

The background of the page is a faded aerial photograph of a city, likely San Francisco, showing a dense urban grid. Overlaid on this map is a semi-transparent grid of squares. Several of these squares are highlighted in different colors: a large yellowish-gold area in the upper left, and several green squares scattered throughout the city, particularly in the upper right and lower right. The text 'SECTION 11' is written in large, bold, black capital letters, and 'IMPLEMENTATION' is written below it in smaller, bold, green capital letters.

SECTION 11

IMPLEMENTATION

Page intentionally left blank.

IMPLEMENTATION

INTRODUCTION

The Gretna Comprehensive Plan establishes a vision, goals, objectives, and policies for the City of Gretna over the next 20 years. It serves as a living document that is updated periodically to account for economic, environmental, and social changes that have occurred at municipal, regional, state, and national levels. In order to meet the goals and objectives of the Comprehensive plan, the Implementation Element sets forth specific projects in horizon timelines, ranging from immediate to ten years or more.

Implementation projects were identified by members of the public who attended comprehensive plan workshops or derived from the objectives in each element of the Comprehensive Plan. Descriptions of each project include an outline of the project plan of action, horizon timeline, opinion of probable construction cost for budgeting purposes, potential sources for funding, and the comprehensive plan elements being met. The horizon timelines are divided into the anticipated time following adoption of the Comprehensive Plan during which the project can be initiated or fully implemented:

- *Quick-Start Projects: 0 to 3 years*
- *Short-Term: 3 to 5 years*
- *Mid-Term: 5 to 7 years*
- *Long-Term: 7 to 10 years*

Quick-Start Projects are low in cost and regulatory complexity, quickly achievable, and highly visible to the public to ensure that implementation of the Comprehensive Plan is perceived as being underway and generates momentum. These projects are described in detail below. Short-term, Mid-Term, and Long-Term projects are higher in cost and complexity, requiring more lead time for design and permitting, but their beneficial impacts are greater, often city-wide, and long-ranging. They are called *Catalyst Projects* because they also typically spur other beneficial actions and improvements, often by the private sector community.

The following Quick Start and Catalyst Projects were identified as being of the highest priority with the City and the public and are therefore described in more detail herein. Other Quick Start and Catalyst Projects are briefly described in the matrix at the end of this document

QUICK START PROJECTS (0 to 3 years):

Project 1. Softening Park Edges in Council District 1

While fences are often needed around the perimeter of parks for safety purposes, especially around active sport facilities, perimeter chain link fencing should be replaced with more attractive and inviting materials, such as metal picket or decorative fencing. The addition of perimeter trees and shrubs will better integrate parks into their neighborhoods and strengthen their positive image as a neighborhood amenity. Tall fencing required around the perimeter of ball fields and courts should be made of vinyl-coated chain-link fencing in order to appear less industrial-looking.

1A. PORTER STREET PARK

ACTION ITEM 1:

Hold neighborhood meeting to discuss the improvements to the Park, including fencing, trees, and court resurfacing. Incorporate feedback into design.

ACTION ITEM 2:

Procure basic site surveys and hire a licensed professional landscape architect or civil engineer to design and prepare construction documents.

ACTION ITEM 3:

Solicit bids from contractors, award contracts, and begin construction.

OPINION OF PROBABLE COST:

- Remove perimeter chain link fence & barbed wire - \$2,500
 - Install new 12 foot tall vinyl coated chain link fence around the perimeter of the basketball courts - \$20,500
 - » Includes fence, 2 pedestrian gates, 1 double-wide entry gate
 - Remove concrete near existing benches to make space for trees - \$1,800
 - Plant 8 trees (min. 2.5" caliper) near benches - \$3,600
 - Resurface courts with modular surfacing system - \$67,000
 - Plant 7 trees (min. 2.5" caliper) and 115 shrubs in the right-of-way to create an identity for the park - \$6,300
 - **Total - \$101,600**
 - **Survey, geo-technical information, and design services (15% of project total) - \$15,300**
 - **PROJECT TOTAL - \$116,900**
- New 4' black, ornamental fence around 2 sides of the playground (adjacent to the roadways) - \$9,700
 - Plant 8 trees (min. 2.5" caliper) around the basketball court seating to provide shade - \$3,600
 - Plant 16 trees (min. 2.5" caliper) and 100 shrubs in the right-of-way along Richard Street and 7th Street - \$9,900
 - Plant 20 trees (min. 2.5" caliper) around the playground area - \$8,800
 - New site furniture around the playground & court - \$33,500
 - » Includes 6 benches and 8 trash receptacles
 - **Total - \$145,500**
 - **Survey, geo-technical information, and design services (15% of project total) - \$21,900**
 - **PROJECT TOTAL - \$167,400**

1B. RICHARD STREET PLAYGROUND

ACTION ITEM 1:

Hold neighborhood meeting to discuss the improvements to the Park, including fencing, court resurfacing, trees, and site furniture. Incorporate feedback into design.

ACTION ITEM 2:

Procure basic site surveys and hire a licensed professional landscape architect or civil engineer to design and prepare construction documents.

ACTION ITEM 3:

Solicit bids from contractors, award contracts, and begin construction.

OPINION OF PROBABLE COST:

- Remove perimeter chain link fence around entire playground - \$5,000
- New 12' vinyl coated chain link fence around 3 sides of the basketball courts - \$14,900
 - » Includes fence, 1 double-wide entry gate
- Resurface courts with modular surfacing system - \$60,100



Existing Conditions along the Richard Street Playground



Proposed Enhancements along the Richard Street Playground

1C. MCDONOGH PARK

ACTION ITEM 1:

Hold neighborhood meeting to discuss the improvements to the Park, including fencing, baseball backstop, concrete removal, trees, site furniture, and ADA compliant playground surfacing. Incorporate feedback into design.

ACTION ITEM 2:

Procure basic site surveys and hire a licensed professional landscape architect or civil engineer to design and prepare construction documents.

ACTION ITEM 3:

Solicit bids from contractors, award contracts, and begin construction.

OPINION OF PROBABLE COST:

- Remove perimeter fence and backstop - \$9,200
- New 12' vinyl coated baseball backstop - \$6,600
- New 4' black, ornamental fence around perimeter of baseball field and around playground - \$34,200
- Remove excessive concrete sidewalks around the site to make space for street trees - \$19,900
- Plant 30 trees (min. 2.5" caliper) in the right-of-way along Madison, Weidman, and Monroe Streets - \$13,200
- Plant 14 trees (min. 2.5" caliper) and 380 shrubs in the playground area - \$16,700
- New site furniture around the playground and by the concession building - \$19,400
 - » Includes 4 trash cans and 4 benches
- New safety tile surface to bring playground up to safety and ADA requirements - \$96,200
- **Total - \$215,400**
- **Survey, geo-technical information, and design services (15% of project total) - \$32,400**
- **PROJECT TOTAL - \$247,800**

PLAN ELEMENT GOALS ACCOMPLISHED

- Element 8 - Improve Gretna's neighborhood and pocket parks by planting native trees, providing seating, and softening park edges.
- Element 8 - Repair and improve public sports facilities where needed.
- Element 9 - Enhance the urban tree cover in Gretna.

FUNDING SOURCES FOR ALL PARK IMPROVEMENTS:

- National Park Service - Land and Water Conservation Fund



Baseball Backstop



Playground Safety Surface



Ornamental fencing around O'Connor Playground in Gretna



Playground with Trees and an Ornamental Fence



McDonogh Park Diagrammatic Improvements Plan

Project 2. Connecting Mel Ott Parks to the New Garden Park Neighborhood

Met Ott Park is surrounded by physical barriers including a railroad, Belle Chasse Highway, and the Governor Hall Canal. These barriers limit pedestrian and bicycle access from the adjacent neighborhoods. As Mel Ott Park is Gretna's largest active recreational facility, it is important to improve connections from New Garden Park across the Governor Hall Canal. Currently, a pedestrian attempting to get to Mel Ott Park from New Garden Park would have to walk down Gretna Boulevard, walk along the railroad tracks on Belle Chasse Highway, and enter from one of two vehicular drives. A more convenient access path would be along Smithway Drive in New Garden Park, which transverses the Governor Hall Canal and dead ends into Mel Ott Park near Marie Drive. This right-of-way offers an opportune space to create a safer pedestrian and bicycle entrance from the neighborhood.

ACTION ITEM 1:

Prior to identifying funding or initiating design, hold neighborhood meeting and bring the idea before the Garden Park Estate Owner's Association. Meeting should capture neighborhood concerns and aspirations for better connecting Mel Ott Park to the New Garden Park neighborhood.

ACTION ITEM 2:

Have city engineer create construction documents for the new path layout. Engage the railroad company to ensure setbacks from the tracks are appropriate.

ACTION ITEM 3:

Solicit bids from contractors, award contracts, and begin construction.

ACTION ITEM 4:

Work with the Westbank ARC, who owns the property at the end of Marie Drive, to further enhance the connection between the neighborhood and the Park at this location.

OPINION OF PROBABLE COST:

- Plant 6 trees (min. 2.5" caliper) as a visual cue to locate the new park entrance where Smithway Drive dead ends into Mel Ott Park - \$3,000
- Construction an 8' wide aggregate pathway from the new entrance to connect to the vehicular drive near western-most baseball field - \$183,700

- Plant trees (min. 2.5" caliper) along the new pathway to provide shade and increase the tree canopy of the Park - \$27,300
- Enhance the connection at the end of Marie Drive by planting the same tree species that will be planted at the Smithway Drive entrance, further designating these areas as park entrances - \$4,000
- **Total - \$218,000**
- **Survey, geo-technical information, and design services (15% of project total) - \$32,700**
- **PROJECT TOTAL - \$250,700**

PLAN ELEMENT GOALS ACCOMPLISHED

- Elements 5 and 8 - Improve pedestrian and bicycle routes between residential areas and parks.
- Element 9 - Enhance the urban tree cover in Gretna.

FUNDING SOURCES FOR ALL PARK IMPROVEMENTS:

- FHWA Recreational Trails Program



Proposed Pedestrian & Bicycle Pathway Connecting the Park to the Neighborhood

Project 3. Gateway Improvements

To improve the branding of Gretna, major gateways into the City should be marked and promoted. Gateway improvements should be focused on two corridors: Huey P. Long Avenue at the ground level of the Westbank Expressway and at Burmaster Street from L. B. Landry Avenue to Franklin Avenue.

3A. HUEY P. LONG AVENUE

Huey P. Long Avenue at the Westbank Expressway is the entrance to historic Downtown Gretna. This intersection should be marked with signage, columns, and planting, welcoming residents and visitors to the historic and cultural district.

ACTION ITEM 1:

Procure basic site surveys and hire a licensed professional landscape architect or civil engineer to design and prepare construction documents.

ACTION ITEM 2:

Solicit bids from contractors, award contracts, and begin construction.

OPINION OF PROBABLE COST:

- Old Chicago Brick Entry Sign - \$13,500
- Plant Material around the sign, including shrubs and mulch - \$700
- Old Chicago Brick Columns - \$39,600
- Plant material around the columns and bus stop, including trees (min. 2.5" caliper) and shrubs - \$4,300
- **Total - \$58,100**
- **Survey, geo-technical information, and design services (15% of project total) - \$8,800**
- **PROJECT TOTAL - \$66,900**



Gateway Improvements at Huey P. Long Avenue and the Westbank Expressway Surface Street.



Gateway Improvements at Huey P. Long Avenue and the Westbank Expressway Surface Street.

3B. BURMASTER STREET

Burmaster Street is the main vehicular entrance into Gretna from the north and will become more traveled once the 4th Street Extension is completed. The corridor currently has a wide neutral ground between the travel lanes but is sporadically planted with a variety of tree species that include Crepe Myrtles, White Oaks, and Bald Cypress. The corridor can be made more welcoming and cohesive with a consistent planting pallet along the sidewalks and an infill of plants in the neutral ground.

OPINION OF PROBABLE COST:

- Plant 21 trees (min. 2.5" caliper) in the neutral ground to infill the gaps in the existing trees - \$10,600
- Plant 160 trees (min. 2.5" caliper) along the sidewalks on both sides of the roadway that correspond to the trees in the neutral ground - \$79,200
- **TOTAL - \$89,800**

PLAN ELEMENT GOALS ACCOMPLISHED

- Element 7 - Improve Gretna's gateways to strengthen the City's sense of arrival and place for residents and visitors.

CATALYST PROJECTS (3 to 10 years):

Project 1: 25th Street Resilience District

The Jonestown and Bellevue neighborhoods have a high number of repetitive loss properties, particularly surrounding Gretna City Park and the 25th Street Canal. The proposed improvements to the 25th Street Canal, Huey P. Long Avenue, and Gretna City Park can help alleviate potential flooding, and thus loss of property, by creating additional storage space for the stormwater. Additionally, these improvements will provide enhanced recreational and alternative transportation options for bicycles and pedestrians, all while enhancing the aesthetics of the neighborhoods.

The capacity of the 25th Street Canal can be greatly increased by better utilizing the existing right-of-way. The Canal edges can be expanded and repurposed as a multifunctional space. Additionally reconstructing and realigning the roadway can create an opportunity to dedicate a portion of the right-of-way for bicycle and pedestrian facilities. The softening of the canal edges

will also provide an enhanced riparian zone, improving water quality, and therefore creating the potential for the Canal to be used for recreational purposes. The Canal ROW can also be used as a linkage from the Jonestown neighborhood, across Belle Chasse Highway, to Mel Ott Park. The City should complete analysis and evaluate the feasibility of structural mitigation measures to the Canal that may go beyond the green infrastructure recommendations within.

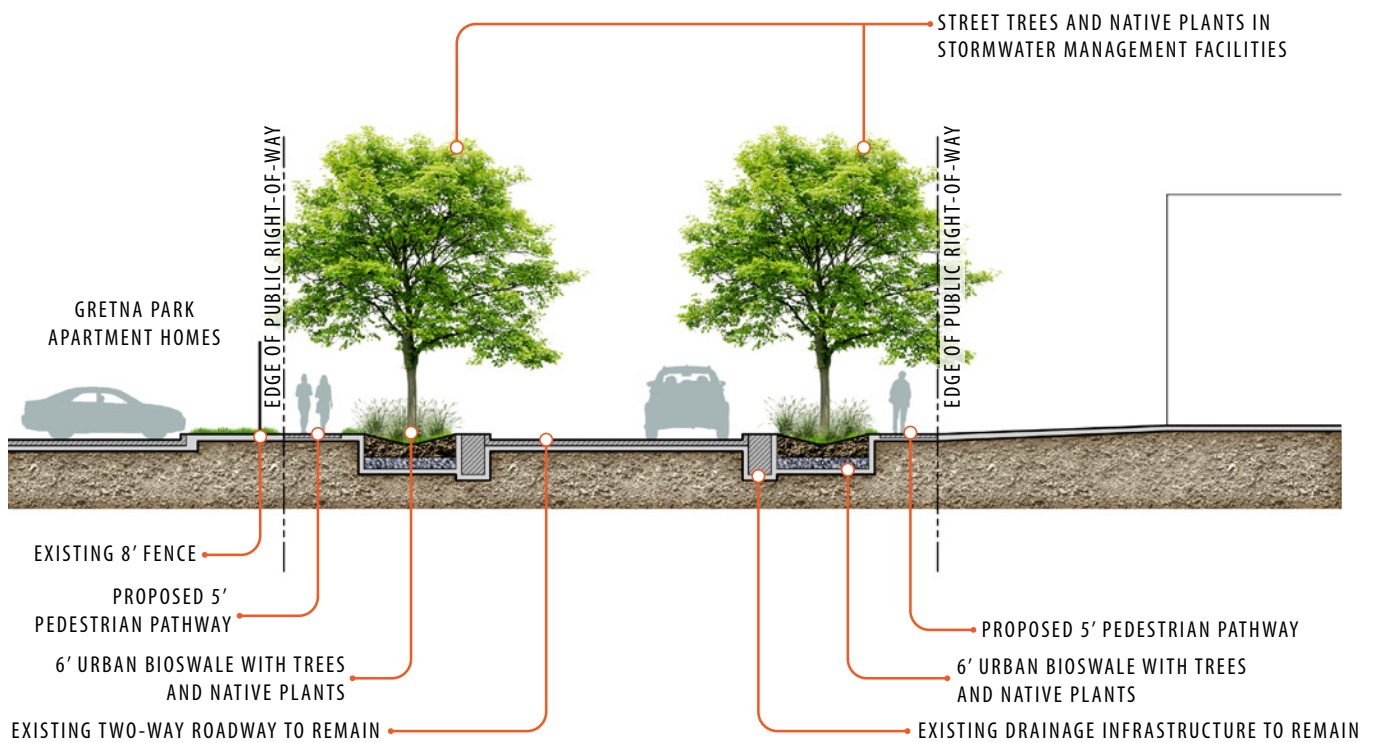
Similar to the above improvements that may be implemented for the 25th Street Canal, the right-of-way along Huey P. Long Avenue can also be retrofitted to allow for stormwater management facilities, such as urban bioswales. The installation of bioswales planted with native plant species would further aid in filtering pollutants and improving water quality before it reaches the 25th Street Canal. The improvements would not only help to reduce localized flooding, but also enhance the streetscape by providing street trees, improving the visual quality of the roadway as it leads directly to Gretna City Park.

Major intersections along Huey P. Long Avenue can also be improved not only to manage stormwater, but also provide for a more comfortable pedestrian experience. Installing pervious crosswalks and street basins creates visual cues for drivers to slow down, making it safer for bicycles and pedestrians to traverse the intersection.

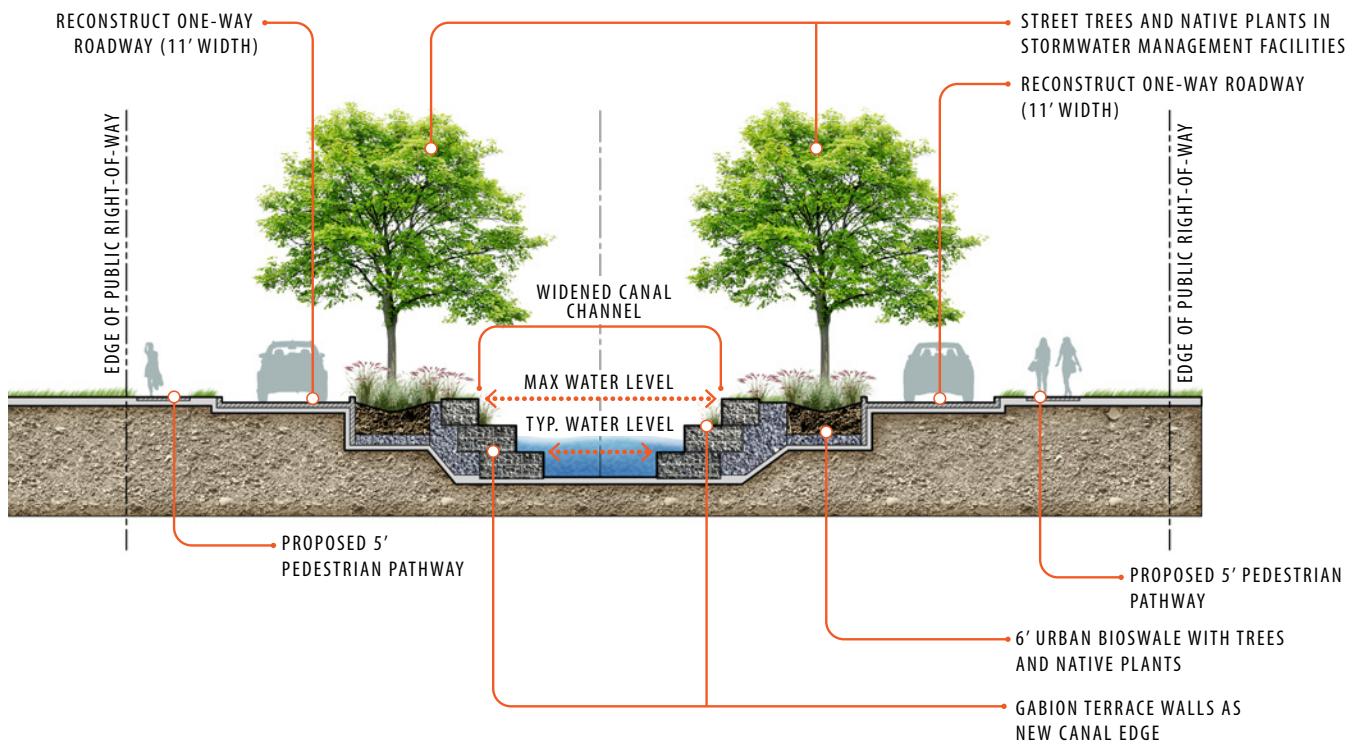
Currently, Gretna City Park has a retention basin system that collects water from the surrounding Bellevue neighborhood. Even so, there are still a number of properties that have experienced repetitive loss and there is still localized flooding. To alleviate these flooding issues throughout the neighborhood, detention basins can be installed in the non-forested areas of the Park along Claire and Mason Avenues. Stormwater can be directed from the existing drainage system into these detention areas, which can also act as an overflow for the retention basins. Along with stormwater improvements to the Park, the City can begin to realize the plans presented in the Tulane Regional Urban Design Center's report, "Re-envisioning Gretna City Park." These improvements focus on improving the entrances and connections through the Park, revitalizing the riparian edges of the retention basins, removing invasive plant species from the forested areas, and creating a boardwalk and pavilion on the basin's edge.



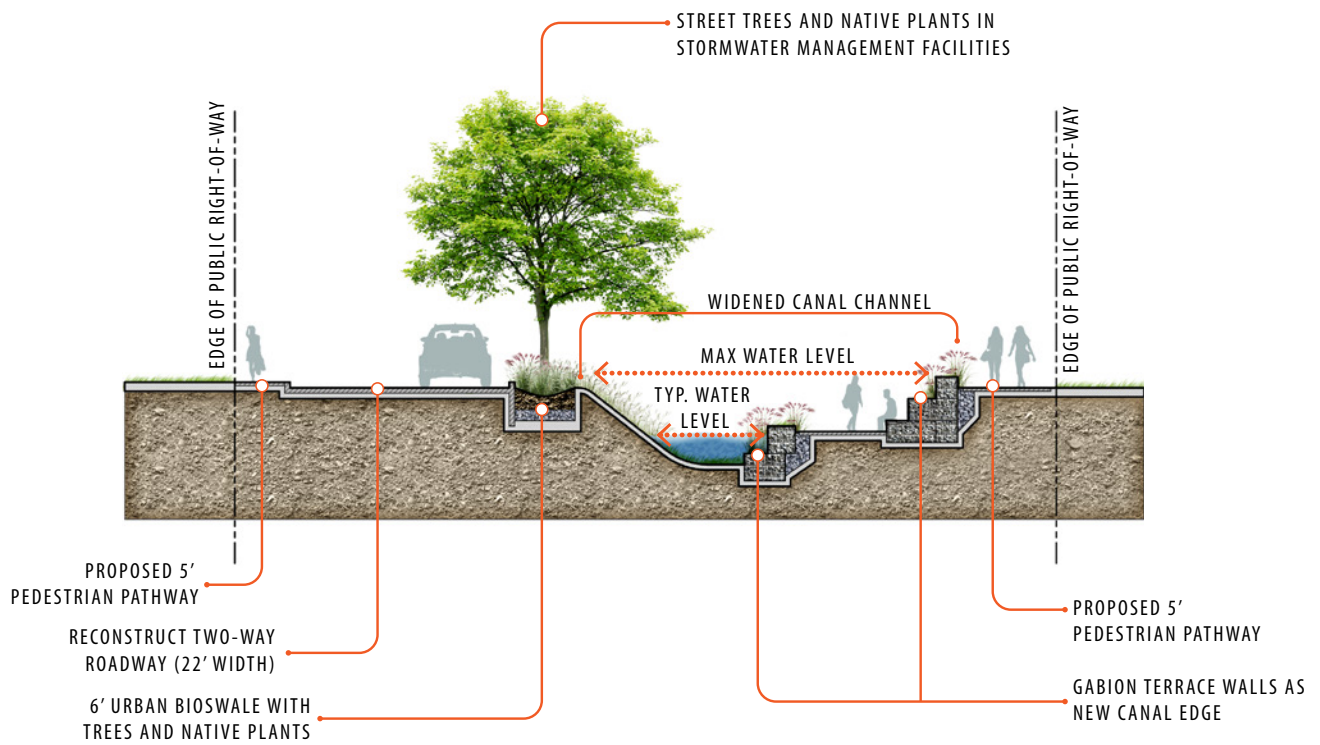
25th Street Resilience District Green Infrastructure Master Plan



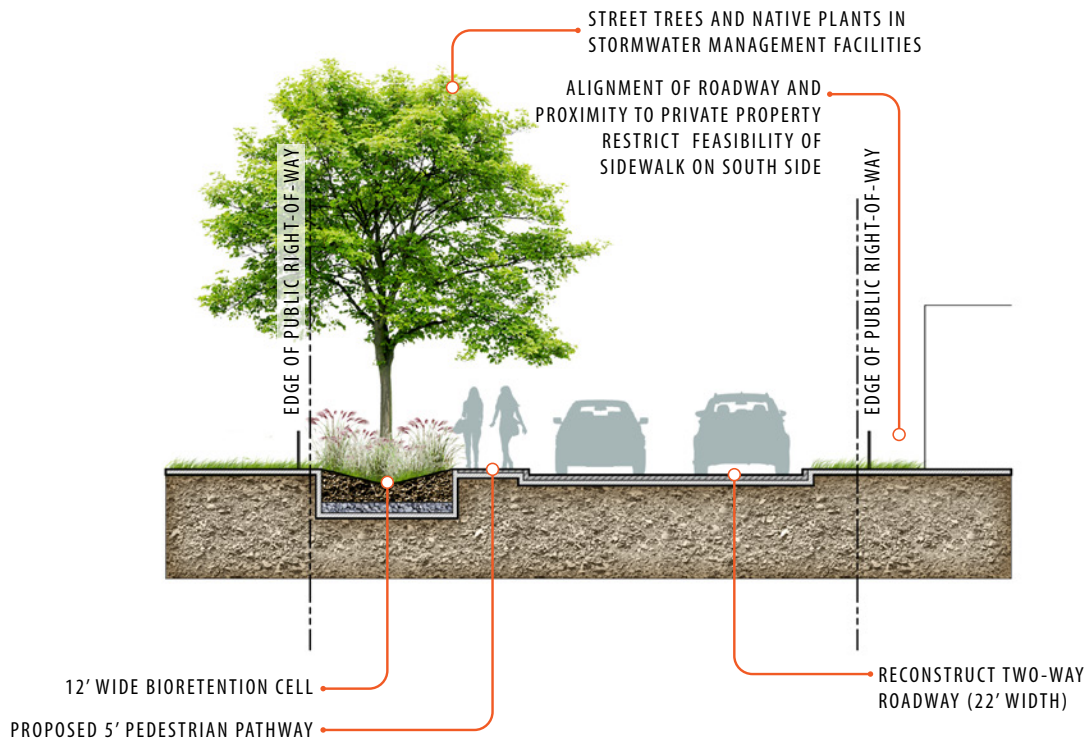
SECTION A: Huey P. Long Avenue Urban Bioswale



SECTION B: 25th Street Canal Street Retrofit



SECTION C: 25th Street Canal Street Retrofit



SECTION D: 25th Street Urban Bioswale

ACTION ITEM 1:

Hold neighborhood engagement meetings throughout the project timeline. Residents should be engaged and informed during all major project milestones.

ACTION ITEM 2:

Procure surveys for the project areas.

ACTION ITEM 3:

Release RFP for design services that include landscape architecture, hydrologic and hydraulic (H&H) modeling, and a benefit cost analysis (BCA) of the proposed design. The design process should include public workshops to inform and receive input from residents that will be affected by the project.

ACTION ITEM 4:

Secure funding through federal grants and local match monies

ACTION ITEM 5:

Solicit bids from contractors, award contracts, and construct projects.

OPINION OF PROBABLE COST:

- Huey P. Long Avenue - \$1,357,000
- 25th Street Canal - \$3,022,000
- Gretna City Park - \$4,523,000
- Design Fee - \$701,000
- Contractor OH&P - \$1,402,000
- **TOTAL - \$11,005,000**

FUNDING SOURCES:

- Non-disaster Hazard Mitigation Funds
- Pre-disaster Mitigation Grant Program
- Flood Mitigation Assistance Program
- Louisiana Strategic Adaptation for Future Environments (LA SAFE)
- Recently appropriated \$12 billion Community Development Block Grant for Disaster Recovery (CDBG-DR) Resilience funds via the U.S. Department of Housing and Urban Development (HUD)

PLAN ELEMENT GOALS ACCOMPLISHED

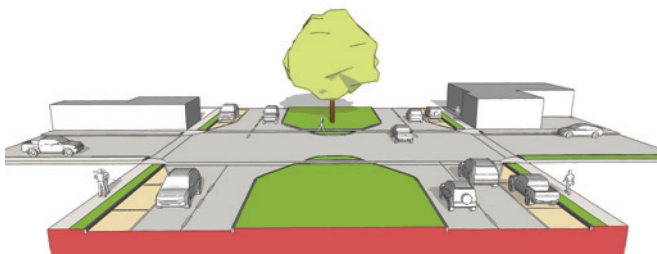
- *Element 1 - Reduce localized flooding by increasing the implementation of green infrastructure on public property, including streetscapes and parks.*
- *Element 6 - Improve Gretna's stormwater management and drainage system.*
- *Element 6 - Renaturalize canals.*
- *Element 7 - Add pedestrian and bicycle connections over canals where possible.*
- *Element 7 - Add a multi-use trail through City Park to improve interconnectivity of the Bellevue-Rose Park neighborhood.*
- *Element 8 - Improve bicycle and pedestrian accessibility for all of Gretna's public parks by connecting them with a state-of-the-art bicycle and pedestrian infrastructure network.*
- *Element 8 - Improve ecological functionality of Gretna's open spaces.*

Project 2: Franklin Avenue Revitalization

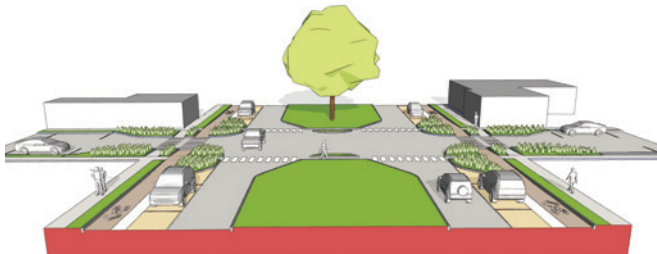
Franklin Avenue in McDonoughville is a historic street adorned with large oak trees and well-maintained raised shotgun and cottage homes. The area has the potential to lend itself to outdoor activities and al fresco dining. The street, however, is not operating to its full potential, with notable underutilized and vacant commercial property, unsightly metal facades, and excessive use of impervious surfaces. The excess pavement increases the amount of stormwater runoff and the overall visual quality of the street.

A new bike path along Franklin Avenue, making it a Complete Street, could generate substantial economic benefits, as bike paths and trails bring new business and economic life to communities. A road diet would be implemented on Franklin Avenue, meaning one travel lane would be reallocated to create space for the separated bike lane. The new bike path would improve the connection between Old Gretna to Algiers Point.

Gretna is completing the process of registering Franklin Avenue and the surrounding McDonoughville Neighborhood on the National Historic Register, which will provide additional tax incentives. Focus should continue on improving the tax incentives package by creating a Facade Improvement Program and working with JEDCO to strategically attract new commercial tenants. Additionally, focus should be placed on creating a greener street by eliminating hardscape and making public space more attractive with perimeter planting, softer edge conditions, and public art that will positively affect community pride and identity.



Existing Conditions along Franklin Avenue



Proposed Enhancements along Franklin Avenue

ACTION ITEM 1:

Form Franklin Avenue Advisory Committee to support revitalization efforts. Use online surveys to identify needs of business owners and residents in the area.

- Timeline - 4 months

ACTION ITEM 2:

Amend zoning code to require eliminating excessive paving and driveways via amortization or substantial renovation for existing properties. New zoning code will limit the number and size of curb cuts for driveways along commercial corridors and encourage shared use parking for adjacent businesses. The zoning code will also require planting along the front of property lines and along vehicular use areas to soften the expanse of hardscape along the street and create a more comfortable environment for pedestrians.

- Timeline - 9 months

ACTION ITEM 3:

In partnership with a non-profit organization, create a program modeled on the Urban Conservancy's Front Yard Initiative, which is an incentive program working to remove excessive impervious surfaces by partially reimbursing owners the cost of concrete removal.

- Timeline - 4 months

ACTION ITEM 4:

Implement a pilot project marking a new bike path along Franklin Avenue with traffic cones and temporary striping to raise the corridor's profile and promote safety awareness. Partner with Bike Easy to conduct educational sessions on the site and discuss the best configuration of the bike lane in relation to the parking and travel lanes.

- Timeline - 3 months

ACTION ITEM 5:

Work with the LA DOTD to implement permanent bike path striping on Franklin Avenue after temporary trial period. Also discuss a road transfer opportunity with LA DOTD.

- Timeline - 6 months

ACTION ITEM 6:

Coordinate with the City of New Orleans to continue the Franklin Avenue bike path at the city line to Algiers Point. Explore bike share with the City of New Orleans.

- *Timeline - on-going*

ACTION ITEM 7:

Create facade improvement program. Identify strategic properties for beautification and engage owners.

- *Timeline - 2 years*

ACTION ITEM 8:

Identify strategic vacant or underutilized properties. Strategic properties should include the former gas station with contiguous properties near the 4th Street Extension.

- *Timeline - 3 months*

ACTION ITEM 9:

Meet with JEDCO to identify viable recruitment opportunities to target. Prioritize neighborhood and community needs.

- *Timeline - 3 months*

ACTION ITEM 10:

Identify or confirm ownership of strategic parcels. With JEDCO's assistance, proactively engage and inform owners of the available tax incentives, such as Restoration Tax Abatement. Offer Marketing assistance by listing property on JEDCO's website. Offer to promote property at conferences such the ICSC Gulf South Idea Exchange, which focuses on small retailers and smaller development.

- *Timeline - 3 months*

ACTION ITEM 11:

Meet with developers to identify Elmwood businesses that may require relocation. Strategically market available properties.

- *Timeline - 2 years*

ACTION ITEM 12:

Partner with the National Endowment for the Art and perform outreach to community and business leaders for assistance in procuring public art.

- *Timeline - on-going*

ACTION ITEM 13:

Consider creating community-owned businesses to fill voids and meet needs where the marketplace is too slow to act on its own. Consider creating a tax increment financing district or special services district to fund infrastructure and improvements.

- *Timeline: on-going*

OPINION OF PROBABLE COST:

- *Facade Improvement Program - \$500,000*
- *Protected bike lane along Franklin Avenue - \$60,500*
- *Concrete removal and planting of 50 trees (min. 2.5" caliper) in the right-of-way - \$39,750*

FUNDING SOURCES:

- *Facade Improvement Program: application to HUD*
- *Bike Path: Regional Planning Commission, the City of Gretna, LA DOTD, and the FHWA*
- *Concrete Removal and Planting: Private funding, potential grants, and the City of Gretna*
- *Planting Improvements: Private funding, potential grants, and the City of Gretna*

PLAN ELEMENT GOALS ACCOMPLISHED

- *Element 1 - Support retention and growth of local businesses as well as facilitate establishment of new local businesses.*
- *Element 3 - Establish incentives for redevelopment in and along targeted neighborhood commercial corridors, including Franklin Avenue and Gretna Boulevard.*
- *Element 5 - Implement the bicycle infrastructure network proposed in the Jefferson Parish Bicycle Master Plan.*
- *Element 9 - Identify where tree canopy is lacking in the right-of-way and create a program to introduce new trees to those areas.*

Project 3: Gretna Boulevard Enhancement

Gretna Boulevard, from Belle Chasse Highway to the city limits, is a neutral ground-separated, two-lane major collector road that acts as an entrance to Gretna from the west. Currently, the Boulevard has a number of big-box store and warehouse land uses, as well as two schools and two parks. The neutral ground is well-kept with relatively new planting of palms and other shrubs. The street also has a number of large vacant lots which are nicely situated for development, creating a more cohesive mixed-use corridor.

The City of Gretna should work with JEDCO to identify viable opportunities in business attraction. Potential targets should meet neighborhood needs and serve as a good community partner. While dollar stores proliferate low and moderate income neighborhoods nationwide, they generally do not carry fresh produce, dairy, and meat. Providing easy access to fresh, healthy food and providing food choices should be prioritized. Limited assortment stores offer deeply discounted groceries and are committed to locating in urban areas. A food diner could also benefit the neighborhood and visitors to the parks.

ACTION ITEM 1:

Form advisory committee or hold neighborhood meetings to identify unmet needs of the neighborhood. Use online surveys to identify needs of business owners and residents in the area.

- *Timeline - 4 months*

ACTION ITEM 2:

Amend zoning code to incentivize mixed-use development with increased density. Amend zoning code to prioritize infill development.

- *Timeline - 9 months*

ACTION ITEM 3:

Create a working relationship between the City of Gretna and the Jefferson Parish Public School System to enhance the property edge and right-of-way at Gretna Middle School. Work with local non-profits to gather tree donations to incorporate into the right-of-way, along with new, ornamental fence in lieu of the chain linked fence.

- *Timeline - 5 months*

ACTION ITEM 4:

Meet with JEDCO to identify viable recruitment opportunities to target. Prioritize neighborhood and community needs.

- *Timeline - 2 months*

ACTION ITEM 5:

Create Facade Improvement Program. Target property with unattractive metal facades to improve the streetscape. Identify strategic properties for beautification, such as the corner of Gretna Boulevard and Claire Avenue.

- *Timeline - 18 months*

ACTION ITEM 6:

Identify strategic underutilized properties like the former grocery store on the corner of Claire Avenue and Gretna Boulevard. Identify strategic vacant properties with potential for mixed-use development, targeting the large vacant parcel between Huey P. Long Avenue and White Boulevard near Gretna Park.

- *Timeline - 2 months*

ACTION ITEM 7:

Identify or confirm ownership of strategic parcels. With JEDCO's assistance, proactively engage and inform owners of the available tax incentives, such as Restoration Tax Abatement. Offer marketing assistance by listing property on JEDCO's website. Offer to promote property at conferences such as the ICSC Gulf South Idea Exchange, which focuses on small retailers and smaller development.

- *Timeline - 12 months*

ACTION ITEM 8:

Meet with developers to identify Elmwood businesses that may require relocation. Strategically market available properties.

- *Timeline - 2 years*

ACTION ITEM 9:

Improve planting at Fire Station No. 47 that sits in Gretna City Park. Create tree canopy along the entire north side of Gretna Boulevard.

- *Timeline - 3 months*

ACTION ITEM 10:

Perform outreach to community and business leaders for assistance in procuring public art for the park entrance and neutral ground. Perform outreach to Jefferson Beautification, Inc. to raise money for window boxes for existing businesses.

- *Timeline - on-going*

ACTION ITEM 11:

Consider creating community-owned businesses to fill voids and meet needs where the marketplace is too slow to act on its own.

- *Timeline - on-going*

OPINION OF PROBABLE COST:

- *Gretna Middle School Fence Replacement*
 - » *Fence Removal - \$2,800*
 - » *8' Ornamental fence - \$15,000*
 - » **TOTAL - \$17,800**
- *Plant 150 trees (min. 2.5" caliper) in the public right-of-way - \$68,850*
- *Facade Improvement Program - \$500,000*

FUNDING SOURCES:

- *Gretna Middle School Fence - Jefferson Parish Public School System*
- *Public Planting Improvements - Jefferson Parish Public School System, the City of Gretna, NOLA Tree Project, Sustaining Our Urban Landscape (SOUL)*
- *Safe Routes to Public Spaces Program*

PLAN ELEMENT GOALS ACCOMPLISHED

- *Element 1 - Support retention and growth of local businesses as well as facilitate establishment of new local businesses.*
- *Element 3 - Establish incentives for redevelopment in and along targeted neighborhood commercial corridors, including Franklin Avenue and Gretna Boulevard.*
- *Element 3 - Market vacant buildings and vacant properties, specifically targeting Franklin Avenue and Gretna Boulevard.*
- *Element 5 - Implement the bicycle infrastructure network proposed in the Jefferson Parish Bicycle Master Plan.*
- *Element 5 - Improve pedestrian and bicycle routes between residential areas and parks.*
- *Element 7 - Encourage commercial infill on a neighborhood scale, along existing neighborhood commercial and mixed-use corridors.*
- *Element 9 - Identify where tree canopy is lacking in the right-of-way and create a program to introduce new trees to those areas.*



Existing Conditions along Gretna Boulevard



Proposed Enhancements along Gretna Boulevard

Page intentionally left blank.

IMPLEMENTATION MATRIX

Element	Schedule	Project	Goal/Objective met	Neighborhood	Responsibility
1. Resiliency & Sustainability	kick-off (0-1 year)	Partner with Greater New Orleans regional non-profits and Jefferson Parish Floodplain Manager to host Green Infrastructure community workshops in Gretna (on-going)	Element 9. Goal 1, Objective 1.3, 1.4	all	Lead - Floodplain Manager Support - Planning Department/Farmers Market
		CZO: establish SWM requirements. Create incentives for residential properties to install SWM facilities	Element 1. Goal 1, all objectives Element 9. Goal 1, Objective 1.2 Element 2. Goal 1, Objective 1.5 PM2: Overall acceptance of incorporating stormwater management into the rights-of-way.	all	DBA Team & Planning Department, Mayor's Office, City Council
		Create 25th Street Resilience District to correlate with the City's highest RL/SRL concentrations. Use district to leverage internal and external support for projects that mandate resiliency and sustainability design practices within the District - namely, Gretna City Park & the 25th Street Canal. Ensure that the community is involved in project development within the District.		Jonestown & Bellevue	Lead - Major's Office Support - City Engineer, Floodplain Manager
		Create a new position of Chief Resilience Officer that has broad oversight of all planning and capital projects.	Element 1.	n/a	Lead - Mayor's Office Support - City Council
	short term (1-3 years)	Source funding for the creation of a Watershed Master Pan (for CRS credit); identify risk prone areas and inventory existing stormwater infrastructure; determine necessary upgrades, incorporating sustainability and resiliency design principles.	Element 1. Goal 4, Objective 1.1 Element 6. Goal 2, Objective 2.1	all	Lead - Planning Department Supporting - Department of Public Works, Floodplain Manager
		Need evaluation of water intake from the Mississippi River and the potential threat of saltwater intrusion.	Element 1.	n/a	Public Utilities
		Partner with Greater New Orleans regional non-profits and Jefferson Parish Floodplain Manager to host Green Infrastructure community workshops in Gretna (on-going)	Element 9. Goal 1, Objective 1.3, 1.4	all	Lead - Floodplain Manager Support - Planning Department/Farmers Market
	mid term (3-5 years)	Seek funding for WMP implementation. Begin incremental implementation in concert with other projects.	Element 1. Goal 4	all	Lead - Floodplain Manager Support - Planning Department
		Partner with Greater New Orleans regional non-profits and Jefferson Parish Floodplain Manager to host Green Infrastructure community workshops in Gretna (on-going)	Element 9. Goal 1, Objective 1.3, 1.4	all	Lead - Floodplain Manager Support - Planning Department
		Create waste reduction strategies for all municipal agencies, including recycling options and paperless permit filings.	Element 1.	n/a	Lead - Mayors Office Support - Public Works
		Harden all critical facilities against natural disasters.	Element 1. Goal 4, Objective 4.6	n/a	Lead - Department of Public Utilities Support - Mayor's Office
	long term (5-10 years)	Reduce risk profile of 40 percent of repetitive and severe repetitive loss properties in the City.	Element 1. Goals 1 and 4	n/a	Lead - Floodplain Manager Support - Planning Department
		Implementation of the Watershed Master Plan: Comprehensive GI network.	Element 6. Goal 2, Objective 2.1 Element 1. Goal 4, Objective 1.1 Element 1. Goal 1, all objectives	n/a	Planning Department, Department of Public Works, Parks and Recreation

IMPLEMENTATION MATRIX

2. Land Use	kick-off (0-1 year)	Develop a new/updated CZO in line with goals and objectives of the Comprehensive Plan.	Element 2. Goal 1, all Objectives	n/a	DBA Team, Planning Department, Mayor's Office, City Council
		Appoint a Planning & Zoning Commission.	Element 2. Goal 3, Objective 3.1	n/a	Mayor's Office, City Council
	short term (1-3 years)	Update GIS parcel data for the City (on-going)	Element 2. Goal 1, Objective 1.3	n/a	Planning Department, IT department
		Develop a set of policies and standards for properties that will have a new frontage on the 4th and 5th Street corridors.	Element 2. Goal 2, Objective 2.1 Public Workshop 3: Establish design and planning standard for major roadway projects that effect residential properties to ensure that development is context sensitive.	McDonoghville	Planning Department, Department of Public Works
	mid term (3-5 years)	Update GIS parcel data for the City (on-going)	Element 2. Goal 1, Objective 1.3	n/a	Planning Department, IT department
		Review Comprehensive Plan and code for effectiveness and feasibility.	Element 2	n/a	Planning Department
	long term (5-10 years)	Update GIS parcel data for the City (on-going)	Element 2. Goal 1, Objective 1.3	n/a	Planning Department, IT department
		Review Comprehensive Plan and code for effectiveness and feasibility.	Element 2	n/a	Planning Department
3. Economic Development	kick-off (0-1 year)	Start shop local campaign.	Element 3. Goal 2, Objective 2.1 Element 3. Goal 3, Objective 3.4	all	Mayor's Office, JEDCO, Tourism Department
	short term (1-3 years)	Establish a retail recruitment task force for the Downtown Gretna area, for Franklin Avenue, and for Gretna Boulevard in Jonestown/Bellevue. Build relationships with developers that have visions for the targeted commercial corridors that reflect the cultural characteristics of the community.	Element 3. Goals 2 & 3 Element 3. Goal 2, Objective 2.4 Element 7. Goal 3, Objective 3.1 Element 7. Goal 2, Objective 2.2 PW3: Actively recruit new retail to address underrepresented opportunities.	Old Gretna, McDonoghville, Jonestown, Bellevue	Mayor's Office, JEDCO, Council Districts 1, 2, and 3
	mid term (3-5 years)	Market and incentivize vacant or underutilized properties along theses targeted corridors. Advocate for the façade renewal of these corridors.	Element 3. Goal 1, Objective 1.4 Element 3. Goal 3, Objective 3.1 PM2: Overall acceptance of commercial and mixed use infill development.	McDonoghville, Jonestown, Bellevue	Mayor's Office, JEDCO
		Create a mixed-use, incubator space that supports small businesses in existing vacant institutional uses.	Element 3. Goal 2, Objective 2.2	Downtown Gretna	Mayor's Office, JEDCO
	long term (5-10 years)	Incentivize, build partnerships to establish a commercial mixed-use corridor along 4th and 5th Streets.	Element 2. Goal 2, Objective 2.2	McDonoghville, Old Gretna, Downtown	Mayor's Office, Planning Department, JEDCO
4. Housing	kick-off (0-1 year)	Diversify housing typologies permitted in CZO, specifically along targeted corridors.	Element 4. Goal 2, Objective 2.5 Element 4. Goal 2, Objective 2.6 PM2: Overall acceptance of mixed-use commercial/residential in the appropriate areas when designed within the context of the neighborhoods.	all	DBA Team, Planning Department, Mayor's Office
		Formalize relationships with non-profit housing providers to provide opportunities for workforce housing utilizing the City's adjudicated properties inventory.	Element 4	n/a	Lead - Planning Department Support - City Attorney
	short term (1-3 years)	Promote the Good Neighbor Next Door Sales Program for eligible people; promote better utilization of Historic Rehabilitation Tax Credits and Renter's Bill of Rights.	Element 4. Goal 2, Objective 2.1, Element 4. Goal 5, Objective 5.1	all	Lead - Mayor's Office, Planning Department Support - Historic District Commission, Building Department
		Establish a local Housing Commission & create a Renter's Bill of Rights. Legislative delegation and Mayor's Office need to be key drivers.	Element 4. Goal 1, Objective 1.1	all	Mayor's Office, Planning Department
	mid term (3-5 years)	Evaluate feasibility and need for Inclusionary Zoning Policies.	Element 4	n/a	Lead - Planning Department

IMPLEMENTATION MATRIX

5. Transportation	kick-off (0-1 year)	Evaluate best practices and adopt a Complete Streets policy.	Element 5. Goal 4, Objective 4.1	n/a	Planning Department, Department of Public Works, Mayor's Office, City Council
		Evaluate feasibility of adding in-house thermoplastic capacity for restriping streets, or partnering with Jefferson Parish DPW.	Element 5. Goal 1 Element 5. Goal 2, Objective 2.5		Department of Public Works
		Initiate Stage 0 traffic studies at priority intersections along bicycle/pedestrian corridors. Prioritize as follows: <ul style="list-style-type: none">• Connections across Belle Chasse Hwy. Corridor• Franklin Avenue• Primary Westbank Expressway Intersections• Gretna Boulevard	Element 5. Goal 5	n/a	Planning Department, Department of Public Works
		Explore revenue capture opportunities for ferry connection to New Orleans.	Element 5. Goal 3, Objective 3.1 Element 5. Goal 2, Objective 2.2	n/a	Planning Department, JEDCO
	short term (1-3 years)	Add a river trail access point for McDonoghville.	PW3 attendees mapping	McDonoghville	Planning Department, Department of Public Works, Council District 1
		Create an inventory of roadway conditions along with a repaving schedule that should be included in the City's CIP.	Element 5.	all	Department of Public Works
		Create street design guidelines for the City.	Element 5.	n/a	Department of Public Works, City Engineer
		Add bike lanes on Franklin Ave. & Gretna Blvd.	Element 7. Goal 3, Objective 3.3	McDonoghville, Bellevue, Jonestown, New Garden Park	Planning Department, Department of Public Works
	mid term (3-5 years)	Seek funding for the implementation of a multi-modal trail along the Hero Canal with possible connection to 25th Street.	Element 8. Goal 3, Objective 3.3 Element 7. Goal 3, Objective 3.2 Element 8. Goal 2, Objective 2.2	Jonestown, Bellevue	Planning Department, Department of Public Works
		Intersection improvements: <ul style="list-style-type: none">• Belle Chasse Hwy. to Mel Ott Park• Westbank Expressway crossings on Stumpf Blvd.• Westbank Expressway at Lafayette Street	Element 8. Goal 2, Objective 2.3 Element 7. Goal 3, Objective 3.1	all	Planning Department, Department of Public Works
	long term (5-10 years)	Re-establish the ferry connection to the Eastbank with integrated bicycle and pedestrian network and public transit system.	Element 1. Goal 2, Objective 2.4, 2.5 Element 5. Goal 2, Objective 2.2 Element 5. Goal 4, Objective 4.2 PM 3: Leverage resources to support returning the Canal Street Ferry service.	n/a	Mayor's Office, Planning Department
		Intersection improvements on: <ul style="list-style-type: none">• Burmaster Street• Monroe Street	Element 8. Goal 2, Objective 2.3 Element 7. Goal 3, Objective 3.1	McDonoghville	Planning Department, Department of Public Works

IMPLEMENTATION MATRIX

6. Infrastructure	kick-off (0-1 year)	Develop a Capital Improvements Plan.	Element 6. Goal 1, Objective 1.2 PM 3: Create a capital improvement plan to prioritize the infrastructure that needs maintenance, rehabilitation, or repair.	n/a	Lead - Finance Department, Supporting - Planning Department, DPW, DPU, City Council, Mayor's Office
		Begin incorporating sustainability and resiliency design principles in all new public projects.	Element 6. Goal 2	all	City Engineer
		CZO: Establish SWM requirements.	Element 9. Goal 1, Objective 1.2 Element 2. Goal 1, Objective 1.5	n/a	DBA Team, Planning Department, Mayor's Office
	short term (1-3 years)	Conduct a feasibility study for a new wastewater treatment facility.	Element 6.	n/a	
		Begin sidewalk improvements in areas identified by the CIP.		n/a	
	mid term (3-5 years)	Reduce flood risk profile of Jonestown and Bellevue by improving the function of the 25th Street Canal.	Element 6. Goal 2, Element 2.4	Bellevue, Jonestown	City Engineer, Mayor's Office, City Council District 3
		Begin training of Police Department staff in latest technological advances in analytics of field intelligence.	Element 6. Goal 3	n/a	Police Department
	long term (5-10 years)	Replace pipes in areas where there is undersized or broken infrastructure.	Element 6.	all	Department of Public Works
7. Community Design	kick-off (0-1 year)	CZO: Establish planting & buffer requirements & design standards	Element 8. Goal 3, Objective 3.4 Element 7. Goal 1, Objective 1.1 PM2: Overall acceptance of softening parking lot and commercial corridor edges.	n/a	DBA Team, Planning Department, Mayor's Office
		CZO: Establish design overlay districts for neighborhoods targeted for revitalization.	Element 7.	Jonestown, McDonoghville, Bellevue	
		Gateway improvements with the addition of welcome signs and plantings on: <ul style="list-style-type: none">• Huey P. Long• Burmaster Street	Element 7. Goal 5	McDonoghville, Old Gretna	Mayor's Office, Council Districts 1 and 2
	short term (1-3 years)	Implement public realm improvements in line with Gretna Downtown 2020 plan.	Element 7. Goal 3	Downtown Gretna	Mayor's Office
	mid term (3-5 years)	Improve sidewalks along Huey P. Long Avenue in Jonestown.	Element 7. Goal 2, Objective 2.2	Jonestown	Department of Public Works, Council District 3
		Soften physical divide of the Westbank Expressway with plantings, bicycle and pedestrian connections, and other design features.	Element 7. Goal 5 Element 7. Goal 6 PM2: Overall acceptance of activating and designing the unused space under the Expressway.	Old Gretna, Old Garden Park, McDonoghville	Mayor's Office, Planning Department, LA DOTD, Council Districts 1, 2, and 4
	long term (5-10 years)	Incentivize mixed-use infill development for vacant land on Huey P. Long Avenue in Jonestown, including provisions for workforce housing.	Element 7. Goal 2, Objective 2.4 PM 3: Revitalize underutilized areas of the City and combat blight and neglect. Encourage commercial infill for existing vacant lots and buildings.	Jonestown	Planning Department

IMPLEMENTATION MATRIX

8. Parks & Recreation	kick-off (0-1 year)	Social Media: Establish active Facebook presence and Parks & Recreation website.	Element 8. Goal 4	all	Parks & Recreation Department
		Establish regularly occurring volunteer day for eliminating invasive species at Gretna City Park. (on-going)	Element 8. Goal 3, Objective 3.2 Element 9. Goal 3, Objective 3.4	Bellevue	Parks & Recreation Department, Council District 3
		CZO: Designate City owned park land as open space.	Element 2. Goal 1, Objective 1.4	all	DBA Team & Planning Department
		Open and improve access to Mel Ott Park from New Garden Park neighborhood.	Element 8. Goal 2 PM3: Access to parks on foot/bike by Belle Chasse Hwy.	New Garden Park	Parks & Recreation Department, Council District 4
		Create seasonal events on the batture.	Element 8.	Downtown Gretna	Parks & Recreation Department, Council District 2
		Park improvements for Porter Street Park: Remove barbed wired fencing, repair broken basket, add shade with trees.	Element 8. Goal 1, Objective 1.2	McDonoghville	Parks & Recreation Department, Council District 1
	short term (1-3 years)	Start conversation with Timberlane Country Club HOA to designate open space.	Element 9. Goal 2, Objective 2.1	all	Mayor's Office, Planning Department, Council Districts 3 and 4
		Park improvements for Richard Street Park: add trees and edge plantings, replace chain link fence, add bicycle parking.	Element 8. Goal 1, Objective 1.2 Element 8. Goal 2, Objective 2.4 PM 3: Improve Gretna's parks by softening edges and replacing existing chain link fencing with more neighborhood sensitive alternatives.	Old Garden Park	Parks & Recreation Department, Council District 1
		Install bicycle parking stations at all parks in accessible and secure locations.	Element 8. Goal 2, Objective 2.4	all	Parks & Recreation Department, All Council Districts
		Establish regularly occurring volunteer day for eliminating invasive species at Gretna City Park. (on-going)	Element 8. Goal 3, Objective 3.2 Element 9. Goal 3, Objective 3.4	Bellevue	Parks & Recreation Department, Council District 3
	mid term (3-5 years)	Implement Gretna City Park concepts created by the Tulane Regional Urban Design Center. Try to position park improvements alongside other demands, such as ecological restoration and stormwater management improvements.	Element 8. Goal 1 Element 8. Goal 3 PM2: Overall acceptance of additional entrances to City Park from the surrounding neighborhoods.	Bellevue	Parks & Recreation Department, Council District 3
		Park Improvements for McDonoghville Park: Add protective surfacing under play structures, add trees, add edge plantings, remove parts of the chain link fence.	Element 8. Goal 1, Objective 1.1, 1.2 Element 8. Goal 3, Objective 3.4 PM 3: Improve Gretna's parks by softening edges and replacing existing chain link fencing with more neighborhood sensitive alternatives.	McDonoghville	Parks & Recreation Department, Council District 1
		Gain ownership of vacant lots adjacent to Porter Street Park to expand the public park land.	Element 8. Goal 1, Objective 1.3	McDonoghville, Jonestown	Planning Department, Parks & Rec Department, Council District 3
		Establish regularly occurring volunteer day for eliminating invasive species at Gretna City Park. (on-going)	Element 8. Goal 3, Objective 3.2 Element 9. Goal 3, Objective 3.4	Bellevue	Parks & Recreation Department, Council District 3
	long term (5-10 years)	Establish regularly occurring volunteer day for eliminating invasive species at Gretna City Park. (on-going)	Element 8. Goal 3, Objective 3.2 Element 9. Goal 3, Objective 3.4	Bellevue	Parks & Recreation Department, Council District 3
		Retrofit the drainage canals with connections from neighborhoods to parks and open space.	Element 8. Goal 2, Objective 2.2	all	Parks & Recreation Department

IMPLEMENTATION MATRIX

9. Environmental	kick-off (0-1 year)	CZO: Establish a tree list with exclusively native species, begin to require tree plantings for new and re-development, and incentivize canopy preservation.	Element 8. Goal 3, Objective 3.2 Element 9. Goal 3, Objective 3.4 Element 9. Goal 3, Objective 3.7	all	DBA Team, Planning Department, Mayor's Office
		Begin transition to clean vehicle fleet.	Element 9. Goal 4, Objective 4.1 Element 1. Goal 1, Objective 1.8	n/a	Lead: Finance Department Support: Mayor's Office, Police & Fire Departments, Department of Public Works, Department of Public Utilities
	short term (1-3 years)	Evaluate tree cover and begin to identify corridors for future tree plantings.	Element 8. Goal 3, Objective 3.4 Element 9. Goal 3	Jonestown, McDonoghville, around WB Exp; Old Garden Park & Old Gretna	Parks & Recreation, all Council Districts
		Begin tree plantings in Old Gretna-Mechanickham, McDonoghville, Jonestown, and Bellevue.	Element 8. Goal 3, Objective 3.4	Old Gretna, Old Garden Park, McDonoghville, Jonestown, Bellevue	Parks & Recreation, Tree Commission
	mid term (3-5 years)	Restore riparian zones of City Park water features and the Virgil Street Retention Pond.	Element 9. Goal 1, Objective 1.1 Element 8. Goal 3, Objective 3.1 PM 3: Improve water quality of stormwater runoff throughout the City. Renaturalize canals and develop riparian buffers along water corridors.	Bellevue, McDonoghville	Department for Public Works, Parks & Recreation
	long term (5-10 years)	Re-naturalize canal beds of Hero Canal and Verret Canal while incorporating transportation and recreational facilities.	Element 1. Goal 1, all objectives Element 9. Goal 1, Objective 1.1 Element 8. Goal 3, Objective 3.3 PM 3: Improve water quality of stormwater runoff throughout the City. Renaturalize canals and develop riparian buffers along water corridors.	Bellevue, Jonestown, New Garden Park, McDonoghville	Department for Public Works, Parks & Recreation Department of Public Works
10. Historic Preservation	kick-off (0-1 year)	CZO: Development design overlay standards for historic districts.	Element 10. Goal 1, Objective 1.1	Old Gretna, McDonoghville	DBA Team, Planning Department, Mayor's Office
		Explore opportunities to highlight unique history of the McDonoghville neighborhood.	Element 10. Goal 3, Objective 3.5	McDonoghville	Historic District Commission, Council District 1
		Begin the nomination process for McDonoghville to be included in the National Register of Historic Places.	Element 10. Goal 1, Objective 1.3	McDonoghville	Planning Department, Historic District Commission
	short term (1-3 years)	Expand the Cultural District limits to include Old Garden Park.	Element 10. Goal 2, Objective 2.1	Old Garden Park	Planning Department
	mid term (3-5 years)	Improve the viability of historic neighborhood commercial corridors, with focus on Franklin Avenue and Lafayette Street.	Element 10. Goal 3	McDonoghville, Old Gretna	Mayor's Office, JEDCO, Council Districts 1 and 2
			Element 10. Goal 3, Objective 3.4 Element 10. Goal 3, Objective 3.5	McDonoghville	Tourism Department, Council District 1
	long term (5-10 years)				