

# PLATTSMOUTH HIGHWAY 75

## SUBAREA PLAN UPDATE



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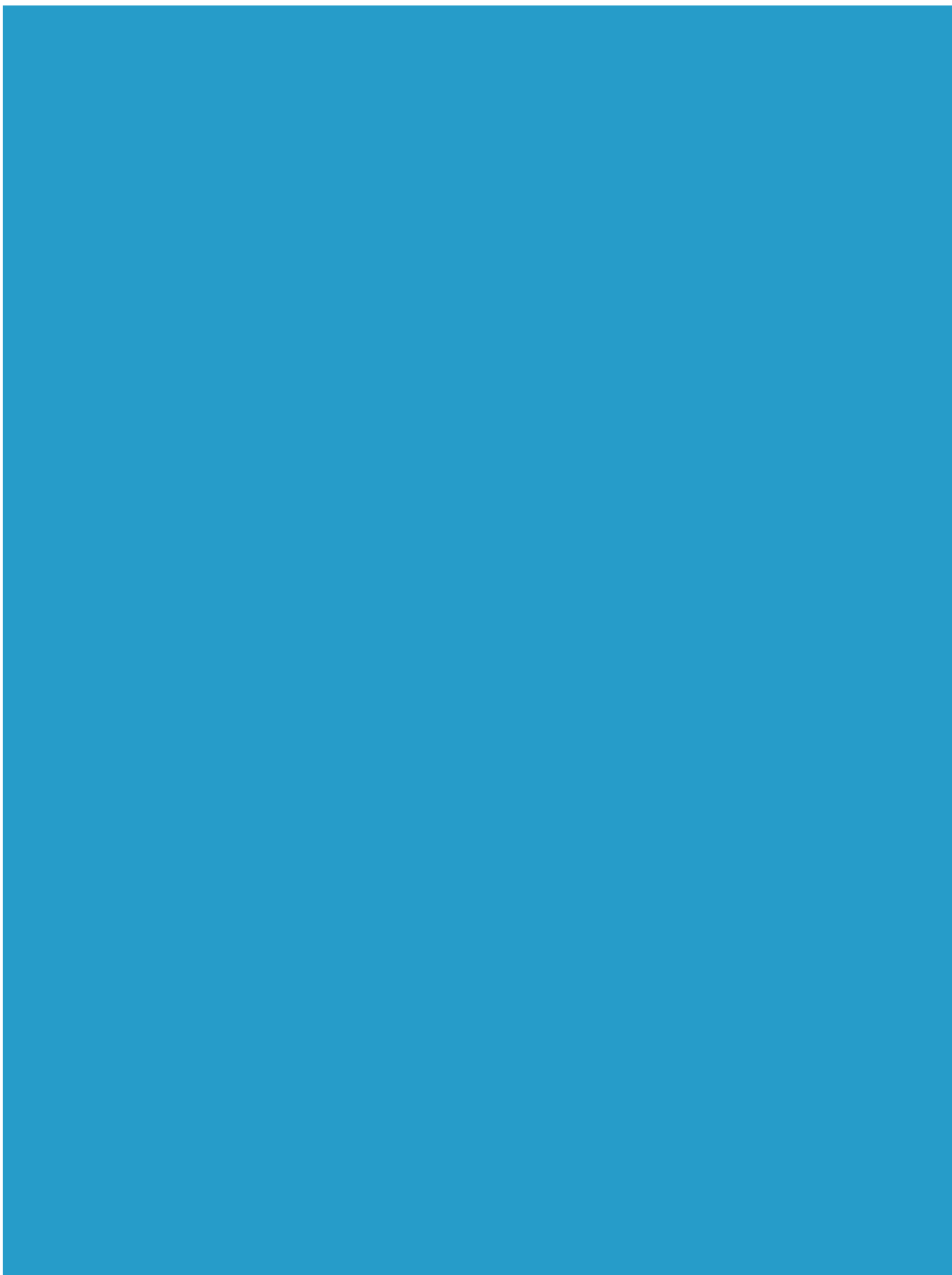


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# 1 Introduction

U.S. Highway 75 serves as a vital connector of Plattsmouth to the region and beyond. Entering Plattsmouth from the south, Highway 75 dips through rolling farmland before skirting the town's western edge, just a short distance from the Missouri River. It bypasses the heart of Plattsmouth but supports various services and uses along the corridor. In 2024, construction finished to expand the highway to a four lane separated cross section to support growth in the region and transportation demand into the Omaha metro. With the Highway improvements come new opportunities for Plattsmouth.

# INTRODUCTION

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## WHY AN UPDATE

The City of Plattsburgh faces new market pressures because of its strategic location on Highway 75, making it an ideal time to revisit and update the City's 2015 Land Use Plan in 2025. Since adopting the 2015 Plan, several significant developments have occurred that warrant a fresh look at the City's long-term goals and strategies around the Highway 75 corridor.

Three primary changes in the past decade present a unique opportunity to reimagine the future of Plattsburgh along Highway 75. An updated land use and mobility plan will provide the vision and guidance needed to navigate these shifts while meeting community needs.

### *Market and Demand Changes*

The economic landscape has evolved considerably over the past decade. Changes in market dynamics and shifting demands—both residential and commercial—have created new challenges and possibilities. Demand for large warehouses, data centers, and advanced manufacturing is growing. The types of retail spaces demanded by customers are changing. The gap between the supply and demand of housing continues to grow. The City must align its land use, infrastructure, and community services to better meet these emerging needs.

### *Highway 75 Completion*

The completion of Highway 75 dramatically improves regional connectivity and accessibility to and from Plattsburgh. This major infrastructure upgrade not only speeds up commuter routes but also positions the City to attract new businesses, support economic development, and accommodate population growth. The Comprehensive Plan must reflect this improved transportation framework to leverage its full potential.

### *Relocated Water Treatment Plant*

The relocation of the water treatment plant along Wiles Road near Highway 75 is another catalyst for change. With subsequent sewer investments, this move will open additional valuable land for redevelopment, development, and community amenities. By updating the land use and mobility plan near the corridor, the City can ensure these available areas are used strategically within infrastructure constraints and connect to the broader community.

## UPDATE OVERVIEW

The update involves various sections of the 2015 Comprehensive Plan to reflect conditions in 2025. It incorporates background information that integrates qualitative data derived from stakeholder input and observations in 2025. The update summarizes these themes and goals to inform the conceptual future land use and mobility framework. Furthermore, the update includes graphical representations to show possibilities along the corridor with policy guidance for decision-making to approve projects.

The 2025 update includes the following elements, pertaining mostly to the Highway 75 corridor area in Figure 1.1 on the next page.

### *Conditions Framework*

The conditions framework evaluates data from the 2015 Plan and assesses how conditions have evolved through 2025 across key focus areas, including population growth, housing, mobility, public infrastructure, economic development, and land use.

### *Vision*

The overall vision for the Highway 75 corridor. The 2025 subarea update process validates that the overall community vision from the 2015 Plan remains true, with minor shifts in the policies specific to the Highway 75 corridor.

### *Future Land Use and Mobility*

Directions for land use and street connections in the Highway 75 corridor area that align with fiscally sustainable infrastructure investments, market shifts, and community needs.

### *Corridor Improvements*

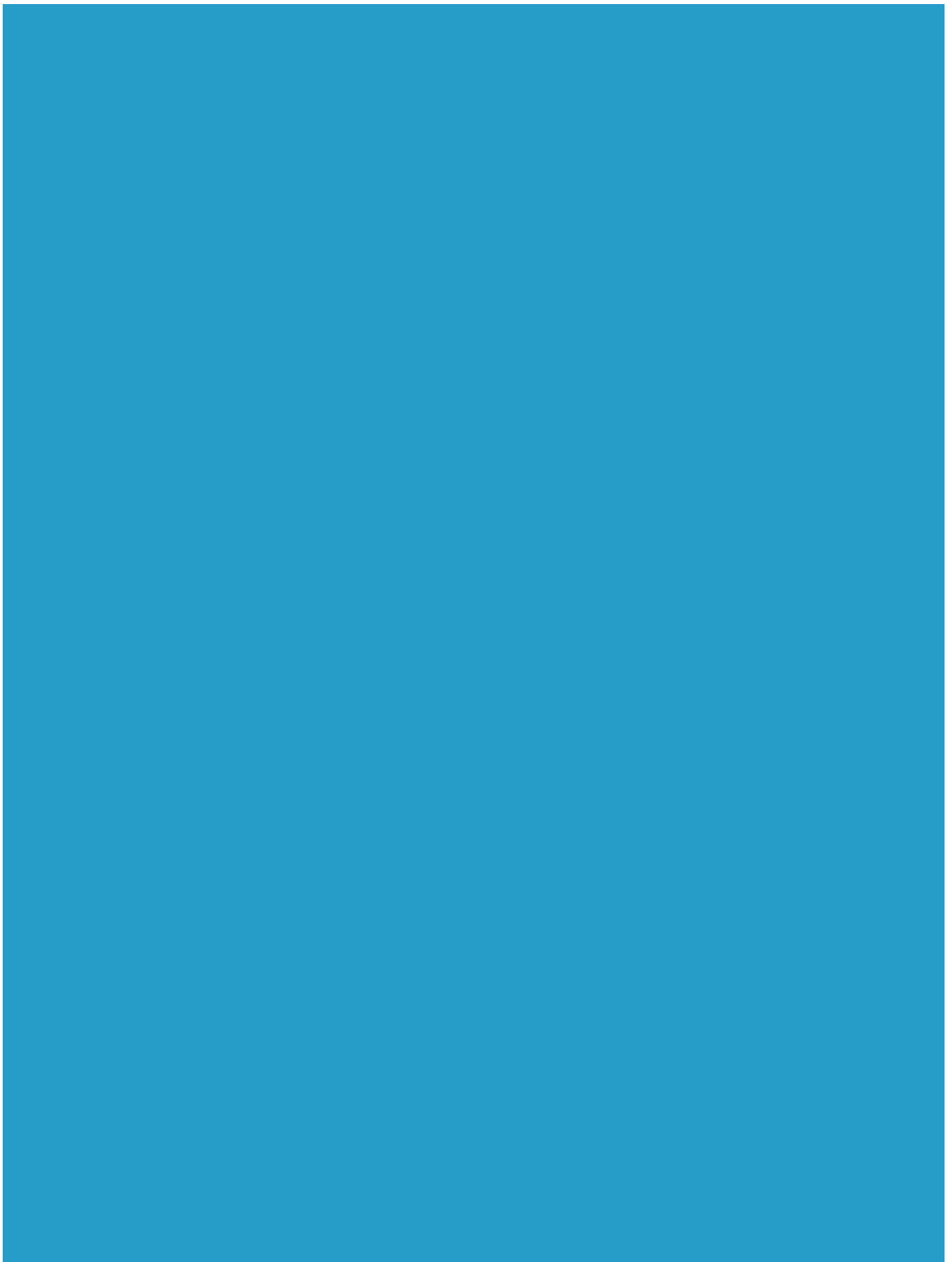
Reaffirmation of strategies to create quality entryways into Plattsburgh and give people directions into town.

### *Implementation*

Additional implementation actions and partners for the updated Highway 75 Subarea Plan elements.

FIGURE 1.1 HIGHWAY 75 CORRIDOR AREA







## 2 Conditions Framework

The 2015 Plan lays the groundwork for managing growth and development. As the city continues to evolve, it is still essential to regularly review and update the Plan to ensure it aligns with current trends, challenges, and opportunities. This section analyzes the 2015 Plan under conditions in 2025 to determine changes in population, housing, mobility, public infrastructure, economic development, and land use development.

# POPULATION GROWTH

## PROJECTED POPULATION IN 2015

Analyzing the 2015 population data for Plattsmouth is a key step in understanding how the community changed and where it is headed. By examining the size, composition, and trends from the 2015 population, decision-makers can understand new growth possibilities.

The 2015 Plan presents scenarios for Plattsmouth’s future population. The chosen planning rate was 2% in-migration to reach a 2025 population of around 6,746 in city limits. The Plan also suggests a 0.75%-1.25% annual growth rate in the surrounding service area outside of city limits, which projected to reach a population between 13,750 and 14,810 by 2025.

## ACTUAL POPULATION

The Census estimates that Plattsmouth’s population in 2023 was already 6,808, reflecting an increase from the 2015 Plan projections (2025 population estimates were not yet available at the time of this plan update). This strong population growth contrasts the lower growth findings in 2015. The 2024 Cass County Housing Study also supports a stronger population projection for Plattsmouth.

When compared to the 2015 projections, this actual population reveals key insights:

- » **Growth by more than natural births and deaths would predict.** Based on birth and death rates, a natural growth model projected a 2025 population of 6,547. The actual figures will exceed this, indicating a positive effect from migration and local economic factors not captured by natural growth alone.
- » **More than a 2% migration growth projection.** The estimated population in 2025 is higher than the 2015 migration projection, suggesting that more people are moving to Plattsmouth than anticipated in 2015.



The more positive population growth since 2015 alone warrants reevaluating the land use plan to accommodate the housing and service needs for these new residents.

**FIGURE 2.1 2015 PLAN POPULATION GROWTH SCENARIOS VERSUS 2025 ACTUAL**

	2010	2015	2020	2025	2030	2035
0% MIGRATION	6,502	6,503	6,519	6,547	6,572	6,556
NEG 8% MIGRATION	6,502	6,243	6,008	5,793	5,582	5,346
2% MIGRATION	6,502	6,568	6,650	6,746	6,839	6,891
<b>ACTUAL</b>	<b>6,502</b>	<b>6,433*</b>	<b>6,544</b>	<b>+6,808*</b>		

Source: RDG Planning & Design

\*Census Population Estimate Program

# HOUSING

## PROJECTED HOUSING DEMAND IN 2015

The housing demand projections in the 2015 Plan use 2010 Census data to estimate future needs for new construction through 2025. These projections are based on several key assumptions:

- » The average household size would remain steady.
- » The proportion of non-household population would not significantly change.
- » The city's 2010 housing vacancy rate of 11.8% would hold, allowing for market flexibility and removing deteriorated structures.
- » A replacement need of 13 to 15 units per year, accounting for the loss of substandard housing—especially aging mobile homes—and conversions to non-residential use. These assumptions were grounded in the findings of the housing condition survey at the time and echoed resident concerns about the aging and limited quality of the housing stock.

The 2015 projection in Figure 2.2 forecasts demand for 148 additional units between 2015 and 2025—or about 14 to 15 units annually. Construction activity from 2015 through 2024 shows the city meeting these demands with new construction. The pace of new housing production into 2025 was increasing annually at 19 units built per year versus the projected demand of 15 per year in the 2015 Plan.

**FIGURE 2.2** 2015 PLAN FUTURE HOUSING DEMAND VERSUS 2025 ACTUAL

	2015	2015-2020	2020-2025	Total
Population at End of Period	6,568	6,650	6,746	
<b>ACTUAL</b>		<b>6,544</b>	<b>6,808</b>	
Cumulative Need During Period		71	77	148
<b>ACTUAL</b>		<b>81</b>	<b>85*</b>	<b>166*</b>
Average Annual Construction		14	15	15
<b>ACTUAL</b>		<b>16</b>	<b>21*</b>	<b>19*</b>

Source: RDG Planning & Design; Cass County & Communities, Nebraska County-Wide Housing Study & Affordable Housing Strategies -2029; US Census Bureau; MAPA

Another 49 units were added in Plattsmouth's extraterritorial jurisdiction from 2015-2020. This includes the Osage Ranch development.

\*Through 2024

## HOUSING MARKET ACTIVITY SINCE 2015

The Osage Ranch development just south of the high school has easy access to Highway 75. Built between 2014 and 2021, these homes reflect recent residential growth and typically feature 3 to 4 bedrooms and 2 to 3 bathrooms—meeting the needs of families and individuals seeking spacious, move-in-ready housing. This development represented a meaningful step in addressing housing demand for mid- to higher-end market segments with 81 new single-family units.

The Brink at Ridgeview added 192 newly constructed rental units, featuring a diverse selection of one and two-bedroom apartments situated just off Highway 75. A fourth complex is currently under construction and expected to be completed by 2026, further adding to the rental stock.

The Cass County schoolhouse is a rehabilitation project further into town from Highway 75, a century-old building that added 25 residential units. A nearby new apartment building contributes an additional 15 units to the site.

Despite these recent developments and the revitalization of existing structures, the demand for housing in Plattsmouth is still strong, as indicated in the 2024 Cass County Housing Study. The study findings are included in this Subarea Plan update for land use planning purposes.

Plattsmouth should plan for demand between 126 and 208 housing units through 2030 split between about 55% owner and 45% rental units. This demand generates the need for 39 acres of land for owner units and 14.8 acres for rental units.

# MOBILITY

The 2025 mobility system is essentially the same as identified in the 2015 Plan. Highway 75 remains the principal north/south access route into Plattsmouth. Work has been completed since the 2015 Plan to expand the highway to a four-lane divided cross section through city limits.

## TRAVEL PATTERNS

The completion of the four-lane section through city limits is influencing travel behavior through, to, and from Plattsmouth.

» **More people commute into and out of Plattsmouth for work than in 2015.**

Where people choose to live depends less on where they work and more on the community they want to reside.

## SAFETY

The improvements to the highway increases traffic capacity but also decreases the safety of east/west highway crossings. Current conditions of the highway corridor include:

- » **A steep hill coming into Plattsmouth from the north encourages faster traffic speeds than the posted speed limit, until the stoplight at Avenue B.** Speed limits drop from 70 mph to 55 mph, and eventually to 45 mph around Fulton Ave on the north approach from the Webster Blvd interchange. A 45 mph speed limit remains through city limits.
- » **It is very difficult to nearly impossible to feel safe crossing Highway 75 by foot or bike.** Stop lights at Avenue B and 8th Ave slow traffic temporarily. However, neither of these intersections has marked pedestrian crossings.
- » **In 2020, most crashes on Highway 75 occurred at intersections where vehicles are entering the highway.** Speeds are likely a significant factor.

The Highway offers easier commutes to jobs in the region and to Plattsmouth, but also creates a barrier between the historic town and growth to the west.

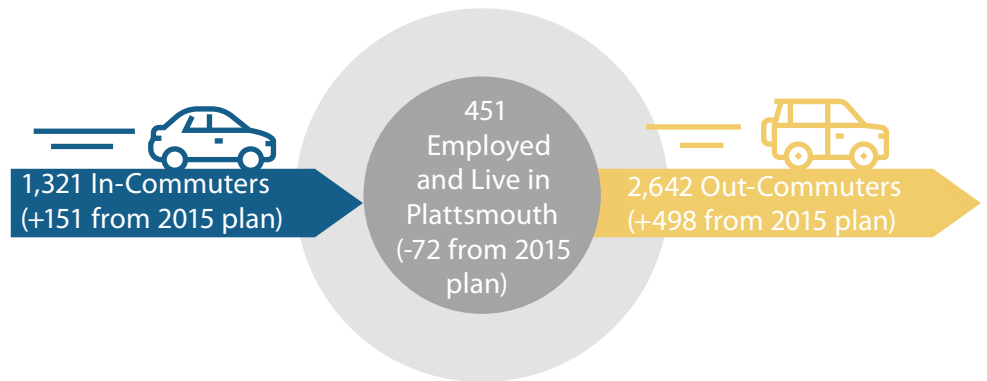
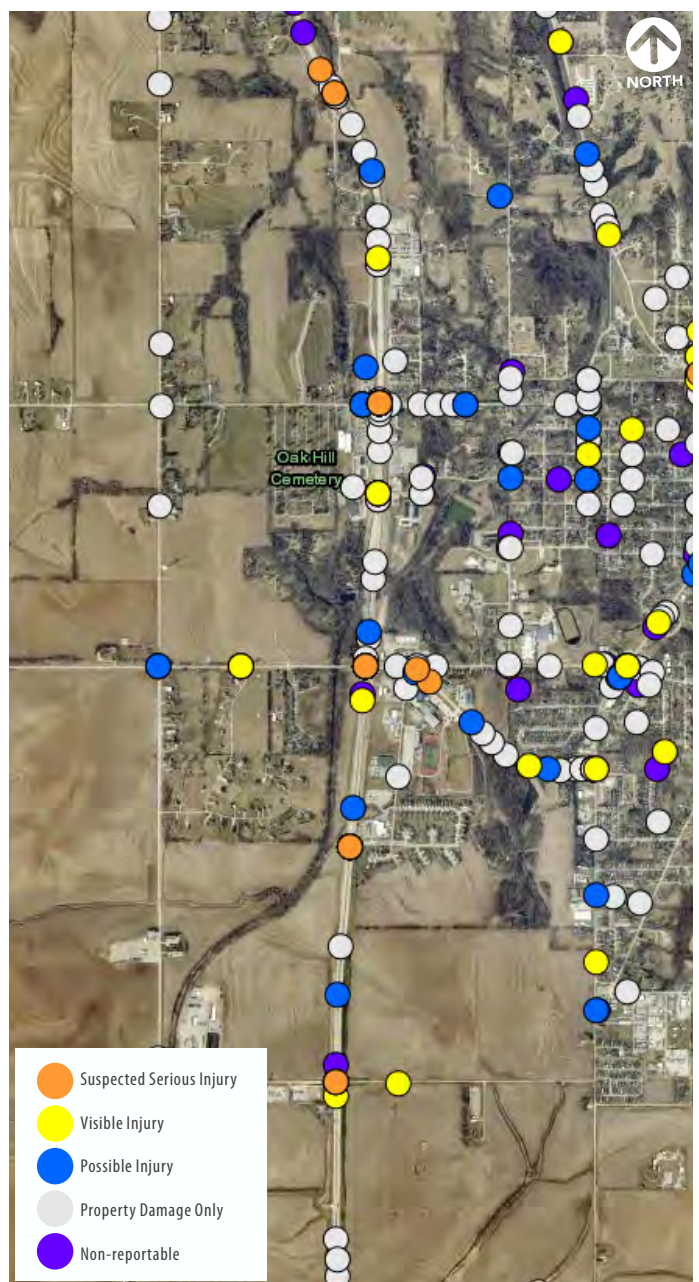


FIGURE 2.3 CRASH DATA - 2020



Source: Nebraska Department of Transportation

# PUBLIC INFRASTRUCTURE

Service capabilities influenced the direction of land use planning in the previous plan and continue to do so in 2025. With pressure and requests for development along Highway 75, the City completed a sewer system and capacity analysis in the spring of 2025 to understand infrastructure investment needs to service various levels of development north of B Avenue along Highway 75. The study finds adequate capacity to accommodate future development on a limited number of sites before significant investments in sewer infrastructure must occur. However, the level of development before investment hinges on the types of businesses and their wastewater production. Significant upfront capital improvements are required to increase capacity to just a few sites in the north that would have a long payback period. Opting for a larger capital investment to open more options west of Highway 75 may have a better payback period for the City in the long term.

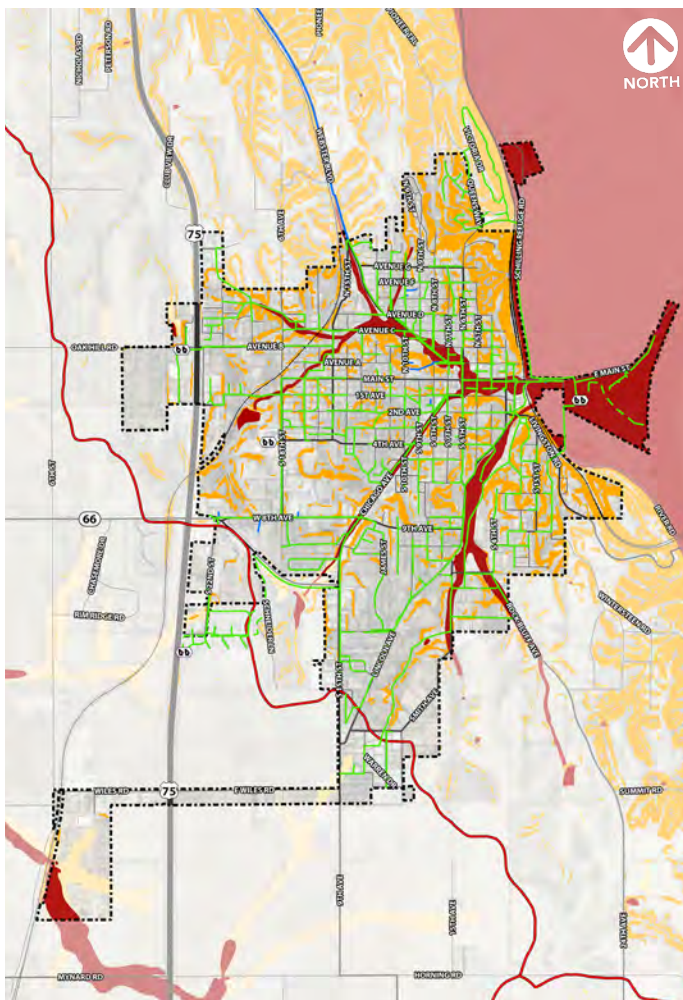
## SEWER SERVICES

Figure 2.4 shows sewer lines as of the spring of 2025, along with environmental constraints to development such as flooding and steep slopes.

## WATER SERVICES

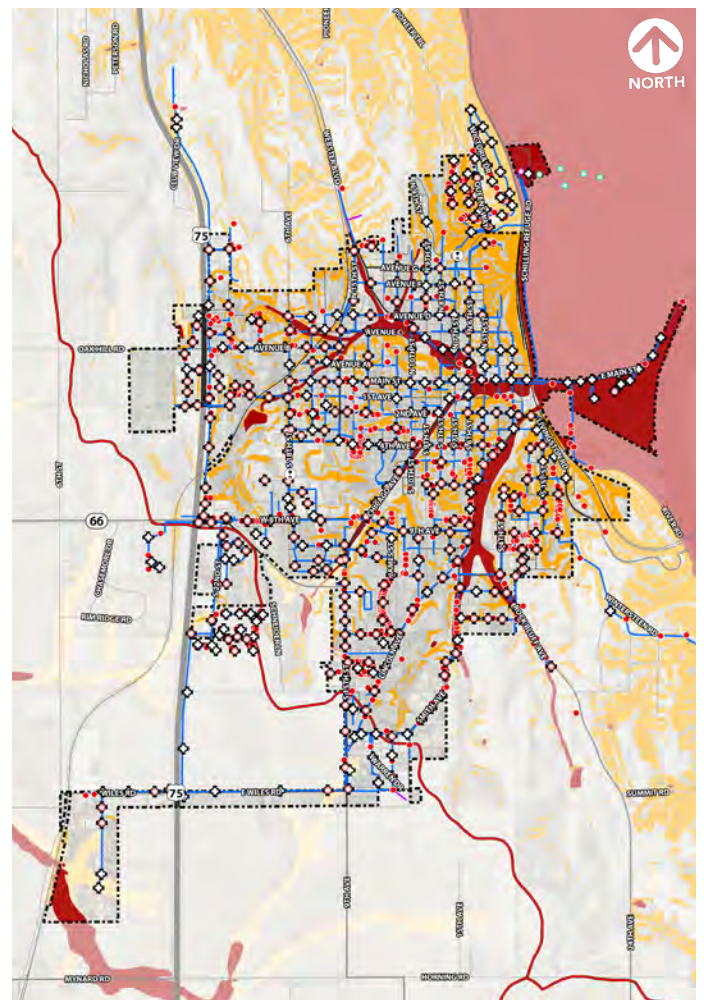
Figure 2.4 shows water lines as of the spring of 2025, along with environmental constraints to development such as flooding and steep slopes. A new water treatment plant is being completed west of Highway 75 along Wiles Road.

**FIGURE 2.4 SEWER LINES IN 2025**

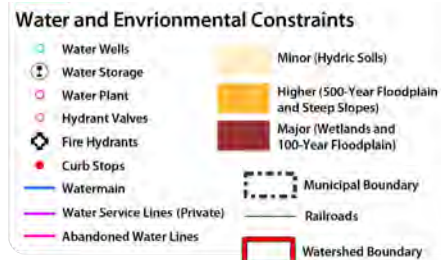
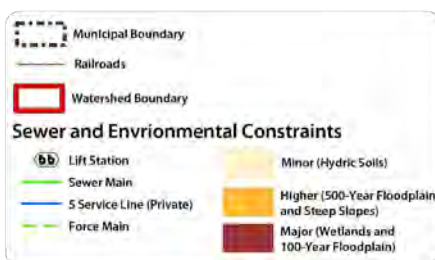


Source: City of Plattsburgh, RDG Planning & Design

**FIGURE 2.5 WATER LINES IN 2025**



Source: City of Plattsburgh, RDG Planning & Design



# LAND USE

## 2025 SNAPSHOT

As a prominent highway, land uses along much of the corridor are auto-oriented commercial and industrial uses. No other areas in Plattsmouth can provide the scale and access that the corridor provides. Figure 2.6 and 2.7 shows the existing land use and the share of developed land under each category. Understanding land use citywide helps identify demand for uses that properties in the Highway 75 corridor can supply.

- » **Like many cities, most of Plattsmouth is developed as residential.** As smaller communities grow, the ability to support more commercial uses increases. Plattsmouth can also serve a larger commercial market region along the highway corridor.
- » **The amount of commercial land is mostly highway commercial and downtown.** Commercial land needs vary widely for communities near major metro areas with large market service areas. However, commercial uses serving residents and local employees will remain important as Plattsmouth grows. Commercial land as a percent of total land in peer communities includes:
  - Blair, NE around 10%
  - Bellevue, NE around 8%
  - Fremont, NE around 11%
  - Papillion, NE around 10%
- » **Given its prominent highway access, Plattsmouth has a relatively low percentage of developed land for industrial uses.** This demand is expected to start to increase now that the Highway 75 expansion is complete. Industrial land as a percent of total land in peer communities includes:
  - Blair, NE around 10%
  - Bellevue, NE around 7%
  - Fremont, NE around 14%
  - Papillion, NE around 14%

Plattsmouth has a relatively low percentage of commercial and industrial land compared to similar cities along major transportation routes in the Omaha metro area.

FIGURE 2.6 EXISTING LAND USE 2025

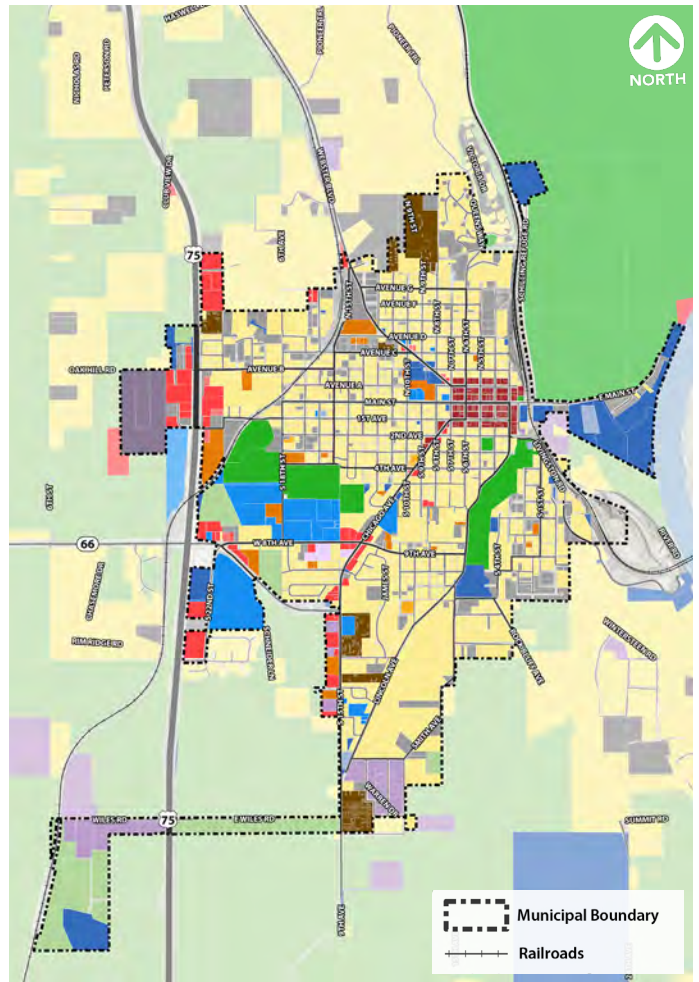


FIGURE 2.7 EXISTING LAND USE BREAKDOWN 2025

Land Use	Acres	% of Land
Low Density Residential	711.6	42.9%
Medium Density Residential	4.0	0.2%
High Density Residential	42.8	2.6%
Mobile Homes	64.4	3.9%
Office	4.0	0.2%
Commercial	77.6	4.7%
Central Business District	26.0	1.6%
Light Industrial	5.1	0.3%
Industrial	55.8	3.4%
Cemeteries	45.6	2.8%
Civic - Utilities	7.3	0.4%
Civic - School/Church	107.4	6.5%
Civic - City Owned	129.4	7.8%
Agriculture	119.6	7.2%
Parks	100.5	6.1%
Vacant	156.0	9.4%

Source: RDG Planning & Design, Urban Footprint

## DEVELOPMENT SUITABILITY

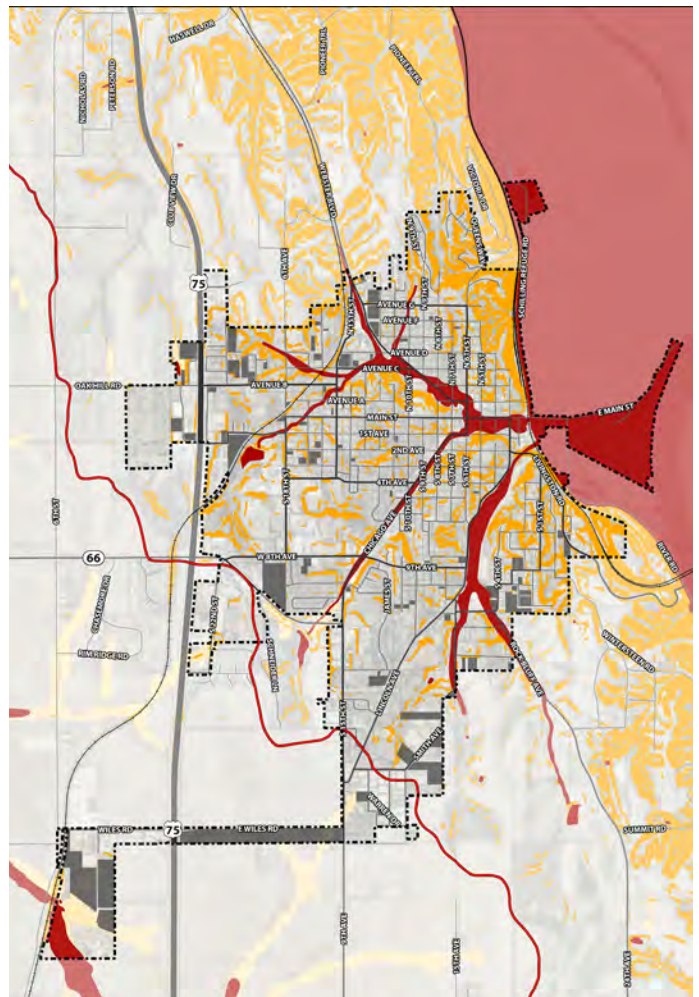
Planning for future land use needs and growth has to account for the supply of land that could feasibly be developed. Figure 2.8 shows the amount of vacant land in city limits not burdened by environmental features such as flooding and steep topography.

The figure shows about 78 acres of suitable land in agricultural production and about 62 acres on platted and vacant parcels. However, the actual amount of suitable land is much less for meeting near-term needs. Reasons include:

- » Property owner willingness to sell vacant properties for another use.
- » The financial feasibility and constraints of developing small or uniquely shaped lots.
- » Limited vacant parcel locations near major transportation routes.

Plattsmouth cannot meet its future needs within the existing city limits. The annexation approach in the 2015 plan remains valid to meet Plattsmouth's future needs.

FIGURE 2.8 DEVELOPMENT SUITABILITY



Source: RDG Planning & Design



# ECONOMIC DEVELOPMENT

Commercial and industrial land needs are difficult to project accurately since when one large business could change the need and supply dramatically. Conversely, remote work is changing the office development environment, and the demand for commercial storefront space is trending downward. Identifying future needs is not meant to stipulate a “destiny” or provide a ceiling on growth. Still, understanding trends should be a general guideline and a metric to evaluate how Plattsmouth is growing related to regional market trends.

## COMMERCIAL NEEDS

- » **Plattsmouth had a net addition of about 20 acres of commercial development since the 2015 Plan through 2024.** The increase is mostly attributed to the Hy-Vee and surrounding development completed shortly after the 2015 Plan adoption.
- » **Commercial land growth resulted in a slightly higher amount per resident, even with the population growth through 2024.** Commercial land per 100 residents grew from about 1.38 acres in 2015, to 1.58 acres in 2024.
- » **Plattsmouth has a lower amount of commercial land per capita than peer communities.** Commercial land per 100 residents in peer communities includes:
  - Blair, NE around 4.48
  - Bellevue, NE around 1.65
  - Fremont, NE around 2.36
  - Papillion, NE around 4.06
- » **Under a scenario where commercial land as a ratio of the population remains constant, Plattsmouth would need at least 20 to 25 acres of new commercial land through 2035.** The scenario uses the growth projections from the 2024 Cass County Housing Assessment. The scenario is considered conservative for several reasons:
  - Plattsmouth is in a unique position where its residential growth is picking up pace and may reach a tipping point that spurs more retail and service market interest these households can support.
  - Regional peers along similar transportation routes in the metro have much higher commercial land ratios per the population. All of them have larger populations that could indicate trends for stronger commercial growth as Plattsmouth adds more residents.
  - Plattsmouth does compete with Bellevue and Papillion on the Highway 75 Corridor. However, land to the north with more direct access to Highway 75 is filling up. Plattsmouth is the logical next location for commercial enterprises to capture customers commuting from the south.

Plattsmouth would need at least 20 to 25 acres of new commercial land through 2035 to maintain the current level of service for the population.

## INDUSTRIAL NEEDS

Like in the 2015 Plan, there remains an opportunity for Plattsmouth to supply larger building sites near national transportation routes that are within an easy commute of the area’s workforce. Areas on the southern end of the Highway 75 corridor are well suited for development with recent and future infrastructure and utility improvements.

- » **Plattsmouth had a net addition of about 10 acres of industrial development since the 2015 Plan through 2024.** The increase is mostly attributed to development along Wiles Road near the future water treatment plant.
- » **Industrial land growth resulted in a slightly higher amount per resident, even with the population growth through 2024.** Industrial land per 100 residents grew from about 0.81 acres in 2015, to 0.91 acres in 2024.
- » **Plattsmouth has a lower amount of industrial land per capita than peer communities on major transportation routes.** Industrial land per 100 residents in peer communities includes:
  - Blair, NE around 4.27
  - Bellevue, NE around 2.29
  - Fremont, NE around 3.01
  - Papillion, NE around 5.44
- » **Under a scenario where industrial land as a ratio of the population remains constant, Plattsmouth would need up to 27 acres of new industrial land through 2035.** The scenario uses the growth projections from the 2024 Cass County Housing Assessment. The scenario is much more variable than commercial land needs because:
  - Industrial growth is tied more to transportation access than the resident population.
  - The land needs of industrial businesses vary widely depending on the product.
- » **Industrial development potential is promising in Plattsmouth because:**
  - There is a sizable labor force that can meet new employment openings in the Plattsmouth area, according to the 2023 Labor Study for Cass County.
  - Recent reports by the Greater Omaha Chamber and Cass County Economic Development Council indicate strong business growth. In annual reports, many target goal metrics for the region are being exceeded, such as capital investments and new/retained jobs.
  - Plattsmouth benefits from large amounts of contiguous vacant land with highway and railroad access.

Going forward, Plattsmouth should expect strong interest from industries that rely heavily on direct national transportation routes and workforce.

## PARK NEEDS

Plattsmouth has not added any significant park spaces since the 2015 Plan. The 2015 Plan recommends needing an additional 8.36 acres of neighborhood parks under the previous growth projection. However, the accelerated growth realized since 2015 also increases parkland needs. Figure 2.10 shows the parkland needs citywide using the same method as the 2015 Plan but under the new population trajectory.

- » **Plattsmouth still needs new neighborhood park spaces to meet national standards.** The priority area is the south central area as neighborhoods grow around the high school.
- » **While the existing parks serve a significant portion of the community, both the northern and the southern extents of the city remain underserved.** Areas west of Highway 75 will also be underserved if residential development expands west. The 2015 Plan shows opportunities near the Highway 75 corridor to meet neighborhood park needs, along with the principles for implementing new parks not specifically shown on the future land use map.

Neighborhood parks are an important need as the community grows, especially if residential development expands west of Highway 75.

**FIGURE 2.9 PARK SUPPLY ANALYSIS**

Classification	Existing Acreage	Acres Per 1,000 Residents	NRPA Standard (per 1,000 residents)
Neighborhood	1.80	0.27	1.5 acres
Community	94.4	14.51	10 acres
Specialty	4.74	0.72	Varies
Total	100.94		

Source: RDG Planning & Design; City of Plattsmouth, NRPA

**FIGURE 2.10 FUTURE PARKLAND NEEDS**

Classification	Existing Acreage	Existing Acres / 1,000 Residents	2035 Total Parkland Needed	Additional Parkland Needed
Neighborhood	1.80	0.27	11.13	9.33
Community	94.4	14.51	Maintain	Maintain
Specialty	4.74	0.72	Maintain	Maintain
Total	100.94			

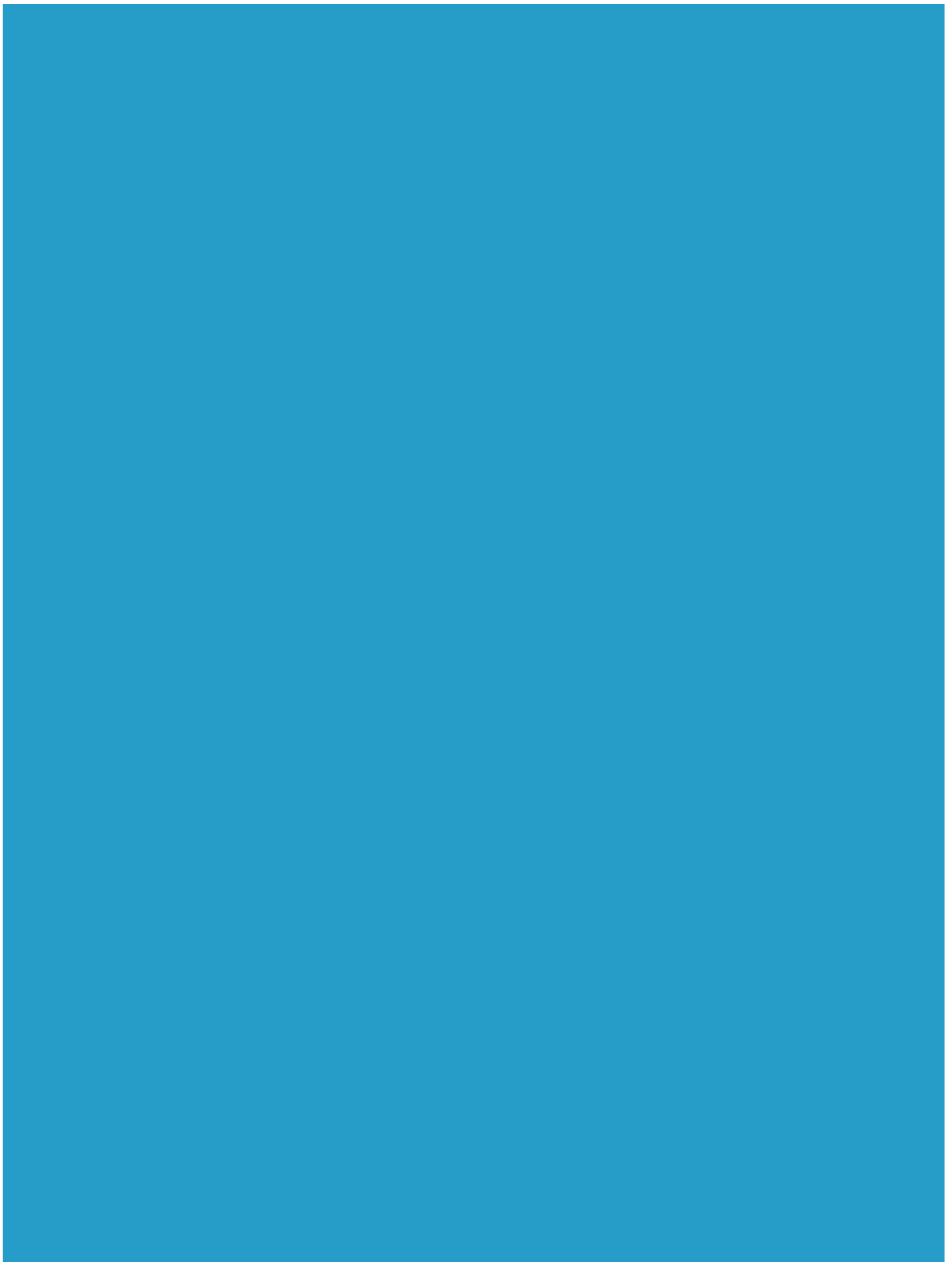
Source: RDG Planning & Design; City of Plattsmouth, NRPA



# Summary Themes for the Highway 75 Corridor

*With the existing conditions analysis, the 2025 update involved several discussions with stakeholder groups, two public meetings, and presentations to the City Council. The recent Cass County Housing Study provided additional input on community desires for the Highway 75 corridor.*

- 1. The population is growing faster than anticipated,** which increases the housing and service needs from the 2015 Plan for new residents.
- 2. Plattsmouth needs more housing.** Up to 208 new housing units should be supplied through 2030 to meet demand.
- 3. Highway 75 is a net benefit to Plattsmouth.** The Highway offers easier commutes to jobs in the region and to Plattsmouth, but also creates a barrier between the historic town and growth to the west.
- 4. Plattsmouth needs to add new commercial land as the population grows.** Plattsmouth has a relatively low amount of commercial land to its local peers.
- 5. Plattsmouth is well positioned for employment center growth.** Going forward, Plattsmouth should expect strong interest from industries that rely heavily on direct national transportation routes and workforce.
- 6. Plattsmouth cannot meet its future land needs within the existing city limits.** The annexation approach in the 2015 Plan remains valid to meet Plattsmouth's future needs.
- 7. Parts of Plattsmouth near Highway 75 remain underserved with parks.** Neighborhood parks are an important need as the community grows, especially if neighborhoods expand west of Highway 75.
- 8. Getting people to Historic Downtown Plattsmouth remains a strong focus.** Residents want more services in Plattsmouth, but not at the expense of its small town character.



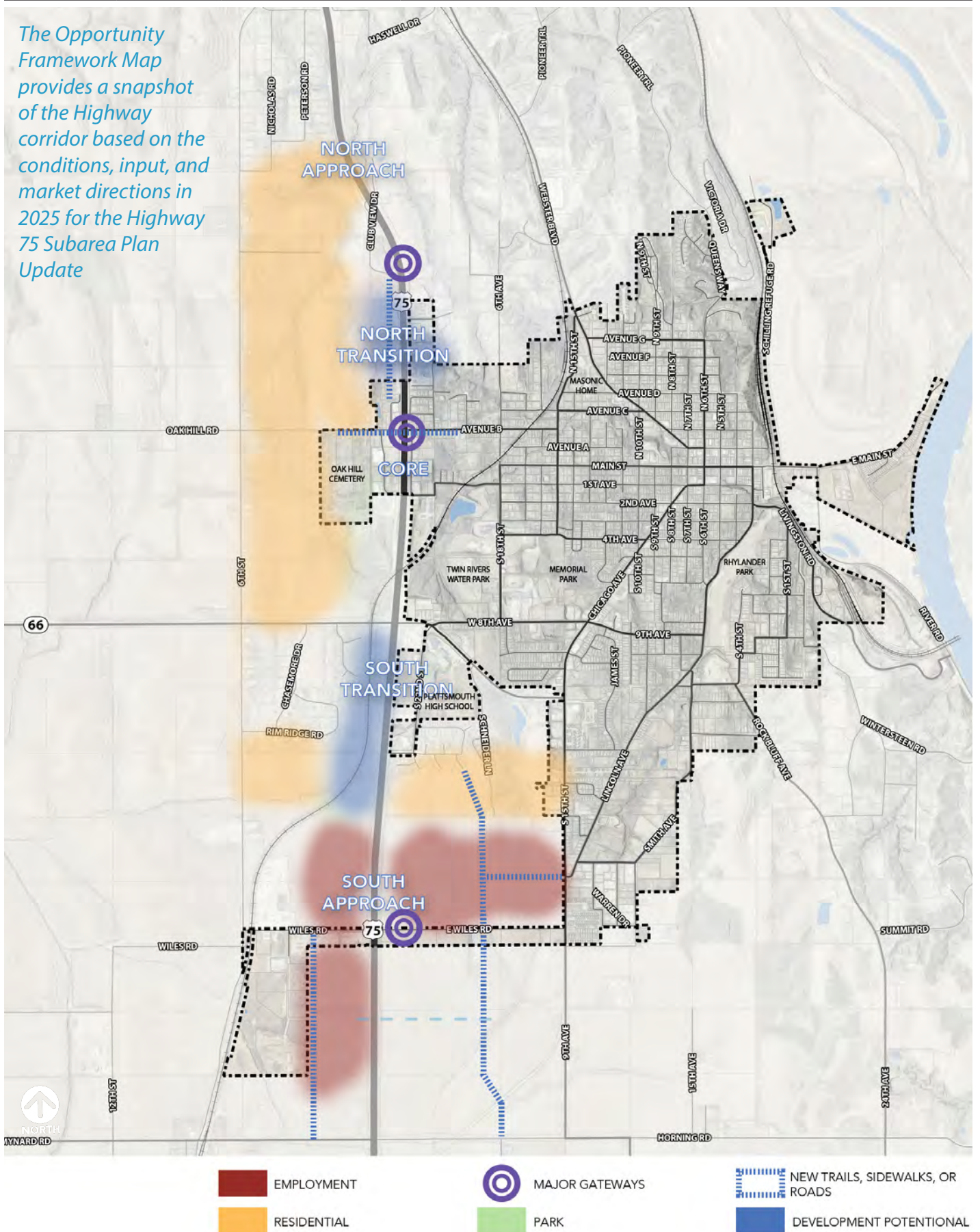


### 3 Vision and Goals

The Highway 75 Subarea Plan Update combines input received from the public, a review of current conditions and trends, market potential, previous plans and studies, and recommendations by the consultant team to create a feasible and realistic vision. Many aspects of the 2015 Plan remain valid and continue as policies in the Subarea Plan.

**FIGURE 3.1 OPPORTUNITY FRAMEWORK MAP**

The Opportunity Framework Map provides a snapshot of the Highway corridor based on the conditions, input, and market directions in 2025 for the Highway 75 Subarea Plan Update



# CHALLENGES AND OPPORTUNITIES

The Opportunity Framework Map (Figure 3.1) provides a series of contextual zones of the Highway 75 corridor based on their character of development and mobility.



## NORTH APPROACH

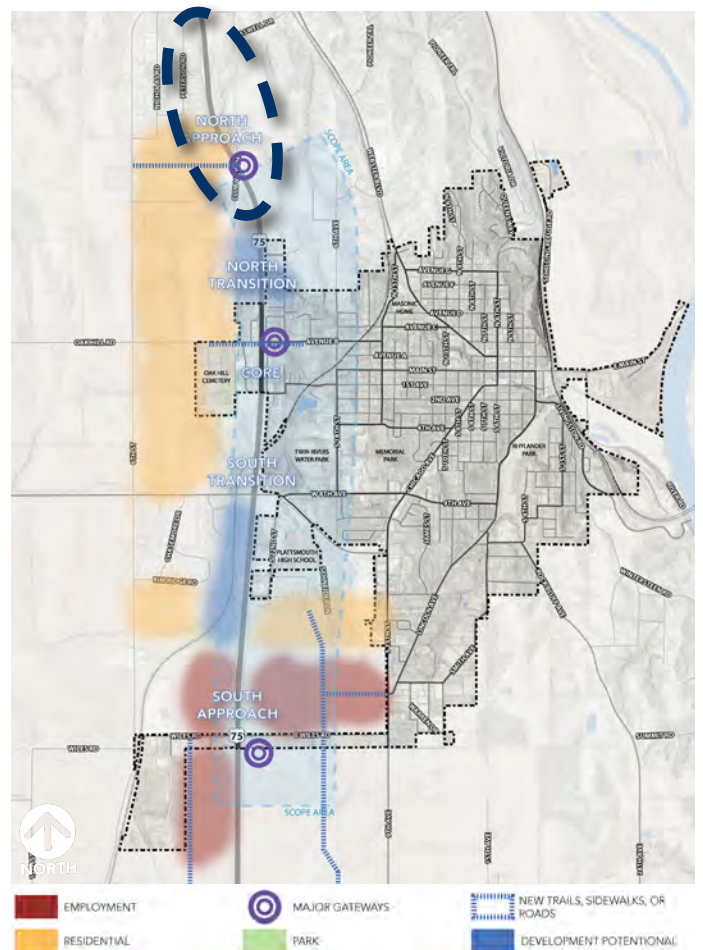
Many travelers from the north whose end destination is Plattsburgh take the Webster Boulevard exit into Downtown. Those continuing on Highway 75 can maintain highway speeds through rolling hills. There is no development present in this area.

### Challenges

- » Topography and the ability to service the area with utilities will limit development opportunities. A limited number of new uses can be supported in the near term, but significant non-residential development in the long term is not possible without major public investments in utility infrastructure.
- » Sporadic and unplanned rural residential development that lacks good street connectivity.

### Opportunities

- » Space for gateway and wayfinding features to welcome people to Plattsburgh and showcase its brand. Webster Boulevard provides the best opportunity to encourage travelers to exit Highway 75 to reach Downtown.
- » Creating a strong community entryway corridor on Webster Boulevard that may include banner signage, lighting features, and landscaping enhancements along the road for a signature entryway experience.
- » Exploring trail connections that may follow roads or greenways to reach existing connections north of the Platte River.





## NORTH TRANSITION

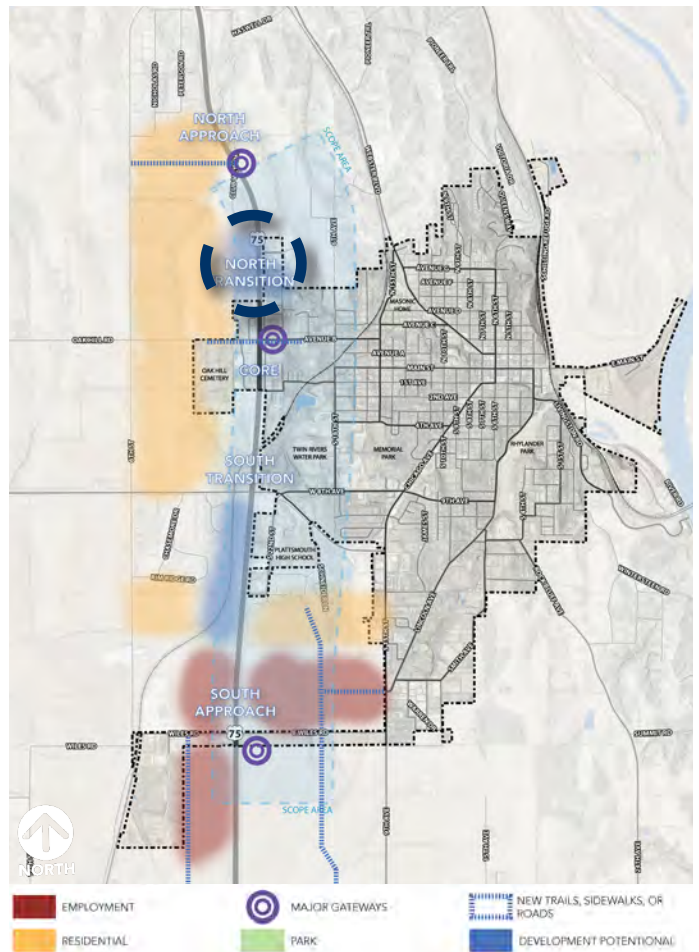
Travelers from the north start to notice more development with a mix of auto-oriented uses. Traffic speeds remain high, making turning intersections easy to miss, such as Club View Drive and Fulton Avenue.

### Challenges

- » Creating a feeling of arriving in Plattsmouth. There are no defined points to welcome travelers from the north.
- » No continuous frontage road system parallel to Highway 75 to efficiently reach businesses on the east side of the Highway.
- » Limited sewer and water service capacity to support significant new non-residential development.
- » Steep topography limits the number of sites for development.

### Opportunities

- » Space on vacant and underused sites along the Highway for gateway and wayfinding features to welcome people to Plattsmouth and showcase its brand.
- » Some redevelopment potential, such as an existing mobile home park on the east side of the Highway, and new development on the west side subject to the limited utility service capacity.





## CORE

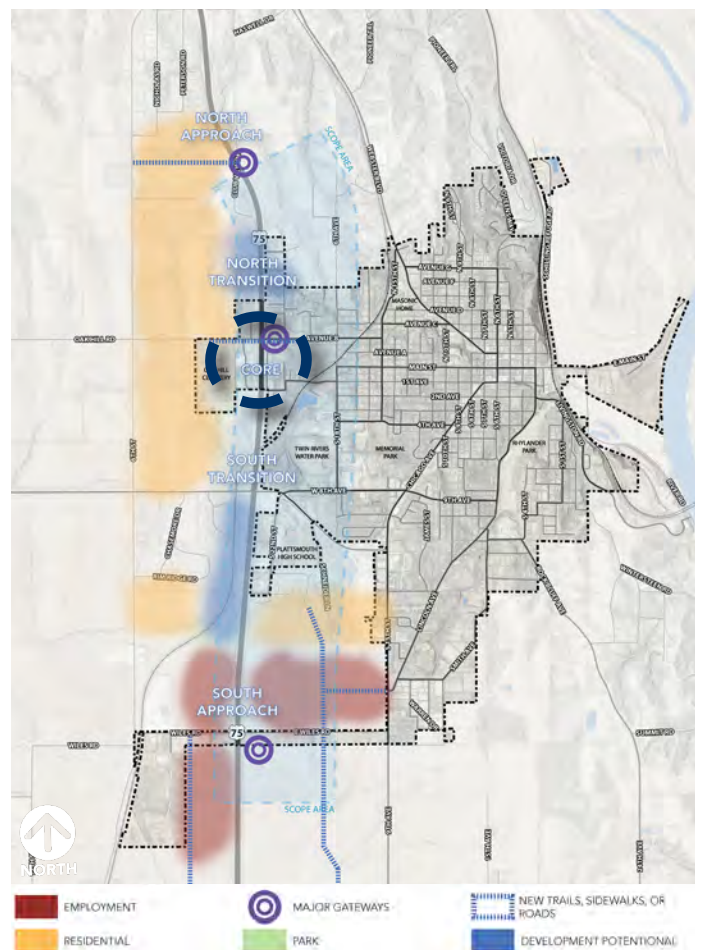
Most activity today is around the core area on both sides of the Highway. Activity includes retail, personal and auto services, and housing that might indicate demand for other areas of the Highway. Avenue B is a busy intersection that is a route that many use to continue into Plattsmouth.

### Challenges

- » Stop lights at Avenue B slow traffic but there are no pedestrian crossings or safety measures to reach Hy-Vee and other businesses on the west, and vice versa.
- » Spans of underused and unlandscaped parking spaces on some eastern sites detract from the visual appeal along the Highway.

### Opportunities

- » Successful commercial uses that serve the community and platted lots in place for more development.
- » Redevelopment or design enhancements of underused parking areas should the market dictate.
- » Space for gateway and wayfinding features on existing sites to direct visitors to important destinations, particularly Downtown.





## SOUTH TRANSITION

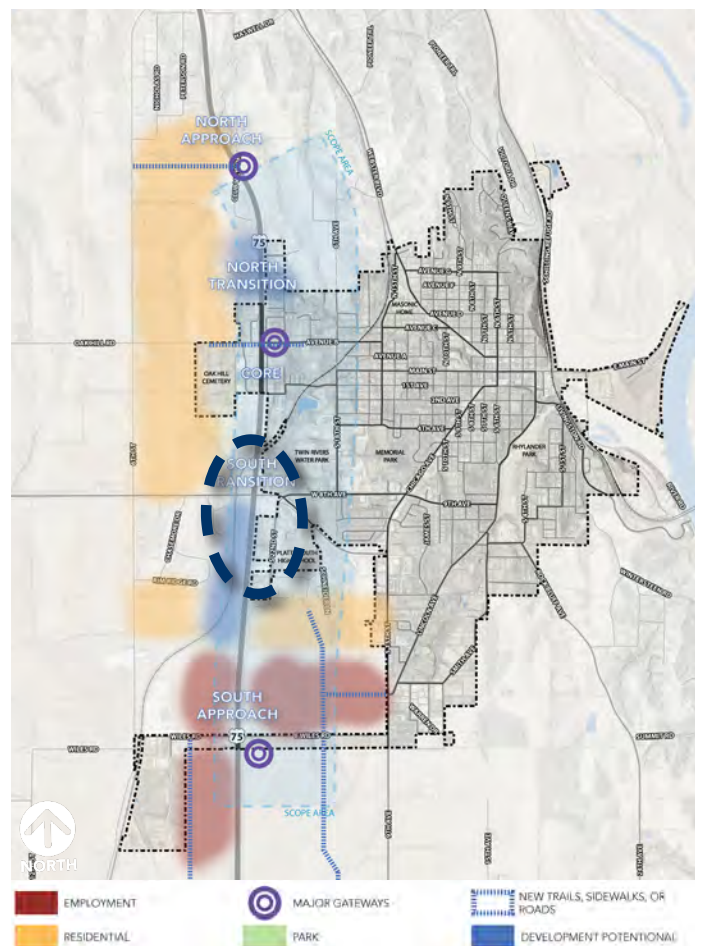
Signs of city development begin to appear when approaching from the south. The east side of the Highway is more populated with destinations such as the high school, Bomgaars, and the 8th Avenue corridor into Downtown. Approaching from the north or south, travelers experience a break in development for railroad crossings and greenways that give the illusion of Plattsmouth’s city boundary.

### Challenges

- » Stop lights at 8th Avenue slow traffic but there are no pedestrian crossings or safety measures to cross east/west to the high school, if and when more development occurs to the west.
- » The space between the Highway and the railroad on the west side limits the range of development opportunities along this stretch of the Highway corridor.

### Opportunities

- » Successful commercial uses that serve the community.
- » Space for gateway and wayfinding features at intersections to welcome people to Plattsmouth and showcase its brand.
- » Some existing greenways and natural topographic features to preserve to buffer future development from residential areas.





## SOUTH APPROACH

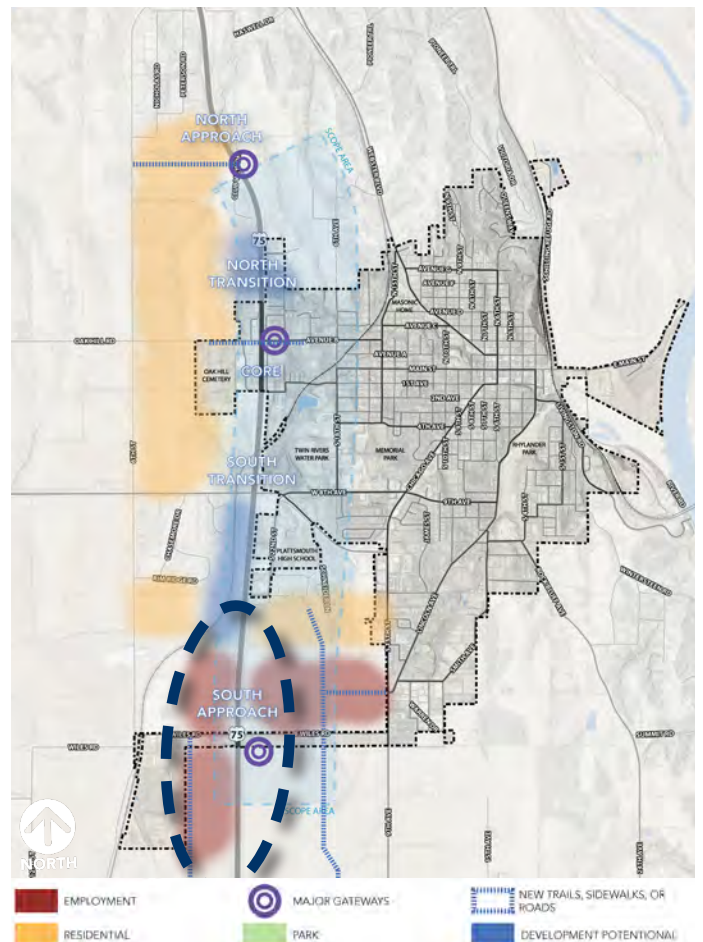
Clustering of existing and new industrial and utility uses. The south approach provides a more industrial feel than entering Plattsmouth from the north. The hills coming into town make it feel like you are still not close to the city boundary.

### Challenges

- » No improved road system adjacent to the Highway. Investment is needed in streets and utilities to expand the developability of the area.
- » High traffic speeds on Highway 75 do not slow down until further north into town.
- » Creating a feeling of arriving in Plattsmouth. There are no defined points to welcome travelers from the south.

### Opportunities

- » Ample area along the Highway to support new development that is outside of floodplains and major environmental constraints.
- » Investments in a new treatment plant in the area that opens serviceability to more of the area.
- » No existing development that would prohibit proper planning for business, neighborhoods, and a connected frontage road system to parallel the Highway on both sides.
- » Improvement of Wiles Road as a new entryway into Plattsmouth.



# HIGHWAY 75 CORRIDOR GOALS

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The Highway 75 Subarea Plan Update confirms that many goals relating to Highway 75 from the 2015 Plan remain valid. Those goals with added directions for the Highway 75 Subarea include:

## LAND USE

- » Encourage and support the development of additional housing units and housing types at strategic locations to accommodate the growing population.
- » Support and encourage the creation of additional commercial business ventures to strengthen the role of Plattsmouth as a retail destination.
- » Identify sites suitable for light industrial activity and encourage appropriate development on these sites.
- » Identify future growth sectors for Plattsmouth and study how to protect the city's ability to grow with urban density in these areas.
- » Use the ten policies for future land use and development as criteria for making land use decisions, such as reviewing new development proposals.
- » Use the future land use map and the development concept, along with the land use compatibility matrix to evaluate rezones and development proposals.
- » Base all annexation decisions on the annexation strategy and the annexation map.
- » Create new neighborhood parks in under-served areas of the community including the residential areas to the north, south and west.

## New Highway 75 Subarea Goals

- » Develop areas east of Highway 75 north of Wiles Road as a complete neighborhood that includes employment centers, housing, commercial, neighborhood parks, and other mixing of uses.
- » Use areas to the south along Highway 75 for regional industrial, light industrial, or similar manufacturing park uses to increase the employment base and leverage transportation connections.
- » Support mixing in residential uses in areas east of Highway 75 to meet current and future housing needs.
- » Maintain or create buffers between new development and the rural character of existing neighborhoods west of Highway 75.

## MOBILITY

- » Create a complete trail and pathway system consistent with the recommendations.
- » Develop a transportation network designed for automobiles, bicyclists, and pedestrians. This network of "complete streets", developed incrementally, will create a safe and friendly transportation system for all users.
- » Create a phased plan to expand the Plattsmouth trail system.
- » Use the three basic principles for streets to guide the creation or reconstruction of city streets as appropriate.
- » Incrementally create a connected network of trails, bicycle routes, complete streets, and sidewalks.
- » Acquire the right of ways for major future streets in advance of development and then construct the street concurrent with development.

## New Highway 75 Subarea Goals

- » Reserve a continuous north/south frontage road and pedestrian connection between properties along Highway 75.
- » Invest in pedestrian safety for crossing Highway 75 as development intensifies west of Highway 75. Grade-separated crossings are preferable.
- » Create a looped street system for industrial and commercial development areas on the south part of the corridor that offer multiple entry and exit points to businesses.
- » Expand connections into Plattsmouth's existing neighborhoods to the east through new street extensions.

## ECONOMIC DEVELOPMENT

- » Evaluate and develop strategies for the economic development opportunity areas.
- » Encourage the build-out of the Osage Ranch residential development. Consider encouraging the remaining area to be a mixed density development to appeal to the regional market.
- » Encourage private sector development of homes to meet the affordability ranges.

### New Highway 75 Subarea Goals

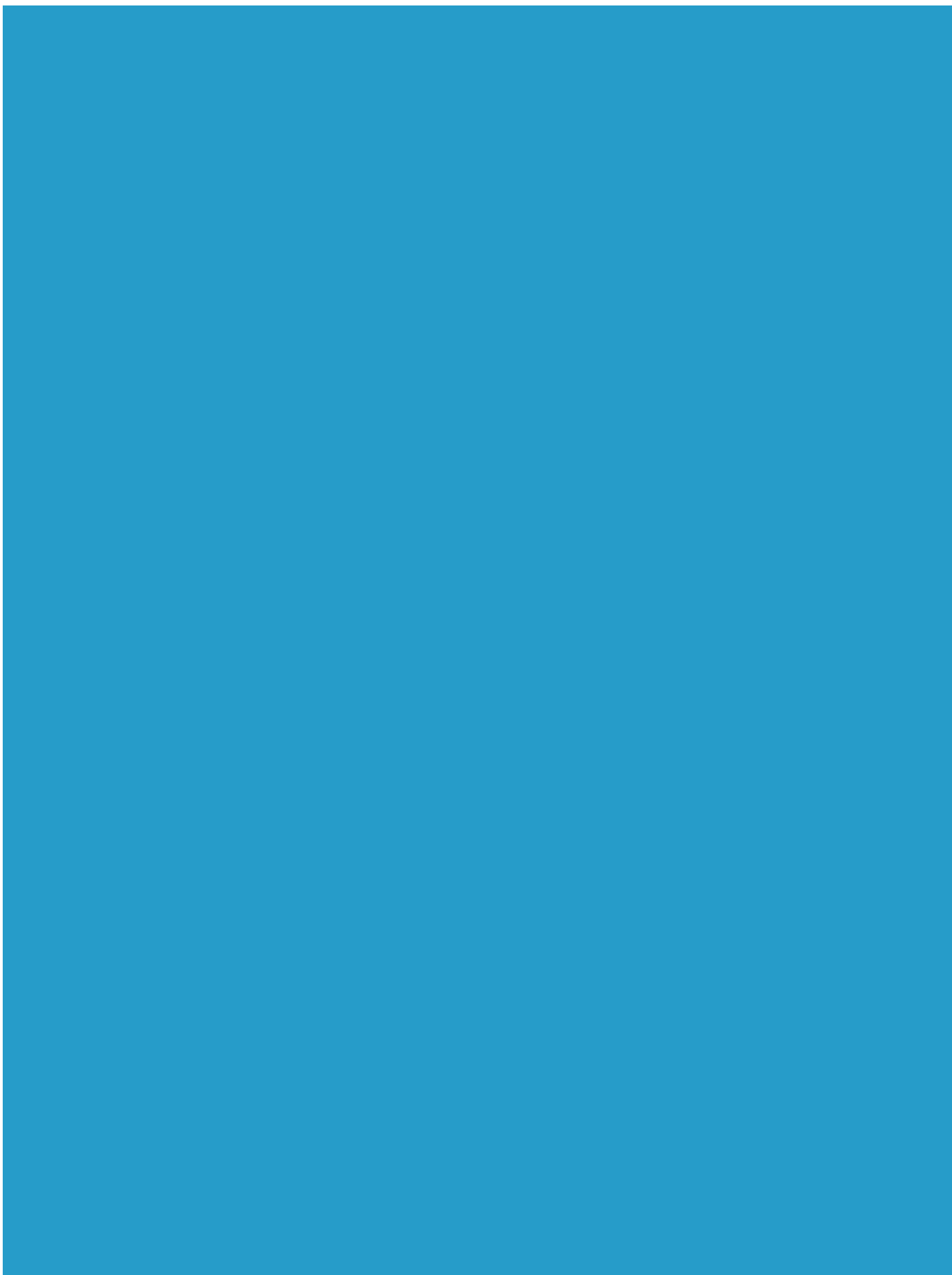
- » Make strategic investments in infrastructure that support long-term growth and fiscal responsibility.
- » Avoid development that overly strains existing systems and hampers future economic development opportunities.

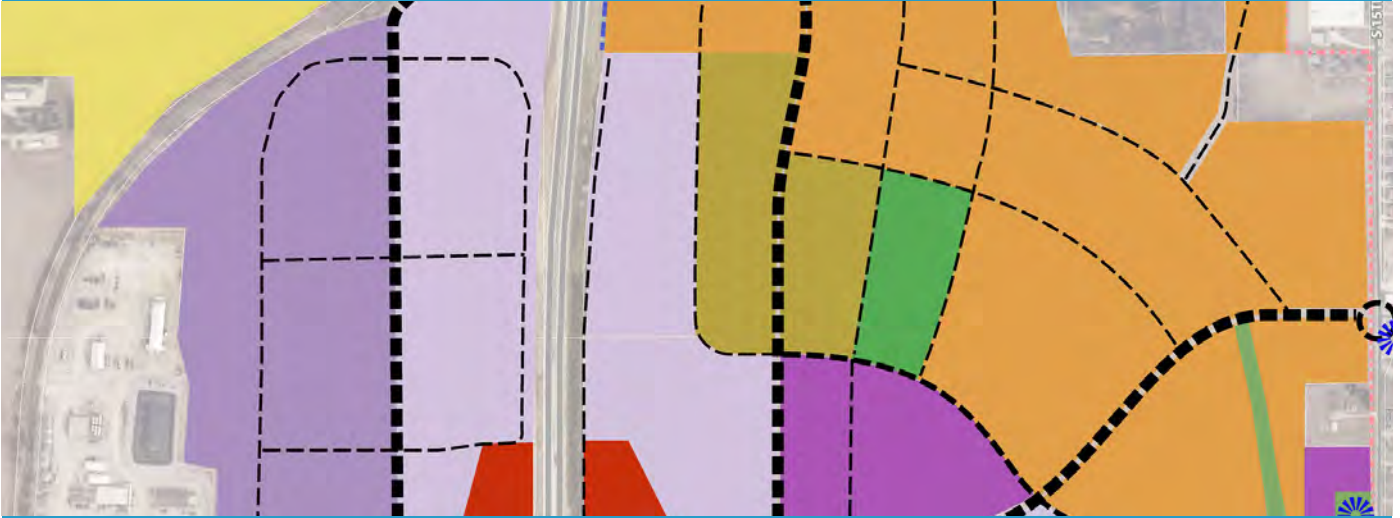
## GATEWAYS AND PLACEMAKING

- » Define and reinforce areas of civic importance using landscaping, branding, and strategic investments to develop a high quality public realm to compliment the civic environment. areas include: the community and senior center; historic neighborhoods adjacent to downtown; the 18th Street connection between schools; Memorial Park; and the commercial development area along Highway 75.
- » Support and encourage the installation of public art into the cityscape.
- » Enhance the gateways to Plattsmouth through the use of landscaping, art, and wayfinding to convey a cohesive community image to visitors, tourists, and residents.
- » Ensure new neighborhood development follows best management practices, are attractive, and are well connected to the community.
- » Enhance the appearance of private and public property by requiring landscaping for new private development projects and by providing incentives for existing development.

### New Highway 75 Subarea Goals

- » Reserve space at intersections in future development areas along Highway 75 for placemaking features or city entryway signage.





## 4 Highway 75 Subarea Development Concept

The Highway 75 Subarea Plan Update addresses the themes emerging in 2025 to meet future demands and facilitate market pressures.

# FUTURE LAND USE PRINCIPLES

The overarching land use principles from the 2015 Plan remain valid. The following elements are important to reinforce near the Highway 75 corridor to meet community needs, leverage economic development potential, and create an attractive entryway into Plattsmouth. The following pages describe these elements in more detail.

## Mixed Land Use

All areas other than industrial could allow a mix of residential under certain contexts and designs that do not prohibit economic development opportunities closest to Highway 75.

## Form Towards Highway 75

Form relates to how developments are laid out, including street patterns, types of infrastructure required, how buildings relate to each other, and the relation of buildings to the street. Buildings visible from Highway 75 should be held to the highest design standard.

## Strategic Public Investment

Plattsmouth needs to grow outside the area the city can currently serve with water and sewer utilities. With limited financial resources, these investments must be targeted to areas with the greatest potential return and phased over time.

## Growth with Purpose

There is a significant economic development opportunity along Highway 75. Therefore, the City needs to ensure this land is reserved for the highest and best use. For example, lower density residential development would not be appropriate fronting Highway 75 on the south, where businesses that require transportation access have greater benefits.



# FUTURE MOBILITY PRINCIPLES

Highway 75 is the principal north/south route to access the city. The 2015 Plan and Subarea Plan Update does not provide any recommendations for changing traffic movements or lane configurations on Highway 75, but rather provides recommendations for the areas adjacent to the Highway in the public realm.

Mobility concepts reinforce the 2015 Plan through the following elements and are listed in more detail on the following pages:

## New Connections

- » Avoid dead-end streets and create continuous through connections between neighborhoods and districts.
- » Develop and maintain a complete collector street system with development. Reserve rights-of-way in advance.

## Access Management

- » Develop and maintain frontage roads between developments and Highway 75 that connect east/west streets whenever possible.
- » Create cross connections between parking lots and sites to limit curb cuts and allow customers easier access to businesses.
- » Direct traffic from new industrial areas away from residential neighborhoods.
- » Create a looped street system for industrial and commercial development areas that offer multiple entry and exit points to businesses.

## Multiple Transportation Options

- » Seek opportunities to add north/south connections for pedestrians and bicyclists near Highway 75.
- » Improve east/west crossings of Highway 75 to neighborhoods and commercial businesses. While costly, pedestrian overpasses are most preferred.



# EMPLOYMENT RESERVE CENTER

## A New Future Land Use Category for the Highway 75 Subarea Plan

All future land use categories from the 2015 Plan remain valid and are reflected in the Highway 75 Subarea Plan Update where relevant. However, changing markets since 2015 warrant a new land use category to meet demands along Highway 75 while promoting a quality entryway into the community.

### Description

Plattsmouth's location on the Highway and near major populations makes it conducive for large-scale commercial, shipping, and manufacturing-related development. Several areas along the Highway should allow a broad range of larger footprint commercial and indoor light industrial uses, such as regional bulk purchase centers, indoor manufacturing, warehousing facilities, technology centers, and similar scale uses.

### Residential Use Characteristics

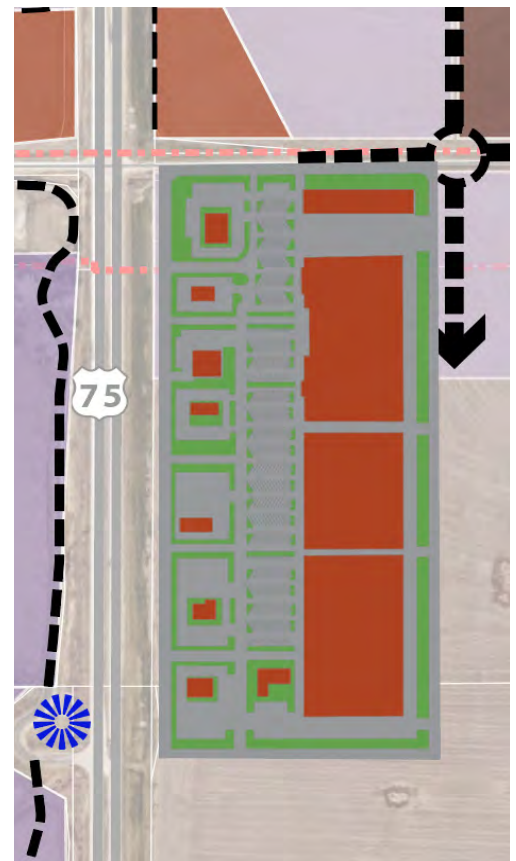
- Residential uses are generally not appropriate in Flex areas.
- Multi-family residential uses can be mixed into corporate campuses or employee provided housing arrangements.

### Non-Residential Use Characteristics

- Areas preserved for larger production facilities or regional commercial/warehousing, generally over 20 acres.
- Uses may focus on manufacturing, warehousing, office, office/industrial flex spaces, and technology.
- Smaller commercial uses can be provided to support the primary employment generators.
- The preferred uses in Flex areas provide employment and production opportunities. Widespread use of the area for temporary storage, distribution centers, or data centers is not appropriate.
- Extraction, heavy materials production, and uses with significant outdoor operations are generally not appropriate and should rather be in Industrial areas.

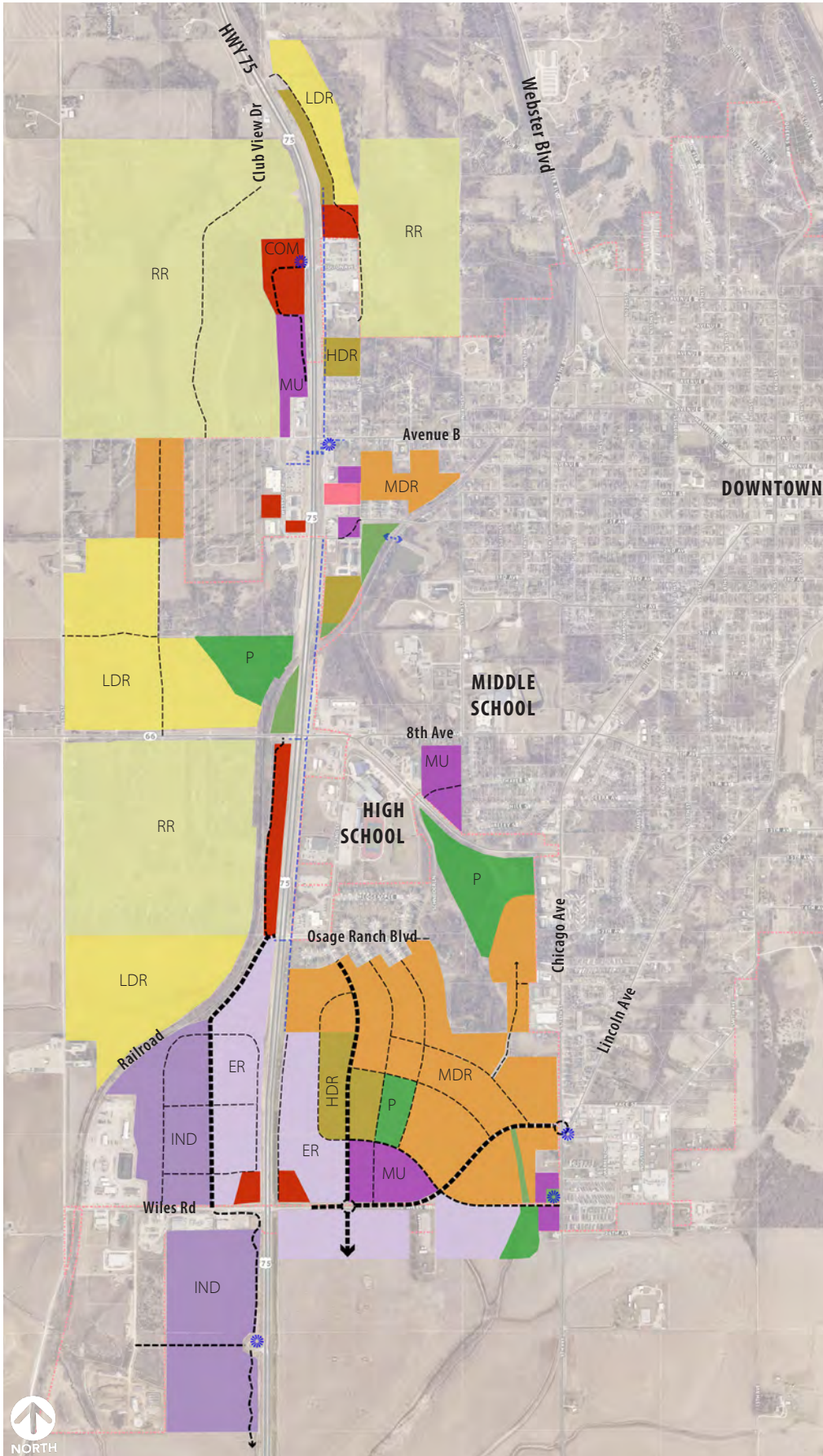
### Features and Location Criteria

- Intensity can vary but should have higher infrastructure and urban design standards along Highway frontages and transitions to lower intensity districts. Examples include landscaping, connections, screening, and buffering lower-intensity uses.
- Special consideration is given to the image travelers see along the Highway through building design and quality materials.
- Indoor production uses that might have high external effects like noise and smell are allowed given they mitigate impacts on adjacent land uses. Operational standards should consider traffic, noise, lighting, and air quality.



Example application of Employment Reserve Centers along Highway 75

**MAP 4.1 HIGHWAY 75 SUBAREA PLAN DEVELOPMENT CONCEPT**



- Mobility**
- Proposed Future Collector Street
  - Proposed Future Local Street
  - Round-a-bout Improvement
  - - - Bike/Pedestrian Connection
  - ⋯ Pedestrian Bridge
- Future Land Use**
- Light Green Rural Residential
  - Yellow Low Density Residential
  - Orange Medium Density Residential
  - Dark Green High Density Residential
  - Pink Commercial Redevelopment
  - Red New Commercial
  - Purple Mixed Use
  - Light Purple Employment Reserve
  - Dark Purple Industrial/Light Industrial
  - Green Parks and Recreation
  - Dark Green Natural Reserve
- Gateways**
- ★ Feature or Signage

The 2015 Future Land Use map applies to areas where there are no Future Land Use categories indicated on the Subarea Development Concept

# NORTH APPROACH

## Description

Limit new development because of service capacity. A transition from rural Cass County occurs slowly as traffic speeds on Highway 75 decrease.

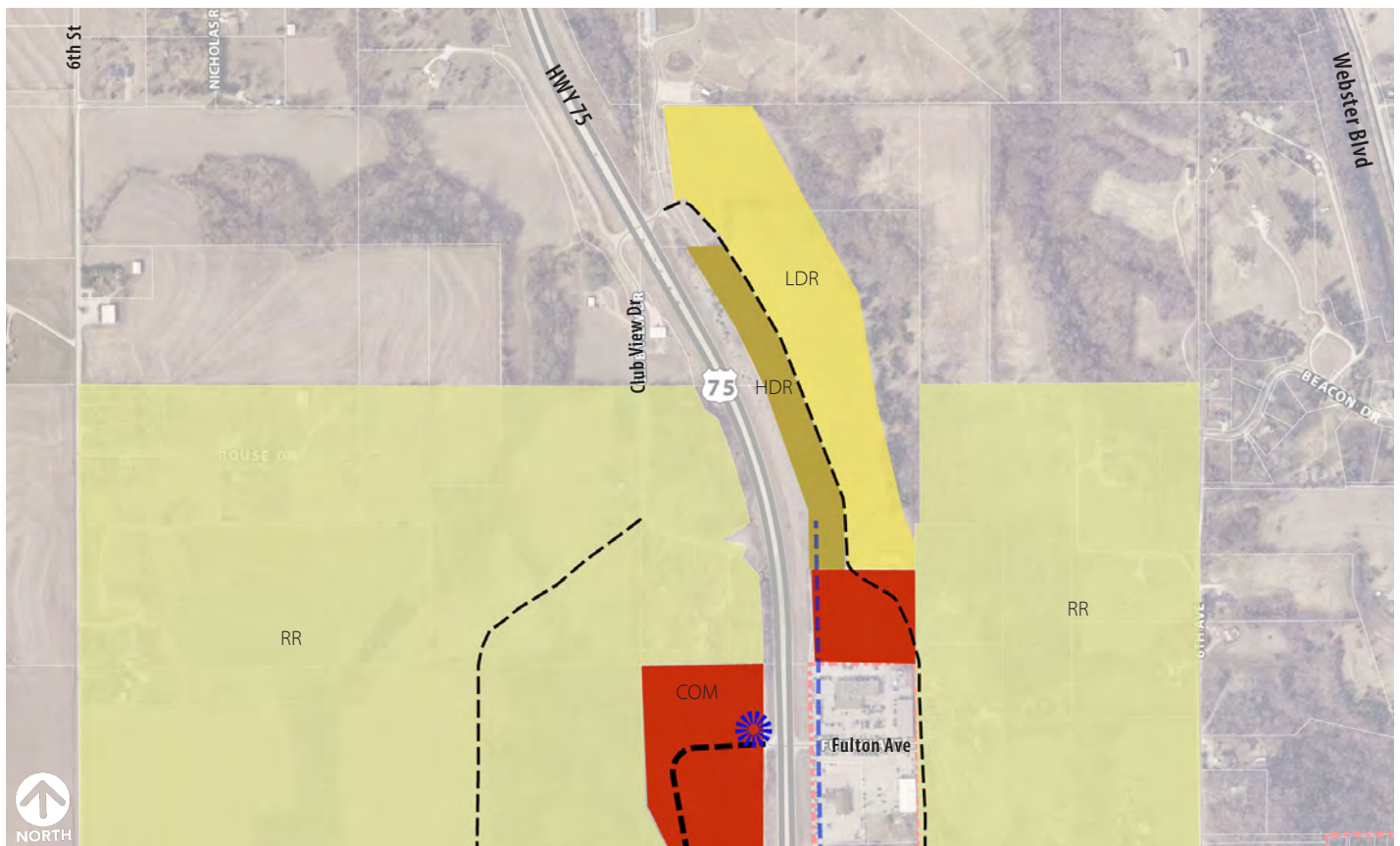
## Land Use

- » Primarily Agriculture and existing Rural Residential.
- » Limited new High Density Residential along Highway 75 can provide a buffer for Low Density Residential areas and help fill housing needs.

## Mobility

- » A north/south local street could be developed for better connectivity between Club View Drive and Fulton Avenue to open development opportunities for higher density residential. The exact route would respect topography and deliver possibilities for trail and greenway connections to the north.

**MAP 4.2 HIGHWAY 75 SUBAREA DEVELOPMENT CONCEPT - NORTH APPROACH**



The 2015 Future Land Use map applies to areas where there are no Future Land Use categories indicated on the Subarea Development Concept

# NORTH TRANSITION

## Description

Small scale development as existing service capacity allows. Continuous frontage and parking lot connections are preferred because of the limited access points to properties from Highway 75. Some redevelopment of underused sites is possible.

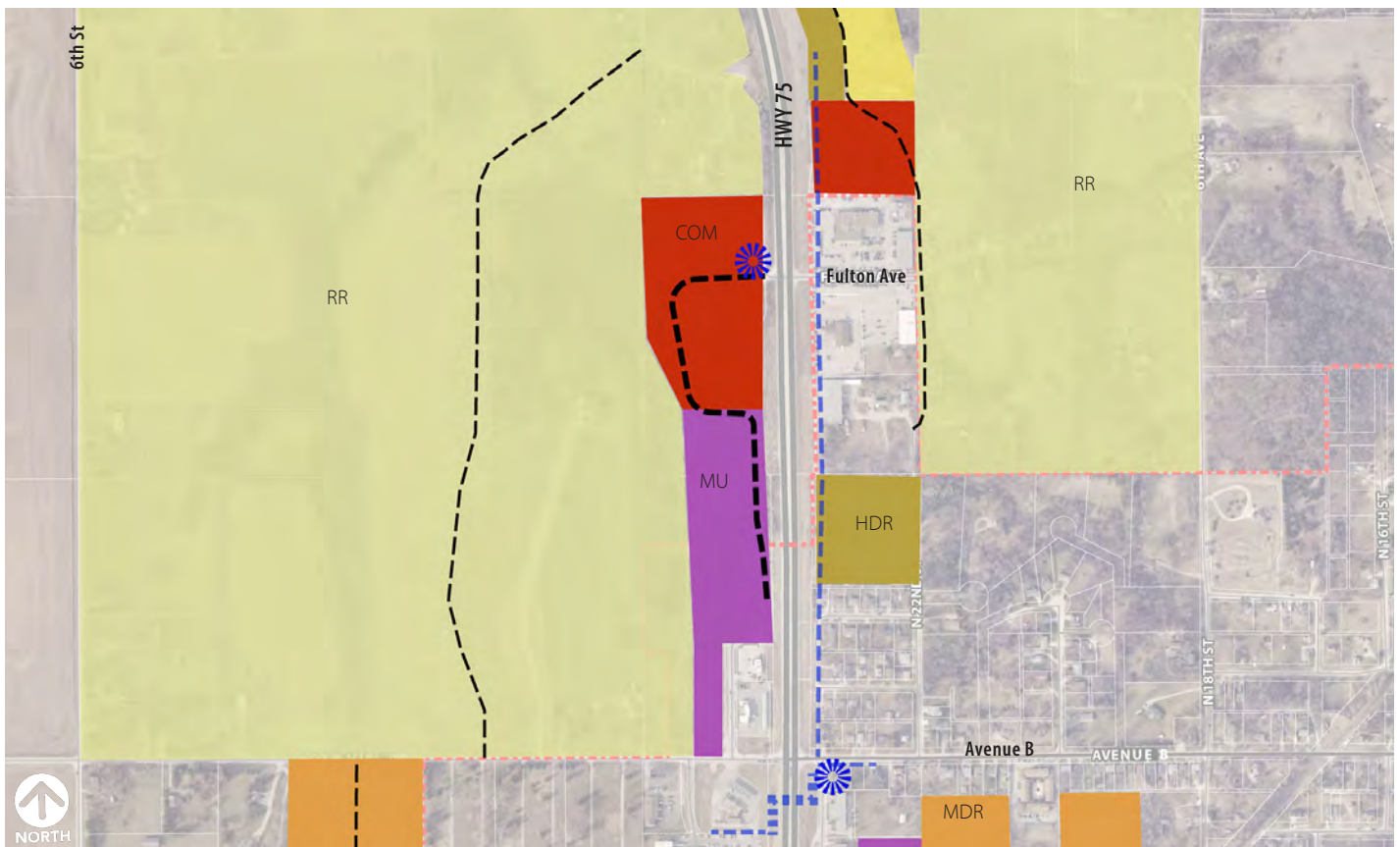
## Land Use

- » Limited new Commercial possibilities as existing utility systems can support. Commercial might include retail and community services.
- » Mixing commercial uses with residential should be allowed.
- » Redevelopment of the existing mobile home park could bring higher quality residential options to the city.

## Mobility

- » Create more north/south cross connections between properties for easier access without having to enter/exit Highway 75.
- » Possible rear service roads would improve connectivity without frontage roads or parking lot cross connections.
- » Continuous pedestrian connections for access to businesses and potential future residences.

**MAP 4.3 HIGHWAY 75 SUBAREA DEVELOPMENT CONCEPT - NORTH TRANSITION**



The 2015 Future Land Use map applies to areas where there are no Future Land Use categories indicated on the Subarea Development Concept

# CORE

## Description

Strong commercial centers with new higher density residential possibilities. The core is where most people traveling along Highway 75 from the north first identify as being in Plattsmouth.

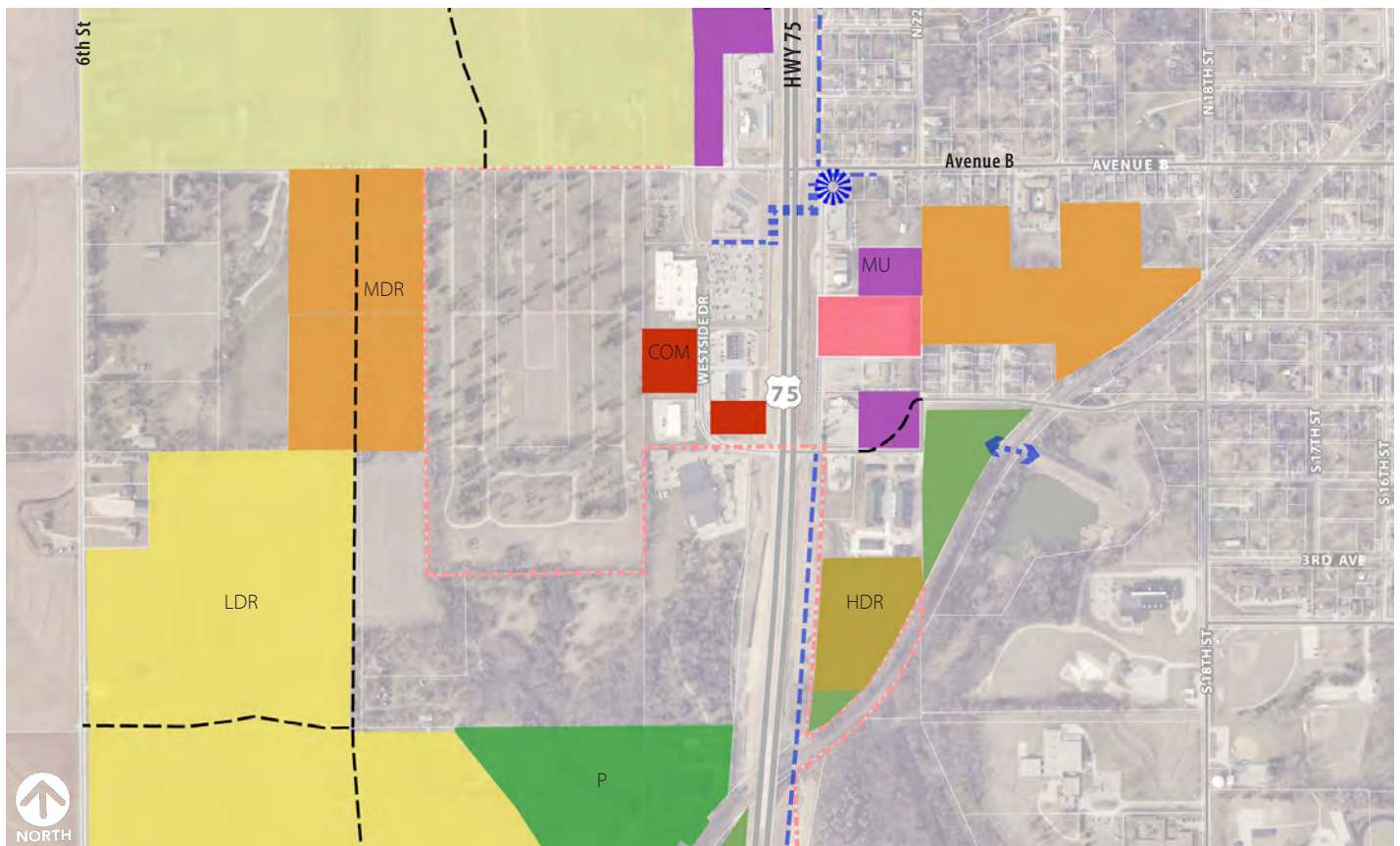
## Land Use Plan

- » Continued development of existing platted Commercial lots.
- » Support for redevelopment of under used Commercial parking lots and sites for additional businesses or a mix of Commercial and High Density Residential.
- » Transition to Medium Density Residential to the east into Plattsmouth and possibly west of the cemetery as the market dictates.
- » Continue support for High Density Residential south of Westside Drive.

## Mobility Plan

- » Create more north/south cross connections between properties for easier access without having to enter/exit Highway 75.
- » Continuous pedestrian connections for access to businesses and potential future residences.
- » Measures to improve pedestrian crossing safety at Highway 75 and Avenue B. Stop lights exist today and further safety improvements should be explored with the Nebraska DOT as development continues to increase.

**MAP 4.4 HIGHWAY 75 SUBAREA DEVELOPMENT CONCEPT - CORE**



The 2015 Future Land Use map applies to areas where there are no Future Land Use categories indicated on the Subarea Development Concept

# SOUTH TRANSITION

## Description

Topography and rail lines constrain land for large scale development. Lower intensity development leads to growing residential neighborhoods.

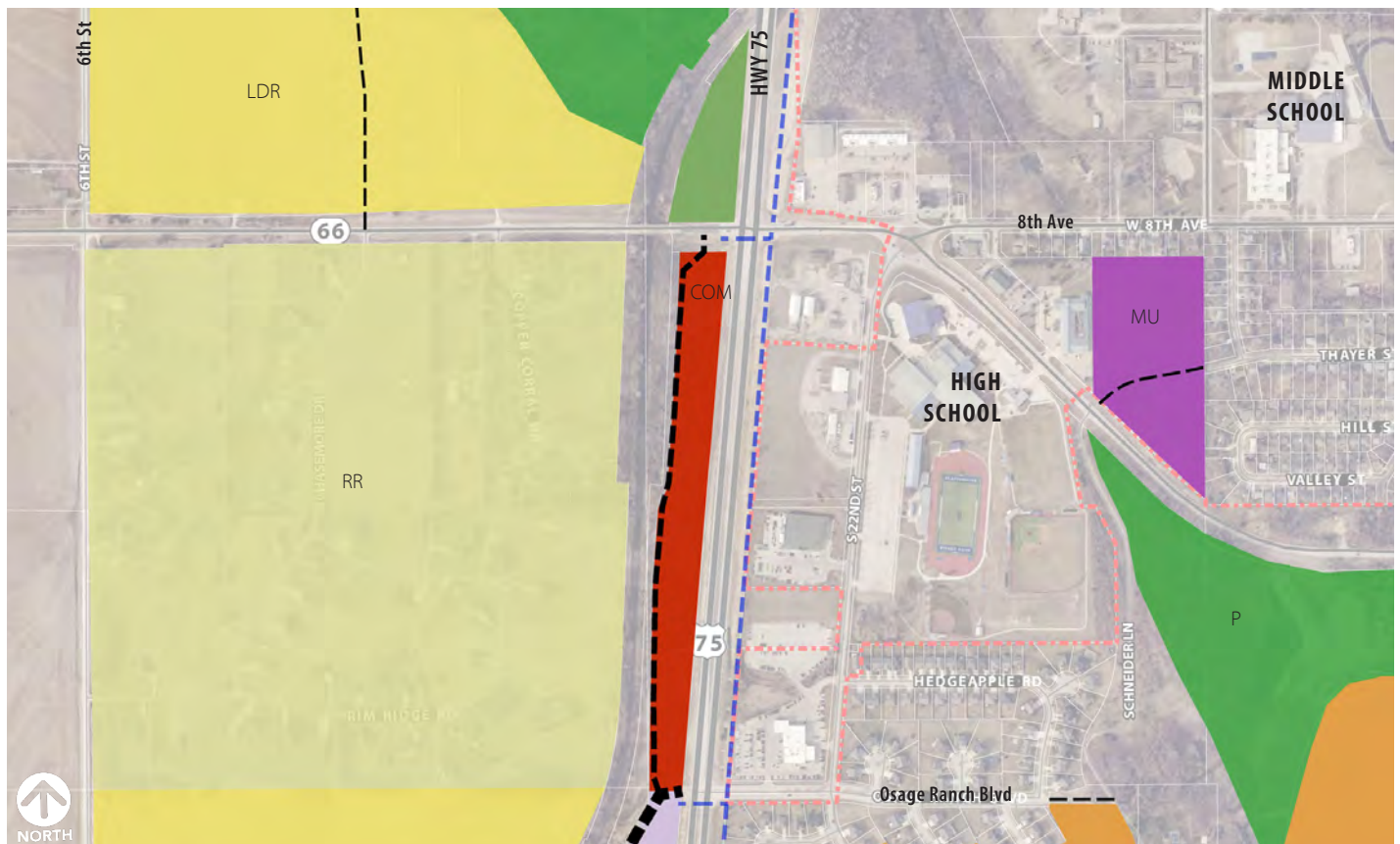
## Land Use Plan

- » Maintain existing Rural Residential west of Highway 75.
- » Potential Commercial possibilities between the railroad and Highway 75 to Osage Ranch Boulevard. Widths are limited but could support a service road and strip of Commercial uses. Other options for development could be explored but should add to the quality of development along the corridor. Storage units and other non-active uses are not appropriate.

## Mobility Plan

- » Continuous pedestrian connections for access to businesses and potential future residences.
- » Measures to improve pedestrian crossing safety at Highway 75 and W 8th Avenue, especially if residential uses grow west of Highway 75 and need access to school facilities. Safety improvements should be explored with the Nebraska DOT as development continues to increase.

**MAP 4.5 HIGHWAY 75 SUBAREA DEVELOPMENT CONCEPT - SOUTH TRANSITION**



The 2015 Future Land Use map applies to areas where there are no Future Land Use categories indicated on the Subarea Development Concept

# SOUTH APPROACH

## Description

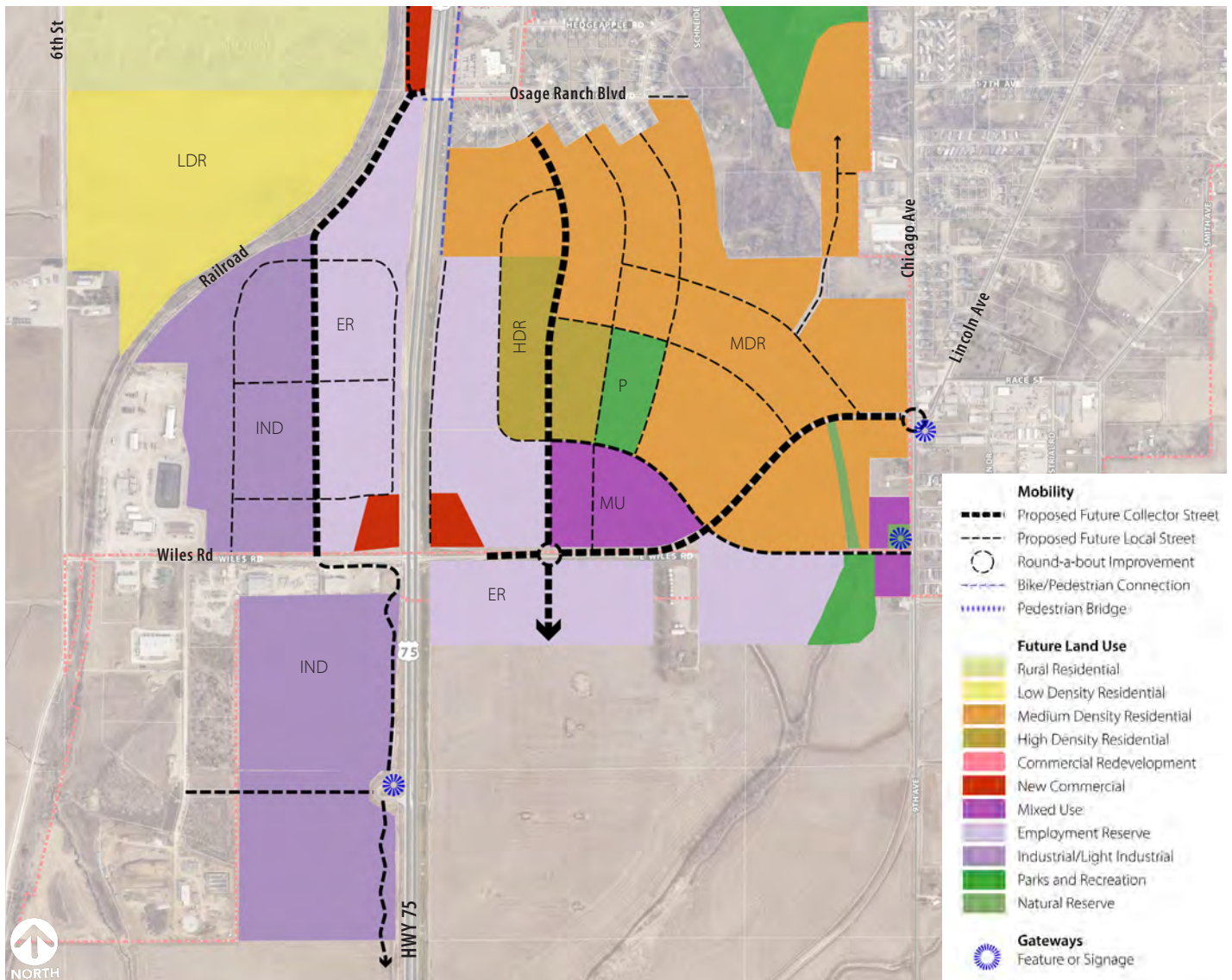
The largest amount of land for new growth in Plattsmouth, anchored by easy access to rail and highway. Long-term growth off Highway 75 along Wiles Road lends to a new mixed-use neighborhood opportunity in Plattsmouth.

## Land Use

- » New area for a Plattsmouth Industrial/Manufacturing uses. The focus along Highway 75 is for larger footprint production and employment centers that have higher quality buildings and site designs to create an attractive entryway into Plattsmouth.
- » Heavier Industrial uses with potential outdoor operations are near rail lines and not adjacent to Highway 75 north of Wiles Road.

- » Employment Reserve spaces on the east side of Highway 75 are more appropriate than Industrial as a transition into mixed-use and residential neighborhoods to the east.
- » An opportunity for highway oriented Commercial uses at the Wiles Road and Highway 75 intersection to provide fuel, retail goods, and services.
- » A new neighborhood in Plattsmouth that includes Medium Density Residential, High Density Residential to buffer from Flex spaces, new park space, and internal trail connections.
- » A Mixed Use center for new commercial and residential opportunities on the south end of Plattsmouth that could serve new employment centers and the community at large.

MAP 4.6 HIGHWAY 75 SUBAREA DEVELOPMENT CONCEPT - SOUTH APPROACH



The 2015 Future Land Use map applies to areas where there are no Future Land Use categories indicated on the Subarea Development Concept

## Mobility

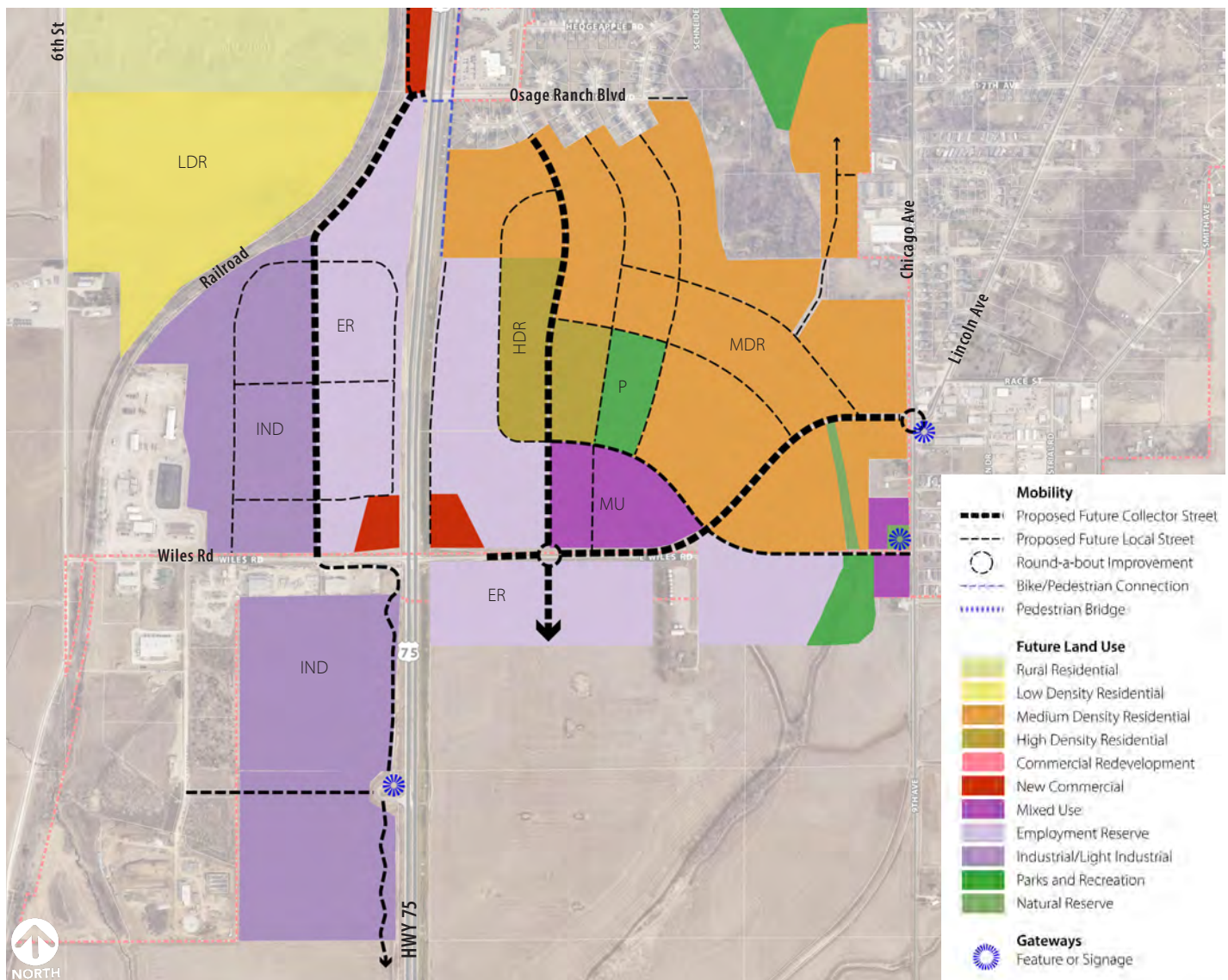
- » Maintain continuous north/south and east/west street connections for traffic efficiency. Candidates are:
  - Quail Street and/or Pheasant Street south to Wiles Road
  - Osage Range Boulevard west of Highway 75, south to Wiles Road
  - Realignment and improvement of Wiles Road to connect with Lincoln Avenue
- » Create a frontage road system stemming from Wiles Road east and west of Highway 75. The frontage roads parallel Highway 75 to provide cross site access.
- » Complete connection gaps by continuing existing rights-of-way as development occurs. Examples include:
  - Osage Ranch Boulevard east to Schneider Lane to provide secondary emergency access to the development area
  - Extensions of Quail Street, Pheasant Street, and Cottonwood Street to the south as development occurs

- A new street connection west from Chicago Avenue where right-of-way exists north of the Highlands Apartments to access future development areas
- » North/south sidepaths and trails for pedestrians east of Highway 75 to connect to school facilities to the north. These routes could be along the Highway 75 frontage road system and future continuous north/south collector streets.
- » Round-a-bout possibilities at higher traffic future intersections along Wiles Road, east of Highway 75.

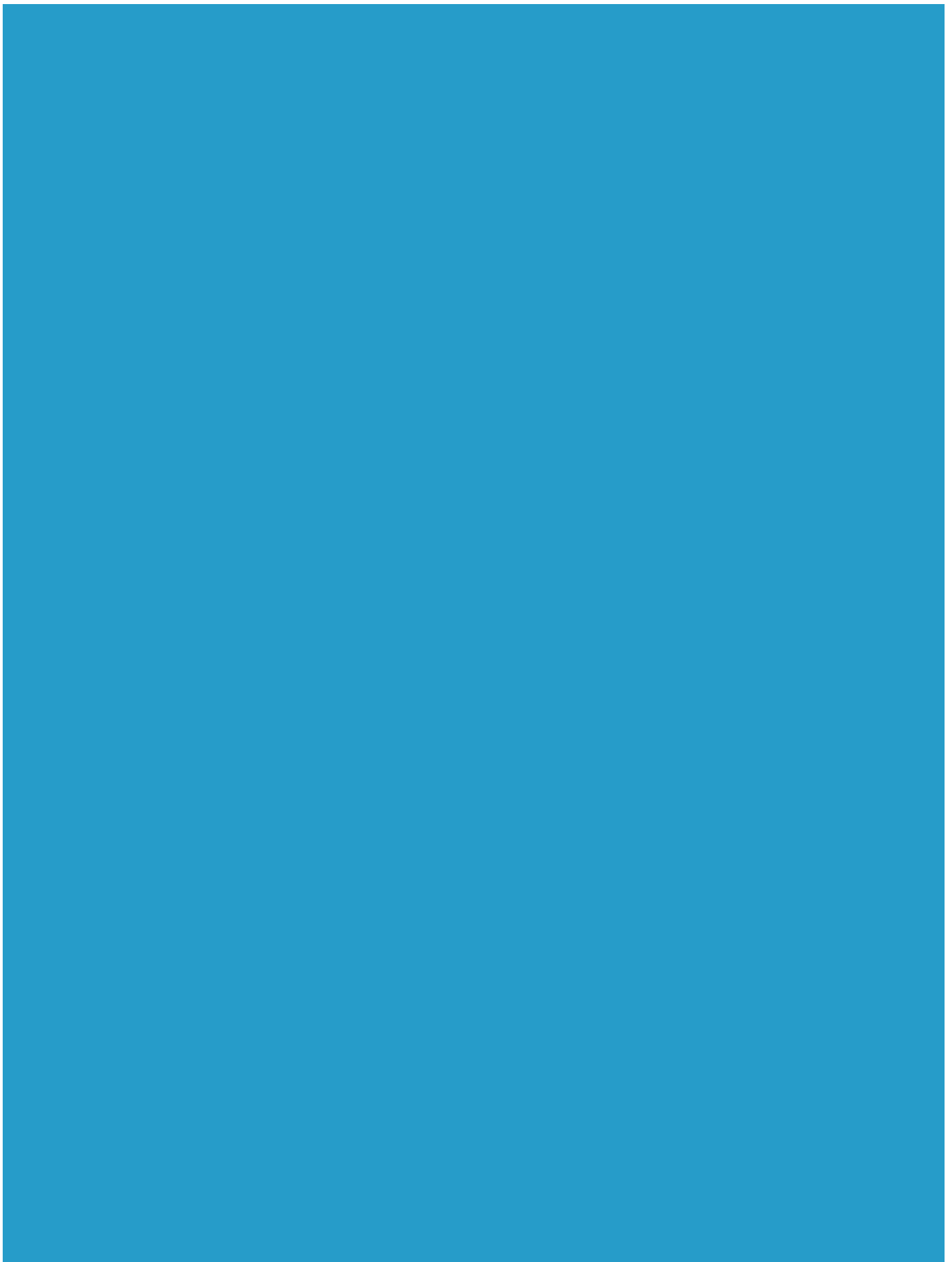
## Gateways

Gateways remain an important feature to promote Plattsmouth's character and inform people about more amenities off the Highway 75 corridor. Specifically, the Webster Boulevard (North Approach), 8th Avenue (Core), and Chicago Avenue entrances at Wiles Road and Lincoln Avenue remain very important, as indicated in the 2015 Plan.

**MAP 4.6 HIGHWAY 75 SUBAREA DEVELOPMENT CONCEPT - SOUTH APPROACH**



The 2015 Future Land Use map applies to areas where there are no Future Land Use categories indicated on the Subarea Development Concept



# HOUSING, COMMERCIAL, & INDUSTRIAL FUTURES

## HOUSING

**PROJECTED HOUSING DEMAND IN THE 2015 PLAN:**  
The housing demand projections in the 2015 plan use 2010 Census data to estimate future needs for new construction through 2025. In 2015, the plan forecast a demand for 421 additional units between 2015 and 2025, or about 16.5 units a year. The plan also projected a demand of 150 units in the 2015 plan.

Construction activity from 2015 through 2024 shows the city meeting the housing demands determined in the 2015 plan.

**HOUSING MARKET ACTIVITY SINCE 2015**

- The Chase Ranch development just south of the High School represents a meaningful step in addressing housing demand for mid- to high-end market segments with 87 new single family units.
- The Bank of Regenerie added 102 new rental units, featuring a diverse selection of one and two-bedroom apartments situated just off Highway 75. A fourth complex is currently under construction and expected to be completed by 2025. Further adding to the rental stock.
- The Cass County residential development project added 25 affordable units. A nearby new apartment building contributes an additional 10 units to the city.

Despite these recent developments and the revitalization of existing structures, the demand for housing in Plattsburgh is still strong, as indicated in the 2024 Cass County Housing Study.

Plattsburgh should plan for... between 2015 and 2024.

## COMMERCIAL

Plattsburgh had a net addition of about 28 acres of commercial development since the 2015 plan through 2024. The increase in office, professional, retail and warehouse development demonstrates the city's 2015 plan strategy.

Commercial land growth was fast in a slightly higher amount just recently, even with the population growth through 2025. Commercial land per capita increased from about 1.31 acres in 2015 to 1.38 acres in 2024.

Plattsburgh has a lower amount of commercial land per capita than peer communities. Commercial land per capita is lower than communities such as:

- Albany - 1.41
- Buffalo - 1.45
- Hamilton - 1.36
- Rochester - 1.36

Under a scenario where commercial land is a rate of the population remains constant, Plattsburgh would need at least 20 to 25 acres of new commercial land through 2025. The scenario is based on the assumption for growth in office and retail space in the city. The scenario is based on the assumption for growth in office and retail space in the city. The scenario is based on the assumption for growth in office and retail space in the city.

## INDUSTRIAL

Plattsburgh had a net addition of about 100 acres of industrial land since the 2015 plan through 2024. The increase in office, professional, retail and warehouse development demonstrates the city's 2015 plan strategy.

Industrial land growth needed to a slightly higher amount per head with the population growth through 2025. Industrial land per head increased from about 1.00 acres in 2015 to 1.05 acres in 2024.

Plattsburgh has a lower amount of industrial land per capita than peer communities. Industrial land per capita is lower than communities such as:

- Albany - 1.07
- Buffalo - 1.08
- Hamilton - 1.04
- Rochester - 1.04

Under a scenario where industrial land is a rate of the population remains constant, Plattsburgh would need at least 20 to 25 acres of new industrial land through 2025. The scenario is based on the assumption for growth in office and retail space in the city. The scenario is based on the assumption for growth in office and retail space in the city.

**5** Highway 75 Subarea Implementation Strategy

This chapter reviews the recommendations outlined in the 2015 Plan and notes directions for implementation of the Highway 75 Subarea Plan.

**FIGURE 10.1 SCHEDULE FOR IMPLEMENTATION**

<b>Land Use and Development - 2015 Plan</b>	<b>Highway 75 Subarea Plan Application</b>
Encourage and support the development of additional housing units and housing types at strategic locations to accommodate the growing population	Continue principles of neighborhood development for Low, Medium, and High Density Residential areas
Support and encourage the creation of additional commercial business ventures to strengthen the role of Plattsmouth as a retail destination	Follow the directions of the Subarea Development Concept for commercial development
Identify sites suitable for light industrial activity and encourage appropriate development on these sites	Focus on the policies for the new Employment Reserve Future Land Use areas
Create a riverfront master plan for the City owned property on the Missouri River	Not applicable to the Subarea Plan
Identify strategies to leverage the Plattsmouth airport for tourism, commercial, and industrial activity	Not applicable to the Subarea Plan
Identify future growth vectors for Plattsmouth and study how to protect the City's ability to grow with urban density in these areas	Follow the directions for future land use and mobility connections in the Subarea Plan
Use the ten policies for future land use and development as criteria for making land use decisions, such as reviewing new development proposals	Continue application in the Subarea Plan
Use the future land use map and the Development Concept, along with the land use compatibility matrix to evaluate rezones and development proposals	Continue application in the Subarea Plan
Base all annexation decisions on the annexation strategy and the annexation map	Continue application in the Subarea Plan
<b>Energy, Environment, and Resources - 2015 Plan</b>	<b>Highway 75 Subarea Plan Directions</b>
Ensure all facilities and City resources are kept in a state of good repair	Continue application in the Subarea Plan
Evaluate the waste management systems and consider contracting with a single company for waste and recycle pick-up	Not applicable to the Subarea Plan
Explore transit and rideshare programs to provide transportation alternatives to connect Plattsmouth to the Omaha Metropolitan Area	Continue application in the Subarea Plan
Evaluate energy efficiency improvements as an ongoing consideration. Improvements could include the replacement streetlights with leds or the replacement of City fleet vehicles with energy efficient models	Continue application in the Subarea Plan
Continue to support Downtown revitalization initiatives and green building methods to promote efficient development	Not applicable to the Subarea Plan
Encourage and eliminate barriers to solar energy and small scale wind energy production	Continue application in the Subarea Plan
Evaluate and consider adopting the Nebraska energy Code to promote efficiency across all building projects and construction types	Not applicable to the Subarea Plan
Encourage business clusters of industrial and commercial businesses to reduce operating expense and impacts	Continue application according to the Subarea Development Concept
<b>Community Character - 2015 Plan</b>	<b>Highway 75 Subarea Plan Directions</b>
Define and reinforce areas of civic importance using landscaping, branding, and strategic investments to develop a high quality public realm to compliment the civic environment	Continue application in the Subarea Plan
Continue to encourage and support the ongoing revitalization of Downtown Plattsmouth as the center of the community and as a thriving business environment	Not applicable to the Subarea Plan
Support and encourage the installation of public art into the Cityscape	Continue application in the Subarea Plan
Enhance the gateways to Plattsmouth through the use of landscaping, art, and wayfinding to convey a cohesive community image to visitors, tourists, and residents	Continue application in the Subarea Plan
Continue to support the preservation and conservation of historic assets by promoting awareness and understanding and/or through the creation policies and design guidelines to protect the community's historic resources	Not applicable to the Subarea Plan
Support the creation of neighborhood associations as a way to promote neighborhood identity and community pride	Continue application in the Subarea Plan
Support the landscaping of neighborhood and development edges to create attractive entryways and travel corridors	Continue application in the Subarea Plan
Ensure new neighborhood development follows best management practices, are attractive, and are well connected to the community	Continue application in the Subarea Plan

**FIGURE 10.1 SCHEDULE FOR IMPLEMENTATION**

<b>Green Character - 2015 Plan</b>		<b>Highway 75 Subarea Plan Directions</b>
Create a complete trail and pathway system consistent with the recommendations		Continue application according to the Subarea Mobility plan
Develop a transportation network designed for automobiles, bicyclists, and pedestrians.		Continue application in the Subarea Plan
Enhance the appearance of private/public property by requiring landscaping for new private development projects and by providing incentives for existing development		Continue application in the Subarea Plan
Review development regulations and policies, integrate green improvements into public projects, and budget for capital improvements		Continue application in the Subarea Plan
<b>Economic Development - 2015 Plan</b>		<b>Highway 75 Subarea Plan Directions</b>
Evaluate and develop strategies for the economic development opportunity areas		Continue application in the Subarea Plan with a particular emphasis on Employment Reserve and Commercial areas
Develop a plan for the continued revitalization of Downtown Plattsburgh including an analysis of the market conditions and tourism horizon		Not applicable to the Subarea Plan
Evaluate options for managing the limited supply of parking spaces most efficiently and explore opportunities to expand the supply of parking in the district		Not applicable to the Subarea Plan
Continue to build on the historic character of Downtown Plattsburgh to encourage the reinvestment and revitalization of historic structures		Not applicable to the Subarea Plan
<b>Housing - 2015 Plan</b>		<b>Highway 75 Subarea Plan Directions</b>
Explore and support the redevelopment of the old high school and the Blue Devil Stadium site as a mixed use project		Not applicable to the Subarea Plan
Encourage the build-out of the Osage Ranch residential development. Consider restructuring as a mixed density development to appeal to the regional market		Continue application in the Subarea Plan
Encourage and support infill development in the housing opportunity areas		Continue application as identified on the Subarea Development Concept
Encourage private sector development of homes to meet the affordability ranges		Continue application in the Subarea Plan
Explore modifying the zoning code to permit ADUs, as a means of integrating inter-generational housing into the existing urban fabric and housing market		Not applicable to the Subarea Plan
Support and encourage the creation of upper story housing units in Downtown		Not applicable to the Subarea Plan
<b>Parks and Recreation - 2015 Plan</b>		<b>Highway 75 Subarea Plan Directions</b>
Create new neighborhood parks in underserved areas of the community including the residential areas to the north, south and west		Continue application as identified on the Subarea Development Concept
Develop a parks master plan to outline a strategic program to enhance the existing park system and plan for new recreation areas		Not applicable to the Subarea Plan
Create a phased plan to expand the Plattsburgh trail system		Continue application in the Subarea Plan
Establish a funding strategy for the construction, enhancement and maintenance of park and trail facilities		Continue application in the Subarea Plan
<b>Connectivity - 2015 Plan</b>		<b>Highway 75 Subarea Plan Directions</b>
Use the principles for streets to guide the creation or reconstruction of city streets as appropriate		Continue application in the Subarea Plan
Incrementally create a connected network of trails, bicycle routes, complete streets, and sidewalks		Continue application in the Subarea Plan
Acquire the right of ways for major future streets in advance of development and then construct the street concurrent with development		Continue application in the Subarea Plan
<b>Public Facilities &amp; Infrastructure - 2015 Plan</b>		<b>Highway 75 Subarea Plan Directions</b>
Evaluate water treatment facility to determine comparative costs of floodproofing and modernization, the construction of a new facility, or the implementation of a regional solution for water needs		Not applicable to the Subarea Plan
Complete a facility assessment of City Hall to determine whether the building should be reconfigured, expanded, or the offices relocated and the building reused		Not applicable to the Subarea Plan
Complete a facility assessment of the library, develop a reuse plan for the existing facility and locate a site for a new facility		Not applicable to the Subarea Plan
Raise and reinforce the berm around the wastewater treatment plant to mitigate flood hazards		Not applicable to the Subarea Plan
Evaluate the need for a central maintenance facility based on the demands of City departments		Not applicable to the Subarea Plan