



A Comprehensive Plan by and for the people of Gretna because our future matters, our community matters, and Gretna matters.

WELCOME TO THE VISIONING WORKSHOP!

The City of Gretna, NE has partnered with the Lakota Group to update the Comprehensive Plan. The way we live, work, shop, and play are constantly evolving, and people have new expectations and aspirations for the places they call home. We want to make Gretna the best it can be now and into the future and this Comprehensive Plan update will help us do that!

We need your help! You know Gretna best. Explore the workshop exhibits to learn more about the City's existing conditions, future goals and strategies, and potential growth scenarios. Your input is critical to help define a community vision for Gretna 2040.

TODAY IS ABOUT YOU! TO PARTICIPATE:

1. Sign in and fill out a name tag.
2. Grab a hand-out and pen.
3. Review and engage with the workshop exhibits.
4. The workshop exercises are also online, scan the QR code to take the survey and share the link with family, friends, and neighbors who couldn't make it!



Share Ideas

Read the information that the planning team has gathered and engage in the exercises to share ideas!



Talk to us!

We are here to talk to you and answer any questions! Ask us about the topics that matter most to you.

VISIT US AT _____

GretnaCompPlan.com

PROJECT OVERVIEW



PROJECT TIMELINE



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.

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan - often called a general plan or "community plan" - is a long-range planning document a local government adopts expressing a community's overarching vision, goals, policies, and strategies for the future growth and development of a community.

WHAT DOES THIS MEAN FOR GREटना?

The City of Gretna is updating its Comprehensive Plan to guide growth over the next 10 to 20 years. Gretna is growing at a rapid rate. A comprehensive plan will help to guide growth and ensure that the community has a say in the City's development. The updated comprehensive plan will address key issues such as sustainability, resiliency, and economic development. The end result of this planning process will be a holistic, forward-looking plan that can help Gretna create the future its community desires. Above all, this plan will capitalize on what makes Gretna unique, helping to maintain its charming small-town feel, while still welcoming new opportunities for its residents and businesses.

GRETNA SPEAKS



Check out the community engagement highlights below from phase 1 that summarize what we heard from you!

ENGAGEMENT BY THE NUMBERS

To create a plan that truly reflects the needs and desires of the community, it is essential we hear from you. The numbers below underscore the ways in which the community has been involved!

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

SOAR ANALYSIS

The primary goal of the SOAR analysis was to inspire and guide positive change, growth, and development by emphasizing the community's strengths and possibilities. The following summarizes Gretna's key values and aspirations for the future.

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

KEY THEMES

The following are the key themes that emerged from phase 1 community engagement.

#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.

SCENARIO PLANNING



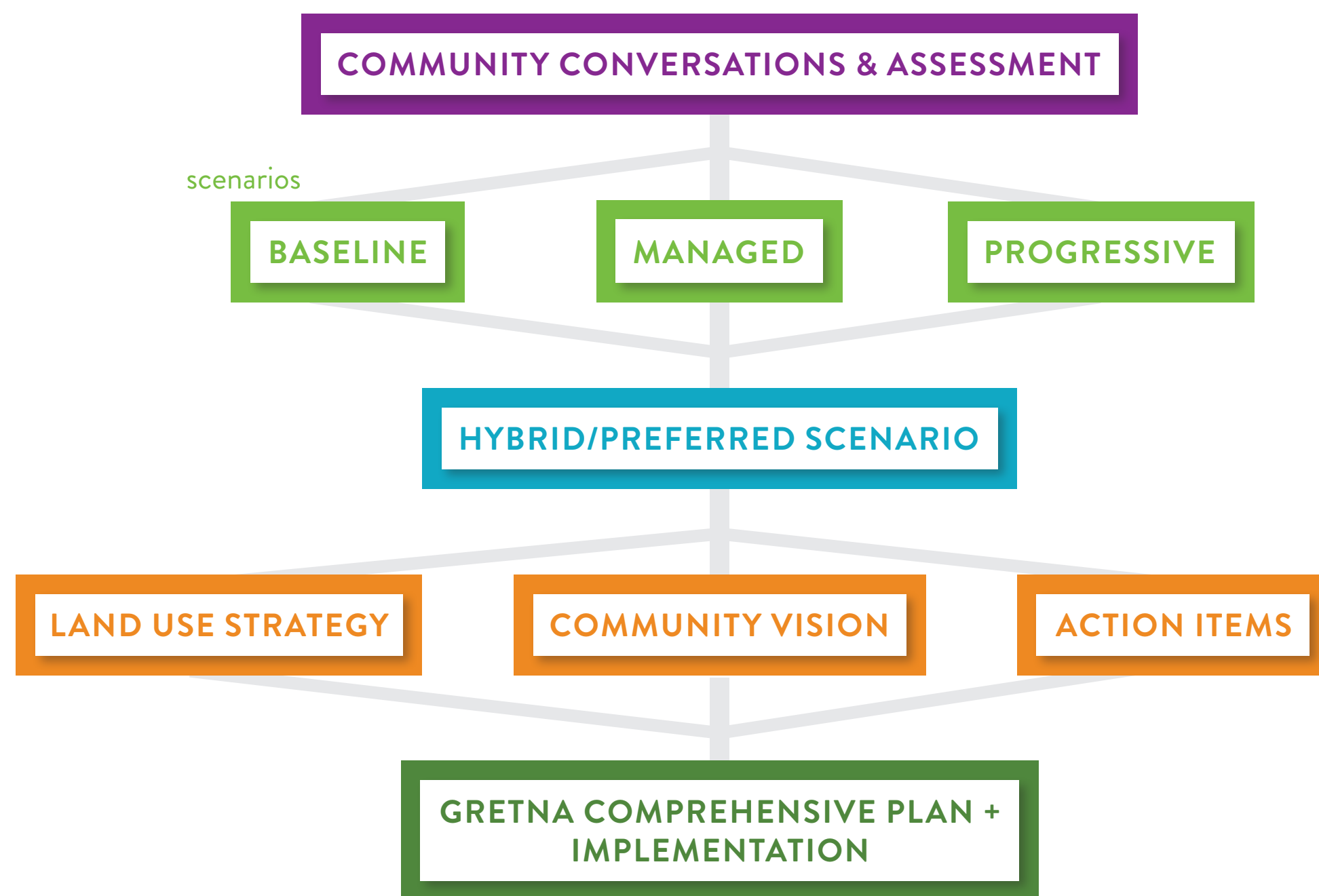
WHY SCENARIO PLANNING?

Gretna stands out as one of the **fastest-growing cities in the most rapidly expanding county in Nebraska**. Since 2010, Gretna's population has nearly doubled, and projections suggest that this growth trend will persist. To visualize the potential trajectory of Gretna's future development, **three conceptual scenarios have been developed**, taking into account existing development pressures, City planning initiatives, and future development ideas for various areas within the City.

It is crucial to note that **these scenarios are purely conceptual and do not represent finalized plans** for growth. Rather, their purpose is to encourage the community to **think strategically about the future**, fostering feedback and discussions on the desired nature of Gretna's growth. The expectation is not that each concept will unfold precisely as depicted, but rather to provide a **broad overview of potential development types and locations** within and around the City.

In response to input and feedback from these scenarios, a preferred scenario will develop and serve as the foundation for the new Gretna Comprehensive Plan. This preferred scenario **aims to shape the community vision, guide future land use strategies, and outline actionable steps** for implementation.

THE SCENARIO PROCESS



GROWTH PROJECTIONS

Future population is contingent upon various local and regional factors that are difficult to predict - economics, availability of jobs and housing, new businesses and industries, the city's infrastructure, and the community's receptiveness to future growth. It is predicted Gretna will continue to grow significantly over the next 20 years. The following projections were considered in the development of the planning scenarios.

GRETNA + PLANNING AREA (PA) 2023 BASELINE

Population: 9,548 | PA: 24,359
 Households: 3,228 | PA: 7,979
 Household Size: 2.94 | PA: 3.04
 Housing Units: 3,399 | PA: 8,320
 Employment: 8,762*** | PA: 9,860***
 Jobs Housing Balance: 2.6 | PA: 1.19

ESRI BUSINESS ANALYST* 2040 PROJECTIONS

25% Overall Growth by 2040

Population: 11,950 | PA: 30,490
 Households: 4,040 | PA: 9,990
 Housing Units: n/a
 Employment: n/a
 Jobs Housing Balance: n/a

2022 WATER STUDY 2040 PROJECTIONS**

78% Overall Growth by 2040

Population: 17,000 | PA: 43,360****
 Households: 7,390 | PA: 16,000****
 Housing Units: n/a
 Employment: n/a
 Jobs Housing Balance: n/a

**Projections are from Gretna's Water Supply Evaluation and Future Needs Study done in 2022.

*ESRI is a demographic data provider.

***Employment numbers for 2023 were based on 2011-2021 employment numbers from OntheMap, with an approximate 4.1% annual growth rate.

****Projections for the Planning Area were not a part of the 2022 Water Study. The 78% overall growth forecasted for Gretna was applied to the Planning Area projections by the Planning Team.

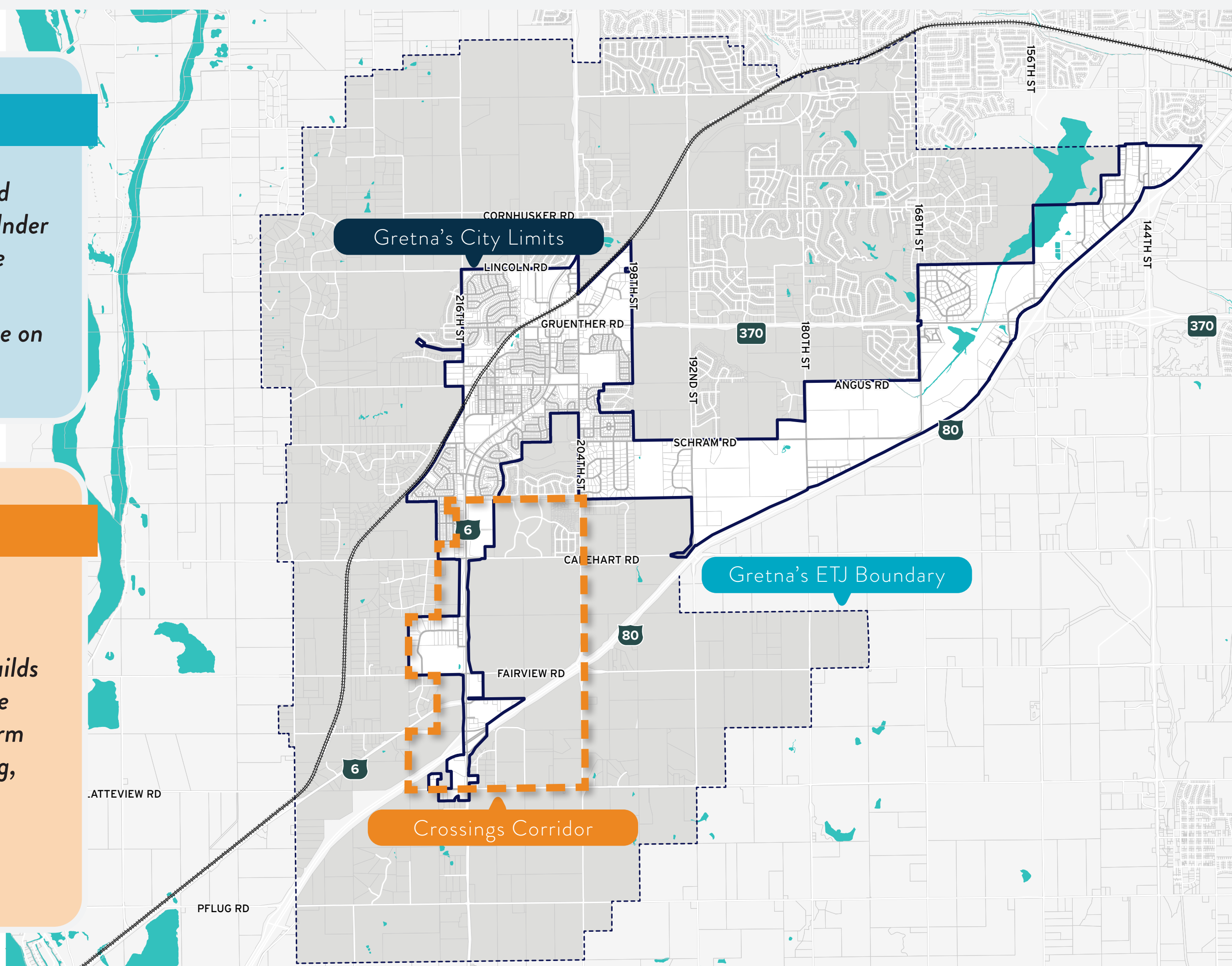
EXTRATERRITORIAL JURISDICTION (ETJ):

The Extraterritorial Jurisdiction (ETJ) of a city is the unincorporated area two miles beyond and adjacent to the city's corporate limits. Under Nebraska State Law the city within the ETJ has zoning and land use regulation over the area.

Gretna's ETJ or Planning Area is represented by the dashed blue line on the map to the right.

THE CROSSINGS CORRIDOR:

The City of Gretna adopted The Crossing Corridor Master Plan in 2022 to identify a unified vision and a plan for the growth and development of the Highway 31 and I-80 corridor area. The plan builds on the creation of Gretna Crossing Park, at the Northern end of the corridor. The plan is built on the following goals: ensure the long-term fiscal health of Gretna, create a unique identity for Gretna Crossing, enhance Gretna's quality of life, and enhance the recent park and recreation investment. These scenarios take into consideration the potential impact of growth and development within this area.



SCENARIO PLANNING



HOW TO REVIEW THE SCENARIOS?

The following exhibits cover three future scenarios for Gretna 2040. Each scenario is described across two boards, the graphic below provides an overview of each component of the scenario. As you review the exhibits, provide your thoughts and comments on the handout. Look for a Planning Team member if you have any questions!

STATION 2: 2040 Scenarios
BASELINE GROWTH SCENARIO
ENHANCED HOMETOWN

A continuation of today's development patterns.
 In this envisioned future, Gretna 2040 is set to undergo significant growth and development within the Extraterritorial Jurisdiction (ETJ) with some infill within the City's corporate limits. Consistent with recent development trends, the City of Gretna evolves with a dispersed pattern of growth across the entire Planning Area. Anticipated growth maintains a preference for single-use, low-density development, and there is a noticeable expansion of intensities of use emanating from suburban development.

50% GROWTH
 Planning Area Demographic Estimates

14,600 MORE PEOPLE	4,790 MORE HOUSEHOLDS	5,000-5,900 HOUSES/DOWNSHOOTS	5,900 MORE JOBS
--------------------	-----------------------	-------------------------------	-----------------

IN 2040...

- THE DOWNTOWN:** The City's business attraction program for the Downtown brings anchor neighborhood-serving commercial uses to McKenna Avenue. This initiative stimulates placemaking and reinforces the City's community events, such as the Farmers Market and Gretna Days, fostering a charming and historic city center.
- HOUSING:** Single-family, for-sale housing dominates the housing market, with development primarily occurring in suburban subdivisions within the ETJ. The housing options range from low to medium-density with small-lot single-family homes and townhomes and condominiums, providing a degree of housing diversity.
- ECONOMIC NODES:** A new community center east of Highway 6 spurs mixed-use development and activates the area surrounding Gretna Crossing Park. Industrial development continues to pop up south of I-80.
- THE CORRIDORS:** Zoning regulations and a wayfinding & signage program have strengthened Gretna's visual identity along Highway 6 and 370. Strip centers, big boxes, and shopping centers dominate the frontage along Highway 6 and 370 and the main thoroughfares continue to be auto-oriented in nature.
- PARKS & OPEN SPACE:** Gretna is well-served by parks and open space but limited connections between assets prevails, hindering a multi-modal connected green network.
- INFRASTRUCTURE & SERVICES:** An outward expansion of infrastructure, from multiple providers, serves the newly developed areas. A new school is likely needed to accommodate new growth in the School District.

DEVELOPMENT OUTCOMES IN 2040

HOUSING MIX Limited Choice Variety of Options Following existing trends, 85% of residential new development is single-family.	JOB-HOUSING PROXIMITY Limited Potential Greatest Potential Service jobs dominate Gretna's employment and 85% of employees live outside the community.	ACTIVITY NODES Few Centers Multiple Centers Few neighborhood centers envisioned while shopping centers dominate the commercial market.
PROXIMITY TO ASSETS Less Walkable More Walkable Limited walkability between community assets such as schools, parks, neighborhoods, shopping, and services.	MOBILITY OPTIONS Auto-Modal Multi-Modal Options Car usage increases to meet daily needs.	CITY FACILITIES & SERVICES Central Service Area Three District Service Areas Public infrastructure like water and sewer and services such as schools, trash, and fire services to new areas.

DEMOGRAPHIC ESTIMATES

The summary highlights the potential population, housing, and employment impacts the scenario may have on Gretna. Numbers are based on a percentage of overall growth from 2023 numbers.

KEY FACTORS

The "In 2040"... key factors provide a picture of what this future may look like for key topic areas.

DEVELOPMENT OUTCOMES

The scales in the development outcomes depict Gretna 2040 based on a range of variables. Read the caption below each to better understand the outcome.

STATION 2: 2040 Scenarios
BASELINE GROWTH SCENARIO
ENHANCED HOME TOWN
 GROWTH FRAMEWORK

GROWTH FRAMEWORK

The growth framework depicts where and what type of growth and development might happen and provides example images for what the character may be. The "growth areas" are not exact but mark the general location for future growth.

DEVELOPMENT ASSUMPTIONS

- Investment in activating the historic Downtown through business attraction and retention strategies as well as placemaking initiatives.
- New civic use and mixed-use off Gretna Crossing Park.
- New regional commercial along Highway 6 in the Crossings Corridor.
- New industrial and commercial growth south of I-80 defining an industrial district.
- Focus on new single-family residential around the periphery of the City.
- Open space and agricultural preservation along the periphery of the City for anticipated growth and development.

DEVELOPMENT ASSUMPTIONS

The assumptions expand on the growth framework to describe the type of development that may occur.

PLANNING SCENARIOS

As you review the planning scenarios on the following exhibits consider the following: **Does this scenario represent the Vision for Gretna's future? What do I like or dislike about this scenario? What is my vision for Gretna's future? Is there anything not shown that I'd like to see as a part of Gretna's future?** Use the handout to respond to the planning scenarios.

Baseline Growth Scenario

ENHANCED HOMETOWN

- Significant population growth
- Residential expansion into the Extraterritorial Jurisdiction (ETJ)
- New Downtown district with small town charm
- Some new industrial uses and local employment growth

Managed Growth Scenario

VIBRANT & ACTIVE CITY

- Significant population growth
- Managed housing and commercial expansion into the Extraterritorial Jurisdiction (ETJ)
- New housing options and density
- Transforming downtown district
- Strong connectivity throughout the community
- New industrial uses and local employment growth

Progressive Growth Scenario

REGIONAL DESTINATION

- Significant population and employment growth
- Realized Crossings Corridor and Industrial District
- Strong housing market with a mixed-use and multi-family development focus
- Thriving downtown district and neighborhoods

BASELINE GROWTH SCENARIO

ENHANCED HOMETOWN



A continuation of today's development patterns.

In this envisioned future, Gretna 2040 is set to undergo significant growth and development within the Extraterritorial Jurisdiction (ETJ) with some infill within the City's corporate limits. Consistent with recent development trends, the City of Gretna evolves with a dispersed pattern of growth across the entire Planning Area. Anticipated growth maintains a preference for single-use, low-density development, and there is a noticeable expansion of intensities of use emanating from suburban development.

Planning Area Demographic Estimates

14,600 MORE PEOPLE **4,790** MORE HOUSEHOLDS **5,000+** HOUSING UNITS ADDED **5,900** MORE JOBS

IN 2040...

- **THE DOWNTOWN:** The City's business attraction program for the Downtown brings anchor neighborhood-serving commercial uses to McKenna Avenue. This initiative stimulates placemaking and reinforces the City's community events, such as the Farmers Market and Gretna Days, fostering a charming and historic city center.
- **HOUSING:** Single-family, for-sale housing dominates the housing market, with development primarily occurring in suburban subdivisions within the ETJ. The housing options range from low to medium-density with small-lot single-family homes and townhomes and condominiums, providing a degree of housing diversity.
- **ECONOMIC NODES:** A new community center east of Highway 6 spurs mixed-use development and activates the area surrounding Gretna Crossing Park. Industrial development continues to pop up south of I-80.
- **THE CORRIDORS:** Zoning regulations and a wayfinding & signage program have strengthened Gretna's visual identity along Highway 6 and 370. Strip centers, big boxes, and shopping centers dominate the frontage along Highway 6 and 370 and the main thoroughfares continue to be auto-oriented in nature.
- **PARKS & OPEN SPACE:** Gretna is well-served by parks and open space but limited connections between assets prevails, hindering a multi-modal connected green network.
- **INFRASTRUCTURE & SERVICES:** An outward expansion of infrastructure, from multiple providers, serves the newly developed areas. A new school is likely needed to accommodate new growth in the School District.

DEVELOPMENT OUTCOMES IN 2040

HOUSING MIX

Limited Choice Variety of Options

Following existing trends, 85% of residential new development is single-family.

JOB-HOUSING PROXIMITY

Limited Potential Greatest Potential

Service jobs dominate Gretna's employment and 85% of employees live outside the community.

ACTIVITY NODES

Few Centers Multiple Centers

Few neighborhood centers envisioned while shopping centers dominate the commercial market.

PROXIMITY TO ASSETS

Less Walkable More Walkable

Limited walkability between community assets such as schools, parks, neighborhoods, shopping, and services.

MOBILITY OPTIONS

Auto-Oriented Multi-Modal Options

Car usage increases to meet daily needs.

CITY FACILITIES & SERVICES

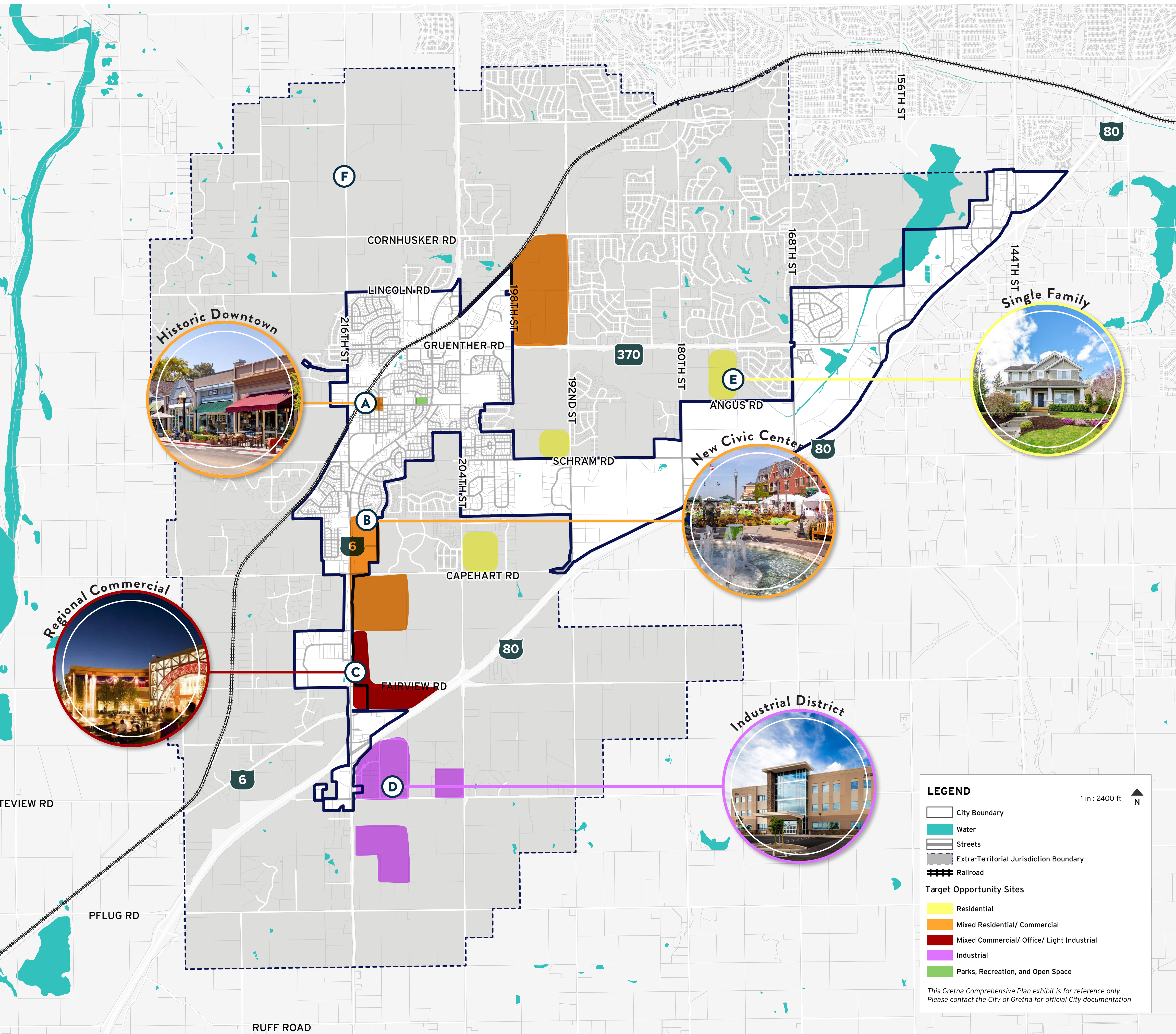
Expanded Service Area Invest within Service Area

Public infrastructure like water and sewer and services such as schools must expand distribution to new areas.

BASELINE GROWTH SCENARIO

ENHANCED HOME TOWN

GROWTH FRAMEWORK

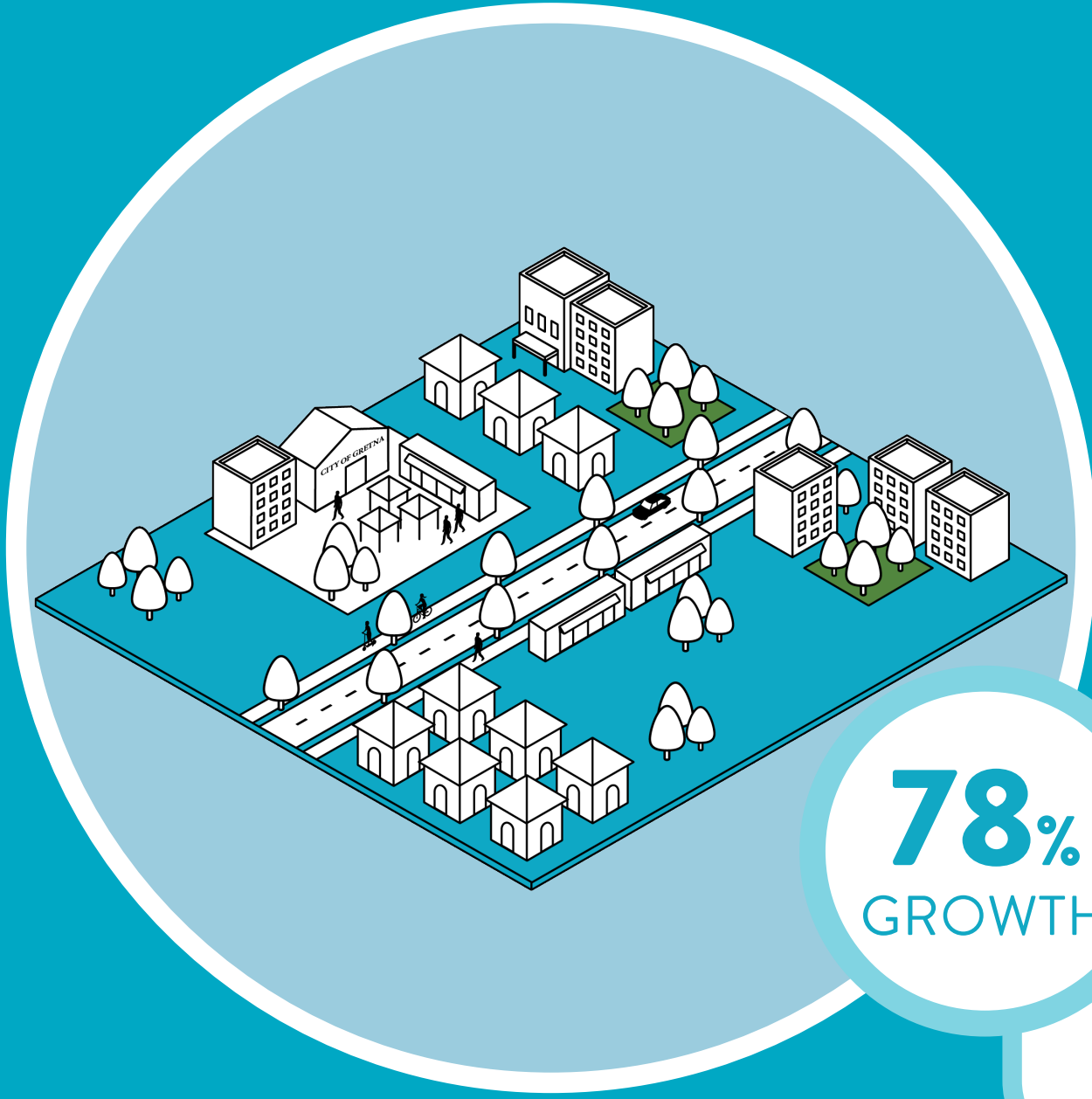


DEVELOPMENT ASSUMPTIONS

- Ⓐ Investment in activating the historic Downtown through business attraction and retention strategies as well as placemaking initiatives.
- Ⓑ New civic use and mixed-use off Gretna Crossing Park.
- Ⓒ New regional commercial along Highway 6 in the Crossings Corridor.
- Ⓓ New industrial and commercial growth south of I-80 defining an industrial district.
- Ⓔ Focus on new single-family residential around the periphery of the City.
- Ⓕ Open space and agricultural preservation along the periphery of the City for anticipated growth and development.

MANAGED GROWTH SCENARIO

VIBRANT & ACTIVE CITY



A managed approach to today's development patterns.

This scenario envisions Gretna 2040 as a vibrant and active City that experiences significant controlled growth in the Extraterritorial Jurisdiction (ETJ) with a focus on mixed-use development within the City's corporate limits. Local planning efforts and economic development strategies improve quality of life, diversify the housing mix, and strengthen the connectivity network.

Planning Area Demographic Estimates

19,000
MORE PEOPLE

6,380
MORE HOUSEHOLDS

6,490+
HOUSING UNITS ADDED

7,690
MORE JOBS

IN 2040...

- **THE DOWNTOWN:** The City initiates a business attraction program for the Downtown drawing anchor neighborhood serving commercial uses to McKenna Avenue. This spurs development interest in key opportunity sites downtown for infill mixed-use and dense residential bringing more people to the historic downtown.
- **HOUSING:** New dense residential developments are introduced around the periphery of the City as well as residential infill within City limits. A variety of housing options at varying price points brings in new young families, the workforce, and opens options for empty nesters.
- **ECONOMIC NODES:** A new community center east of Highway 6 spurs mixed-use development and activates the area surrounding Gretna Crossing Park. Mixed-use development spurs activity at Gruenther Road and Highway 6 creating a vibrant entrance to the community. A strong industrial business park defines the area south of I-80 strengthening the tax base.
- **THE CORRIDORS:** Zoning regulations and a wayfinding & signage program have strengthened Gretna's visual identity along Highway 6 and 370.
- **PARKS & OPEN SPACE:** Gretna is well-served by parks and open space and a City-wide initiative creates a community-wide trail system connecting City assets.
- **INFRASTRUCTURE & SERVICES:** More density and development within City limits strengthens the infrastructure system, minimal expansion of infrastructure is needed but services must expand to accommodate a growing population.

DEVELOPMENT OUTCOMES IN 2040

HOUSING MIX

Limited Choice Variety of Options

Progress bar: 75% (from Limited Choice to Variety of Options)

New residential development provides housing type and price point variety.

JOB-HOUSING PROXIMITY

Limited Potential Greatest Potential

Progress bar: 60% (from Limited Potential to Greatest Potential)

Diversity in housing options and new employment creates more potential for proximity of jobs to homes.

ECONOMIC NODES

Few Centers Multiple Centers

Progress bar: 80% (from Few Centers to Multiple Centers)

Multiple activity centers - strong historic center, new mixed-use community center, and a mixed-use anchor at Hwy 6 and 370.

PROXIMITY TO ASSETS

Less Walkable More Walkable

Progress bar: 70% (from Less Walkable to More Walkable)

New trail system between community assets and denser neighborhoods that provide amenities to meet daily needs.

MOBILITY OPTIONS

Auto-Oriented Multi-Modal Options

Progress bar: 50% (from Auto-Oriented to Multi-Modal Options)

Car usage still dominates mobility options but a new trail system increases mobility options.

CITY FACILITIES & SERVICES

Expanded Service Area Invest within Service Area

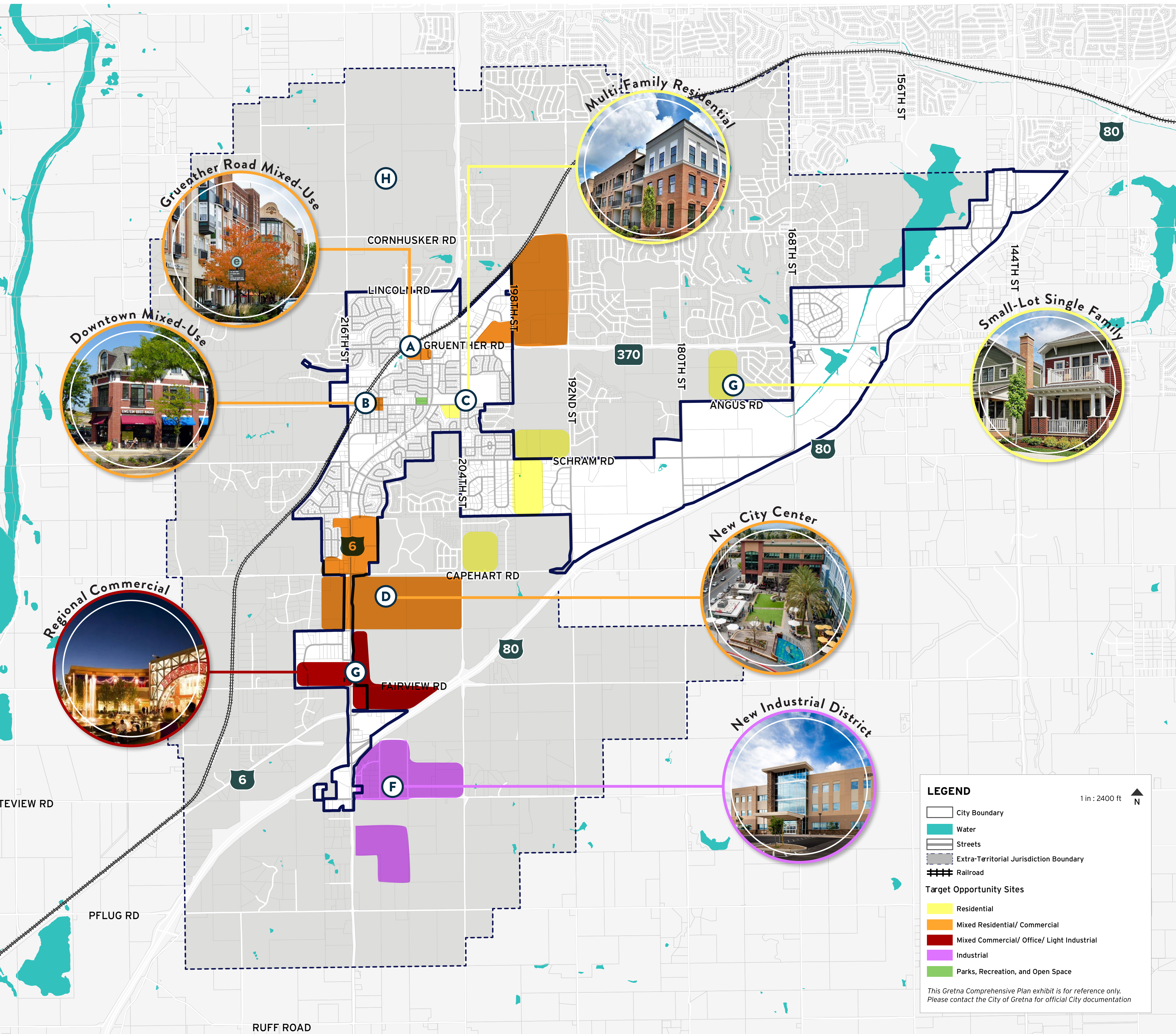
Progress bar: 65% (from Expanded Service Area to Invest within Service Area)

Investment within the Service Area strengthens facilities and services.

MANAGED GROWTH SCENARIO

VIBRANT & ACTIVE CITY

GROWTH FRAMEWORK



DEVELOPMENT ASSUMPTIONS

- Ⓐ Shopping Center at Gruenther Road and Highway 6 has been redeveloped as a mixed-use commercial center bringing more residential, neighborhood serving commercial, and office uses to the corridors.
- Ⓑ Investment in activating the historic Downtown spurs redevelopment opportunities and infill residential.
- Ⓒ New infill residential within City limits.
- Ⓓ New civic center off Gretna Crossing Park activating the Gretna Crossings Corridor and introducing a new vibrant city center.
- Ⓔ New industrial and commercial growth south of I-80 defining an industrial district.
- Ⓕ Focus on new mixed residential neighborhoods around the periphery of the City with City services, connectivity, and vibrancy as the focus of development principles.
- Ⓖ New regional commercial along Highway 6 in the Crossings Corridor.
- Ⓗ Open space and agricultural preservation along the periphery of the City for anticipated growth and development.

PROGRESSIVE GROWTH SCENARIO

REGIONAL DESTINATION

A strategic approach to growth with a focus on the City's activity generating districts & corridors.

In this scenario, Gretna 2040 emerges as a regional destination, driven by substantial population and employment growth within the City. This growth trajectory is strategically concentrated in and around key economic districts, including Gretna Landing, The Crossings Corridor, and Downtown, as well as along major commercial corridors such as Highway 370, 6, and I-80. The focus of this growth is on establishing economic centers, creating vibrant and livable spaces, and ensuring a diverse land use mix.



115%
GROWTH

Planning Area Demographic Estimates

28,000
MORE PEOPLE

9,170
MORE HOUSEHOLDS

9,500+
HOUSING UNITS ADDED

11,400
MORE JOBS

IN 2040...

- **THE DOWNTOWN:** The downtown area offers a safe, high-quality, and walkable environment with small commercial and entertainment businesses attracting both locals and visitors. This growth has sparked infill residential development, leading to an increase in density and housing options in the surrounding neighborhoods.
- **HOUSING:** Residential development provides a variety of housing choices with an emphasis on mixed-use and multi-family. Residential development is concentrated on infill in vacant parcels within City limits and on the periphery within the ETJ.
- **ECONOMIC NODES:** The growth rate has accelerated as the local economy expands and diversifies, leveraging the community's strategic location in the region. The City has prioritized economic development efforts, focusing on strengthening economic districts and expanding the entertainment, healthcare, manufacturing, and industrial sectors.
- **THE CORRIDORS:** Zoning regulations and a wayfinding & signage program have strengthened Gretna's visual identity along Highway 6 and 370. A new interchange alleviates traffic patterns on both highways and brings to life a new commercial corridor. New commercial sites along the corridors have been designated to meet demand and provide a range of commercial services.
- **PARKS & OPEN SPACE:** Gretna is well-served by parks and open space and a City-wide initiative creates a community-wide trail system connecting City assets.
- **INFRASTRUCTURE & SERVICES:** Utility extensions, transportation improvements, and protection of environmentally sensitive areas will be needed to support new development. This intensity of growth will impact schools, police, fire, waste management, and other essential services.

DEVELOPMENT OUTCOMES IN 2040

HOUSING MIX

Limited Choice Variety of Options

Progress bar: ~50% (from Limited Choice to Variety of Options)

About 50% of residential new development is multi-family, single-family attached, or mixed-use.

JOB-HOUSING PROXIMITY

Limited Potential Greatest Potential

Progress bar: ~60% (from Limited Potential to Greatest Potential)

Gretna's job market and housing market has diversified strengthening the community as a place to live and work.

ACTIVITY NODES

Few Centers Multiple Centers

Progress bar: ~70% (from Few Centers to Multiple Centers)

Many new economic activity centers are envisioned concentrated around commercial districts and corridors, such as downtown.

PROXIMITY TO ASSETS

Less Walkable More Walkable

Progress bar: ~80% (from Less Walkable to More Walkable)

Most development is within walking distance to City amenities such as parks, shopping, and schools.

MOBILITY OPTIONS

Auto-Oriented Multi-Modal Options

Progress bar: ~75% (from Auto-Oriented to Multi-Modal Options)

Most growth and development provides the option for walking and biking.

CITY FACILITIES & SERVICES

Expanded Service Area Invest within Service Area

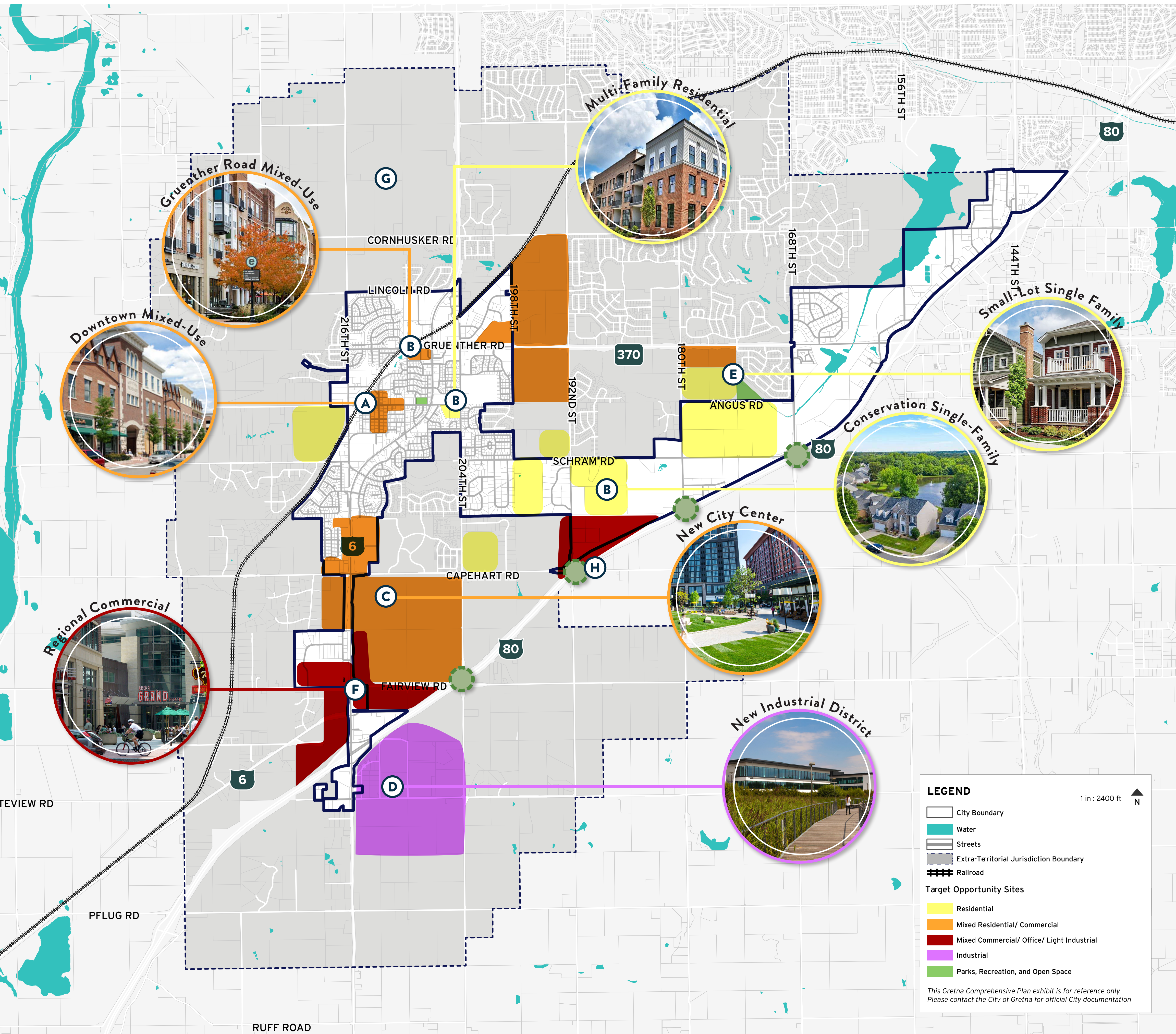
Progress bar: ~65% (from Expanded Service Area to Invest within Service Area)

Public infrastructure like water and sewer and services such as schools must expand distribution to new areas.

PROGRESSIVE GROWTH SCENARIO

REGIONAL DESTINATION

GROWTH FRAMEWORK



DEVELOPMENT ASSUMPTIONS

- Ⓐ Investment in the historic Downtown spurs redevelopment opportunities and infill residential to the surrounding neighborhood.
- Ⓑ New infill residential within City limits.
- Ⓒ New civic center off Gretna Crossing Park activating the Gretna Crossings Corridor and bringing a new vibrant city center.
- Ⓓ New industrial and commercial growth south of I-80 defining an industrial district.
- Ⓔ Focus on new mixed residential neighborhoods around the periphery of the City with City services, connectivity, and vibrancy as the focusing development principles.
- Ⓕ New regional commercial and business park along Highway 6 in the Crossings Corridor.
- Ⓖ Open space and agricultural preservation along the periphery of the City for anticipated growth and development.
- Ⓗ New interchange off I-80 alleviates traffic on highway 6 and 370 and brings to life a new commercial corridor.

ABOUT THE FRAMEWORK

WHAT IS A PLANNING FRAMEWORK?



A Planning Framework serves as a blueprint or roadmap for achieving a Community's vision for the future. The Gretna Comprehensive Plan Framework is organized around 5 Planning Principles. The planning team determined these principles through conversations and workshops with residents, businesses, City staff, and other important stakeholders. The team analyzed community feedback, taking note of Gretna's needs, the community's desires, and the City's most beloved features. Each of the Planning Principles represents a key aspect of Gretna - a primary topic area - that will be supported and fostered by the Comprehensive Plan.

GRETNA'S PLANNING FRAMEWORK



HOW IT WORKS

Goals, Strategies, and Actions create the roadmap to a greater Gretna.
 Small actions can be taken to achieve broader community visions!

PLANNING PRINCIPLES

key topic areas reflective of community values, formed through conversations with local stakeholders

GOALS

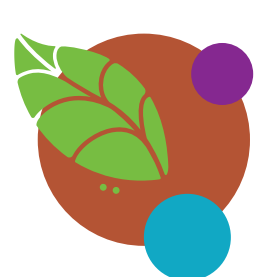
overarching statements of aim and purpose

STRATEGIES

course of action to achieve the goal and the statement of intent

ACTIONS

are steps and initiatives required to advance the strategies



HOW DO YOU FEEL ABOUT THIS PLANNING FRAMEWORK AS A GUIDE FOR GRETNA?
 Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

GUIDING PRINCIPLES



1

Principle: Foster livable neighborhoods that offer housing diversity, access to premier community services, and a rich fabric of parks, green space, and trails.

Livable neighborhoods are characterized by a balanced blend of amenities and features that contribute to a high quality of life for residents. The livable neighborhood goals and strategies seek to ensure residents can meet their daily needs, feel safe, and enjoy a sense of community and well-being.



2

Principle: Build a diverse land use mix and economy that includes a vibrant downtown, retail and housing variety, attractive commercial corridors and districts, and resilient industrial areas.

With Gretna's rapid residential growth, it will be important to maintain the qualities that attracted people to the city. Harmonious growth goals and strategies strive to expand Gretna's economy and diversify the land use mix in ways that enhance the quality of life, making the city and its residents more prosperous.



3

Principle: Cultivate an authentic sense of place through quality neighborhoods, distinct commercial corridors, and vibrant city centers that contribute to human-scaled, walkable environments.

Gretna's sense of community for residents and its small-town charm are critical aspects of the City's character. The fabric of Gretna's character includes the downtown, corridors and districts, neighborhoods, and community spaces. The authentic place-based goals and strategies will capitalize on what makes the city unique, ensuring that, as the population and physical footprint of the city continues to grow, Gretna remains true to its core values.



4

Principle: Integrate a robust mobility network to support growth and connectivity and accommodate a wide range of users including cyclists, pedestrians, vehicles, and transit.

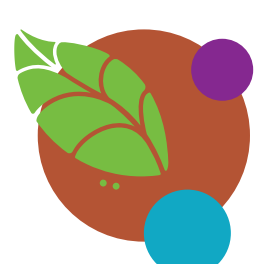
The City of Gretna's transportation infrastructure plays a pivotal role in shaping the quality of life for its residents and fostering economic vitality. The connectivity goals and strategies aim to facilitate connections to City assets, improve safety along existing roadways, and prioritize multi-modal transportation throughout the community.



5

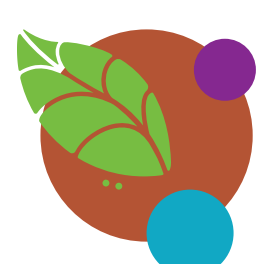
Principle: Provide high-quality community facilities, services, infrastructure, and utilities to meet the growing needs of residents and businesses, enhance their quality of life, promote health and wellness, and incorporate sustainable practices.

The City of Gretna offers residents and visitors a robust system of community resources - libraries, the park system, schools, infrastructure, and natural features. The Thriving Quality of Life goals and strategies will enhance Gretna's community systems and support a sustainable and vibrant future.



ON A SCALE OF 1 TO 3 DO THE PRINCIPLES RESONATE WITH YOU AS A GUIDE FOR GRETNA? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
-------------------	----------------	-------------------



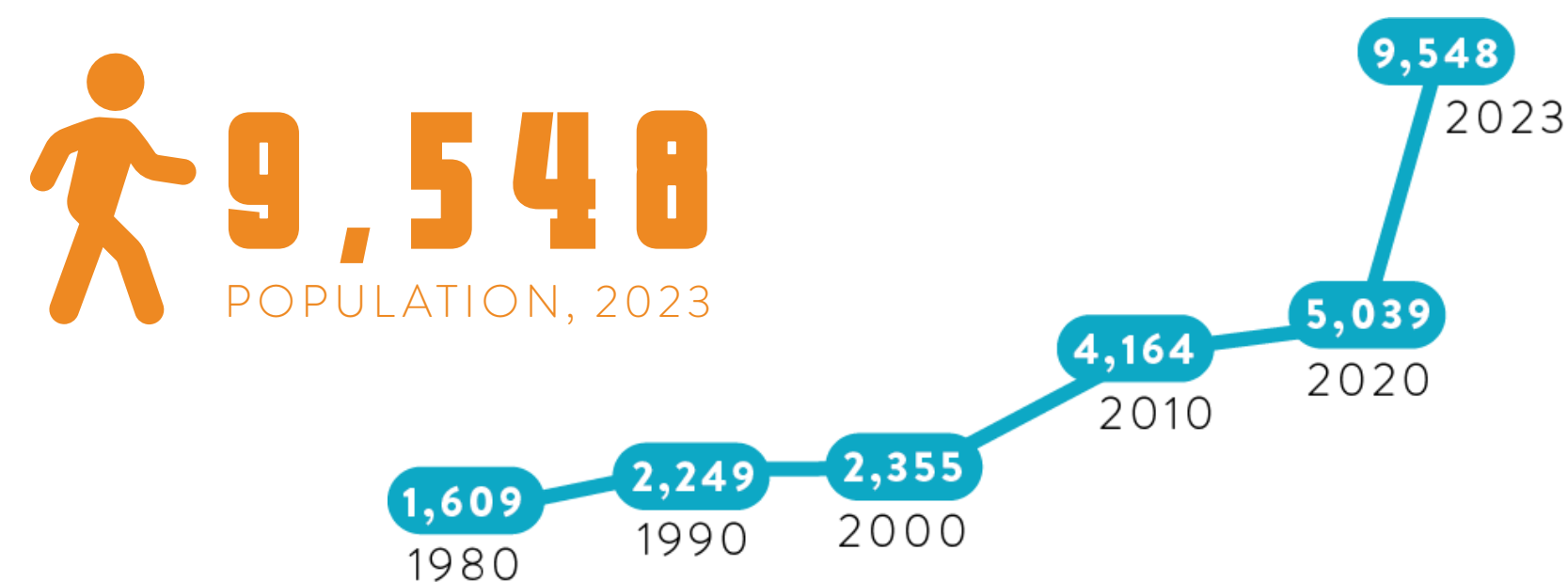
HAVE ANY OTHER THOUGHTS ABOUT THE GUIDING PRINCIPLES? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

LIVABLE NEIGHBORHOODS

KEY FINDINGS & CONSIDERATIONS

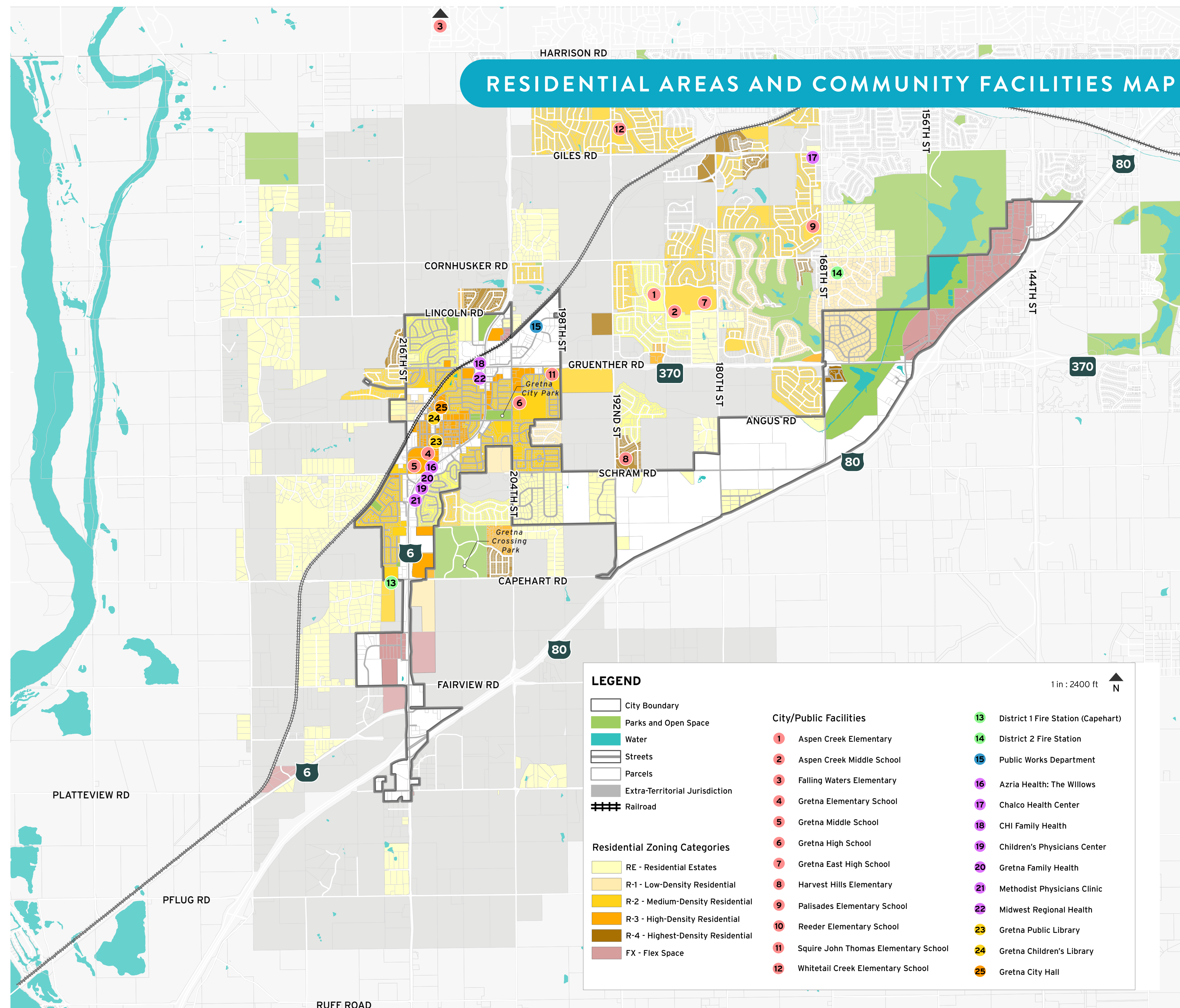
- POPULATION GROWTH
 - » Gretna's recent annexation and growth has highlighted a need for more city services and facilities.
 - » Additional public programming, through libraries or other community centers, can help foster a sense of community as more and more people move to the area.



- HOUSING
 - » Housing market is experiencing a highly dynamic period.
 - » Most residential development is single-family housing, with some housing diversity.
 - » Occupancy is estimated at 98 percent.
- ACTIVE RECREATION AREAS
 - » 66 percent of the 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.

WHAT WE HEARD:

The community has a desire to diversify the housing stock. This means providing housing at a range of price points and sizes, creating housing options for young families, young professionals, service workers, and seniors.



HARMONIOUS GROWTH

KEY FINDINGS & CONSIDERATIONS

• DOWNTOWN

- » This area is less connected to the rest of the City; visiting downtown requires intentionality.
- » Downtown Gretna has a walkable environment with lots of character, including historic homes and businesses.
- » A focused economic development strategy could create a reinvigorated nexus of activity where people want to spend time and businesses want to open their doors.



• GRETNA CROSSING

- » Now one of the regions greatest commercial draws, spurring additional development and amenities nearby.

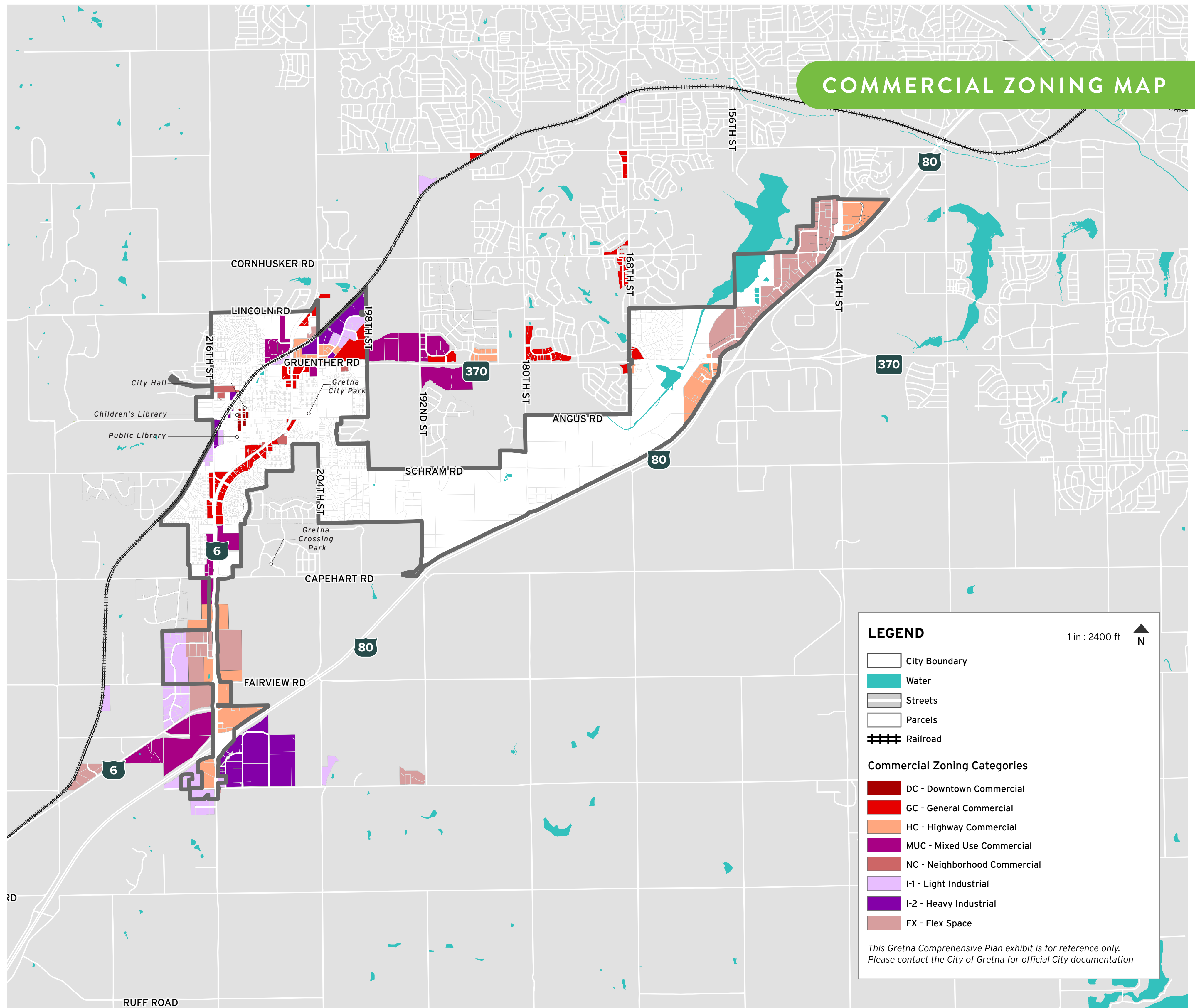
• HIGHWAY 6 AND HIGHWAY 370

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



WHAT WE HEARD:

The community wants a balanced business mix. This means encouraging economic development within all of Gretna's commercial districts, including Downtown, along highways, and within industrial districts.



AUTHENTIC PLACE

KEY FINDINGS & CONSIDERATIONS

- GREटना'S STRENGTHS
 - » A strong sense of community
 - » Small-town charm
 - » Community pride
- COMMUNITY CHARACTER
 - » The fabric of Gretna's community character includes the downtown, corridors and districts, neighborhoods, and community spaces.
 - » These elements contribute to a unified built environment, encourage a sense of place, increase property values, and attract business investment.
- URBAN DESIGN AND PLACEMAKING
 - » Urban design improvements, such as accessible and fun gathering places, improved signage, street furniture, and public art can create a more lively and welcoming atmosphere in key areas of the community.
 - » These improvements can also serve to attract more business and investment within Gretna.
 - » Urban design and placemaking can help to highlight Gretna's best assets and also bring vibrancy to areas that need it.

WHAT WE HEARD:

The community wants to maintain Gretna's small-town charm and neighborly atmosphere as the city continues to grow. This starts with creating welcoming spaces where people want to spend time.

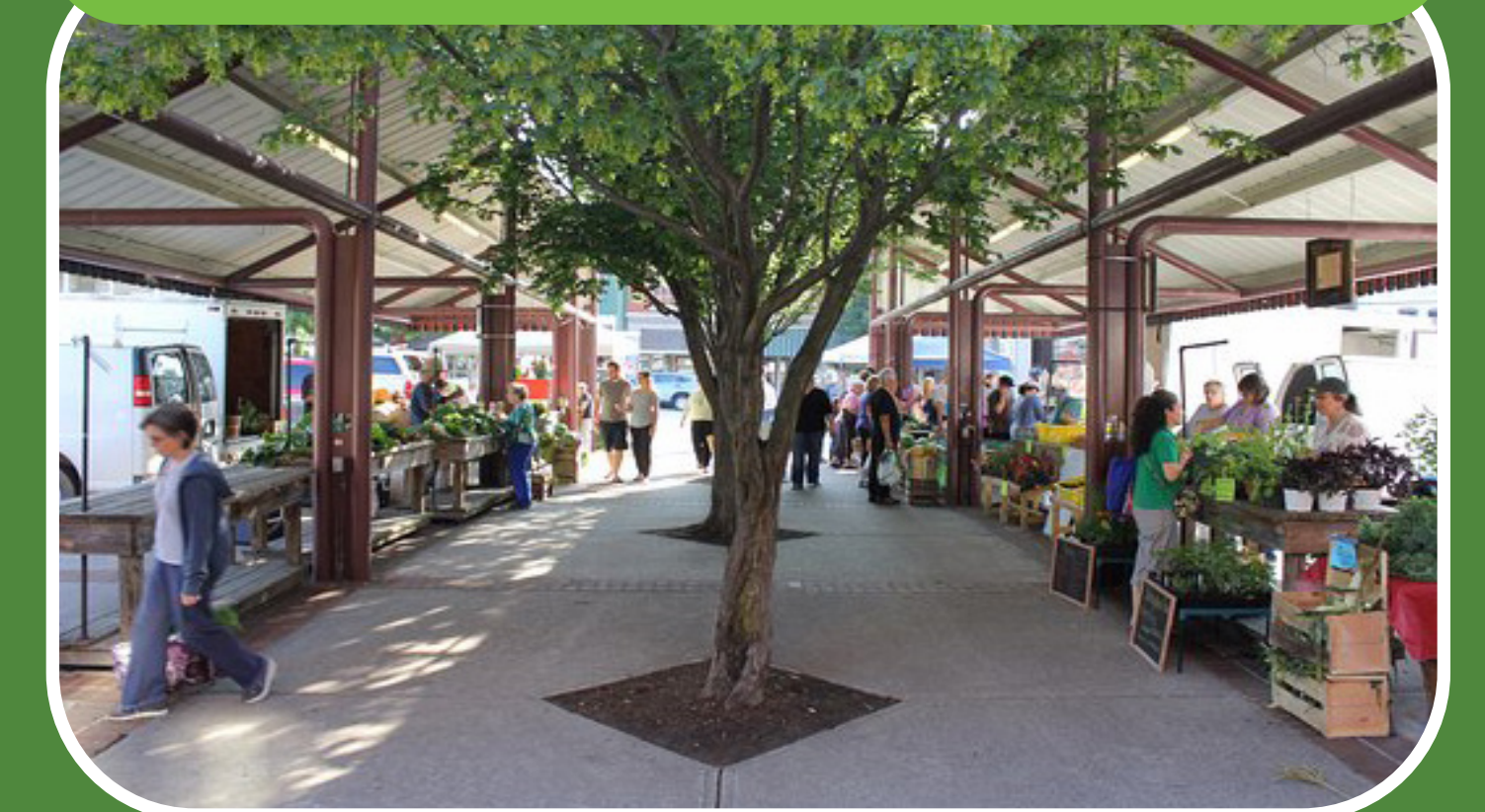
The community would also like to enhance Gretna's unique identity by creating a unified appearance with signage, art, and other features throughout the city.

PLACE-MAKING AND DESIGN IMPROVEMENTS THAT GREटना'S COMMUNITY WISHES TO SEE IN THE CITY!

COMMUNITY GATEWAY



COVERED MARKET STRUCTURE



MURALS



EVENTS AND MUSIC



OUTDOOR DINING



ART WALKS AND FESTIVALS



MULTI-MODAL CONNECTIVITY

KEY FINDINGS & CONSIDERATIONS

- AUTOMOBILES
 - » Gretna is auto dependent.
 - » Most traffic is near I-80 interchanges.
 - » 15 serious or fatal crashes occurred from 2015-2019, many of these accidents were on US-6 near N-370 and I-80 interchanges.
- PEDESTRIAN AND BIKE NETWORK
 - » Most roadways have sidewalks, but obstacles exist, including sidewalks on only one side of the road, sidewalks that end abruptly, and few crosswalks.
 - » Bike paths and trails mainly exist in parks and open spaces, rather than on roads.

MOBILITY IMPROVEMENTS THAT GRETNA'S COMMUNITY WISHES TO SEE IN THE CITY!

BIKE TRAILS

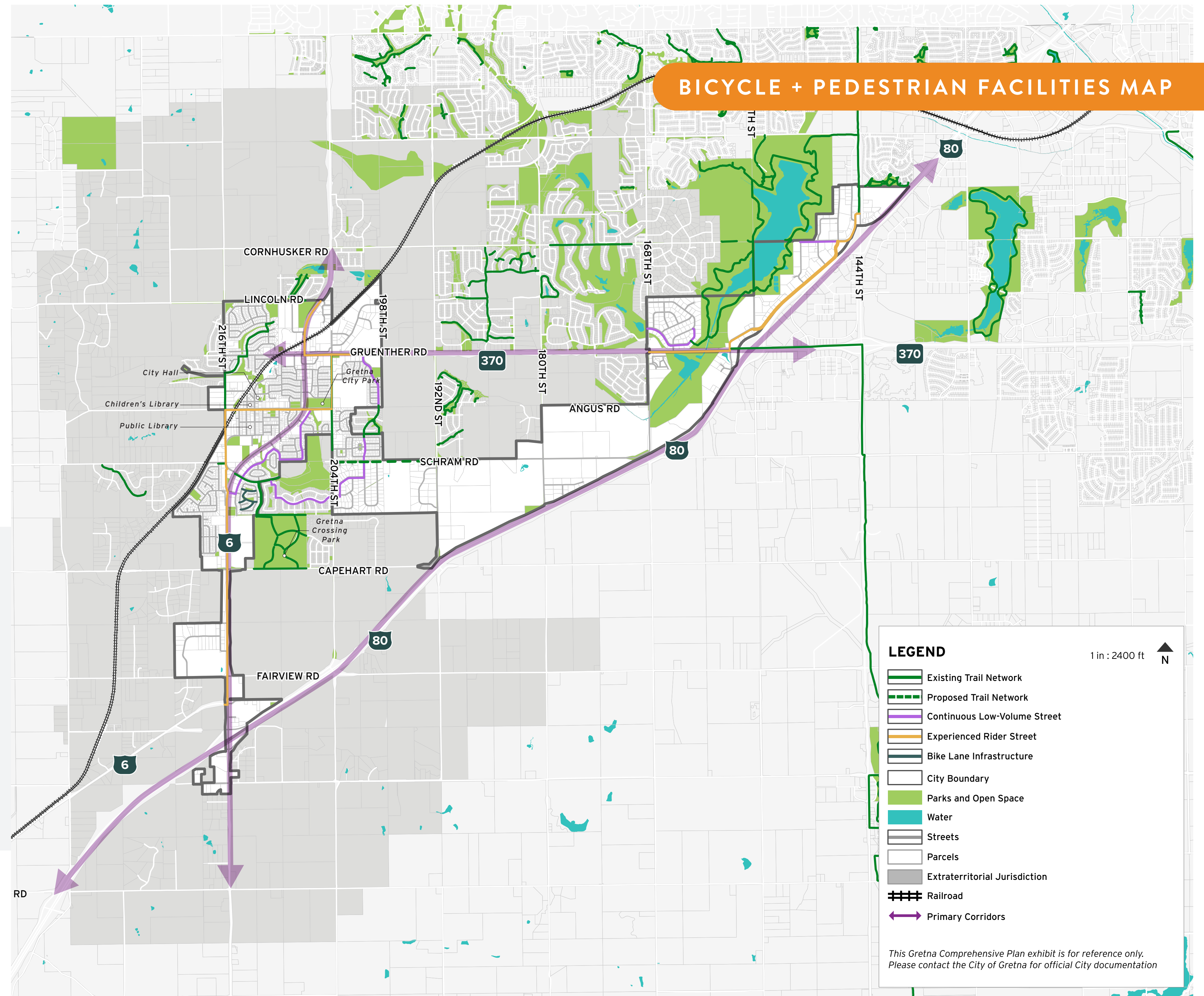


ACTIVE STREETScape



WHAT WE HEARD:

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



THRIVING QUALITY OF LIFE

KEY FINDINGS & CONSIDERATIONS

• UTILITIES & STORMWATER MANAGEMENT

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

• ENERGY

- » The average number of customers served by OPPD within their overall service area was 393,316; which included 344,976 residential, 48,185 commercial, 142 industrial, and 13 additional customers located outside of the OPPD service area.



344,976



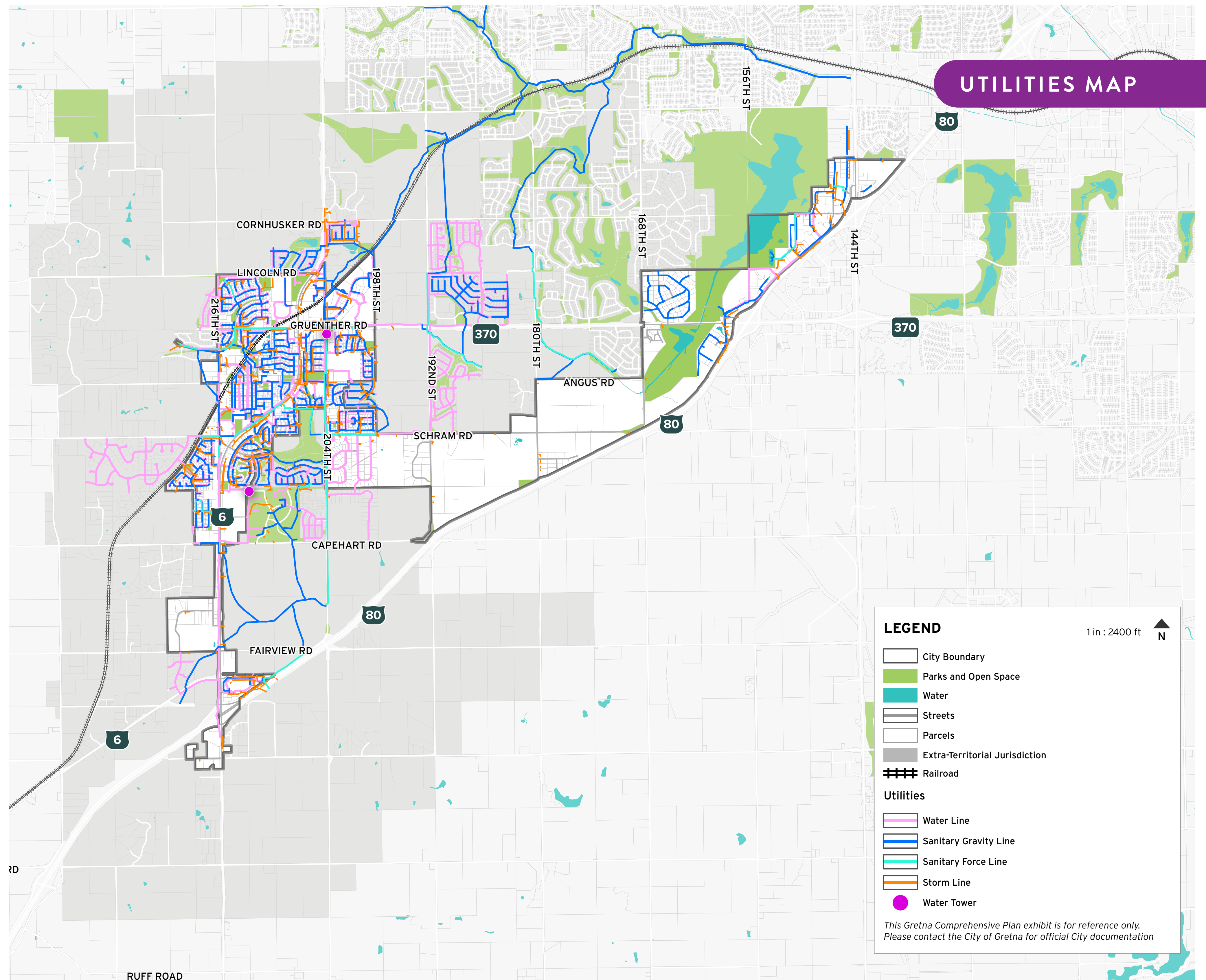
48,185



142

SUSTAINABILITY:

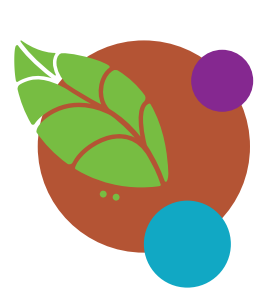
Sustainability is essential for addressing environmental challenges, promoting social equity, ensuring economic viability, and enhancing the overall quality of life both now and in the future. It provides a holistic approach to urban development that considers the interconnectedness of environmental, social, and economic factors.



STATION 3: Planning Framework

PLANNING GOALS

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR GRETN 2040? Add a sticker on the scale below.			ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
PRINCIPLE 1: LIVABLE NEIGHBORHOODS				
<p>GOAL 1: Stimulate and guide the creation of mixed-use neighborhoods that provide a diverse range of housing types and densities and ensure access to neighborhood serving commercial and services for varied needs and socioeconomic groups.</p> <p><i>(Strategies may include diversifying housing options, introducing compatible uses to neighborhoods, and encouraging infill residential.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Provide premier City services and facilities to accommodate Gretna's growing population, support health and wellness, enhance quality of life, and improve safety.</p> <p><i>(Strategies may include a new a community center/civic use, supporting community services, and improving access to quality educational institutions for all ages.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 3: Expand the City's system of parks, green space, and trails to serve current and future needs of the growing population.</p> <p><i>(Strategies may include developing an interconnected trail system and ensuring access to recreational areas from all neighborhoods.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
PRINCIPLE 2: HARMONIOUS GROWTH				
<p>GOAL 1: Foster a diverse land use mix to support a growing and sustainable tax base and economy.</p> <p><i>(Strategies may include balancing the land use mix, targeting growth areas within City limits for density, and developing an annexation program.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Promote community-wide economic development efforts to enhance the vibrancy of Gretna's commercial and industrial areas.</p> <p><i>(Strategies may include developing economic development strategies for the commercial corridors, the Downtown, and for the interstate.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
PRINCIPLE 3: AUTHENTIC PLACE				
<p>GOAL 1: Foster dynamic, well-maintained, and inviting public spaces.</p> <p><i>(Strategies may include promoting high-quality design, integrating a public art program, and encouraging thoughtful urban design.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Promote walkable, human-scaled environments in the city centers and neighborhoods.</p> <p><i>(Strategies may include investing in downtown Gretna and embracing a cohesive identity.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
PRINCIPLE 4: MULTI-MODAL CONNECTIVITY				
<p>GOAL 1: Facilitate connectivity through and to the community for all modes of transportation.</p> <p><i>(Strategies may include improving access from the interstate and introducing additional transportation options for the community.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Expand and improve the roadway network.</p> <p><i>(Strategies may include upgrading the roadway network to "complete street" principles and promoting alternative transportation modes.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
PRINCIPLE 5: THRIVING QUALITY OF LIFE				
<p>GOAL 1: Support the expansion and improvement of City programs, facilities, and services to ensure equitable distribution throughout the community.</p> <p><i>(Strategies may include updating utility systems and collaboration regionally and locally to meet the needs of a growing population.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Develop energy conservation and sustainability practices.</p> <p><i>(Strategies may include implementing local sustainability efforts and promoting energy conservation.)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	

 **ARE THERE ANY OTHER HIGH LEVEL GOALS YOU THINK WOULD SUPPORT GRETN 2040?** Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE