

# GREटना COMPREHENSIVE PLAN



*it matters.*



*Greटना . Greटना . Greटना*



**GREटना STATE OF THE CITY**

NOVEMBER 22, 2023



# SETTING THE STAGE



Gretna is growing rapidly and the Comprehensive Plan will provide a guided vision and roadmap for Gretna's physical, economic, and social development over the next 10 to 20 years.

Above all, this plan will build on existing planning efforts and capitalize on what makes Gretna unique, helping to maintain its charming small-town feel, while still welcoming new opportunities for growth.

## Key Plan Components:

- » Long-term Vision
- » Land Use and Development Framework
- » Public Investment Guide
- » Public Input Record

**Phase 1 of the planning process includes a summary of existing conditions.**

# THE PLANNING PROCESS



## phase 1

### Engage & Assess

Dynamic community engagement process to gain a comprehensive understanding of Gretna's current conditions and the community's strengths and opportunities.



## phase 2

### Envision

From an extensive idea exchange, a series of solutions will be proposed to address community planning issues and opportunities related to housing, economic development, downtown and neighborhood improvements, natural resources and open space, thoroughfares, and mobility.



## phase 3

### Plan & Implement

The completed plan will contain numerous planning strategies and recommendations, as well as a roadmap for implementing them.

# STATE OF THE CITY REPORT

 **SETTING THE STAGE**

 **GRETNA YESTERDAY & TODAY**

 **GRETNA SPEAKS**

 **MARKET ASSESSMENT**

 **LAND USE & DEVELOPMENT FRAMEWORK**

 **MOBILITY & CONNECTIVITY**

 **COMMUNITY SYSTEMS**





# GREटना YESTERDAY & TODAY



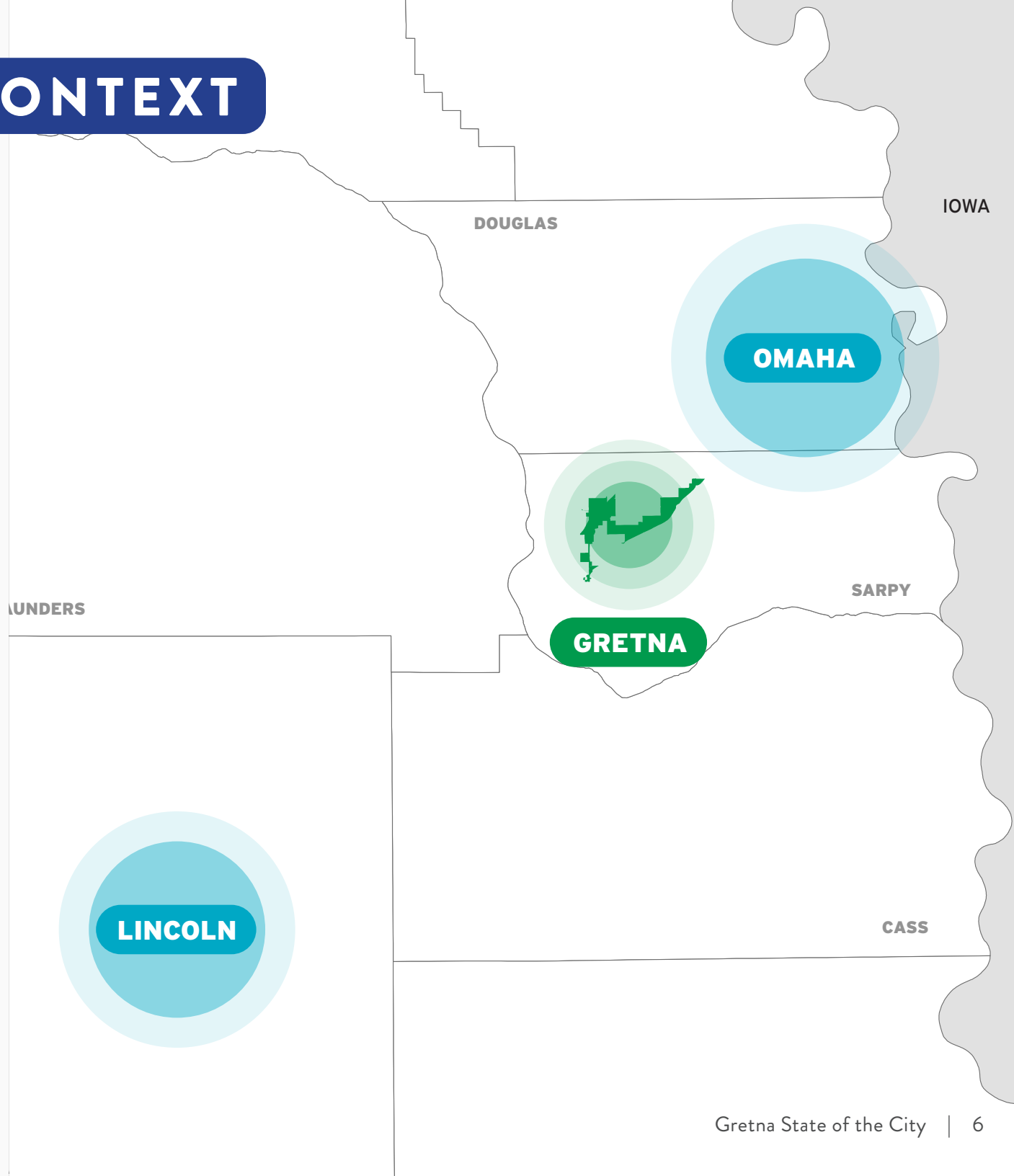
Once a rural, bedroom community known for great schools and small-town living, Greटना is now one of the fastest growing communities in Sarpy County.

Nebraska Crossings is one of Nebraska's largest retail centers catering to the local populace and bringing regional visitors to the community, infusing vitality and commerce into the City.

Greटना is a desirable location due to its proximity to large urban areas, its amenities, and its wealth of recreational and outdoor activities and resources. With this growth comes a number of challenges and opportunities, which this plan will seek to address.

# REGIONAL CONTEXT

- Gretna is one of the fastest growing cities in the fastest growing county in Nebraska.
- Home to approximately 9,548 people.
- Well-connected to the region via Interstate-80.
- A regional draw due to Nebraska Crossings.



# RECENT GROWTH & CHALLENGES

- Substantial suburban expansion due to proximity to Omaha
- Significant growth due to 2021 annexation that doubled footprint and population
- Challenges accommodating new residents while maintaining small-town character
- Infrastructure and Urban Planning must keep pace with growth

**SIGNIFICANT  
GROWTH**

**MAINTAINING  
CHARACTER**

**PRESSURES ON  
RESOURCES**

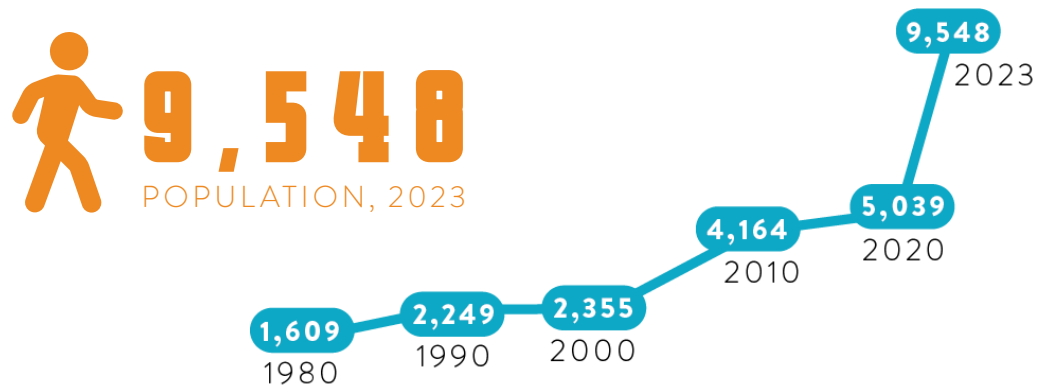
**LARGER  
FOOTPRINT**



# COMMUNITY PROFILE

## • Population

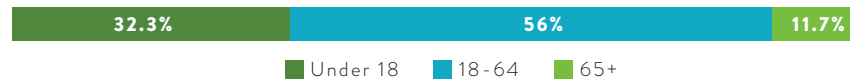
- » Rate of growth surpasses Omaha and Sarpy County
- » Annexation has almost doubled the population in the last three years
- » Forecasted to increase to 25,000 by 2030



## • Household size

- » Larger compared to Omaha and the region
- » A “young city” with many families raising children
- » Fewer young adults and seniors, potentially due to job opportunities and cost of living

### POPULATION BY AGE



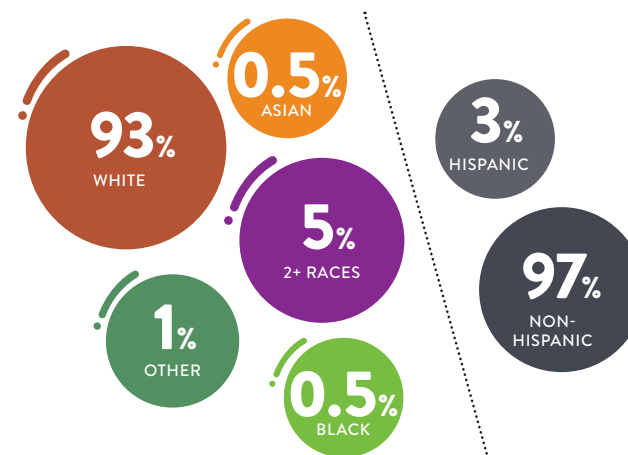
## • Income

- » Greater than Omaha and Sarpy County, with 57% earning over \$100,000

## • Race and Ethnicity

- » Gretna has a low level of diversity, with 93% identifying as white

### RACE & ETHNICITY DISTRIBUTION







# GREटना SPEAKS



To create a plan that truly reflects the needs and desires of the community, it's essential to start by developing a transparent outreach strategy that aims to reach a broad and diverse audience.

Participation among stakeholders helps the Planning Team identify crucial planning issues, goals, strategies, and actions for implementation.

The community engagement efforts will serve as a foundation for gathering both quantitative and qualitative information on key community needs and issues.

# ENGAGEMENT BY THE NUMBERS

## Project Website

**100 SITE VISITS**

Date: May 2023 - end of project  
Details: Project updates and engagement tools

## Steering Committee

**10 MEMBERS**

Date: May 2023 - end of project  
Details: 4+ meetings throughout project, provide guidance

## Stakeholder Interviews

**14 SESSIONS**

Date: Two days in June 2023  
Details: In-person sessions with 60 community stakeholders

## Community Open House

**30 PARTICIPANTS**

Date: June 2023  
Details: In-person with interactive stations

## Pop-Up at the Farmers Market

**100 VISITORS**

Date: June 2023  
Details: Pop-up booth with visioning exercises

## Online Survey

**90 RESPONSES**

Date: July - September 2023  
Details: Visioning online survey

# WHAT WE HEARD

## *SOAR Analysis*

### **Strengths**

- Sense of Community
- Small-Town Charm
- Great Schools
- Location & Accessibility
- Community Pride

### **Opportunities**

- Growth & Development
- Diversify the Land Use Mix
- Urban Design Improvements
- Infrastructure & Engagement
- Create a Sense of Place

### **Aspirations for 2040**

- New Businesses
- Diversified Housing Mix
- Vibrant Downtown
- Multi-Modal Connectivity
- Sustainability

### **Results**

- Economic Growth
- Sense of Community
- Affordable Housing
- Improved Quality of Life
- Infrastructural Growth

# WHAT WE HEARD

## Key Themes

#1

### Embrace Gretna's Thriving Community

Shared support for the City's growth but also emphasized the importance of maintaining and enhancing the quality of life for its residents.

#2

### Preserve Gretna's Small-Town Charm

Desire to maintain Gretna's small-town charm and neighborly atmosphere as the City continues to grow

#3

### Diversify the Housing Stock

Offer a range of housing price points, downsizing options, and opportunities for young families, young professionals, and the working class to live in the community.

#4

### Balance the Business Mix

Establish an economic development strategy that addresses the various economic districts within Gretna, including the highway commercial, industrial districts, and the downtown.

#5

### Improve Connectivity and Walkability throughout the City

Desire to establish a trail system that connects the community's assets, improves safety along existing roadways, and prioritizes multi-modal transportation throughout the community.

#6

### Strengthen Gretna's Identity along Highway 6 and 370.

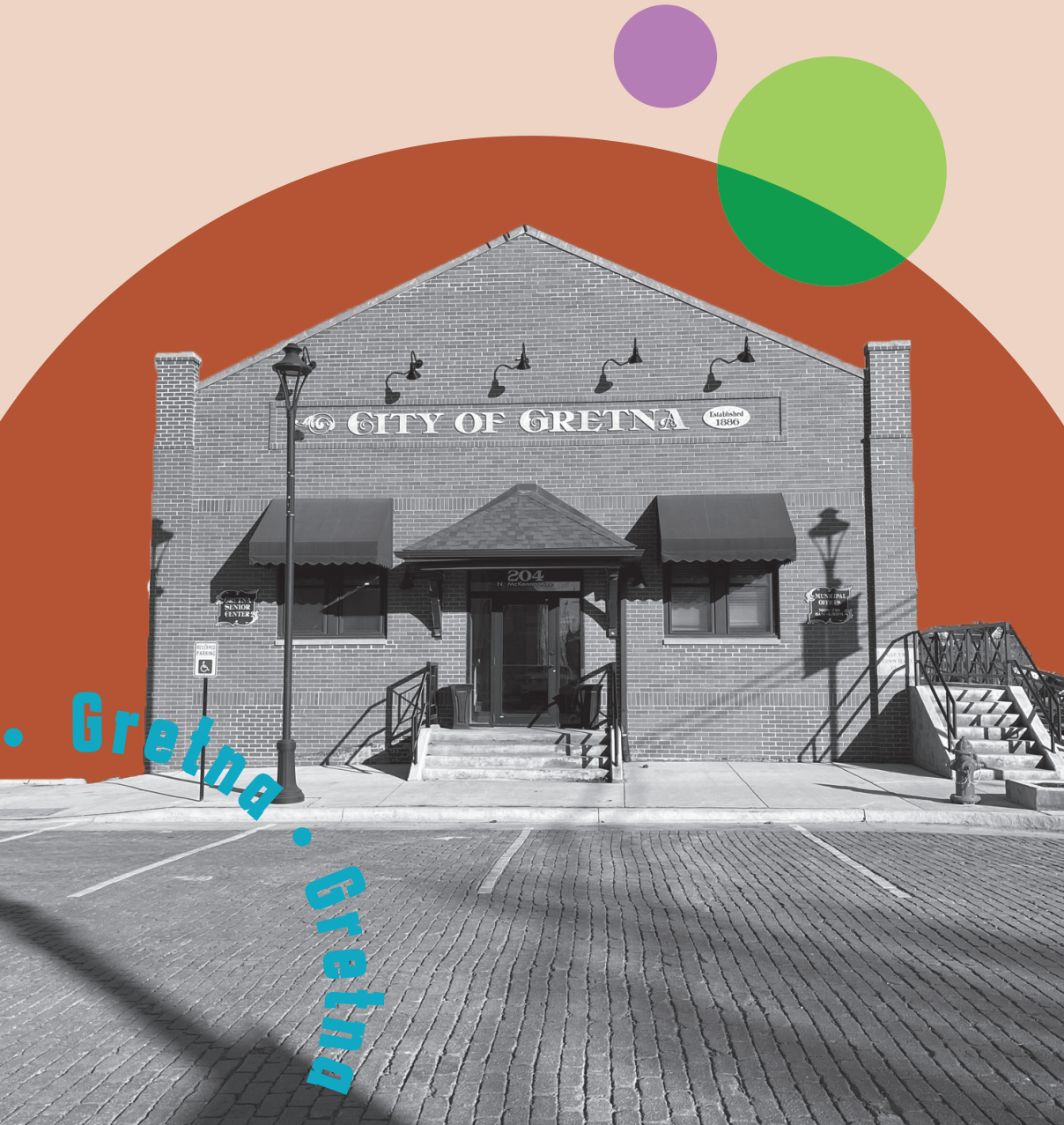
Enhance Gretna's identity and create a unified appearance throughout the City.







# MARKET ASSESSMENT



Gretna is a leader in the region economically. Low unemployment and high spending is beneficial for businesses and residents, alike.

Retail and commercial is mainly located along Highway 6 and Highway 370, which currently lack character and a sense of place.

Downtown Gretna is walkable with historic charm, but there is a need to attract more businesses and activity, as well as improve connectivity to the rest of the City.

The housing market is thriving, which is impacting affordability for young adults, young families, and empty nesters.

# EMPLOYMENT & SPENDING

- Virtually no reported unemployment
- 58% of residents commute to Omaha; 7% remain in Gretna
- Across all consumer categories, Gretna is a desirable market
  - » Most frequented retail includes Nebraska Crossing, Westroads Mall, and Village Pointe
- Largest Employers are the retail sector and the school system



# GREटना'S ECONOMY

## • Downtown

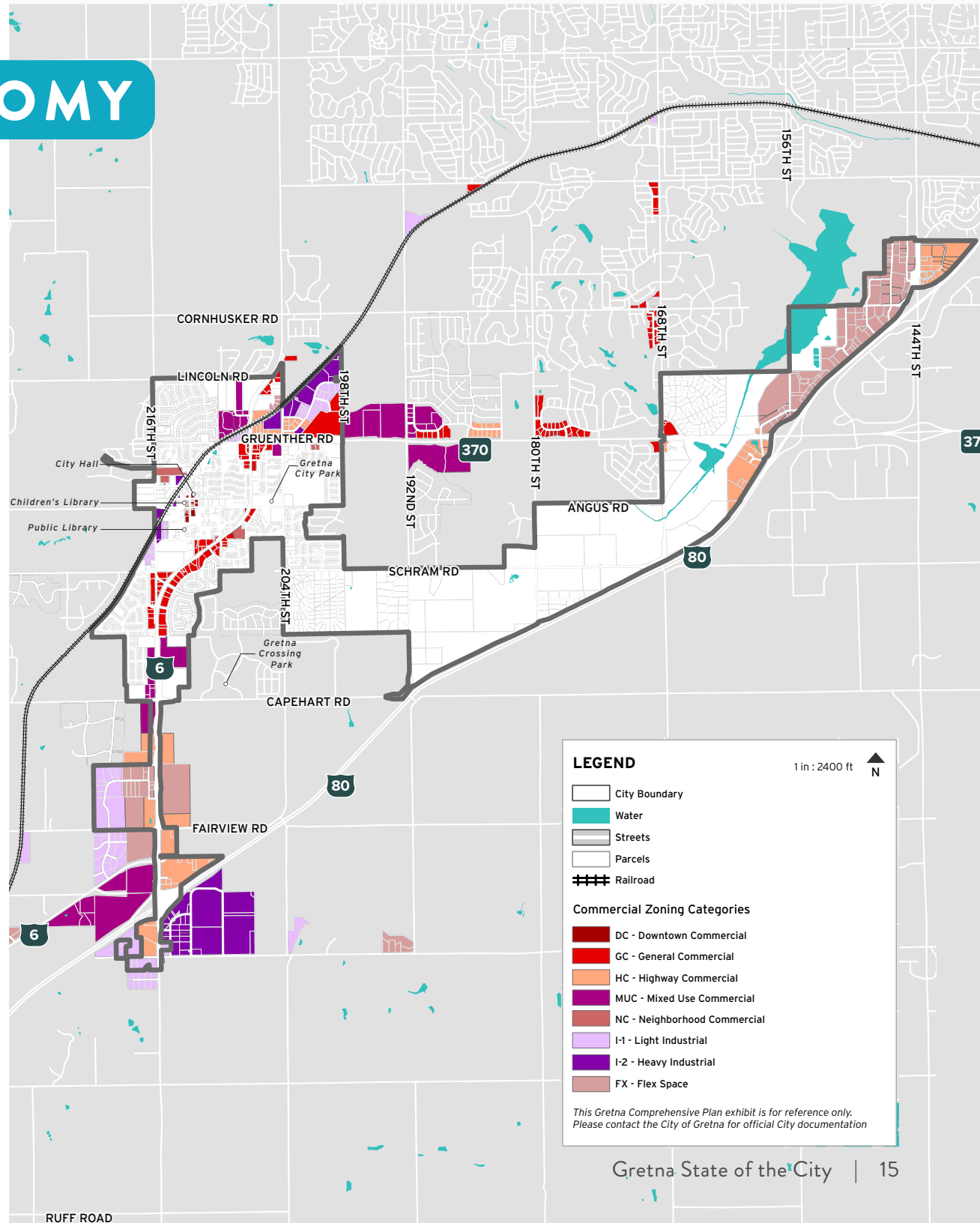
- » Not well-connected to the rest of the city; visiting downtown requires intentionality
- » Walkable environment where many of the homes are historic
- » Has character that is distinct to the community, and it could once again be the heart of the city
- » Needs an economic development strategy that creates a new nexus of activity where people want to spend time and money

## • Nebraska Crossing

- » Reinvented and redeveloped with an innovative, data-driven approach
- » Now one of the regions greatest commercial draws, spurring additional development and amenities nearby

## • Highway 6 and Highway 370

- » Gretna's main commercial corridors with retailers and businesses of all types
- » Both function as Gretna's "main streets", but high-speeds and lack of identity do not contribute to sense of place





# HOUSING

- **Housing market is experiencing a highly dynamic period**
  - » Over 800 single-family building permits in 2021 and 2022
  - » Over 20 multi-family permits in 2021 and 2022
- **Occupancy is estimated at 98%**
  - » Market is too tight to provide sufficient inventory
- **New housing inventory is larger and more expensive; there is little housing available for young families, empty-nesters, and Gretna's workforce**
  - » Need for additional multi-family or rental housing
- **Sanitary Improvement Districts (SIDs) help to facilitate growth, but can impact affordability**



NEWLY CONSTRUCTED HOME, GRETNA - THI BUILDERS



# MARKET ASSESSMENT

## KEY RECOMMENDATIONS



- Diversify the housing stock to offer options for the workforce, young professionals, and first-time home buyers.
- Develop an economic strategy for the downtown that creates a new nexus of activity.
- Develop an economic development strategy for Highway 6 and 370 to foster a sense of identity and strengthen the commercial anchors.
- Utilize the Good Life Transformation Districts state tool to implement the new Crossings Corridor.
- Explore economic development tools beyond SIDs to foster new development within city corporate limits and the ETJ.



# LAND USE & DEVELOPMENT



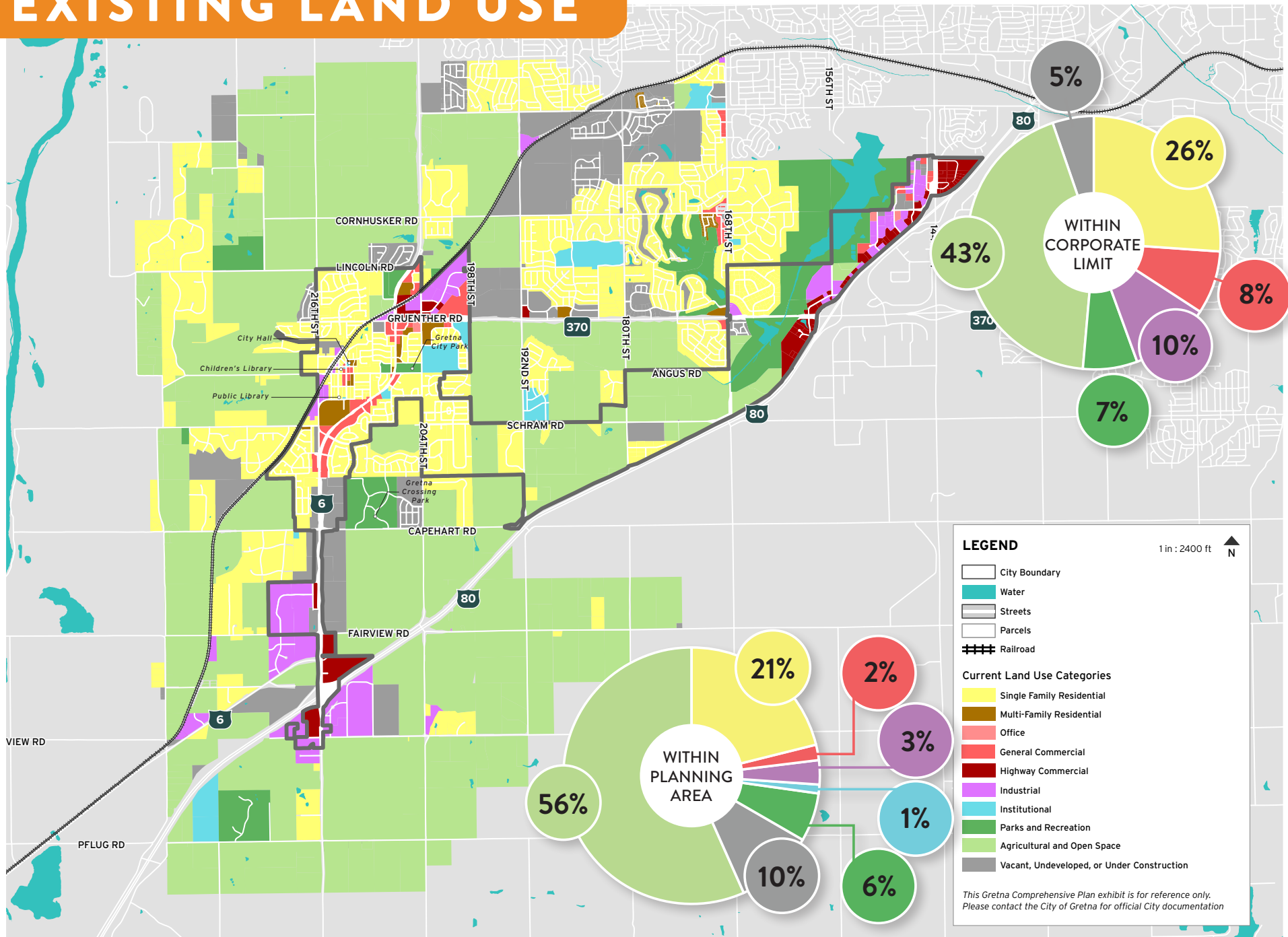
A large portion of the Planning Area is undeveloped or consists of low-impact land uses, such as agriculture, which can transition to other uses in the future.

Now is the time to create land use and zoning guidelines that will help Gretna reach its future development and livability goals.

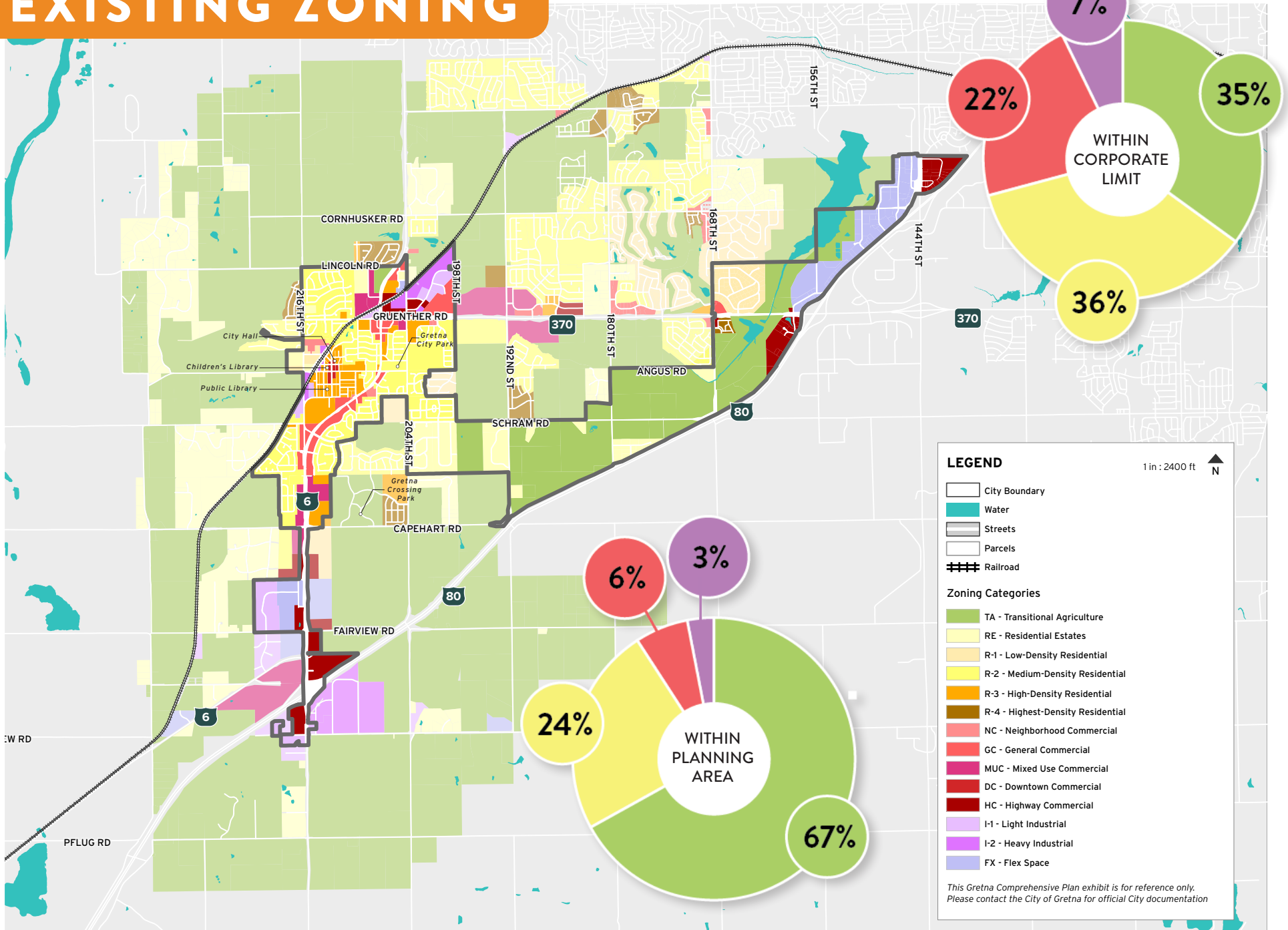
Future land use and development recommendations will serve to enhance the character of the City's neighborhoods and overall livability.

The report identifies development opportunity sites and areas, which are selected based on location, land ownership, land use, transportation connections, and more.

# EXISTING LAND USE

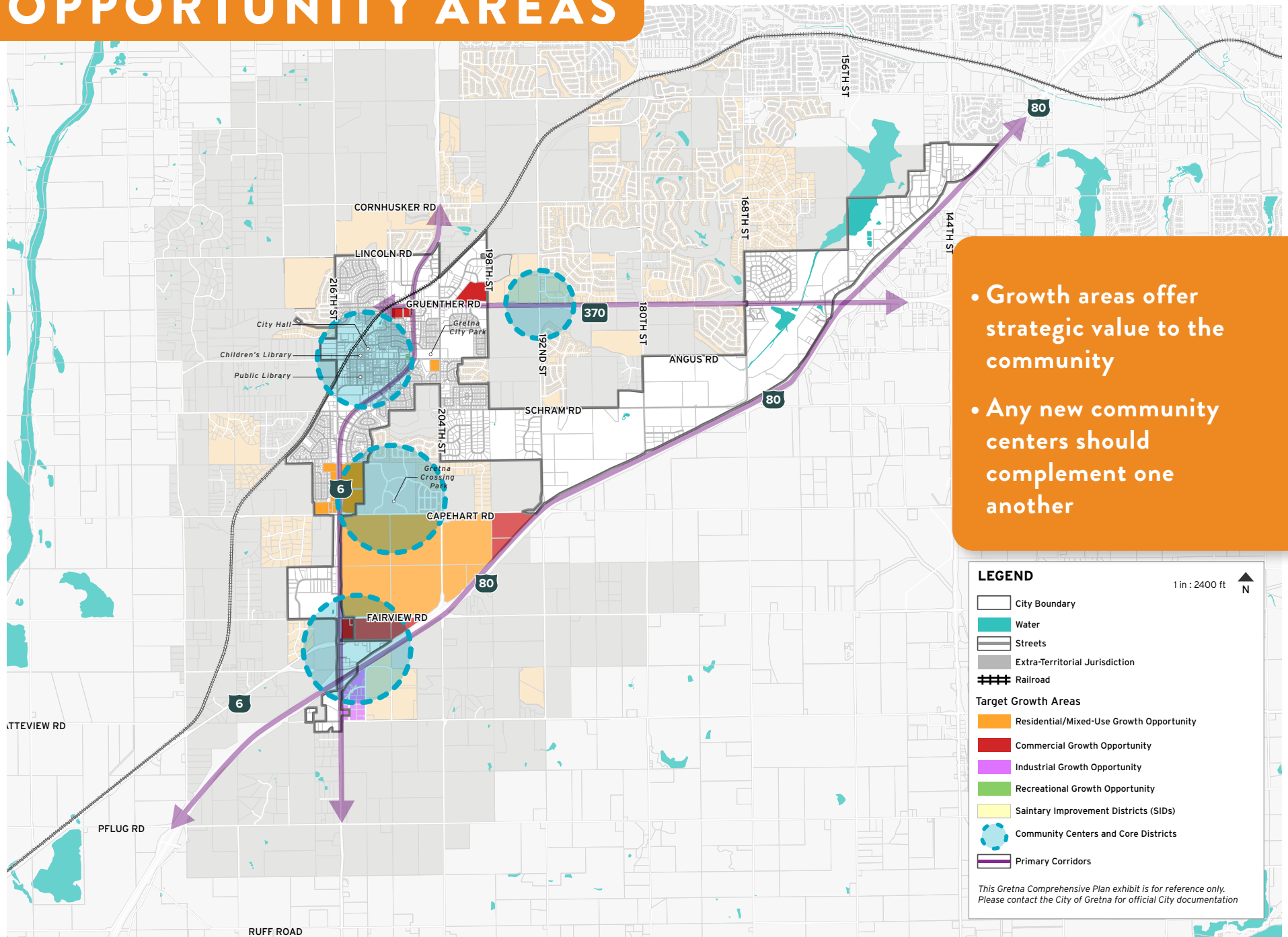


# EXISTING ZONING





# OPPORTUNITY AREAS



- Growth areas offer strategic value to the community
- Any new community centers should complement one another

**LEGEND** 1 in : 2400 ft

- City Boundary
- Water
- Streets
- Extra-Territorial Jurisdiction
- Railroad
- Target Growth Areas**
  - Residential/Mixed-Use Growth Opportunity
  - Commercial Growth Opportunity
  - Industrial Growth Opportunity
  - Recreational Growth Opportunity
  - Saintry Improvement Districts (SIDs)
- Community Centers and Core Districts
- Primary Corridors

*This Gretna Comprehensive Plan exhibit is for reference only. Please contact the City of Gretna for official City documentation*

# LAND USE & DEVELOPMENT

## KEY RECOMMENDATIONS



- Seek to diversify land uses within the community notably in undeveloped lands.
- Invest in the downtown core and surrounding neighborhood to introduce a vibrant and historic city center for the community.
- Strengthen Gretna’s physical identity along the commercial corridors.
- Diversify the housing supply, price point, and neighborhood mix.
- Promote connectivity through and to the community.
- Utilize the downtown form-based code overlay and assess additional opportunities to introduce form-based code to the City.
- Strengthen the parks and open space network to increase quantity and quality as Gretna continues to grow.
- Foster small-business growth.
- Target growth areas within the City to introduce density and amenities within corporate limits and assess strategic opportunities for expansion of municipal limits through annexation of areas in the ETJ.



# MOBILITY & CONNECTIVITY



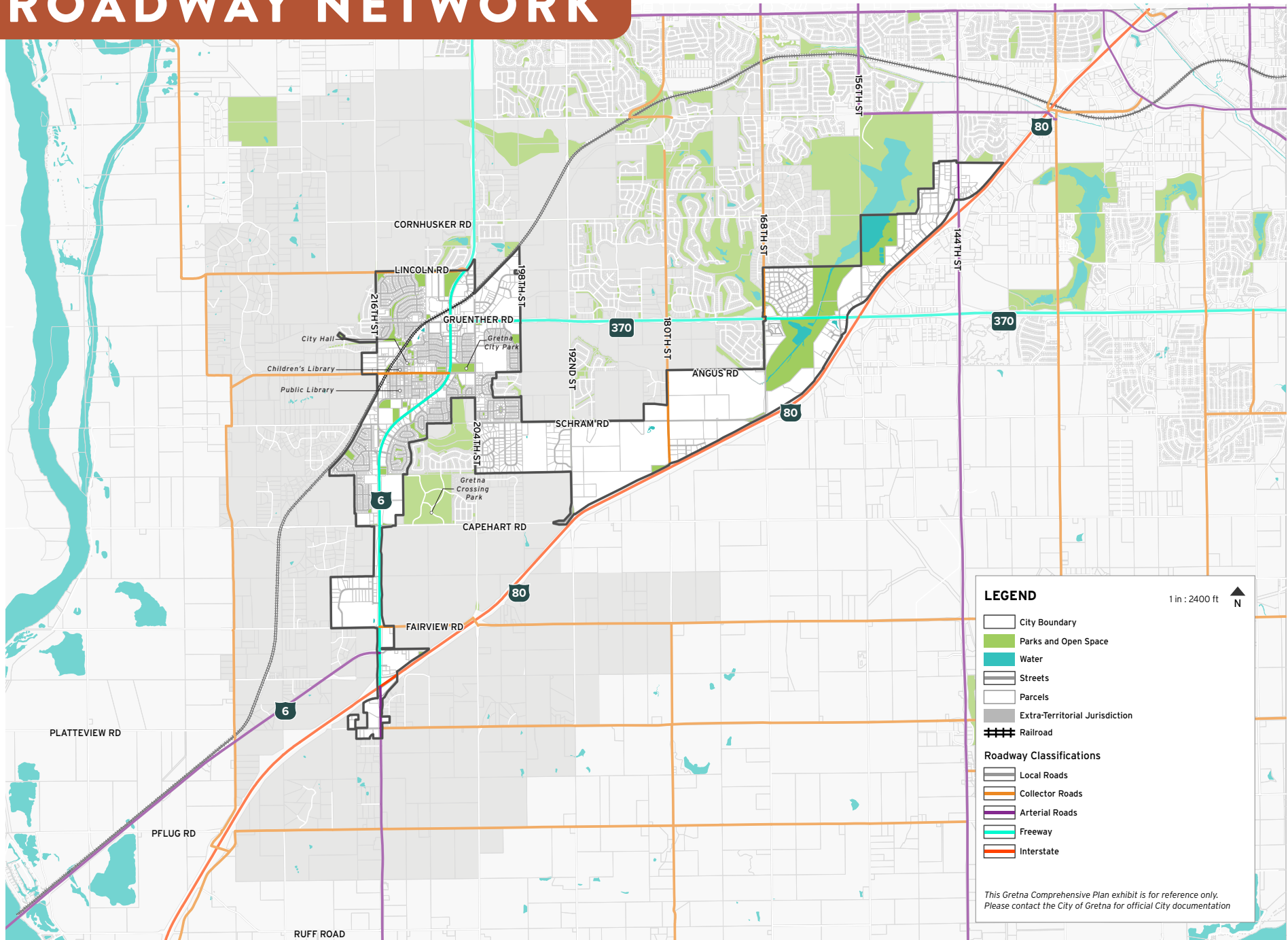
As the City of Gretna experiences continued growth and development, its transportation infrastructure plays a pivotal role in shaping the quality of life for its residents and fostering economic vitality.

Examining the key components of the community's transportation network – traffic circulation, pedestrian accessibility, and cycling facilities – provides a comprehensive understanding of the strengths, challenges, and opportunities that characterize Gretna's mobility landscape.

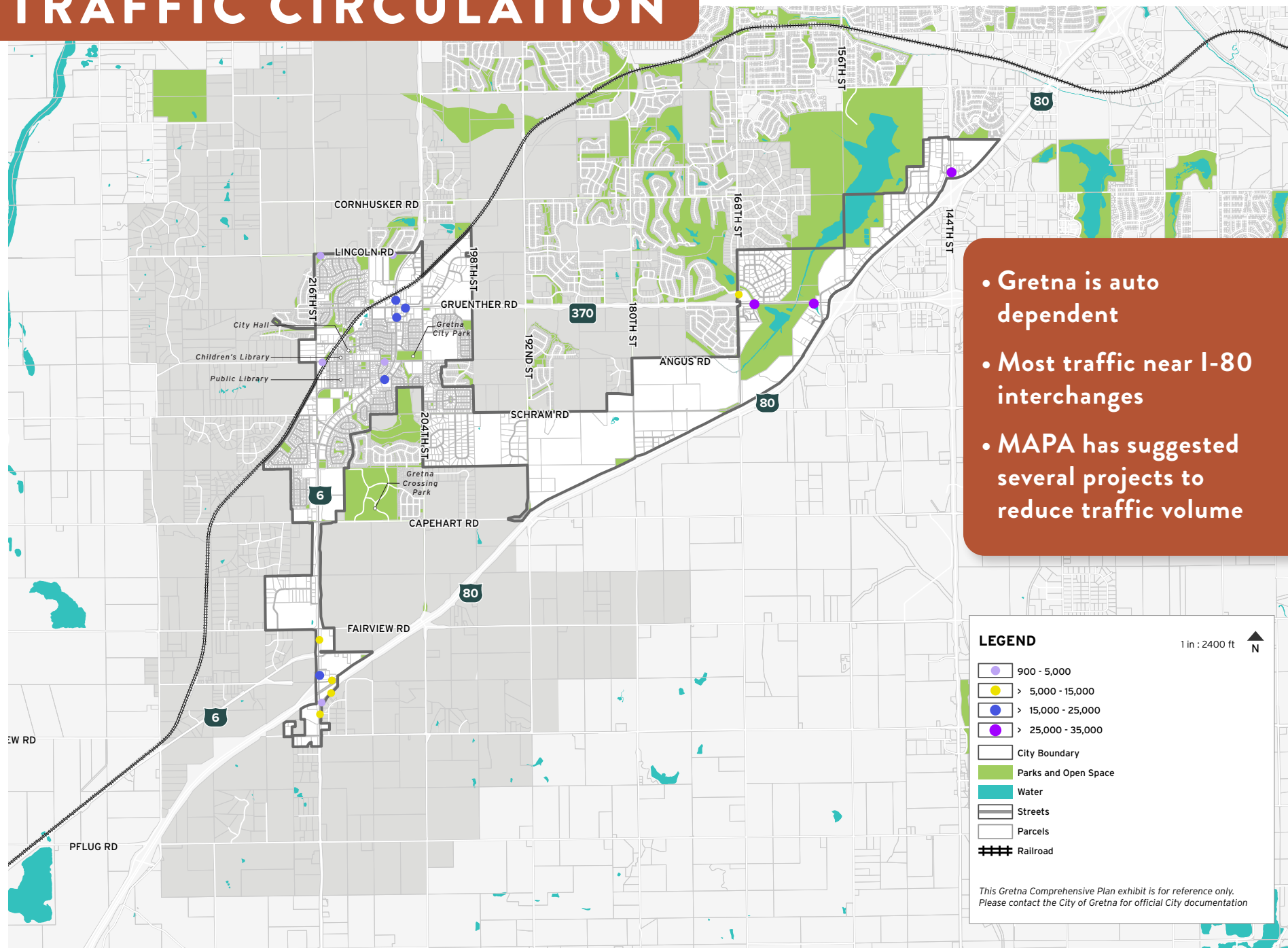
Currently there are no public transportation options and pedestrian and bicycle networks could benefit from expansion. Plans for BRT routes may improve mobility for residents.



# ROADWAY NETWORK



# TRAFFIC CIRCULATION



- Gretna is auto dependent
- Most traffic near I-80 interchanges
- MAPA has suggested several projects to reduce traffic volume

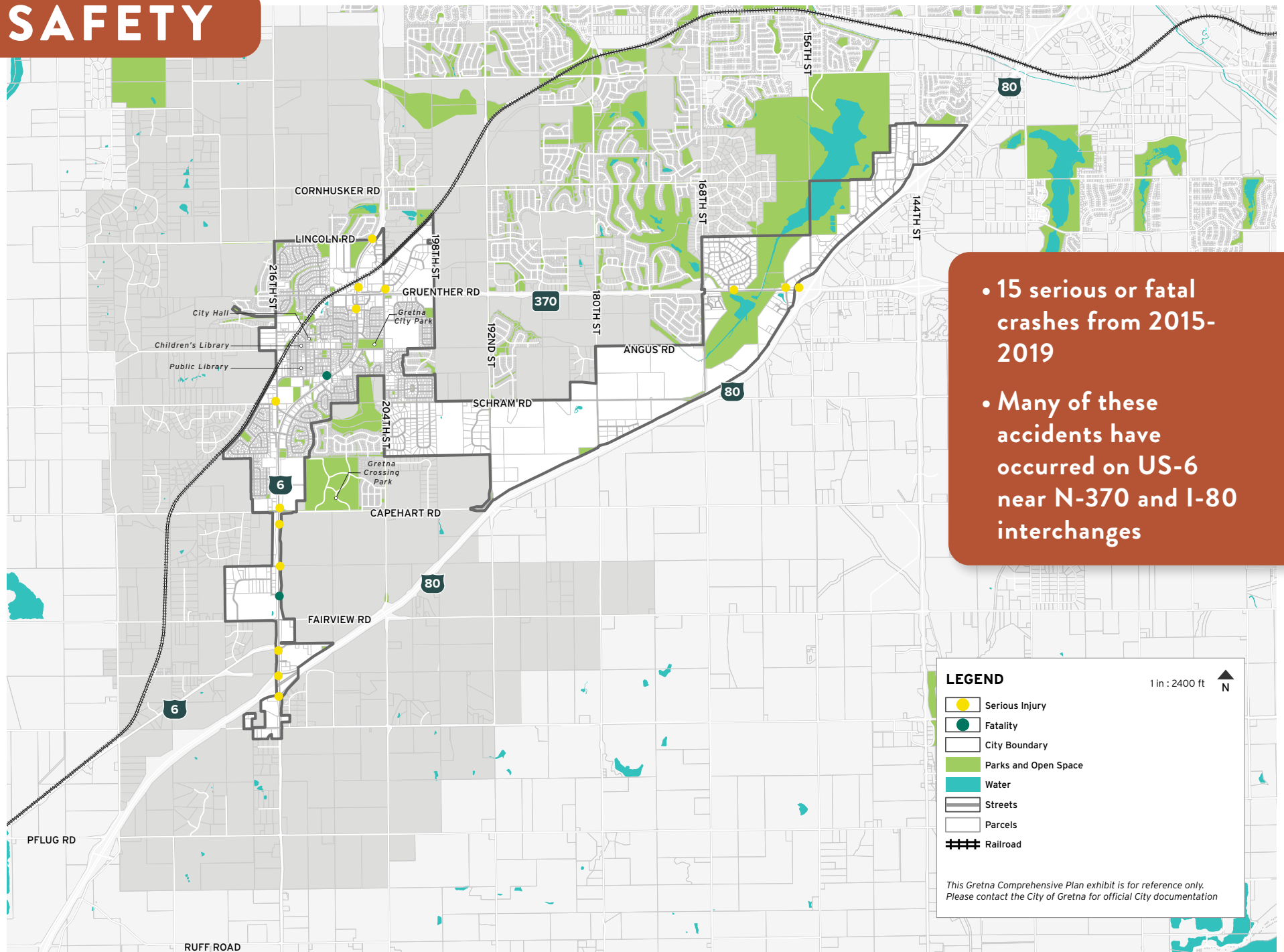
**LEGEND** 1 in : 2400 ft

- 900 - 5,000
- > 5,000 - 15,000
- > 15,000 - 25,000
- > 25,000 - 35,000
- City Boundary
- Parks and Open Space
- Water
- Streets
- Parcels
- Railroad

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# SAFETY



- 15 serious or fatal crashes from 2015-2019
- Many of these accidents have occurred on US-6 near N-370 and I-80 interchanges

**LEGEND**

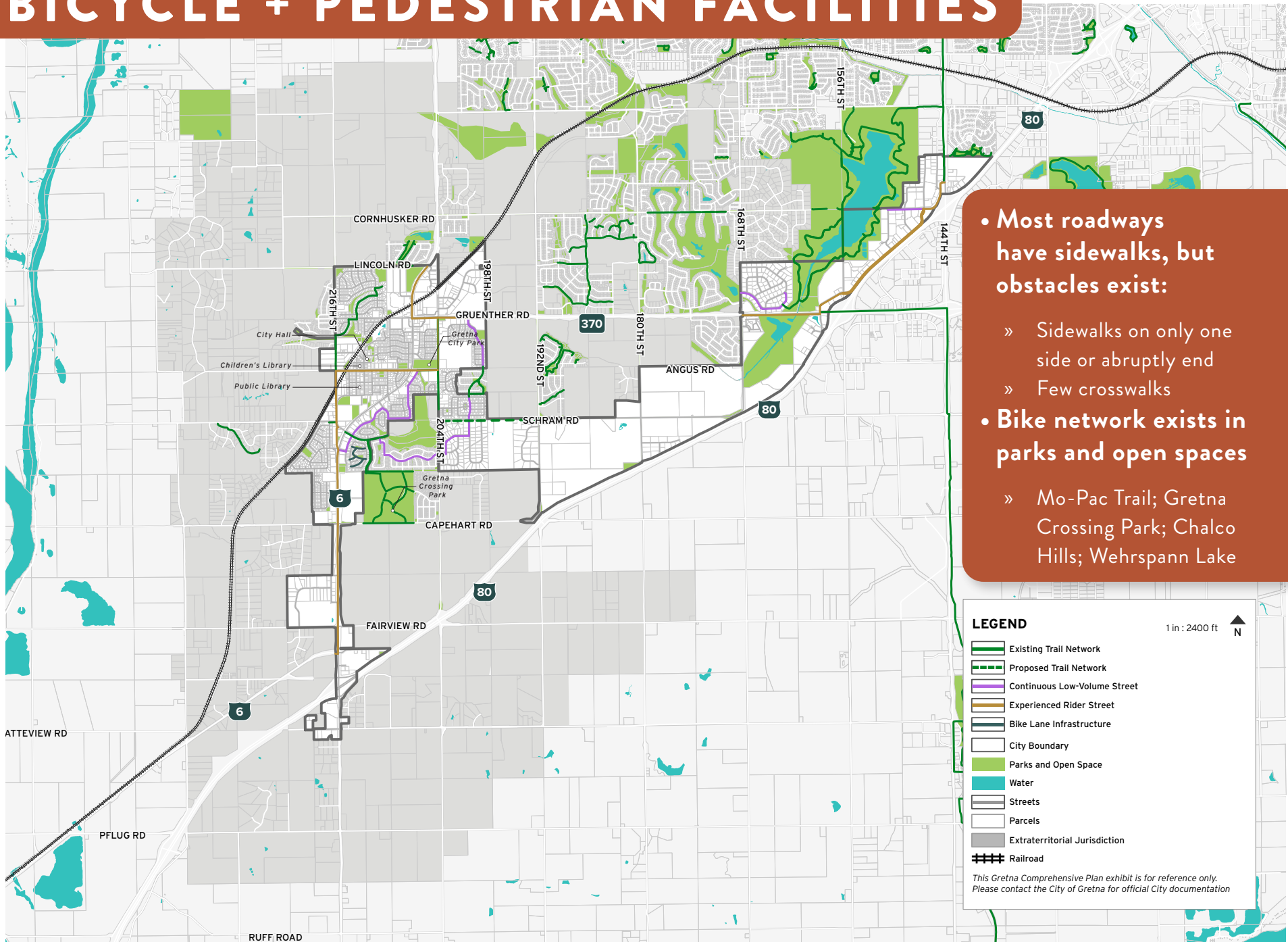
- Serious Injury
- Fatality
- ▭ City Boundary
- Parks and Open Space
- Water
- ▬ Streets
- ▭ Parcels
- ▬ Railroad

1 in : 2400 ft

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# BICYCLE + PEDESTRIAN FACILITIES



- Most roadways have sidewalks, but obstacles exist:
  - » Sidewalks on only one side or abruptly end
  - » Few crosswalks
- Bike network exists in parks and open spaces
  - » Mo-Pac Trail; Gretna Crossing Park; Chalco Hills; Wehrspann Lake

**LEGEND** 1 in : 2400 ft

- Existing Trail Network
- Proposed Trail Network
- Continuous Low-Volume Street
- Experienced Rider Street
- Bike Lane Infrastructure
- City Boundary
- Parks and Open Space
- Water
- Streets
- Parcels
- Extraterritorial Jurisdiction
- Railroad

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# MOBILITY & CONNECTIVITY

## KEY RECOMMENDATIONS



- Provide a grade separated crossing, over or underpass on US-6, that lowers the barriers for active transportation users crossing the highway, in line with the approach presented in the PlanGretna 2021 update.
- Enhance traffic and pedestrian controls on Nebraska 370, east of US-6 including formalized sidewalks, trails, and bike paths to increase safety to schools, parks, and City services.
- Pave the gravel roads around Vala's Pumpkin Patch and Apple Orchard off Schram Road and consider paving the remaining segments on 168th Street, 216th Street, Gruenther Street, and N-370 from 204th Street to I-80.
- Upgrade the roadways by complete street designs principles along US-6 and N-370 to provide additional capacity for alternative transportation modes.
- Create more access points into the City's main centers along the interstate to help bolster the local economy, as outlined in the finding of the MAPA PEL Study.
- Formalize and expand the interconnected trails system proposed for the Crossings Corridor Plan throughout the City to provide safe, on-street cycling infrastructure and encourage more active transportation.
- Introduce a local bus or light rail system given Gretna's aging population that would cater to the needs of the mobility-limited and again population.
- Strength Gretna's position between Omaha and Lincoln with a new rail station in Gretna on the Burlington Northern Santa Fe Amtrak Line that can be used for regional and long-haul rail travel.
- Implement incentives to private developers to encourage the development of additional electric vehicle charging stations.





# COMMUNITY SYSTEMS



Gretna's recent annexation and growth has highlighted a need for more city staff, bigger facilities, and competitive benefits across all departments.

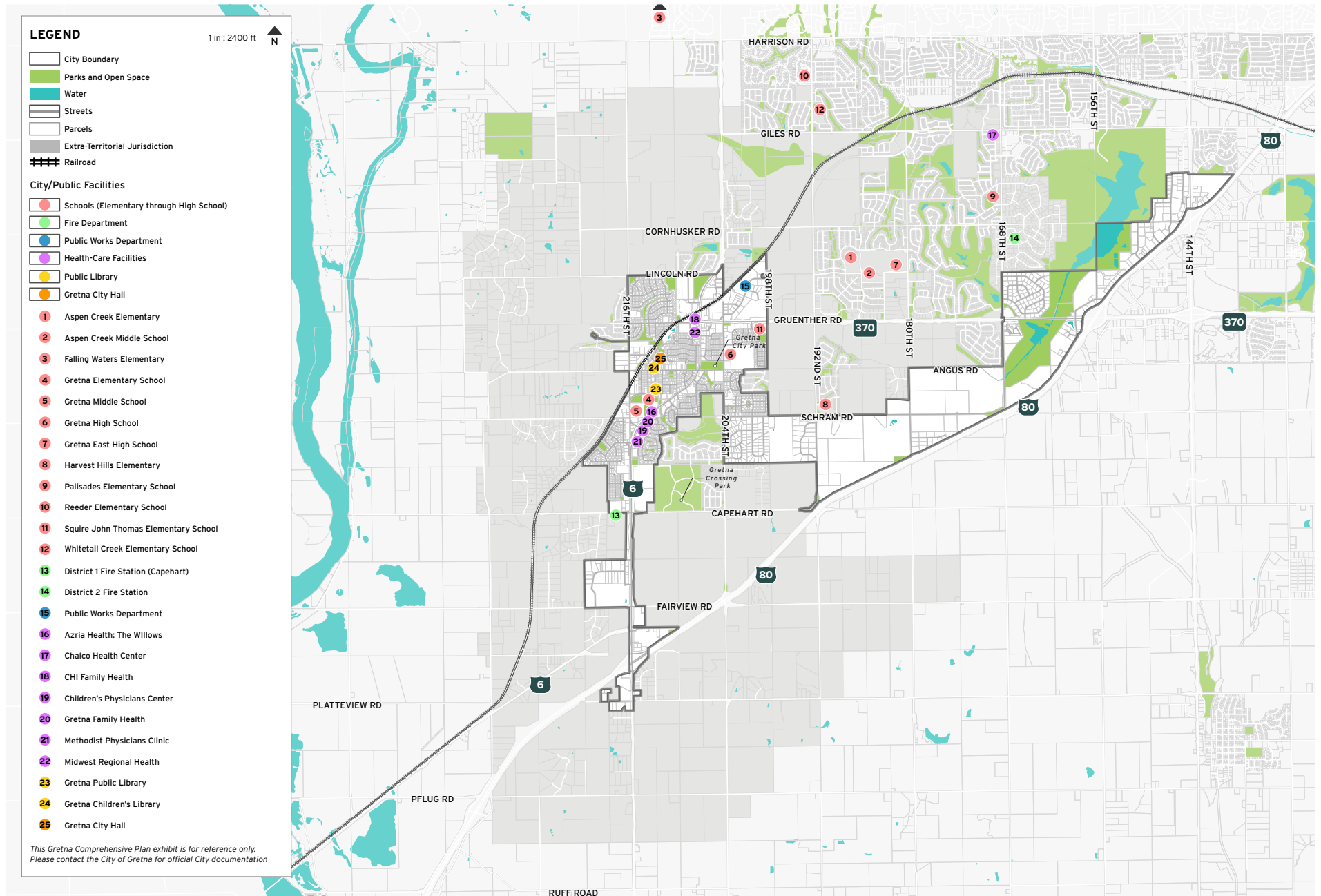
A greater geographic footprint and larger population also requires expanded fire and EMT services and facilities.

Similarly, additional public programming, through libraries or other community centers, can help foster a sense of community as more and more people move to the area.

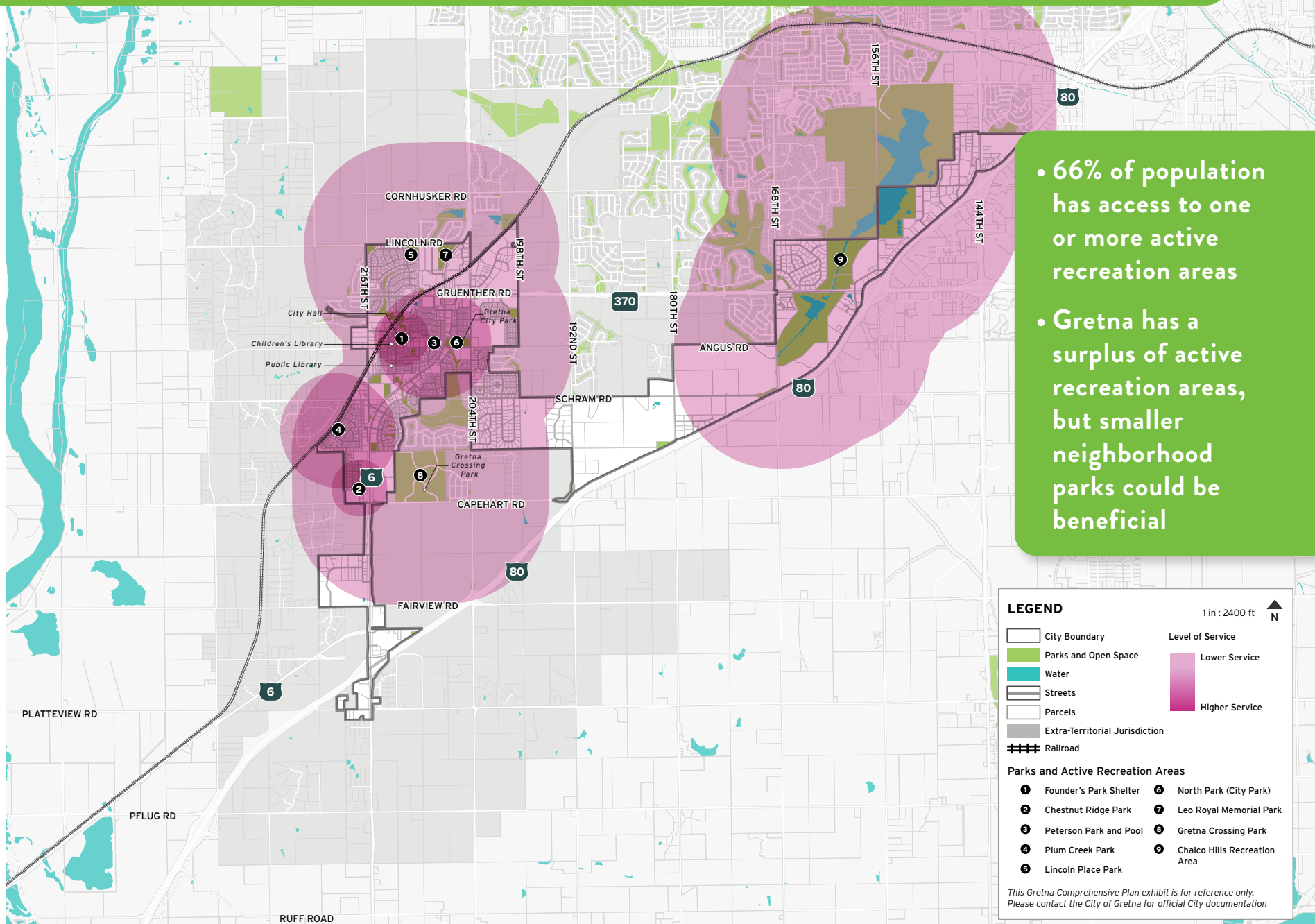
In addition to services, stormwater and utility infrastructure must keep pace with growth.



# COMMUNITY FACILITIES + SERVICES



# PARKS + RECREATION LEVEL OF SERVICE



- 66% of population has access to one or more active recreation areas
- Gretna has a surplus of active recreation areas, but smaller neighborhood parks could be beneficial

**LEGEND** 1 in : 2400 ft

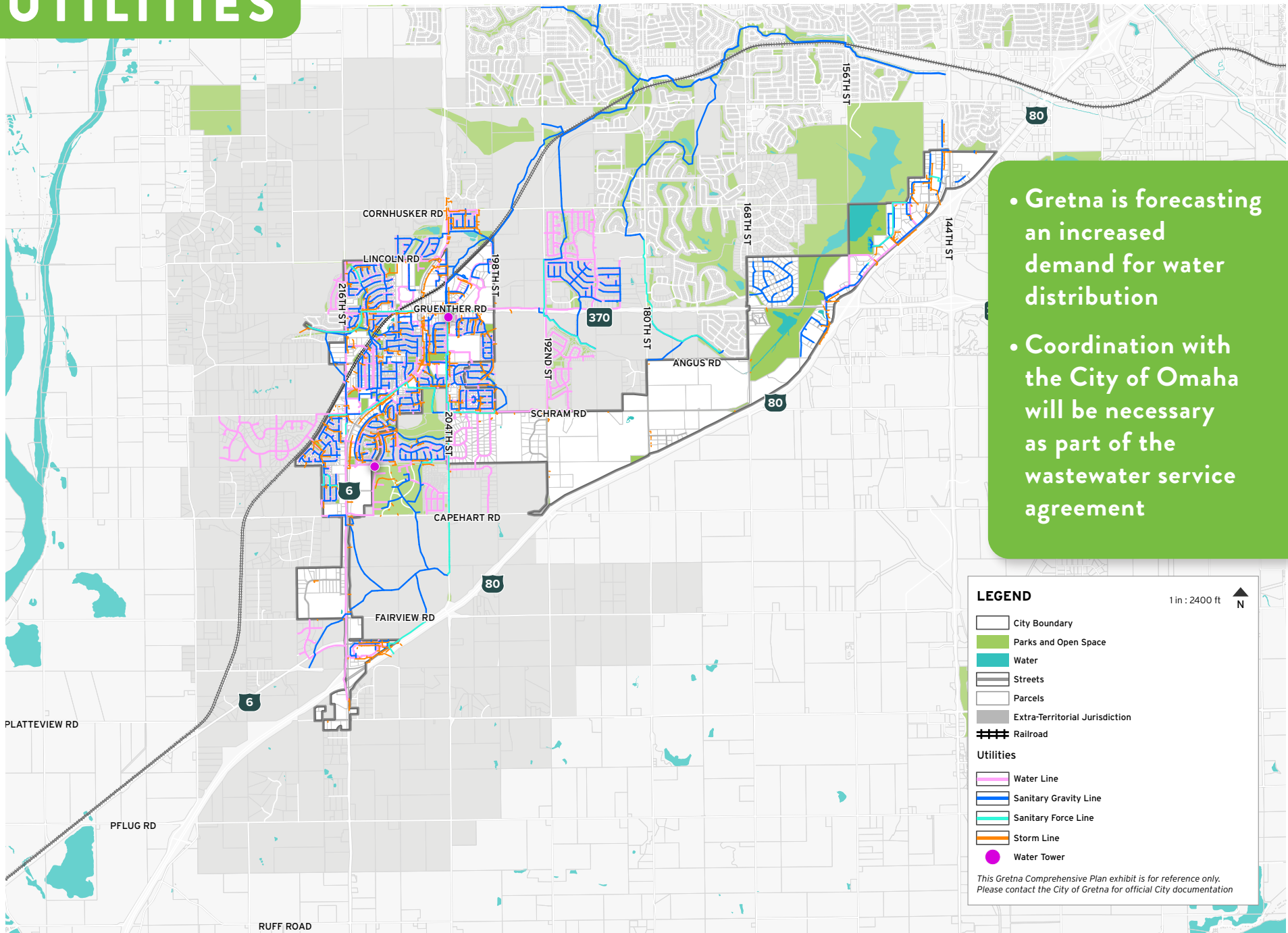
	City Boundary		Level of Service
	Parks and Open Space		Lower Service
	Water		Higher Service
	Streets		
	Parcels		
	Extra-Territorial Jurisdiction		
	Railroad		

**Parks and Active Recreation Areas**

<b>1</b> Founder's Park Shelter	<b>6</b> North Park (City Park)
<b>2</b> Chestnut Ridge Park	<b>7</b> Leo Royal Memorial Park
<b>3</b> Peterson Park and Pool	<b>8</b> Gretna Crossing Park
<b>4</b> Plum Creek Park	<b>9</b> Chalco Hills Recreation Area
<b>5</b> Lincoln Place Park	

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# UTILITIES



- Gretna is forecasting an increased demand for water distribution
- Coordination with the City of Omaha will be necessary as part of the wastewater service agreement

**LEGEND** 1 in : 2400 ft

- City Boundary
- Parks and Open Space
- Water
- Streets
- Parcels
- Extra-Territorial Jurisdiction
- Railroad

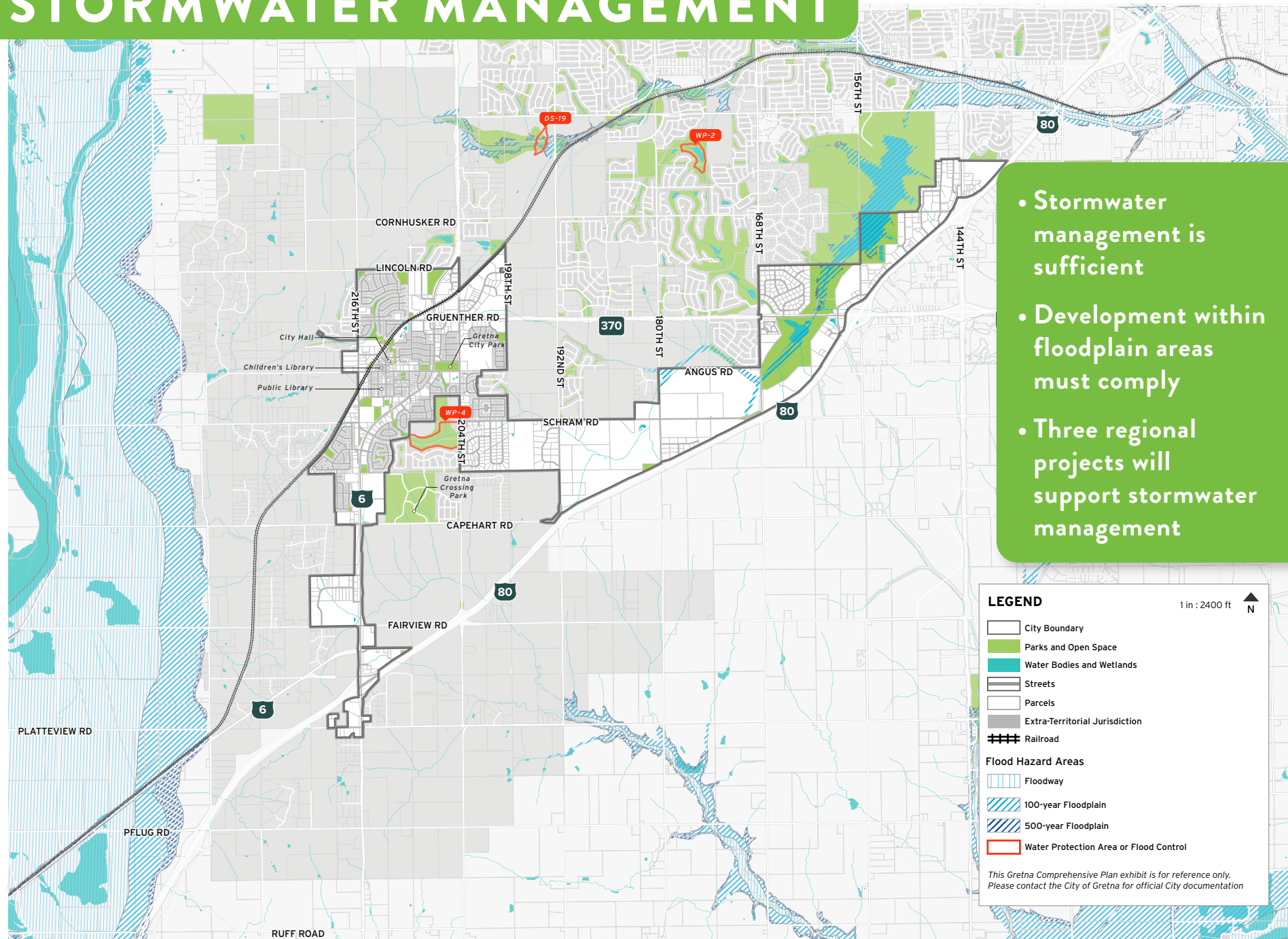
**Utilities**

- Water Line
- Sanitary Gravity Line
- Sanitary Force Line
- Storm Line
- Water Tower

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# STORMWATER MANAGEMENT



- Stormwater management is sufficient
- Development within floodplain areas must comply
- Three regional projects will support stormwater management

**LEGEND** 1 in : 2400 ft

- City Boundary
- Parks and Open Space
- Water Bodies and Wetlands
- Streets
- Parcels
- Extra-Territorial Jurisdiction
- Railroad

**Flood Hazard Areas**

- Floodway
- 100-year Floodplain
- 500-year Floodplain
- Water Protection Area or Flood Control

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# COMMUNITY SYSTEMS

## KEY RECOMMENDATIONS



### *Community Facilities*

- Ensure all community services have adequate staff, premier facilities, and competitive salary and benefits to remain a competitive place to work within the region and to accommodate current community needs and future growth.
- Develop a Parks and Trails Plan to help guide staff and decision-making.
- Continue administrative support to aid in communication and collaboration between staff, departments, and the community.
- Expand Fire and EMT services and facilities to accommodate future growth.
- Develop a new community civic center for all City services and libraries to meet current needs, expand offerings, and accommodate the growing population.

### *Utilities & Stormwater*

- Encourage development within the Zone 2 (high capacity) water tower at the south side of the municipal limits.
- Coordinate future anticipated sanitary wastewater demand with City of Omaha Wastewater Treatment and Sarpy County Wastewater Agency.
- Continue to encourage post-construction Best Management Practices for water quality and consider additional peak flow reduction requirements to help in areas of localized flooding.

