

## Chapter 3. Goals

Goals are needed for this planning effort to guide the review of the possible mitigation measures. This *Mitigation Plan* needs to make sure that the recommended actions are consistent with what is appropriate for Gretna. Mitigation goals need to reflect community priorities and be consistent with other relevant plans that affect the City. Four other plans have relevant goals: the Parish's comprehensive plan, *Envision Jefferson 2020*, the State's mitigation plan, the Parish's mitigation plan, and the City's 1998 floodplain management plan.

### 3.1. *Envision Jefferson 2020*

The City of Gretna does not have its own comprehensive plan, but Jefferson Parish recently completed one. *Envision Jefferson 2020* was adopted by the Parish Council in July 2003.

*Envision Jefferson 2020* adopts 15 goals, each with several objectives, and each objective having their own policy statements. Many of these goals, objectives, and policies can support the mitigation goals of protecting people and property from flooding. The relevant ones are listed here. Particularly relevant statements are underlined.

Goal 1: Provide for a sustainable urban environment that will support and enhance neighborhoods and businesses, and accommodate their growth.

Goal 2: Improve the visual quality of Jefferson Parish.

Goal 3: Implement orderly development and redevelopment consistent with the Parish's social, economic, physical, and natural environments.

Objective 3.2: Improve and expand public infrastructure and services to existing and developing areas of the Parish.

Objective 3.3: Increase public access to public facilities along Lake Pontchartrain and other water resources through appropriate water-oriented development in Jefferson Parish.

Goal 4: Provide suitable and adequate opportunities for commercial and industrial development that is convenient, visually pleasing and environmentally sound.

Goal 5: Accommodate a diverse range of housing types and densities in a manner well suited to surrounding uses.

Objective 5.1: Develop a program that identifies residential structures that are substandard and provide for the rehabilitation and redevelopment of these structures, as well as for the provision, renovation or reconstruction of public facilities and services that target special needs households and the needs of the neighborhood as whole.

Goal 6: Provide abundant park, recreational and cultural facilities and access to natural recreational resources to satisfy the recreational needs of the residents of Jefferson Parish.

Objective 6.1: Provide community facilities according to need, population density, land use continuity, natural resource sustainability, compatibility with historic resources, user safety, and the optimum allocation of public funds.

Policy 6.1.1: Coordinate natural resource and historic resource protection efforts with future Parish park, open space, and recreational land use opportunities.

Objective 6.2: Develop a system of parks for active and passive recreation with a variety of user-oriented and resource-based facilities and recreational programs to serve the needs of current and future residents.

Policy 6.2.3: When improving the Parish parkland, incorporate resource-based outdoor recreation facilities, such as bike trails along levees, nature trails, beaches and other access to open waters.

Goal 7: Ensure that dependable and adequate public infrastructure supports the existing and future development needs of the Parish.

Objective 7.1: Incorporate a Public Works Element into the Comprehensive Plan.

Policy 7.1.4: Establish minimum level of service standards for capital improvements planning and development review. For review purposes, development shall be made contingent on adequate on-site water, sewer, drainage, storm-water and transportation systems capacities.

Objective 7.3: Maintain and improve existing drainage facilities in areas that have capacity deficiencies and a history of flood complaints, while using generally accepted design criteria for current and future projects.

Policy 7.3.1: Pursue federal and state funds, including SELA and LCDA Funds, for significant capital improvements to canals and pump stations.

Policy 7.3.2: Continue to work with other flood-control agencies such as the Corps of Engineers to prioritize drainage projects by need.

Policy 7.3.3: Update and implement the Master Drainage Plan, which incorporates projections for increases in development and population, reports recommendations, as well as citizens' complaints about flooding, and provides the basis for selected capital and maintenance projects funded by the Parish and other sources.

Policy 7.3.4: Require all drainage facilities to be built to Parish standards.

Policy 7.3.5: Explore new revenue sources to appropriately fund operations, maintenance, and equipment costs associated with drainage facilities in Jefferson Parish.

Policy 7.3.6: Provide an integrated system of Parish-owned off-site storage facilities for ponding excess runoff that includes the use of Parish parks and other Parish green spaces for this purpose.

Goal 8: Ensure that adequate community services and facilities are provided to serve the needs of all residents of the Parish.

Goal 9: Establish a citizen-based process to review, implement, and update the Comprehensive Plan.

Goal 10: Require all related Parish resolutions, ordinances, and regulations to be consistent with the Comprehensive Plan.

Goal 11: Provide the necessary resources to implement, maintain, fund, enforce, and update the Comprehensive Plan.

Goal 12: Maintain Jefferson Parish's environment to promote a high quality of life.

Objective 12.2: Evaluate local environmental programs and expand programs that most effectively promote environmental quality and modify programs that could more effectively achieve environmental goals.

Policy 12.2.5: Coordinate implementation of the Parish stormwater management permit with the Parish storm-water drainage program to meet water quality goals while providing flood protection.

Goal 13: Achieve development patterns that balance the natural and built environments.

Objective 13.1: Adopt voluntary incentives for development to incorporate construction methods and designs that minimize environmental impacts.

Policy 13.1.2: Allow for development standards that permit cluster developments, minimum impact development, and nature-oriented developments.

Goal 14: Help restore and protect the coastal wetlands outside of the hurricane protection levee system, while maximizing natural resource productivity.

Goal 15: Promote development and redevelopment practices that minimize the potential risks from natural and man-made hazards.

Objective 15.1: Maintain a strategic plan to minimize threat to life and property caused by coastal storms and other natural and man-made hazards.

Policy 15.1.1: Ensure that public and private development is consistent with adopted hazards management and mitigation plans.

Policy 15.1.2: Coordinate with adjacent states, parishes, agencies and the South East Louisiana Hurricane Task Force to continually improve the Parish's and public's abilities to respond to hazardous events.

Policy 15.1.3: Continue programs and projects that reduce flood hazards in Jefferson Parish.

### **3.2. State Hazard Mitigation Plan**

The State of Louisiana Office of Homeland Security and Emergency Preparedness and the State Hazard Mitigation Planning Committee prepared the *State of Louisiana Hazard Mitigation Strategy*. One of the first steps was to develop the Mission Statement:

*Louisiana's Hazard Mitigation Strategy is the demonstration of the State's commitment to reduce risks from hazards, and serves as a guide for State decision makers as they commit resources to reducing the effects of hazards.*

In addition to the Mission Statement for the Strategy, the document has four overarching goals that identified the need to work with Louisiana parishes, communities, and government agencies to reduce the possibility of damage and loss through four goals:

Goal 1: Improving Outreach and Education;

Goal 2: Improving Data Collection, Use and Sharing;

Goal 3: Improving Interagency Coordination and Planning; and

Goal 4: Reducing risk via appropriate Mitigation Construction Projects.

### **3.3. Parish Hazard Mitigation Plan**

The Jefferson Parish Hazard Mitigation Plan was completed in July 2005. Has four goals:

1. Identify and pursue preventative measures that will reduce future damages from hazards.
2. Enhance public awareness and understanding of disaster preparedness.
3. Reduce repetitive flood losses in the Parish and municipalities.
4. Facilitate sound development in the Parish and municipalities so as to reduce or eliminate the potential impact of hazards.

### **3.4. Floodplain Management Plan**

In 1998, the Gretna City Council adopted its *Floodplain Management Plan*. It concluded that the best the City could get would be protection from the 10-year storm. "Because of the extensive amount of rainfall experienced in the area combined with the necessity of pumping, this is widely considered the maximum practical level of protection affordable."

There are five goals to the *Floodplain Management Plan*:

1. Education of residents through public hearings, mailings, and the media as to how to minimize losses during flood events, as well as where to go for advice or assistance on flood-related topics;
2. Increased protection of existing structures in repetitive loss areas;
3. Assurance that publicly-owned open space will be preserved as public open space and remain free from development;
4. Enforcement of construction criteria for future development in repetitive loss areas to safeguard it from flood hazards as well as to minimize additional runoff over "pre-development" conditions; and
5. Adoption of an effective flood warning and emergency response system.

### **3.5. Goal Setting**

At its January 29, 2007, meeting, the Mitigation Planning Committee reviewed the draft of chapter 2 in detail, i.e., the flood hazards facing Gretna and their impact on people and property. The Committee then discussed the goals in the four previous documents. This was followed by an exercise to outline goals for this mitigation plan.

Each member was given the handout that appears on the next page, asking "What would you most like to see in Gretna's future?" It was designed to help set the stage for mitigation planning. Committee members wrote down their top five choices on a Post-it card. Each member then posted them on the wall and explained their choices.

### Goals Exercise 1.

#### What would you most like to see in Gretna's future?

Here are possible answers to this question, listed in alphabetical order. They are just food for thought. Pick the five that you think are most important. You may reword them or add new ones if you want.

You have five cards. Use one card for each of your top five answers.

- Educated children
- Improved air quality
- Improved water quality
- Less new development
- Less traffic congestion
- Improved/more businesses
- Improved/more cultural facilities
- Improved/more housing
- Improved/more public transportation
- Improved/more job opportunities
- Improved/more knowledgeable residents
- Improved/more open space
- Improved/more recreation facilities
- Improved/more shopping
- Preserved historical/cultural sites
- Special attention given to elderly/disabled
- Special attention given to lower income areas
- Special attention given to minority neighborhoods
- Special attention given to newer shopping areas
- Special attention given to older business areas
- Special attention given to the Mississippi River waterfront
- Younger people staying/moving into the area
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

The cards were then organized by similar topics. There was a good amount of consistency in the members' topics. The handout has 22 possible statements, but the members' nominations included fewer than ten of them. Several of the nominations were not listed in the handout.



The Committee members concluded that there are three basic goals to build a better city and then additional goals to make Gretna special. The three basic goals are:

- Have adequate housing at affordable prices
- Have a strong business base to serve residents and provide jobs
- Have a school system that educates the City's future – its children

In addition to these three basic goals, the City should pursue additional goals to keep Gretna as the special place that it is:

- Have open space and recreational opportunities
- Preserve cultural and historic features
- Build on the unique opportunities of the Mississippi River waterfront

It was noted that there are limits on how much a city government can do toward the first three goals. For example, local government cannot do much more than respond to developer's housing proposals, businesses are products of the region's economy, and schools are administered by a separate local government, the School Board. However, individual activities, such as this mitigation plan, can keep these goals in mind and adjust things to better support them. For example, preventing repetitive flood damage improves housing and reduces the costs to businesses.

A second exercise was then conducted. Each member was given the handout that appears on page 3-7, asking "What should be the goals of our mitigation program?" Again, Committee members wrote down their top five choices on a Post-it card. Each member then posted them on the wall and explained their choices. The cards were then organized by similar topics. After discussion, five overall goals of the flood mitigation planning effort were agreed to. They are listed in order of importance.

1. Protect critical facilities and utilities
2. Protect lives and health
3. Protect homes, businesses, and schools
4. Minimize the costs to the City and property owners
5. Ensure that new construction supports these goals

## Goals Exercise 2.

### What should be the goals of our mitigation program?

Here are possible answers to this question, listed in alphabetical order. They are just food for thought. Pick the five that you think are most important. You may reword them or add new ones if you want.

You have five cards. Use one card for each of your top five answers.

- Help people protect themselves
- Make sure future development doesn't make things worse
- Maximize the share paid by benefiting property owners
- Maximize use of state and federal funds
- Minimize property owners' expenditures
- Minimize public expenditures
- New developments should pay the full cost of protection measures
- Protect businesses from damage
- Protect cars and other vehicles
- Protect centers of employment
- Protect critical facilities
- Protect parks
- Protect homes
- Protect new/future buildings
- Protect people's lives
- Protect public health
- Protect public services (fire, police, etc.)
- Protect repetitively flooded areas
- Protect scenic areas
- Protect schools
- Protect shopping areas
- Protect streets
- Protect utilities (power, phone, water, sewer, etc.)
- Protect environmentally sensitive areas
- Protect Riverfront businesses
- Protect Riverfront recreation facilities/opportunities
- Protect a particular area: \_\_\_\_\_
- Protect a particular property: \_\_\_\_\_
- Protect a particular property: \_\_\_\_\_
- Restrict development in hazardous areas
- Use public/private partnerships
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

### 3.6. References

- *City of Gretna Floodplain Management Plan*, Burk-Kleinpeter, Inc, 1998
- *Envision Jefferson 2020*, the comprehensive plan for unincorporated Jefferson Parish, 2003
- *Jefferson Parish Hazard Mitigation Plan*, and Appendix C, City of Gretna, July 2005
- *State of Louisiana Hazard Mitigation Plan*, Louisiana Office of Homeland Security and Emergency Preparedness, April 15, 2005