

APRIL 2018

GREटना

COMPREHENSIVE PLAN

EXECUTIVE SUMMARY REPORT

GREटना
comprehensive plan





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The City of Gretna

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INTRODUCTION TO THE PLAN

WHAT IS A COMPREHENSIVE PLAN?

The City of Gretna Comprehensive Plan is a guiding document created by the collaboration of citizens, planners, and city leaders. It contains a detailed documentation and analysis of existing conditions within the City, covering a comprehensive array of planning realms, and a set of goals and objectives for each realm that will guide the community's development over the next twenty years. The City of Gretna Comprehensive Plan includes the following elements:

- *Resiliency*
- *Land Use*
- *Economic Development*
- *Housing*
- *Transportation*
- *Infrastructure*
- *Community Design*
- *Parks and Recreation*
- *Environmental*
- *Historic Preservation*

A comprehensive plan is a living document that provides guidance for both public and private development and supports resilient and sustainable growth patterns. Land use regulations, such as the zoning code, subdivision regulations, and other ordinances, as well as City projects, are based on the goals and vision stated in the Comprehensive Plan.

WHY A COMPREHENSIVE PLAN FOR GRETNA?

Located in South Louisiana on the banks of the Mississippi River, the City of Gretna is vulnerable to natural disasters, including hurricanes and major storms, which often result in flooding and property damage. Resiliency is a community's ability to respond efficiently to disasters and bounce back quickly to a normal, functioning state. To address community resilience comprehensively, the City of Gretna secured funding through the Community Development Block Grant (CDBG) Disaster Recovery Program, provided by the State Office of Community Development. This grant is

used to create a Comprehensive Plan and subsequently update the City's Zoning and Subdivision Regulations, to ensure resilient and sustainable development patterns in Gretna over the upcoming two decades.

VISION STATEMENT & PLANNING GOALS

During the comprehensive planning process, the community developed a vision statement for the City of Gretna, which reflects the values to preserve and the changes to face over the next 20 years. The vision statement was central to all planning realms throughout the entire planning process.

“Our vision for the City of Gretna is to build upon the City’s strong foundation of community, while respecting the past and embracing the future, to improve existing infrastructure, enhance commercial corridors, and promote walkable and bikeable neighborhoods. The new connections should link our parks, diverse communities, and commercial centers, as well as connect the City to the region, making the City a more united whole that is a premiere place to live, work, and raise a family.”

PUBLIC PARTICIPATION

Active community participation throughout the comprehensive planning process is an essential part of developing a strong, implementable Comprehensive Plan. City of Gretna leaders and planners ensured public engagement was maximized through direct outreach, public participation workshops, surveys, social media presence, and a project website. Residents were encouraged to contribute their ideas, communicate their needs, and share their local knowledge about the physical, social, and cultural aspects of the community with planners, town leaders, and each other.

Public Workshop No. 1 - Visioning

The purpose of this first series of workshops was to introduce to the public the concept of a comprehensive plan to educate them on Smart Growth principles, and have them begin to identify assets and challenges within their districts.

The information gathered from the first public workshop was used to create the vision statement for the City for the next 20 years. This vision statement is used to guide all of the goals and recommendations of the Comprehensive Plan Elements.

Public Workshop No. 2 - Future Scenarios

The second series of public workshops presented a vision statement for the City of Gretna that was derived from the input at the first series of workshops.

The attendees were asked to provide their feedback on each of the scenarios, including what they liked and disliked about each one. Overwhelmingly, the community was open to additional commercial and mixed-use infill development, while softening edges and reconfiguring parking in lots and on the street. The attendees were pleased to see a focus on safe transportation for bicyclists and pedestrians, as well as ways to reduce localized flooding through stormwater management. All of these principles combine to create a more attractive place for residents to live, work, and raise a family, which are primary components of the vision statement.

Public Workshop No. 3 - Comprehensive Plan

This workshop presented goals and priorities for the City of Gretna to focus on over the next 20 years.

Attendees were tasked with prioritizing the goals for the City to consider moving forward. The second portion of the workshop was divided among neighborhoods. Each neighborhood had a station where residents were asked to place stickers on where they wanted projects to be focused in their area of town.

The neighborhood maps and prioritization of goals were used in determining future implementation projects for each neighborhood as well as the City as a whole.



Public Workshop No. 1, Districts 3 & 4 - Group Presenting



Public Workshop No. 2, Districts 1 & 2 - Group Work



Public Workshop No. 3 Presentation



Public Workshop No. 3 Group Work

RESILIENCY & SUSTAINABILITY

INTRODUCTION

A sustainable community maintains economic, social, and environmental stability over time. A resilient community is defined by its ability to respond to disasters efficiently in order to return to a normal and functioning state as quickly as possible. Sustainability and resiliency work hand in hand to foster community stability on environmental, economic, and social levels.

RESILIENCY & SUSTAINABILITY GOALS

- 1. Make the City more environmentally resilient and sustainable.**
- 2. Make the City more economically resilient and sustainable.**
- 3. Make the City more socially resilient and sustainable.**
- 4. Strengthen the City's disaster recovery and hazard mitigation strategies.**

RESILIENCY & SUSTAINABILITY STRATEGIES

Strategies for making Gretna more environmentally resilient and sustainable.

- *Require low impact design strategies for new public projects and encourage for private development.*
- *Increase implementation of green infrastructure on public property, including streetscapes, parks, plazas, and around public buildings.*
- *Ensure the preservation of green space in the City.*
- *Create a new position of Chief Resilience Officer that has broad oversight of all planning and capital projects.*
- *Partner with Greater New Orleans regional non-profits and Jefferson Parish Floodplain Manager to host green infrastructure community workshops in Gretna.*



Bioswale at the New Orleans City Hall Parking Garage



Bioretention Cells at the Maumus Center in Arabi, LA

Strategies for making Gretna more economically resilient and sustainable.

- Support the establishment of new, locally owned businesses that are diverse in products and services.
- Provide a well-connected transportation network that allows the efficient and safe use of a variety of transportation modes for all users.
- Support retention and growth of existing local businesses.



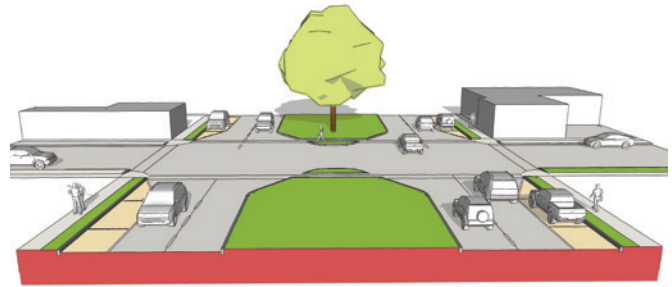
Existing Conditions along 1st Street in Downtown Gretna



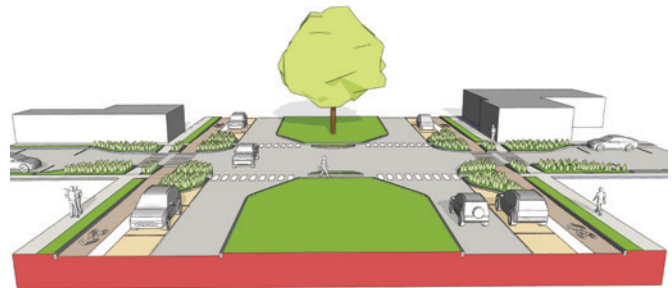
Conceptual Commercial Infill Development Along 1st Street

Strategies for making Gretna more socially resilient and sustainable.

- Provide access to quality neighborhood amenities in all areas of the City.
- Improve neighborhood walkability to commercial centers and open space.
- Provide a variety of housing options and prices throughout the City to stabilize neighborhoods.



Existing Conditions along Franklin Avenue



Conceptual Reconfiguration of Franklin Avenue to Provide Enhanced Pedestrian and Bicycle Infrastructure

Strategies for improving Gretna's disaster recovery.

- Create a Stormwater Management Plan (SMP) for the City.
- Implement the goals in the most recent Jefferson Parish Hazard Mitigation Plan.
- Continue mitigation of Repetitive Loss and Severe Repetitive Loss structures within the City.

LAND USE

INTRODUCTION

Over the upcoming two decades, The City of Gretna's population of approximately 18,000 residents will see stable to moderate growth projections. The City is, to the most part, built out, limiting new development options to mostly infill development and redevelopment of existing uses. The current land use survey shows a healthy land use pattern with low vacancies and a generally desirable mix of uses. Gretna has walkable and bikeable historic neighborhoods with mixed-use patterns where residential uses are seamed by commercial corridors with main-street character. The City's strictly residential neighborhoods are of a different character, featuring a variety of lot sizes that support a diverse demographic profile. Large-scale commercial developments and corridors support community needs and draw customers from neighboring communities. Industrial development is focused along the Mississippi River and in clusters throughout the City, utilizing the City's advantageous location and transportation infrastructure.

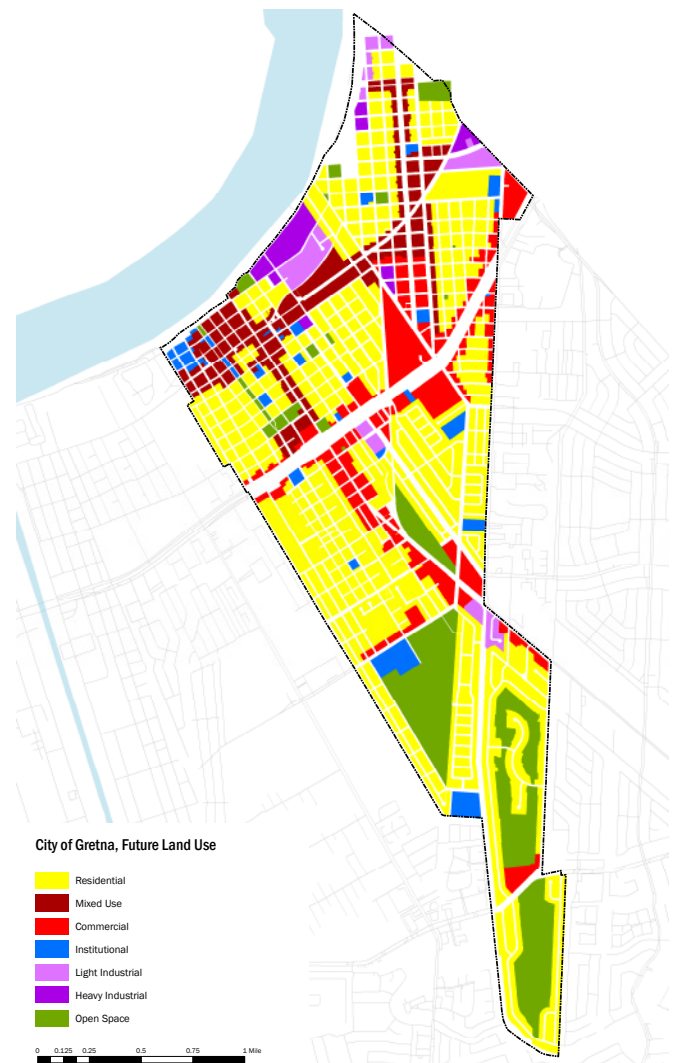
LAND USE GOALS

- 1. Guide Gretna's development to ensure smarter development patterns and maintenance of the City's quality of life and small town character.**
- 2. Establish efficient and transparent zoning and land use procedures.**
- 3. Develop and implement an effective strategy for the transition of land uses impacted by major roadway projects.**

LAND USE STRATEGIES

Strategies for making Gretna's development smarter while maintaining the small town character.

- Develop a new zoning map for the City that reflects the land use pattern of the Future Land Use Map.
- Establish buffer requirements and design standards for incompatible uses proximate to residential uses and districts.
- Enable the addition of new, sustainable development types that support the efficient use of infrastructure and a walkable and bikeable environment.



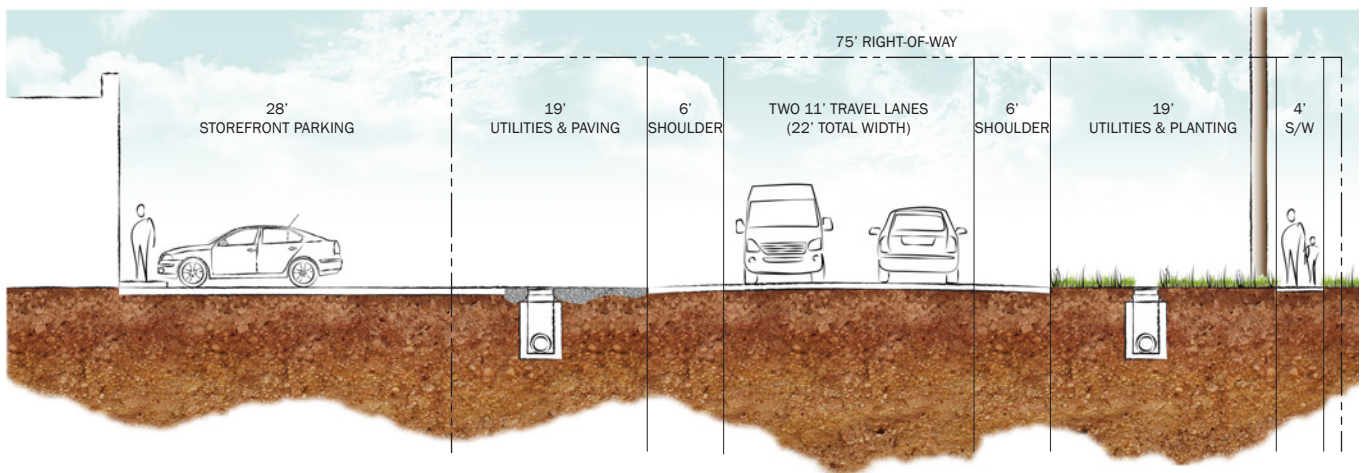
Future Land Use Map

Strategies for making Gretna more efficient and transparent in zoning and land use procedures:

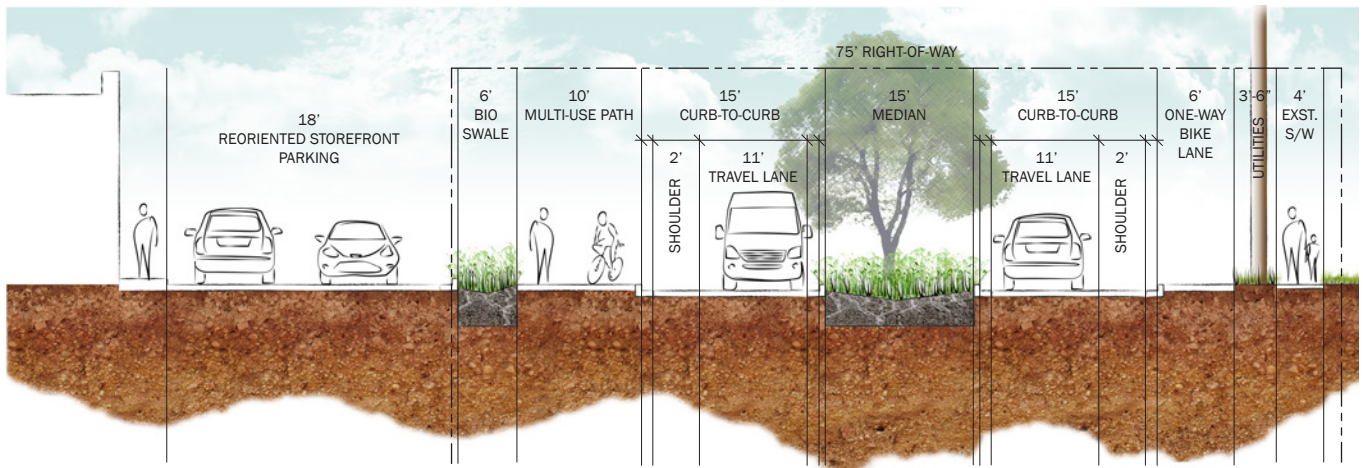
- Appoint a Planning and Zoning Commission that will act as a review body for major land use decisions.
- Establish user-focused permit procedures.

Strategies for making context sensitive solutions for major roadway projects throughout Gretna.

- Establish land use regulations and design standards for the 4th Street Extension corridor that ensures land use development that is compatible with existing residential development.
- Establish land use regulations and design standards for the 5th Street corridor that creates an inviting streetscape for all user types.



Existing Conditions along 5th Street



Proposed Enhancements along 5th Street with the Addition of a Neutral Ground, a Multi-Use Path, Stormwater Management Facilities, Street Trees, and Reconfigured Parking

ECONOMIC DEVELOPMENT

INTRODUCTION

Compared to other places in the region, the City of Gretna accommodates a greater variety and larger number of businesses, which support Gretna's economic stability and resiliency by reducing the impacts of market volatility. However, compared to the rest of the region, Gretna lags in employment in medium to high wage positions, which results in relatively low average income levels. Gretna's economic development strategy will incentivize the creation of new medium to high wage jobs. Therefore, the City plans to support the continuation of existing industrial uses and businesses, and to promote new, smaller "neighborhood commercial" types of businesses in the City's existing mixed-use corridors and clusters, including Downtown Gretna, Lafayette Street, Franklin Avenue, and Gretna Boulevard. This should be supported by better integrating Gretna into the Regional transportation network.

ECONOMIC DEVELOPMENT GOALS

- 1. Provide adequate physical infrastructure and municipal services to accommodate and encourage sustainable economic development and redevelopment.**
- 2. Proactively nurture and cultivate new businesses and entrepreneurship in Gretna.**
- 3. Develop and implement a marketing initiative to recruit and retain new businesses.**
- 4. Establish Gretna as the premiere residential community for the Greater New Orleans workforce.**

ECONOMIC DEVELOPMENT STRATEGIES

Strategies for providing needed infrastructure and municipal services to accommodate and encourage sustainable economic development

- Establish new land use regulations that enable target areas to accommodate the needs of small start-up businesses, including small to medium sized office uses, co-working spaces, and spaces for small niche industries.
- Ensure that the redevelopment of the 4th Street and 5th Street corridors meets the needs of local economic development.
- Encourage and support service and retail based neighborhood commercial uses.

Strategies to pro-actively nurture and cultivate new businesses and entrepreneurship in Gretna.

- Maintain the strong partnership with the Jefferson Parish Economic Development Commission (JEDCO).
- Consider the EDGE 2020's goals and action plan when developing new regulations or planning investments. New land use regulations will be drafted to accommodate the needs of targeted sectors, as identified in the EDGE 2020 Plan.
- Create an economic incubator organization that actively supports innovative small and medium sized businesses.
- Promote networking and the establishment of linkages of Gretna businesses with other associates in Jefferson Parish and the Westbank.
- Establish incentives for redevelopment in and along targeted neighborhood commercial corridors, including Franklin Avenue and Gretna Boulevard.

Strategies to develop and implement a marketing initiative to recruit and retain new businesses.

- Leverage Gretna's riverfront to attract new, context sensitive development.
- Revitalize target commercial areas which are currently underutilized, including Franklin Avenue and Gretna Boulevard, and market vacant properties.
- Provide education for Gretna's workforce. Partner with Delgado Community College to facilitate technical training for potential business's needs.
- Encourage residents of Gretna and the Westbank to buy local.

Strategies to establish Gretna as the premiere residential community for the Greater New Orleans workforce.

- Promote Gretna's favorable location with its short commute to the New Orleans CBD and other employment centers.
- Promote Gretna's quality of life, including lower cost of housing and cost of living in comparison to areas of New Orleans or Eastbank of Jefferson Parish, as well as the small-town character.



Existing Conditions along Gretna Boulevard



Conceptual Enhancement along Gretna Boulevard with Commercial Infill, Bicycle Infrastructure, and Improved Streetscape

HOUSING

INTRODUCTION

To foster social resiliency, the City of Gretna is aiming to provide quality and affordable housing for all residents, with access to work, school, and social life. Typical of the region, the largest share of Gretna's housing stock consists of single-family detached structures followed by single-family attached structures and duplexes. The City has a comparably old housing stock, reflecting its rich historic heritage, as well as the construction boom following the erection of the Crescent City Connection in the 1960s. Gretna's total housing occupancy is almost evenly split between owners and renters, with variations between the neighborhoods. The City's rental market is relatively inexpensive compared to the Eastbank communities, and average on the Westbank. However, as Gretna's median household income is relatively low, housing affordability should be considered an issue in Gretna for rental and home ownership opportunities. While Gretna will tackle the housing affordability issue by targeting the increase of higher paying jobs in the City, it will also aim to better provide workforce housing.

HOUSING GOALS

1. *Retain the current residents of Gretna.*
2. *Attract new, younger residents to Gretna.*



*A Variety of Housing Typologies in a New Orleans Neighborhood;
Image Courtesy of NPR*

HOUSING STRATEGIES

Strategies for retaining current residents of Gretna

- *Foster Gretna's quality of life by preserving and enhancing neighborhood character and sense of place, providing a walkable and bikeable environment, and encouraging new retail and commercial uses serving residents.*
- *Promote Gretna as attractive place for retirement by providing assistance for elderly residents to modify homes and seek group housing opportunities.*
- *Enable a variety of housing typologies including mixed use development, within updated land use regulations to diversify Gretna's housing stock in the long run.*
- *Establish a Renter's Bill of Rights and a local Housing Commission.*

Strategies to attract new, younger residents to Gretna

- *Promote housing affordability of Gretna housing compared to New Orleans and East Bank of Jefferson Parish.*
- *Promote Gretna's quality of life, including its small town character, strong sense of community, and advantageous location with convenient commute opportunities to New Orleans CBD and other regional employment centers.*
- *Promote Gretna's quality and selection of public, private, and parochial schools.*
- *Facilitate attractive infill development, compatible with existing residential uses. Ease the ability for new development in mixed use and core commercial areas of the City to accommodate residential units.*

TRANSPORTATION

INTRODUCTION

A community with an optimal transportation network provides a variety of transportation modes, including non-motorized alternatives, and aims to serve the needs of all users. According to census data, Gretna has a relatively large share of households without access to a motorized vehicle. To support this demographic group, and further promote Smart Growth principles for sustainable development, a dense network of safe routes for non-motorized transportation modes, as well as the provision of frequent public transportation is needed.

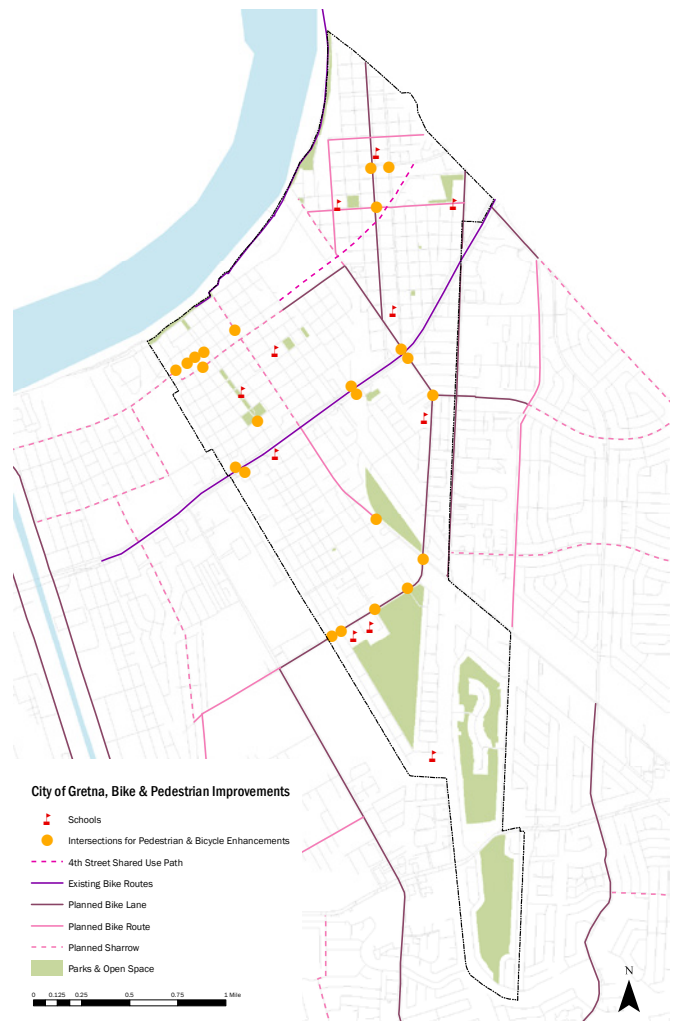
TRANSPORTATION GOALS

- 1. Promote safe transportation for all users by providing adequate, accessible facilities and clean, distinguishable routes for all modes.**
- 2. Develop a multimodal transportation system that cultivates economic development, growth, and resilience.**
- 3. Create safe and attractive connections between neighborhoods.**
- 4. Adopt and implement a Complete Streets policy.**
- 5. Create a plan to improve street infrastructure based on need and available funding options.**

TRANSPORTATION STRATEGIES

Strategies for making Gretna's transportation network more complete for all users.

- Develop a safety improvement plan on the local road network using available crash data.
- Initiate Stage 0 studies for prioritized intersections along bicycle and pedestrian corridors, with a focus on connections across Belle Chasse Highway, road diets on Franklin Avenue and Gretna Boulevard, and improvements to connect both sides of the Westbank Expressway.



Bicycle & Pedestrian Improvements

Strategies for making Gretna's transportation system one that cultivates economic development.

- Focus on the resumption of the Gretna-Canal Street ferry service that is part of an integrated bicycle and pedestrian network with the public transit system.
- Integrate JeT and RTA transit services to promote its long-term viability, its route expansion, and its mission to provide efficient public transit.

Strategies for creating safe and attractive connections between Gretna neighborhoods.

- Design and implement pedestrian and bicycle connections across the Westbank Expressway, Stumpf Boulevard, Franklin Avenue, and Belle Chasse Highway.
- Improve pedestrian and bicycle routes between residential areas and parks.
- Seek funding for the implementation of a multi-modal trail along the Hero and 25th Street Canals.

Strategies for adopting and implementing Complete Streets policies.

- Adopt a Complete Streets ordinance. Develop roadway design standards incorporating Complete Streets principles.
- Mandate that all new transportation projects accommodate all users, including pedestrians, bicyclists, and transit passengers of all ages and abilities, as well as trucks, busses, and automobiles where appropriate.

Strategies for improving street infrastructure in Gretna.

- Create a Capital Improvement Program (CIP) that accounts for the conditions of the entire street network.
- Increase budgetary priority for street projects.
- Select and implement roadway overlay and rehabilitation projects based on the CIP.
- Improve intersection safety that incorporates Complete Streets principles, especially at major intersections.



Conceptual Enhancements along the Hero Canal



Conceptual Enhancements along the 25th Street Canal

Strategies to improvement stormwater management in Gretna.

- *Create a Stormwater Management Plan (SMP) for the City that will guide water management strategies in a comprehensive way.*
- *Require on-site stormwater management and limited impervious surfaces for new development and substantial redevelopment.*
- *Preserve and enhance natural drainage, including the renaturalization of canals.*
- *Replace pipes in areas where there is undersized or broken infrastructure.*

Strategies for maintaining Gretna's public safety reputation.

- *Maintain financial support and staffing needs for the fire and police departments.*
- *Begin active recruitment of volunteer fire fighters.*
- *Begin training of police department staff in latest technological advances in analytics of field intelligence.*



Renaturalized Canal Edge along the Stumpf Boulevard Canal

COMMUNITY DESIGN

INTRODUCTION

Gretna was initially settled during the 19th century with two settlements: McDonoghville and Mechanickham-Gretna. While the construction of the Crescent City Connection Bridge and the Westbank Expressway in the 1960s triggered the expansion of the City southwards, accommodating predominantly suburban residential and large scale commercial development, the historic neighborhoods along the Mississippi River still define the urban center of the City of Gretna. Gretna's neighborhoods are all unique in character, providing a variety of attractive housing choices for a wide range of demographics, as well as commercial corridors and centers, which serve shopping needs and offer nearby employment opportunities.

COMMUNITY DESIGN GOALS

- 1. Strengthen the character of Gretna's neighborhoods.**
- 2. Revitalize underutilized areas of the City and combat signs of blight and neglect.**
- 3. Improve Gretna's gateways to strengthen the City's sense of arrival and place for residents and visitors.**
- 4. Develop parking lot design standards for Gretna that reflect the sustainability and resiliency goals of the City.**

COMMUNITY DESIGN STRATEGIES

Strategies for strengthening the character of Gretna's neighborhoods.

- Create and adopt development design standards for the City that identify and preserve the specific and desired character of each neighborhood.
- Preserve and promote urban form specific to each neighborhood.
- Use the principles of Smart Growth for future commercial development
- Implement public realm improvements in line with the Gretna Downtown 2020 Plan.

Strategies for revitalizing underutilized areas of the City and combating blight and neglect.

- Encourage commercial infill on a neighborhood scale, along existing neighborhood commercial and mixed-use corridors.
- Incentivize residential infill along Huey P. Long Avenue in the Jonestown neighborhood to support revitalization and providing housing choices for the local workforce.
- Develop and adopt land use regulations that prohibit storage and automobile related uses without screening adjacent to residential uses or zones.

Strategies for improving Gretna's gateways and sense of arrival.

- Add City markers on major gateways that currently do not have any and at the Westbank Expressway exit ramps.
- Mark city limits along the Mississippi River Trail and utilize this entrance to present the City as a bicycle and pedestrian friendly place with a rich cultural heritage.
- Soften the physical divide of the Westbank Expressway with plantings, bicycle and pedestrian connections, and other design features.
- Create an architectural gateway at Huey P. Long and the Westbank Expressway for Downtown and Old Gretna.

Strategies for developing parking lot design standards.

- Establish standards for edge treatments of vehicular use areas.
- Work with property owners to address design deficits of Downtown Gretna's parking lots. Add trees, edge treatments, and green infrastructure to improve the visual impression, decrease the urban heat island effect, and improve drainage and water- and air quality.
- Construct linear buildings along the parking lot edges to buffer vehicular use area, provide attractive commercial space, and improve downtown walkability.



Existing Conditions in Old Gretna



Conceptual Enhancement in Old Gretna with Commercial Infill along the Street, Street Trees, and Pedestrian Facilities

PARKS & RECREATION

INTRODUCTION

Gretna has approximately 150 acres of public open space for the City's 17,800 residents, which provides a level of service of 8.4 acres per 1,000 residents. Park facilities include active and passive open spaces in a variety of sizes. Gretna also offers a variety of programming for residents of all age ranges. Gretna's public green spaces are generally very well maintained and distributed throughout the City, providing accessibility for motorized and non-motorized park visitors. Most residential neighborhoods feature a neighborhood or pocket park, with a children's playground or playfields, within walking distance for residents. City Park, Mel Ott Park, and Huey P. Long Park are the City's community parks. Those larger green spaces offer a greater variety of active and passive recreation options and serve the entire population of Gretna.

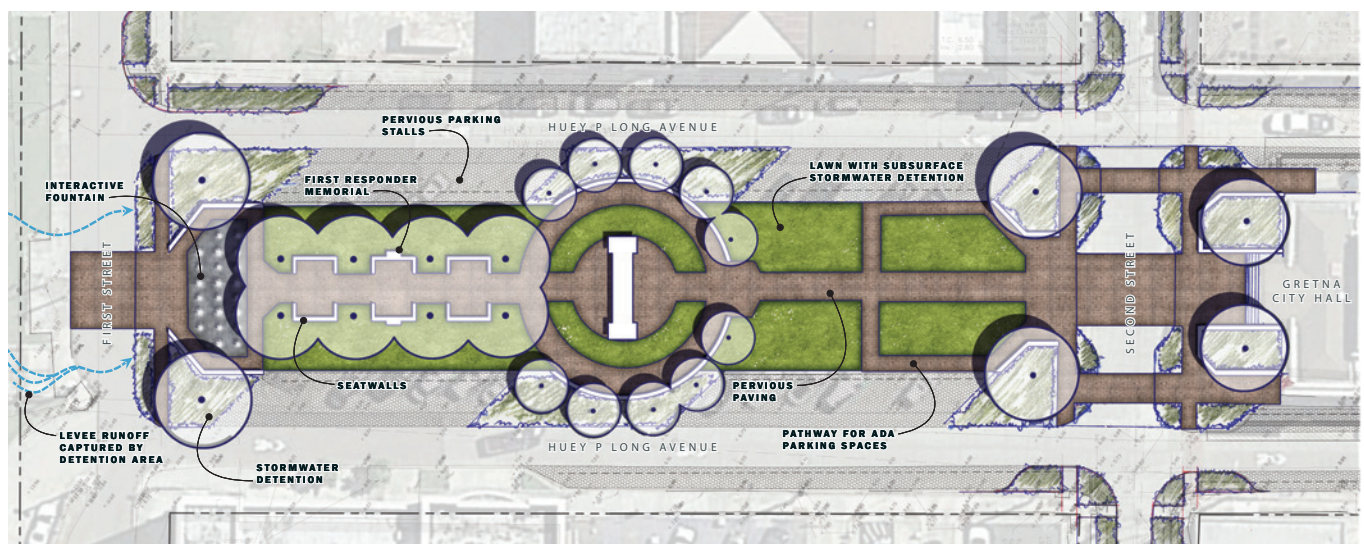
PARKS & RECREATION GOALS

1. *Improve bicycle and pedestrian accessibility for all of Gretna's public parks.*
2. *Soften the edges of the City's parks therefore creating a more welcoming environment.*
3. *Improve ecological functionality of Gretna's open spaces.*

PARKS & RECREATION STRATEGIES

Strategies for improving bicycle and pedestrian accessibility for all of Gretna's parks.

- Implement the bicycle network proposed in the Jefferson Parish Bicycle Master Plan 2014.
- Ensure pedestrian safety around park facilities by adding crosswalks, stop signs, and pedestrian crossing signals where needed.
- Create greenways along canal rights-of-way that connection major public greenspace in the City.
- Open and improve access to Mel Ott Park from the New Garden Park neighborhood.
- Create pathways through Gretna City Park to improve the Park's walkability, as well as create connections through the Park that connect both sides of the Bellevue neighborhood.



Conceptual Plan for Memorial Square in Downtown Gretna

Strategies for softening the edges of Gretna's parks and creating a more welcoming environment.

- Remove barbed wire fencing from all parks in Gretna. Begin removing chain link fence, where appropriate, and replace with plantings and fences that compliment the neighborhood's character.
- Install street trees along sidewalks adjacent to parks to create a more pedestrian friendly atmosphere, while providing shade for park users.
- Provide seating, better court surfaces, and new safety surface for playground equipment throughout the City's parks.

Strategies for improving the ecological functionality of Gretna's open spaces.

- Restore all riparian zones approaching the water features of Gretna City Park and improve water quality to meeting the standards of the Louisiana Department of Wildlife and Fisheries "Go Out and Fish" program.
- Eliminate invasive species from City Park's forested area.
- Connect urban green spaces with green corridors, where possible, to strengthen their ecological functionality and support of urban wildlife.
- Increase the urban tree canopy and improve park micro-climates by planting native trees.



Existing Conditions along the Richard Street Playground



Conceptual Enhancements along the Richard Street Playground

ENVIRONMENTAL

INTRODUCTION

Gretna's city limits are largely defined by three waterbodies: the Mississippi River to the north, the Whitney Canal to the east, and the Hero Canal to the west. Soils in the area are comprised of silty clay deposits, which characteristically have shallow slopes and low infiltration rates. Those soils further tend to shrink with the absence of stormwater infiltrating into the ground, causing subsidence. The City of Gretna's drainage system collects stormwater during rain events and drains it into nearby outfall canals. Due to a dense urban development in Gretna, the abundance of impervious surfaces further stresses already low infiltration rates of the soils and thus lead to subsidence damage for building foundations, roads, and pipes.

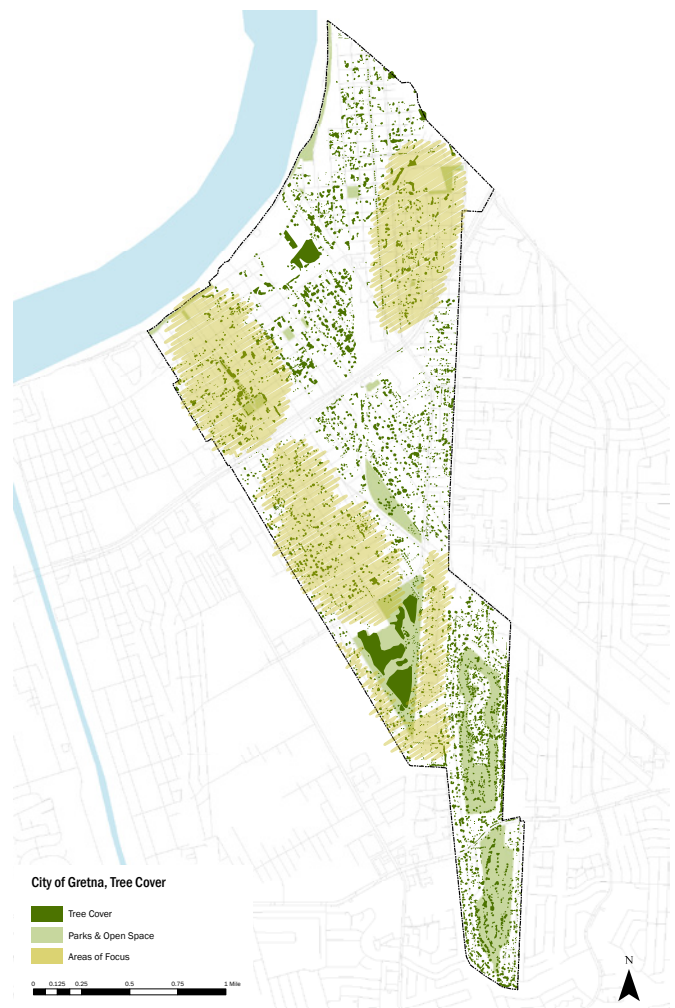
ENVIRONMENTAL GOALS

- 1. Preserve and enhance tree cover in the City.**
- 2. Improve water quality standards throughout the City.**
- 3. Conserve open space.**
- 4. Set standards for government projects to transition to use cleaner forms of energy.**

ENVIRONMENTAL STRATEGIES

Strategies to preserve and enhance tree cover in Gretna.

- Identify where tree canopy is lacking in the right-of-way and create a program to introduce new trees to those areas by working with arborists, landscape architects, and other horticulture professionals.
- Work with neighborhoods to identify species that will be symbols of their neighborhoods.
- Establish development regulations that require tree plantings for parking lots and buffer areas to increase the urban tree canopy and thus mitigate the urban heat island effect and localized flooding, and improve air and water quality.



Gretna Tree Cover

Strategies for improving water quality in Gretna.

- Renaturalize canal edges and develop riparian buffers along water corridors to aid in removing pollutants before they enter the City's waterways.
- Implement green infrastructure requirements for new commercial develop and redevelopment.
- Encourage private citizens to retrofit their properties with green infrastructure.
- Partner with non-profit organizations to outreach, engage, and educate citizen about what they can do at home to minimize negative environmental impacts.

Strategies to conserve open space in Gretna.

- Dedicate existing open space as such on the new Land Use Map, including parks, retrofitted canals, and community accessible water features.

Strategies for transitioning to cleaner forms of energy for Gretna's government.

- Transition the City's vehicular fleets to fuel-efficient vehicles.
- Ensure new- and redeveloped civic building are built according to high quality U.S. Green Building Council standards.



Existing Conditions along a Street in McDonoughville



Conceptual Enhancements that Includes Urban Bioswales and Street Trees

HISTORIC PRESERVATION

INTRODUCTION

The City of Gretna is home to a remarkable number of historic structures, some of which date back to the mid-19th century, when the area was first settled as Mechanickham and McDonoghville, which is the oldest neighborhood in Jefferson Parish. The Old Gretna-Mechanickham Historic District was listed in the National Register of Historic Places by the U.S. Department of the Interior in 1983 and accommodates a share of approximately 75% historically relevant structures, which makes it the most important cluster of historic architecture in Jefferson Parish. Furthermore, four historic landmarks are listed in the National Register, one of them located outside the historic district boundaries, in McDonoghville.

HISTORIC PRESERVATION GOALS

- 1. Strengthen the integrity of preservation in Gretna's historic neighborhoods.**
- 2. Incentivize historic preservation while maintaining housing affordability within the historic districts.**
- 3. Ensure the synchronization of historic preservation goals with economic development goals.**



Gretna Heritage Festival; Photo Courtesy of City of Gretna Website

HISTORIC PRESERVATION STRATEGIES

Strategies to strengthen the integrity of preservation in Gretna's historic neighborhoods.

- Establish a design overlay district for the Historic Districts in the new zoning regulations to preserve the overall integrity of the historic character of the neighborhoods.
- Add the McDonoghville neighborhood to the list of the National Register of Historic Places.

Strategies to incentivize historic preservation while maintaining housing affordability in Gretna.

- Amend the Cultural District boundaries to include the Old Garden Park neighborhood to make historic structures eligible for receiving State Historic Rehabilitation Tax Credits.
- Enable alternative housing types for infill in historic districts that provide affordable housing choices.

Strategies for ensuring that historic preservation goals sync with economic development goals.

- Utilize Gretna's history and unique cultural heritage to promote local businesses and tourism.
- Reestablish the Gretna Ferry to provide convenient access to the City for commuters and for visitors coming from New Orleans.
- Continue local events that support businesses within the City's Historic Districts.
- Find ways of showcasing and celebrating McDonoghville's unique heritage.