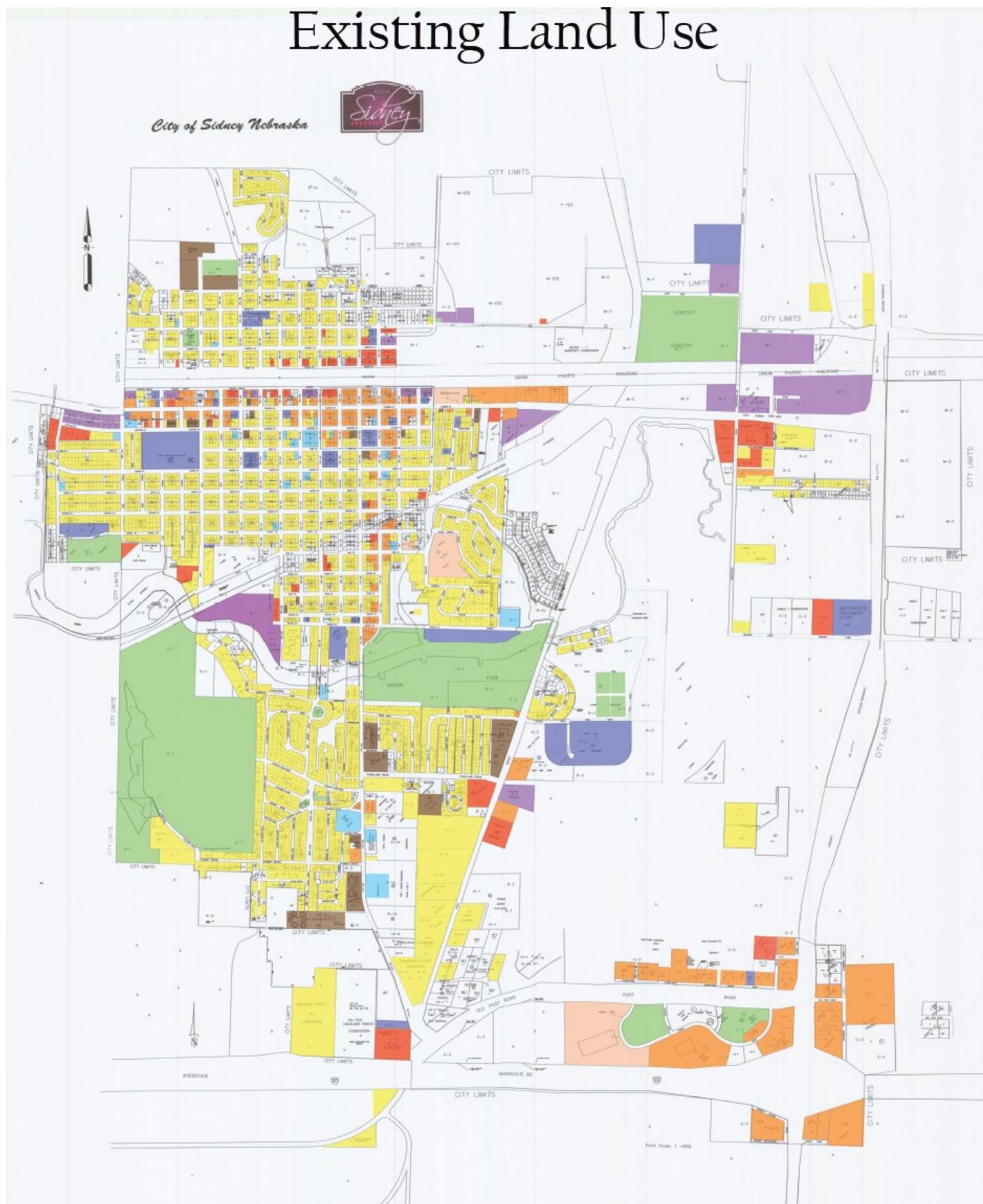
Persons returning to Sidney for the first time in twenty years are amazed with the many positive changes which have taken place throughout the community. By planning, making strategic infrastructure investments, and focusing redevelopment efforts in ways that stimulate private sector development, Sidney has become the most attractive and livable community in Western Nebraska.

Existing Land Use

- **Residential**
- **Parks and Public**
- **Commercial**
- **Industrial**
- **Vacant**
- **Surrounding Land Use**

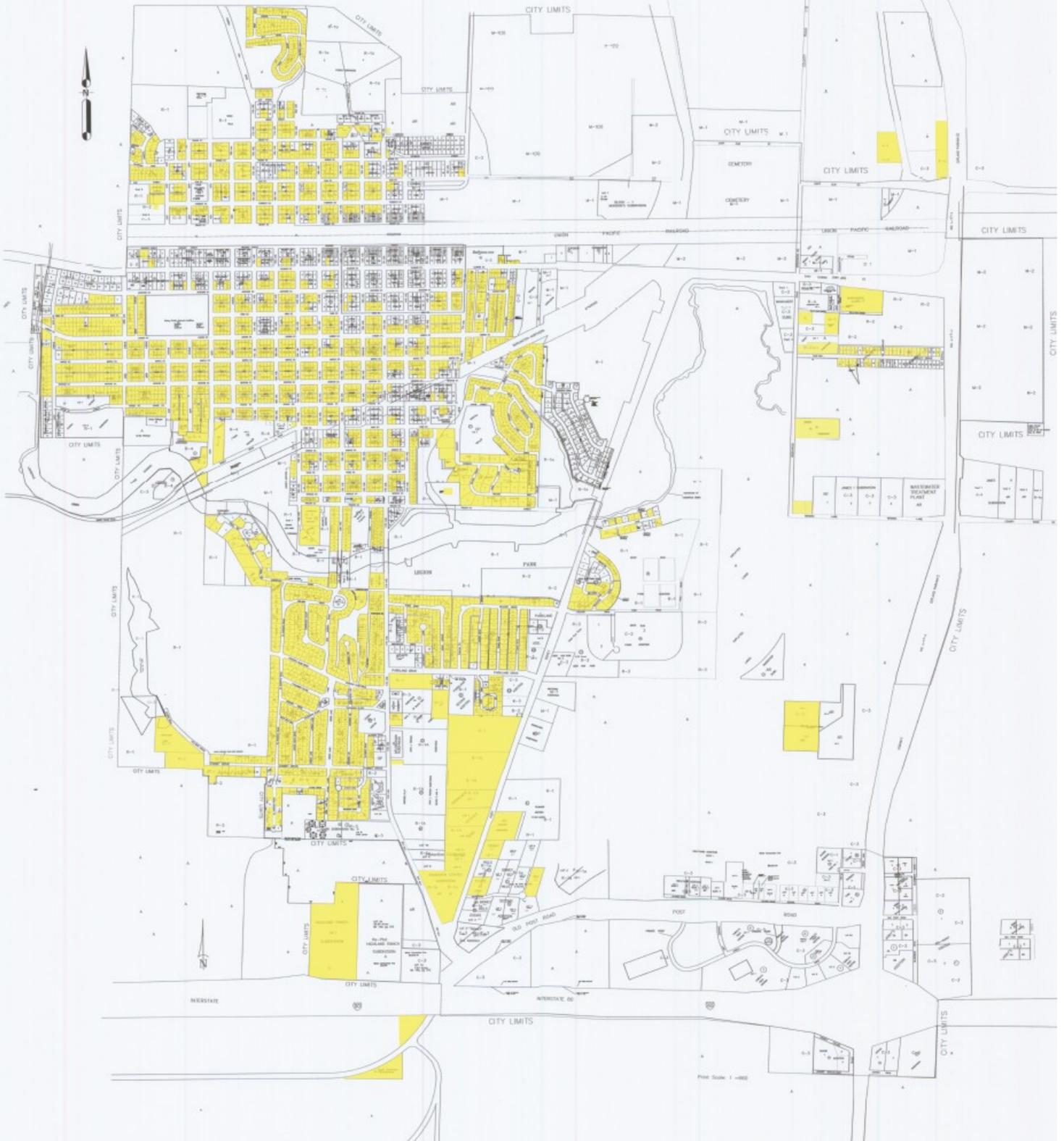
Existing Land Use Patterns

A land use inventory of Sidney was completed in the January 2011. Each parcel of land was observed and noted on a field map. Existing uses of land in Sidney are presented on the map below. The following pages describe each type of land use.



Existing Land Map-Residential

City of Sidney Nebraska



Existing Land Map-Muti Family

City of Sidney Nebraska



Print Scale: 1"=400'

Existing Residential Use:

The largest concentration of residences lies within the heart of town between the Union Pacific Railroad and the Lodgepole Creek Flood Channel.

This Central Residential Area has six distinct neighborhoods with the largest being north of the Burlington Northern (BNSF) railroad between 10th and 23rd Avenues. Most of these homes in this area are middle aged or older single-family homes that are in good to very good condition. The only residentially zoned areas that have not been developed in this area includes the area between Sidney Draw Road and Osage Street between 15th and 18th Avenues and the west half of the Gordon's subdivision. The first of these undeveloped areas is not highly conducive to new single-family development as the streets are not developed, the area is near the railroad, and there are more attractive lots available, but the area certainly could be a good area for mobile home development. The west half of Gordon's subdivision and the vacant ag land to the west could also be a good area for mobile home development. The most significant land use conflict in this area is the BNSF railroad which has significant noise issues.

A second neighborhood within the Central Area lies west of 23th Avenue. Most of the homes are single-family homes in very good to excellent condition as most of the homes are under 40 years of age. The area south of the West Elementary Park was likely limited in the past due to floodplain issues, but would could be an area for an attractive mobile home development. There are some significant land use conflicts on the north and west peripheries of this neighborhood as many higher value homes are right next to some very unsightly junk and other heavy commercial uses.

The area north of the BNSF Railroad and east of 10th Avenue is a historic neighborhood that includes Old Fort Sidney, many single-family homes and some multi-family units. Due to the age of this neighborhood, many of the homes in this area are in average to below average condition. The City should thus consider targeting this area for housing rehabilitation programs. The most significant land use conflict in this area is the BNSF railroad which has significant noise issues.

The fourth neighborhood lies on the south side of the BNSF railroad west of 10th Avenue and along the east side of 10th Avenue to the hospital. This neighborhood largely consists of older single-family homes that are in average to below average condition. The City should thus consider targeting this area for housing rehabilitation programs. The most significant land use conflict in this area is the BNSF railroad which has significant noise issues. The area also has some conflicts with some heavier commercial uses being inter-mixed in the residential area.

A fifth neighborhood lies south of the BNSF railroad and northeast of the hospital. This is also an older neighborhood with single-family homes. Due to the age of this neighborhood, many of the homes in this area are in average to below average condition. The City should thus consider targeting this area for housing rehabilitation programs. The most significant land use conflict in this area is the BNSF railroad which has significant noise issues.

The sixth neighborhood in the Central Area lies south of the hospital and is one of the City's most attractive neighborhoods. Most of the homes in this area are higher-value single family homes in very good to excellent condition. There is some vacant residential zoned land on the east side of Keller Drive that could potentially be attractive to higher value homes, although some drainage issues may need to be addressed. There are not any significant land use conflicts in this neighborhood.

A new housing development was started prior to the national 'Great Recession' on the east end of the Central Area between Fort Sidney Roads and Keller Drive, but no homes have been constructed in this area. The undeveloped area north of this new development also has some good potential for development. The northern-most areas of this area are less attractive due to the railroad berm.

A second large area of residential property lies north of the Union Pacific Railroad.

This Northside Residential Area has two distinct neighborhoods with one small neighborhood sitting on Haskill Hill and consists Manor Rd, Sky Rd, East Dr and West Drive while the other larger neighborhood consists of the other homes north of the Union Pacific Railroad.

The Haskill Hill neighborhood consists of single-family homes that are generally in good condition. All of the lots in this subdivision are developed. There are no serious land use conflicts in this area.

The larger north side neighborhood consists of many older single-family homes that generally range from poor to good condition with a few homes in very good condition. The City should thus consider targeting this area for housing rehabilitation programs. This neighborhood has several multi-family housing units with a large number being World War II era units that need rehabilitation along with some newer complexes in very good to excellent condition. There are several land use conflicts in this area as the Union Pacific railroad creates significant noise issues, there are heavier commercial uses inter-mixed with residential uses, and there are many unkempt properties. The railroad presence and the geographical challenges also tend to give the north side of the community a presence of isolation from the rest of the community. The area also has some conflicts with some heavier commercial uses being inter-mixed in the residential area

The Southside Residential Area lies south of the Lodgepole Creek Flood Channel and consists of six neighborhoods. The largest neighborhood lies west of 11th Avenue and north of Summit Drive excluding Trail Road. Most of the homes in this area are single-family residences in very good to excellent condition. There are some minor land use conflicts in this area, most notably persons parking boats, campers and trailers in the residential area.

The Trail Road neighborhood is located north of the golf course and is a newer development. All of the homes in this small area are higher value single family homes in excellent condition. The only land use conflict is the manufacturing area to the north is in clear view.

The neighborhood south of Summit Drive is a newer middle class neighborhood. The homes are generally in excellent condition. There are not any significant land use conflicts although there are some drainage issues. The area also has several newer multi-family structures.

Another small neighborhood includes two small subdivisions north of WNCC. This is another newer middle class neighborhood that is all single family homes in excellent condition. There are no significant land use conflicts in this area.

The fifth neighborhood is located east of 11th Avenue and south of Parkland Drive. The homes along Fort Sidney Road are generally higher value single family homes in excellent condition while the homes along Parkland Drive are middle income homes in very good to excellent condition. There are some land use conflicts as some legacy heavy commercial uses at the intersection of Parkland Drive and Fort Sidney Road are now bordering newer residential areas that have encroached upon these more intense land uses.

The sixth neighborhood is border by Legion Park, Fort Sidney Road, Parkland Drive and 11th Avenue. The eastern half of this area is a newer middle class neighborhood with single family homes in very good to excellent condition along with a new multi-family complex along Fort Sidney Road. The west side of this neighborhood consists of single family homes in good to very good condition along with multi-family senior housing along 11th Avenue. The only significant land use conflict is also the newer homes encroaching on the older heavy land uses at the intersection of Parkland and Old Sidney Road.

There is also a concentrations of residential land southwest of the Intersection of Highway 385 and East Illinois. The area east of Greenwood Road on the south side of East Illinois consists of several older mobile homes. Just south of there along Dailey Road is a new low to moderate income neighborhood of single family homes in very good to excellent condition. This area has some significant land use conflicts as the mobile homes are inter-mixed with heavy commercial and are located across the road from a heavy industrial area.

Existing Land Map-Parks

City of Sidney Nebraska



Existing Parks and green area uses:

Most of the park land in Sidney is located in the southern third of the City.

Legion Park is Sidney's feature park. It is located in the center of town west of 11th Avenue between Toledo and Lodgepole Street, Legion Park has a wide variety of uses including shelter houses, playgrounds, ball fields, walking trail, a memorial garden, and a skating rink. There are no serious land use conflicts with this park.

The largest park area is the Hillside Golf Course in the southwest corner of town. Another recreational park was developed north of WNCC as soccer fields and Frisbee park. Neither of these uses have any serious land use conflicts.

The north side has four park and/or green areas. Northside Park is a playground and picnic park located southwest of 19th and Elm. There is also a large grass area northeast of 19th Avenue and 2nd Avenue. These areas do not have any serious land use conflicts although noise from the railroad can be heard at Northside Park.

Greenwood cemetery is a very well kept green area southwest of Greenwood Road and Elm Streets. This cemetery does have some land use conflicts as the railline. Boot Hills Cemetery is a historic cemetery that has recently been refurbished. This area has some serious land use conflicts as the salvage areas to the west and south are serious eyesores for a tourist site.

The central part of the city has very little park land as the only park is located southeast of 24th and Osage by West Elementary School.

Existing Public/Semi-Public Uses:

Sidney has many high quality public facilities. The central area of Sidney has the most public facilities including the Middle School, High School, West Elementary, South Ward Elementary, the County Courthouse, Community Center, ESU 13, Post Office, Fort Sidney Museum, the State Oil and Gas Commission, the police station, fire station, state road department, and the city office.

The north side has North Ward Elementary, the City Street Department, the City Utility Department, the County Weed Control Office and the City landfill.

The only prominent public building on the south side of Sidney is Western Nebraska Community College.

A majority of the semi-public uses in the community are churches. Presently most of the churches are located in the residential areas, most notably in the Central Residential Area.

Some public land uses are located in the outlying area around Sidney. These uses include the County Fairgrounds on the west edge of town and the sewage disposal ponds east of town.

Existing Land Map-Retail

City of Sidney Nebraska



Existing Land Map-Professional Office

City of Sidney Nebraska



Existing Heavy Commercial Uses

City of Sidney Nebraska



Existing Commercial Uses:

Commercial land uses are generally concentrated in six areas of Sidney.

The **Interstate 80 Interchange 59** is the location of most of Sidney's newest commercial activities and generates the most revenue. Cabela's is the most prominent business at the interchange as it serves as an anchor retail attraction which attracts additional travelers and businesses to this business district. The interstate has many other nationally known business franchises including restaurants, hotels, and gas station/convenience stores providing services to interstate travelers. Recent developments such as the Walmart Supercenter may be the start of a trend of large, retail franchises providing easy access to out-of-town and local shoppers.

This area will likely experience most of Sidney's future travel industry growth in the near and distant future, so it is important that land use is developed in an orderly and strategic manner. The growth in this area has been fairly well managed by both private landowners and public authorities. However, there are some minor land use conflicts and development issues.

The most obvious development issue involves the traffic flow on Old Post Road on the east side of the Upland Parkway. As traffic leaves the Conoco station/Motel 6/Arby's on Silverberg Drive, they must take a right hand turn. As they approach the Walmart parking lot, traffic is not allowed to make a U Turn and there are not any exits to the left or right. This confuses travelers and forces them to whip dangerous cookies in the Runza or Walmart parking lots. This can be resolved by developing an exit along the north side of Runza or making Silverberg a one-way road around the south side of KFC. A new road north of Runza would open more land for development but may require an additional traffic light on the Upland Parkway. Another solution would be to develop a traffic circle at the entrance to the Walmart parking lot, but this would still require a route for trucks, thus the new road north of Runza is probably the most efficient and productive solution.

The City realized this when it included the area in a redevelopment plan for reconstructing East Old Post Road. The master plan calls for an extension of Silverberg Drive to the north, connecting to East Jennifer Lane at some point in the future. Additional developments on the vacant lots near WalMart would provide for to occur at some point in the future as it would provide a funding mechanism.

A second conflict in the Interchange area, is many businesses, most notably Cabela's, have established high aesthetic standards. While there are no significant eyesores in this area, some properties are not maintained to the same high aesthetic standards which helps make Interchange 59 Nebraska's most attractive interchange. The City should consider implementing a high level of development standards in this area.

Prior to the development of Interstate 80, **Highway 30 (Illinois Street)** was the primary area for traveler commerce. Illinois Street westward from the Burlington Railroad remains a prominent commercial district.

Unlike the more orderly and compact development at Interchange 80, commerce along Highway 30 involves a strip development pattern that stretches from the west entrance of Sidney to the Intersection of Highways 30 and 385.

With traffic patterns having shifted to Interstate 80, much of Illinois Street is a relic of the past as many quality and functional businesses are intermixed with vacant or under-utilized business structures. This is largely due to Illinois Street having more commercial land than the City needs for local retail and service functions.

The Illinois Street commercial area has three distinct areas. The Central Business District between 7th and 13th Avenues East Illinois Commercial District between 7th Avenue and the Burlington Northern Railroad, and the Illinois Commercial District from 13th Street to the western city limits.

The traditional heart of the commercial businesses in Sidney are located in the **Central Business District** (CBD) along Illinois Street from 9th to 13th Avenues. Most of the businesses in the Central Business District are locally owned and operated retail stores and service providers that cater to local residents

There are several land use conflicts and development issues in this district. Aesthetic conflicts are the predominant issue in this district which local groups in the City are working to address. The area has several businesses that have maintained and/or recently upgraded their appearance in a manner that is inviting to customers and presents a thriving, modern business district that are largely overwhelmed by neighboring buildings which appear antiquated and well past their prime. The streetscape also diminishes the district's appearance as it is bland and uninteresting

There are also more significant aesthetic conflicts including abandoned uses including vacated gas stations and the heavier warehousing and storage uses along Hickory Street. While these uses along Hickory Street are suitable uses for this area, they are unfortunately a visual detriment to the downtown district.

The downtown area also has drainage issues which the city has improved and continues to address.

The **East Illinois Commercial District** between 7th Avenue and the BNSF railroad is mixed with a wide variety of uses. The Cabela's Downtown Headquarters is a professional office complex that has greatly upgraded the appearance of this area. The large workforce in this facility provided enormous potential for retail and services businesses in the downtown and East Illinois business districts.

The north side of Illinois Street east of Cabela's in this district is primarily a mix of highway commercial and heavier commercial uses. The south side of Illinois has older residential uses across from Cabela's which the east side includes industrial and heavier commercial uses.

The primary land use conflict in this area is the wide variety of non-compatible uses along with new and revitalized developments such as Cabela's and the gas station being intermixed with older established uses with less aesthetic appeal.

The **Illinois Business District** is also a mixture of old and new, heavy and light commercial, residential and non-residential.

While this area has many land use conflicts, most of the conflicts stem from the area transitioning from a highly valued highway service district to an area serving local residents. As a result from this transition, the district has more commercial land than the city needs, there are legacy businesses that may not transfer to future owners, vacated property, particularly vacated gas stations, storage and low revenue businesses utilizing cheap buildings, and some heavy outdoor storage which all provide an out-dated and negative view of the community.

Fortunately, there are many positive elements that can spur redevelopment. Safeway provides a good anchor to develop a local commercial shopping area for larger businesses not suitable for the Central Business District. The school provides an opportunity to redevelop outdated commercial uses to multi-family developments. The historic Cabela's building provides an opportunity to develop a focal green area along Illinois to improve the aesthetic of the streetscape. The redevelopment of another function for the Cabela's former headquarters building would spur additional downtown development. There are also many good examples of private businesses that have redeveloped older buildings into attractive and productive commercial uses that provide a positive impression.

Local commercial businesses also extend down most of **10th/11th Avenue** corridor. The largest concentration of businesses is between Illinois Street and the convergence of 10th and 11th Avenues. Most of these developments are older commercial businesses although some new businesses have been recently developed.

There are also some retail, service and professional office uses along 11th Avenue between Summit and Country Club Drives. Some of these uses are older businesses while some are new businesses that seek to take advantage of the 11th Avenue access.

The commercial uses along this corridor are creating an increasingly growing conflict of impeding traffic flow. The 10th/11th Avenue corridor is experiencing increased traffic levels as it is a primary corridor for residents traveling to employment at the Interchange or downtown. The corridor also is the desired entrance for visitors traveling to the Central Business District, Cabela's Downtown Headquarters, the school, hospital or courthouse.

The increased traffic will increase the desire of businesses to locate along this corridor. However, businesses will create additional traffic and impede traffic flow due to additional left turns and more ingressions. Given that Sidney already has more commercial land than it needs and that it is trying to redevelop existing commercial areas, the City should limit the amount of new commercial strip development along this corridor.

Other land use conflicts in this area include commercial businesses bordering residential uses and some outdoor storage that detracts from providing a positive first impression for visitors entering the community along this corridor.

A fourth commercial area is the **Fort Sidney Road Commercial Area** which is small area of heavier retail commercial uses located at the intersection of Parkland Drive. Uses in this area include an implement dealer, home improvement store and concrete facility.

These more intense land uses significantly conflict with the newer residential, multi-family, and community college uses they neighbor. However, the newer developments have converged around these uses that were at one time in a very suitable area for such uses.

These land uses should be able to continue. However, the City should not expand this commercial area as additional commercial development to the north or east would negatively impact the community college and development to the south could impact some higher value homes.

While the City should allow these businesses to continue and permit outdoor storage of their products, the City should strongly enforce nuisances in this area, especially the outdoor storage of items not associated with their business operations.

The **East Side Commercial Area** is a small, older commercial area on the south side of East Illinois Street just east of the Upland Parkway. Most of the businesses in this area are more intense, older businesses.

The most significant conflict in this area is the residential uses intermixed in the area and the new residential subdivision to the south.

Because the City has committed to a new residential area to the south of this district, the city should not expand this business area and should direct commercial growth to other commercial redevelopment areas.

The **Northside Commercial District** is located north of the Union Pacific Railroad and east of 14th Avenue. Most of the commercial uses in this area are heavier commercial and storage uses.

This is a good area for both existing and future heavier commercial uses and storage as they are isolated from most of the community

There are some land use conflicts associated with this commercial area. The Boot Hill Historic Cemetery is significantly impacted by heavier outdoor storage and salvage to the west and south. The City should look for ways to minimize this impact through natural screening efforts.

Another conflict is that since this commercial area sits on a relatively higher elevation, many less than appealing land uses can be seen from the 10th Avenue corridor and central business district. The ability to screen this area from views from the south is also limited due to the railroad right-of-way restrictions.

There is one concentration of commercial land use in the outlying areas. This largest concentration of land is located at the intersection of Highways 385 and 30 northeast of town. The commercial businesses in this area consist of older motels that were established before the Interstate Highway was built and some heavier commercial and storage uses.

Existing Industrial Uses

City of Sidney Nebraska



Existing Industrial Uses:

The largest area of industrial land use in Sidney is located in the northeast corner of town north of East Illinois Street and just west of the Upland Parkway.

While this industrial area is not the best location in terms of providing an aesthetically pleasing entrance to the community, it is overall a very good location for industrial activity as this area has direct access to the two railroads, has good access to the Interstate and Highway 385, is downwind of the community and is not in view of most of the community.

The City should continue to promote industrial land use in this area. Additional industrial land needs within the planning jurisdiction should be directed to this area and the vacant industrial land adjacent to this area on the east side of the Upland Parkway. If this area needs to be expanded, it would be best to expand it to the north and northwest as well as utilize the Sioux Army Depot.

The Sioux Army Depot is a large industrial area northwest of Sidney that provides many jobs for Sidney residents. Although this industrial park is outside the City's planning jurisdiction, it is an important economic asset to the city.

The other industrial areas are scattered throughout the community and include heavy outdoor storage and salvage areas.

The storage/salvage area on the north side of Highway 30 along the east entrance to the community is the one area that is the least suitable and appropriate for Sidney's future land use planning. This area not only significantly detracts from the appearance of the community, it reduces the value of higher value homes to the south of it and reduce the potential for quality commercial developments to invest on the east end of Illinois Street. While there is certainly a need for salvage yards in Sidney, there are many more appropriate locations for this use. The City should consider termination of this use, either by specifying the period in which the use shall be required to cease, or by providing a formula whereby the compulsory termination of a nonconforming use may be so fixed as to allow for the recovery of amortization of the investment in the nonconformance.

The City became more proactive in addressing obvious zoning violations on both the east and west entrances along the U.S. highway 30 corridor as a result of the comprehensive planning process and several of these actions were still in mitigation and court proceedings at the time of the plan's finalization.

Another industrial area lies on the other end of Illinois Street on the west side of the Burlington Northern berm. This may have been an appropriate area for this use when it was developed, but is not an ideal site for this use of one was planning for it today as many newer developments such as Cabela's Downtown Headquarters have located in this area of East Illinois Street. Industrial uses such as this diminish the redevelopment potential for this area. Since Sidney already has more commercial land than it needs, this use should be allowed to continue. However, if this use was to cease operation for more than 12 months, the city may want to look at ways to convert the area to less intense commercial uses.

Another industrial area that may have been an appropriate area when it was developed but now conflicts with surrounding uses is located southeast of the intersection of Fort Sidney Road and Parkland Drive. Since the newer housing and public uses encroached upon this industrial use it should be allowed to continue. However, the City should enforce nuisances such as outdoor storage that does not relate to the core business. If this use ever ceases for more than 12 months, the city may want to look at ways to convert the area to less intense commercial uses.

A fourth industrial area is located on the south side of the Burlington Northern railroad to the west of 15th Avenue and north of what would be Toledo Street. Much like the two previous industrial areas, the area was an appropriate place to locate when the site was developed, but now creates some conflict with residential land that has encroached upon it. The most notable conflict is the view from high value homes to the south is somewhat diminished due to the outdoor storage and more intense land uses. Since these homes were developed with clear knowledge this area existed, this industrial area should be able to continue. However, the City may want to explore ways to develop natural screening to reduce this conflict.

The south side of Hickory Street has many heavier storage. Much of the heavier uses involve indoor storage in older buildings although there is also some heavier outdoor uses.. With its location along the railroad, this area is not likely to much new development, so it is a good use of buildings that would otherwise be vacant and likely more visually unappealing. This area does create some conflict, especially on corner lots that are visible from the downtown area. This area should continue to remain a heavier storage area, but the city should pay attention to lots that are visible from Illinois Street businesses to ensure that conflicts are minimized. The City should also encourage more indoor storage and other uses along Hickory Street.

Another conflict with Hickory Street is that it is unpaved. When this streets becomes muddy, trucks drag the mud onto the side streets of the downtown. The City may want to consider paving Hickory Street between 9th and 11th Avenues, at a minimum, to reduce the amount of mud being tracked onto 10th Avenues.

The area north of the Union Pacific east of 10th Avenue has many heavier land uses, most notably many outdoor salvage uses. While this is a good location of town to have such uses, they do create some conflicts such as diminishing the appeal of Boot Hill. The City should work to develop some natural barriers to reduce the impact of these outdoor uses. This would be an appropriate area to relocate other storage and salvage areas.

Vacant Land

While the developed subdivisions in Sidney have relatively few vacant lots available, the City does have large tracts of vacant land within its incorporated boundaries.

The largest area of vacant land exists between Fort Sidney Road and the Upland Parkway (Link 17J.) Much of the vacant land in this area presently does not have access to roads or public infrastructure.

Many parts of this area is susceptible to flooding, especially the area between Fort Sidney Road and Greenwood Road. This area should thus remain vacant unless proper engineering is implemented to mitigate potential flooding.

The area between Greenwood Road and the Upland Parkway between Virginia Lane and East Illinois Street would be an appropriate location for the expansion of the recent housing development for low to moderate income housing. There are some limitations in this area that would need to be addressed, just as to the west of Greenland Road, any building site would need appropriate involvement from engineers to mitigate flooding. The southern part of this area would also be less appealing due to the wastewater treatment plant.

The large area between Fort Sidney Road and the Upland Parkway between Old Post Road and Virginia Lane also has good development potential. The western half of this area would be well suited for large lot, high value residential lots over the 20 to 30 years to provide a positive impression for both travelers entering town from the south and for persons passing by. This area does have some storm water drainage issues that would need to be properly addressed by potential developers. The area also lacks public roads and infrastructure which it should require developers to pay to build.

The eastern side of this area (roughly east of Greenwood Road) is well suited for commercial uses that require highway access. If the City allows commercial development in this area, it should develop a frontage road along the west side of the Upland Parkway. The City should also implement development standards on commercial developments in this area to ensure development does not detract from the aesthetic appeal of the Interchange.

Any developments in the area between Fort Sidney Road and the Upland Parkway should retain primary easements for major roadways such as Greenwood Road, Virginia Lane, College Drive, Parkland Drive.

A large area of vacant land is also available for development between Fort Sidney Road and Keller Drive. This area is a very good area for moderate to middle income housing development. A developer has recently platted and prepared 75 lots for development. This development could be expanded to the north as a large parcel of land is vacant, although less desirable for housing due to the Burlington Northern Berm. The area could also have some storm drainage issue which would need to be addressed as part of the subdivision process.

The east side of 11th Avenue on the south end of town has a fair amount of vacant land. This land is well suited for higher value single-family housing which will help provide a positive impression to persons entering the community.

There is also some vacant land on the north side of the drainage canal on the west end of town that may be suitable for development. This area would be well suited for mobile and modular homes.

There are some vacant areas well suited for industrial uses including the excellent site on the east side of the Upland Parkway south of Illinois Street and the land to the east and north of the industrial area northwest of the intersection of Illinois and the Upland Parkway. The City should promote these areas for indoor industrial development. However, outdoor storage of junk and salvage should not be permitted in this area. The large area of vacant land north of the Union Pacific Railroad between the Burlington Railroad and 11th Avenue is a suitable location for outdoor storage and salvage.

Sidney Extra-Territorial Jurisdiction

A large majority of the land surrounding Sidney is agricultural land which is primarily used for grazing, dryland, and irrigated farming.

There are several public uses of land in the city's two-mile zoning jurisdiction. The largest use of land is the Sidney municipal airport south of town. The county fairground also occupies a large plot of land just west of the city limits south of Highway 30.

Other public uses outside the city limits include the Nebraska Department of Roads Maintenance facility on the north side of Illinois along the edge of the western city limits; an electric substation and the city landfill which lie to the north of town.

There are some commercial and industrial uses outside the city limit that have agglomerated around the intersection of Highways 30 and 385. There is also a UPS service facility just along Highway 385 just north of this intersection.

All of the non-agricultural uses outside of the city limits should be allowed to continue in their present capacity. However, going forward, the city should not encourage non-agricultural development outside the city limits. Rather, commercial and residential activities should be in the city limits to enable the city to collect property and sales tax revenues. Additionally, more compact development patterns use public infrastructure such as roads, water and sewer lines more efficiently.

The City of Sidney should enforce zoning in their entire zoning jurisdiction if for no other reason than to regulate development at Interchange 55. Enforcing zoning at this Interchange not only ensures this area is developed in a manner that is beneficial to Sidney, it helps maximize the potential of Interchange 59 and protects city sales tax revenues.

Interchange 55 should not be developed for highway retail and services, especially if not in the city limits. Interchanges benefit greatly from the clustering and agglomerating of highway services. Developing gas stations, restaurants, hotels and other highway services at Interchange 55 would not only cannibalize sales at Interchange 59, it would deprive the city of tax revenues and reduces the synergetic benefits of clustering highway services.

It would also not be in the City's interest to have this area be developed with adult uses, outdoor storage or any other type of use that would be detrimental to Sidney's positive and progressive image.

Interchange 55 should thus be regulated and reserved for uses that require Interstate access which the city can not accommodate at Interchange 59 and for uses that would not be detrimental to Interchange 59 businesses.

While most of the land in Sidney's two-mile zoning jurisdiction will be used for farming, the City should not permit any uses that will be detrimental to the city due to odor, noise, excessive vibration, or any other element that would significantly reduce the value of property in Sidney.

Future Land Use

- **Residential**
- **Parks and Public**
- **Commercial**
- **Industrial**
- **Surrounding Land Use**

Future Land Use

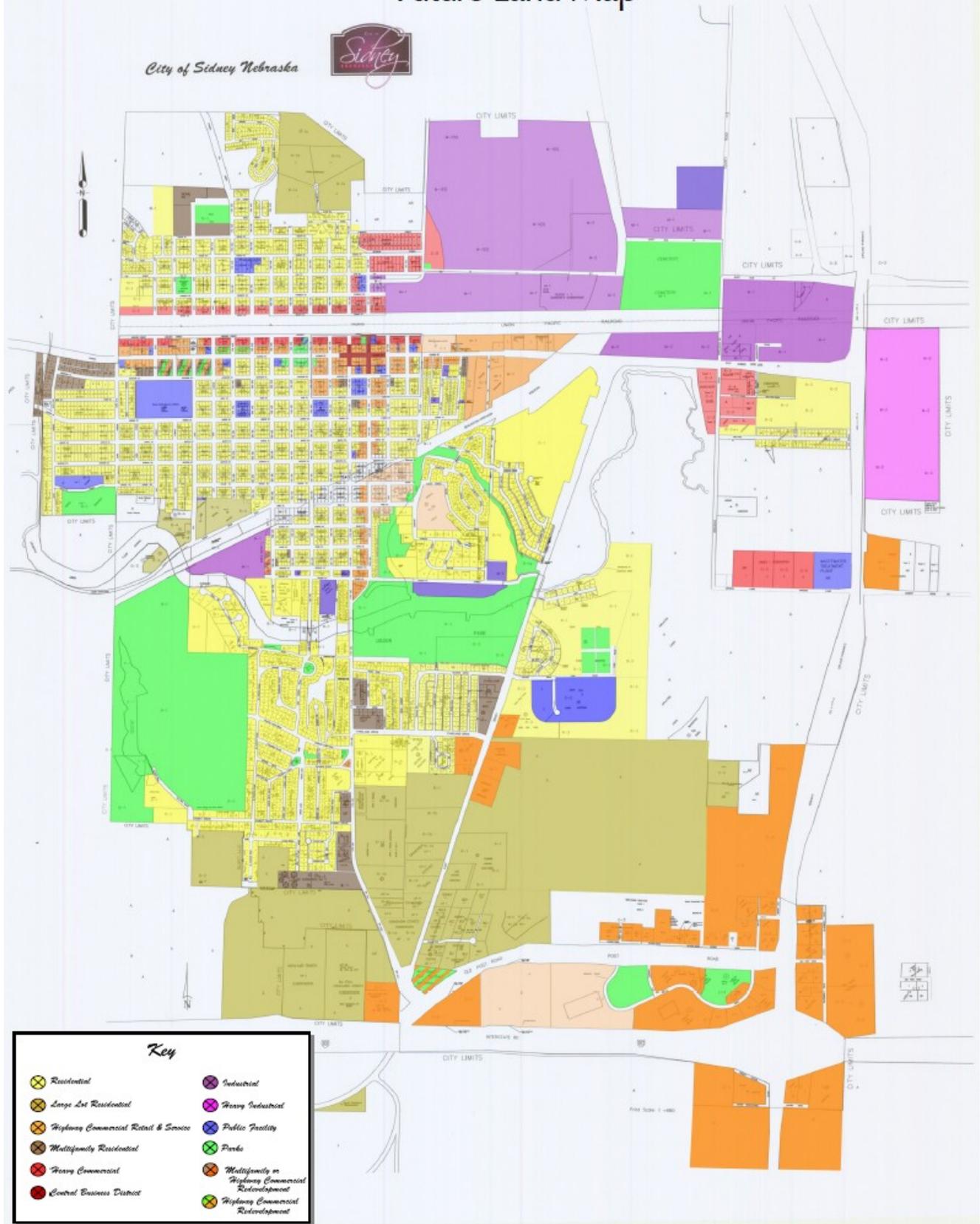
The future land use maps on the following pages illustrate the proposed future land use areas for Sidney to guide planning and zoning efforts for the community. Other maps also reflect physical developments that are proposed in this plan such as new roads, parks, bike trails, etc.

The location of proposed physical developments are not intended to be static in nature. Rather, the locations are intended to be general as issues such as land ownership, present versus future need, and engineering requirements may very well change the exact location of such proposed developments.

It should be noted and emphasized that proposed future uses do not imply the existing uses should cease nor does it imply that existing uses are necessarily an inappropriate use of land. Rather, the future land use map and development plans are a guide for future land use decisions. If, for example, the future land use map proposes a residential area should be used for commercial use, or vice versa, it is suggesting to the city that if such a proposed change use of land is warranted and will help the City achieve its future land use vision.

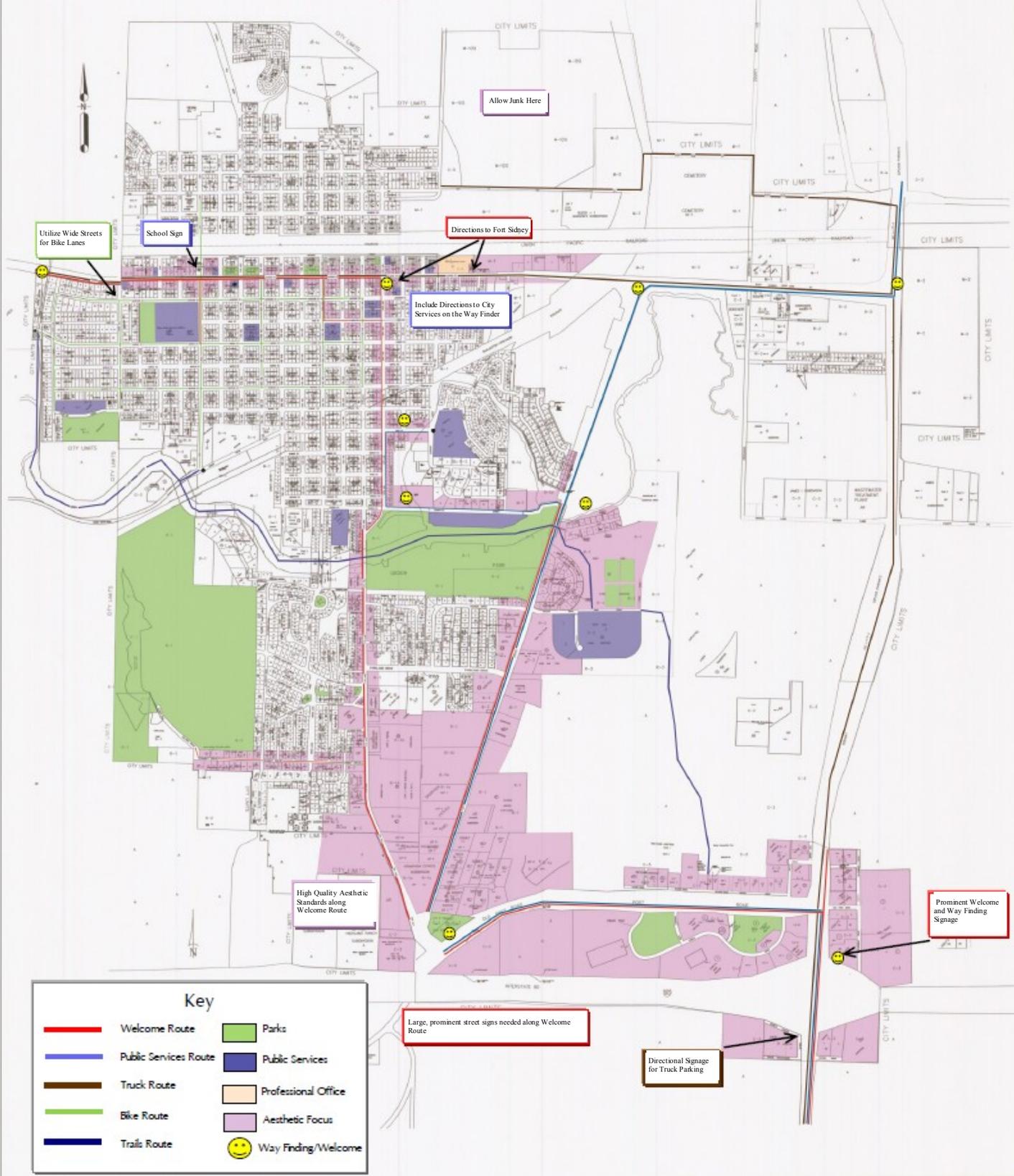
Future Land Map

City of Sidney Nebraska



Directional Signing , Parks, & Aesthetics Map

City of Sidney Nebraska

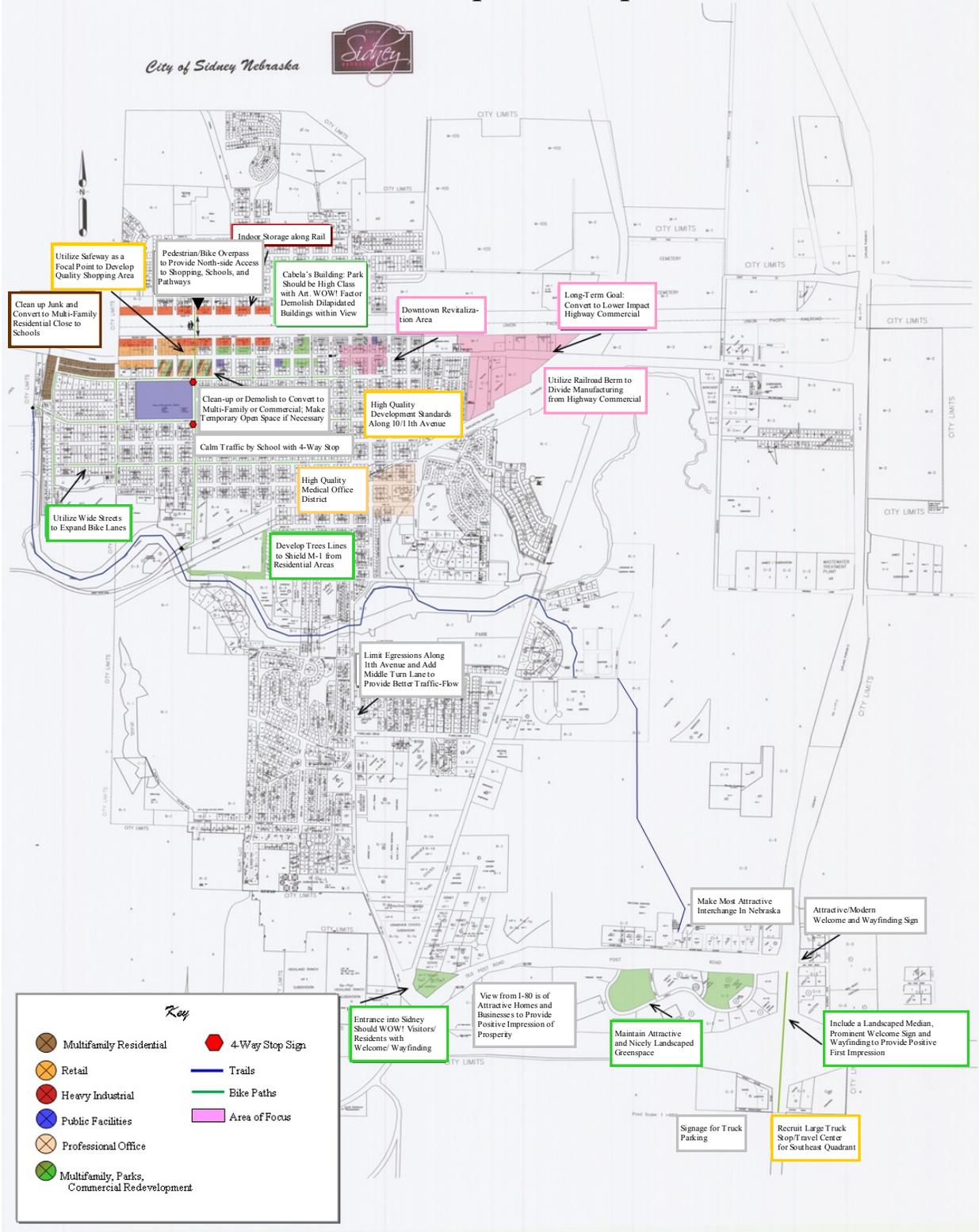


Key

- Welcome Route
- Public Services Route
- Truck Route
- Bike Route
- Trail Route
- Parks
- Public Services
- Professional Office
- Aesthetic Focus
- ☺ Way Finding/Welcome

Future Land Development Map - Fo-

City of Sidney Nebraska



Utilize Safeway as a Focal Point to Develop Quality Shopping Area

Pedestrian/Bike Overpass to Provide North-side Access to Shopping, Schools, and Pathways

Cabela's Building: Park Should be High Class with Art. WOW! Factor Demolish Dilapidated Buildings within View

Downtown Revitalization Area

Long-Term Goal: Convert to Lower Impact Highway Commercial

Clean up Junk and Convert to Multi-Family Residential Close to Schools

Clean-up or Demolish to Convert to Multi-Family or Commercial; Make Temporary Open Space if Necessary

High Quality Development Standards Along 10/11th Avenue

Utilize Railroad Berm to Divide Manufacturing from Highway Commercial

Utilize Wide Streets to Expand Bike Lanes

Calm Traffic by School with 4-Way Stop

High Quality Medical Office District

Develop Trees Lines to Shield M-1 from Residential Areas

Limit Egressions Along 11th Avenue and Add Middle Turn Lane to Provide Better Traffic-Flow

Make Most Attractive Interchange in Nebraska

View from I-80 is of Attractive Homes and Businesses to Provide Positive Impression of Prosperity

Maintain Attractive and Nicely Landscaped Greenspace

Key

- Multifamily Residential
- Retail
- Heavy Industrial
- Public Facilities
- Professional Office
- Multifamily, Parks, Commercial Redevelopment
- 4-Way Stop Sign
- Trails
- Bike Paths
- Area of Focus

Entrance into Sidney Should WOW! Visitors/Residents with Welcome/Wayfinding

View from I-80 is of Attractive Homes and Businesses to Provide Positive Impression of Prosperity

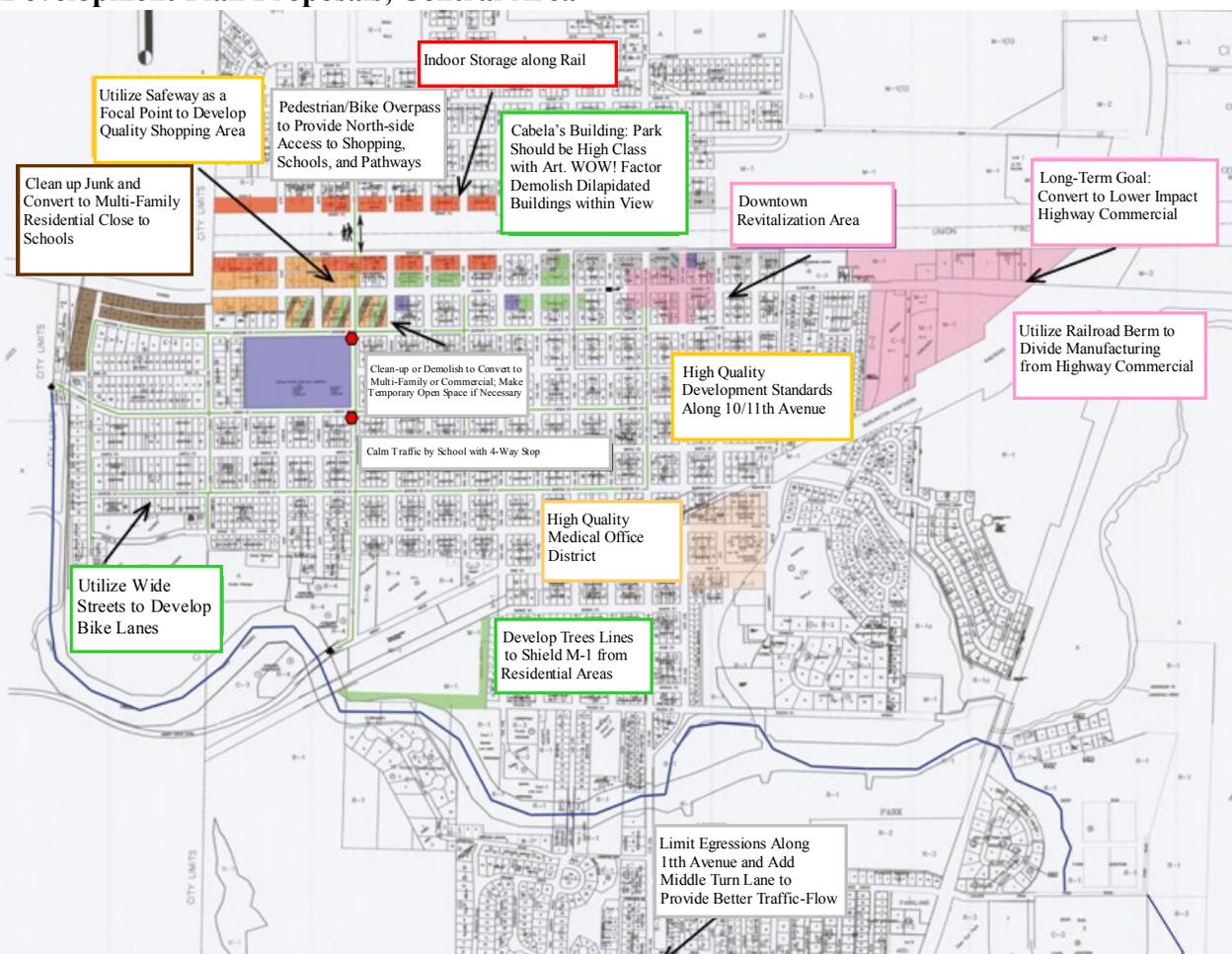
Maintain Attractive and Nicely Landscaped Greenspace

Include a Landscaped Median, Prominent Welcome Sign and Wayfinding to Provide Positive First Impression

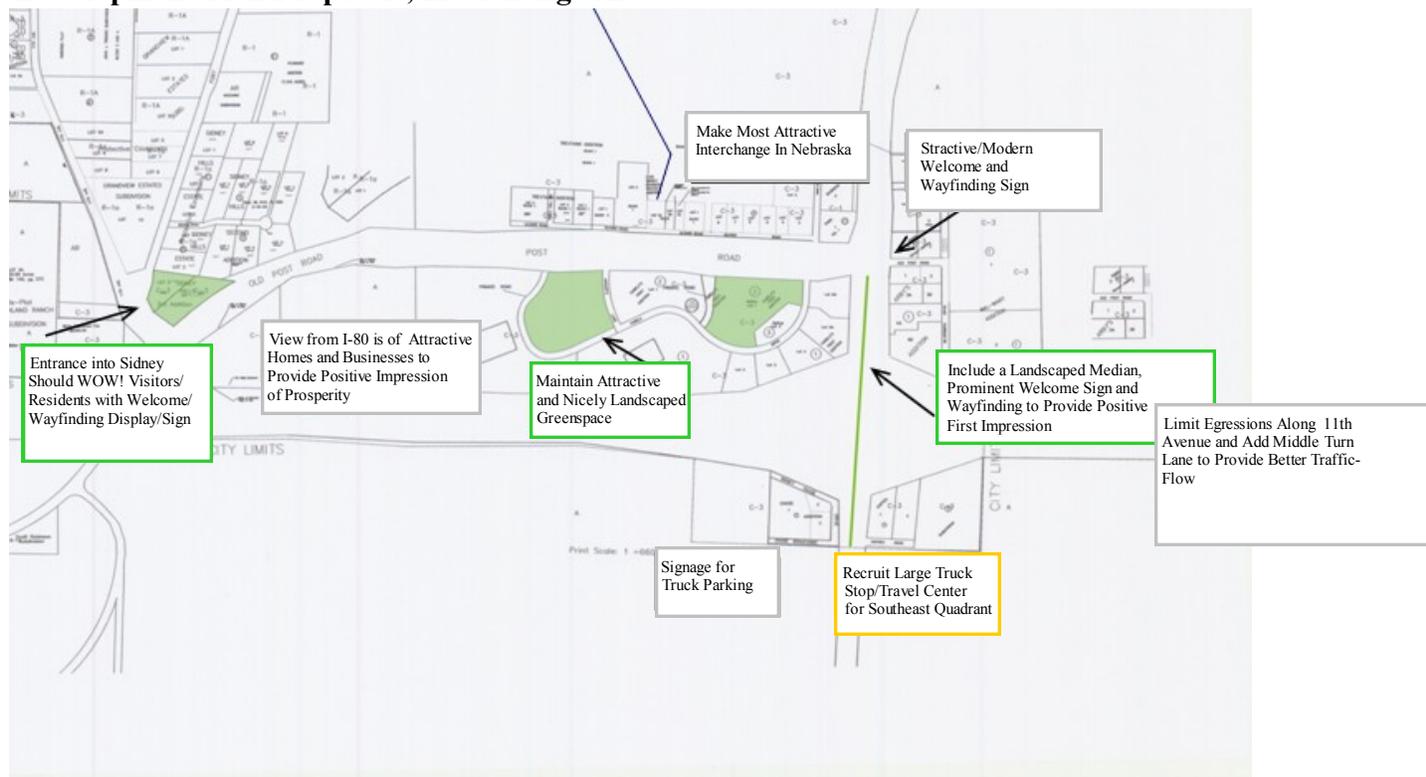
Signage for Truck Parking

Recruit Large Truck Stop/Travel Center for Southeast Quadrant

Development Plan Proposals, Central Area



Development Plan Proposals, Interchange Area

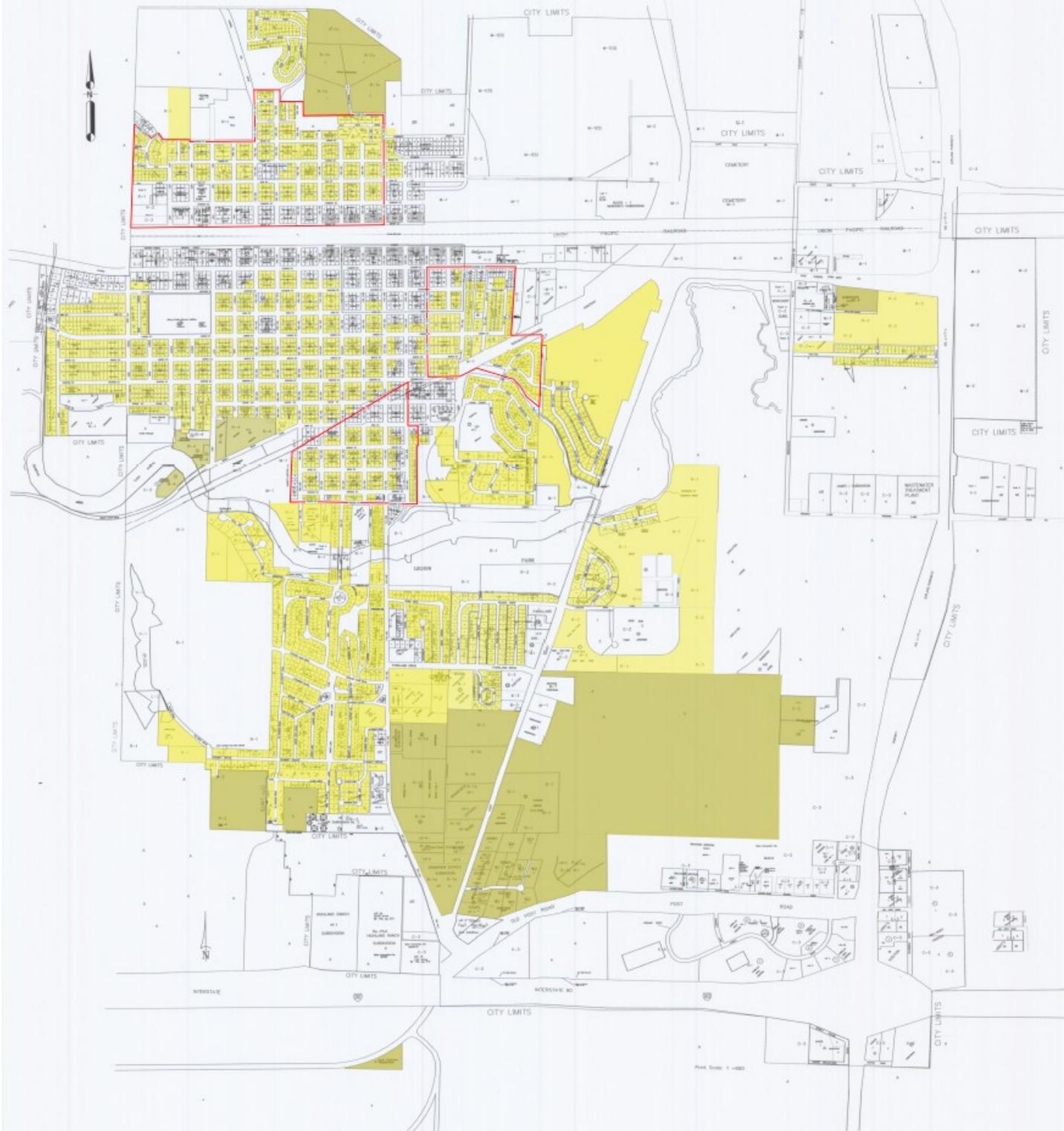


Future Land Map-Residential

City of Sidney Nebraska



*Housing Redevelopment Areas Highlighted with Red Borders



Future Residential Use and Development:

All of Sidney's residential area should continue to be utilized as residential areas, with few exceptions. One residential area that should be converted to a different use is in the proposed Medical Office District along Pine Street to the west side of the hospital. (It should be noted that here and elsewhere that this does not imply that existing residential land use should be discontinued. Rather it suggests that if a proposal to develop a medical office use in this area is proposed, it is in the best interest of the City to approve this proposal as it will help achieve the City's vision of developing a Medical Office District.)

There are isolated residential lots throughout the community that are proposed for commercial uses. However, other than the Medical Office District, there are not large areas of residential land that is proposed to be converted to another use.

There are several areas of land that are proposed to be utilized as residential land or converted to residential use. There are several areas of vacant land along the Fort Sidney Road corridor that are proposed as residential use. This includes the large area of vacant land between Keller Drive and Fort Sidney Road which included a newly platted and developed subdivision.

On the east side of Fort Sidney Road, the vacant areas to the north and east of WNCC are proposed as an appropriate area for new housing development. The area between WNCC and Old Post Road is proposed as large residential estates as are the areas between 11th Avenue and Fort Sidney Road south of the Parkland Addition and the area west of 11th Avenue around the Highland Ranch subdivision. On the north end of town, the area north of Alta Vista Drive is also designated as a suitable area for large lot development.

The area west of Greenwood Road between Illinois Street and Dailey Drive is proposed as an area suited for expansion of the low to moderate income neighborhood that has been started along Dailey Drive. The vacant areas in the central part of town north of the railroad tracks and the drainage canal are proposed for the development of mobile home parks.

Illinois is the only area of town where a prevailing land use is being proposed to be converted to residential. This includes the south side of Illinois Street where multi-family housing is proposed to replace a salvage area. The area along the south side of Illinois north of the high school is proposed to be converted to either multi-family housing or new commercial development.

Sidney has three older residential areas that are proposed residential redevelopment areas where housing rehabilitation programs should be targeted as well as street, sidewalk and park improvements to help increase the values and livability of these areas. The neighborhoods include the neighborhood of the Union Pacific Railroad, the Fort Sidney neighborhood east of Tenth Avenue between Illinois Street and the hospital; and, the central neighborhood west of 10th Avenue between the railroad and the Lodgepole Drainage Canal.

The primary land use allowed in the residential use areas should be dwellings for human habitation. The residential use area should be broken into the following areas to reflect different housing types and needs:

- a) Traditional Single-Family Housing;
- b) New Single-Family Subdivisions on larger estates;
- c) Multi-Family Housing;
- d) Mobile Home Parks.

Home businesses which are subsequent to a residence should be allowed in all residential areas as long as they retain their character as a residential property and do not disturb the peace through noise, odor, vibration or through the generation of abnormal level of traffic.

Public and Semi-Public uses that are harmonious with residential uses such as churches, parks, and schools should be permitted in residential districts.

Nuisances such as outdoor storage of junk, dilapidated structures, inoperable vehicles and uncontrolled vegetation should not be permitted in residential areas. The City should also regulate on-street parking of boats, campers and trailers in the residential area.

Future Land Map-Parks

* Trails & Bike Lanes

City of Sidney Nebraska



Future Land Map-Public

City of Sidney Nebraska



Parks and Public Uses:

The future land use plan does not propose many significant additions to existing public areas.

The most notable change is the currently planned extension of the walking/biking trail to the Interchange and the proposed extension to the north side via a pedestrian overpass.

The plan proposes to utilize the overly-wide streets in the west side of town as bike lanes by using paint to dedicate bike lanes.

The plan also encourages the City to consider building any new quality City facilities such as a police station along Illinois Street to assist in the redevelopment of this area.

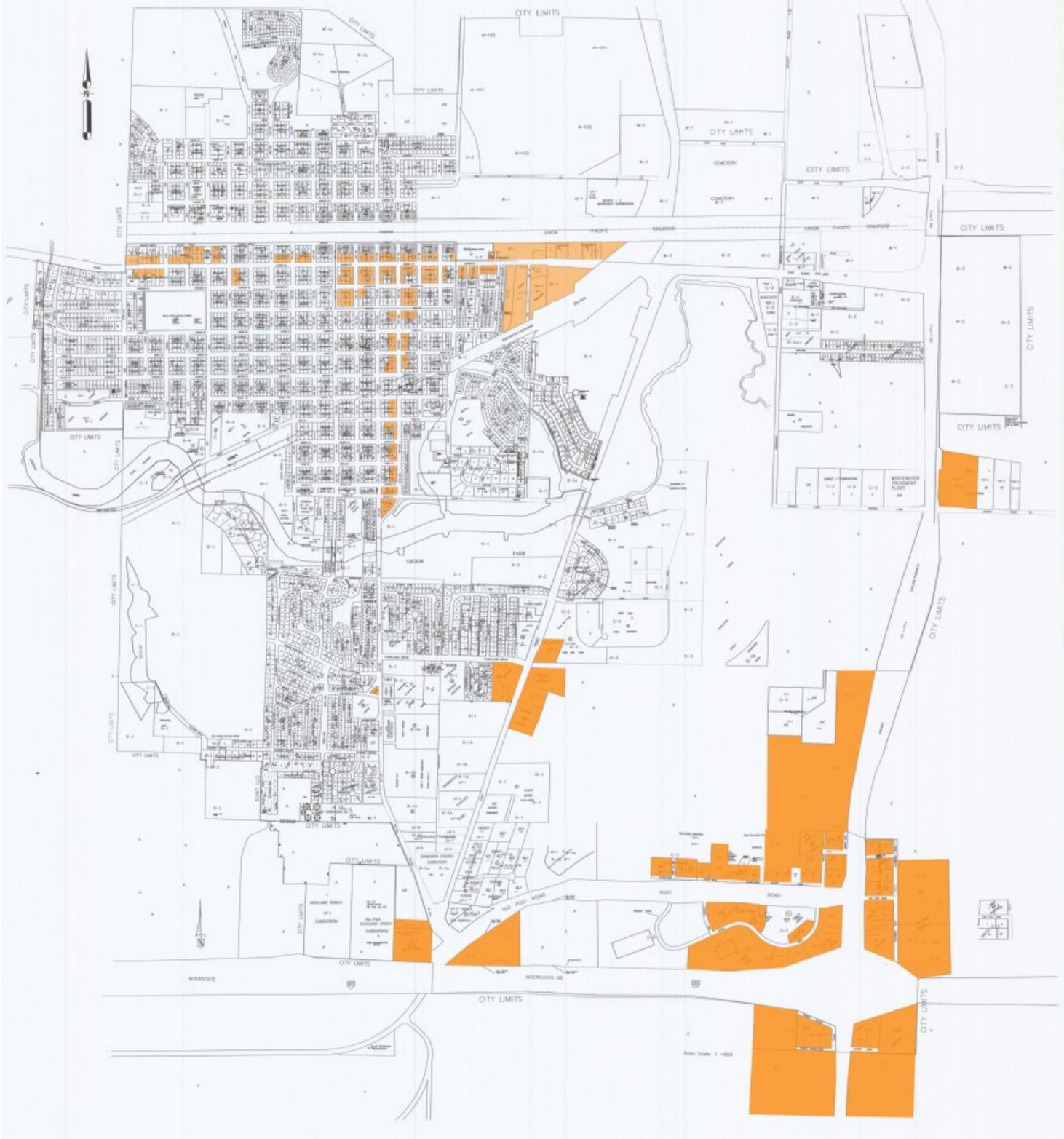
Another new public area suggested by this plan is a Grand Entrance feature at the Intersection of Old Post Road (Highway 19) and 11th Avenue.

The plan does discuss other public and park improvements such as the consideration of an indoor swimming pool or restroom facilities at the soccer park. However, such uses will not require the expansion of public land.

Future Commercial

Future Land Map-Retail

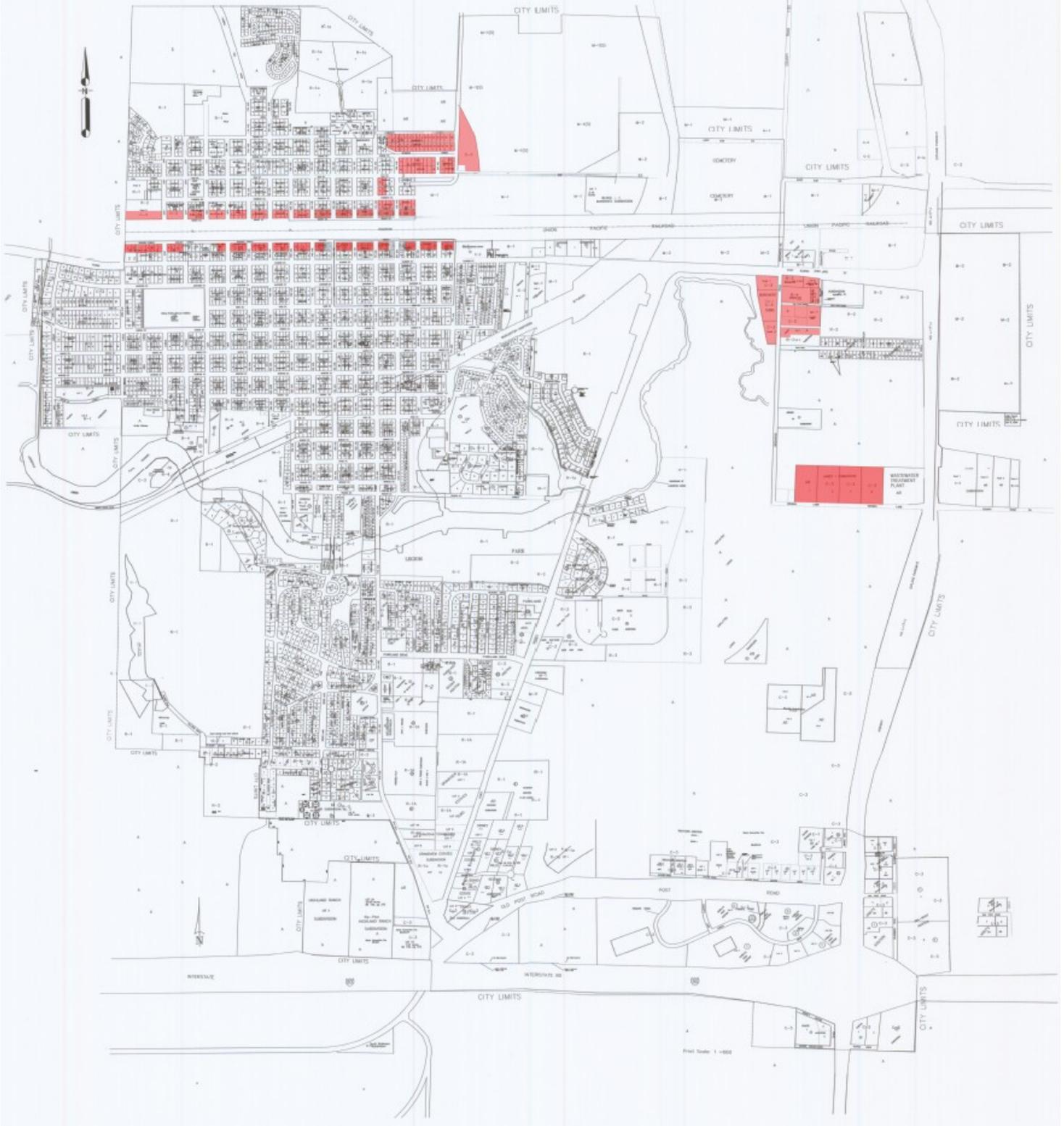
City of Sidney Nebraska



Future Heavy Commercial

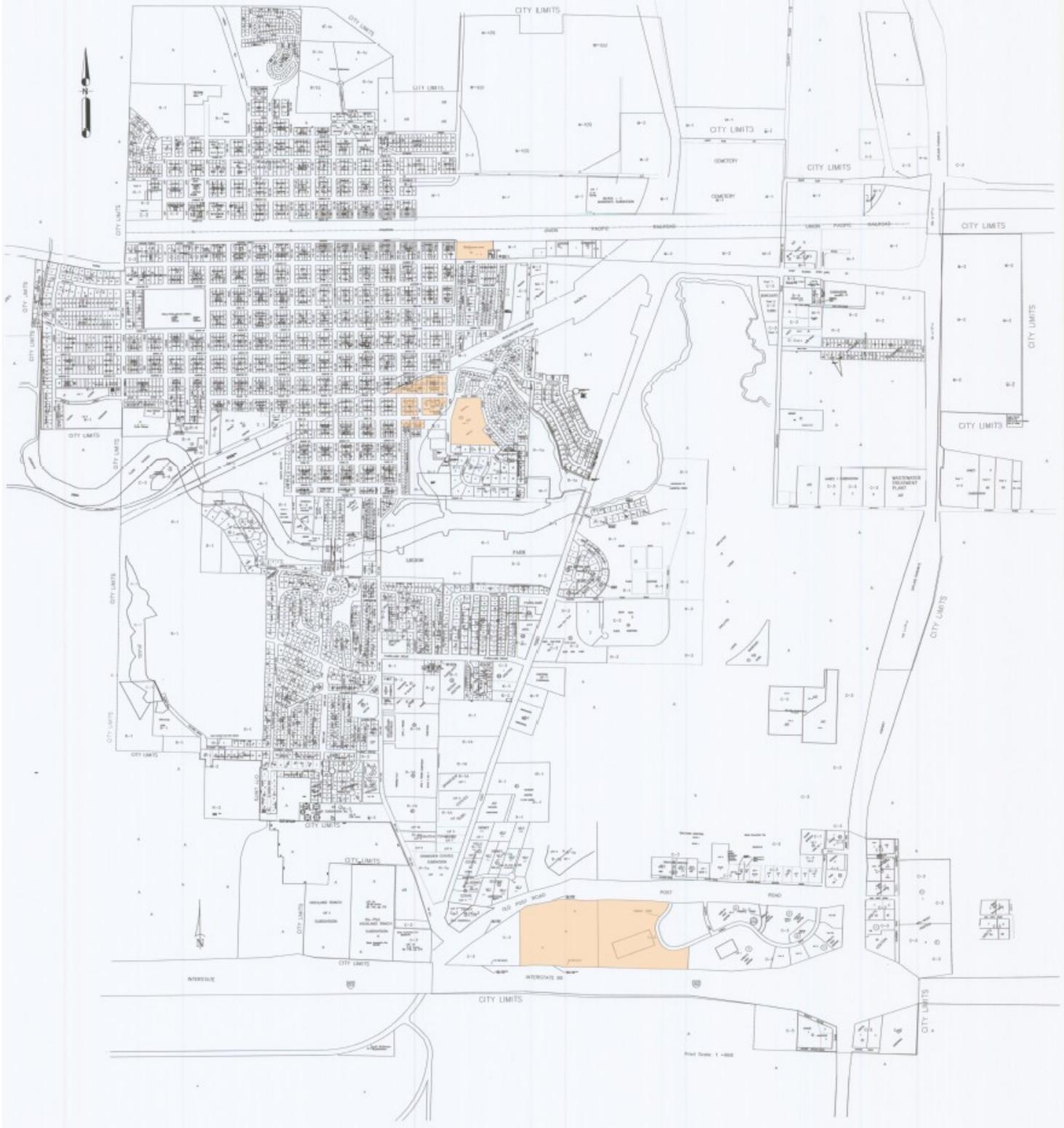
Future Land Map-Storage

City of Sidney Nebraska



Future Land Map-Professional Office

City of Sidney Nebraska



Future Commercial Uses:

Commercial land uses should remain relatively consistent throughout the community.

One area where less commercial land is needed, though, is along Illinois. When Highway 30 was the primary east-west corridor across the US, there was strong demand for commercial land along Illinois Street from the west edge across the entire town to the Intersection of Highways 30 and 385.

Now that Interstate 80 has supplanted Highway 30 as the primary route for travelers, there is less demand for commercial property along Highway 30. As a result, Illinois presently looks like an area well past its prime as it now has abandoned gas stations, under-utilized buildings, and many unattractive lots.

Illinois should thus be designated a commercial redevelopment area with one important caveat: the City should reduce the amount of commercial land in the area. The City should work to terminate some of the more unsightly lots and remove and clean up abandoned gas station lots. While it would be best to have these areas redeveloped as commercial, if they can not attract new businesses, the City should work to develop lots to other productive uses, such as multi-family uses around the school, public facilities such as a new police station and bus terminal or even well maintained vacant lots that are more attractive for future development.

The downtown area should also undergo redevelopment, however, this area should obviously continue to be used for a variety of commercial activities. Redevelopment efforts in this area should focus on developing a quality aesthetic environment, providing incentives and technical support for entrepreneurs, and fixing infrastructure issues such as the drainage issues.

The Cabela's Downtown Headquarters provides good potential for revitalization of East Illinois between 7th Avenue and the Burlington Railroad. This area should remain commercial and strive for higher quality commercial uses over time.

The 10th 11th Avenue corridor presently has scattered development that is moving toward the strip development pattern experienced along Illinois Street. This is especially evident on the south side of 11th Avenue where there are some commercial activities developing.

Even though this is an attractive place for businesses to locate, the City should strictly limit the amount of new commercial uses along 11th Avenue. As the gateway to the community and a steadily growing commuter route, it is important to keep traffic flowing through this area. Developing commercial slows the flow of traffic. Sidney should encourage new commerce to locate along Illinois, downtown, or at the Interchange, if it is an appropriate use. Otherwise, Sidney may start to follow the path other towns have taken by shifting commerce from one part of town to another which does little to create aggregate growth but much to create dilapidated commercial districts along highly visible corridors.

A new Medical Office District is proposed along Pine Street west of the hospital. The medical industry will be a near-certain growth industry in coming decades and Sidney should position itself to capture this growth. The city and local economic development partnership should thus work with the medical community to encourage new medical office buildings to cluster along Pine Street to help develop both an attractive medical district and a more attractive entrance to the hospital. (This is not to imply the City should terminate existing uses, but rather approve redevelopment to this use as they are proposed.)

Future Commercial Uses, continued

The Interstate 80 Interchange 59 is a key to bringing new commerce and tax revenue into the City. It is thus important to develop strict development standards in this area to provide a quality and attractive environment for travelers. Development should be strictly regulated to focus the limited quantity of land for businesses that serve Interstate travelers. The City should also ensure it has adult services regulations in place so that such uses are in a more appropriate area of town and do not spoil the Interchange's quality family environment.

The City and its economic development effort should also retain land for, and work to attract, a large travel center/truck stop at the southeast quadrant of the interchange. It also should work to build off of the Walmart Supercenter and develop the periphery of the Interchange as a regional retail destination for the southern Panhandle.

The City should also develop a new road north of Runza. This will help open up areas for new development as well as assist persons having to turn right on East Old Post Road to have easier access back to the Upland Parkway.

The commercial area at the Intersection of Fort Sidney Road and Parkland Drive should be allowed to continue. However, this commercial area should not be expanded. Furthermore, the outdoor use of land in this commercial area should be limited to uses that are associated with their commercial operation. Nuisances such as the outdoor storage of non-commercial property, salvage or junk should not be permitted.

While commercial storage units, heavy commercial operations, outdoor storage and salvage should be strictly regulated, limited or not permitted in many parts of town, there is a need for such uses. The heavy commercial area north of the Burlington Northern Railroad is a good location for many of these uses. Indoor commercial storage and warehousing should also be permitted and directed toward Hickory and Grant Streets along the railroad. However, the exterior of such storage facilities should remain well maintained and salvage facilities should not be allowed to operate as waste and material dumps and vegetation should be controlled as well.

Businesses in the East Side Commercial Area on the south side of East Illinois Street just east of the Upland Parkway should be allowed to continue, but the City should not encourage expanding commercial development in this area. Because the City has committed to a new residential area to the south of this district, the city should not expand this business area and should direct commercial growth to other commercial redevelopment areas.

There are also some isolated commercial areas in residential districts. The City should allow neighborhood businesses that serve the area residents, provide a positive benefit to the community and are not diminishing the livability of individual homeowners. However, the City should not encourage permit businesses in residential areas that are devaluing the neighborhood.

Future Land Map-Industrial

City of Sidney Nebraska



Future Industrial Uses:

Sidney should continue to promote industrial land use in the northeast area of town to the north-west and southeast of the intersection of East Illinois and the Upland Parkway.. If this area needs to be expanded, it would be best to expand it to the north and northwest.

The Sioux Army Depot is a large industrial area north of Sidney that provides many jobs for Sidney residents. Although this industrial park is outside the City's planning jurisdiction, it is an important economic asset to the city and the City should promote industrial activity in this area as well.

The storage/salvage area on the south side of Highway 30 along the east entrance to the community is the one area that is the least suitable and appropriate for Sidney's future land use planning. This area not only significantly detracts from the appearance of the community, it reduces the value of higher value homes to the south of it and reduce the potential for quality commercial developments to invest on the east end of Illinois Street.

While there is certainly a need for salvage yards in Sidney, there are many more appropriate locations for this use. The City should consider termination of this use, either by specifying the period in which the use shall be required to cease, or by providing a formula whereby the compulsory termination of a nonconforming use may be so fixed as to allow for the recovery of amortization of the investment in the nonconformance.

Another industrial area lies on the other end of Illinois Street on the west side of the Burlington Northern berm. This may have been an appropriate area for this use when it was developed, but is not an ideal site for this use of one was planning for it today as many newer developments such as Cabela's Downtown Headquarters have located in this area of Illinois Street. Industrial uses such as this diminish the redevelopment potential for this area. Since Sidney already has more commercial land than it needs, this use should be allowed to continue. However, if this use was to cease operation for more than 12 months, the city may want to look at ways to convert the area to less intense commercial uses.

Another industrial area that may have been an appropriate area when it was developed but now conflicts with surrounding uses is located southeast of the intersection of Fort Sidney Road and Parkland Drive. Since the newer housing and public uses encroached upon this industrial use it should be allowed to continue. However, the City should enforce nuisances such as outdoor storage that does not relate to the core business. If this use ever ceases for more than 12 months, the city may want to look at ways to convert the area to less intense commercial uses.

Another industrial area is located on the south side of the Burlington Northern railroad to the west of 15th Avenue and north of what would be Toledo Street. Much like the two previous industrial areas, the area was an appropriate place to locate when the site was developed, but now creates some conflict with residential land that has encroached upon it. The most notable conflict is the view from high value homes to the south is somewhat diminished due to the outdoor storage and more intense land uses. Since these homes were developed with clear knowledge this area existed, this industrial area should be able to continue. However, the City may want to explore ways to develop natural screening to reduce this conflict.

Future Industrial Use, continued

The south side of Hickory Street has many heavier storage. Much of the heavier uses involve indoor storage in older buildings although there is also some heavier outdoor uses.. With its location along the railroad, this area is not likely to see much new development, so it is a good use of buildings that would otherwise be vacant and likely more visually unappealing. This area does create some conflict, especially on corner lots that are visible from the downtown area. This area should continue to remain a heavier storage area, but the city should pay attention to lots that are visible from Illinois Street businesses to ensure that conflicts are minimized. The City should also encourage more indoor storage and other uses along Hickory Street.

The area north of the Union Pacific east of 10th Avenue has many heavier land uses, most notably many outdoor salvage uses. While this is a good location of town to have such uses, they do create some conflicts such as diminishing the appeal of Boot Hill. The City should work to develop some natural barriers to reduce the impact of these outdoor uses. This would be an appropriate area to relocate other storage and salvage areas.

Future Land Use in Extra-Territorial Jurisdiction

Sidney should fully enforce zoning in its statutorily permitted territory which extends two miles from the city limits.

Most of the land surrounding Sidney should continue to be used for grazing, dryland and irrigated farming.

There are several public uses of land in the city's two-mile zoning jurisdiction including the airport, fairgrounds, the Nebraska Department of Roads Maintenance, an electric substation and the city landfill which lie to the north of town. All of these uses should be continued and allowed to expand if needed.

There are some commercial and industrial uses outside the city limit that have agglomerated around the intersection of Highways 30 and 385. There is also a UPS service facility just along Highway 385 just north of this intersection.

All of the non-agricultural uses outside of the city limits should be allowed to continue in their present capacity. However, going forward, the city should not encourage non-agricultural development outside the city limits. Rather, commercial and residential activities should be in the city limits to enable the city to collect property and sales tax revenues. Additionally, more compact development patterns use public infrastructure such as roads, water and sewer lines more efficiently.

The City of Sidney should enforce zoning in their entire zoning jurisdiction if for no other reason than to regulate development at Interchange 55. Enforcing zoning at this Interchange not only ensures this area is developed in a manner that is beneficial to Sidney, it helps maximize the potential of Interchange 59 and protects city sales tax revenues.

Interchange 55 should not be developed for highway retail and services, especially if not in the city limits. Interchanges benefit greatly from the clustering and agglomerating of highway services. Developing gas stations, restaurants, hotels and other highway services at Interchange 55 would not only cannibalize sales at Interchange 59, it would deprive the city of tax revenues and reduces the synergetic benefits of clustering highway services.

It would also not be in the City's interest to have this area be developed with adult uses, outdoor storage or any other type of use that would be detrimental to Sidney's positive and progressive image.

Interchange 55 should thus be regulated and reserved for uses that require Interstate access which the city can not accommodate at Interchange 59 and for uses that would not be detrimental to Interchange 59 businesses.

While most of the land in Sidney's two-mile zoning jurisdiction will be used for farming, the City should not permit any uses that will be detrimental to the city due to odor, noise, excessive vibration, or any other element that would significantly reduce the value of property in Sidney.

Land Use Policies and Strategies

- **Land Use Policies and Strategies**
- **Annexation Policy**

Future Land Use Policies and Strategies

To ensure efficient and orderly land use patterns occur in Sidney, policies and strategies need to be developed. Some basic strategies have been developed which are needed to ensure orderly development and/or to avoid existing land use conflicts.

Establish Residential Zoning Districts for Various Housing Types and Needs

Zoning districts should be established to protect existing and future residential areas from conflicting land uses. The residential zones should establish setback requirements, height limits, and use restrictions. The residential districts should also incorporate design standards which require permanent foundations and minimum floor sizes.

Various types of zoning districts should be established to compliment the various types of housing needs. Residential districts should be established to meet the needs of multi-family housing units, mobile home parks, mature single-family neighborhoods, new single-family neighborhoods, and residential estates.

Encourage Development of Residential Estates that Are Visible from Interstate

Residential estates with new housing that is visible from Interstate 80 provides a positive impression of the community and promotes an impression of prosperity. The City should thus promote the development of such uses in the southern part of town and develop land use policies to accommodate such development.

Maintain and Develop Neighborhoods that are Attractive to High-skilled Professional Workers.

The retention and recruitment of high-skilled professional employees is a key aspect of Sidney's economic development strategy. Maintaining and developing high quality neighborhoods that are well maintained and free of nuisances is thus an important part of Sidney's future.

Permit Home Businesses

Businesses should be allowed to operate out of a residence when the business is incidental to the residential use and compatible with the surrounding residential character of the area. However, businesses which create high volumes of traffic, create safety hazards, or produce noise, smoke, odor, or other nuisances should be located in an appropriate commercial or industrial district.

Enforce Nuisance Regulations

The community has many lots that are not well maintained. Many of these lots have inoperable vehicles and other types of junk that are visible from the street. The City does have nuisance regulations and should thus enforce these regulations to maintain property values.

Establish Residential Revitalization Areas

Sidney should establish residential revitalization areas in some of its older residential neighborhoods that are in need of improvement. The City should promote and develop housing rehabilitation programs to help preserve the housing stock in these areas. The City should also seek to improve parks, streets, sidewalks and other infrastructure in these neighborhoods to make them more attractive for development.

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Establish Commercial & Industrial Zoning Districts

Zoning Districts should be established which benefit and promote the development of attractive commercial areas. Zoning Districts should also be established to meet the different types of commercial and industrial needs, including the Central Business District, Highway Commercial activities, Professional Office activities, Tourist/Travel needs, retail needs, and service businesses.

Evaluate Intense Land Uses Case by Case

Intense land uses such as commercial storage units, salvage yards, fuel storage, concrete plants, asphalt plants, prisons, or any other intense land use that may destroy the integrity of neighboring land uses should be categorized as conditional uses permitted by special review. This will enable the City of Sidney to evaluate the impact of intense land uses on a case by case basis in order to better serve the best interest of the general public.

Redevelop Older Commercial Area

The City should focus efforts to redevelop older commercial districts, especially along Illinois Street. Such redevelopment should include the conversion of land to other uses. Commercial redevelopment can be greatly assisted by removing nuisances, cleaning up dilapidated lots and improving the appearance and vitality of such areas. The City should also promote businesses locate in existing commercial areas, if possible, rather than having to rezone non-commercial areas or creating strip development patterns.

Develop Business Parks as Opposed to Strip Development

Future commercial developments should be encouraged to locate within planned business parks in order to discourage strip development patterns. The most accessible parcels within business parks should be reserved for businesses which require such accessibility.

Allow all Properties an Economic Value

While the protection of commercial, residential, and agricultural lands is important to Sidney, allowing all properties some reasonable economic use is important. This, however, does not guarantee that each property will be able to be used for its theoretically highest and best use. Rather, the plan provides that each parcel of land taken as a whole of the community shall have some economic value.

Allow Existing Operations to Continue

Future land use policies shall not prevent land owners from continuing existing operations unless such use is a significant detriment to the community. Existing operations shall also be allowed to expand if such expansion conforms to the City's policies and does not conflict with surrounding land uses. However, this policy is not meant to prevent the City from taking action to terminate land uses when it is in the best interest of the community.

Accommodate Industrial Uses by Providing Land with Direct Access to Rail, Highways, and Public Infrastructure.

The City should reserve areas which will help foster industrial development. Providing areas with good access to rail, highways, the Interstate and public infrastructure is essential. Thus the intersection of East Illinois and the Upland Parkway is an excellent location for industry even though it is not the best location for providing an aesthetically please entrance to the community along the east entrance.

Establish Minimum Landscaping Standards

The City should develop landscape standards for new commercial and industrial developments. The City should establish even higher standards at the Interchange.

Terminate Uses that are Detrimental to the Community

The City should consider termination of uses that are detrimental to the community either by specifying the period in which such detrimental uses shall be required to cease, or by providing a formula whereby the compulsory termination of a nonconforming uses may be so fixed as to allow for the recovery of amortization of the investment in the nonconformance.

Control Development in Floodplains and Floodprone Areas

Future development should be discouraged in floodplains and floodprone areas. Developments in these areas should be limited to uses which are minimally impacted by floods, such as parks, pasturelands, and gravel extraction.

Establish Agricultural Zoning Districts

A zoning district should be established to serve the agricultural community, protect farm land and agricultural assessments. The agricultural district should allow the operation of a farm or ranch using normal and customary practices. The ag district should have a fairly large minimum lot size to prevent sprawl and leapfrog development patterns..

Prohibit the Development or Expansion of Feedlots Within the City's Zoning Jurisdiction

Feedlots and confinement operations will continue to be prohibited in Sidney or within the City's two-mile zoning jurisdiction.

Adopt Regulations Governing Adult Use Businesses

The City should adopt regulations governing adult businesses and provide for a suitable location for such uses. Adult uses should be located away from areas frequented by children including schools, parks, and retail shopping districts.

Promote Adaptive Reuse of Commercial Buildings

Many of the older commercial buildings associated with strip development along Illinois Street and Tenth Avenue may become vacant in the near future due to changing shopping patterns. To ensure that these buildings do not become unused and dilapidated, the City should allow adaptive reuse of these buildings as offices or other appropriate uses.

Actively Work to Abate blight, Nuisances, and Other Conditions that Facilitate Decline and Deterioration and Serve as a Disincentive to Quality Private Developments

The City should pursue all possible means to remove any structures in the community that are not structurally sound or unsafe. The City should first attempt to pursue such efforts administratively to have property owners address these issues on their own. If such efforts fail the city should consider either Condemnation should be a last resort, but if necessary the City can do such by condemnation under State Statute 18-1722 which gives the city the power to with repair or remove structures that are unsafe once an owner is notified and fails to take action. The cost of the repairs or demolition is then assessed against the real estate in the form of a lien.

Preserve areas of historic or social significance.

Sidney has many structures and areas of land that have significant historic value including buildings associated with Fort Sidney, Boot Hill Cemetery, and the Historic Downtown District. The City should work to preserve and maintain such areas of significant historic value.

Promote the Redevelopment of Unsightly, Underutilized, and Low Value Commercial Areas Nearby the New School to Single-Family or Multi-Family Residential Neighborhoods

Since inter-state travel has shifted from Highway 30 to Interstate 80, Illinois Street has more commercial land than is needed. The area now is past its prime as there are many unsightly, underutilized abandoned, and low value uses along this street which are nearby the new High School building. Sidney should build on the high school asset and redevelop these underutilized lots for residential development.

Develop Medical Office District by Hospital to Accommodate Growth in the Health Care Industry

The health care industry will likely be an area where Sidney can develop high paying professional positions. Sidney should thus work with local medical professionals to develop a Medical Office District to the west of the hospital. This will not only help the medical industry grow and capture a greater share of the southern Panhandle market, it will provide a nicer entrance to the hospital.

Utilize Interchange to Accommodate Regional Retail uses such as Big Box Stores, Shopping Plazas and Outlet Centers which Cater to both Local and Non-Local Residents.

While the Interchange should be reserved for uses that directly serve interstate travelers, the periphery of the Interchange should be utilized for regional retail and outlet stores. This will help Sidney build off of the Wal-Mart Supercenter and gain a greater share of the southern Panhandle retail market.

Develop Design Standards for Big Box Retailers to Promote the Integrity and Visual Appeal of Sidney's Interchange

Sidney should develop design standards for all uses at the Interchange including Big Box Stores to continue and expand the high development standards established by Cabela's.

Retail and Service Establishments that Primarily Serve a Local Clientele Should be Encouraged to Develop either in the Downtown or in the Illinois Redevelopment Area

Sidney should direct retail and service businesses that primarily serve local residents to the downtown district or Illinois to encourage the redevelopment of these areas. Developing new commercial areas will merely shift development from one part of town to another while leaving behind underutilized and unsightly commercial districts.

Annexation Policy

Although Sidney presently has sufficient land available within the city limits for future resident, commercial, and industrial uses, as Sidney continues to grow it may need to expand the city limits to accommodate new development opportunities.

The City should consider using annexation to protect and grow its tax base in order to maintain, improve and expand services and economic opportunities for its residents.

If annexing property is in the best interest of the City of Sidney and its residents, the City will only do such if such land is contiguous or adjacent to the City and is urban or suburban in character.

If Sidney is considering annexing property it will first adopt a resolution stating that the city is considering annexing the land and establishes a plan for extending the city services to such area. A public hearing on the proposed annexation will then be held within 60 days following the adoption of such resolution.

Goals, Objectives, and Strategies

- Increase Per Capita Income while Maintaining a Low Unemployment Rate
- Improve the Community's Dependency Ratio by Attracting Young Adults and Families
- Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere
- Maintain and Enhance Sidney's Presence as an Elderly-Friendly Community
- Expand Sidney's Position as the Epicenter of the Southern Panhandle's Housing Market
- Prepare the Community for a Future of Higher Energy Costs

Goals and Objectives

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective A: Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle

Objective B: Support Existing "New Economy" Industries by Providing the Assets Needed to Support a Quality Labor Force

Objective C: Support Entrepreneurship and Innovation in the Community

Objective D: Increase Sales Tax Revenues in the Community to Help Finance Economic Development Initiatives and to Reduce Property Taxes

Goal #2: Improve the Community's Dependency Ratio by Maintaining and Attracting Young Adults and Families

Objective A: Make Sidney Western Nebraska's Community of Choice for Young Adults Seeking High Quality Career Opportunities

Objective B: Provide Economic and Social Opportunities to Reduce Youth Out-Migration

Objective C: Recruit Workers to Fill Employment Opportunities

Objective D: Ensure Housing Issues do not Limit the City's Demographic Potential

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective A: Provide Quality Educational Opportunities for Persons of all Ages

Objective B: Maintain Sidney's Safe and Peaceful Living Environment

Objective C: Provide a Broad Spectrum of Shopping, Dining and Entertainment Options for Residents

Objective D: Reinvigorate Downtown and Reestablish it as a Vibrant Focal Point in the Community

Objective E: Maintain Sidney's High Quality and Affordable Public Services and Facilities

Objective F: Provide a Variety of Safe, Affordable and Accessible Transportation Options

Goal #4: Maintain and Enhance Sidney's Presence as an Elderly-Friendly Community

Objective A: Maintain Sidney's High Level of Public Infrastructure, Services and Recreational Opportunities

Objective B: Provide a Variety of Safe, Affordable and Accessible Transportation Options

Objective C: Provide Opportunities to Access High Quality Medical Care (facilities, transport

Objective D: Provide a Variety of Housing Options

Goal #5: Expand Sidney's Position as the Epicenter of the Southern Panhandle's Housing Market

Objective A: Provide Affordable Housing Opportunities and Quality Neighborhoods for Families

Objective B: Provide Affordable Housing Opportunities for Low Income and Special Needs Households

Objective C: Provide Affordable Housing Opportunities for Young Adults

Objective D: Provide Affordable Housing Opportunities for Elderly Residents

Objective E: Provide High Quality Neighborhoods for High Income Households

Goal #6: Prepare the Community for a Future of Higher Energy Cost

Objective A: Exploit the Cheyenne County's Energy Opportunities to Benefit from a Future of High Energy Prices

Objective B: Reduce Energy Costs in the Community through Conservation and Efficiency to reduce the Potential Impact of a Future of High Energy Prices

Strategies

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate**Objective A.** Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern PanhandleStrategy 1 **Work with Existing Businesses to Ensure their Public Service Needs are Satisfied****Plan of Action:** Maintain Sidney/Cheyenne County Economic Development as a Single Point of Contact/Reference**Responsible entities:** City, County, Chamber**Potential Resources:** LB 840, City, County, Chamber**Note:** It is important to have a single point of contact when working with the business community and with prospective businesses so that they receive a direct and definitive response while ensuring tasks are carried out in an organized fashion.**Plan of Action:** Continue Economic Development Partnership between the City, County, and Chamber**Responsible entities:** City, County, Chamber**Potential Resources:** LB 840, City, County, Chamber**Note:** The Cheyenne County Economic Development Partnership between the City, County and the Chamber of Commerce has been highly successful as economic growth in Sidney since 1990 has clearly out-paced the rest of Western Nebraska. This partnership helps eliminate redundancies, ensures all the important economic development roles are being addressed, helps the community carry out a unified vision and uses tax revenues more efficiently. The City also strengthened this partnership with the formation of a Community Development Director position in 2012.**Plan of Action:** Work with Private Sector Industries to Expand Telecommunication Opportunities in Sidney**Responsible entities:** Sidney/ Cheyenne County Economic Development Partnership**Potential Resources:** Private Sector Investments**Note:** In order for local businesses to be competitive in a Knowledge-Driven, Global Economy and to maintain and attract high-skilled workers, it is essential for the community to have the most modern telecommunication systems available. While the private sector is best suited to carry this out due to their expertise and capital, the City's economic development efforts play a key role in communicating the needs of local industries to telecommunication providers as well as promoting the city as a place worth investing new technologies.**Plan of Action:** Continue to work with WNCC to ensure educational and training opportunities are available that meet existing businesses needs**Responsible entities:** Sidney / Cheyenne County Economic Development Partnership**Potential Resources:** WNCC**Note:** As technology continues to evolve ever-more rapidly, it is imperative for businesses to have access to job training and educational opportunities so their workers can remain competitive. WNCC has played an important role in providing technical training for Sidney's workforce. The City can play an important role in this process by apprising WNCC of current and future job training needs in the community as well as informing prospective Industries of the job training opportunities that are available in the community..**Plan of Action:** Continue to Communicate with Local Businesses to Ensure City Services are Meeting their Needs**Responsible entities:** Sidney / Cheyenne County Economic Development Partnership**Potential Resources:** LB 840, City, County, Chamber**Note:** While businesses are very reliant on the City to provide many essential public service functions, the City is also reliant on a successful business community to provide tax revenues and jobs for city residents. It is thus in the best interest of both the city and the local business community to have an open dialogue on how the city can best serve local businesses and maintain a workforce that enjoys living in Sidney. The economic development partnership also launched a Business, Retention and Expansion Program partnership with the State in 2011 and additional emphasis will be placed on this area in 2012-2013 through the Community Development Director.**Plan of Action:** Assist Local Businesses in Finding Qualified Employees**Responsible entities:** Sidney / Cheyenne County Economic Development Partnership**Potential Resources:** Nebraska Workforce Development, CareerBuilder, Career Firms, High Plains Compass, Cheyenne County Employers Group (HR officials).**Note:** Although finding employees is primarily a responsibility of employers, retaining local workers and attracting new resident workers benefits the entire community. It thus behooves the City to play a supportive role in employee recruitment. The City can do this in a number of ways including developing relationship agreements with job search sites such as CareerBuilder and working with Nebraska Workforce Development**Plan of Action:** Continue Cooperating with Private Developers to Utilize City Bonding Authority for Infrastructure Improvements**Responsible entities:** Sidney**Potential Resources:** Private Development**Note:** Sidney has been quite successful in developing public/private partnerships. One area where the city has excelled is allowing private developers to utilize city bonding for street, sewer and water projects. This allows

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective A. Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continued

Strategy 1 **Work with Existing Businesses to Ensure their Public Service Needs are Satisfied**

Plan of Action: Work with Business Community to Promote Sidney at Colleges/Job Fairs in Neighboring States

Responsible entities: Sidney /Cheyenne County Economic Development Partnership

Potential Resources: LB 840, City, County, Chamber, Private employers

Note: Attracting new resident workers, especially younger educated workers, benefits the entire community.

Sidney can offer young adults an opportunity to gain a good job and own a home which can be more challenging in cities with high home prices and high unemployment.

Plan of Action: Assist Local Businesses in Recruiting Highly Skilled H1B Workers

Responsible entities: Sidney / Cheyenne County Economic Development Partnership, City of Sidney

Potential Resources: LB 840, City, County, Chamber

Note: To compete in the global marketplace, many high tech companies need to utilize foreign workers on H1B visas to fill high skilled position. The City can play a role by communicating with local businesses to help these workers adjust to a different social environment and become part of the community.

Strategy 2 **Increase Travel and Tourism Commerce in the Community**

Plan of Action: Increase promotion of Sidney Interchange Services and Amenities

Responsible entities: Cheyenne County Visitors Committee, City of Sidney, Chamber, Private Businesses

Potential Resources: Lodging Tax Revenues, City, County, Chamber

Note: While many people tout Tourism as Nebraska's 3rd largest industry, it is really Travel and Tourism that is the 3rd largest industry and in Sidney's case, providing traveler services at the interchange not only has the greatest potential to increase travel related commerce, it is also one of the City's greatest opportunities to reduce its local tax burden. Cabela's location at the Interchange provides an attractive tourist attraction that entices many travelers to change their course to ensure they pass through Sidney on their journey. Despite new stores in Rapid City, LaVista, Wheat Ridge, Kansas City and Mitchell, SD that will cannibalize some local traffic, Cabela's will remain a draw that will make Sidney a favored interchange stop over other competing interchanges. Not only has Cabela's helped stimulate other traveler service industries, Cabela's high aesthetic standards has also influenced other developments and has made Interchange 59 a welcoming stop along the I-80 journey. Thus, just as a private business focuses its marketing on its most profitable and most popular items, Sidney should focus more marketing toward its Interchange services and amenities and market the less profitable historic and vacationer segments through regional or statewide efforts where such items are more attractive as part of a larger package. Such a strategy could be highly effective given that a large majority of tourism marketing in Nebraska is focused on tourist attractions, events, or individual businesses while there is very little marketing directly focused on promoting Interchange Villages. Sidney should thus develop an Aggressive I-80 marketing campaign promoting its interchange services and amenities especially where billboards are permitted. Sidney should ensure that no traveler can travel from Omaha or Laramie without being aware that Sidney has Nebraska's most attractive interchange.

Plan of Action: Actively Recruit Large Truck stop for south side of Interchange

Responsible entities: Sidney / Cheyenne County Economic Development

Potential Resources: Private Sector Investment

Note: While Sidney does have some good service stations that cater to truckers, especially the Sapps Brothers truck stop, Sidney could greatly increase sales tax revenue by landing a full service truck stop/travel terminal. Such a facility would also generate demand for additional restaurants and hotel rooms. While there are several large truck stops along I-80 including facilities in Cheyenne, Big Springs, and Ogallala; Sidney would be a very good location for a large truck stop/travel center as the nearest large truck stops on Highway 385 are nearly 230 miles north in Rapid City. The southeast quadrant of the Interchange would be ideally suited for such a facility as there is a significant amount of nearly level topography. It would also be best to have large trucks concentrated on the south side of the interchange to improve traffic flow at the intersection of highway 385 and Old Post Road. Sidney should thus discuss this issue with the local Sapp Brothers truck stop and target other companies, most notably, Flying J, Pilot, Bossleman's Loves, TA Travelcenter, Petro and Ambest.

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Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective A. Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continued

Strategy 2 Increase Travel and Tourism Commerce in the Community, continued

Plan of Action: Encourage NDOR to close Interstate Rest Areas outside of Sidney/reinvest in Interchange 59

Responsible entities: Cheyenne County Visitors Committee, City of Sidney, Private Businesses, Chamber

Potential Resources: Nebraska Department of Roads

Note: Sidney likely loses hundreds of thousands of dollars of economic activity every year by providing public restroom facilities along I-80 just outside of Sidney. Many of these travelers needing a restroom break or just a stretch of the legs would likely be enticed to stop at Interchange 59 if these rest stops were closed. Once stopped at the interchange, travelers would not only purchase snacks and drinks, they may be motivated to eat a meal or fuel their vehicles to possibly even visiting Cabela's. The City and tourism interests should also encourage the NDOR to reallocate their rest stop budgets toward truck parking, visitor centers, or other public-private partnerships at Interchange 59.

Plan of Action: Make Interchange 59 Nebraska's Most Attractive Interchange (see Strategy 3)

Responsible entities: Cheyenne County Visitors Committee, City of Sidney, Private Businesses, Chamber

Potential Resources: Lodging Tax Revenues, City, Chamber

Note: As part of promoting Sidney's Interchange, making Sidney's Interchange 59 the most attractive Interchange in the state provides both an appealing marketing tagline and an appealing aspect to travelers. Unlike most Nebraska interchanges which are not very distinguishable from each other, Sidney certainly offers a "unique" and attractive stop that can lift the spirit of travelers and make Sidney a certain stop on all of their return trips along I-80 (ie: it helps create "loyal, return customers") Cabela's is obviously an anchor in creating the uniqueness of the Interchange, but their high quality aesthetic standards which have been incorporated by other neighboring businesses provides a relaxing and enjoyable atmosphere for travelers seeking a break. This provides an appeal that few interchanges along I-80 provide.

Plan of Action: Maintain Visitor Information Center at Interchange

Responsible entities: Cheyenne County Visitors Committee, City, County, Chamber

Potential Resources: Lodging Taxes, City, County, Chamber

Note: The more time travelers spend once they arrive in the community, the more money they will likely spend. It is thus beneficial to educate travelers, especially overnight visitors, on local events, attractions, and businesses to entice them to spend more money in the community. Local information centers also can be more effective than traditional marketing because a traveler will generally be more interested in an attraction when it is in 5 minutes reach than they are when they are sitting at home 500 miles away.

Plan of Action: Support Efforts to Develop Highway 385/79 as a Four-Lane Expressway

Responsible entities: City, County, Chamber, Heartland Expressway Association

Potential Resources: Nebraska Department of Roads

Note: Not only does a large majority of travelers prefer to travel by four-lane highways, internet map sites and gps navigation systems often direct travelers to their destinations with preference given to four-lane highways. Thus, the complete or even partial four-laning of Highway 385 will help increase travel and tourism between Rapid City and Sidney which can also assist in the recruitment of a truck travel center and other highway service businesses. Regardless of one's personal opinions on the merits of the Heartland Expressway, the reality is the Heartland Expressway effort provides Sidney with the best chance of completing about 80% of this route. Within the next five years, there is a strong likelihood that 110 miles of this corridor will be four lanes including every mile of the Highway 385/79 corridor in South Dakota, a major tourist destination that attracts four million visitors a year. By taking "a seat at the table," Sidney can work toward making the Highway 385 segments of the Heartland Expressway the top priorities for future development.

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Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate**Objective A.** Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continuedStrategy 2 **Increase Travel and Tourism Commerce in the Community, continued****Plan of Action:** Continue to leverage tourism marketing through the WNTC and Gold Rush Expressway**Responsible entities:** City, County, Chamber, Cheyenne County Visitors Committee, WNTC, GRE**Potential Resources:** Lodging Taxes, Cheyenne County Visitors Committee, WNTC, GRE**Note:** While Sidney has many interesting historic and tourist sites, Sidney's only destination attraction is Cabela's. It is thus beneficial for Sidney to leverage the promotion of their local tourist sites by packaging them with other tourist attractions in the region. Sidney should thus continue to participate in the Western Nebraska Tourism Coalition and the Gold Rush Expressway organization.**Plan of Action:** Ensure Cabela's is Promoted as a Destination Attraction in Local, Regional and State Promotions**Responsible entities:** City, County, Chamber, Cheyenne County Visitors Committee, WNTC, GRE**Potential Resources:** Lodging Taxes, Cheyenne County Visitors Committee, WNTC, GRE**Note:** Cabela's is a world class tourist attraction that helps draw visitors to other local businesses and attractions. Sidney should thus utilize their membership in regional organizations and their relationships with state tourism staff to ensure Cabela's continues to be promoted as a destination attraction in local, regional, and state promotional efforts**Plan of Action:** Maintain Maximum Lodging Tax Rate**Responsible entities:** Cheyenne County, Cheyenne County Visitors Committee**Potential Resources:** Lodging Taxes**Note:** Cheyenne County's lodging tax enables the Cheyenne County Visitor's Committee to promote Sidney and Cheyenne County with a budget financed by persons staying in county hotels. Some counties have not maximized their lodging tax and in some cases do not even levy a lodging tax due to misplaced concerns that the tax will dissuade travelers from staying in their county. Evidence has shown that the tax has little to no impact on traveler stays as when Cheyenne County doubled their lodging tax rate, lodging tax revenues more than doubled. Reducing or eliminating lodging taxes would likely do more to hurt commerce as marketing efforts would need to be reduced.**Plan of Action:** Provide Hospitality Training for Local Traveler Service Businesses**Responsible entities:** Chamber, Cheyenne County Visitors Committee**Potential Resources:** Lodging Taxes**Note:** The human element is an underappreciated aspect of the travel and tourism industry. Travelers who experience courteous and well-informed employees are more likely to enjoy their visit to a community which in turn increases the chance of loyal, return customers and positive word of mouth marketing. Visitors are also more inclined to visit local attractions if employees show an interest in customers and provide positive suggestions on local places of interest.**Plan of Action:** Improve Directional Signage and Wayfinding**Responsible entities:** City, Cheyenne County, Cheyenne County Visitors Committee**Potential Resources:** City, County, NDOR**Note:** The City and County should ensure that travelers can easily find their way to and around the community.**Plan of Action:** Limit Land Uses at Interchange to Businesses that Serve Travelers and Out-of-Town Shoppers**Responsible entities:** City,**Potential Resources:** City**Note:** The land around the interchange is limited and should thus the city should seek to maximize its revenue generating potential by implementing zoning regulations that limit land use development at the interchange to uses that serve Interstate 80 travelers or out-of-town shoppers. Land uses that need the high traffic accessibility should be given preference while uses that either do not require high traffic volumes or uses that detract from the integrity of the interchange should not be permitted.**Plan of Action:** Identify Sidney's Interchange as "Sidney's Interchange 59" to Provide Certainty in Location**Responsible entities:** City, Private Businesses, Chamber, Cheyenne County ED, Cheyenne County Tourism**Potential Resources:** City, Cheyenne County Tourism**Note:** When marketing Sidney's Interchange, advertisements should be certain to call it Sidney Interchange 59. Providing the interchange Sidney number provides certainty to out-of-state travelers where Sidney's Interchange is located. Many I-80 travelers have no idea where the Sidney Interchange is located, but they would instantly know how far away they are from Sidney if the Interchange number is included.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective A. Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continued

Strategy 3 Make Interchange 59 Nebraska's Most Attractive Interchange

Plan of Action: Maintain Sidney Interchange as a Unique Sense of Place, not just Another Interstate Stop

Responsible entities: City, Chamber, Cheyenne County Visitors Committee, Private Businesses

Potential Resources: Sidney, Transportation Enhancement Grants, Numerous Tree Programs, Private Businesses

Note: Unlike most Nebraska interchanges which are not very distinguishable from each other, Sidney certainly offers a "unique" and attractive stop that can lift the spirit of travelers and make Sidney a certain stop on all of their return trips along I-80 (ie: it helps create "loyal, return customers") Cabela's is obviously an anchor in creating the uniqueness of the Interchange, but their high quality aesthetic standards which have been incorporated by other neighboring businesses provides a relaxing and enjoyable atmosphere for travelers seeking a break. This provides an appeal that few interchanges along I-80 provide.

Plan of Action: Utilize Cabela's Store/Lake/Park as a Focal Point of the Interchange with Other Developments

Retaining Unity and Integrity with the Focal Point

Responsible entities: City, Private Businesses

Potential Resources: Sidney should view their interchange with Cabela's as the focal point in the same way an artist would develop a painting around a focal point. The City should thus implement design standards that retain the high quality and integrity that Cabela's has established. New property developments at the interchange should be situated in a manner that retain attractive views of Cabela's store/lake/park.

Plan of Action: Develop and Enforce Strict Design and Use Guidelines for the Interchange

Responsible entities: City,

Potential Resources: City

Note: The Interchange should be viewed as a revenue generating asset that should be protected from development that would inhibit its revenue generating potential. The City should thus implement strict building design guidelines so the integrity of the Interchange is protected. Land Use should be limited to businesses that can maximize the revenue generating potential of the high traffic volumes. Under no circumstances should the city allow any use of land that visual detracts from the quality aesthetic appearance of the Interchange.

Plan of Action: Provide more prominent and attractive Welcome signs at the community entrance

Responsible entities: City, Chamber

Potential Resources: City, Chamber

Note: Sidney needs a more prominent, and attractive Welcome sign at the intersection of Old Post Road and Highway 385 to welcome Interstate 80 travelers to Sidney. The sign should portray Sidney as a modern city that people would wish to live rather than perpetuate a common stereotype that rural areas are behind the times. Such a sign could be part of "wayfinding" signage. It would be helpful to have the sign on the northeast corner of the intersection to make it more visible to traffic. The City should also provide a welcome sign for travelers coming up Highway 19. This is especially important because many potential residents are coming up this route from Denver International airport. Sidney should thus develop a high quality welcome sign with a 'wow' factor at the corner of Old Post Road and 11th Avenue.

Plan of Action: Develop attractive landscaping in roadway medians and along roadway

Responsible entities: City, Chamber, NDOR

Potential Resources: Transportation Enhancement Grants, City, Chamber

Note: Attractive landscaping is obviously of importance to improve the appearance of the interchange and creating a positive vibe for travelers entering the community. While maintaining landscaped medians can be a pain, landscaping the median off of the interstate would help people in a positive mindset as they enter the community.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective A. Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continued

Strategy 3 **Make Interchange 59 Nebraska's Most Attractive Interchange**

Plan of Action: Provide and Promote Free wi-fi hotspot at Interstate Village

Responsible entities: City, Chamber, Private Businesses

Potential Resources: Private businesses

Note: Creating an attractive interchange goes beyond appearances, it also includes providing in demand services. Sidney should work with its private businesses to ensure the interchange is blanketed with free access to wireless internet. Sidney should promote this as part of its promotion of the interchange.

Plan of Action: Target the Recruitment of Highway Service Businesses that Expand Variety of Interchange Offerings

Responsible entities: Sidney / Cheyenne County ED, City, Chamber

Potential Resources: Economic Development Partnership

Note: One of the key elements of being an attractive interchange for travelers is having a wide variety of options so the full spectrum of primary service needs (gas, food, lodging) are met. The two areas where Sidney can target to broaden their service options include targeting a full service truck stop/travel center discussed in G1,OA,S2 and targeting a moderate price sit-down restaurant. Not only would the latter appeal to interstate travelers looking for over-night lodging, many residents commented in the community survey that they would like some nicer restaurants in town. The volume of traffic on the interstate might help attract restaurant developers that may not otherwise be interested in a town the size of Sidney.

Plan of Action: Ensure the Interchange is Well-Lit at Night

Responsible entities: City, Private Businesses, Chamber, Sidney / Cheyenne County ED

Potential Resources: City, Private businesses

Note: Having an interchange that looks safe and welcoming at night is an important part of being an attractive interchange 24/7. The city should work with its private businesses to ensure that all streets and parking lots at the interchange are well lit. While "light pollution" is often viewed negatively, for an Interstate Interchange, having the interchange be visible from many miles away can help increase commerce as travelers will perceive the Interchange as being an active place with numerous traveler options

Plan of Action: Develop a Major Conference Center facility

Responsible entities: City, Cheyenne County Visitors Center, Motel Owners, Cabela's

Potential Resources: Nebraska convention center fund, Lodging Tax fund, City LB840, Private Business

Note: Sidney is currently limited in the size and number of conferences that can choose the community for hosting its events. Several community wide events are also limited in size by how many can attend. Currently the Holiday inn Conference Center or the fairgrounds are the two facilities that can host larger events, but both are limited in size and capabilities. A Conference Center could serve multiple purposes including being used as a training center for larger employers. Major internal events from companies such as Cabela's have outgrown the community's ability to allow them to host it in Sidney. A strategic committee should be formed made up of appropriate community officials with a vested interest in its development with facility planning and funding options explored. Western Nebraska from North Platte west is somewhat limited by the size of a conference that can be hosted and with Sidney's strategic location on I-80, it would fill a current void. Another potential partner in this effort may be the University of Nebraska Extension Service.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective A. Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continued

Strategy 4 Market the Communities Economic Development Amenities to Targeted Businesses

Plan of Action: Develop a More Attractive, Informative, and Stand-Alone Economic Development Website

Responsible entities: Sidney /Cheyenne County ED

Potential Resources: Sidney /Cheyenne County ED, LB 840

Note: Sidney should develop, through its Economic Development Partnership, a stand alone website to market its economic development resources. By developing a stand-alone site that could be linked to the City site, Cheyenne County ED could develop a web template that is more visually appealing and could provide more focus on Sidney/Cheyenne County's economic success stories. Such a template could be designed to provide more in-depth information in an easier to use format for prospective businesses and provide a more modern image for the city's economic environment. One of the responsibilities of the Community Development Director will be to design the web site and make the appropriate links. The City has also contracted for a new web site service.

Plan of Action: Develop Promotional Materials to Target Specific Industries Well Suited for Sidney

Responsible entities: Sidney / Cheyenne County ED

Potential Resources: Sidney/ Cheyenne County ED, LB840

Note: Sidney should develop promotional materials that target specific industries that could utilize Sidney's economic development amenities. For example, a brochure could be developed targeting warehousing companies needing access to rail, interstate highways, large buildings and a central location as one example or wind turbine component fabricators needing access to rail, highways, large buildings, close proximity to wind manufacturers that are near areas with high potential for wind energy development as another example. Such materials could highlight Sidney's specific amenities and work in conjunction with a stand-alone economic development website. The ability of the Adams Industries site to connect to both major railroads in America through the Sidney & Lowe short line, along with offering its trucking and warehousing services is a service that few can match in Nebraska or the Midwest.

Plan of Action: Promote Sidney's Affordability, Strong Work Ethic and Uncongested Roads to Front Range

Responsible entities: Sidney/ Cheyenne County ED

Potential Resources: Sidney / Cheyenne County ED, LB840

Note: Many companies in Denver and the Colorado Front Range must deal with high land/rent costs, congestion, and higher labor costs that does not always provide higher quality labor. Sidney should thus promote its cheap land, strong work ethic, uncongested roads and proximity to Denver to Front Range businesses.

Plan of Action: Concentrate Recruitment Efforts on Growing and Innovative Companies

Responsible entities: Sidney / Cheyenne County ED

Potential Resources: Sidney / Cheyenne County ED, LB840

Note: Sidney has limited resources to provide infrastructure and incentives, though if some developments can be designated for redevelopment in utilizing TIF, it does help.. Given that Sidney has a low unemployment rate, a high ratio of jobs to residents and many local companies that are strong and growing, Sidney can afford to be more selective in providing incentives and focusing recruitment efforts on businesses and industries that are growing, and innovative companies.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate**Objective A.** Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continuedStrategy 5 **Manage the Use of Land at the City's Most Accessible Sites to Maximize the Highest and Best Use****Plan of Action:** Utilize Land Around Interchange 59 for Highway Commerce**Responsible entities:** City Planning Department, Planning Commission, City Council**Potential Resources:** Private Investment

Note: It is very important to manage the land around Interchange 59 because its direct access to Interstate 80. Given that highway services are most effective within 1/2 mile of an interchange, it is important to reserve the land immediately around the interchange for uses that either need to be by the interchange (hotels, gas stations, restaurants) entice more persons to choose this interchange over other competing interchanges (Cabela's), or can best utilize the accessibility to bring in out-of-town shoppers and generate significant sales tax revenues (high volume department stores, strip malls/outlet centers). Sidney should also ensure sufficient suitable land is available for the development of a large truckstop/travel center. It should also be noted that highway traveler service industries tend to demand level topography, so the less desirable topography should be utilized for uses that need nearby interstate access such as shipping and warehousing. However, such uses should be developed in a manner that do not detract from the most attractive interchange in Nebraska (Fedex facility is a great example.)

Plan of Action: Utilize Area around East Illinois St/Highway 385 for Uses that need Interstate, Highway, and Rail Access**Responsible entities:** City Planning Department, Planning Commission, City Council**Potential Resources:** Private Investment

Note: The area surrounding the intersection of East Illinois Street and Highway 385 is ideal for manufacturing, wholesaling, and shipping outfits that can best benefit from the access to rail, the interstate and Highway 385. These types of uses should thus be concentrated east of the Burlington Railroad along Illinois Street which provides a visual berm and along the east side of Highway 385 south of the intersection with Illinois Street.

Plan of Action: Utilize High Community Access at the Intersection of Illinois and 10th Avenue as Community Focal Point**Responsible entities:** City Planning Department, Planning Commission, City Council**Potential Resources:** City, Private Investment

Note: The two primary community arterial streets come together in the Central Business District. The City should thus redevelop this area as a focal point of the community by utilizing this area for mixed uses that serve the community's residents including the concentration of retail shops, restaurants, personnel services, entertainment, and government services. Intense land uses such as heavy commercial, warehousing, auto sales/repair, and storage should not be permitted in this area.

Plan of Action: Utilize Access to Hospital to Develop Medical Office and Service District**Responsible entities:** City Planning Department, Planning Commission, City Council**Potential Resources:** Private Investment

Note: Given the southern Panhandle's above average number of older residents, the medical service industry should see significant growth in the coming decades. Sidney should redevelop the area between the hospital and 10th Avenue as a medical office and services district. There is significant vacant land in this area to initiate momentum to develop an attractive and high value medical district by the hospital. However, this district will not take hold and develop if the city allows new medical developments to be scattered throughout the community.

Plan of Action: Utilize Safeway as Anchor to Develop Local Shopping Center on Illinois Street**Responsible entities:** City Planning Department, Planning Commission, City Council**Potential Resources:** City, EPA, CDBG, USDA, Private Investment

Note: When the Interstate Highway redirected traffic out of the heart of Sidney, it left Illinois Street with outdated highway commercial buildings and far more commercial land than is now needed. Many buildings along Illinois are well past their prime and detract from new development. Safeway provides a quality development in this area that can be used as an anchor to attract other high quality retail, services, and restaurants that are geared to serve local residents and area shoppers. To see this area flourish again, over the next 20 to 30 years the city should budget funds to clean up lots that are vacated because new development is far more likely to occur if outdated commercial lots are cleared and ready for development. Developers are going to be much less willing to invest next to properties that are dilapidated. The City should also work with programs such as the EPA to clean up lots that have environmental concerns, especially old gas stations with old underground tanks.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective A. Maintain and Grow Sidney's Position as the Primary Employment Center of the Southern Panhandle, continued

Strategy 5 Manage the Use of Land at the City's Most Accessible Sites to Maximize the Highest and Best Use

Plan of Action: Terminate Low-Value, Non-Conforming Uses that Underutilize Higher Value Locations or that Detract from the City's General Welfare Over the Next Twenty Years

Responsible entities: City Planning Department, Planning Commission, City Council

Potential Resources: City, EPA, CDBG, USDA, Private Investment, NDOR

Note: Sidney has many low value uses on properties that could be utilized for much higher value uses. This is especially evident on Illinois Street and to a lesser extent along the 10th/11th Avenue corridor. The public strongly expressed their disdain for these uses in the community survey. State Statute 19-904.01 permits the city to provide for the termination of nonconforming uses, either by specifying the period or periods in which Non-conforming uses shall be required to cease, or by providing a formula whereby the compulsory termination of a nonconforming use may be so fixed as to allow for the recovery of amortization of the investment in the nonconformance. The City should thus evaluate and identify low value uses along Illinois and the 10th/11th Street Corridor that detract from the betterment of the overall community. The city should then work with the landowners and help them relocate such uses to a more appropriate area within the next 10 to 20 years.

Plan of Action: Redevelop Underutilized Land Nearby Middle/High School to Multi-Family Uses

Responsible entities: City Planning Department, Planning Commission, City Council

Potential Resources: City, EPA, CDBG, USDA, Private Investment, NDOR

Note: While it would be best to redevelop as much of Illinois to new commercial uses, it is also apparent that Sidney likely has more commercial land along Illinois Street than is needed. Sidney should work to redevelop areas on the south side of Illinois, such as the dilapidated buildings and junk areas, to multi-family residential uses. Since multi-family structures in Sidney are more likely to have children, this would enable more kids to walk or bike to the elementary, middle and high schools in this neighborhood.

Plan of Action: Develop Aesthetic Open Space Park Along Illinois from 13th to 17th Avenues

Responsible entities: City Planning Department, Planning Commission, City Council

Potential Resources: City, EPA, CDBG, USDA, Private Investment, NDOR

Note: As mentioned previously, there is likely more commercial land along Illinois than is needed. While Sidney should certainly not disrupt the functioning businesses along Illinois Street between 13th and 17th Streets, the city should actively address lots that become vacant and dilapidated over then next 20 to 30 years. Rather than allowing properties to sit in disrepair, the city should clear lots to make them more attractive for future development. The City could also utilize the attractive open space in front of the original Cabela's and expand this open space to develop an aesthetic park with "wow" factor to create a positive vibe at this important node which also connects to the northside neighborhood. Creating attractive land use will do more to spur future development and attract new residents than the alternative of allowing outdated buildings to deteriorate.

Plan of Action: Utilize Cabela's Downtown Headquarters and Other New Developments as Anchors to Develop Illinois Between 10th Avenue and the Burlington Railroad

Responsible entities: City Planning Department, Planning Commission, City Council

Potential Resources: City, Private Investment

Note: Illinois between 10th Avenue and the Burlington Railroad has a wide mix of uses with some visually attractive developments along with some more intense land uses. The City should seek to redevelop this area east of Cabela's with a mix of commercial uses that prefer high access roads such as Illinois. Although Sidney should not seek to terminate existing uses in this area, it should direct future manufacturing uses to the east side of the Burlington railroad and indoor storage units and buildings should be located to other, more appropriate areas.

Plan of Action: Discourage Strip Development and Unsightly Uses Along 10th/11th Avenue

Responsible entities: City Planning Department, Planning Commission, City Council

Potential Resources: City, Private Investment

Note: The 10th/11th Avenue Corridor should be developed as the primary visitor entrance into the community. The corridor should provide a positive vibe to visitors, thus the corridor should be free of junk, well lit, and landscaped. As the primary entrance into town, it is important to allow good traffic flow. Development should therefore not take a strip pattern with many egressions. Conversely, new egressions should be limited and the city should consider limiting developments that create higher levels of traffic along this stretch.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective B: Support Existing “New Economy” Industries by Providing the Assets Needed to Support a Quality Labor Force

Strategy 1 Work with Existing Businesses to Ensure their Labor Force Needs are Satisfied

Plan of Action: Continue CCED Relationship with Local Business

Responsible entities: Sidney / Cheyenne County ED

Potential Resources: Business Retention and Expansion Synchronist Program, Cheyenne County Employers Group, Chamber of Commerce

Note: The ED Partnership entered into a 3 year agreement with the Nebraska Department of Economic Development to build a data base from interviewing businesses throughout Sidney and Cheyenne County. Interviews started in 2011, but need to pick up considerably in 2012 and 2013 to fully develop the program. Creating a Community Development Director position will give the Partnership someone who can dedicate more time to interviews and building the data base. This will assist in better city and county planning for the future to meet the current and future business needs.

Plan of Action: Continue to work with WNCC to ensure training opportunities are available

Responsible entities: Sidney / Cheyenne County ED, Private Businesses, Chamber

Potential Resources: Chamber of Commerce Business Series and Main Street Program, Training Grants

Note: Working with the Business & Industry Director at WNCC, and through the Extension Service of the University of Nebraska Lincoln can help develop a series of programs. Offering Some type of incentives for local business participation is needed to sustain it long term.

Plan of Action: Continue and Expand the Marketing of Local Employment Opportunities on the Internet

Responsible entities: Sidney / Cheyenne County ED; Chamber of Commerce, High Plains Compass Nebraska Workforce Development, Advance Services (ASI)

Potential Resources: Chamber of Commerce, private employers, LB840 and Econ Dev funding

Note: The formation of a sidneynebraskajobs.com unified web site offering links to any local Employers website was one of the newest Internet marketing efforts through the consolidate efforts of the responsible entities, but this needs to continue long term and be further developed.

Plan of Action: Work with WNCC and UNL Extension Service to Promote Life-Long Learning of Sidney’s Residents

Responsible entities: Cheyenne County ED Partnership, WNCC, Residents

Potential Resources: WNCC, Residents, UNL

Note: The economy is rapidly changing and companies are increasingly requiring the workforce to have specialized skills. The days of simply being willing to work hard and be rewarded with good pay are largely gone. Unskilled workers now face higher levels of unemployment and lower pay. The workforce can’t expect the city to bring in companies with high paying jobs that require minimal skills. Residents must do their part in being willing to take training or obtaining an education to obtain the skills tat local companies need. If Sidney’s residents improve their job skills, businesses are more likely to gravitate to these workers.

Plan of Action: Ensure Past Residents are Aware of Local Job Opportunities

Responsible entities: Sidney / Cheyenne County ED Partnership, Chamber, Schools

Potential Resources: Sidney / Cheyenne County ED Partnership, Chamber, Schools

Note: The most likely people to move to Sidney are persons that grew up in Sidney or have family and friends in the community. Although there are probably many former residents who have no interest in returning to the community, there are likely many that would consider moving back to Sidney if they are aware of good paying jobs meeting their skills. Sidney should thus utilize tools such as Facebook and job search sites to promote good employment opportunities to former residents as well as utilizing alumni associations to market such job opportunities.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective B: Support Existing “New Economy” Industries by Providing the Assets Needed to Support a Quality Labor Force

Strategy 2 **Provide Community Assets Needed to Recruit a Highly Skilled, Talented, and Educated Workforce**

Plan of Action: Maintain High Quality Educational Facilities

Responsible entities: Sidney / Cheyenne County ED Partnership, WNCC, Local School District

Potential Resources: WNCC, Local School District

Note: Having good educational opportunities is very important in attracting new residents. While having good school facilities is highly important, it is just as important to have a variety of high level educational opportunities. Sidney certainly has a good educational foundation and good facilities, especially with the new high school. Replacing grade school facilities would be a long term goal. The school district should continue to work with WNCC to develop AP programs and other advanced educational opportunities.

Plan of Action: Maintain Airport Services and Facilities

Responsible entities: City Airport Authority, Sidney / Cheyenne County ED Partnership

Potential Resources: City, NE Department of Aeronautics, FAA, NE Intrastate Air committee

Note: Most companies with a national presence require access to air service. Likewise many potential employers will not move to a community without an airport. It is thus imperative for Sidney to maintain a quality airport and demonstrated that with a \$4.4 million runway improvement project in 2011 allowing for private air service. Sidney lost commuter air service in the early 1990’s but the close proximity to Denver DIA does help compensate.. City officials are working with Nebraska officials regarding intrastate air service.

Plan of Action: Maintain and Expand Parks and Recreational Opportunities

Responsible entities: City

Potential Resources: City, Grants, Private donations

Note: New Economy companies often recruit younger, skilled workers who “work to live” and thus demand quality parks and a variety of recreational opportunities. The City should thus continue its effort to expand the trail system, improve park facilities, and expand recreational opportunities in the community.

Plan of Action: Maintain State of the Art Telecommunication Services

Responsible entities: City, Sidney / Cheyenne County ED Partnership

Potential Resources: Private Sector Investments, Telecommunications providers

Note: The younger generation and new economy companies demand the highest levels of telecommunication services. The City and economic development partnership should work with private telecommunication firms to ensure Sidney has state of the art telecommunication services.

Plan of Action: Develop Community Foundation to Support Public Improvement

Responsible entities: Sidney / Cheyenne County ED Partnership, Chamber, Community Center Foundation

Potential Resources: Past and Present Residents

Note: In the next 20 to 30 years there will be an enormous transfer of wealth out of the community as older residents and past graduates of Sidney bequeath their wealth to persons outside of Sidney. The community should thus actively encourage supporters of Sidney to endow a small portion of their estate to community foundations that support future improvements to the community. To be successful in this effort, it is important to develop projects that are worthy of investment and to recognize donor contributions.

Plan of Action: Promote the Under-Appreciated Aspects of Sidney

Responsible entities: Sidney / Cheyenne County ED Partnership, Chamber

Potential Resources: Sidney / Cheyenne County ED Partnership, Chamber

Note: Sidney has many positive aspects that prospective residents may not take into consideration. When promoting Sidney it is important to note community assets such as short commutes, affordable housing and utilities, good student- teacher ratios, low crime rates, the Mountain Time Zone, semi-arid climate and other underappreciated aspects of the community.

Plan of Action: Ensure that high quality housing opportunities are available

Responsible entities: Sidney / Cheyenne County ED Partnership

Potential Resources: Private Developers, TIF, ED Partnership, Chamber

Note: Sidney’s greatest need appears to be with the development of more market rate apartments as home ownership becomes tougher to achieve with stricter lending regulations. While much was done the past decade to add low and moderate income rental apartments, no market rate apartment complex has been built in

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective B: Support Existing “New Economy” Industries by Providing the Assets Needed to Support a Quality Labor Force

Strategy 3 Improve and Modernize the Overall Aesthetic Appearance of Sidney

Plan of Action: Make Interchange 59 the Most Attractive Interchange in Nebraska

Responsible entities: City, I-80 Business Community, ED Partnership, Keep Sidney Beautiful

Potential Resources: City Budget, LB840, TIF, Ordinances requiring greens space

Note: Attractive signature community signage and additional landscaping should be goals.

Plan of Action: Terminate Non-Conforming Uses that Detract from the Overall Community Betterment

Responsible entities: City Council, City Staff

Potential Resources: Update ordinances and stricter enforcement of existing ordinances

Note: With strong direction from the city council, updating and upgrading city ordinances should be continued to address the situation.

Plan of Action: Encourage Visitors to Enter Community along the 11th/10th Avenue Corridor

Responsible entities: City, Cheyenne County ED Partnership, Cheyenne County Visitors Committee, NDOR

Potential Resources: City, NDOR, Cheyenne County ED Partnership, Chamber, Private Developers

Note: The City should utilize signage to direct visitors to enter the community along the 11th/10th Avenue Corridor. This corridor has many new development and well kept properties that create a positive vibe whereas both ends of Illinois Street have more intense land uses that are not as attractive to newcomers.

Plan of Action: Develop Performance Standard Overlay District along Visitor Corridor Routes

Responsible entities: City, Planning Commission, Planning Department

Potential Resources: City

Note: The City should develop and implement a performance standards overlay district along the primary visitor routes in the community. The standards should raise the bar for new developments along this corridor and set a low tolerance for uses that detract from the aesthetics of these routes. Sidney should a pleasant route between the interstate and highly visited locations such as the high school, athletic fields, the downtown, Cabela’s downtown headquarters, WNCC, Legion Park, WNCC, the county courthouse, and the golf course. The overlay should thus include the entire interchange, Old Post Road, the 11th/10th Avenue corridor, all of Illinois Street west of Cabela’s downtown office, Fort Sidney Road from Old Post Road to Toledo Street, Toledo Street east of 10th Avenue, Pine Street between 10th and the hospital and Summit Drive.

Plan of Action: Enforce Nuisance Ordinances

Responsible entities: City, Planning Commission, Planning Department, PC Code Enforcement

Potential Resources: City

Note: The City has made a strong commitment to enforcing its nuisance ordinances, yet there are still numerous nuisance violations in the community. The City should continue to enforce these ordinances and scale in a no tolerance policy along the city’s visitor corridors. Funding a full-time code enforcement officer remains critically important regarding this issue.

Plan of Action: Enforce City Ordinance regarding the outdoor storage of inoperable vehicles

Responsible entities: City, Planning Commission, Planning Department

Potential Resources: City

Note: The City has numerous inoperable vehicles and parts of inoperable vehicles scattered throughout the community. The City should increase their enforce these ordinances and scale in a no tolerance policy along the city’s visitor corridors.

Plan of Action: Revitalize the Downtown District

Responsible entities: City, Main Street Program, Chamber

Potential Resources: LB840, CDBG funds, Private Sector, TIF

Note: The City has initiated a number of incentive programs and funding commitments for Downtown and should aggressively continue these programs.

Continued on next page

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective B: Support Existing “New Economy” Industries by Providing the Assets Needed to Support a Quality Labor Force

Strategy 3 Improve and Modernize the Overall Aesthetic Appearance of Sidney, continued

Plan of Action: Ensure Salvage Yards and Other Unsightly Uses along Visitor Corridors are Adequately screened

Responsible entities: City, Planning Commission, Planning Department

Potential Resources: City, Private Businesses

Note: Although this plan elsewhere discusses the termination of some non-conforming uses, such event will not occur immediately and the city may also determine it is in the best interest to not terminate or relocate many other intense uses. The city should thus ensure any screening conditions it has required are being complied as well as evaluating existing uses that need screened along these corridors. Conditional use permits should be required so compliance issues can be addressed up front with business community.

Plan of Action: Limit the location of future salvage yards and the expansion of such to areas that are not visible from major thoroughfares and residential districts

Responsible entities: City, Planning Commission, Planning Department

Potential Resources: City, Private Businesses

Note: The city should encourage future salvage yards and other intense uses to locate in the northeast quadrant of the community which is out of sight from most of the community and to most visitors. Require conditional use permits so location can be mandated.

Plan of Action: Provide reduced dump fees or Clean-up day for city residents

Responsible entities: City, Keep Sidney Beautiful, DEQ

Potential Resources: City, Grants

Note: Much of the junk laying around town is likely there because many residents do not want to pay to dispose of their junk. Having a Clean-up dump day may help reduce the clutter in town and maintaining the three free dumps with the landfill cards provided by the city should be continued.

Plan of Action Provide More Prominent, Attractive, and Modern Welcome Signs at the Community Entrance

Responsible entities: City, Chamber, Cheyenne County VC

Potential Resources: City, Chamber, Cheyenne County VC, Grants

Note: Welcome signs not only provide aesthetic value, they send a message to visitors of how the town perceives itself. Sidney should break the Western Nebraska mold of touting their past and focus on the city’s present and future status as a modern, regional employment center.

Plan of Action: Develop More Landscaping and Wayfinding at Key Nodes

Responsible entities: City, Chamber, Cheyenne County VC

Potential Resources: City, Chamber, Cheyenne County VC, Grants

Note: Improving the aesthetic appearance and wayfinding at key nodes is important because they are highly traveled locations, visitors will spend time waiting at these locations while waiting at red lights, and these are the key points where visitors need directions. The City should take extra effort to ensure key nodes such as Old Post Road at both Highway 385 and 11th Avenue, 11th and Toledo; and 10th and Illinois are well landscaped and provide visitor wayfinding.

Plan of Action: Increase the Number of Trees in the Community

Responsible entities: City, Chamber, Cheyenne County VC

Potential Resources: City, Chamber, Cheyenne County VC, Grants

Note: Trees do not only benefit the local environment and make the city more attractive, trees also provide shade, increase property values and improve privacy. There are numerous grants available to help plant trees.

Strategy 4 Make Interchange 59 Nebraska’s Most Attractive Interchange (See G1,OA,S3)

Strategy 5 Develop a Wide Variety of Housing Options (see Housing section)

Plan of Action: Revitalize Illinois Street West of the Burlington Railroad
 Responsible entities: City, Planning Commission
 Potential Resources: TIF, Clean-up Grants, enforcement
 Note: Operations that have become defunct or are not maintaining facilities should be made to address the issues with possible incentives or assistance from the City.

Plan of Action: Develop more landscaping and streetscaping along 10/11th Avenue and Illinois Street
Responsible entities: City, Chamber, Cheyenne County VC, Grants, Keep Sidney Beautiful
Potential Resources: City, Chamber, Cheyenne County VC, Grants, Green space ordinances
Note: Most visitors and prospective residents are most likely to spend most of their time driving around Sidney on 10th/11th Avenue and Illinois Street. Sidney should thus develop a strategy to ensure these streets are well-landscaped. The city should consider developing a tree canopy along these streets and utilize banners to

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective C: Support Entrepreneurship and Innovation in the Community

Strategy 1: Provide an Environment that is Conducive to Entrepreneurship

Plan of Action: Ensure Zoning Regulations are Conducive to Home Based Businesses
Responsible entities: City, Planning Commission, Planning Department
Potential Resources: City, Private Businesses
Note: Many small businesses are part time endeavors that are operated out of people's homes. The city needs to ensure regulations allow home businesses that are conducive indoors and do not detract from the integrity of residential neighborhoods.

Plan of Action: Develop a Local Farmers Market
Responsible entities: Chamber, UNL Extension Services
Potential Resources: City, Chamber, Private Businesses, UNL Extension Services
Note: Farmers markets provide a venue for beginning and small enterprises to sell and market their products. Developing a farmers market in the downtown not only provides an avenue for small vendors, it helps create traffic in the downtown district to bring customers to the downtown district.

Plan of Action: Utilize Visitor Center to Sell High Quality Local Merchandise
Responsible entities: Cheyenne County Visitor's Committee
Potential Resources: Cheyenne County Visitor's Committee, Local Entrepreneurs, GROW Nebraska
Note: Many interstate travelers are looking for unique items on their journey. Providing a local entrepreneur a venue to sell local, high quality merchandise not only helps their sales, it can provide revenue for the visitors center and increasing sales tax revenue for the city. Working with GROW Nebraska to merchandise Nebraska Made products could also be a draw for visitors to the center.

Plan of Action: Revitalize the Downtown District (see downtown district goals)

Plan of Action: Ensure State of the Art Telecommunications Services are Available Throughout Community (see goal

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Plan of Action: Revitalize Illinois Street West of the Burlington Railroad (see goal)

Plan of Action: Develop more landscaping and streetscaping along 10/11th Avenue and Illinois Street
Responsible entities: City, Chamber, Cheyenne County VC, Grants, Keep Sidney Beautiful

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective C: Support Entrepreneurship and Innovation in the Community

Strategy 2 Ensure Capital and Technical Assistance is Available for Local Entrepreneurs

- Plan of Action:** Utilize New Generation Nebraska Economic Development Incentives Small Businesses and Entrepreneurs
Responsible entities: Sidney / Cheyenne County Economic Development Partnership, Chamber
Potential Resources: State and Local incentive programs, NBDC, REAP
Note: These programs have helped numerous small businesses and entrepreneurs grow their businesses and create jobs in the local community. Place greater emphasis in the future.
- Plan of Action:** Work with Organizations like Invest Nebraska to Provide Angel and Venture Capital, and/or create a similar local organization
Responsible entities: Chamber, City, Invest Nebraska, Nebraska Department of Economic Development, PADD, REAP
Potential Resources: Local Businesses/Business Owners, Local Banks
Note: Start up businesses need equity investment capital in addition to available economic development loans. Organizations providing equity investment capital can also provide technical assistance or access to organizations providing technical assistance to start up businesses.
- Plan of Action:** Work With the University of Nebraska to Host Local Food Entrepreneurship Programs
Responsible entities: Chamber, City, UNL Food Entrepreneurship Program
Potential Resources: UNL Food Entrepreneurship Program, Grants, Local Business (Sponsors), PADD
Note: Local Food Programs are one of the fastest growing areas of small business. Sidney's location on I-80 can be capitalized on as a centralized distribution point for local food entrepreneurs who have developed 'custom' food products such as sauces or candies.
- Plan of Action:** Work With the University of Nebraska to Host Tech Transfer Programs for Local Businesses
Responsible entities: Chamber, Economic Development Partnership, Local Businesses
Potential Resources: UNL, UNK, UNMC, Bob Phares (UN Regent), Local UN Alumni, Nebraska Department of Economic Development
Note: Utilization of university research can help to develop new entrepreneurial businesses in the local area. Working with the UNL system to assist in the transfer of research technology is an important aspect of the start up process for technology oriented businesses.
- Plan of Action:** Work With the University of Nebraska to Connect their Marketable R&D Efforts with Local Entrepreneurs
Responsible entities: Chamber, Economic Development Partnership, Local Businesses
Potential Resources: UNL Business/Marketing Department, UNL Intern Program, Local UN Alumni, Nebraska Department of Economic Development
Note: A lack of marketing knowledge and/or information is one of the areas often causing entrepreneurs and small businesses to fail or not grow to their potential. Establishing a partnership with UNL would help local businesses to utilize the marketing expertise of teachers and students.
- Plan of Action:** Ensure Local Businesses are Aware of Programs such as SBA, REAP, NBDC and PADD which can provide Small Businesses with Technical Assistance and/or Loan Assistance
Responsible entities: Chamber
Potential Resources: Local Service Providers such as REAP, NBDC, PADD, etc.
Note: Chamber should host a semi-annual program where service providers can present the programs they have available for entrepreneurs/small businesses and provide the opportunity for service providers and those needing services to interact.
- Plan of Action:** Work with Grow Nebraska and Other Groups that Help Small Businesses Market Their Products
Responsible entities: Chamber, Economic Development Partnership
Potential Resources: GROW Nebraska, NBDC, REAP
Note: Provide local businesses with program to work with resource providers to market their products. Hold annual or more frequent programs to provide local businesses with access to providers.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective C: Support Entrepreneurship and Innovation in the Community

Strategy 3 Cultivate an Entrepreneurial Culture in the Community

Plan of Action: Work with Schools to Develop an Entrepreneurial Culture in the Community

Responsible entities: School District, Sidney / Cheyenne County ED Partnership, 4H

Potential Resources: School District, UNL Extension Services, 4H

Note: Entrepreneurship curriculum is available from several sources for Jr. High and older students. In addition, there are entrepreneurial programs for after/out of school programs such as 4H. Once the programs are institutionalized in the schools young people will begin to think more about starting and running their own businesses rather than leaving the area for work.

Plan of Action: Publicly Recognize Private Sector Innovation

Responsible entities: Chamber, Sidney Cheyenne County ED Partnership

Potential Resources: Chamber, Cheyenne County ED Partnership, Local Businesses/Business Owners

Note: A highly publicized annual recognition of innovative businesses and business owners would encourage other entrepreneurs/business owners to innovate rather than stagnate. The recognition needs to be separate from and in addition to the 'normal' business recognition dinners/meeting held in order to showcase actual innovation and new ideas. This could be incorporated into annual Chamber banquet or ED B & I awards luncheon.

Plan of Action: Work with Schools and Local Businesses to Develop Internship Programs

Responsible entities: School District, WNCC, Sidney /Cheyenne County ED Partnership

Potential Resources: School District, WNCC, Private Businesses

Note: Internship programs developed with actual learning in mind help in aiding students in recognizing the importance of a business or trade and how it 'fits' into the total economy of a community. It is important that intern programs be developed as learning experiences for students, not as 'free' help for businesses.

Plan of Action: Work with WNCC to Develop Entrepreneurial Skills for Trade Students

Responsible entities: WNCC, Sidney / Cheyenne County ED Partnership

Potential Resources: WNCC, Cheyenne County ED Partnership, REAP, PADD, NBDC

Note: The community colleges in Nebraska have an entrepreneurship curriculum developed through NETForce. The curriculum can/should be promoted to trades students and made a part of their curriculum so when they graduate they have had both trade training and class(es) on how to start and manage their own business.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective D: Increase Sales Tax Revenues in the Community to Help Finance Economic Development Initiatives and to Reduce Property Taxes

Strategy 1: Promote State and Federal Initiatives that Would Help Increase Local Sales Tax Revenues

Plan of Action: Lobby the State Legislature for the Option to Allow Cities not to Forfeit Local Sales Tax Revenue to the State's Nebraska Advantage Act

Responsible entities: City Council, Sidney / Cheyenne County ED Partnership, League of Municipalities

Potential Resources: League of Municipalities Legislative Committee, NEDA, State Chamber

Note: The Nebraska Advantage Act provides state officials the unconventional ability to award tax credits to businesses that are financed by seizing local option sales tax revenues from local governments like Sidney. These sales tax revenues are generated through private and public investments at the local level and the tax levies are authorized by local voters who typically pass the tax with the understanding the revenues will be appropriated by locally elected officials for either future economic development investment in the community or to help reduce property taxes. This State program has cost Sidney over \$4 million in locally generated revenue and could potentially cost the city hundreds of thousands of dollars more in the future. Ultimately, these lost funds results in Sidney's citizens paying higher taxes, losing local services, and reducing public investment. The ability of the Nebraska Advantage Act to confiscate local sales tax revenue may be Sidney's greatest impediment to reducing local property taxes in the future.

Plan of Action: Close I-80 Rest Areas Outside of Sidney (see previous goal)

Plan of Action: Encourage the Development of Highway 385 as a Four-Lane Highway (see previous goal)

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective D: Increase Sales Tax Revenues in the Community to Help Finance Economic Development Initiatives and to Reduce Property Taxes

Strategy 2: Develop Local Initiatives to increase Local Sales Tax Revenues

Plan of Action: Increase Travel and Tourism Revenues in the Community (see previous goal)

Plan of Action: Recruit Large Truckstop/Travel Center (see previous goal)

Plan of Action: Increase Marketing of Interchange Services (see previous goals)

Plan of Action: Develop Local Caricature/Navigation Map to Market Traveler Services

Responsible entities: Chamber, City, County Visitors Committee

Potential Resources: Business Advertisers, Tourism Marketing Grants

Note: As mentioned previously, Sidney could greatly benefit by breaking the Nebraska mold of primarily promoting tourist sites and instead differentiate Sidney's Interchange 59 as Nebraska's Most Attractive Interchange. Developing a local caricature/navigation map would be an effective marketing method to draw travelers interest in Sidney's travel service businesses and tourist sites leading to increased commerce.

Goal #1: Increase Per Capita Incomes in the Community while Maintaining a Low Unemployment Rate

Objective D: Increase Sales Tax Revenues in the Community to Help Finance Economic Development Initiatives and to Reduce Property Taxes

Strategy 3: Increase the Share of Southern Panhandle Residents Shopping in Sidney

Plan of Action: Develop Shop Locally Initiatives to Reduce Economic Leakage

Responsible entities: Chamber, Main Street

Potential Resources: Chamber, Main Street

Note: The first step in increasing regional shopping share is to reduce economic leakage out of the community. Efforts should be made to promote local shopping so more dollars turn over more times in the community. This includes expanding the number and types of businesses in the community, not just spending more at existing stores.

Plan of Action: Ensure Public Transportation is Available to Sidney from Other Southern Panhandle Communities

Responsible entities: City, County, Visitors Committee

Potential Resources: City, County, Federal and State Transportation Grants

Note: The amount of elderly residents unable to drive to Sidney to shop or attend medical appointments is likely to rise in the coming decades. Sidney should ensure people from other Southern Panhandle communities have transportation options available to Sidney. Enabling rural residents to attend Sidney for medical appointments rather than competing hospitals can bring in thousands of dollars per person to the community.

Plan of Action: Recruit Businesses that can Complement Sidney's Sub-Regional Retail Trade Presence

Responsible entities: Sidney /Cheyenne County Economic Development Partnership

Potential Resources: Sidney / Cheyenne County Economic Development Partnership

Note: Stores such as Wal-Mart, Safeway, and Cabela's have helped Sidney carve out a more significant sub-regional retail trade presence. Persons from other towns that would otherwise travel to Scottsbluff, Cheyenne, Ogallala or Sterling now are spending more money in Sidney. Sidney should continue to communicate and recruit appropriate businesses that further solidify Sidney's status as a sub-regional trade center. While Sidney does not have the population base to be a full-scale regional shopping center, it certainly is capable of taking a greater share of the Southern Panhandle region's retail shopping market. Bringing in more regional shoppers also helps other local businesses such as auto dealers and other smaller retailers.

Plan of Action: Recruit Businesses that can Fill Local Shopping Niches

Responsible entities: Sidney /Cheyenne County Economic Development Partnership, Main Street

Potential Resources: Sidney /Cheyenne County Economic Development Partnership, Main Street

Note: There are several types of stores whose mission is to fill local shopping niches. Sidney should communicate and recruit businesses that fit unfilled local niches in the community. This will help contribute to the reduction of economic leakage and help increase retail sales. Using Safeway and existing downtown businesses as anchors, Sidney could redevelop other portions of Illinois.

Plan of Action: Recruit Restaurants that Attract Out-of-Town Shoppers and Improve Quality of Life

Responsible entities: Sidney /Cheyenne County Economic Development Partnership

Potential Resources: Sidney /Cheyenne County Economic Development Partnership

Note: Many people on the community survey indicated they would like the city to bring in more sit down restaurants. Doing such would not only improve quality of life for local residents, it would make Sidney more attractive to out-of-town shoppers. Interstate 80's traffic volumes may help Sidney land restaurants that would not normally consider towns of this size.

Plan of Action: Continue and Expand Local Events such as Oktoberfest, Cabela's Promotions and Sporting Events

Responsible entities: Economic Development Partnership, Chamber, Visitors Committee

Potential Resources: Private Businesses, Chamber, ED Funding, Lodging Taxes

Note: Sidney annual event in Oktoberfest and other promotional events, that bring in thousands of visitors. Sidney has done a good job of expanding these events to spread revenue to more local businesses. Sidney should look to continue to expand opportunities around these events as well as utilize their recreational facilities to host youth sporting events and tournaments to bring more people to Sidney.

Plan of Action: Develop Medical Service district to increase Regional Medical Relevance (see previous goal)

Goal #2: Improve the Community's Dependency Ratio by Maintaining and Attracting Young Adults and Families

Objective A: Make Sidney Western Nebraska's Community of Choice for Young Adults Seeking High Quality Career Opportunities

Strategy 1: Support Efforts that Maintain Existing and Develops New High Paying Jobs

Plan of Action: Work with Existing Businesses to Ensure their Public Service Needs are Satisfied (see G1OAS1)

Plan of Action: Market the Communities Economic Development Amenities to Targeted Businesses (seeG1OAS4)

Plan of Action: Work with Existing Businesses to Ensure their Labor Force Needs are Satisfied (see G1OBS1)

Plan of Action: Provide Community Assets to Recruit a Highly Skilled, Talented, and Educated Workforce (see G1OBS1)

Plan of Action: Provide an Environment that is Conducive to Entrepreneurship (see G1OCS1)

Plan of Action: Ensure Capital and Technical Assistance is Available for Local Entrepreneurs (see G1OCS2)

Plan of Action: Cultivate an Entrepreneurial Culture in the Community (see G1OCS3)

Goal #2: Improve the Community's Dependency Ratio by Maintaining and Attracting Young Adults and Families

Objective B: Provide Economic and Social Opportunities to Reduce Youth Out-Migration

Strategy 1: Support Efforts that Maintain Existing and Develops New High Paying Jobs (see G2OAS1)

Strategy 2: Develop Social Opportunities (See Goal 4)

Objective C: Recruit Workers to Fill Employment Opportunities

Plan of Action: Develop Attractive Website Promoting Sidney's Assets

Responsible entities: Economic Development Partnership, City, County, VC, HPC

Potential Resources: Economic Development Partnership, City, County, VC, HPC

Note: A collaboration of the various community websites should be concentrated into one primary website source and each should link to the others. One person should be assigned to make sure continuous oversight and interaction be facilitated.

Plan of Action: Involve Young Persons in the Recruitment of Young Workers

Responsible entities: HPC, Chamber, Jaycees, Young Professional Group

Potential Resources: HPC, Chamber, Jaycees, YPG, Private Sector

Note: A concentrated effort should be facilitated in recruiting young workers currently in the community that can act as Ambassadors or welcome wagon to integrate younger workers into the community.

Plan of Action: Utilize Social Media to Promote Sidney from a Young Adults Standpoint

Responsible entities: HPC, Chamber, Economic Development Partnership, Businesses

Potential Resources: HPC, Chamber, ED Partnership, Businesses

Note: Each entity should develop facebook, twitter, etc., allowing for interaction with Social media capabilities.

Plan of Action: Assess Telecommunications to Ensure they Meet Expectations of New Residents

Responsible entities: City, Chamber, Telecommunication companies

Potential Resources: City, Chamber, Telecommunication companies

Note: With telecommunication companies often changing hands, or consolidating local officials need to keep up on the latest changes working with the various companies to make sure the business community and new residents have the latest communication capabilities. The City can control some of this aspect through franchise agreements.

Goal #2: Improve the Community's Dependency Ratio by Maintaining and Attracting Young Adults and Families

Objective D: Ensure Housing Issues do not Limit the City's Demographic Potential

Strategy 1 Utilize Existing Programs to Expand Housing Opportunities in the Community

Plan of Action: Apply for CDBG Rehab Grants

Responsible entities: City, County, Housing Authority, PADD, CAPWN,

Potential Resources: Nebraska Department Economic Development (DED)

Note: The Housing section indicates a large % of owner-occupied homes in Sidney are more than 50 years old. The City should thus consider applying for an Owner-Occupied Housing Rehabilitation Grant from the Department of Economic Development. The grants do not require any local matching funds and enable the town's low-to-moderate income residents to make essential improvements to their homes. This program would help improve the town's housing stock by making substantial electrical, structural, plumbing, insulation, health and safety improvements to homes. 1.

Plan of Action: Encourage residents to apply for existing Housing Rehab Grants and Weatherization Programs

Responsible entities: City, Housing Authority, PADD, CAPWN

Potential Resources: CAPWN, USDA, PADD, NE DOE

Note: The City should publicize and encourage Sidney's residents about grants available to have their homes rehabilitated for little or no cost. Programs include USDA which provides grants and loans for housing rehabilitation, the Nebraska Department of Energy and Community Action Partnership which have weatherization grants and PADD which has disaster assistance and periodic housing rehabilitation funds. The City's website and newsletter could be used to promote these programs because many of these funds will go to persons in other towns if Sidney residents do not apply.

Plan of Action: Continue Programs like the New Neighborhood Initiative to Stimulate Middle Class Housing Development

Responsible entities: City, Housing Authority, Chamber, Private Developers, ED Partnership

Potential Resources: grants, loans, private developers

Note: Sidney's New Neighborhoods Initiative provides incentives for persons of all incomes to develop new homes with added financial incentives for low to moderate income residents. Sidney should continue to develop program such as this to stimulate middle class housing development. A concentrated effort needs to be made To recruit developers interested in market rate apartment complexes and additional senior housing

Plan of Action: Promote Rental Assistance Programs

Responsible entities: Housing Authority

Potential Resources: HUD, USDA, NIFA, DED, Tax Credit Developers

Note: The housing section indicates ___% of Sidney residents can not afford the prevailing market rent. The housing authority should continue to promote rental assistance programs available to Sidney residents to ensure all residents can afford suitable housing.

Plan of Action: Investigate Adaptive Reuse Opportunities

Responsible entities: Housing Authority, City, Chamber, Main Street

Potential Resources: HUD, USDA, NIFA, TIF, DED other

Note: Adaptive reuse programs (converting non-residential buildings into homes and/or apartments) has helped to increase the number of housing units in many towns. There are some non-residential buildings in Sidney that could potentially be converted into apartments. However, converting buildings to residential use is often more expensive than constructing a new building. There are some grant programs available from USDA Rural Development, HUD, Housing Trust Funds, CDBG, among others that can be used for such a project

Goal #2: Improve the Community's Dependency Ratio by Maintaining and Attracting Young Adults and Families

Objective D: Ensure Housing Issues do not Limit the City's Demographic Potential

Strategy 2 Develop New and Creative Programs to Expand Housing Opportunities in the Community

Plan of Action: Communicate and Recruit Private Developers

Responsible entities: City, Housing Authority

Potential Resources: grants, loans, private developers

Note: While Government programs help ensure low income residents can obtain affordable housing, private sector development of housing for middle and upper income households is essential for Sidney to meet its potential residential population. Sidney has done a good job of working with private sector housing developers in the past decade and should continue these efforts as the local economy recovers from the national recession.

Plan of Action: Develop Quality Mobile Home Neighborhoods

Responsible entities: City, Economic Development Partnership

Potential Resources: Private Developers

Note: Modular and mobile homes are probably the quickest, easiest and cheapest way to add new housing units in the community. While mobile homes in the community and throughout the region tend to be unattractive lots with mobile homes crammed into them, many areas, especially in the southern US have developed "mobile home neighborhoods" where the units are built in an attractive neighborhood where units have nice lawns and trees rather than dirt and weeds.

Plan of Action: Encourage Out of Town Workers to Live in Sidney

Responsible entities: City, Economic Development Partnership, Chamber, Realtors

Potential Resources: LB 840, Private Businesses, Realtors

Note: Sidney has one of the highest level of out-of-town residents in the state. The City should work with local businesses, the chamber, and local realtors to make out-of-town workers aware of local housing opportunities and promote the benefits of living in Sidney. Attracting new residents to the community helps to energize the community, brings potential customers for existing and future businesses, brings more funding for the local school district and raises tax revenues, not to mention that each new resident is potentially someone's future friend. Even a direct marketing campaign showing commuter cost savings should be pursued.

Plan of Action: Develop High Quality Retirement Facility to Free High Quality Homes

Responsible entities: City, Economic Development Partnership, Chamber, Housing Authority

Potential Resources: Private Developers, Housing Authority

Note: There are likely many single, elderly residents in nice homes that are much larger than they need but do not wish to locate in housing facilities that are less pleasant than their current residence. Sidney should actively communicate with their wealthier single, elderly residents to gauge interest in such a facility, and if the interest is verified, should pursue private developers to develop high quality housing developments for elderly residents.

Plan of Action: Utilize Website and Social Media Connections to Pursue Equity Refugees

Responsible entities: City, Economic Development Partnership, Chamber, Realtors

Potential Resources: ED Funding, City, Chamber

Note: With the high cost of housing in the Colorado Front Range, many people could sell their home in places like Denver and buy a similar home in Sidney and have money left over to start a business or to retire in financial comfort. Sidney should utilize its website to promote this opportunity as well as utilize social media to directly connect with people with ties to Sidney to promote this to equity refugees.

Goal #2: Improve the Community's Dependency Ratio by Maintaining and Attracting Young Adults and Families

Objective D: Ensure Housing Issues do not Limit the City's Demographic Potential

Strategy 3 Ensure Regulations and Enforcement Stimulate and Promote Quality Housing Development Activity

Plan of Action: Accommodate Lower-Cost Housing

Responsible entities: City, Planning Commission, Planning Department, Housing Authority

Potential Resources: City Planning Department, Planning Commission

Note: The town should evaluate its development regulations to ensure that they are accommodating to less expensive housing types such as manufactured, modular, and trailer homes.

Plan of Action: Reduce Aesthetic Nuisances in Residential Neighborhoods

Responsible entities: City, Planning Commission, Planning Department

Potential Resources: City Planning Department, Code Enforcement Officer

Note: Sidney has many aesthetic nuisances in its residential neighborhoods. Some of these are quite significant such as the location of junk lots or auto repair shops neighboring nice residential lots; boats, rv's and campers parked in nice residential neighborhoods; inoperable vehicles and parts of vehicles throughout the community; and many other unkept properties and properties with outdoor junk and storage within and next to residential neighborhoods. The City should ensure such nuisances do not hinder the development of new housing.

Goal #3: Maintain and Enhance Sidney’s Small-Town, Family-Friendly Atmosphere

Objective A: Provide Quality Educational Opportunities for Persons of all Ages

See x,y, and z

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective B: Maintain Sidney's Safe and Peaceful Living Environment

Strategy 1 Maintain Low Crime Rate in the Community

Plan of Action: Maintain Police Presence in the Community

Responsible entities: City

Potential Resources: City, Grants

Note: Maintaining a police presence in the community is an obvious deterrent to crime. However, a strong police presence involves more than police patrols, it includes developing a cooperative spirit with community residents in deterring crime and working with students to mitigate crime. Maintain current officer quota.

Plan of Action: Develop Neighborhood Watch Efforts

Responsible entities: Police Department, Residents

Potential Resources: Police Department

Note: The police can not possibly be everywhere in the community at any point in time to prevent crime. Thus having watchful citizens report suspicious behavior is one of the most effective deterrents to crime

Plan of Action: Educate Residents on Ways to Deter Home and Auto Thefts

Responsible entities: Police Department

Potential Resources: Police Department

Note: Making homes, autos and businesses less inviting to criminals can greatly reduce crime. Having the police hold workshops with citizens can help make Sidney safer.

Plan of Action: Expand Resources to Combat Illegal Drug Use

Responsible entities: Police Department, WING, County Law Enforcement

Potential Resources: Grants

Note: Many residents in the community survey were concerned about the level of illegal drug use in the community. There are federal programs available to provide funding to combat. Sidney should investigate if such programs would be helpful for the community.

Plan of Action: Ensure Public Parking Lots are Well lit

Responsible entities: City

Potential Resources: City

Note: Sidney should evaluate all of its public parking places to ensure they are well lit for public safety.

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective B:** Maintain Sidney's Safe and Peaceful Living EnvironmentStrategy 2 **Improve the Safety of Children in the Community****Plan of Action:** Provide Safe Route to Schools**Responsible entities:** City, Planning Commission, Planning Department, School District**Potential Resources:** Safe Route to Schools Funds, Trails Grants**Note:** There are programs designed specifically to make walking to school safer for kids. There are also other related programs such as trails grants that can be used to meet the same intent.**Plan of Action:** Investigate Feasibility of Pedestrian Overpass of Union Pacific Railroad by Safeway**Responsible entities:** City**Potential Resources:** NDOR, Union Pacific Railroad, City**Note:** The City should investigate the feasibility of developing a pedestrian overpass to connect the north neighborhood to the central part of town. Placing the overpass by Safeway would provide many benefits including connecting students to the middle and high school, provide pedestrian access to the grocery store as well as help in developing other commercial stores in this area and provide access to the bike trail.**Plan of Action:** Develop Volunteer Crossing Guard Program**Responsible entities:** City, Schools**Potential Resources:** Local Residents**Note:** Having volunteer crossing guards near elementary schools and by dangerous crossings can greatly improve the safety of crossing streets as well as reduce after school bullying.**Plan of Action:** Calm Traffic Around Schools and other Dangerous Pedestrian Crossings**Responsible entities:** City**Potential Resources:** City**Note:** The City should evaluate speed limits in areas with a lot of pedestrian as well as installing four-way stops by schools to force cars to slow down.**Plan of Action:** Utilize Wide Streets in Central Neighborhood to Develop Bicycle Lanes**Responsible entities:** City**Potential Resources:** City, Grants**Note:** Many of the residential streets in the central part of town are wide enough to create a four-lane freeway. The city should take advantage of these wide streets and develop bicycle lanes that can connect homes to public buildings and the bike path. Many of these streets are wide enough to easily accommodate car lanes, bike lanes and parking. The bicycle lanes will also help reduce the speed of traffic in this neighborhood.**Plan of Action:** Develop Multi-Family Units by Schools**Responsible entities:** City, Planning Commission, Planning Department**Potential Resources:** Private Developers**Note:** The long range land use planning map proposes removing junk from the west of Illinois Street and developing multi-family developments in the area. Such land use patterns make access to schools more accessible.

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective C: Provide a Broad Spectrum of Shopping, Dining and Entertainment Options for Residents

See x,y z

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective D:** Reinvigorate Downtown and Reestablish it as a Vibrant Focal Point in the CommunityStrategy 1: **Develop a More Aesthetically Appealing and Vibrant Downtown Environment**

- Plan of Action:** Develop Design Guidelines to Stimulate and Foster a Common Theme or Style
Responsible entities: Downtown Businesses, City, Historic Preservation Board
Potential Resources: Main Street Program, TIF, CDBG
Note: The downtown building environment needs to look warm, inviting, and welcoming to customers rather than cold and stoic. There are many very positive examples of businesses fitting this concept, but there is much improvement needed in order to make the downtown a highly desirable shopping environment.
- Plan of Action:** Focus High Quality Design/Landscaping at Key Nodes
Responsible entities: Planning Commission, City Council
Potential Resources: Private Developers, City
Note: The Intersections of 10th and Illinois; 10th and Jackson; 13th and Illinois should be viewed as doorways to the downtown. Landscaping and design should make it apparent that you have arrived at a destination.
- Plan of Action:** Modernize the Appearance of Downtown, even as Part of Historic Element
Responsible entities: City, Main Street, Chamber, Historic Preservation Board
Potential Resources: City, Main Street, Chamber, Grants, Visitors Committee Fund
Note: Looking old does not make a building historic, especially if the building simply looks antiquated. Even if the downtown district is searching for a historic feel, it still needs to portray a vibrant, modern atmosphere.
- Plan of Action:** Install decorative street lights downtown that compliments downtown designs and architecture
Responsible entities: City, Historic Preservation Board
Potential Resources: City, Historic Preservation Board
Note: The City needs to incorporate this into its master plan for downtown redevelopment
- Plan of Action:** Place all Power Line in Downtown and Vicinity Underground
Responsible entities: City
Potential Resources: City
Note: The City has started an underground conversion project in neighborhoods, but needs to also incorporate this into the downtown strategy
- Plan of Action:** Utilize Street Furniture that Reinforces Downtown Architecture and Positive Design Elements
Responsible entities: Main Street, Ladies Chamber, Downtown Business District, HPB
Potential Resources: Main Street, Ladies Chamber, Downtown Business District, HPB
Note: A standardized guideline should be designed by Historic Preservation Board
- Plan of Action:** Develop Farmer's Market at Hickory and 10th Avenue
Responsible entities: Ladies Chamber, Main Street
Potential Resources: Ladies Chamber, Main Street
Note: The annual farmers market was moved to the Hickory Street Square from the Courthouse in 2011. Expansion possibilities and continued amenities in Square should be pursued.
- Plan of Action:** Promote Downtown Services, Events and Attractions to Interstate Travelers, Especially Overnight Guests
Responsible entities: Main Street, Chamber, VC
Potential Resources: Main Street, Chamber, VC
Note: All community publicity should incorporate this goal.
- Plan of Action:** Utilize Attractive Kiosks to Educate Persons on City's History
Responsible entities: Main Street, Chamber, VC, NDOR
Potential Resources: Main Street, Chamber, VC, Certified Local Government Grants
Note: Work with state officials, and local entities to develop the kiosks
- Plan of Action:** Develop Shade in Downtown Area
Responsible entities: City, Main Street, Keep Sidney Beautiful
Potential Resources: City, Main Street, Keep Sidney Beautiful
Note: A master plan for tree placement should be designed and each year money budgeted

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective D: Reinvigorate Downtown and Reestablish it as a Vibrant Focal Point in the Community

Strategy 2: Improve Accessibility and Develop Quality Routes to Downtown

Plan of Action: Connect Downtown to Interstate via 10th/11th Avenues to Provide a More Visually Appealing Route

Responsible entities: City, Chamber, VC, Main Street

Potential Resources: NDOR, City, Grants

Note: Directional signage presently directs Interstate travelers to the downtown via Highway 385 which takes travelers by many areas that are not aesthetically appealing. The City should work with the NDOR and develop their own wayfinding to encourage visitors to take the visually appealing and prosperous route along Old Post Road and 10th/11th Avenue to travel downtown.

Plan of Action: Develop Tree Canopy/Landscaping along Illinois and the 10th/11th Avenue Corridor

Responsible entities: City, Chamber, VC

Potential Resources: NDOR, City, Grants

Note: Directional signage presently directs Interstate travelers to the downtown via Highway 385 which takes travelers by many areas that are not aesthetically appealing. The City should work with the NDOR and develop their own wayfinding to encourage visitors to take the visually appealing and prosperous route along Old Post Road and 10th/11th Avenue to travel downtown.

Plan of Action: Improve Pedestrian/Biking Access to Downtown

Responsible entities: City

Potential Resources: City

Note: The central neighborhood has many very wide streets that could easily accommodate bike lanes while maintaining on-street parking. The City should consider developing these bike lanes to improve bicycle access to the downtown.

Plan of Action: Increase Housing Density near Downtown

Responsible entities: City, Main Street

Potential Resources: City, ED Partnership, TIF, Main Street

Note: Additional people working and living downtown will enhance the overall well being of the downtown Business district.

Strategy 3: Address Stormwater Drainage in Downtown District

Plan of Action: Implement Strategies from Stormwater Drainage Study

Responsible entities: City, South Platte NRD, NRCS

Potential Resources: City, South Platte NRD, NRCS

Note: A mitigation planning process began in 2011 through a cooperative effort of the entities and should continue to be implemented and followed. Additional impact development fees should also be implemented on building permits and ordinances updated to address the issue.

Plan of Action: Increase Landscaping in Parking Lots to Reduce Stormwater Runoff

Responsible entities: City, Private Business, Planning Commission

Potential Resources: City Ordinance Requirements, Planning Commission

Note: An ordinance making landscaping requirements part of the building permit process should be implemented

Plan of Action: Reduce Impermeable Surfaces in Downtown Area

Responsible entities: City

Potential Resources: City

Note: Update ordinance standard requirements for building permits

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective D:** Reinvigorate Downtown and Reestablish it as a Vibrant Focal Point in the Community**Strategy 4: Improve Walkability and Pedestrian Safety****Plan of Action:** Complete Bulb-outs to Reduce Length of Street Crossings and Develop a Sense of Place**Responsible entities:** City**Potential Resources:** City budget, TIF, CDBG Downtown Grant**Note:** City should pursue 2nd phase of downtown revitalization grant with DED, set aside budget funds each year to continue the bulb-out development and any TIF plans in downtown area should also include this goal.**Plan of Action:** Continue to Increase Visibility of Pedestrian Crossings to Make them Safer and More Attractive**Responsible entities:** City**Potential Resources:** City budget, TIF, CDBG Downtown Grant**Note:** A key to making Sidney an attractive shopping and service district is to make pedestrians feel comfortable and safe. Well painted crosswalks help inform motorists to be aware of pedestrians. Decorative elements can also improve safety while improving the appearance of the downtown.**Plan of Action:** Investigate need for traffic light at 11th and Illinois to improve pedestrian crossing and slow traffic**Responsible entities:** City, NDOR**Potential Resources:** City, NDOR**Note:** As the city continues to grow its downtown area, the need and justification for a light should be pursued at this location.**Plan of Action:** Ensure all sidewalks, public parking lots, and pedestrian crossings are ADA accessible**Responsible entities:** City**Potential Resources:** City**Note:** As improvements continue to be made, City Street and Public Works should make sure ADA requirements are met.**Plan of Action:** Reduce speed limit through downtown**Responsible entities:** City**Potential Resources:** City**Note:** In those areas the City can lower speed limits from normal NDOR standards, it should pursue lower speeds for pedestrian safety and to bring greater awareness to downtown offerings by motorists**Plan of Action:** Implement Angle Parking the Downtown District**Responsible entities:** City**Potential Resources:** City**Note:** Where possible, the City should study options for angle parking to accommodate more parking capability in the downtown area, which in turn will enhance the downtown business district, making it more user friendly.

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective D: Reinvigorate Downtown and Reestablish it as a Vibrant Focal Point in the Community

Strategy 5: Focus Efforts to Revitalize Highly Visible and Accessible Lots that are Underperforming their Potential

Plan of Action: Focus Efforts to Redevelop Underperforming Buildings and Lots

Responsible entities: City, Main Street, Planning commission, HPB

Potential Resources: City, Main Street, Planning Commission, HPB

Note: The saying that a chain is only as strong as its weakest link is not the perfect analogy to the downtown redevelopment, but a significant visual distraction can greatly undermine the vibrant environment the community is trying to create in the downtown.

Plan of Action: Leverage Existing Assets

Responsible entities: Economic Development Partnership

Potential Resources: City funding, TIF, Business matching grants, Chamber, VC, Historic Credits

Note: additional efforts should be made to continue educating the business community and prospective businesses about the various advantages through existing programs on both the local, state and federal levels. Local websites should also tout these opportunities.

Plan of Action: Capitalize on Strategic downtown parcels

Responsible entities: ED partnership, Main Street, HPB

Potential Resources: ED partnership, TIF, Marketing campaign

Note: Develop a comprehensive mapping plan and strategy for the downtown corridor

Plan of Action: Clean up Lots that are Contaminated

Responsible entities: City, DEQ

Potential Resources: EPA, Brownfield Grants

Note: Work with the DEQ and EPA to clean up lots that are perceived to be contaminated, especially old gas stations.

Plan of Action: Actively Seek Redevelopment of Businesses On Illinois Street between 11th and 13th Avenues

Responsible entities: City, Planning Commission, Main Street

Potential Resources: TIF

Note: With the downtown area being put into a master plan for redevelopment making TIF funding an eligible source, the business community should be made aware of the advantages of pursuing new projects and business development

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective D:** Reinvigorate Downtown and Reestablish it as a Vibrant Focal Point in the CommunityStrategy 6: **Provide Incentives for Development****Plan of Action:** Continue Historic Improvement Incentive Program**Responsible entities:** City, HPB**Potential Resources:** LB840, TIF, Main Street**Note:** This successful program enticed approximately 50 businesses to pursue the program in the past decade. Continue the program and revitalize the marketing efforts.**Plan of Action:** Continue LB 840 Program to Assist Small Businesses**Responsible entities:** City**Potential Resources:** LB840, Tax Credits**Note:** Continue the various incentive programs and educational efforts for local businesses**Plan of Action:** Continue Downtown Rental Assistance Program**Responsible entities:** City, Main Street**Potential Resources:** LB840**Note:** Continue the various incentive programs and marketing efforts**Plan of Action:** Keep the Downtown District as Substandard and Blighted to Allow for TIF Funding**Responsible entities:** City**Potential Resources:** TIF**Note:** The district has already been established, but make sure it keeps in place and expanded**Plan of Action:** Federal Rehabilitation Tax Credit**Responsible entities:** Chamber, Historic Preservation Board, Main Street**Potential Resources:** Federal Rehabilitation Tax Credit Program**Note:** Downtown buildings that are on the National Register of Historic Places can utilize the Federal Government's Rehabilitation Tax Credit to help revitalize historic buildings. The downtown district has some properties that would be eligible including the Sidney Historic Business District between 9th and 12th Avenues and Sidney Carnegie Library. Other worthy properties could also be added to the Federal Register.**Plan of Action:** Nebraska Community Development Assistance Act**Responsible entities:** Non-profit community betterment organizations**Potential Resources:** Private Donations from business or individual seeking tax credit for donation**Note:** Non-profit community betterment organizations may apply to the Nebraska Department of Economic Development to become qualified to award tax credits to eligible contributors. Upon approval of a project by the DED, the community betterment organization can award a state tax credit to a business or individual contributing to the project up to 40% of the value of the contribution.**Plan of Action:** Purchase Underutilized or Uninhabitable Properties and Prepare them for Private Investors**Responsible entities:** Local non-profit or for-profit development organization**Potential Resources:** City, Keep Sidney Beautiful, Demolition Grants**Note:** Through the efforts of KSB and City a list of uninhabitable dwellings have been targeted and the City should develop a developer incentive to deed over the property for redevelopment, or face condemnation proceedings**Plan of Action:** Apply to the Heritage Main Street Program to Receive Technical Assistance**Responsible entities:** Local non-profit or for-profit development organization**Potential Resources:** Main Street, Certified Local Government**Note:** Sidney is eligible for CLG funding for technical assistance and should continue to pursue**Plan of Action:** Evaluate Interest in Creating a Business Improvement District**Responsible entities:** Chamber, Landowners, City**Potential Resources:** Business Improvement Assessment**Note:** The downtown area could create a business improvement district where downtown property owners would contribute toward a special assessment that could go toward public infrastructure investments. Such an action should involve the downtown property owners.

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective E:** Maintain Sidney's High Quality and Affordable Public Services and Facilities

Strategy 1 Provide Residents Reliable and Affordable Utility Services

Plan of Action: Pursue Grant assistance to enhance Public Works Projects**Responsible entities:** City**Potential Resources:** CDBG, EDA, TIF**Note:** Where applicable the City should continue to pursue outside funding for public works needs**Plan of Action:** Water conservation**Responsible entities:** City, SPNRD**Potential Resources:** City, SPNRD**Note:** Sidney has greatly reduced its water usage with the implementation of higher fees**Plan of Action:** Replace deteriorated power line poles**Responsible entities:** City**Potential Resources:** City**Note:** Most of the city's power line poles are over 60 years in age and many are decaying below the ground. The city should identify such poles and replace as soon as financially feasible to limit future power outages and protect the city from liability issues. Major underground conversion programs have been implemented and should continue.**Plan of Action:** Expand and/or upgrade the electrical distribution system where necessary as finances allow**Responsible entities:** City**Potential Resources:** City**Note:** Residential loads in some areas of town is outgrowing the capacity of the lines feeding those areas. Due to the ever increasing loads, the main breakers in the city power plant are nearing their limit. These are being addressed as quickly as time and finances allow. The City has taken a very large step within its system with a 30 percent completion in a three stage upgrade project.**Plan of Action:** Complete the overhead to underground power line program**Responsible entities:** City**Potential Resources:** City**Note:** The city started a large "overhead to underground" conversion project just over two years ago in the area mostly south of Toledo Street. The project is approximately 80 percent complete, but does not include removal of the old overhead system. As this project is complete the City will move into the Valley View area, because it is an older subdivision without alleyways. Maintenance is very difficult in this area and small outages are common and the underground system will help alleviate these problems.**Plan of Action:** Continue to expand green portfolio for electricity to cushion impact of potential future RPS mandates**Responsible entities:** City**Potential Resources:** City**Note:** Sidney receives wind generated electricity from the Kimball wind farm and from four other wind farms in Nebraska that is transmitted to all of the MEAN customers. Sidney buys more than its required share of the Kimball wind energy to support the effort. MEAN also recently secured a contract for power produced from a "Landfill Methane Gas" system just being built in western Iowa. MEAN hopes to be a full 10 percent vested in renewable energy in the near future. Sidney also received power from Western Area Power Administration through its hydro plants. At one time Sidney purchased a significant portion of its available power, but with the growth on the front range, the WAPA availability continues to shrink.

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective E: Maintain Sidney's High Quality and Affordable Public Services and Facilities

Strategy 1 Provide Residents Reliable and Affordable Utility Services

Plan of Action: Continue to upgrade sewer mains

Responsible entities: City

Potential Resources: City, User Fees, Grants

Note: A master plan developed by the City for annual improvements should be implemented

Plan of Action: Investigate Feasibility of Providing Additional Water Storage Near Interchange to Accommodate Additional Development and Alleviate Water pressure areas in the newer housing development on the south end of town

Responsible entities: City

Potential Resources: City

Note: As the I-80 Exit 59 interchange continues to grow, the City needs to site and develop capacity

Plan of Action: Continue to progress in making improvements to the city water distribution system

Responsible entities: City

Potential Resources: City

Note: The city has several dead ends, undersized mains and undersized service lines that need to be addressed to improve water quality and improve flow.

Plan of Action: Complete GIS Mapping of Water System

Responsible entities: City

Potential Resources: City

Note: The City has established a full-time GIS Department to assist with GASB auditing regulations, mapping all utility systems and assisting with development projects.

Plan of Action: Continue Chlorinating Water

Responsible entities: City

Potential Resources: City

Note: To meet current standards and to avoid citations, the city needs to maintain chlorination

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective E:** Maintain Sidney's High Quality and Affordable Public Services and FacilitiesStrategy 2 **Maintain and Improve Public Facilities****Plan of Action:** Develop plans for an expansion of the library**Responsible entities:** City**Potential Resources:** property owners, grants, special assessments**Note:****Plan of Action:** Develop designs for indoor swimming pool**Responsible entities:** Cheyenne County Community Center Board**Potential Resources:** Cheyenne County Community Center, Grants, Donations**Note:** Many persons in the community survey expressed a strong desire for the community to develop an indoor swimming pool. A logical first step toward developing such a facility is to work with an architect to develop plans and specifications to determine the cost and potential funding sources for such a facility.**Plan of Action:** Redevelop City Hall to Enlarge City Council Chambers**Responsible entities:** City**Potential Resources:** City**Note:** The City Council Chambers do not provide sufficient seating for issues attracting the interest of a large number of residents. Expansion of the Council meeting room used for various public meetings would be helpful to accommodate larger crowds and employee meetings. There is another smaller room to the south and the break room to the west. The current uses could be transferred to another area..**Plan of Action:** Evaluate the electronic storage of records to free up space.**Responsible entities:** City, City staff, City Attorney**Potential Resources:** City**Note:** Public employees indicate the city is short on storage space. The City and its staff should evaluate the feasibility and legality of storing records electronically.**Plan of Action:** Evaluate the need to improve the **recording broadcasting of public meetings****Responsible entities:** City, City staff**Potential Resources:** City**Note****Plan of Action:** Perform a City self-evaluation of ADA compliance and update the City's ADA Transition Plan**Responsible entities:** City, City staff**Potential Resources:** City**Note****Plan of Action:** Perform a City self-evaluation of ADA compliance and update the City's ADA Transition Plan**Responsible entities:** City, City staff**Potential Resources:** City**Note****Plan of Action:** Assist the development of the downtown district by locating new public facilities in downtown area**Responsible entities:** City, City staff**Potential Resources:** City**Note****Plan of Action:** Evaluate the feasibility of developing a state of the art law enforcement center as part of Illinois Street Redevelopment**Responsible entities:** City, County, Police Department, Sherriff Department, State Patrol**Potential Resources:** City, County, State Patrol, Grants**Note:** The police department has moved four times in the past 25 years and is currently housed in a remodeled former fast food restaurant. Present facility does not meet their needs. Developing a state of the art law enforcement facility shared by the city, county and state patrol could greatly improve law enforcement efficiency as well as provide for the positive redevelopment of Illinois Street.

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective E:** Maintain Sidney's High Quality and Affordable Public Services and FacilitiesStrategy 2 **Maintain and Improve Public Facilities****Plan of Action:** Investigate the development of a market rate Senior Housing Retirement Center**Responsible entities:** City, Housing Authority, ED Partnership**Potential Resources:** Private Developers, USDA funding, Housing Trust Funds**Note:** The need is escalating in the community with the baby boomer generation becoming Older and the general population living longer. Because a large percentage of single family Dwellings exist with only one senior living in them, a retirement center would open more housing to working families and lighten the burden of home ownership on seniors.**Plan of Action:** Investigate the need to expand the Assisted Living Center**Responsible entities:** Memorial Health Center, Golden Living**Potential Resources:** MHC, Golden Living, Other Developers**Note:** The census indicates a growing need as existing facilities fill up**Plan of Action:** Implement a course improvement fee to provide funds for future golf course developments**Responsible entities:** City**Potential Resources:** City, Private Donations, Memorials**Note:** The City should under take a comprehensive study of the system and work towards a multi-year funding plan.**Plan of Action:** Develop designs for Expanded Library Facility**Responsible entities:** City, Staff, Library Board, Library Foundation**Potential Resources:** City, Grants, Donations**Note:** The City should work with the library board to hire an architect to design a newer expanded library facility in order to have a better idea of costs. If a new library facility is proposed, an ideal location would be to redevelop deteriorated properties next to the downtown district which would help improve the appearance of the area as well as create traffic for the downtown. Consolidation of library services Should also be explored with other government entities, i.e. schools, WNCC**Plan of Action:** Complete new landfill cell**Responsible entities:** City**Potential Resources:** City**Note:** Cell expansion completed in 2011 should serve the City for the next three decades**Plan of Action:** Utilize existing facilities or other vacant area for cricket**Responsible entities:** City**Potential Resources:** Grants, Local contributions**Note:** If the Indian population continues to grow, this recreational sport should be offered. The playing area shall be a minimum of 150 yards (137.16 meters) from boundary to boundary square of the pitch, with the shorter of the two square boundaries being a minimum 65 yards (59.43 meters). The straight boundary at both ends of the pitch shall be a minimum of 70 yards (64.00 metes)**Plan of Action:** Develop Dog Park.**Plan of Action:** Upgrade the irrigation system in the cemetery**Plan of Action:** Develop Dog Park**Responsible entities:****Potential Resources:****Note:**

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective E: Maintain Sidney's High Quality and Affordable Public Services and Facilities

Strategy 2 **Maintain and Improve Public Facilities, continued**

Plan of Action: **Develop Dog Park**

Responsible entities: City

Potential Resources: Vision 2020 Recreation committee, grants

Note: The high percentage of dog ownership in Sidney along with offering an amenity likesize communities have, necessitates continued work towards the development of a park.

Plan of Action: Begin local fundraising or city budgeting to eventually replace swimming pool and bathhouse

Responsible entities: City

Potential Resources: City, private donations, additional sales tax authorization from State

Note: A citizen committee has recommended a consulting firm for the City to hire in the planning stage of a new pool and water park, and funding sources need to be identified

Plan of Action: Complete Pathway Extension to the Interstate

Responsible entities: City, NDOR

Potential Resources: Grants, Local contributions

Note: **The City successfully received a grant to complete the extension but several delays were created by a landowner. Other funding sources brought on by increased costs to reroute a longer path were identified and the City is scheduled to complete it in 2012.**

Plan of Action: Investigate Feasibility of Installing Drinking Water Fountains at Trailheads

Responsible entities: City

Potential Resources: Grants, Local contributions

Note: Two or three strategic locations near municipal water sources should be identified

Plan of Action: Develop shade trees along pathway in areas outside floodplain drainage

Responsible entities: City

Potential Resources: Grants, Local contributions

Plan of Action: Develop baseball practice facility

Responsible entities: City

Potential Resources: Grants, Local contributions

Note: The City needs to allocate the resources on available park land not being developed

Plan of Action: Landscape trailheads

Responsible entities: City, Visitors Committee, Keep Sidney Beautiful

Potential Resources: City, Lodging taxes, grants

Note: The trails can be enhanced through aesthetic improvements which add to the overall attractiveness of the city.

Plan of Action: Junk along pathways need removed or screened

Responsible entities: City

Potential Resources: City, Landowner Education or forced compliance

Note: Citizen stewardship should be encouraged and existing ordinance compliance is necessary

Plan of Action: Continue improvements to airport including improvements to runway and lighting systems

Responsible entities: Airport Authority

Potential Resources: Airport Authority, FAA, NE Dept. of Aeronautics

Note: Most of these improvements were implemented in 2011

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective E:** Maintain Sidney's High Quality and Affordable Public Services and FacilitiesStrategy 3 **Maintain and Improve Public Services**

- Plan of Action:** Continue to upgrade and add storm drain inlets and expand drainage flow in downtown area
Responsible entities: City
Potential Resources: City,
Note: Improvements should be budgeted each year and city should allocate the resources
- Plan of Action:** Evaluate Daylighting Opportunities to Access Grant Opportunities for Storm Drainage Projects
Responsible entities: City, SPNRD, NRCS
Potential Resources: City, Grants
Note: Continue working on overall mitigation planning effort with City, NRD, Landowners
- Plan of Action:** Develop a business site/availability datasheet that is available on the city economic development website
Responsible entities: City, ED Partnership
Potential Resources: City
Note: Web site upgrading by City and ED Partnership is critical
- Plan of Action:** Investigate grants to increase the number of trees in the north side park
Responsible entities: City, SPNRD
Potential Resources: City budget, Tree cost share programs
Note: A short term and long term plan should be implemented
- Plan of Action:** Investigate grants to provide new playground equipment in the north side park
Responsible entities: City
Potential Resources: City
Note: Budget necessary funds based on availability and work with Housing Authority on upgrades
- Plan of Action:** Investigate storm water drainage issues
Responsible entities: City, SPNRD
Potential Resources: property owners, grants, special assessments
Note: Continue with the mitigation partnership, initiate development impact fees
- Plan of Action:** Apply for grants to support and expand recycling efforts
Responsible entities: City, Keep Sidney Beautiful, volunteer citizen participation
Potential Resources: City, Keep Sidney Beautiful
Note: Expand recycling sites
- Plan of Action:** Investigate the inclusion of additional recycling materials that have a marketable value such as cardboard
Responsible entities: City, Keep Sidney Beautiful
Potential Resources: City, KSB, DEQ grants
Note: community education and outreach programs should be continued and expanded
- Plan of Action:** Develop an on-line directory for the cemetery
Responsible entities: City
Potential Resources: Perpetual Care Fund
Note: An on-line directory should be incorporated into the new city website and a kiosk of information available at the cemetery site.
- Plan of Action:** Develop Volunteer Network to Assist Elderly Clear Snow from their Sidewalks
Responsible entities: Churches, Volunteer organizations
Potential Resources: Churches, volunteer organizations
Note: One entity should be assigned to coordinate this effort

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere

Objective E: Maintain Sidney's High Quality and Affordable Public Services and Facilities

Strategy 3 **Maintain and Improve Public Services**

Plan of Action: Evaluate the Need for a Local/Regional Humane Shelter

Responsible entities: Wagon Tails

Potential Resources: Grants, Local/regional contributions, Veterinarian businesses

Note: Local volunteer efforts need additional public support and funding

Plan of Action: Continue to Educate Public of Available Spay/Neutering Programs

Responsible entities: Wagon Tails, Veterinarians

Potential Resources: Grants, Local/regional contributions

Note: Continue and expand on current programs

Plan of Action: Continue to place stronger emphasis on enforcing nuisance and zoning violations

Responsible entities: City, Code Enforcement Officer, Planning Department, City Attorney, Planning Commissions

Potential Resources: City

Note: More collaboration and consistency is needed in the future. Council support critical.

Plan of Action: Develop a Directory of Services for Elderly Residents on Website

Responsible entities: City Staff

Potential Resources: State Programs, Grants

Note: This is another resource that should be developed into the new city website

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective F:** Provide a Variety of Safe, Affordable and Accessible Transportation OptionsStrategy 1 **Provide Quality and Safe Street System****Plan of Action:** Continue to Evaluate the Need to Redevelop Existing Streets**Responsible entities:** City**Potential Resources:** 1 and 6 year road plan, additional funding allocation from city**Note:** Additional resources of funds such as the occupation tax should continue**Plan of Action:** Apply for CDBG grant to fix streets in north neighborhood and other areas of town**Responsible entities:** City, Planning Department, ED Partnership**Potential Resources:** CDBG funds**Note:** City should continue to pursue the CDBG partnership funds, but a long term street improvement Plan should also be implemented on the entire north side**Plan of Action:** Work with Residents to Develop Special Assessments to Pave Streets**Responsible entities:** City, property owners**Potential Resources:** City, property owners**Note:** The City should establish the goal to have 100 percent of its streets hard surfaced**Plan of Action:** Maintain Emergency Snow Route System**Responsible entities:** City**Potential Resources:** City**Note:** Re-evaluate with every 1 and 6 year road plan, list on city web site**Plan of Action:** Continue Utilizing Highway 385 and Illinois Streets as the Primary Truck Route**Responsible entities:** City, NDOR**Potential Resources:** City, NDOR**Note:** Designate specific routes by ordinance with signage to prevent wear and tear on streets**Plan of Action:** Extend Parkland Drive and Toledo Street to the Upland Parkway and Extend Greenwood Road to Old Post Road**Responsible entities:** City**Potential Resources:** City, NDOR, Special Assessments**Note:** The City's Limited Access to the Upland Parkway and Old Post Road creates high traffic volumes on the 10th/11th Avenue Corridor and limits the development potential of the area between Fort Sidney Road and the Upland Parkway. Extending Parkland Drive, Toledo Street and Greenwood Road would alleviate traffic pressure on 10th/11th Avenue; reduce traffic conflicts at the intersection of 11th Avenue and Fort Sidney Road, and open up large areas of land for future development.**Plan of Action:** Calm Traffic Nearby Schools**Responsible entities:** City, School District**Potential Resources:** City, Volunteers at crosswalks**Note:** Volunteer crossing guards and presence of law enforcement can enhance safety**Plan of Action:** Develop a committee to evaluate ways to improve directional signage and warning signs**Responsible entities:** City, law enforcement, parents group, NDOR**Potential Resources:** City**Note:** Overall plan should be developed**Plan of Action:** Install larger street name signs on all traffic signal poles and at other major street intersections**Responsible entities:** City, NDOR**Potential Resources:** City**Note:** As intersections get improvements, this idea should be implemented especially on High traffic corridors that serve as primary entrance ways into the community

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective F:** Provide a Variety of Safe, Affordable and Accessible Transportation OptionsStrategy 1 **Provide Quality and Safe Street System, continued****Plan of Action:** Develop plan to repair and install sidewalks throughout the community**Responsible entities:** City**Potential Resources:** property owners, special assessments, multi-year financing plan

Note: Many residents in the community survey were concerned with the condition and absence of sidewalks in the community. There are several ways to address this. The most appeasable way to the public is to include sidewalks as part of street paving public improvements. While this saves homeowners money, at best this can only address a small part of the community. Another outside funding source would be to develop sidewalks as part of a "trails" project. In this instance wider sidewalks to meet trail specifications would be needed and the community would have to substantiate these investments as part of a legitimate trail system. The fastest and fairest, but also the most controversial method would be to enforce sidewalk ordinances by providing a sufficient amount of time to fix sidewalks or else the city will contract the work out and assess the cost to the property or provide multi-year financing options. While this is probably the fastest and most effective, the city would end up paying for some assessments and many property owners would be unhappy. Another way would, in association to the previous method, would be to develop a group of volunteers to install sidewalks for elderly, disabled or other persons not able to install their own sidewalks at cost or through donations or through city support. The City could also provide loans to residents so they do not have to absorb all the costs immediately.

In the downtown district, property owners could develop a business improvement district with an assessment to maintain public sidewalks

Plan of Action: Enforce ordinances prohibiting vegetation from blocking sidewalks**Responsible entities:** City Street Dept., Code Enforcement Officer**Potential Resources:** City**Note:** Implement this as part of the previous plan of action**Plan of Action:** Enforce Illegal truck parking on city streets**Responsible entities:** City**Potential Resources:** City**Note:** Be consistent with enforcement and policy implementation**Plan of Action:** Work with NDOR to increase truck parking facilities on the south side of the interchange**Responsible entities:** City, Visitors Committee, Truck Stop Developers**Potential Resources:** City Visitors Committee, Truck Stop Developers

Note: City developed a plan, but unfortunately it was rejected short term by NDOR, but with promise to revisit the issue in the near future.

Plan of Action: Evaluate need for left-turn arrows at 13th and Illinois**Responsible entities:** City, NDOR**Potential Resources:** City, TIF Project, Cabela's Redevelopment Project, NDOR funding**Note:** All options should continue to be explored to reduce the bottleneck that occurs with traffic**Plan of Action:** Ensure all lane markings are clearly painted**Responsible entities:** City**Potential Resources:** City**Note:** more consistency with the plan of action and additional personnel or resources allocated**Plan of Action:** Continue annual street light assessment**Responsible entities:** City**Potential Resources:** City**Note:** Implement Dark Sky initiative and explore elimination of some lighting for energy / cost savings

Goal #3: Maintain and Enhance Sidney's Small-Town, Family-Friendly Atmosphere**Objective F:** Provide a Variety of Safe, Affordable and Accessible Transportation OptionsStrategy 2 **Ensure Public Transportation Options are Available****Plan of Action:** Continue Sidney's Public Demand Responsive Bus System**Responsible entities:** City, Visitors Center, Hospital, HHS**Potential Resources:** State Programs, Grants**Note:** Continue commitment to expand public transportation system in Sidney**Plan of Action:** Continue Volunteer Driver Program to Ensure Sidney and Southern Panhandle Residents Can Access Medical Appointments**Responsible entities:** Hospital, HHS**Potential Resources:** State Programs, Grants**Note:** **Better coordination and education of existing programs****Plan of Action:** Develop Bus Depot**Responsible entities:** City**Potential Resources:** City Transportation Center**Note:** Continue exploring ways to enhance and grow services at the Public Transportation building**Plan of Action:** Expand the Demand Responsive Bus Systems to evenings and weekends**Responsible entities:** City**Potential Resources:** City**Note:** Currently a Dial a ride and fixed bus route exist in Sidney. Look at expanding services to evening and weekend accommodations or recruitment of taxi service.Strategy 3 **Ensure Sidney is Safe for Walkers and Bicyclists****Plan of Action:** Extend the City Trail System to the Interchange**Responsible entities:** City**Potential Resources:** City**Note:** Current plans should be built, and additional delays deterred**Plan of Action:** Utilize wide streets to develop a network of bicycle lanes**Responsible entities:** City**Potential Resources:** City**Note:** Explore possibility with experimental system in central part of town.**Plan of Action:** Develop Pedestrian Overpass Over Union Pacific Railroad to Connect North Neighborhood**Responsible entities:** City, NDOR, Union Pacific**Potential Resources:** City, NDOR, Union Pacific**Note:** City overall trail plan developed several years ago included this connection. The next phase of the trail system should be prioritized for accomplish this task

Goal #4: Maintain and Enhance Sidney's Presence as an Elderly-Friendly Community

Objective A: Maintain and Promote Sidney's High Level of Public Infrastructure, Services and Recreational Opportunities

Strategy 1 **Provide a Broad a Variety of Shopping , Dining and Entertainment Options (see G3OC)**

Strategy 2 **Maintain Sidney's High Quality and Affordable Public Services and Facilities (See G3OE)**

Plan of Action: Develop a Directory of Senior Services

Responsible entities: City, Chamber, High Plains Compass

Potential Resources: City, Chamber, High Plains Compass

Note: **Web site coordination between the responsible entities and accumulating existing services to better market to the senior population.**

Objective B: Provide a Variety of Safe, Affordable and Accessible Transportation Options (See G3 OE)

Objective C: Provide Opportunities to Access High Quality Medical Care

Strategy 1. **Maintain High Quality Medical, Dental and Ophthalmology Services in the Community**

Plan of Action: Maintain and Expand Community Amenities that are Attractive to Medical Professionals (see Goal #3)

Plan of Action: Develop Land use Patterns that Promote High Quality Medical District (see Goal x)

Plan of Action: Provide Seminar on local health care services available

Responsible entities: Health Care professionals

Potential Resources: Coordination efforts by Chamber, Community Center health fair

Note: Develop a health care committee that could work with Chamber on marketing effort

Strategy 2: Ensure Disabled and Elderly have Transportation Access to Medical Facilities

Plan of Action: Maintain a Demand Responsive Bus Service in the Community (see previous goals)

Plan of Action: Evaluate the Need to Expand Bus Service to Weekends and Evenings (see previous goals)

Plan of Action: Maintain Volunteer Driver Network to ensure elderly can access medical appointments (see previous)

Objective D: Provide a Variety of Housing Options for Elderly Residents (see Goal #5)

Plan of Action: Inform Elderly Residents of Weatherization Programs (see previous goals)

Plan of Action: Inform Elderly Residents of Housing Rehabilitation Programs (see previous goals)

Goal #4: Maintain and Enhance Sidney's Presence as an Elderly-Friendly Community**Objective E:** Inform Elderly Residents of Age Specific Opportunities**Strategy 1:** Assist Senior Citizens find Employment or Volunteer Opportunities**Plan of Action:** Utilize Existing Programs to Assist Seniors Find Jobs**Responsible entities:** Chamber**Potential Resources:** Nebraska Workforce Development, SCORE, Green Thumb**Note:** There are several existing programs that can assist elderly residents find employment**Plan of Action:** Develop Volunteer Network**Responsible entities:** Chamber**Potential Resources:** Retired Individuals**Note:** There are many retired residents who have valuable skills that would be willing to contribute to community efforts, but are unaware of opportunities to assist. Developing a volunteer network could help match up individuals and their skills with efforts in need of volunteers.**Strategy 2:** Inform Elderly Residents of Age Specific Opportunities**Plan of Action:** Inform Elderly Residents of Homestead Exemption Opportunities**Responsible entities:** County**Potential Resources:** Nebraska Homestead Exemption Program**Note:** Property taxes can be especially burdensome on retired persons, especially those with lower incomes.

The state's homestead exemption helps reduce or offset the property tax burden for homeowners age 65 and over who have a adjusted income below \$31,301 for an individual or \$36,901 in combined income for a couple. Many homeowners who qualify for a full or partial homestead exemption are not getting any help because they don't think they are eligible and/or do not realize health care expenses can be used to reduce their adjusted income and/or they are not aware of the June 30 application deadline.

Plan of Action: Develop Volunteer Network**Responsible entities:** Chamber**Potential Resources:** Retired Individuals**Note:** There are many retired residents who have valuable skills that would be willing to contribute to community efforts, but are unaware of opportunities to assist. Developing a volunteer network could help match up individuals and their skills with efforts in need of volunteers.**Plan of Action:** Develop workshops to educate and prepare elders and near elders on retirement planning**Responsible entities:** Chamber, WNCC**Potential Resources:** Chamber, WNCC, health care providers**Note:** There are many programs designed to assist retired persons that require pre-planning. Workshops should be developed to help inform residents of programs that may help them enjoy a comfortable and enjoyable retirement in Sidney.**Plan of Action:** Develop workshops on educating retirees on how to maximize tax law benefits**Responsible entities:** Chamber, WNCC, Tax Service firms**Potential Resources:** Local professional accountants, WNCC, Chamber**Note:** Retired persons have access to many tax preferences. Workshops should be developed to help inform local retirees of tax advantages they may have access to apply.**Plan of Action:** Inform Elderly Residents of Class Auditing Opportunities**Responsible entities:** WNCC**Potential Resources:** WNCC**Note:** Many college enable local retirees to audit classes for free when there are seats available. WNCC should inform local retirees of classes they may attend.

Goal #5: Expand Sidney's Position as the Epicenter of the Southern Panhandle's Housing Market

Objective A: Provide Affordable Housing Opportunities and Quality Neighborhoods for Families

Plan of Action: Maintain existing housing stock

Plan of Action: Develop new housing opportunities

Plan of Action: Increase the number of local contractors with housing construction skills

Plan of Action: Utilize website to connect homebuilders to homebuyers

Plan of Action: Develop 'New Homebuyer Pools' to assist in recruiting housing developers

Plan of Action: Reduce aesthetic nuisances

Plan of Action: Remove dilapidated homes

Plan of Action: Preserve park areas

Plan of Action: Encourage Environmental Trust Grants in and around the community

Plan of Action: Work with city attorney or fire marshal to condemn and tear down dilapidated buildings

Responsible entities: Chief building official ,City, City Attorney,

Potential Resources: City, Nebraska Fire Marshal , Keep Sidney Beautiful

Note: Sidney has many homes and businesses properties that are severely dilapidated and need to be demolished for public health and safety. Nebraska's condemnation statutes provide two options for condemning dilapidated and/or unsafe property. State Statute 18-1722 gives cities with building code or nuisance ordinances the power to repair or remove a building or structure that is unsafe once an owner is notified and fails to take action. The cost of the repairs or demolition is then assessed against the real estate in the form of a lien. The city attorney would, in most cases, handle this type of condemnation. The second option is to initiate condemnation proceedings under §§ 81-513 to 81-520. This process involves cooperation between the State Fire Marshal and the appropriate County Attorney. State Statute 81-515 provides that an order from the State Fire Marshal's office to repair or demolish shall be filed with the county district court and from that point on, enforcement of the order is the responsibility of the County Attorney. If necessary, State Fire Marshal legal counsel may discuss the situation with the appropriate County

Plan of Action: Enforce ordinances to remove inoperable vehicles and automobile parts

Responsible entities: City, City Attorney, Planning Department, Code Enforcement Officer

Potential Resources: Code Enforcement Officer, Zoning Administrator, PRT Team, City Attorney

Note: The City formed a Property Resolution Team made up of local city staff officials to meet regularly to work towards mitigation matters and provide a public forum for citizen complaints. More consistent and aggressive efforts are encouraged and current efforts maintained. Support from elected public officials are critical to maintain the consistency and the citizens have an obligation to know how those public officials stand on enforcement issues prior to their election to office

Goal #5: Expand Sidney's Position as the Epicenter of the Southern Panhandle's Housing Market

Objective B: Provide Affordable Housing Opportunities for Low Income and Special Needs Households

Plan of Action: Inform residents of heating assistance programs

Responsible Entities: Public Agencies

Resources: HHS, CAPWN

Note: Share information through City, County, chamber, Business bulletin boards, media

Plan of Action: Inform residents of weatherization programs

Responsible Entities: Public agencies

Resources: HHS, CAPWN, USDA

Note: Information sharing through public, private sources, media

Plan of Action: Apply for housing rehab programs

Responsible Entities: Housing Authority, PADD, ED partnership

Resources: CDBG, Housing Trust Funds

Note: Coordination funding applications with responsible entities

Plan of Action: Recruit developers to build high end retirement facilities

Responsible Entities: City, ED Partnership

Resources: Private Developers, Local Lenders, USDA

Note: Explore success stories in other communities and Nebraska Housing Developers Association, DED

Goal #5: Expand Sidney's Position as the Epicenter of the Southern Panhandle's Housing Market

Objective C: Provide Affordable Housing Opportunities for Young Adults

Plan of Action: Continue New Neighborhood Program

Responsible Entities: City, ED Partnership, Private Developers, Housing Authority

Resources: DED, LB840, Private Developers

Note: Complete the Phase 1 portion of NNI and begin the second phase RFP process looking at options

Plan of Action: Recruit developers to build high end retirement facilities to help free homes for young families

Responsible Entities: City, ED Partnership

Resources: USDA, Private Developers

Note: A large percentage of single family homes in Sidney area are one person households and many are elderly. Building more retirement options will free up much needed single family homes

Plan of Action: Educate Young Adults about First Time Homebuyers Program

Responsible Entities: Lending Agencies, ED Partnership

Resources: Housing workshops, Media, Chamber, High Plains Compass

Note: High Plains Compass and Chamber should include this with newcomer packets of information

Goal #5: Expand Sidney's Position as the Epicenter of the Southern Panhandle's Housing Market**Objective D:** Provide Affordable Housing Opportunities for Elderly Residents

Plan of Action: Apply for Federal and State Grants to Develop Retirement Housing

Responsible Entities: ED Partnership, Housing Authority

Resources: USDA, HUD, Housing Trust Funds

Note: Explore various options and prioritize

Plan of Action: Work with Developers to Obtain Tax Credits for Affordable Housing Projects

Responsible Entities: ED Partnership, Housing Authority

Resources: Private Developers

Note: Sidney has been successful at partnering with private developers on tax credit projects and may have saturated the local market, with the exception of senior specific projects

Plan of Action: Educate Elderly Residents on State and Federal Housing Programs

Responsible Entities: Housing Authority, Chamber, Community Center

Resources: State and Federal resources, CAPWN, PADD, traditional media

Note: Coordinated efforts by local entities and providers should be consistent,

Plan of Action: Educate Elderly Residents on Homestead Exemption Program

Responsible Entities: County

Resources: County

Note: Traditional media sources are the primary source of information for seniors.

Goal #5: Expand Sidney's Position as the Epicenter of the Southern Panhandle's Housing Market

Objective E: Provide High Quality Neighborhoods for High Income Households

Plan of Action: Enforce Zoning and Nuisance Ordinances

Responsible Entities: City

Resources: Chief Building Office, Code Enforcement Officer, City PRT, Planning Commission

Note: Consistent enforcement of existing ordinances and updating of ordinances as part of Comprehensive Planning process especially on zoning use charts are necessary

Plan of Action: Recruit Developers to Create High Income Neighborhoods

Responsible Entities: Private Developers, ED Partnership

Resources: Private Developers

Note: These neighborhoods tend to develop on their own, but developers by price and covenants can design neighborhoods to fill this niche

Goal #6: Prepare the Community for a Future of Higher Energy Cost**Objective A:** Exploit Cheyenne County's Energy Opportunities to Benefit from a Future of High Energy Prices

Plan of Action: Ensure zoning regulations do not deter environmentally and socially responsible wind energy development

Responsible Entities: Planning Commission

Resources: Planning Commission

Note: Wind energy development does need a conditional use permit, so promotion and education should be maximized when proposals are made.

Plan of Action: Ensure zoning regulations do not deter environmentally and socially responsible extraction of natural resources

Responsible Entities: Planning Commission, SPNRD

Resources: Zoning Administrator, Planning Commission, SPNRD

Note: Review issue annually by Planning Commission

Plan of Action: Market Sidney's rail access and industrial park assets to Oil and Gas companies

Responsible Entities: ED Partnership

Resources: ED Partnership, DED, Private companies

Note: Sidney's strategic Midwest location and unique industrial park area northwest of Sidney that has access to both major railroads, ample warehousing, four major highway systems, trucking firms and proper zoning with close proximity to growing oil and gas industry in the Rocky Mountain region should continue to be developed

Plan of Action: Market Sidney's rail, interstate and highway access and industrial park assets to wind turbine and components manufactures

Responsible Entities: ED Partnership

Resources: ED Partnership, Industrial Park ownership

Note: Colorado and Wyoming's advancement of wind energy can be an asset in nurturing potential Sidney business, but until Nebraska becomes more wind energy development friendly, being able to locate companies catering to wind energy remains a challenge

Plan of Action: Advocate for State policies that would promote the development of wind energy in the area

Responsible Entities: ED Partnership, NMMP Energy

Resources: NMMP Energy, League Legislative Committee

Note: While Nebraska has become more wind energy friendly with legislation, its long standing public power policy remains a deterrent to many wind developers as there is no tax advantage. Public Power policy, however, has served the state well long term and kept energy prices very competitively on a national basis.

Plan of Action: Market Sidney's access to both rail and highways to wholesale distributors

Responsible Entities: ED Partnership, Industrial Park and Large Building owners

Resources: ED Partnership, ED Funding, Web Site Marketing

Note: Sidney's unique location and the presence of the industrial area northwest of Sidney have many advantages to continue to nurture and grow this market.

Plan of Action: Recruit private wind energy developers and CBED organizations

Responsible Entities: Wheat Belt, City, County

Resources: Energy transportation network, WAPA conversion station location

Note: Sidney remains primed in a good location for future wind energy developers once Nebraska is seen as embracing wind energy balancing the effort between development and preserving public power.

Goal #6: Prepare the Community for a Future of Higher Energy Cost

Objective B: Reduce Energy Costs in the Community through Conservation and Efficiency to reduce the Potential Impact of a Future of High Energy Prices

Strategy 1: Ensure all public facilities are energy efficient

Plan of Action: Perform energy audit on all public facilities

Responsible Entities: City, County, State, Schools, all others

Resources: City, MEAN, Wheat Belt

Note: An updated energy audit on all of its public buildings should be conducted

Plan of Action: Utilize new technology to reduce energy use

Responsible Entities: City, County, State, Schools, all others

Resources: City, MEAN, Wheat Belt

Note: All public entities should keep apprised of the ever changing energy efficiency methods

Plan of Action: Have public sector lead by example in energy conservation

Responsible Entities: City, County, State, Schools, all others

Resources: City, Wheat Belt, MEAN

Note: Publicize efforts by public entities to be more energy conscience and provide energy assessments to Private entities

Plan of Action: Utilize programmable thermostats in public buildings

Responsible Entities: City, County, State, Schools, all others

Resources: City, County State

Note: Promote the idea for all public buildings in Sidney and seek 100 percent compliance

Plan of Action: Install energy efficient lighting in public buildings

Responsible Entities: City, County, State, Schools, all others

Resources: All government entity managers

Note: Set a defined goal and time for compliance and get local buy-in from all government agencies

Plan of Action: Provide energy efficient heating and cooling systems in public buildings

Responsible Entities: City, County, State, Schools, all others

Resources: As heating and cooling systems age and need replaced, promote better more efficient systems

Note: Taxpayers need to know that government is doing what it can to reduce its energy costs, thus saving \$\$

Plan of Action: Weatherize or replace windows and doors that are not energy efficient

Responsible Entities: City, County, State, School, all others

Resources: Energy audits, new efficiency standards

Note: Do pilot program on a building and compare energy costs from one year to the next, study standards
Energy audits can also provide evidence, compare examples of energy rating savings

Plan of Action: Ensure that all public buildings are properly insulated

Responsible Entities: City, County, State, School, all others

Resources: Energy audit services

Note: An inspection of all buildings by a qualified expert should be conducted within the next three years

Plan of Action: Educate public employees on ways to conserve energy

Responsible Entities: City, County, State, School, all others

Resources: workshops and training

Note: Continuing education through employee meetings, newsletters and standards set by management

Plan of Action: Ensure new public building meet LEED standards

Responsible Entities: City, County, State, School, all others

Resources: workshops, education materials, LEED energy audits

Note: Hold a workshop for public officials and managers on LEED and its standards.

Strategy 2: Promote Efforts to Reduce Gasoline Consumption in Community

Plan of Action: Purchase the most fuel efficient vehicles that is reasonable for each type of vehicle use

Responsible Entities: Government entities,

Resources: budget purchases

Note: Government can set the tone with its purchasing policies on energy efficient vehicles

Plan of Action: Work with businesses to organize ride sharing programs for commuters

Responsible Entities: ED Partnership, Chamber, Employers Group

Resources: Company Human Resources Directors, Internal Promotion

Note: Efforts have been tried in the past, but because of varying hours of operation and Nebraskans general independence, it's still a struggle. More successful collaboration efforts needed

Plan of Action: Work with businesses and local realtors to publicize local housing opportunities to commuters

Responsible Entities: Chamber, Real Estate Multi-Listing Services, ED Partnership

Resources: Private sector employers, Chamber free housing listing

Note: As Sidney continues to grow its housing stock, efforts to attract commuter workers lost due Previously due to lack of housing should be targeted for new housing potential

Plan of Action: Develop trails/pathways to connect homes to schools, businesses and public buildings

Responsible Entities: City, Schools,

Resources: City, NDOR, Schools

Note: Improving and upgrading sidewalks and trail tributaries to schools is encouraged

Plan of Action: Make Sidney more walkable

Responsible Entities: Health Care community, City

Resources: city wide assessment regarding sidewalks is needed, areas targeted for improvement

Note: A master plan needs developed, user friendly crossing, funding options considered for improving

Plan of Action: Develop safe routes to school to encourage kids to walk and bike to school

Responsible Entities: City, Schools

Resources: City, Schools, Parent Associations

Note: Have a meeting between the entities to discuss options for route identification

Plan of Action: Enforce sidewalk ordinances

Responsible Entities: City

Resources: Code Enforcement, Street, Chief building Official

Note: Updating ordinances, public education on owner responsibility, compliance deadlines set

Plan of Action: Provide public transportation options

Responsible Entities: City

Resources: City, State and Federal grants, Visitors Committee

Note: Continue upgrading and strengthening public transportation bus systems

Plan of Action: Support land use planning and development that promotes walkability

Responsible Entities: City

Resources: Private Development requirements by City on all new developments

Note: Ordinances requiring sidewalks on all new developments should be implemented and enforced