

Town of Gretna, Virginia

Comprehensive Plan

February, 2014

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INTRODUCTION

Purpose

In accordance with section 15.2 of the Code of Virginia, an elemental Comprehensive Plan “shall be general in nature”, in that it shall designate the general and approximate character and extent of each feature shown on the plan and shall indicate where existing lands or facilities are proposed to be ... in use as the case may be. The plan, with accompanying maps, plats, charts, and descriptive matter, shall show the locality’s long-range recommendations for the general development of the territory covered by the plan. It may include, but need not be limited to:

1. The designation of areas for various types of public and private development and use...
2. The designation of a system of transportation facilities...
3. The designation of a system of community service facilities...
4. The designation of historical areas and areas for urban renewal or other treatment.
5. The designation of areas for the implementation of reasonable ground water protection measures.
6. An official map, a capital improvements program, a subdivision ordinance, and a zoning ordinance and zoning district map...
7. The designation of areas for the implementation of measures to promote the construction and maintenance of affordable housing, sufficient to meet the current and future needs of residents...

Fundamentally, a Comprehensive Plan should include an analysis of the existing conditions and problems within the municipality along with short and long-range strategies and recommendations for general growth and development. Under the Code requirements, the Planning Commission should also review the plan at least once every five years to determine whether it is advisable to amend the plan.

After the development and presentation of the Plan to the public and the Town Council, a final Plan is adopted with the expectation that it will serve as a foundation for future decisions of the Town Council on issues of importance to the community.

The Comprehensive Plan presents a series of goals, objectives, and strategies designed to guide public (and private) decision making within the Town of Gretna. Guidance is offered in the areas of community facilities, housing, economic development transportation, the environment, and land use. These goals, objectives, and strategies should be considered and used in conjunction with other policy directions and recommendations contained in this plan

The goals, objectives and strategies offered in this plan are not laws. Town ordinances (such as zoning and subdivision) and the building code are the legal mechanisms by which land development is controlled. Similarly, planned community services and facilities are a function of the Town Council's annual decisions pertaining to capital and operating expenditures.

However, decisions made in general accordance with a comprehensive plan hold great legal weight in Virginia. Making decisions that conform to a comprehensive plan demonstrates to the citizens of a community that elected and appointed officials have thought about the future of their community and are willing to plan for a future that is desired.

Finally, a comprehensive plan is not a static document. In addition to periodic five year reviews, a plan may be formally amended at any time to address unanticipated community conditions, or new or emerging community objectives.

DEVELOPMENT GOALS AND OBJECTIVES

The primary goal of the Town Gretna, Virginia, and its leadership is to improve and promote the health, safety, convenience, and welfare, of its citizens and to plan for the future development of the town.

General Objectives

- To provide a framework for the orderly growth of the town where the demands for residential, commercial, public, and other land uses can be accommodated in a harmonious manner. In addition, to provide a basis for a continuing planning process that will monitor and reflect the needs and desires of the citizenry.
- To provide an adequate system of public facilities (water, sewer, etc.) to meet the demands of the existing and potential future population of the town.
- To plan for a system of roads and streets designed to meet community transportation needs.
- To plan commercial development in certain designated areas that are central to the population they are to serve with adequate vehicular access and parking. Scattered or strip commercial development in residential or along major transportation routes should be discouraged.
- To protect the environment by ensuring that all proposed development meets all state and Federal requirements in the control of pollution.
- Plans should be provided for the acquisition, development, and preservation of park and playground areas for Gretna residents. General development (i.e. commercial, residential, etc.) should not be allowed in floodplains or other areas with conservation value.

COMMUNITY PROFILE

Regional Setting

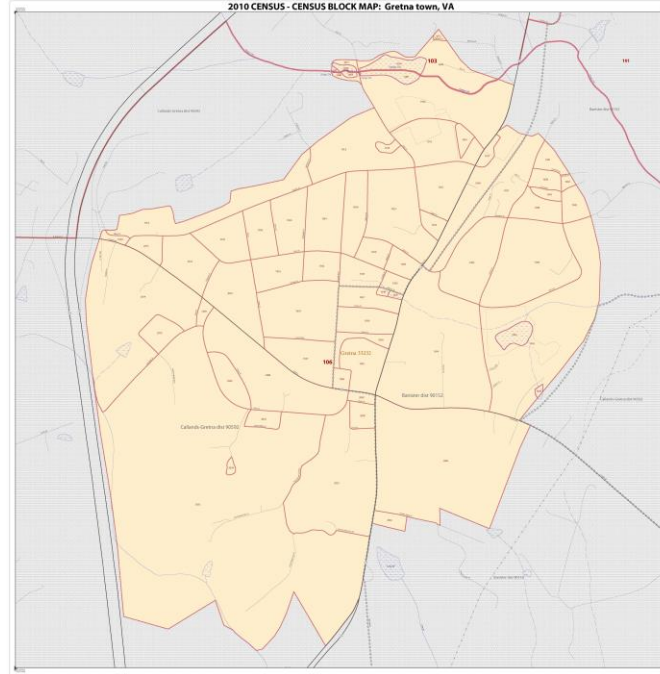
The Town of Gretna, Virginia is situated in the North Central portion of Pittsylvania County, which borders Campbell County and the Staunton River to the north, Halifax County to the east, the City of Danville to the south, and Henry County and Franklin County to the west.

In the Town, State Highway 40 and State Highway 29 business are the primary transportation routes with the State Highway 29 bypass protecting downtown from previously high numbers of pass through traffic. Both of these two arterial roads traverse through the Town with Route 29 (Main Street) running north and south, and Route 40 running east and west. Roads that function as collectors include Route 792 (Henry Street and Northside Drive), Route 760 (Music Street), Route 1308 (Chaney Lane), and Route 1302 (Leftwich Street). Other roads located within the Town are principally local feeders which serve to move traffic onto the collector and arterial streets.

Nearby communities include the Towns of Chatham and Hurt in Pittsylvania County and Altavista and Brookneal in Campbell County as well as the Town of Rocky Mount in Franklin County.

In addition, the Town of Gretna lays almost equidistance between significant metropolitan areas, to wit, the City of Danville, Virginia to the south and the City of Lynchburg, Virginia to the North, both lying along the Highway 29 corridor.





Historical Perspective

The Town of Gretna, Virginia, previously known as Elba, is a Municipal Corporation and a Political Subdivision of the Commonwealth of Virginia. Although the Town was incorporated in 1901, its history dates back a lot further. The Town of Gretna began when Edward N. Dillard deeded the land on which the Town is situated today, to Jeremiah Talbott as payment for Mr. Talbott substituting his military service for Mr. Dillard during the Civil War (1861-1865), which was a legal and a common practice for wealthy landowners in those days.

The Town has a significant connection with railroads. In 1872, Jeremiah Talbott deeded to the Lynchburg & Danville Railroad a right-of-way, in consideration for the benefits to be derived from the railroad coming through the Town. Construction of the L & D Railroad began in 1872 and was completed in 1874. Then in 1879 the Franklin & Pittsylvania Railroad (F & P) was completed which began the Franklin Junction passenger and freight station, Elba Post Office and Gretna's railroad heritage. This allowed for the passage of famous trains, like the Old 97, which came through this small Town before its famous wreck in 1903.

In the 1700's, the Historical Yates Tavern, a frontier bed-n-breakfast, was built and still stands today. Also in the 1700's, Pittsylvania County and Halifax County separated; and Galveston Mills was built on Whitethorn Creek. Later in the 1800's Jeremiah Talbott built the first house in Elba, followed by a hotel and a 2-room school. Soon Elba got its first doctor. In 1879 the first church built was Elba Methodist/Episcopal Church later becoming Anderson Memorial Church. In 1892 Elba Baptist Church was organized, later becoming First Baptist Church. The Anderson Lodge #258 A.F. and A.M. was organized in 1894. On March 21, 1914, Elba changed its name to Gretna. The name Gretna originated from Gretna Greens, in Scotland. The years have passed and Gretna has continued to grow into a pleasant southern town that continues to advance and prosper into the 21st century.

Through an increasingly diversified regional economy, population projections anticipate no future significant population losses, but, rather, either a very slight decline or slight increase in population characterized more generally by overall population stabilization.

Geographic Conditions

The Town of Gretna is located at 36° 57' 11" North 79 21' 46" West, in the north-central portion of Pittsylvania County at the intersection of U. S. Routes 29 and 40. The elevation of Gretna is 844 feet above sea level. By comparison, Smith Mountain, located in the northwest corner of the County has an altitude of 1,200 feet. The Town has a total area of 816.9 acres within the corporate limits as a result of two boundary line adjustments in past 30 years, to-wit, December, 1984 and in 2012. Alternatively, the total area can be stated as 1.26 square miles, consisting of 1.22 square mile of land and 0.4 square mile of water. The total area is 1.83% water.

Physiographic Conditions

The climate of the area is generally mild winters and warm summers, with a frost free season from early May to early October. Annually, the average daily high is about 63 degrees Fahrenheit with an average daily low of 43 degrees Fahrenheit.

The total annual precipitation of around 45 inches is reasonably well distributed throughout the year, but it can often be considerably drier in the late summer and early fall.

Rainfall is fairly evenly distributed throughout the year. The wettest month of the year is September with an average rainfall of 4.52 Inches.

In 2002, the Town experienced a significant drought during the summer leading to the establishment of an alternate water source for the Town from Whitethorn Creek in addition to its traditional source of water on Georges Creek.

In other years, occasional severe flash floods produced by thermal-type thunderstorms in the summer are characteristic of this region, but typically have small aerial extends.

Typically, there are no significant flooding issues for the Town since it does not border or lie near a major river.

The climate in Gretna, Virginia is warm during summer when temperatures tend to be in the 70's and very cold during winter when temperatures tend to be in the 30's.

The warmest month of the year is July with an average maximum temperature of 87.20 degrees Fahrenheit, while the coldest month of the year is January with an average minimum temperature of 22.80 degrees Fahrenheit.

Temperature variations between night and day tend to be moderate during summer with a difference that can reach 24 degrees Fahrenheit, and moderate during winter with an average difference of 25 degrees Fahrenheit.

Climate in Gretna, Virginia

Climate	Gretna, VA	United States
<u>Rainfall (in.)</u>	44.8	36.5
<u>Snowfall (in.)</u>	10.3	25
<u>Precipitation Days</u>	114	100
<u>Sunny Days</u>	222	205
<u>Avg. July High</u>	88	86.5
<u>Avg. Jan. Low</u>	25.5	20.5
<u>Comfort Index (higher=better)</u>	45	44
<u>UV Index</u>	4.5	4.3
<u>Elevation ft.</u>	844	1,443

Normal Climate:

Normal Temperatures

(CHATHAM Weather station, 9.83 miles from Gretna)

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Max °F	46.4	50.6	59.0	69.0	76.4	83.5	87.2	85.8	79.9	69.6	60.0	50.3	68.1
Mean °F	34.6	37.4	45.1	53.9	62.6	71.0	75.2	73.5	66.9	54.9	45.9	37.9	54.9
Min °F	22.8	24.2	31.1	38.7	48.8	58.4	63.2	61.1	53.9	40.1	31.7	25.5	41.6

Normal Precipitation

(CHATHAM Weather station, 9.83 miles from Gretna)

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Inch	3.92	3.27	4.40	3.73	4.07	3.76	4.05	3.34	4.52	3.67	3.26	3.29	45.28

Gretna, VA (24557) Weather Facts

- › On average, the warmest month is July.
- › The highest recorded temperature was 105°F in 1930.
- › On average, the coolest month is January.
- › The lowest recorded temperature was -9°F in 1987.
- › July is the average wettest month.

The natural resources of the area – its forests, soils, and minerals – have historically facilitated the development of the local economy. Agricultural efforts in the Town of Gretna area are, for the most part, small-scale, but agriculture and particularly tobacco play a significant role in the immediate areas surrounding the Town and contribute indirectly to the stability of the economy inside the Town.

In addition, perhaps of even greater long term significance, the second largest uranium deposit in the world lies about 10 miles east of Gretna, at a site known as Coles Hill in the Markham community, In the event that the moratorium should be lifted in the future, the economic and environmental effects upon the Town could be substantial.

The discovery of this untapped uranium deposit in Pittsylvania County in the late 1970s sparked hopes of an economic boom for the Southside region and coincided with our national mission to become energy independent from the Middle Eastern oil barons who had a stranglehold on our nation’s energy supply. A downturn in the uranium market in the mid-1980s shelved the idea, and a moratorium originally conceived as a temporary measure has remained in place by default for the past 30 years.

The idea of mining the uranium was resurrected in 2006, initiating a new round of scientific and socioeconomic studies concerning the feasibility and safety of mining uranium in Pittsylvania County.

At present, the moratorium continues in place, but in the event that the moratorium should be lifted in the future, the economic and environmental effects upon the Town could be substantial.

Demographics

Population

The population in Gretna has been slowly declining over the past 25 years, while the population of Pittsylvania County has been increasing. The decline in population from 1990 to 2012 has been (-6.6%)

It should be noted, however, per the regulations of the U.S. Census Bureau, the 2010 population count of Pittsylvania County included the inmate populace of a recently constructed state prison within the county.

Pittsylvania County/Town of Gretna Population (1990-2012)

	1990	2000	2010	2012
Pittsylvania	55,655	61,745	63,506	
Gretna	1,339	1,257	1,267	1250

Source: Weldon Cooper Center for Public Service, University of Virginia

The Virginia Employment Commission produces long-term population projections for counties and cities within the commonwealth based upon survival, fertility, mortality, and migration statistics. While the first three variables are relatively predictable, migration estimates can fluctuate wildly due to fast-changing economic conditions. Therefore, while it must be noted that such projections are still just projections, they can be useful in planning.

Pittsylvania County, Virginia Long-Term Population Projections

	2010	2020	2030
Pittsylvania County	63,506	63,720	63,720

Source: Virginia Employment Commission

Age Characteristics

The age characteristics of a population can be used as a rough indicator of the level and type of services which are desired and needed in an area. Three age groups are considered here: under age 18; 18-64; and 65 and over. Each of these age groups generally has certain needs and desires which are quite different from those of other age groups.

The following table shows the percentage breakdown of the Town of Gretna area's population by the above selected age groups. While the percentage of local population under the age of 18 has dropped dramatically since 1960, the percentage of the population over the age of 65 has increased substantially.

Town of Gretna, Percentage of Total Population By Age

	2000	2010
Under 18	18.4	20.2
18-64	50.3	50.1
65 +	31.3	29.7

Source: U.S. Census Bureau & Weldon Cooper Center for Public Service, Univ. of VA Yr 2000

Gretna has the 12th highest Pct. population 65 years old and over of any locality in Virginia!

According to the latest estimates for 2012, for the United States as a whole, the percentage of people over the age of 65 is 13.7% and for the Commonwealth of Virginia, the percentage is 13%. **For the Town of Gretna, the percentage of people over the age of 65 as of the 2010 census is more than twice the national and state average, a truly startling figure.**

In broader terms, the median age of residents in the Town of Gretna is 49.5 years per the 2010 census, while the median age of residents in the Commonwealth of Virginia as a whole is 37 years, another truly startling statistic.

If the long-term projections of the Virginia Employment Commission are also examined, the graying of the baby boomers portends a future “squeezing” of the local population toward the over age 65 category, a clear indicator that out-migration will continue to greatly outpace in-migration absent a significant change in the outlook.

Household Characteristics

Select characteristics of a locality’s household data can be critical components of any planning initiative. The following table highlights several significant elements of the households within Gretna. For example, single person household’s impact public services to a smaller degree than traditional family households and from 2000 to 2010, such households increased 7.0% in Gretna. Conversely, married households, which typically impact public projects and infrastructure to a greater degree, have decreased over 7.8% percent since 2000.

Town of Gretna Select Household Characteristics (1990 vs 2000)

	2000	2010	% Change
Total Households	569	600	+5.4%
Household Population*	1,257	1,267	+0.07%
Persons Per Household	2.06	2.03	-1.4%
Vacant Households	66	86	+23.0%
Female-Headed Households	108	120	+11.1%
Married Households	208	192	-7.8%
Single Person Households	230	246	+7.0%

US Census 2000 data

Total population: 1,257

	Gretna, VA	%	Virginia	U.S.
Total Households	569	100%	2,699,173	105,480,101
Average Household Size 2.06, see rank		-	2.54	2.59
1 Person Households	230 40.42%, see rank		25.08%	25.82%
2 or More Person Households	339 59.58%, see rank		74.92%	74.18%
Family Households (Families)	326 57.29%, see rank		68.46%	68.06%
Average Family Size 2.75, see rank		-	3.04	3.14
Married-Couple Family	208 36.56%, see rank		52.83%	51.66%
Nonfamily Households	243 42.71%, see rank		31.54%	31.94%

US Census 2010 data

Total population: 1,267

	Gretna, VA	%	Virginia	U.S.
Total Households	600	100%	3,056,058	116,716,292
Average Household Size	2.03, see rank	-	2.54	2.58
1 Person Households	246	41.00%, see rank	26.02%	26.74%
2 or More Person Households	354	59.00%, see rank	73.98%	73.26%
Family Households (Families)	332	55.33%, see rank	66.99%	66.43%
Average Family Size	2.75, see rank	-	3.06	3.14
Married-Couple Family	192	32.00%, see rank	50.22%	48.42%
Nonfamily Households	268	44.67%, see rank	33.01%	33.57%

It should be noted that a national trend needs to be recognized at the localized level as a factor in the shrinking population of Gretna and Pittsylvania County. Persons per household – throughout the United States – have dramatically dropped over the past 40 years. As a result, in localities such as Gretna, if the amount of available housing remains relatively constant over a long period of time, the overall population is going to continue to decrease.

Ethnic Demographics: Town of Gretna, Virginia 2010

Total population	1,267	100.0%
Hispanic or Latino	9	0.7%
White alone	8	0.6%
Black or African American alone	0	0.0%
American Indian and Alaska Native alone	0	0.0%
Asian alone	0	0.0%
Native Hawaiian and Other Pacific Islander alone	0	0.0%
Some Other Race alone	1	0.1%
Two or More Races	0	0.0%
Not Hispanic or Latino	1,258	99.3%
White alone	770	60.8%
Black or African American alone	467	36.9%
American Indian and Alaska Native alone	2	0.2%
Asian alone	6	0.5%
Native Hawaiian and Other Pacific Islander alone	0	0.0%
Some Other Race alone	0	0.0%
Two or More Races	13	1.0%

Economy and Income

For decades, the overall economic well-being of the Gretna and Pittsylvania County area was completely dependent on the demand for and the ability to produce tobacco. In recent times, the regional economy, on the wings of a rapidly evolving economic climate of diversified opportunities particularly in the Lynchburg area has enjoyed reasonably low unemployment rates, as compared with other areas such as Danville and Martinsville, Virginia. The Town of Gretna is becoming increasingly linked to the Lynchburg economy as opposed to the Danville economy, particularly in light of the current development of the Centra Health sponsored Gretna Medical Center, which will for the first time bring an emergency room/hospital facility to the Town.

Employment

Historically, for many years, in addition to tobacco production, the region around Gretna had a strong manufacturing environment, particularly in the apparel industry, **but those employed in the farming sector in Pittsylvania County have declined by 62.1% from 1970 to 2000 and those employed in the manufacturing sector have declined by over 13.7% percent from 1970 to 2000.** Global developments, such as the adoption of the North American Free Trade Agreement (NAFTA) have all but eliminated many manufacturing industries both within the region and the nation.

However, employment in other sectors, such as retail trade and services, has grown. The establishment of a state prison facility within Pittsylvania county within the last decade has provided a significant number of jobs to area individuals, while regional economic diversification has seemed to take root, providing additional opportunities to acquire skills for advancement at locations such as the Institute for Advanced Learning and Research in Danville and Liberty University in Lynchburg, Virginia.

This positive economic diversification has impacted the Town of Gretna and Pittsylvania County, but the effects of the diversification have been lessened by the reality that the diversification associated with these technological advances and an increasingly service based economy have emanated from adjacent outlying jurisdictions, rather than from inside Pittsylvania County and the Town of Gretna.

The rapidly changing structure of the local economy associated with the declines in the farming sector and manufacturing sector employment and the concomitant increase in the retail trade sectors are illustrated in the graph shown herein below:

Danville/Pittsylvania County Employment by Sector (1970-2000)

	1970	1980	1990	2000		% of Total	% of Total
Pittsylvania County:							
Total Number of Jobs	49,002	52,573	52,644	56,761		100%	
Select Industries In the County:						% Year 1970	% Year 2000
Farm	5,058	3,325	2,281	1,914		10.3%	3.4%
Construction	2,218	2,037	3,075	3,303		4.5%	5.8%
Manufacturing	18,101	19,558	16,476	15,624		36.9%	27.5%
Retail Trade	6,691	7,351	8,801	9,742		13.7%	17.2%
Services	7,632	9,199	10,464	13,896		15.6%	27.5%
Government	4,731	5,701	5,990	6,591		9.7%	11.6%

Source: Bureau of Economic Analysis, U.S. Dept. of Commerce

Note: The Bureau of Economic Analysis combines the city of Danville with Pittsylvania County for statistical purposes and the two combined are considered an MSA.

An MSA is defined as a county or city or group of counties/cities that has either

- A city with a minimum population of 50,000 or
- An urbanized area (minimum population of 50,000) and a total population of at least 100,000 in the component localities.

The following graph indicates the resulting unemployment rate of our area in recent years as compared with the rest of Virginia and the United States as a whole.

Pittsylvania County Unemployment Rate (2002-2012)

	Pittsylvania County	Virginia	United States
2002	7.0%	4.2%	5.8%
2003	6.5%	4.1%	6.0%
2004	6.2%	3.7%	5.5%
2005	6.3%	3.5%	5.1%
2006	5.4%	3.0%	4.6%
2007	5.8%	3.1%	4.6%
2008	6.7%	4.0%	5.8%
2009	11.0%	6.9%	9.3%
2010	10.4%	7.1%	9.6%
2011	8.5%	6.4%	8.9%
2012	7.3%	5.9%	8.1%

Source: Virginia Employment Commission,
Local Area Unemployment Statistics.

As might be expected by examining the above data, the area's unemployment rates spiked during the four years following the onset of the great national recession of 2008. But, at all times, but before and after the recession, the unemployment rates in Pittsylvania County have consistently been 2-3% above the unemployment rate averages in the Commonwealth of Virginia and 1-2% above the National averages in the United States.

Another interesting set of data to examine is the commuting patterns of those coming to work in Pittsylvania County and leaving Pittsylvania County by commuting to employment outside the county. According to the 2000 Census, only 71 percent of those working in the area live either within the county or the city. Again, this seems to be an indicator of a relatively healthy economic environment in the region with the potential for some number of in-migrations, given the proper opportunities or incentives.

Top 10 Places Residents are Commuting To

Area	Workers
Danville city, VA	7,193
Campbell County, VA	1,600
Lynchburg city, VA	762
Halifax County, VA	611
Henry County, VA	547
Martinsville city, VA	514
Roanoke city, VA	438
Rockingham County, NC	403
Franklin County, VA	357
Guilford County, NC	348

Top 10 Places Workers are Commuting From

Area	Workers
Danville city, VA	1,741
Halifax County, VA	404
Campbell County, VA	382
Henry County, VA	364
Bedford County, VA	178
Appomattox County, VA	173
Caswell County, NC	169
Lynchburg city, VA	139
Rockingham County, NC	126
Franklin County, VA	113

Source: U. S. Census Bureau

Future Employment

As expected, according to the Occupational Employment Statistics Survey conducted by the Virginia Employment Commission, employment projections for the Pittsylvania County and Gretna area into the next decade show continued growth in the health care, service, and technology fields with little or negative growth in manufacturing and farming. This is both a reflection of global trends and the localized push for a more diversified economy and is reflected in the graphs herein below:

***General Industry Outlook: West Piedmont Planning District
Including, but not limited to
Pittsylvania County, VA and Gretna, VA***

Industry Employment and Projections *Long Term*

	Employment			Percent	
	Estimated 2010	Projected 2020	Change	Total	Annual
Total, All Industries	71,227	80,859	9,632	13.52%	1.28%
Agriculture, Forestry, Fishing and Hunting	***	***	***	***	***
Mining, Quarrying, and Oil and Gas Extraction	***	***	***	***	***
Utilities	125	125		%	%
Construction	2,321	2,740	419	18.05%	1.67%
Manufacturing	12,609	13,297	688	5.46%	.53%
Wholesale Trade	2,255	2,622	367	16.27%	1.52%
Retail Trade	9,403	10,624	1,221	12.99%	1.23%
Transportation and Warehousing	1,815	2,235	420	23.14%	2.1%
Information	783	813	30	3.83%	.38%
Finance and Insurance	1,492	1,662	170	11.39%	1.08%
Real Estate and Rental and Leasing	567	651	84	14.81%	1.39%
Professional, Scientific, and Technical Servi	1,317	1,698	381	28.93%	2.57%
Management of Companies and Enterprises	483	503	20	4.14%	.41%
Administrative and Support and Waste Manageme	4,640	5,409	769	16.57%	1.55%
Educational Services	7,073	7,504	431	6.09%	.59%
Health Care and Social Assistance	9,286	12,417	3,131	33.72%	2.95%
Arts, Entertainment, and Recreation	440	513	73	16.59%	1.55%
Accommodation and Food Services	4,863	5,547	684	14.07%	1.32%
Other Services (except Public Administration)	1,777	2,085	308	17.33%	1.61%

*Note: Asterisks (***) indicate non-disclosable data.
Projections data is for West Piedmont (LWIA XVII). No data available for Pittsylvania County.*

*Source: Virginia Employment Commission,
Long Term Industry and Occupational Projections, 2010-2020.*

**Specific Occupational Outlook: West Piedmont Planning District
Including, but not limited to
Pittsylvania County, VA and Gretna, VA**

Graph 1:

Growth Occupations

	Employment			Average Annual Openings			Average Annual Salary
	Estimated 2010	Projected 2020	% Change	Replacements	Growth	Total	
Personal Care Aides	781	1,394	78.49%	6	61	67	\$17,501
Home Health Aides	603	1,028	70.48%	8	42	50	\$19,909
Physical Therapist Aides	67	103	53.73%	1	4	5	\$23,401
Physical Therapist Assistants	97	141	45.36%	2	4	6	\$55,232
Computer-Controlled Machine Tool Operators, Metal and Plastic	***	***	***	***	***	***	N/A
Physical Therapists	139	199	43.17%	2	6	8	\$93,812
Personal Care and Service Workers, All Other	118	166	40.68%	2	5	7	N/A
Cooks, Institution and Cafeteria	117	161	37.61%	2	4	6	\$21,315
Merchandise Displayers and Window Trimmers	***	***	***	***	***	***	\$25,010
Occupational Therapists	78	106	35.9%	2	3	5	\$71,272
Pharmacy Technicians	209	284	35.89%	4	8	12	\$24,977
Emergency Medical Technicians and Paramedics	155	208	34.19%	3	5	8	N/A
Medical Secretaries	***	***	***	***	***	***	\$27,758
Nursing Assistants	1,281	1,697	32.47%	16	42	58	\$22,525
Cost Estimators	87	113	29.89%	2	3	5	\$54,521
First-Line Supervisors of Personal Service Workers	103	132	28.16%	2	3	5	\$29,366
Textile, Apparel, and Furnishings Workers, All Other	***	***	***	***	***	***	N/A
Taxi Drivers and Chauffeurs	277	354	27.8%	3	8	11	\$21,907
Rehabilitation Counselors	98	125	27.55%	2	3	5	\$42,042
Customer Service Representatives	1,249	1,576	26.18%	36	33	69	\$23,709

*Note: Asterisks (***) indicate non-disclosable data. Projections and OES wage data are for West Piedmont (LWIA XVII). No data available for Pittsylvania County.*

*Specific Occupational Outlook: West Piedmont Planning District
Including, but not limited to
Pittsylvania County, VA and Gretna, VA*

Graph 2:

Declining Occupations

	Employment			Openings		
	Estimated 2010	Projected 2020	% Change	Replacements	Growth	Total
Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	470	367	-21.91%	6	0	6
Postal Service Mail Carriers	221	176	-20.36%	7	0	7
Machine Feeders and Offbearers	203	180	-11.33%	3	0	3
Upholsterers	***	***	***	***	***	***
Electrical and Electronic Equipment Assemblers	203	188	-7.39%	3	0	3
Paper Goods Machine Setters, Operators, and Tenders	320	299	-6.56%	3	0	3
Bus Drivers, School or Special Client	533	500	-6.19%	10	0	10
Correctional Officers and Jailers	449	429	-4.45%	8	0	8
Sewing Machine Operators	232	227	-2.16%	1	0	1
Furniture Finishers	230	226	-1.74%	6	0	6
Stock Clerks and Order Fillers	933	917	-1.71%	23	0	23
Tire Builders	***	***	***	***	***	***
Shipping, Receiving, and Traffic Clerks	690	684	-0.87%	18	0	18
Cooks, Fast Food	156	155	-0.64%	3	0	3
Food Batchmakers	***	***	***	***	***	***
Secondary School Teachers, Except Special and Career/Technical Education	610	617	1.15%	17	1	18
Printing Press Operators	159	161	1.26%	3	0	3
Order Clerks	387	395	2.07%	11	1	12
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	***	***	***	***	***	***
First-Line Supervisors of Non-Retail Sales Workers	100	103	3%	2	0	2

*Note: Asterisks (***) indicate non-disclosable data. Projections data is for West Piedmont (LWIA XVII). No data available for Pittsylvania County.*

While it is anticipated that the manufacturing sector will retain a significant percentage of the total employment for the area, it is not expected to grow. Following the lead of the nation as a whole, manufacturing in all likelihood will not be a growth player in the regional economy while the service, technology, education, and health care sectors will be the ones that fuel any anticipated growth locally.

Income

While the per capita personal income of the area has grown at a healthy clip over the past 20 years, when viewed in comparison to the statewide average, the incredible influence of the Northern Virginia economy is apparent. In 1980, the statewide average per capita income was only less than 10% percent higher than the local median household income of the Town of Gretna. By 2011 the statewide average per capita income was over 105% percent higher than the local median household income of the Town of Gretna.

Per Capita Income:
<u>1999 (from 2000 Census) / 2011 ACS</u>
United States - \$21,587 / \$27,915
Virginia - \$23,975 / \$33,040
West Piedmont District - \$17,450 / \$20,614
Pittsylvania County – \$16,991 / \$21,219
Danville - \$17,151 / \$18,816
Chatham - \$20,785 / \$28,781
Gretna - \$14,397 / \$18,685
Hurt - \$16,875 / \$21,175

Median Household Income:
<u>1999 (from 2000 Census) / 2011 ACS</u>
United States - \$41,994 / \$52,762
Virginia - \$46,677 / \$63,302
West Piedmont District - \$32,259 / \$37,584
Pittsylvania County – \$35,153 / \$40,333
Danville - \$26,900 / \$31,011
Chatham - \$38,937 / \$42,273
Gretna - \$23,710 / \$30,759
Hurt - \$36,467 / \$40,962

Source: Census of Population & 2007–2011 American Community Survey (ACS), U.S. Census Bureau.

Also by 2011, 19.3% of residents and 14.4% of families in the Town of Gretna were below the poverty line, while statewide in Virginia, 10.7 % of the residents in the Commonwealth were below the poverty line. **In other words, poverty is almost twice as prevalent in the Gretna area, than it is statewide.**

Transfer and governmental assistance payments as a percentage of income

As an indicative component of personal income, the percentage of total personal income stemming from transfer payments is another critical element in any localized economic analysis. Transfer payments are defined as payments to persons for which no current services are performed. Examples include government payments to individuals for retirement and disability; Social Security payments, medical payments (Medicare and Medicaid); income maintenance; unemployment insurance; veterans benefits; and Federal grants and loans to students. While the saturation level of transfer payments cannot be viewed as a sole indicator of the economic

vitality of a region, it can be highly indicative of an aging population increasingly reliant upon Social Security payments as a primary source of monthly income.

For Pittsylvania County and the Gretna area, transfer payments as a percentage of total income increased from 9.8% in 1970 to 29.3% in 2012, representing a 66.2% increase over 42 years, confirming that the local population is an aging population increasingly reliant upon Social Security payments and various forms of government assistance as a primary source of monthly income, rather than earnings from labor.

Components of Personal Income Change, 1970-2012 (Thousands of 2012 \$s)

	1970	1980	1990	2000	2012	Change 2000-2012
Total Personal Income	1,822,282	2,487,324	2,804,033	3,195,244	3,467,733	272,489
Labor Earnings	1,438,322	1,799,606	1,819,337	2,042,717	1,822,429	-220,288
Non-Labor Income	383,960	687,719	984,697	1,152,526	1,645,304	492,778
Dividends, Interest and Rent	205,468	337,800	518,956	541,908	630,740	88,832
Transfer Payments	178,492	349,919	465,740	610,618	1,014,564	403,946

Percent of Total

	1970	1980	1990	2000	2012	% Change 2000-2012
Total Personal Income						8.5%
Labor Earnings	78.9%	72.4%	64.9%	63.9%	52.6%	-10.8%
Non-Labor Income	21.1%	27.6%	35.1%	36.1%	47.4%	42.8%
Dividends, Interest and Rent	11.3%	13.6%	18.5%	17.0%	18.2%	16.4%
Transfer Payments	9.8%	14.1%	16.6%	19.1%	29.3%	66.2%

All income data in the table above are reported by *place of residence*. Labor earnings and non-labor income may not add to total personal income due to adjustments made by the Bureau of Economic Analysis.

Housing

Adequate housing has historically been considered a problem within the Gretna area for several reasons. Like much of the surrounding region, portions of the existing housing stock in and around Gretna is aged and in need of repair or more active maintenance. In the table below, one can see that **over 70 percent of the 649 housing units in Gretna are nearly 44 years old or older.**

Year Built	No. of Units	% of Total Units
1990-2012	0	0
1980-1989	74	11.4
1970-1979	118	18.1
1960-1969	103	15.9
1950 – 1959	191	29.4
1950 or earlier	163	25.1

Source: US Census Bureau, 2000

Please Note the following:

- 1. In the Commonwealth of Virginia, Gretna ranks as the Ninth (9th) lowest locality on the percentage of housing units built from 1980 to 1989.**
- 2. In the Commonwealth of Virginia, Gretna ranks as the Thirteenth (13th) highest locality on the percentage of housing units built from 1950 to 1959.**
- 3. The median year that all housing units in the Town of Gretna were built was 1958.**
- 4. The median sales price of single family homes in the Town of Gretna is \$99,500.00 as of 2014.**

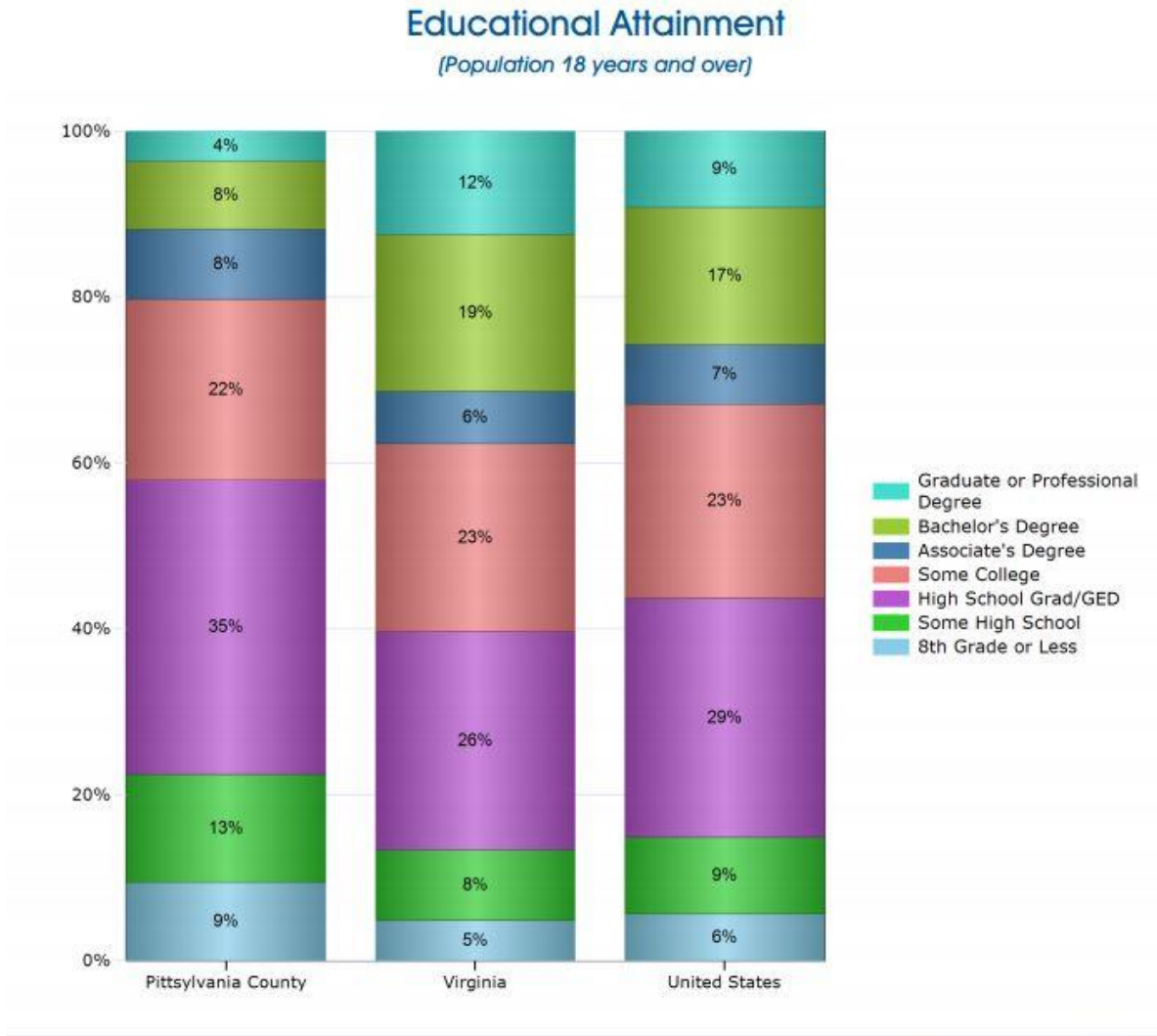
Very little new home construction has gone on within or near the corporate limits in recent years whereas other localities have made a greater commitment to improving and/or developing new housing.

Even further, an increase of only 74 total housing units since 1980 i.e. 2.2 units per year is a fair indicator of an extremely stagnant housing market in the Gretna area.

As illustrated earlier within this document, the average number of persons per household is a continually dropping figure and if the Town of Gretna hopes to increase its population over time and remain an attractive option for those looking for housing in the county and region, both the quality and number of housing options in and around the Town will undoubtedly have to trend upwards.

Education

The following chart illustrates the current state of formal educational advancement in Pittsylvania County, as compared to the Commonwealth of Virginia and the United States as a whole:



	Pittsylvania County	Virginia	United States
8th Grade or Less	4,682	297,540	13,124,676
Some High School	6,472	515,340	21,475,508
High School Grad/GED	17,613	1,601,046	67,086,675
Some College	10,835	1,375,592	54,322,434
Associate's Degree	4,183	386,024	16,749,576
Bachelor's Degree	4,066	1,149,525	38,480,296
Graduate or Professional Degree	1,802	757,198	21,316,854
	49,653	6,082,265	232,556,019

Source: U.S. Census Bureau
American Community Survey, 2007-2011.

Educational advancement is often a function of three variables, to-wit, a commitment by localities to adequate funding, an emphasis on results as opposed to process, and a commitment to foster a culture that emphasizes the critical importance of education.

While the Town of Gretna cannot on its own substantially affect the first two variables inasmuch as it is a subsidiary of Pittsylvania County insofar as education is concerned, the Town and its leadership can and should undertake efforts to promote a culture that elevates the importance of education and that elevates it as a premier value that is treasured and embraced both by the Town as an institution and by those individuals and families that it serves.

Land Use

There are seven general categories that characterize current land use patterns in the Town of Gretna. They include:

- **Residential:** Land areas primarily devoted to residential usage. These areas may contain permanent single-family units, multi-family units, and/or mobile homes not in mobile home parks.
- **Areas containing primarily residential mobile homes:** Land areas primarily devoted to semi- permanent mobile homes and related facilities.
- **Commercial:** Land areas primarily devoted to the sale of goods and services. The principal components of this category are urban and central business district shopping centers; and retail, and service businesses along two or three streets in Town.
- **Public:** Land areas primarily owned by public entities, such as utility sites, water treatment facilities, landfills, schools, and publicly-owned buildings.
- **Semi-Public:** Land areas, often owned by private, non-profit entities, or sites that are frequented by significant segments of the public. Examples would include churches, meeting halls, cemeteries.

- Industrial: Land areas primarily devoted to light or heavy manufacturing or devoted to the Gretna industrial park.
- Vacant/Undeveloped: Includes undeveloped and vacant land, other barren areas of undetermined usage, and very low density residential areas.

When examining the existing patterns of land use in the Town, it is clear that much of the land inside Gretna Proper is classified as Residential with fairly definitive areas of Commercial land along Main Street and also along about 300 yards of the easternmost portion of Henry Street in downtown Gretna, and also around and along portions of the Vaden Drive, Route 40 corridor.

In considering any anticipated changes or developments within and around Gretna, the Town Council, Planning Commission, and Administration would be well served in considering whether shifts outside these typical areas would be problematic or advantageous to the Town's long term well-being.

Transportation

Gretna is bisected by both US Highway 29, a two lane highway in Town, following a north/south alignment and also by Route 40, known as Vaden Drive, which is a two-lane east/west road. The completion of the "Gretna Bypass" as part of the US Highway 29 project back in the early 1970's decreased daily traffic through downtown Gretna thereby leading to a growing amount of vehicular traffic passing by Gretna.

As a result, downtown traffic became more manageable and pleasant as a result of the bypass, making several residential areas more attractive to potential homebuyers as well as serving to make the downtown area more merchant- friendly. In conjunction with a recent downtown revitalization effort, downtown Gretna has enjoyed a bit of a renaissance with several small businesses opening and succeeding along Main Street.

On the other hand, as US Highway 29 Bypass became operational several decades ago, combined with the construction of Smith Mountain Lake at about the same time, the By-Pass became an increasingly busier commercial route. As a result of this consistent traffic, the commercial district along the western border of Gretna continues to develop and thrive as evidenced by the impending opening of the Central Health ER/Hospital causing one to assume that the western area of Gretna will maintain its position as a focus of potential additional development in the future.

It should be noted however that numerous secondary roads throughout Town, particularly in many residential areas, remain a challenge due to narrow conditions.

Watersheds and Potential Water Impoundment Sites

All drainage in the Gretna area flows in a southeastern direction, eventually reaching the Roanoke River Basin. The major watershed for the Gretna area is the Banister River.

Sub-watersheds include the Georges Creek on the northeast side of Town and Whitethorn creek on the southwest portion of Gretna.

There are four existing or potential water impoundment sites around the Town:

- A potential site is located 1 mile north of the Town off of Music Street which could provide a future large town reservoir. This site is known as the Hedrick farm, but has not been developed due to the costs of developing the reservoir which has been estimated to be in excess of 5 million dollars.
- The Georges Creek impoundment which has a 10 million gallon design capacity and which is located behind the Town water plant. Due to the effects of siltation, only about 75% of the aforesaid 10 million gallon design capacity of the Georges Creek impoundment is actually usable and available without incurring significant costs for additional dredging in the future.
- A third site is located in the Gretna Industrial Park and was formerly known as the Bennett farm emergency impoundment located behind Gretna High School northwest of Route 29. This site does not appear to present any major limitations and has already been developed in part in response to the drought that occurred during the summer of 2002.
- A fourth site is located at the Whitethorn Creek intake site about 2 ½ miles outside of Town. This site was developed in 2012 and it provides an emergency backup water source for the Town with the Town of Gretna having been issued a permit by the Virginia DEQ allowing the Town to withdraw up to 10% of the average daily stream flow in Whitethorn Creek, which is the equivalent of about 500,000 gallons daily based on an average daily stream flow of 4 to 6 million gallons of water in Whitethorn Creek.

Utilities

Water

The water system for the Town of Gretna is municipally owned. Its supply is obtained from George's Creek which has a drainage area of two square miles above a 10 million gallon reservoir constructed in 1960. There are presently about 546 connections in Town and 93 out of Town serving the equivalent of 1,450 people with the water system, with **86 percent from Gretna and 14 percent outside the Town**. Water is stored in three ground tanks located adjacent to Vaden Drive inside the Town of Gretna.

Water is treated through the Town's recently expanded (1996) plant at a rate of 300 gpm/.432 mgd. The Town's plant capacity was upgraded to 432,000GPD in 1996. Our current daily production of the water is about .150 mgd (or 150,000 gallons per day) with a permitted capacity of about .432 mgd (432,000 gallons per day).

Sewer

The first phase of the Gretna sewage treatment plant was completed in 1965 for the Town and was designed for a population of 1,524. The Town of Gretna has a capacity of 600 connections with an average use of 110,000 GPD. The Town utilizes an innovative alternative treatment method with an overland flow plant. The plant was designed in the mid 1980's and built in 1986-87, and at that time it was one of only two Overland Flow Terrace Wastewater Treatment Plants in the entire Commonwealth. The other system was located in Kenbridge, VA.

The 40-acre sewage treatment facility was designed to have a flow capacity of .230 mgd. We currently have a daily average flow of about .110 mgd., which calculates out to be about 47% of our designed capacity. This figure excludes most of the I & I (Infiltration and Inflow) of storm water runoff. The Town currently has 456 Sewer connections in Town and 3 out of Town.

Community Facilities

A wide range of public services and accompanying facilities contribute toward the quality of life in a community. In many instances, the services are mandatory. For example, the role of government is to protect the health, safety, and welfare of its constituents and the result is the provision of police and fire protection, sanitation services, and education. Other services, such as recreational facilities, libraries, and public works services are so prevalent as to be expected by most localities' residents.

While community facilities are traditionally constructed to serve the existing population, efforts should be made to anticipate and provide for future needs. The time required for planning and constructing new or expanded facilities can result in a significant decline in the quality of life for the local citizens, if needs are not identified and planned before the lack thereof becomes painfully obvious.

A. Educational Facilities

Secondary educational facilities located within the Town are part of the county-wide educational system, operated by the Pittsylvania County School Board. The following table indicates the facility, grades housed, enrollment, and capacity.

School	Grades	Enrollment	Capacity
Gretna Primary	K-4	542	725
Gretna Middle	5-8	415	725
Gretna High	9-12	402	700

Source: (Enrollment): Virginia Department of Education, September 2006

Public high school in Gretna:

- [Gretna Sr. High School](#) (Students: 695; Location: 100 GRETNA HAWK CIR; Grades: 9-12)

Public elementary/middle schools in Gretna:

- [Gretna Elementary School](#) (Students: 581; Location: 302 FRANKLIN BLVD SOUTH; Grades: PK-5)
- [Gretna Middle School](#) (Students: 483; Location: 201 COFFEY STREET; Grades: 6-8)

All of the public schools within the town are below their student population capacity. The new Gretna Elementary School building was constructed in 1996, while the new Gretna Middle School building was constructed in 2003. In addition, Gretna High School underwent a major renovation in 2010. To that extent, the Town is fortunate to have very modern facilities for its public schools.

Higher education institutions within easy driving distance of Gretna include Averett University and Danville Community College in Danville, Lynchburg College, Liberty University, and Central Virginia Community College in Lynchburg.

B. Library

The Gretna Community Library is located between Gretna Middle School and Gretna High School within the Town.

It offers many services to the public, including facilities for classes for area students enrolled in Danville Community College. In addition to the books and periodicals provided, several other programs are offered to the public, and the large meeting space on the top floor of the facility is frequently utilized by community groups and individuals.

C. Public Safety

The Town of Gretna is served by the Gretna Police Department, which employs 4 full-time police officers, while outlying areas outside of the corporation limits are under the jurisdiction of the Pittsylvania County Sheriff’s Department.

The police department is housed in the Gretna Town Hall located on South Shelton Street. Due to the condition of the building and the overall lack of space, the departments would operate more efficiently and more effectively if housed in separate facilities

Crime rates in Gretna by Year						
Type	2004	2007	2008	2009	2010	2011
Murders	0	0	0	0	0	0
per 100,000	0.0	0.0	0.0	0.0	0.0	0.0
Rapes	0	0	0	0	1	0
per 100,000	0.0	0.0	0.0	0.0	83.1	0.0
Robberies	0	1	0	0	0	2
per 100,000	0.0	83.1	0.0	0.0	0.0	156.0
Assaults	0	1	0	3	0	1
per 100,000	0.0	83.1	0.0	253.2	0.0	78.0
Burglaries	1	8	7	7	5	5
per 100,000	80.8	664.5	589.7	590.7	415.6	390.0
Thefts	8	11	10	14	11	8
per 100,000	646.2	913.6	842.5	1181.4	914.4	624.0
Auto thefts	2	1	0	1	1	0
per 100,000	161.6	83.1	0.0	84.4	83.1	0.0
Arson	0	0	0	0	1	0
per 100,000	0.0	0.0	0.0	0.0	83.1	0.0
City-data.com crime rate (higher means more crime, U.S. average = 319.1)	46.2	136.6	78.0	152.0	144.5	119.4

(click on a table row to update graph)

As depicted in the chart above, the Town is blessed and fortunate to typically have a crime rate that falls well below the national average.

The Town is also blessed with a committed and competent Gretna Volunteer Fire Department as well as the committed and competent volunteer Gretna Rescue Squad, both of which are comprised of dedicated individuals serving the Town and areas within a ten mile radius of the Town limits.

D. Public Administration

The Gretna Town Hall is the center of local government and is located on South Shelton Street in the Town. The Town Manager's office and staff, Town Treasurer, and public chambers of the Town Council are located within the facility as is the Town Police Department.

E. Health Facilities

Three physician's offices and/or clinics are located either inside or within one mile of the Town limits, offering the services of physicians and nurses. Within the next 12 months, urgent care and hospital needs will be met by the Centra Health ER/Hospital located within Town and are now being met by the Centra hospitals in Lynchburg and the Danville Regional Medical Center.

F. Recreational and Cultural Facilities

Several options for recreational activity are located in and around Gretna. Within the incorporated Town is:

- The Gretna Theatre, located on Main street downtown.
- The Gretna High School track complex;
- Elba Park, in the eastern section of Town, offers a playground, ball fields and a walking area;

Areas outside of the town limits but frequently used by citizens from around the region for recreational activities include locations such as:

- Staunton River, a scenic river used for fishing and boating located on the northern border of Pittsylvania County about 12 miles north of Gretna;
- Smith Mountain Lake, constructed from 1963 to 1966 is a gorgeous body of water frequently used by fishers and boaters, and located about 20 miles west of Gretna, in Pittsylvania County, Franklin County and Bedford County. The lake is, 40-miles long, and is 20,600 acres in size, with 500 miles of shoreline, nestled by mountains that border portions of the lake. SML's surface covers 32 square miles. Its highest normal water level ("full pond") is 795 feet above sea level, and its deepest point near the dam itself is about 250 feet, with an "average" depth is 55 feet.

- Leesville Lake, a fisherman's paradise is a body of water frequently used by fishers and boaters, and located about 10 miles north of Gretna, in Pittsylvania County Campbell County and Bedford County. It is a 3,400-acre impoundment located near Altavista Virginia. There is limited development along the shoreline at this time but residential development is increasing. Facilities are limited primarily to two VDGIF boat ramps, a picnic facility and fishing.

Gretna Comprehensive Plan Goals

Opportunity Beckons

Opportunity is knocking at the door of Gretna. Within commuting distance of the Town, multiple circumstances are unfolding that offer the potential for a positive impact on Gretna, if community leaders act to capitalize on those opportunities.

In Danville, a number of new high tech jobs are developing in connection with the Institute for Advanced Learning and Research and the regional Industrial Parks.

In Lynchburg, Liberty University is exploding with new capital investments that are ushering in a robust student enrollment growth which offers local residents the opportunity to receive both bachelors and advanced degrees at a reasonable cost without having to leave home through the Liberty online education platform.

For the first time in its history, Gretna owns and operates in own Industrial Park consisting of about 165 acres of land, with about 70 acres capable of being easily developed.

In addition, the impending opening of the Centra Health ER/Hospital in Gretna holds the prospect of bringing a number of well paying high tech jobs to Town as well as substantially upgrading the availability and quality of medical services for residents of the entire area.

Economic Development A Priority

The Economic Development Plan for the Town of Gretna recognizes that a strong economy is vital to the future of the Town. In order to assure future economic vitality, the Town will and must focus on business retention, industrial recruitment and small business development over the course of the next twenty years.

Primary among the economic concerns of Gretna is the retention of existing businesses. Many of these enterprises have provided stable employment to Town residents for several generations, while generating tax revenue for the Town proper. As times change, these businesses must not be taken for granted. The Town should strive to maintain good relations with each business, fostering a sense of community spirit and dedication. The Town firmly believes that a satisfied business person will not only keep his or her business open in Gretna, but will take an active part in the community and act as a goodwill ambassador to those looking to locate a new business venture in Gretna.

As does most other jurisdictions, Gretna would like to attract significant new and diverse industries to the Town. Again, as does most everyone else, Gretna desires "clean" industries with the potential to provide stable employment to many people while generating constant tax revenue. However, much work needs to be done by the Town in order to attract industry of this caliber--or any caliber. A ready workforce is in place, as is an attractive place for major industrial and business development in the Gretna Industrial Park. But industrial recruitment is an extremely competitive game that pits towns, cities, counties and states against one another. The Town needs to do all it possibly can to "sell" itself to prospective employers. This may include the offering of incentives.

Resources at Gretna's disposal are the Danville-Pittsylvania Chamber of Commerce and the Pittsylvania County Economic Development Organization serving Pittsylvania County, the City of Danville and the Towns of Chatham, Gretna, and Hurt, Virginia.

Small business development is the third area of emphasis for Gretna. Small businesses have long been the backbone of this country, with such enterprises currently providing stable employment for millions of Americans. Because most small business establishments are "homegrown", these businesses tend to be more loyal to and supportive of the community. In light of this, it would be in the best interest of Gretna to encourage and foster small business development in any manner feasible.

Arguably the major necessity of economic development is the provision of adequate facilities and infrastructure. The ready availability of water, sewer, fiber optics and other utilities gives a community an immense edge in industrial recruitment, especially if the community also has a shell building available. Adequate facilities also include the commercial areas of a community. A renovated and well maintained downtown is much more attractive to potential businesses than is a deteriorated commercial district. The Town supports its strong and active Merchants Association and its RGG organization (Revitalization for a Greater Gretna) both of which are positives forces for recruitment, public relations, rehabilitation, and maintenance of business areas.

A Good Place to Live

Undoubtedly most residents of Gretna already consider their town to be a desirable place to live. That attitude or perception needs to be enhanced and expanded so that a growing number of people not already living in Gretna start to see the town in this same positive way.

A foundation from which to build such an enhanced image of the Town could be the development of “new & improved” housing. Satisfaction in one’s private residence is fundamental to a sense of well being. In Gretna, there is room for improvement in this essential ingredient to the community’s quality of life.

The opportunity for community enhancement lies within reach through the adoption of appropriate developer friendly ordinances for the regulation of land-use and through additional future infrastructure improvements such as additional sidewalk enhancements, concrete street gutters, deeper set-backs and dedicated open space for recreation, all of which facilitate a more robust housing environment in the Town.

There is a lack of sufficient housing units in Gretna of the type that would cater to those filling the region’s new jobs that pay salaries in the upper percentiles of the area’s income range. Very real challenges would stand before the Town in any effort to respond to this segment of the housing market. Limited land with appropriate characteristics is one.

The planning commission advocates prioritizing the development of new single family detached houses in Town and it also believes that it is important to utilize new innovative strategies to promote the development of upscale, multiple family, condominium units, all of which could pay substantial dividends for the community.

To promote new construction units, the investment of public funds (via governmental grants, if possible), in infrastructure development in conjunction with a public/private approach to the expansion of the town’s housing stock is encouraged by the commission.

Such a strategy must also be pursued in tandem with future boundary adjustments to be negotiated with Pittsylvania County so as to bring additional land into the Town to provide the on ground resources for future housing development.

Provisions under Section 58.1 of the Virginia State Code promoting the rehabilitation of older commercial properties for new housing in a mixed use environment should also be properly explored. Most progress is incremental and comprehensive, and Gretna’s commercial district is an additional asset upon which the Town can capitalize.

Capital Improvement Plan

A jurisdiction without a vision of its future leaves that future in jeopardy. A popular quote from John Wooden, legendary Hall of Fame UCLA basketball coach and life guru says it this way: “Failure to plan is planning to fail.” A logical next step for the Town of Gretna to map out its future would be the development **and implementation** of a Capital Improvement Plan (CIP). The concept is not complex, but implementation can be challenging. Probably the most difficult part is the designation of a dedicated source of revenue in the town’s budget to fund the plan.

Segregating those expenditures already taking place within the Town’s budget that are for capital projects is a starting point. With public participation, the CIP can be grown over time into a meaningful planning tool for the community.

As the first step to implementing this powerful tool, the Planning Commission recommends that the Town pursue additional future studies to evaluate and comprehensively analyze the condition and reliability of the aging infrastructure of the Town so that a strategic plan for improvements could be commissioned with a sensible and open list of priorities.

Financial Reserves Available for Investment in Infrastructure

It is the recommendation of the Planning Commission, that the Town Council determine, as a matter of policy, what level of budgetary reserves are appropriate and desirable for the Town of Gretna. An official minimum target level could be stated as a percentage (%) of the total annual Town budget.

Example: “100% of annual town budget”. So, if the town’s budget for a given fiscal year were three million dollars (\$3,000,000), then the minimum amount to be held in reserve might, for example, be three percent (3%) of the projected annual budget. To ease the explanation of the Town’s policy decision to the public, a term such as “rainy day fund” might be used. This is the practice of the Commonwealth of Virginia. Indeed, when state reserves fall below that set by official policy, it is understood by members of the General Assembly that any new available surplus will go first to the replenishment of the rainy day fund.

Once a policy of this type is in place, the use of surplus funds, in excess of the designated reserve, becomes much less a political issue.

Land Use Plan

Residential - The plan recommends two residential densities which are expressed in numbers of dwelling units per acre.

The first is low-density single-family detached housing and two-family housing not over three dwelling units per acre, which is proposed for 192 acres or 25 percent of the Town's land area.

The second is medium density housing including single-family, duplexes and apartments under ten dwelling units per acre, which is proposed for 30 acres or 3.9 percent of the Town's land area.

Commercial - Central business and general business uses are recommended for Gretna. The 9 acre central business area would include retail stores and shops, offices, restaurants, service stations and similar land uses. The 27 acre general business area would include central business district uses, plus equipment sales, warehouses, wholesale businesses recreational facilities, and automobile related businesses (drive-ins, motels, etc.).

In-fill development is more crucial in the commercial districts than in any other districts. The trend over the past quarter of a century has been toward sprawl development on large lots, a practice which uses large amounts of land. Simply defined, in-fill development is the opposite of sprawl, for instead of developing new territory, existing vacant or unused parcels are redeveloped. This redevelopment of older parcels not only minimizes land usage, but contributes in two ways to the aesthetics of the Town. First, what may well be an overgrown lot with dilapidated structures is replaced with a new building and landscaping. Second, in-fill development tends to promote the construction of buildings similar in style and size to those buildings already existing, a feature of importance to many.

It is for these reasons that Gretna should encourage in-fill development within its borders, but most especially in the commercial districts.

Industrial – One hundred acres in Town, including, but not limited to the Gretna Industrial Park, are recommended for industrial uses such as manufacturing, processing, assembly operations, sales yards, and warehousing. Most of the Town's industrial area is accessible to arterial highways and sufficiently isolated from other uses to permit heavy industrial uses without adverse influence.

Because utilities, transportation and good sites are available, Gretna's industrial expansion should be restricted to those areas which have been recommended for industry.

Conservation – About one fourth (1/4) of Gretna, 249 acres, is recommended for conservation. Conservation generally consists of flood plains, steeply sloping land or soils that exclude desirable building or development sites, but it can include land that may be developed. If development is allowed, it should be in compliance with state and federal regulation including those of the Pittsylvania County Soil and Water Conservation District, the Environmental Protection Agency and the Federal Emergency Management Agency. Buildings require flood protection and need foundations designed to compensate for poor soil conditions. Also care should be taken to protect water supply, soils and other natural resources.

The Town encourages the provision of open space in any new development within its borders. This open space should be accessible to all residents of the development. Land can be freed for open space by using creative planning methods, most importantly the dividing of lots into parcels smaller than those traditionally found in modern subdivisions, and then arranging these parcels using the land's natural features as a guide. The smaller parcels allow the developer to build the same number of housing units while providing open space in the form of grassy commons, pond, and natural meadows and wooded areas.

PROPOSED FUTURE LAND USE ALLOCATIONS

Gretna, Virginia

	Acres	Percent of Total
Low Density Residential	192	25.0
Medium Density Residential	30	3.9
Central Business District	9	1.1
General Business	37	4.8
Industrial	100	13.1
Park	10	1.7
Conservation	249	32.5
Public Schools	22	2.8
Public Utilities	15	1.9
Cemeteries	33	4.3
RR Right of Ways	13	1.7
Streets	55	7.2
Total	765	100

As can be noted in the aforesaid table, the single largest category of land use is vacant land. This large amount of vacant land and the large single-family category indicates that Gretna has a low population density with a small town atmosphere. In addition this vacant land also indicates that a considerable amount of new development is possible within the Town limits. Presently most development has occurred to the west of U. S. 29 (Main Street) with most vacant land located primarily to the east of U. S. 29.

The majority of business (commercial) activity in the Town of Gretna is located along Main Street.

NATURAL ENVIRONMENT PLAN

The Town of Gretna recognizes the importance of maintaining and enhancing the natural environment for the benefit of present and future generations. In light of this, the Town will emphasize several points in the coming years.

The first point of emphasis is the resolve to continue the restriction on any development within a floodplain area. Property owners, developers and architects should continue to make all efforts to build new structures in areas outside of flood plains. Any new structures or additions to existing structures, built in the floodplain will continue to be required to meet rigid standards meant to reduce the damage potential of a future flood. These standards have proven, and will continue to be, expensive obstacles encountered during the building process, a financial burden which acts as a great deterrent to development in the floodplain.

A second point of emphasis deals with the conservation of natural and man-made resources. The Town of Gretna will continue to encourage the recycling of appropriate solid waste materials, including paper, plastic and aluminum products. The Town will also encourage the installation of water-and energy-saving appliances and devices in both new construction and renovation projects.

The third point of emphasis will be the visual aesthetics of the Town. Gretna will continue to encourage its citizenry to practice sound solid waste management by placing trash in proper receptacles. Individual citizens and groups will be encouraged to "adopt" streets for periodic cleanup and property owners will be required to keep their lots clean and mowed.

HOUSING PLAN

Overall, the housing situation in Gretna is satisfactory, with decent housing being in fairly good supply. However, it is a source of concern that not a single new residence for single family housing as opposed to multifamily housing has been built in the Town since 1990. New workers who might relocate to Town will need and want additional modern housings.

In the area of existing dwellings, property owners need to be further encouraged to maintain their dwelling units, whether these units be owner-occupied or rental units. All applicable Pittsylvania County building codes and the Town's zoning and building maintenance regulations will be used as the primary tools against future deterioration of the housing stock.

To help with rehabilitating substandard housing units, the Town will encourage civic organizations and other interested groups and individuals to stage fix-up campaigns. Clean-up and leaf-raking campaigns will be promoted for the elderly and others not able to perform these tasks themselves. Funding for rehabilitation will be pursued through the use of Community Development Block Grants and through other government programs.

The Town intends in the future, as it has in the past, to seek funding for grants for the improvement and upgrading of dilapidated housing units already located within the Town. The focus of these grants will be housing preservation in areas of low to moderate income residents.

The Town anticipates that with housing development new units will be constructed over the next twenty years to both replace existing older, deteriorated units and to provide additional housing opportunities for new residents. Also, the trends of increasingly smaller household size and hopefully increasing total numbers of additional households migrating into town will require new housing construction to meet the demand. The use of subsidy and loan programs offered by the U. S. Department of Housing and Urban Development (HUD), the Farmers Home Administration (FHA), the Veterans Administration (VA) and the Virginia Department of Housing Affairs (VDHA) will be encouraged to finance the construction and purchase of these new units. Volunteer organizations, particularly Habitat for Humanity, will be encouraged to help low income people secure new housing.

Maintaining an adequate supply of affordable housing is significant to the future of Gretna. Affordable housing can come in several forms, one of which is through the use of mobile homes. Mobile homes are currently allowed within the Town's borders, a practice which should be allowed to continue in the future in specifically designed areas. The housing units which qualify for HUD, FHA, VA and VDHA programs are classified as being affordable housing, as are units constructed by Habitat for Humanity.

Another form of affordable housing is rental property, both single-family and multi-family units. All owners of residential rental units within the Town will be encouraged to continue the practice of renting their property to others. The Town will also be cooperative with Pittsylvania County in an effort to assure that businesses which own buildings and other landlords faithfully maintain properties according to all building and zoning codes.

The Town will encourage the use, where possible, of environmentally friendly building materials in all construction and rehabilitation projects. This includes the installation of electric and water-saving devices and appliances along with energy-saving doors and windows and layers of thick insulation. The use of propane gas and solar heating panels will also be encouraged. New subdivisions, and even new construction in areas of existing development, should be designed to take advantage of environmental features such as natural summer cooling patterns and winter solar heating.

TRANSPORTATION PLAN

U. S. Highway 29 is the Town's major north south thoroughfare. The principal state primary Route that crosses the area is Route 40 which traverses at Gretna east to west. Norfolk Southern Corporation operates a double main line in the area with interconnecting lines running north, south and to port areas 200 miles east. Gretna's streets and highways plan provides a guide for considering the expansion of new or existing routes as adjacent land develops. The Town's future economic and physical growth will be enhanced by a street and highway system that effectively moves traffic and goods.

Gretna's street classifications include arterial streets, major and minor collector streets, and local streets. With concurrence of the Virginia Department of Transportation's (VDOT) highway functional classification, right-of-way widths of 60 to 80 feet are recommended for arterial and collector streets and 50 feet for local streets.

Gretna has no projects listed in the latest Virginia Six Year Improvement Program.

Secondary Road Improvements - Among the primary roads linking Gretna to the surrounding areas are U. S. Highway 29 business and bypass and Rt. 40. Other vital secondary links include Rt. 634 and Music Street to Hurt. There are deficient sections in these roadways that are narrow winding and have unmarked pavement. The Planning Commission recommends that these sections of roadway be submitted to the Six Year Plan for improvement by the Virginia Department of Transportation, as needed.

Rt. 40 and 29 Intersection - Among the areas studied in the Town of Gretna was the intersection of Route 40 and Business 29. This intersection has limited site distance when traveling Rt. 40 east and west and is adjacent to the industrial area and site of the Gretna Rescue Squad. The Planning Commission recommends that if possible this intersection be upgraded by addressing site distance concerns and creating turning lanes as needed.

Another transportation need of many people in the Gretna area is the provision of public transportation, even in a limited form. There are many residents of the outlying area who need transportation to and from Town for work, shopping, medical visits and other reasons. Provision of these services should be considered in the long term future.

COMMUNITY FACILITIES AND SERVICES PLAN

UTILITIES

Water - New Fire Flow Studies are needed throughout the Town. It is anticipated that improvements will be needed especially for those areas east of the Norfolk Southern Railroad to increase the size of water lines for fire flow and residential service purposes and create additional loops as needed.

To that end, the Town should plan to apply for additional Community Development Block Grant funds in the future to finance such essential and needed capital improvements.

Expected future demands on Gretna's Water Facilities are shown below. They are based on a gradual increase in residents, business and industrial use.

**WATER USE PROJECTION IN GALLONS PER DAY FOR
GRETN, VIRGINIA**

Type:	2015	Percentage of Use
Domestic	95,920	63.90%
Industrial	4,845	13.70%
Business	20,588	3.20%
Unaccounted	28,700	19.1%
Total	150,000	100%

Wastewater - The Town may in the future apply for Community Development Block Grant funds to finance, among other things, sewer system improvements.

Expected future demands on Gretna's sewer facilities are shown below. They are based on three projected factors: 1) A gradual increase in residents, 2) a slight increase in business and industrial sewage and 3) a constant level sewer infiltration.

**SEWER USE PROJECTIONS IN GALLONS PER DAY FOR
GRETNA, VIRGINIA**

Type:	2015	Percentage of Use
Domestic	91,300	83.00%
Industrial	8,800	8.00%
Infiltration	9,900	9.00%
Total	110,000	100%

SOLID WASTE

Gretna's disposal services appear to be adequate. No changes are recommended.

PUBLIC SAFETY

There is no recommendation to improve Police, fire or rescue services because they appear to be adequate.

RECREATION AND PARKS

The Town's recreational areas appear to be adequate.

HEALTH SERVICES:

Medical facilities include the Central ER/Hospital opening in 2015, the Gretna Health and Rehab Center, Dr. Randolph Duffer's office downtown, and the upgraded Danville Regional Medical facility on Main Street adjacent to Colbert-Moran Funeral Home. It is recommended that the Town actively partner with Centra Health to encourage the development and relocation of new ancillary medical facilities and providers within the Town which can provide synergies and support for the mission of the new Centra Hospital facility.

EDUCATION

Since Gretna's public school students attend Pittsylvania County schools, the Town can act only in an advisory capacity to coordinate its long range plans with those of the School Board. It is then advised that the Pittsylvania County School Board and school administration continue to support the idea of a high school and feeder schools in the Gretna area serving the children of northern Pittsylvania County. It is also advised that the Pittsylvania County School Board and school administration deal equally and faithfully with each of the County school districts, providing the students of each school with the same benefits and opportunities.

EDUCATIONAL JOB TRAINING FACILITIES:

- Pittsylvania County School System
- Danville Community College and Central Virginia Community College
- Danville Community College Computer Assisted Learning Center located in the Riddle Center
- Center for Innovative Technology at Danville Community College
- Center for Business, Industry and Government at Danville Community College
- Institute for Advanced Learning and Research
- Regional Center for Advanced Technology and Training

REGIONAL BUSINESS DEVELOPMENT PROGRAMS

The Dan River Business Development Center is a 30,000 SF incubator facility constructed in 2000 which offers space and a variety of programs and services to entrepreneurs interested in starting a businesses in the Danville-Pittsylvania County area. DRBDC offers a number of small business development programs, including a Virginia Enterprise Initiative Program, Small Business Development Center office, and satellite office of the Virginia Minority Business Enterprise Program.

ENTERPRISE ZONE:

In 2001, Pittsylvania County and the City of Danville received a joint enterprise Zone designation from the Commonwealth of Virginia. Pittsylvania County has a sub-zone which includes the Gretna Industrial Park along with an additional 250 acres for a total of approximately 350 acres located between the U. S. Route 29 Bypass and U. S. Route 29 Business and Route 40.

LIBRARY

Gretna should continue to support the Riddle Center Library, the employment of its staff, and visits by the Pittsylvania County Library bookmobile service.

PROPOSED FUTURE BOUNDARYLINE ADJUSTMENTS:

The Town last had Boundary Line Adjustments in 1984 and 2012. The sections of the County taken in were in the Southern and Western portions of the Town.

The Town should consider future additional Boundary Line Adjustments to broaden the tax base and provide additional land for future housing needs. The areas to be considered should include the western side of the Route 29 by pass, some of whose residents have in recent history expressed significant interest in being taken into Town in order that they be provided with badly needed water and sewer services. Also, it is believed that the Town should consider the areas east of 29 business down Route 40 for possible future inclusion in the Town inasmuch as that area has significant and attractive tracts of real estate that would be conducive to future housing and business development.

Assessment and the Way Forward

Assessment: The Town of Gretna has both strengths and weaknesses.

Strengths include:

Geographic Location

1. Being equidistant between Danville and Lynchburg
2. Proximity to Smith Mountain Lake

Moderate weather

Relatively low taxes in comparison with other nearby localities

Small Town Quality of Life

A Solid Core of Interested Citizens

An Industrial Park

Gretna Little Theatre

The Gretna Library

Abundant and competent qualified family physicians

A small hospital/ER coming into existence in 2014.

Diversified and good quality commercial eating establishments.

The Hampton Inn

Strong local high school and pre-high school sports

A good local nursing home, to-wit, Gretna Health Care and Rehab

Colonial Ridge Apartments which is an excellent housing development for senior citizens

RGG and an active local Chamber of Commerce

Low Crime rate

The following weaknesses can be considered as impediments to improving the local quality of life and Economic Growth.

Weaknesses include:

Limited Tax Base

Negative Population Growth in incorporated area

Very Limited Capability for Expansion in Current Corporate Limits without additional boundary line adjustments

Lack of an organized Marketing Apparatus for the Gretna Industrial Park

Limited development of additional permanent and rental housing

Limited downtown parking on South Main Street during working days

A declining percentage of individuals less than 35 years of age in Town.

Conclusions:

a. The local population has declined over the past 20 years; however, the decline appears to be ending with the immediate result being population stability, but little or no population increase. The stagnation is believed to be attributable to several factors such as:

(1) Loss of regional industrial base and job opportunities

(2) “Baby Boomer” generation leaving while parents remained behind

(3) Limited housing availability based on limits of the Town geographic footprint and lack of investors and developers who are unwilling to commit resources because of the local populations declines and a stagnant regional and national economy.

b. The overall infrastructure consisting of streets, sewer and water is generally in good condition and improved from the last Comprehensive Plan.

c. The staff should continue their outstanding and ongoing efforts to procure and investigate the availability and variety of grants that may be beneficial to the Town of Gretna.

d. The small town flavor of Gretna needs to be maintained. However some growth of the tax base and space is necessary in order to be able to have resources for community improvement.

The Way Forward:

General Commitments:

The Town of Gretna will:

1. Continue to promote downtown revitalization.

This is essential to insure that the Town is an attractive business center that reflects the dignity, charm, and strengths of Pittsylvania County. It is imperative, as well, for both the Town and County to maintain properties in a manner consistent with this aim.

2. Coordinate with neighboring economic development commissions to attract new manufacturing and distribution centers to Gretna by partnering with Pittsylvania County and the Virginia Tobacco Commission to maintain or upgrade infrastructure needed to attract new business, industries and development.

3. Support and maintain the position of Town Manager and Clerk-Treasurer to prepare applications for grants, promote revitalization, market business opportunities, promote the Town at community events and conferences.

4. If possible, operate as a “Start up Community” with the Virginia Main Street Program.

5. Insure timely maintenance of all streets, sidewalks, infrastructure, and Town properties with immediate attention to upgrading Town facilities. This needs to be incorporated into the CIP.

6. The Town should encourage private and public partnerships to insure the viability of properties in Town from an aesthetic and safety point of view.

7. Partner with concerned groups and individuals to investigate a recycling program for the Town which could positively save resources, and an enhance the local environment.

Specific Commitments:

A. Business Development:

Goal: To Promote Gretna as a “business friendly” community by:

1. Publicizing Town business opportunities and properties via the Town’s website and other media and by encouraging the Town and citizens to buy locally.
2. Encouraging Council to develop an incentive program to attract new businesses.
3. Supporting the Town Manager, Treasurer, Merchants Association and RGG in marketing outreach to prospective business.
4. Partnering with RGG to encourage existing businesses to upgrade facades, signage, and sidewalk management to insure downtown attractiveness.

B. Community Facilities and Services

Goal: To plan for, construct, and maintain needed community facilities in a manner that is cost effective, environmentally sound and consistent with the growth objectives contained in this plan, by:

1. Planning for and funding the Town’s capital facility needs.
2. Preparing and adopting an annual Capital Improvements Project (CIP) list.
3. Preparing an updated water and wastewater Master Plan for the Town of Gretna.
4. Identifying and developing a plan for future commercial and industrial development within the Town limits to include the future development of large tracts of land adjacent to the Town and the possible inclusion thereof by future boundary line adjustments.

5. Preparing a parks and recreation Master Plan for the Town.
6. Continuing to support and encourage the entities and volunteers who provide the majority of fire and EMS safety services.

C. Historic assets within the Town of Gretna.

Goal: To preserve and promote properties and assets of historic significance within the Town of Gretna, by:

1. Working with the Virginia Department of Historic Resources, to identify the Town's historic resources worthy of recognition and preservation.
2. Supporting efforts to have local historic resources added to the Virginia Landmarks and National Registers.
3. Initiating local programs to inform and educate property owners of the financial benefits of preservation.
4. Making sure that the existence of any historic resource is considered as a significant factor in any decision regarding future development of the Town, especially where such development might adversely affect the future preservation and continued viability of any historic resource.

D. Housing.

Goal: To promote the creation of residential communities that meet the needs of all citizens, by:

1. Identifying and remove barriers that limit housing choice within the Town.
2. Evaluating, and amend the zoning ordinance as necessary, to promote a full range of housing choice options within the Town including multifamily, patio homes, townhouses and condominiums.
3. Promoting and encouraging mixed use and neo-traditional neighborhood developments.
4. Exploring and participating in housing programs and partnerships designed to assist low and moderate income families.
5. Continuing the use of Community Development Block Grant funds and other governmental funds to finance infrastructure improvements in new residential developments that incorporate housing for low to moderate income residents.
6. Exploring partnerships with non-governmental organizations (NGO's) to provide affordable housing opportunities within the Town.
7. Continuing to seek and use Community Development Block Grant funds where available to finance initiatives designed to stabilize and maintain the Town's older housing stock.

E. Economic Development.

Goal: To enhance the economic base and employment opportunities in the Town of Gretna, by:

1. Seeking industrial development and utilization funds from federal state, local, public and private sources to facilitate the future development of the Gretna Industrial Park.
2. Developing an effective marketing campaign to raise the profile of the Gretna Industrial Park and to highlight the benefits for both local and non-local businesses of the utilization of the Gretna Industrial Park.
3. Seeking and using local volunteers and organizations in Town to provide manpower and contacts that could facilitate the future marketing of the Gretna Industrial Park.
4. Using Facebook and the internet via web page development to raise the visibility and emphasize the potential attractiveness of the Gretna Industrial Park for both existing and fledgling businesses and entrepreneurs.
5. Developing a strong and diversified tax base through office, commercial, retail and industrial development.
6. Using the zoning map to identify areas suitable for future economic development activities.
7. Continuing active coordination and collaboration with other local, regional, and statewide economic development organizations.
8. Using a **Capital Improvements Project (CIP) list** as a tool to plan for and finance adequate public facilities and services to meet the needs of an expanding economic base.
9. Coordinating closely with VDOT and other agencies that can assist with economic development opportunities associated with new or expanding businesses.

10. Assessing future needs for public water and wastewater extension projects and planned road improvements and developing those projects and improvements so as to accommodate future economic growth consistent with this plan, as resources become available.

11. Promoting the retention of existing businesses.

F. Transportation.

Goal: To Plan for the Town's future highway needs, by:

1. Adopting zoning and subdivision ordinance amendments necessary to protect future rights-of-way needed for new corridors or the improvement of existing corridors.

2. Working with Pittsylvania County and VDOT to formally designate future road corridors.

3. Identifying potential future upgrades to the Town's streets so they can be maintained by the Virginia Dept. of Transportation.

4. Working with the Virginia Department of Transportation on an ongoing basis to prepare a 6-year secondary road improvement plan for the Town based upon locally identified needs and available resources.

5. Working with our local representatives in the General Assembly to obtain increased state funding for transportation enhancements.

6. Ensuring that all established growth areas within the Town are connected by arterial corridors.

7. Planning for and requiring through zoning actions approvals pedestrian and vehicular interconnectivity between neighborhoods and activity centers such as shopping areas, schools, libraries, and future community centers.

G. Environment

Goal: To protect and enhance the natural environment and resources of the Town of Gretna, by:

1. Evaluating all new development partially on the basis of its impact on water resources.
2. Adopting zoning and subdivision ordinance provisions that enhance the protection of wetlands and floodplains on property proposed for development.
3. Evaluating all new development partially on the basis of its impact on air quality.

H. Land Use

Goal: To achieve a balanced land use system that provides sufficient and compatible land areas for all community land use needs, while protecting sensitive natural environments and important local historic and cultural resources, by:

1. Using smart zoning practices to promote future development in a way that does not create significant negative impacts on residential areas, prime agricultural lands or public facilities that might outweigh the benefits of such prospective future development.
2. Ensuring that all planned capital facilities are evaluated partially on the basis of consistency with the growth objectives of this plan.
3. Reviewing and amending the Town zoning ordinance to provide enhanced and adequate standards for signage, noise, buffering, and lighting, while not creating barriers or needless impediments to future economic development.