

# Ashland Comprehensive Plan

Comprehensive Plan Advisory Committee Existing Conditions Analysis Review  
February 25, 2025 (updated version)

# Meeting Agenda

01. Project Scope + Schedule Overview
02. Community Profile
03. Physical Profile
04. What's Next?

01. Project Scope + Schedule Overview

02. Community Profile

03. Physical Profile

04. What's Next?

01. Project Scope + Schedule Overview

# Project Scope

- **Phase 1:** Research & Analysis
- **Phase 2:** Public & Stakeholder Engagement
- **Phase 3:** Draft Plan & Evaluation
- **Phase 4:** Final Plan & Adoption

# Project Schedule

**Advisory Committee Meeting #3: Public & Stakeholder Engagement Review**

• TBD - April

	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026
PHASE 1: PROJECT RESEARCH + ANALYSIS (3 MONTHS)															
1.1 Project Pre-Kick-Off Meeting with City Staff (virtual)		Dec 16													
1.2 Public Outreach Plan															
1.3 Kick-Off Meeting with Comprehensive Plan Advisory Committee (AC #1) (in-person)			January 28												
1.4 Data Gathering and Existing Conditions Analysis															
1.5 Project Branding															
1.6 Project Website Launch															
1.7 Existing Conditions Analysis Review Meeting with Advisory Committee (AC #2) (in-person)															
PHASE 2: PUBLIC & STAKEHOLDER ENGAGEMENT (3 MONTHS)															
2.1 Stakeholder Interviews + Focus Group (virtual)															
2.2 Interactive Engagement Activities on Website															
2.3 Other Engagement Events (1 event, up to 3)															
2.4 Public Visioning Workshop (PM #1) (in-person)															
2.5 Public & Stakeholder Engagement Review with Advisory Committee (AC #3) (in-person)															
2.6 Engagement Review Joint Workshop with Council and Commission (JW #1) (in-person)															
PHASE 3: DRAFT PLAN + EVALUATION (6 MONTHS)															
3.1 Draft Plan															
3.2 Draft Plan Review with Advisory Committee (SC #4 - #6) (virtual)															
3.3 Draft Plan Public Open House (PM #2) (in-person)															
3.4 Draft Plan Joint Workshop with Council & Commission (JW #2) (in-person)															
3.5 Public Comment and Review Period															
PHASE 4: FINAL PLAN + ADOPTION (3 MONTHS)															
4.1 Final Draft Plan															
4.2 Planning Commission Public Hearing (PM #3) (in-person) (4th Thursday of the Month)															
4.3 City Council Public Hearing (PM #4) (in-person) (1st and 3rd Thursdays of the month)															
4.4 Final Plan Deliverables															

- 01. Project Scope + Schedule Overview
- 02. Community Profile
- 03. Physical Profile
- 04. What's Next?

## 02. Community Profile

# Data Sources

## Where can this data be found?

- United States Census Bureau
  - American Community Survey (ACS) 5-Year Estimates – 2023
  - Longitudinal Employer-Household Dynamics (LEHD) Data – 2022
- Federal Emergency Management Agency (FEMA)
  - Flood Map Service Center (MSC)
- United States Fish and Wildlife Service (FWS)
  - Surface Waters and Wetlands
- United States Geological Survey (USGS)
  - Topography and Slope
- Local + State Sources
  - State of Nebraska
  - Saunders County + Cass County
  - City of Ashland



**FEMA**



**United States<sup>®</sup>  
Census**  
Bureau

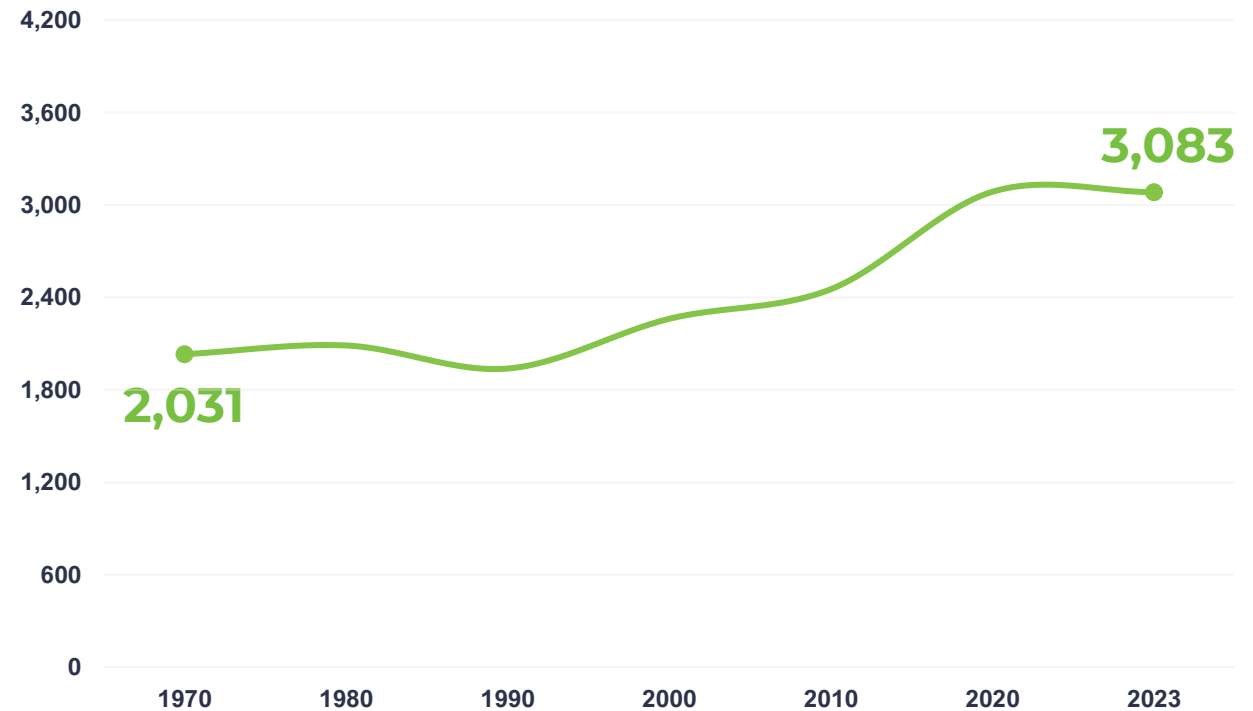


# Community Profile

## Population

- 2023 population estimate: **3,083 residents**
- Population is growing moderately

## Ashland Population Change (1970-2023)



Source: U.S. Census Bureau 1970-2023



# Community Profile

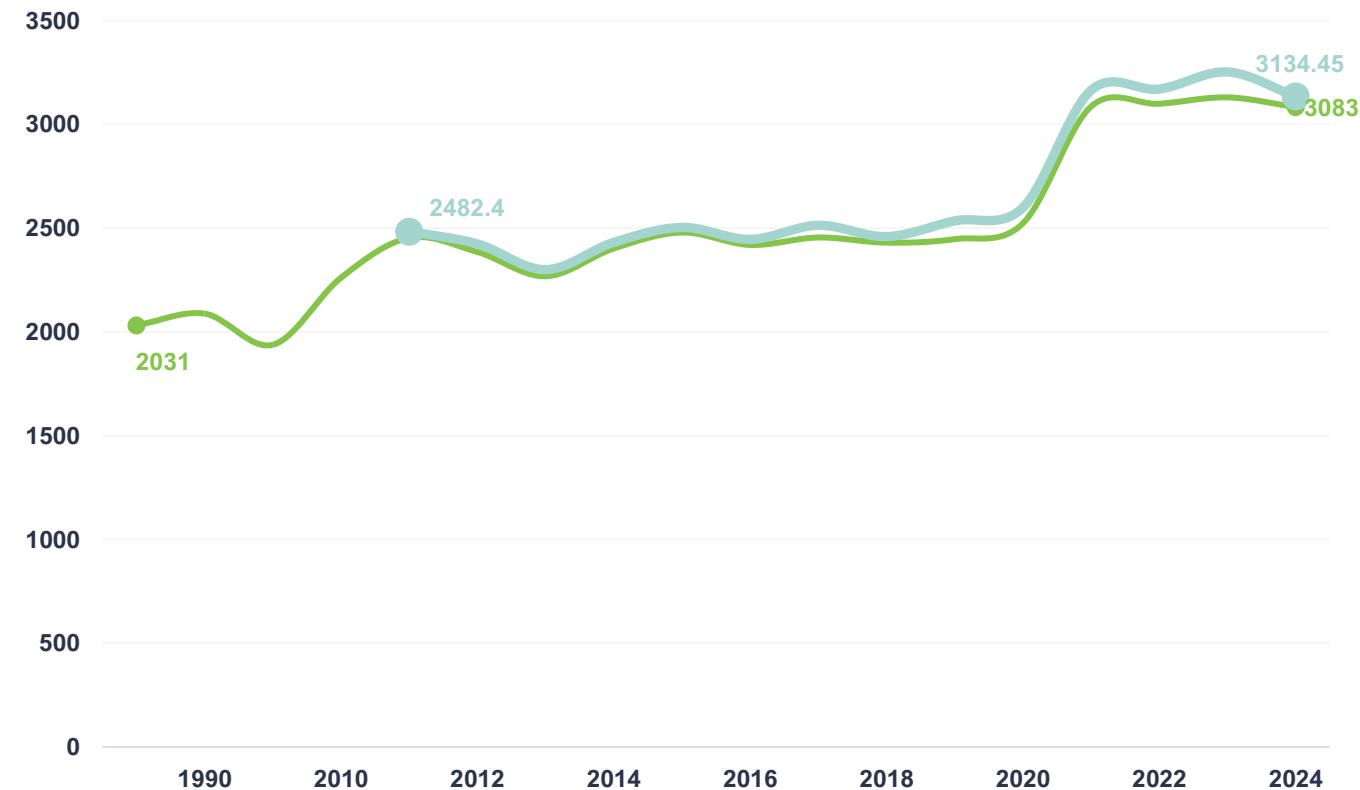
*New Information!*

## Population

- The blue line shows an adjusted population rate utilizing housing unit counts from building permit data, multiplied by housing tenure based on housing type
- 2023 population estimate: **3,134.45 residents**

— Population change using ACS 5-Year Estimates  
— Population estimates using Ashland building permit data

## Ashland Population Change with Estimates from Building Permits (1970-2023)



Source: U.S. Census Bureau 1970 – 2024 & Ashland Building Permits

# Community Profile

*New Information!*

## Population Projection Calculations

### — Average Annual Change (2010-2023)

Calculated using average growth percentages from ACS 5-Year Estimates

### — Average Annual Actual Change (2010-2020)

Calculated using growth percentages from actual population, using Decennial Census data

### — Linear Growth

Assumes a constant growth rate for Ashland

### — Logistic Growth

Assumes a growth rate that eventually slows down or stabilizes over time

### — Regional Capture

Accounts for Ashland's regional capture of population in the Omaha-Council Bluffs Metro Area

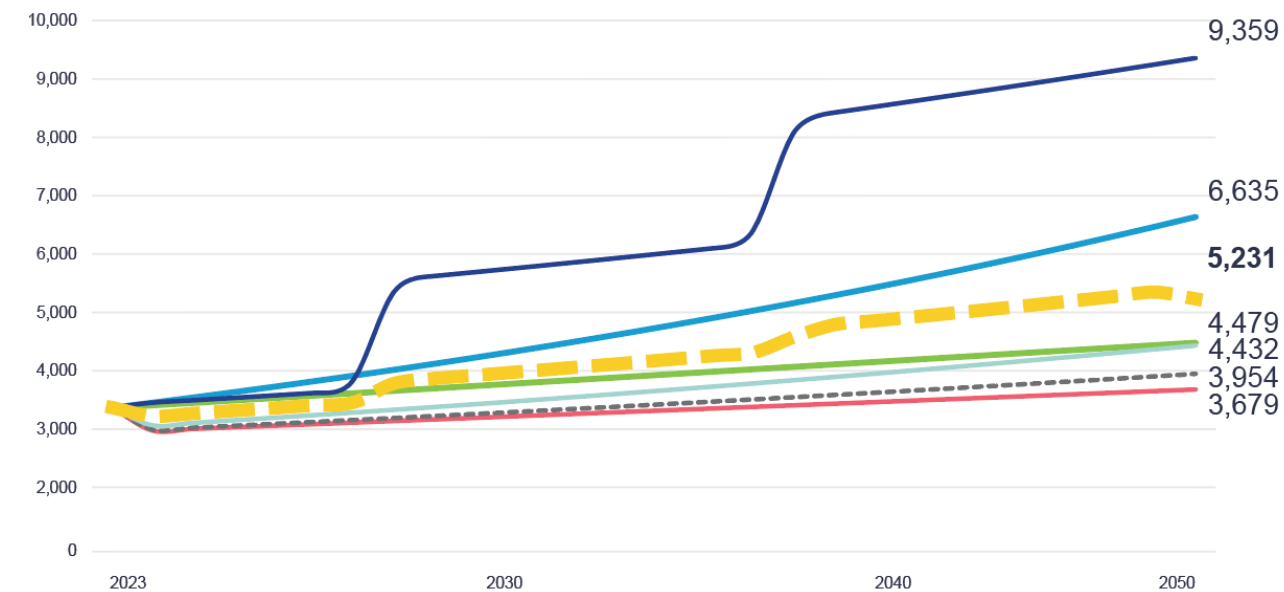
### --- Other Projections

Calculates population based off of geometric growth, based on population ratios

### --- Average

Takes the average population projections of all scenarios calculated

## Ashland Population Projection (2023-2050)



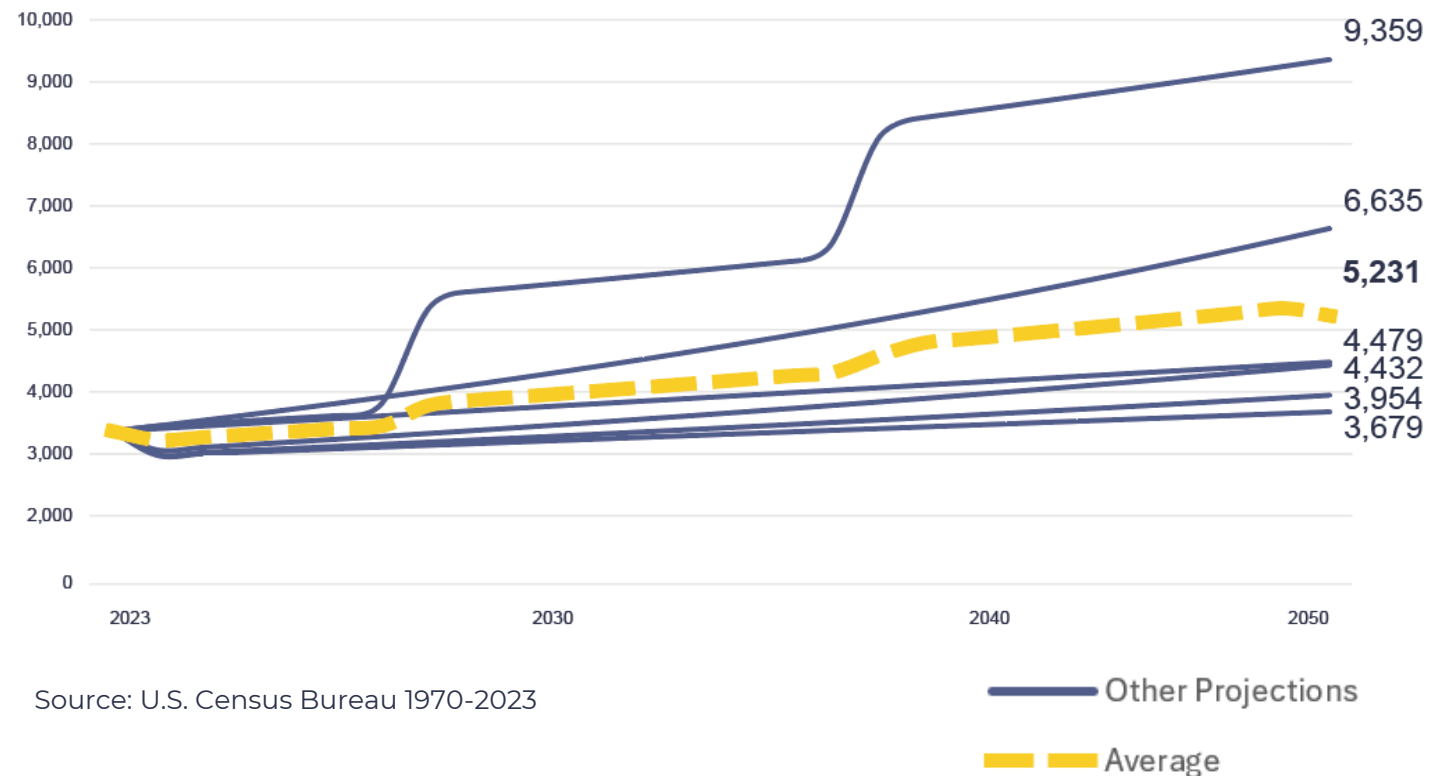
Source: U.S. Census Bureau 1970-2023

# Community Profile

## Population Projection

- Using 2023 ACS Census numbers as the base, the 2050 average population estimate is **5,231**
- Highest projection places Ashland at 9,359 and lowest at 3,679
- Populations are projected utilizing the following six calculations:
  - Average Annual Change (2010-2023)
  - Average Annual Actual Change (2010-2020)
  - Linear Growth
  - Logistic Growth
  - Regional Capture
  - Other Projections

## Ashland Population Projection (2023-2050)



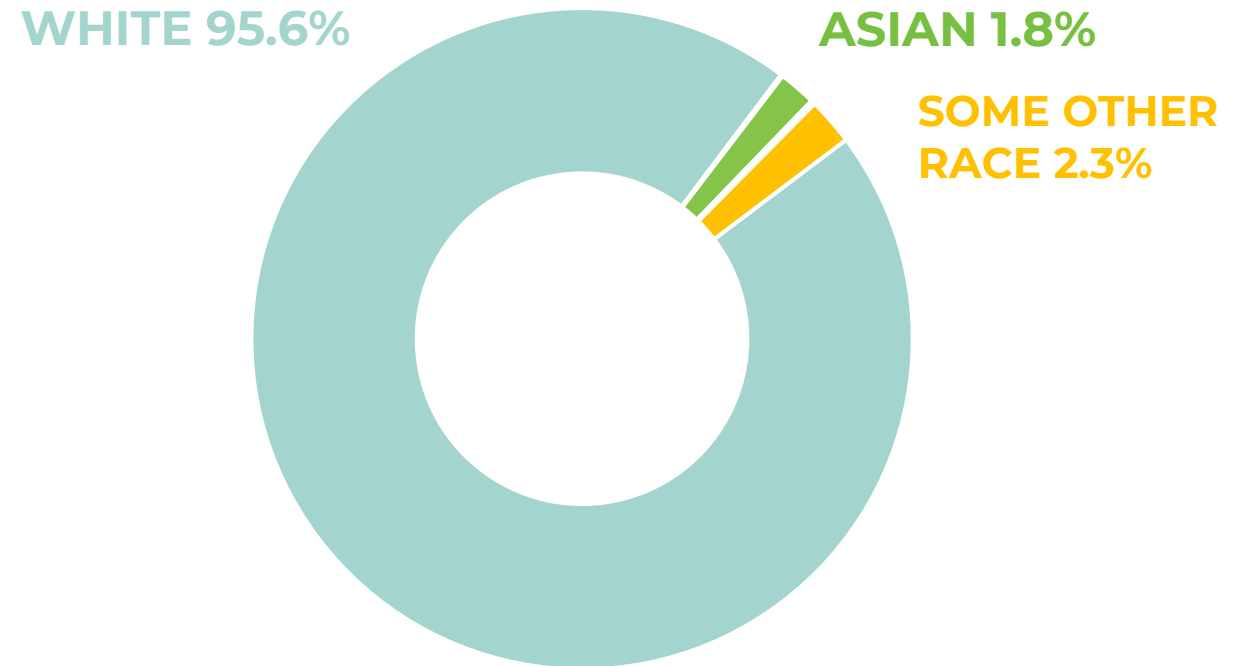
# Community Profile

*City Limits Proper, no SIDs*

## Race and Origin

- 95.6% White
- 1.8% Asian
- 0.1% Black or African American
- 0.2% Native Hawaiian and Other Pacific Islander
- 2.3% Some Other Race

## Ashland Race and Origin (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates

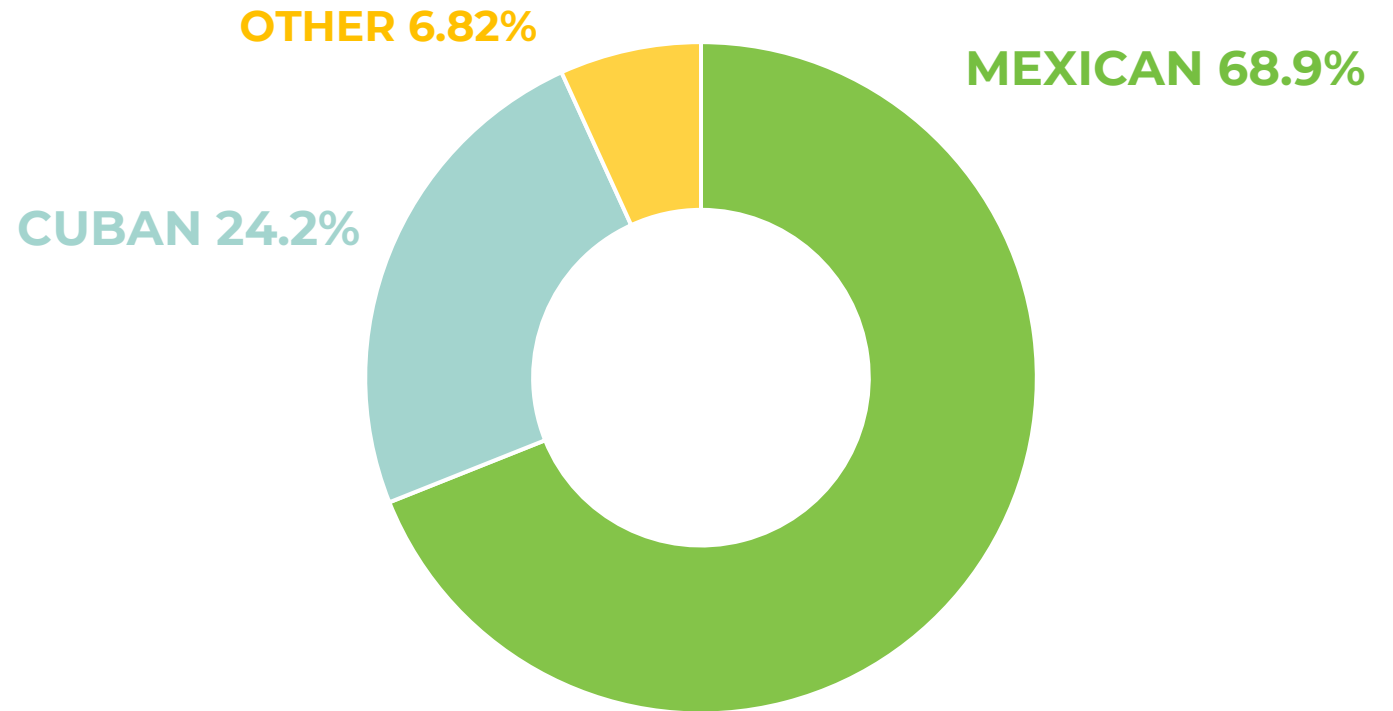
# Community Profile

*City Limits Proper, no SIDs*

## Hispanic / Latino Population

- 4.3% of the population identifies as Hispanic or Latino, of any race
  - 68.9% are Mexican
  - 24.2% are Cuban

## Ashland Hispanic / Latino Population (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates

# Community Profile

*City Limits Proper, no SIDs*

## Languages Spoken at Home

- 97% English
- 1.3% Spanish
- 0.4% Other Indo-European Languages
- 1.3% Asian and Pacific Islander Languages

## Ashland Languages Spoken at Home (2023)

**97% ENGLISH**

**1.3% SPANISH**

**1.3% ASIAN AND  
PACIFIC ISLANDER**

**0.4% OTHER INDO-  
EUROPEAN LANGUAGE**

Source: U.S. Census Bureau ACS 5-Year Estimates

# Community Profile

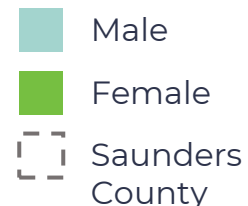
*City Limits Proper, no SIDs*

## Age

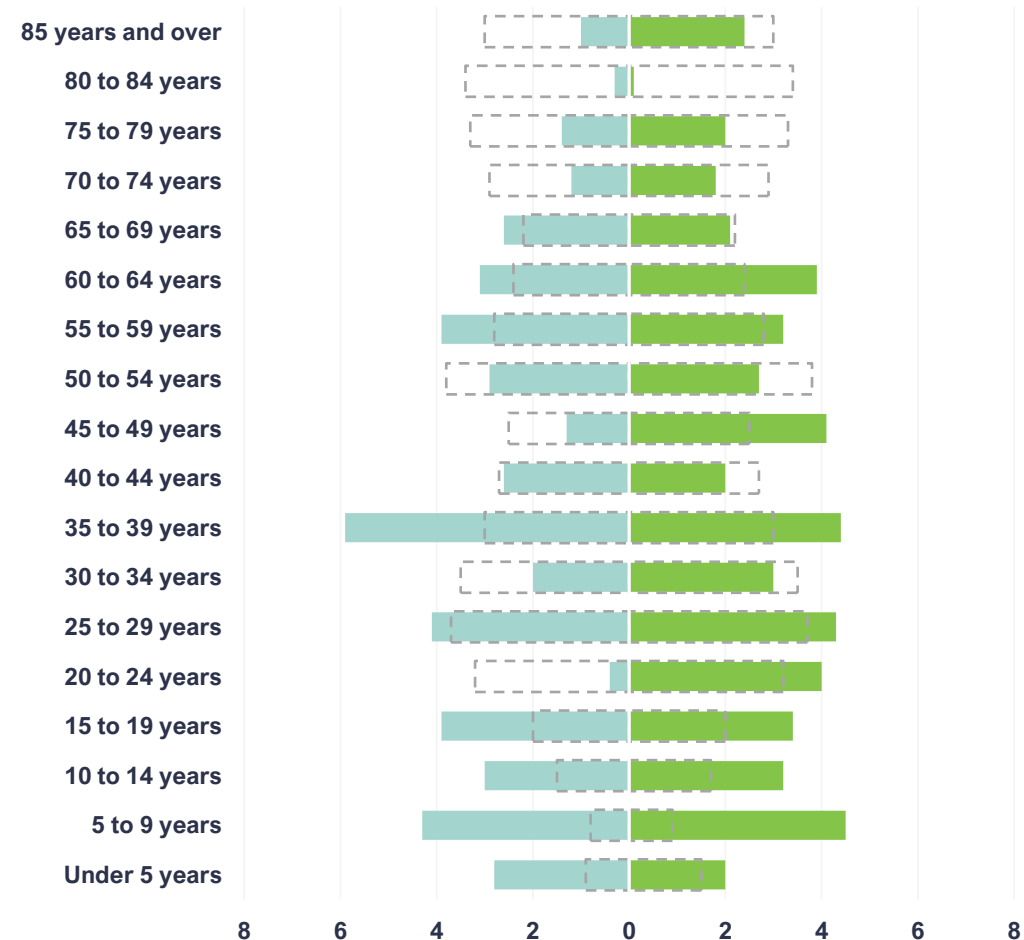
- Median Age: 36.6 years
  - Younger than Saunders County (40.4 years)
- Fluctuations in age ranges, from male to female

### *What does this mean to us?*

*Ashland has a younger adult population, with children, possibly attracted by the great schools and park system!*



## Ashland Age Pyramid (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

*New Information!*  
*City Limits Proper, no SIDs*

## Age

- Median Age (2023): **36.6**
- Median age of Ashland and comparison cities significantly lower than Saunders County and comparison city Louisville

### Median Age - Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-year Estimates



# Community Profile

*City Limits Proper, no SIDs*

## Housing Characteristics - Tenure

- Average household size: **2.45 persons**
  - Saunders County: **2.55 persons**



Owner-Occupied  
**67.3%** (Saunders County: 81.7%)



**2.75 persons**  
Average owner household size  
(Saunders County: 2.64 persons)



Renter-Occupied  
**32.7%** (Saunders County: 18.3%)



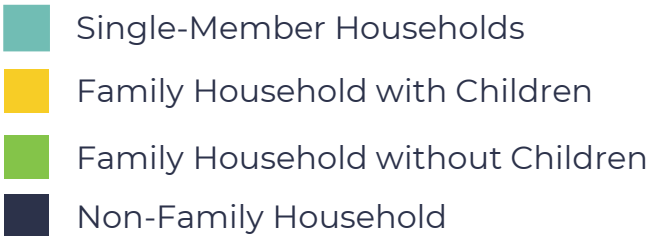
**1.82 persons**  
Average renter household size  
(Saunders County: 2.14 persons)

# Community Profile

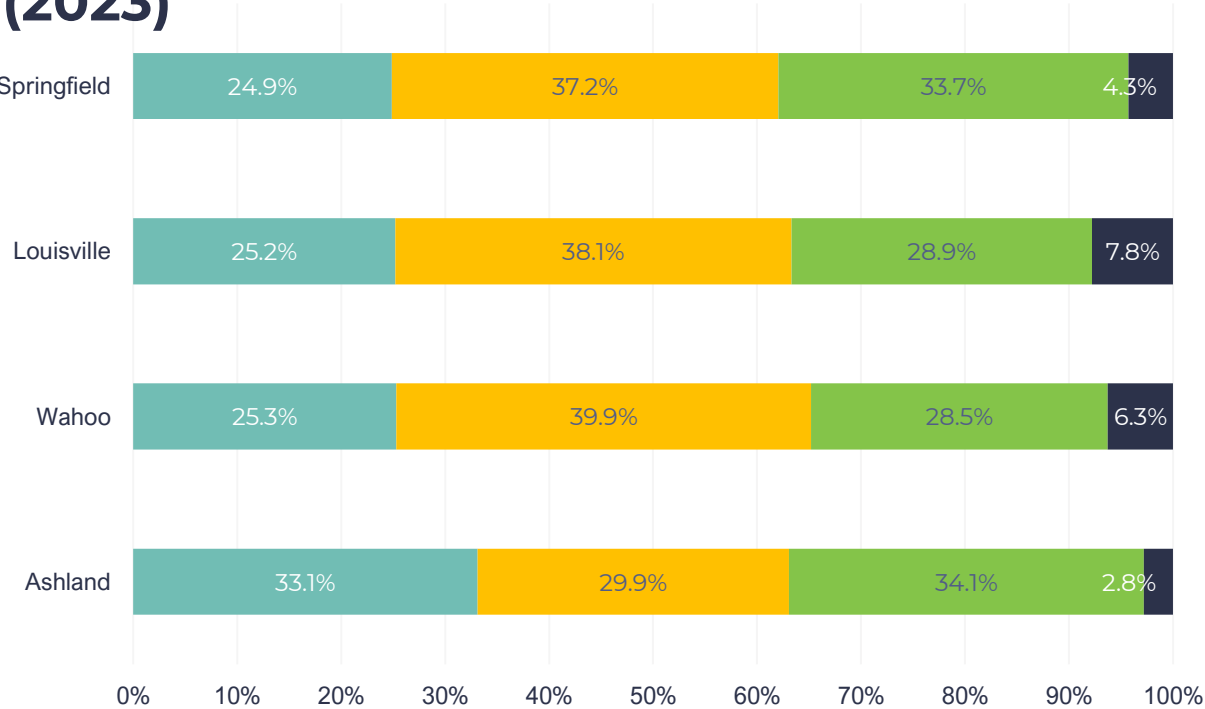
New Information!

## Household Composition

- A family household includes a family related to the householder by birth, marriage, or adoption, whereas a non-family household includes households shared with persons that the householder does not share relation to the householder.
- More Single-Member Households than regional comparisons
- Overall, Ashland exceeds its comparison cities in Single-Member households and Family households without children



## Household Types- Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

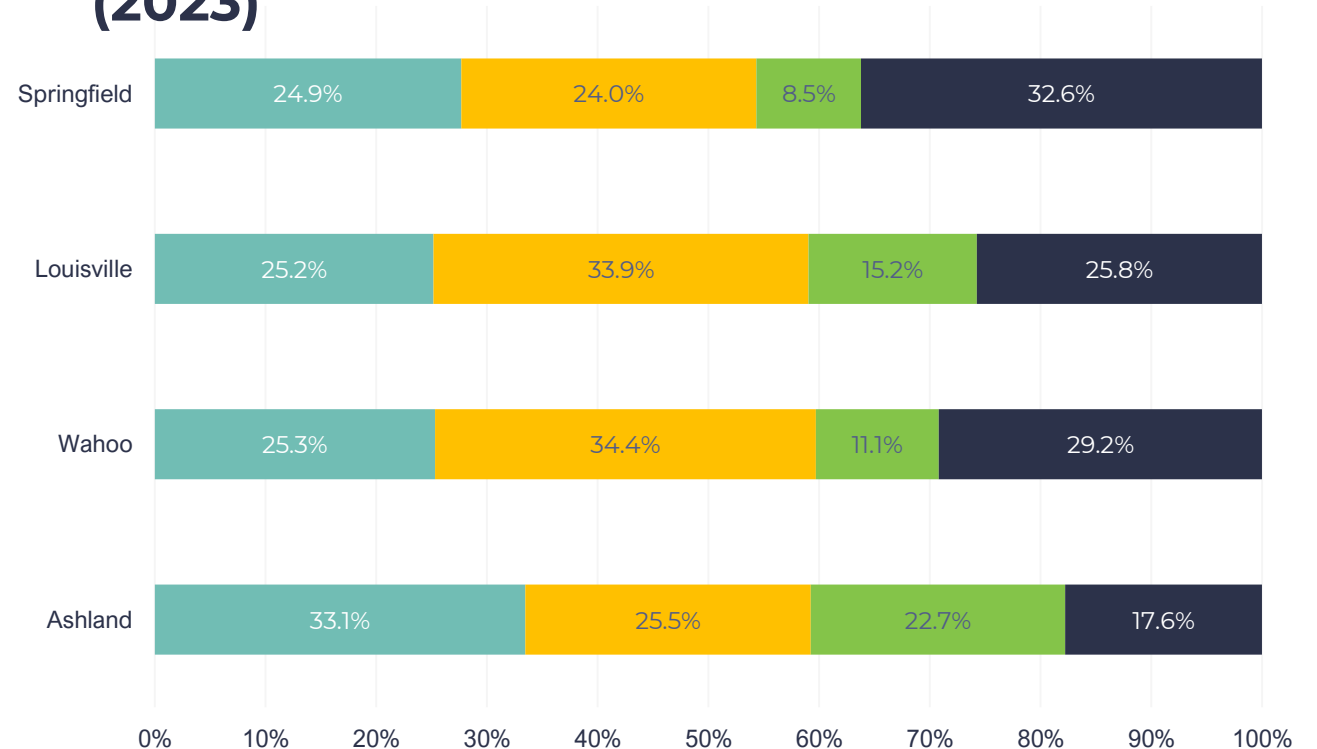
*New Information!*

## Household Composition

- **33.1%** of Ashland Households are single-member households
- Ashland has a higher share of 1-person households than regional comparisons, consistent with the amount of single-member households Ashland has.
  - This may include those populations previously married or separated, recently widowed, or single-parents



## Household Size- Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

*City Limits Proper, no SIDs*

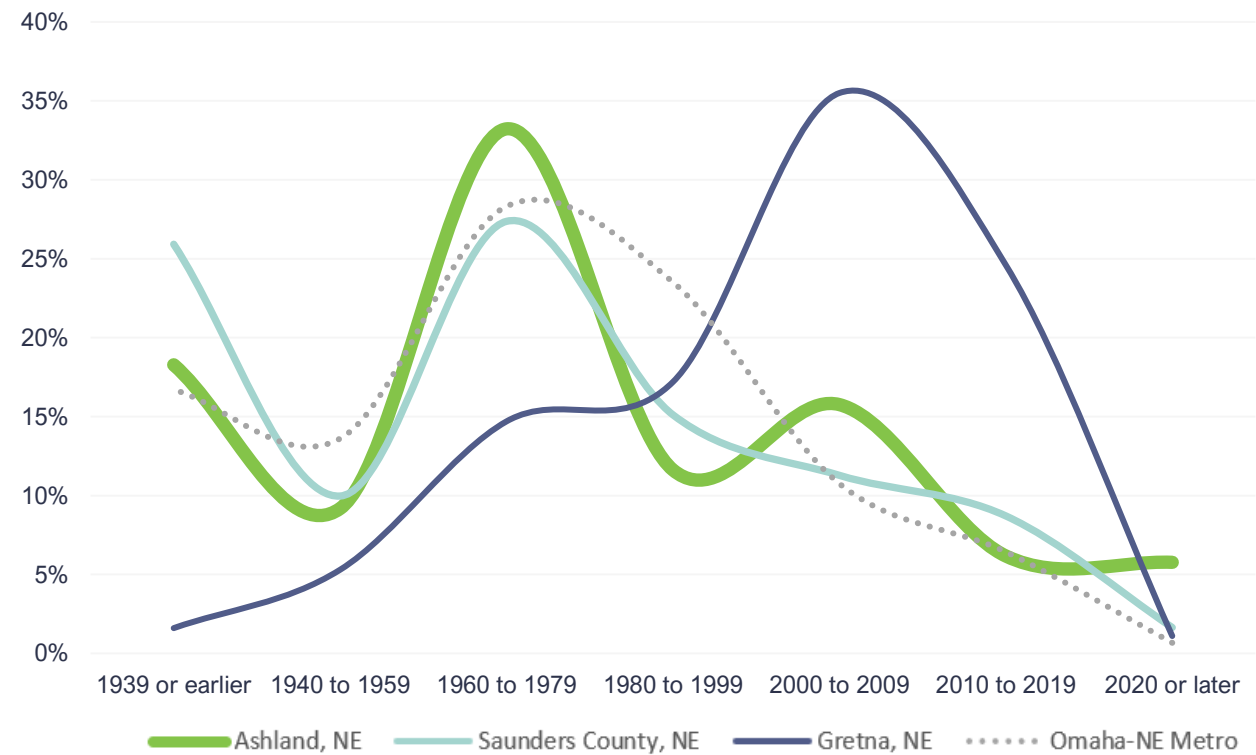
## Housing Characteristics - Age

- 60% of homes in Ashland were built prior to the 1980s
- 27.7% of homes were built in the last 25 years
- Ashland's housing stock is older than Gretna, Nebraska, which has had recent upticks in housing development.

### *What does this mean to us?*

*Ashland has a stock of older housing that may be vulnerable due to age or characteristics of the home.*

## Ashland Housing Stock Age (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

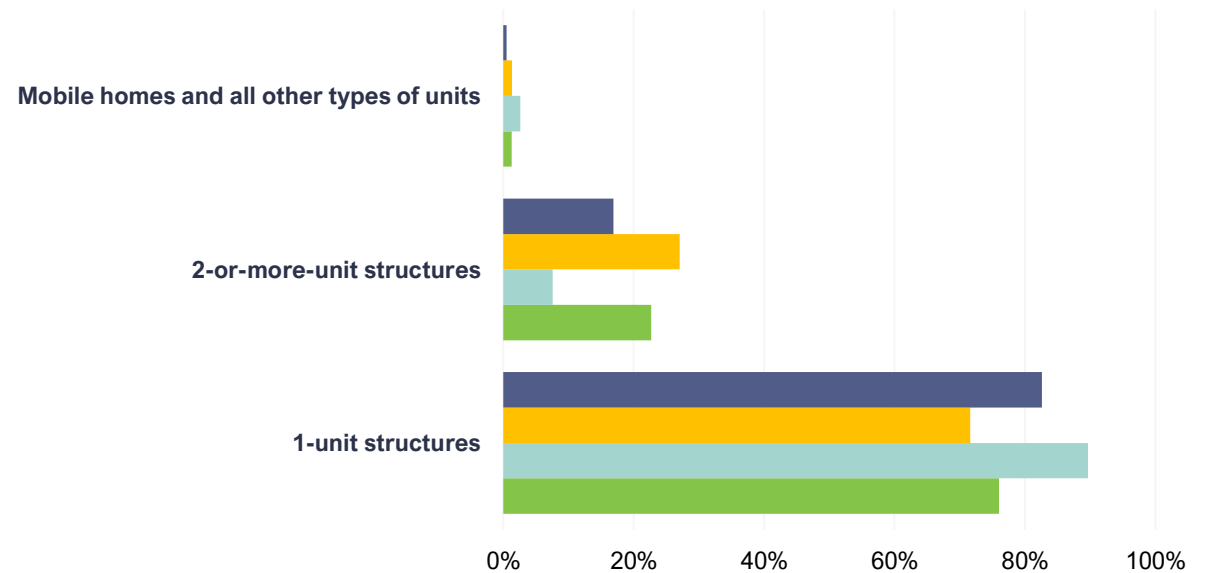
## Housing Characteristics - Units

- 3 out of 4 housing structures are 1-unit, single-family homes in Ashland, generally consistent with unit-structures in compared cities.

### *What does this mean to us?*

*Similar to other compared jurisdictions, most housing within Ashland consists of 1-unit structures (single-family structures).*

## Ashland Housing Units (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)



CONFLUENCE

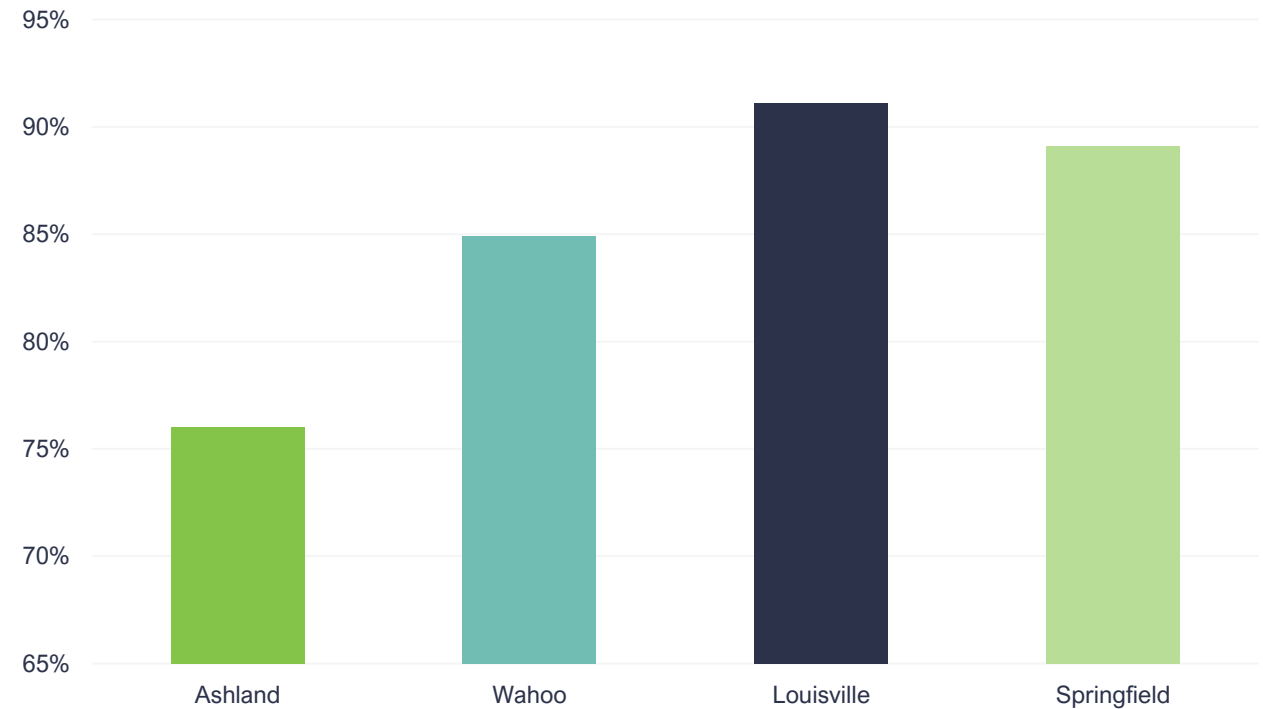
# Community Profile

*New Information!*

## Housing Characteristics - Units

- There is a total of 1,354 housing units in Ashland
  - 983 of which are detached 1-unit structures
  - 61 are 1-unit attached structures (such as row housing or townhomes)
- Ashland has a lower percentage of 1-unit housing structures than its comparison cities

## 1-Unit Housing Structures- Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

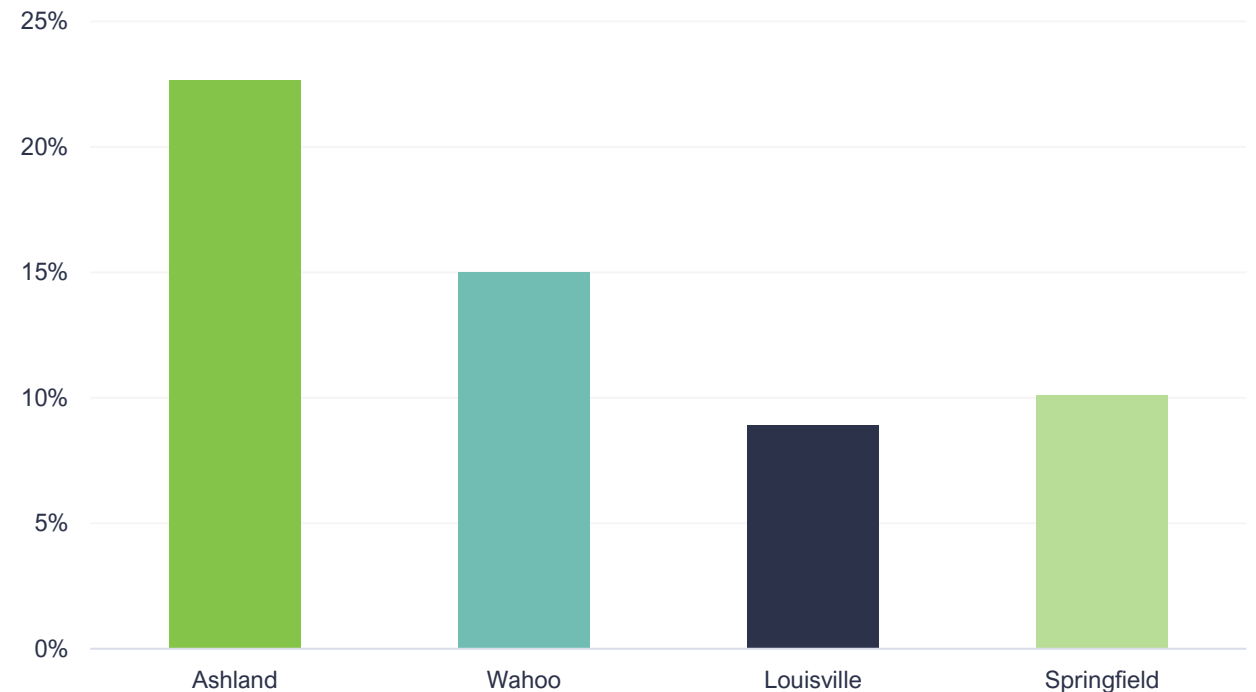
# Community Profile

*New Information!*

## Housing Characteristics - Units

- There is a total of 1,354 housing units in Ashland
  - 294 are 2 or more-unit structures
- Ashland has a higher percentage of 2-or-more unit housing structures than its comparison cities
- Includes duplexes with shared ownership, triplexes, or multi-family apartments and condominiums

## 2-Unit or More Housing Structures - Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

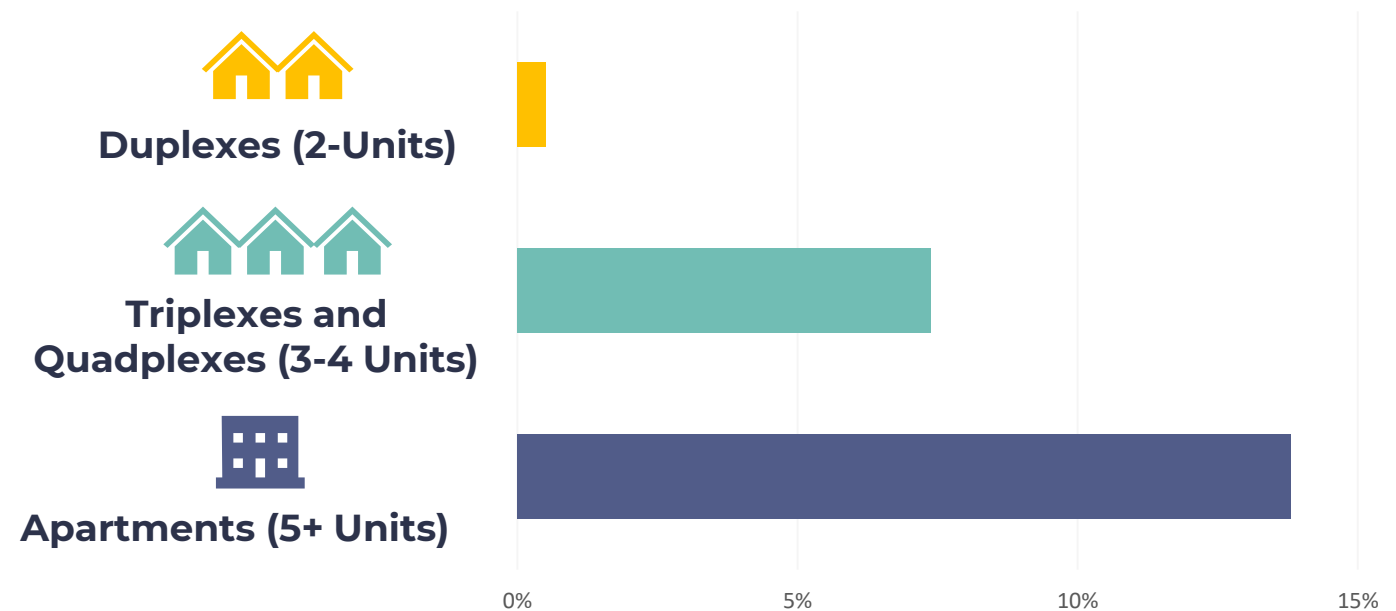
# Community Profile

*New Information!*

## Housing Characteristics - Units

- Units can be further broken down into types of structures.
  - 0.5% of all household units are duplexes
  - 7.4% are triplexes or quadplexes (containing 3 to 4 units)
  - 13.8% are multi-family apartments

## Percentage of Housing by Unit Types, Two-or More Units (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)



# Community Profile

*City Limits Proper, no SIDs*

## Housing Characteristics – Housing Value

- 65% of Ashland's housing is valued between \$100-299K
  - 27% valued between \$300-499K
- 5% is valued below \$99K
- Over 2% is valued above \$500K

### *What does this mean to us?*

*Ashland has a healthy mix of mid-range “level-up” housing for households in a mid-income range.*

## Ashland Housing Value (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

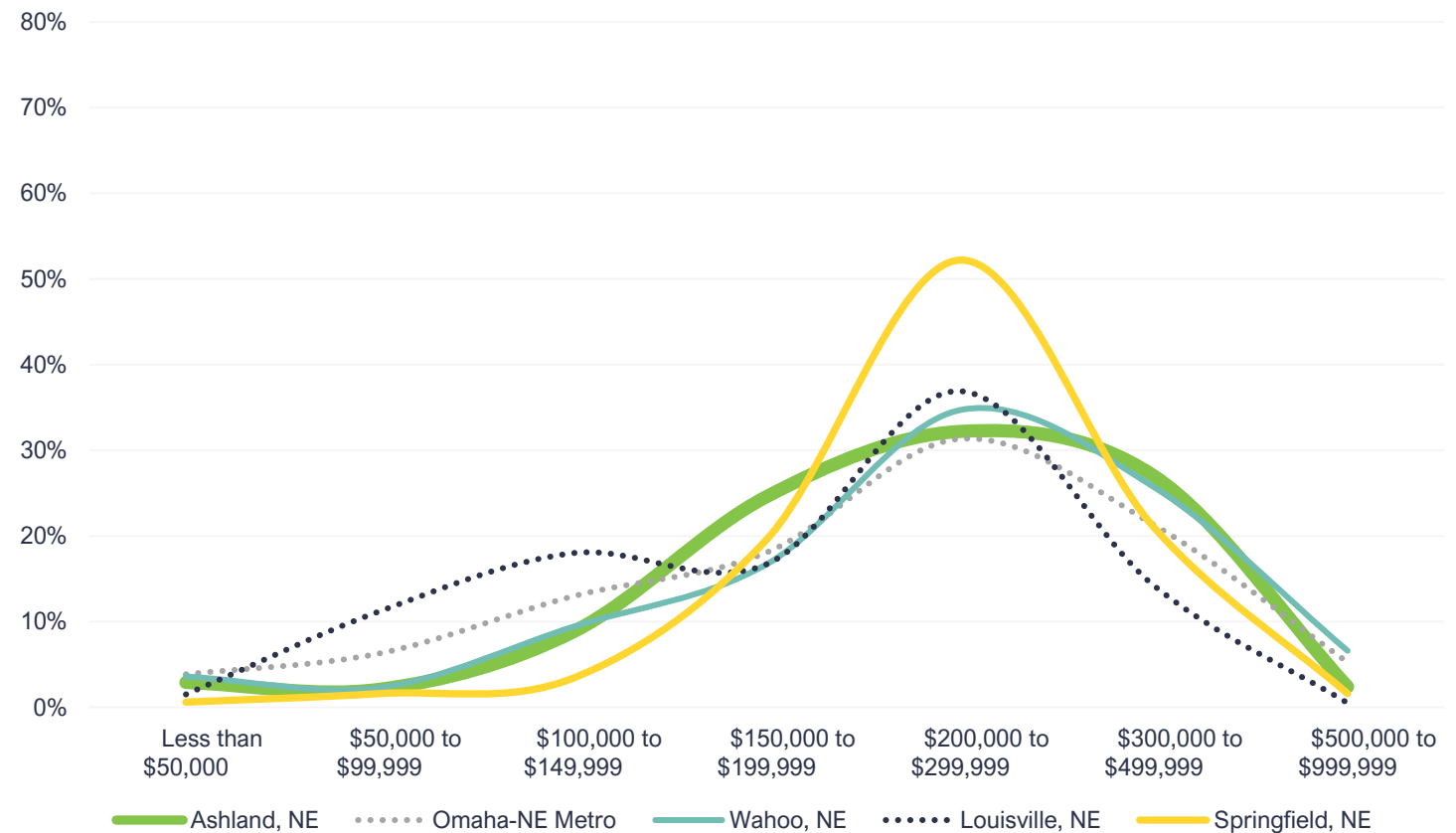
# Community Profile

*New Information!*

## Housing Characteristics – Housing Value Regional Comparisons

- Ashland has similar housing values to comparison cities, with the outlier of Springfield

**Ashland Housing Value (2023)**

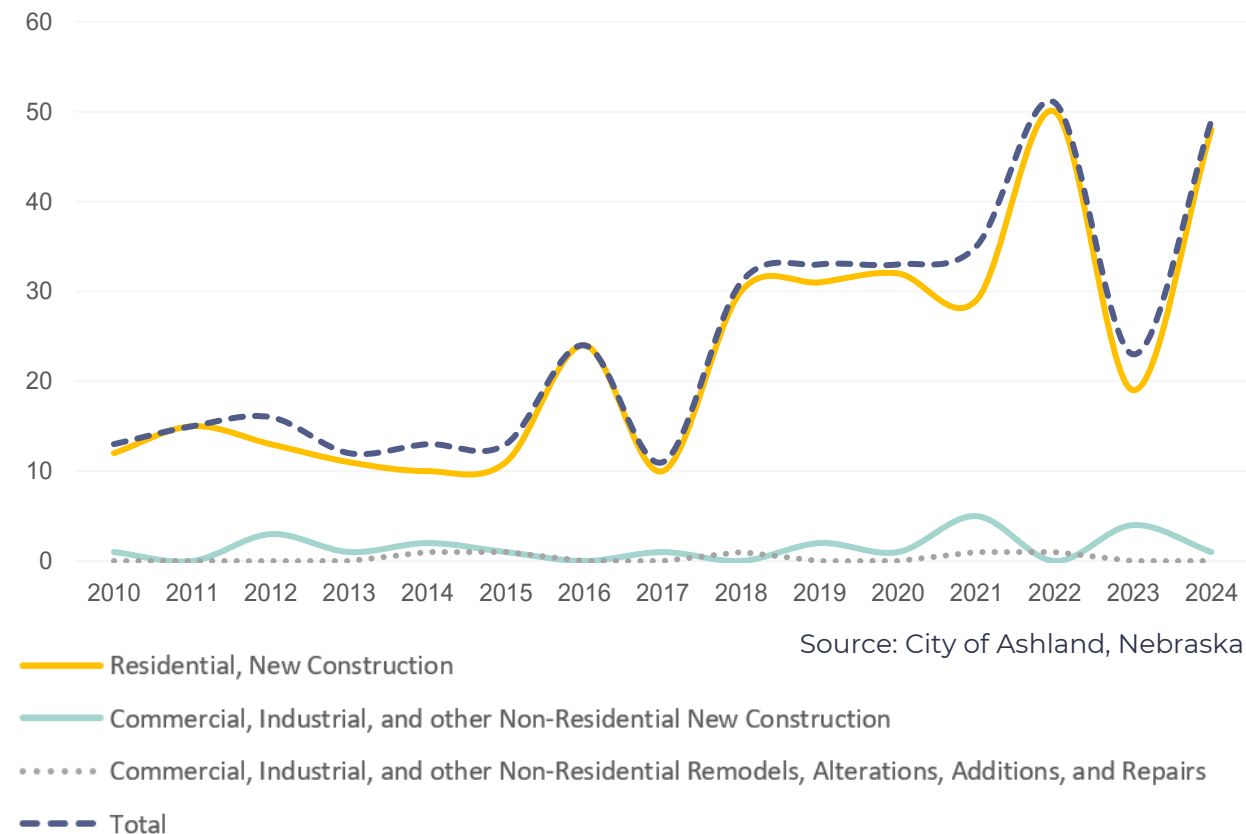


# Community Profile

## Building Permits

- Residential permitting began to decline in 2012, then spiked in 2016 with new construction in the Sabre Heights and Iron Horse neighborhoods.
- Permitting spikes again in 2018 and continues to trend upwards with the development of Whitetail Estate.
- Other permitting remains steady, with a spike in new construction and alterations in 2021

## Ashland Building Permit Count (2010-2024)

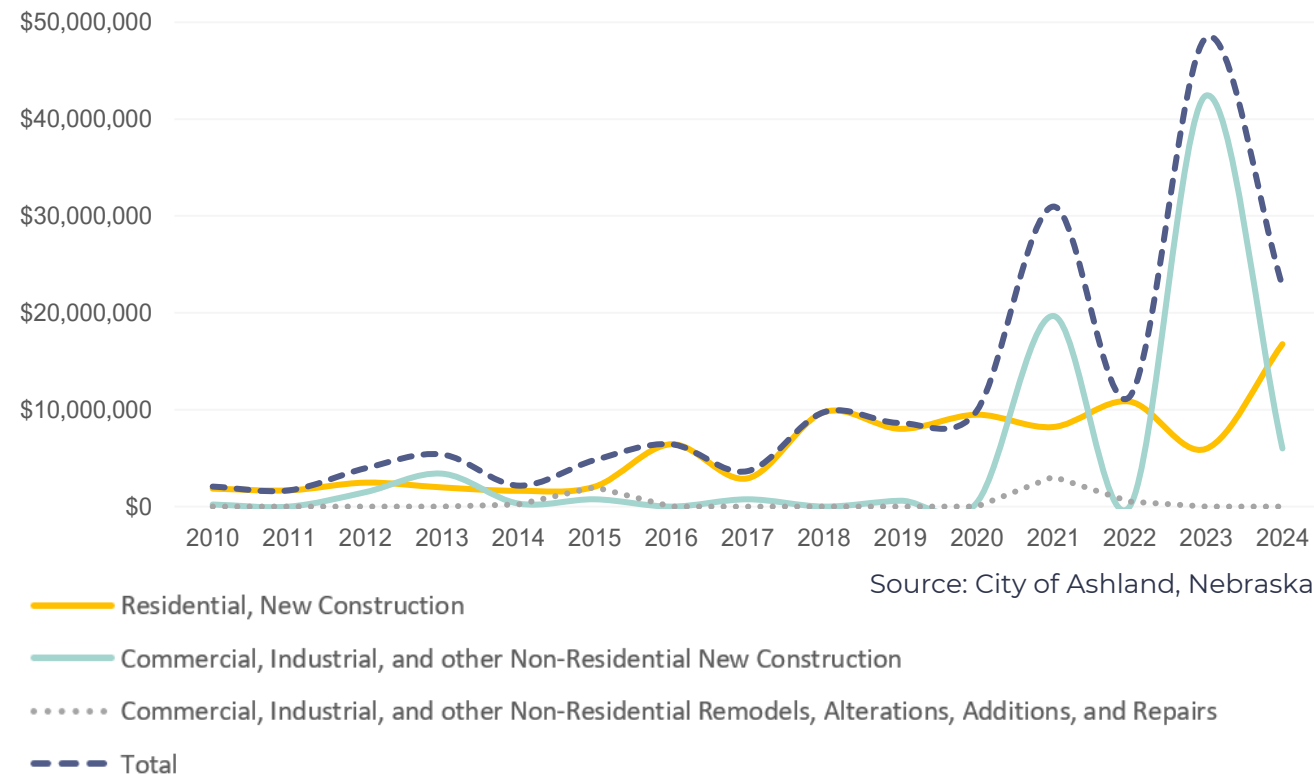


# Community Profile

## Building Valuation

- Building permit valuation spiked in 2021 due to commercial and community investments
  - Pre-K through 2<sup>nd</sup> Grade School
  - Farmers Bank Remodel
- Valuation also spikes in 2023 following multiple commercial permits along Highway 6 as well as Ashland Middle School

## Ashland Building Permit Valuation (2010-2024)



# Community Profile

*City Limits Proper, no SIDs*

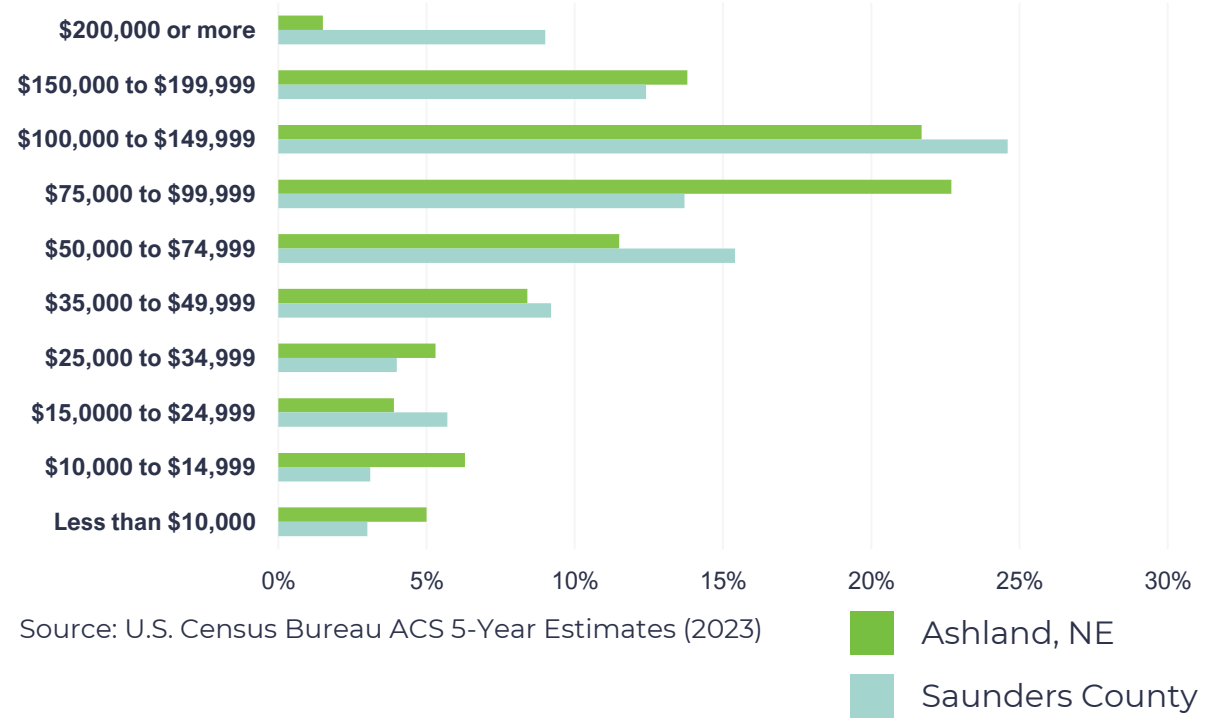
## Household Income

- Over half of Ashland households generate an income over \$75,000

### *What does this mean to us?*

*Ashland has a share of higher household income ranges, especially when compared to nearby cities with similar characteristics*

## Ashland Housing Income (2023)

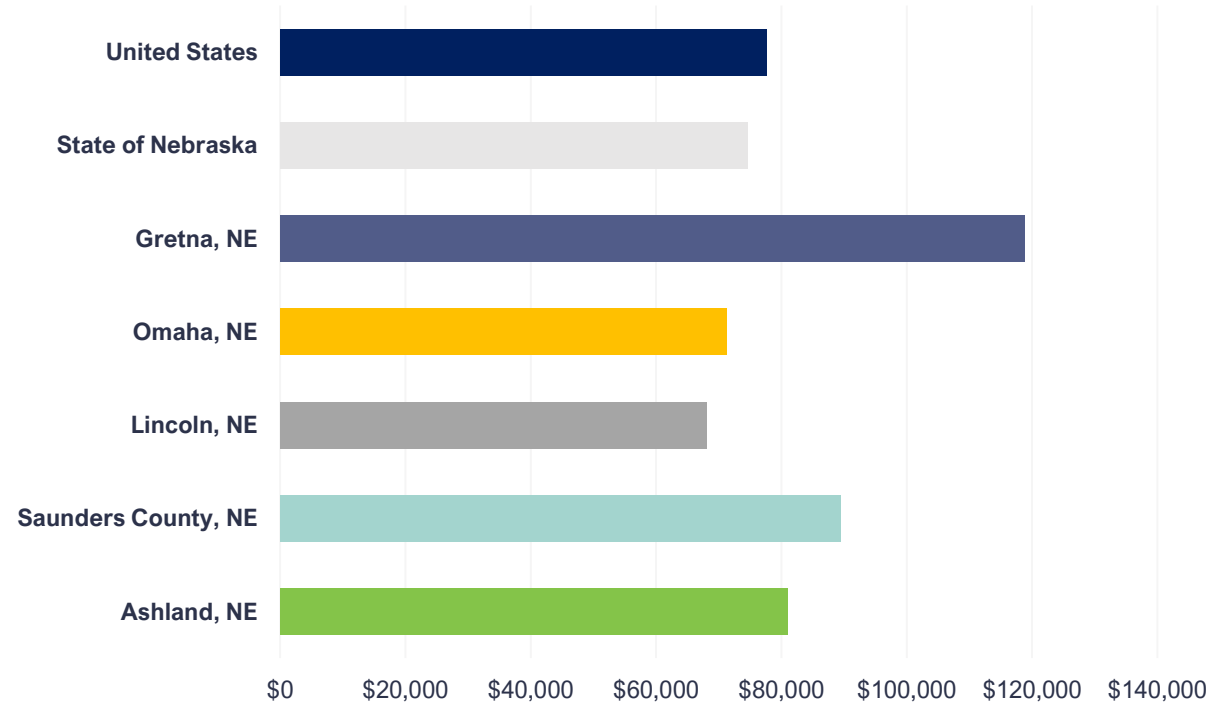


# Community Profile

## Regional Income Comparisons

- Median Household Income in Ashland is \$80,948
  - Lower than Saunders County Median Household Income (\$89,395)
  - Higher than nearby metro cities (Lincoln and Omaha)
  - Higher than state and national median

## Ashland Median Housing Income Comparisons (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

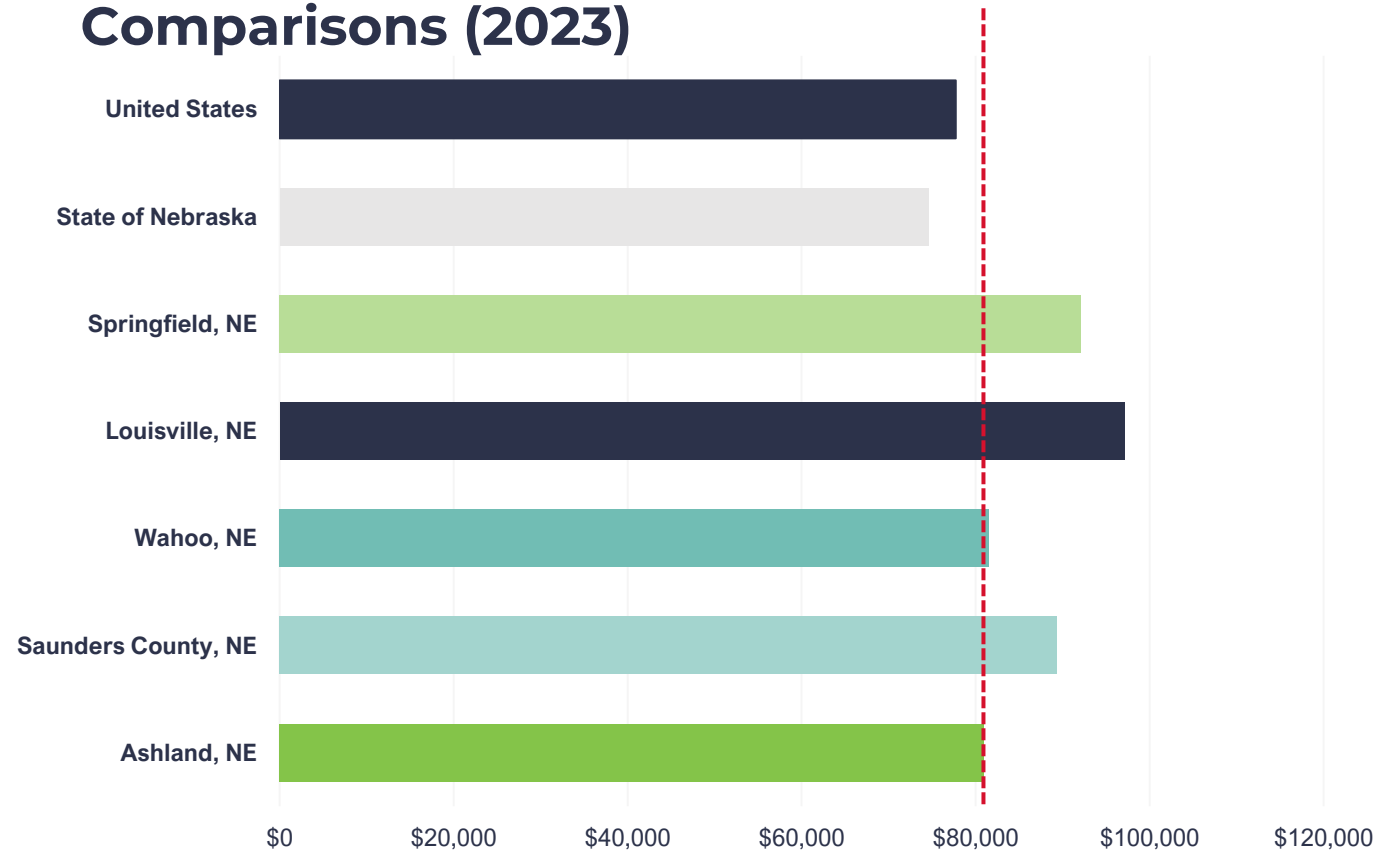
# Community Profile

**New Information!**  
*City Limits Proper, no SIDs*

## Regional Income Comparisons

- Median Household Income in Ashland is \$80,948
  - Median household income is less than Springfield, Wahoo, and Louisville

### Ashland Median Housing Income Comparisons (2023)



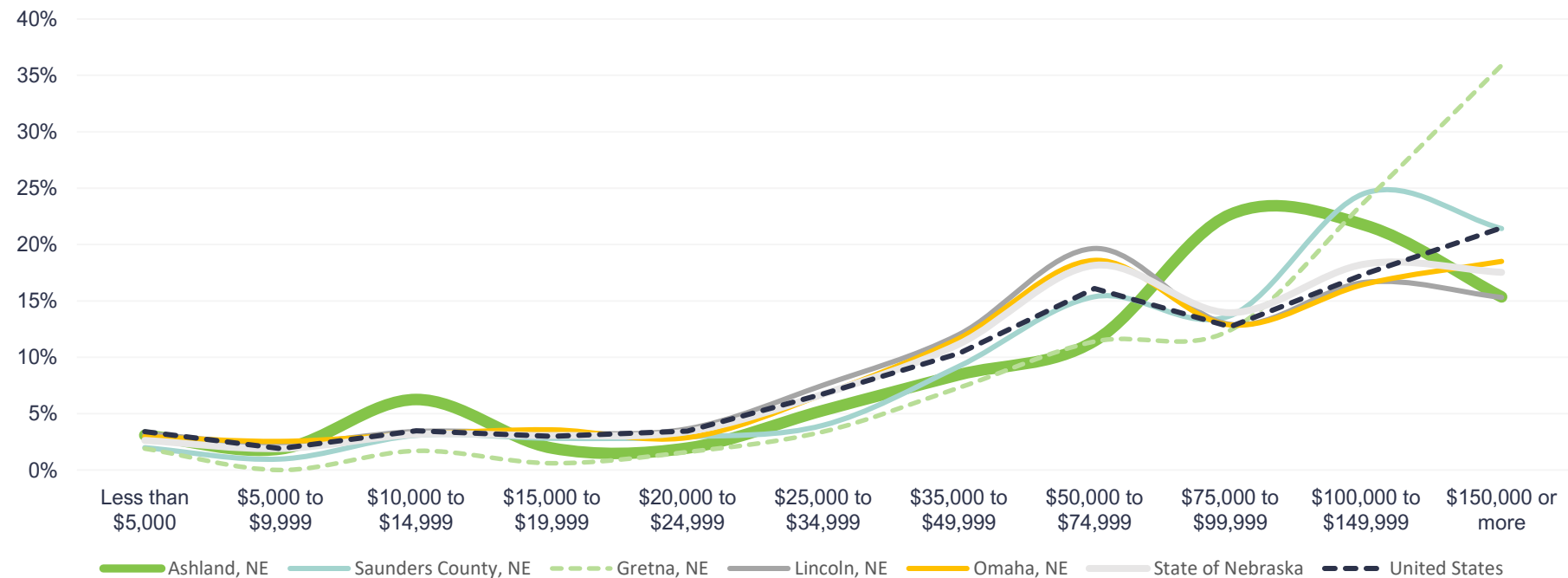
Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

## Regional Income Comparisons

- Aside from Saunders County, income levels in Ashland are generally higher.
- Ashland has a spike of households with an income range of \$10,000 to \$14,999.

## Regional Household Income Comparisons (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)



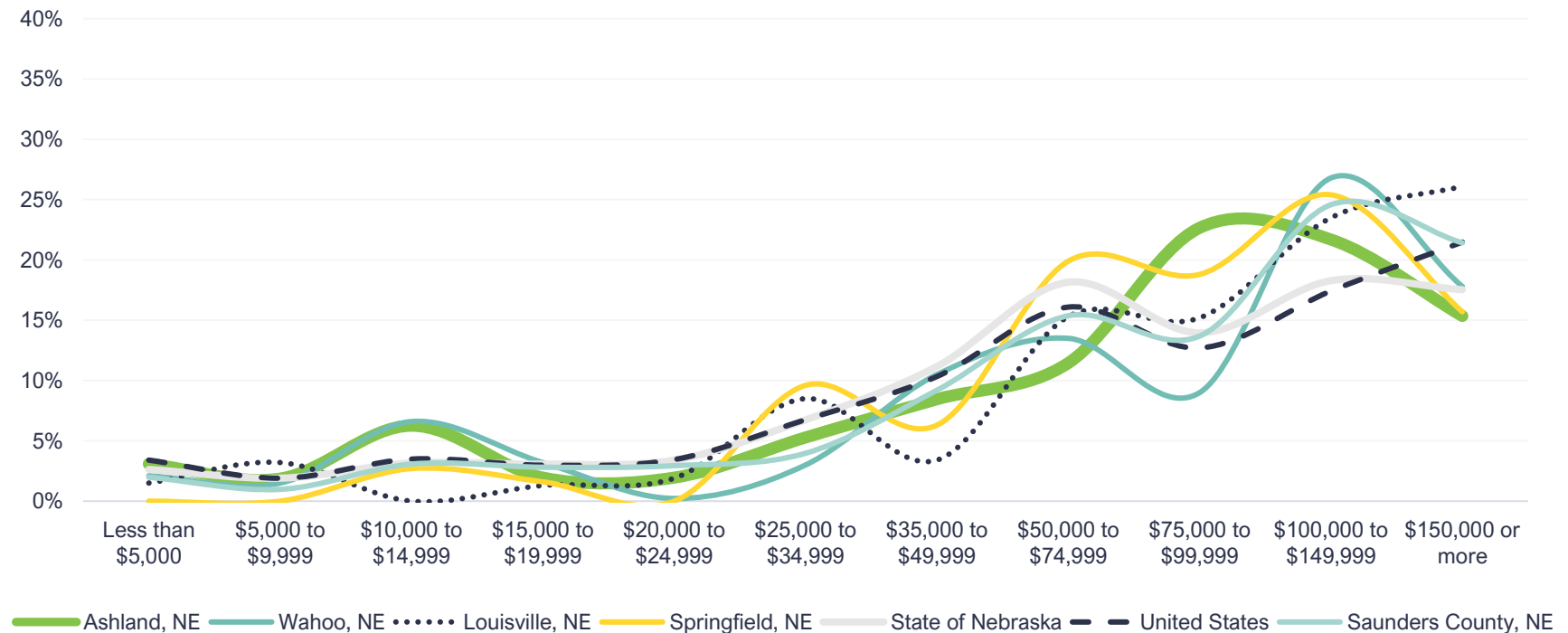
# Community Profile

*New Information!*

## Regional Income Comparisons

- Median income dollars are taken from total households within Ashland (1,354 households – with 1,231 with median income information)
- Ashland continues to see a spike in the \$10,000 to \$14,999 income range which may include households with restricted income, such as seniors
- Ashland has a higher share of households earning in the \$75,000 to \$99,999 range however decreases in share thereafter

## Regional Household Income Comparisons (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

*City Limits Proper, no SIDs*

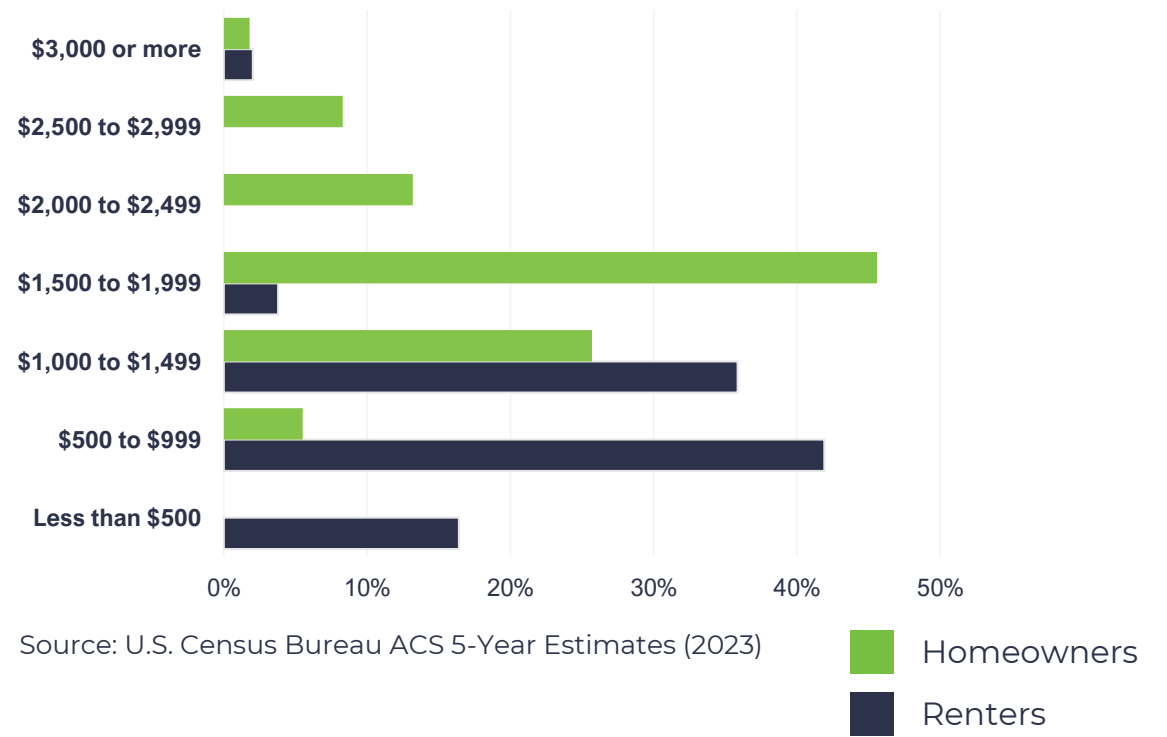
## Housing Costs and Gross Rent

- Median **homeowner** housing cost: \$1,654
  - Gretna: \$2,076
- Median **rent** in Ashland is \$913
  - Gretna: \$1,467

### *What does this mean to us?*

*Ashland has more affordable housing rates for homeowners and renters compared to other peer communities.*

## Ashland Housing Costs (2023)



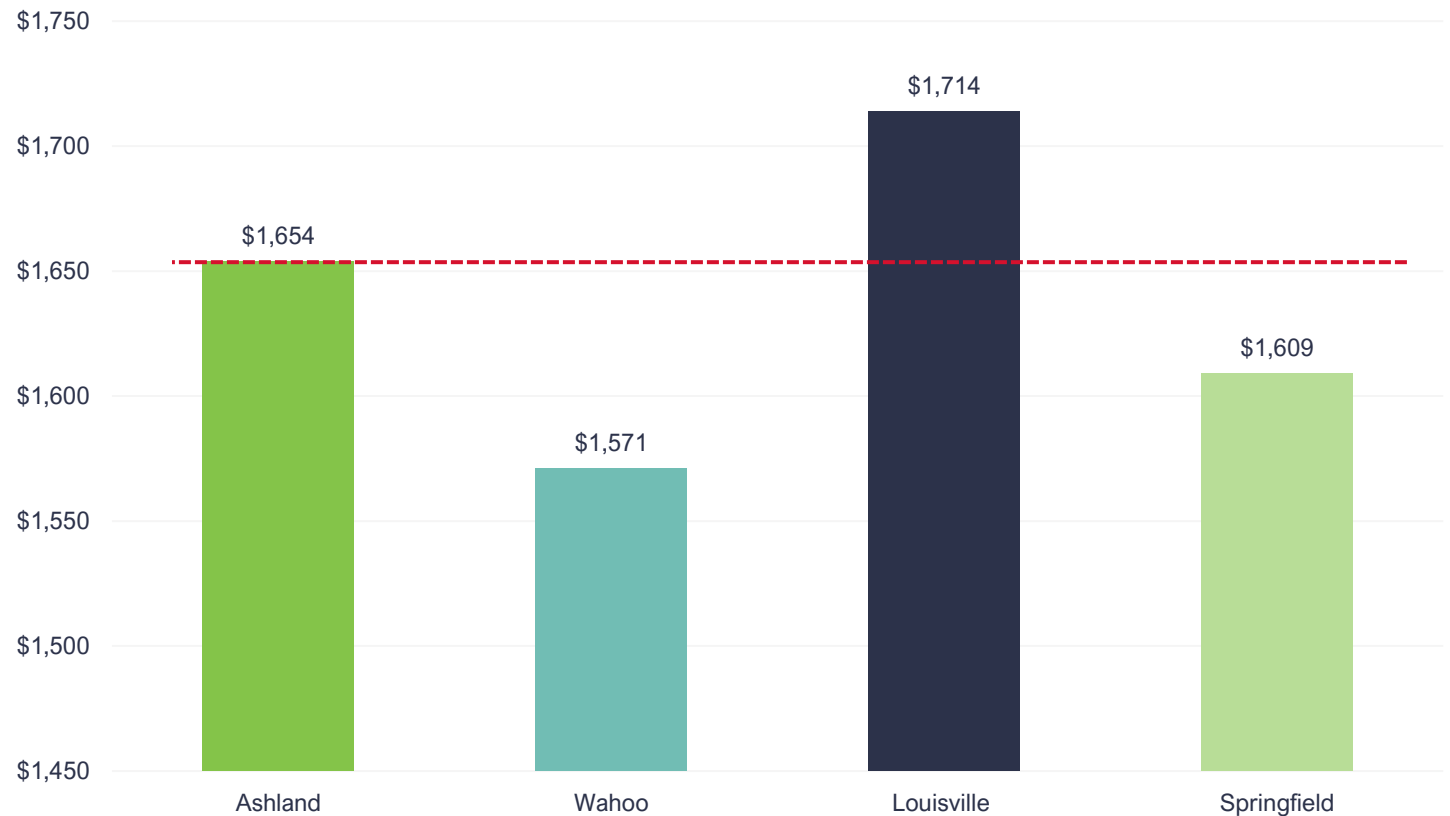
# Community Profile

*City Limits Proper, no SIDs*

## Housing Costs

- The median average housing cost in Ashland is \$1,654
- Homeowners with a mortgage in Ashland paying slightly more than those in Wahoo and Springfield
- Homeowners are paying slightly less than those in Louisville

## Median Monthly Housing Cost for Homeowners with a Mortgage – Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

*City Limits Proper, no SIDs*

## Housing Costs

- The median rent in Ashland is \$913
- Median rent is slightly less than rent in Louisville, and significantly less than rent in Springfield

## Median Monthly Rent - Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

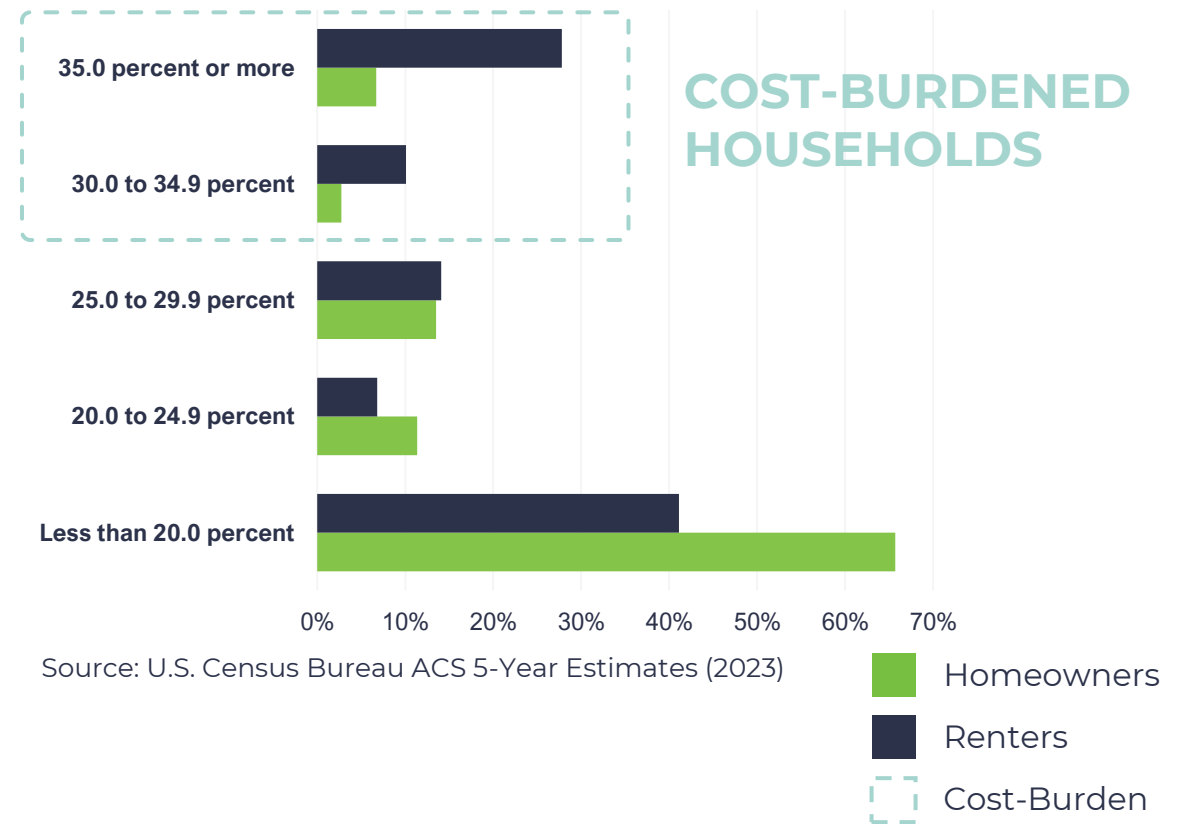
# Community Profile

*City Limits Proper, no SIDs*

## Household Cost-Burden

- Housing cost-burden is defined by 30% of household gross income being spent on housing costs
  - **37.9%** Ashland **renters** are cost-burdened (150 households)
  - **9.4%** of Ashland homeowners with a **mortgage** are cost-burdened (23 households)

## Ashland Percent of Household Income Spent on Housing Costs (2023)



# Community Profile

*City Limits Proper, no SIDs*

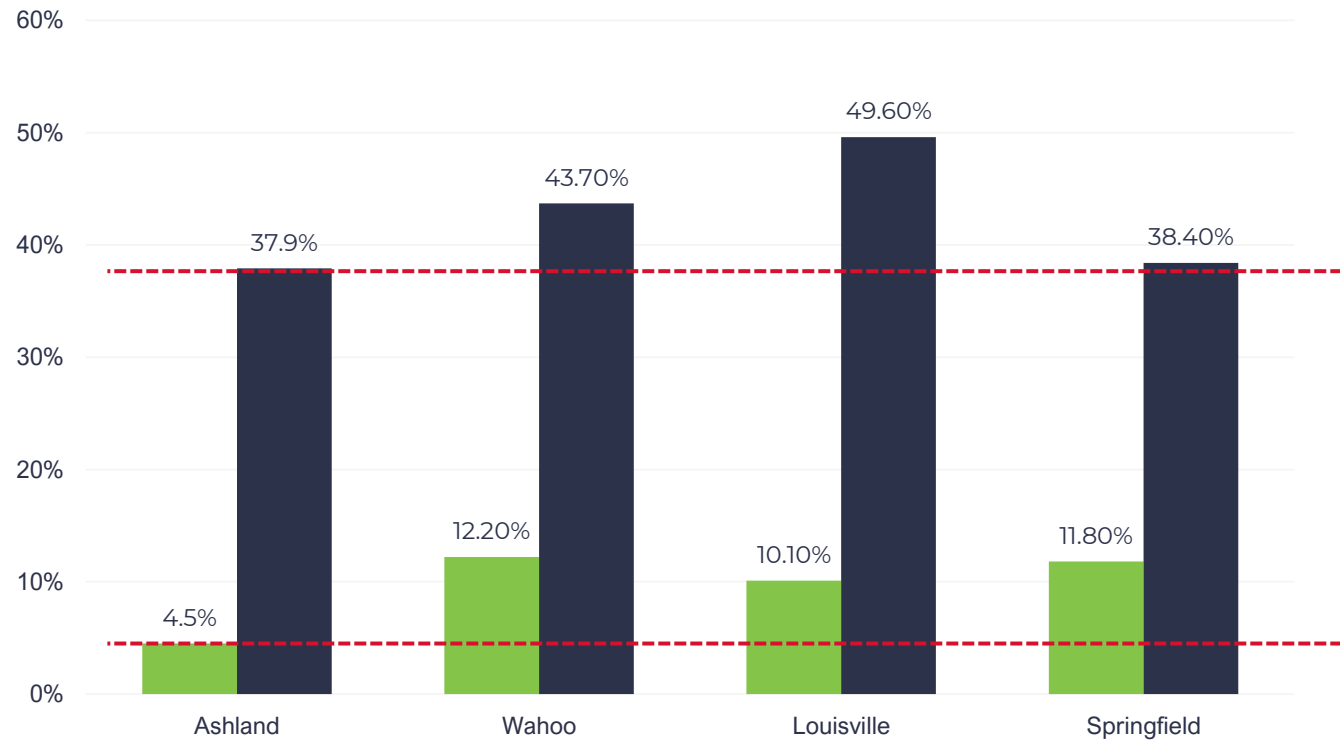
## Housing Costs

- The share of cost burdened **renters** in Ashland is less than those renters in Louisville, Wahoo and Springfield
- The share of cost burdened **homeowners** with a mortgage compared to peer communities is lower,
- **Meaning that:** housing may be more attainable and affordable in Ashland than other communities

Homeowners

Renters

## Percent Cost-Burdened - Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

## Educational Attainment

- 94.5% have obtained a high school diploma
  - 12.8% have received an associate's degree
  - 18.0% have received a bachelor's degree
  - 12.2% have received a graduate or professional degree

## Ashland Educational Attainment (2023)



**94.5%**

**OBTAINED HIGH SCHOOL  
DIPLOMA OR EQUIVALENT**



**43.0%**

**HAVE RECEIVED AN  
ASSOCIATE'S DEGREE OR  
HIGHER**

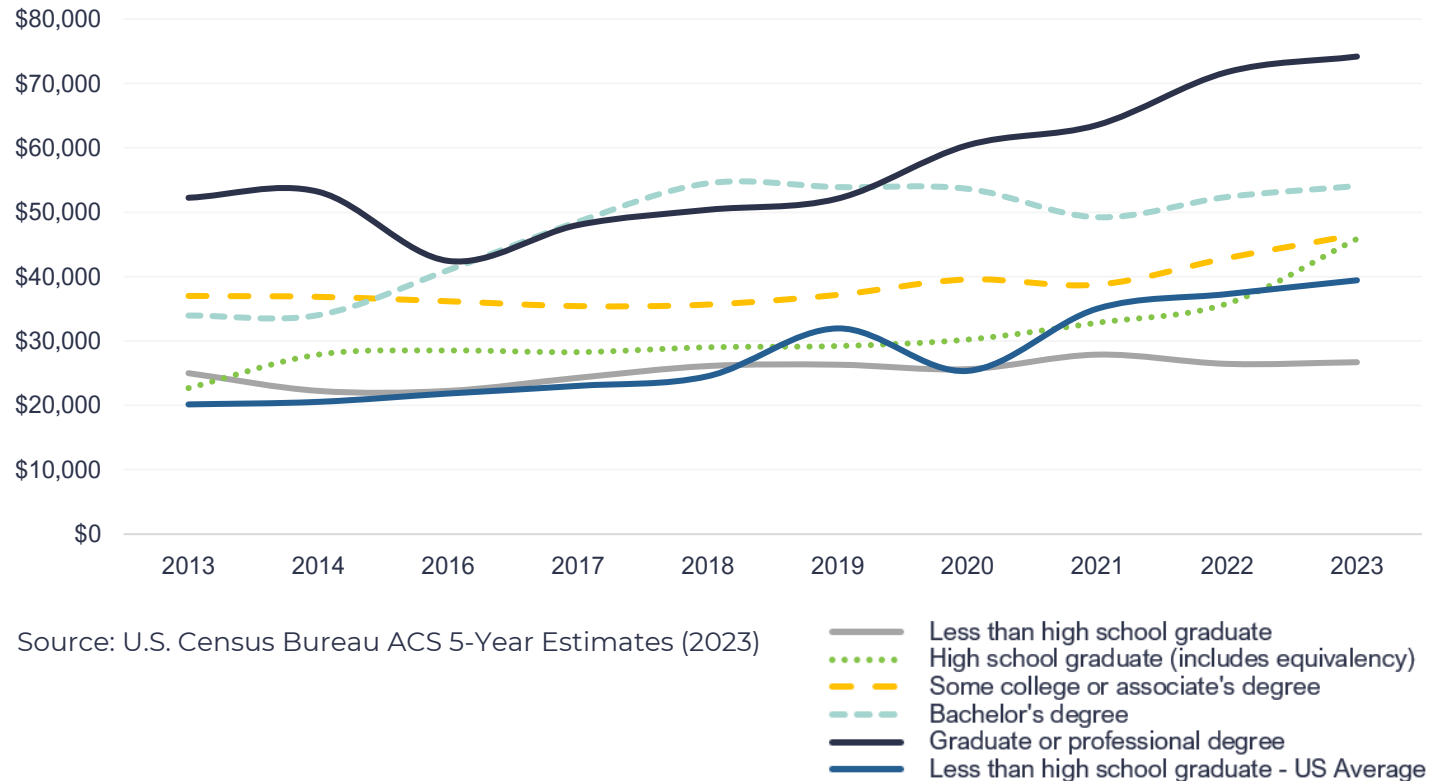
Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

## Educational Attainment – Median Income

- Generally, individuals with a graduate or professional degree are earning 61% more than high school graduates
- Individuals with a bachelor's degree are earning 18% more than high school graduates

## Ashland Median Income by Educational Attainment (2023)



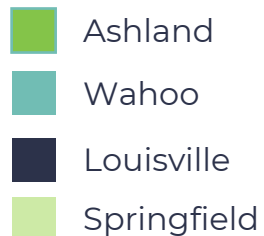


# Community Profile

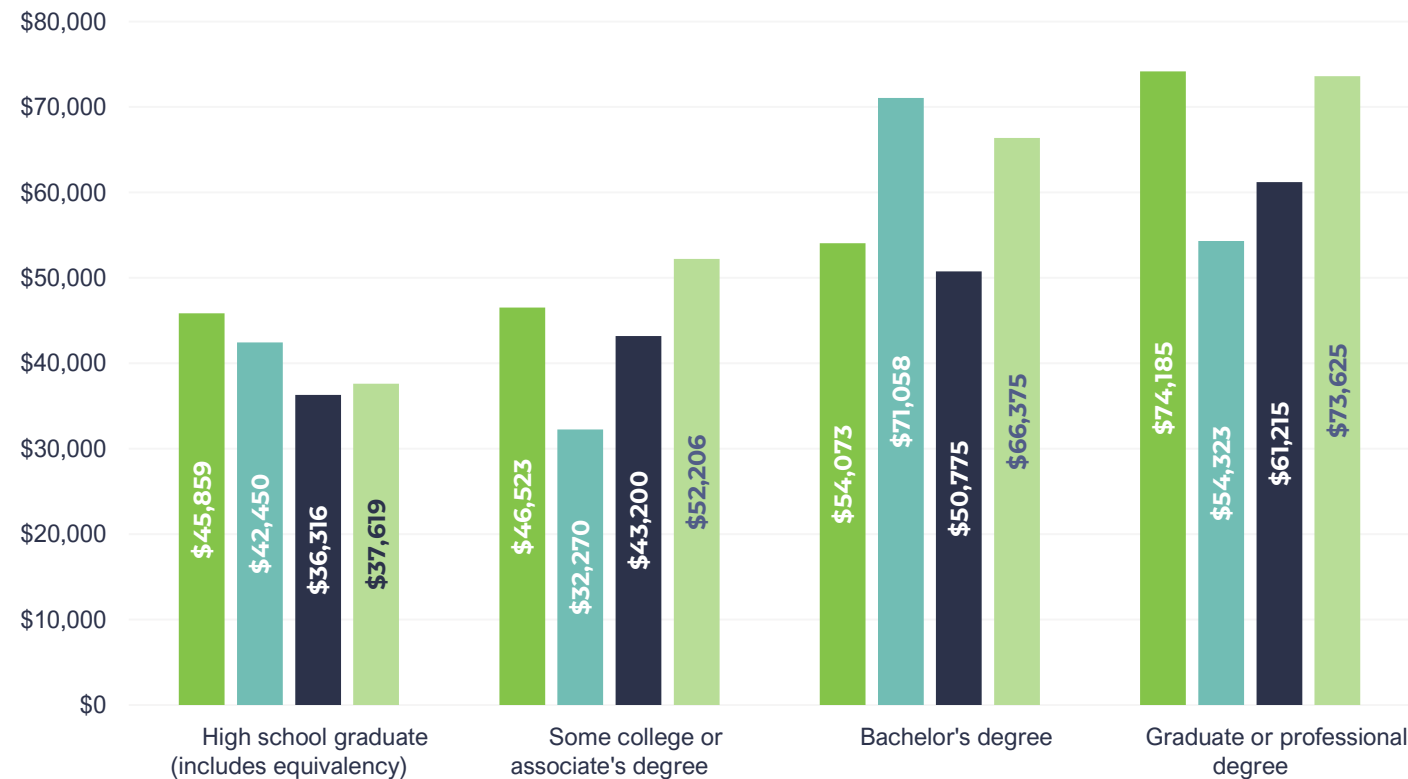
*New Information!*

## Educational Attainment

- Median overall earnings for population age 25+
  - Ashland: **\$52,367**
  - Wahoo: **\$47,937**
  - Louisville: **\$41,309**
  - Springfield: **\$49,348**



## Median Earnings by Educational Attainment- Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

# Community Profile

*City Limits Proper, no SIDs*

Data **does not capture** educational services that are located outside of City's defined geographic area or that have obtained certificate of occupancy after 2021.

## Commuter Trends

### Ashland Commuter Trends (2022)

Source: U.S. Census Bureau LEHD OnTheMap Data (2022)



# Community Profile

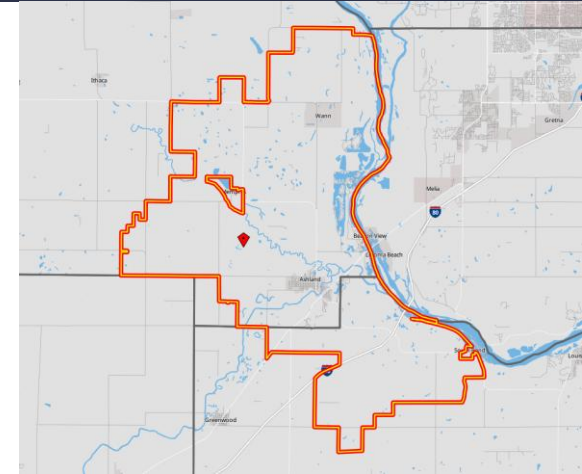
*New Information!*

## Commuter Trends – 68003 Zip

### Ashland Commuter Trends by Zip Code (2022)

Source: U.S. Census Bureau LEHD OnTheMap Data (2022)

Data **does not capture** educational services that are located outside of City's defined geographic area or that have obtained certificate of occupancy after 2021.

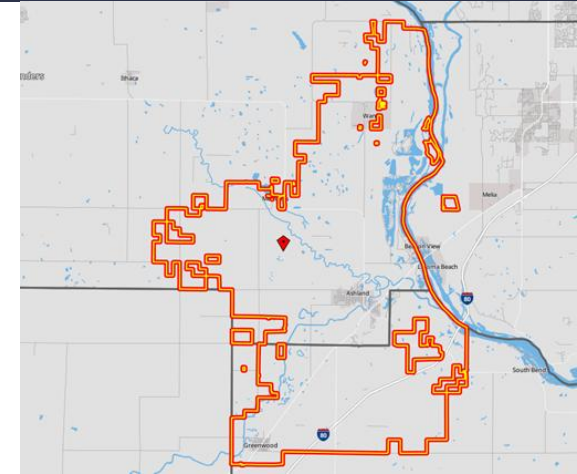


# Community Profile

*New Information!*

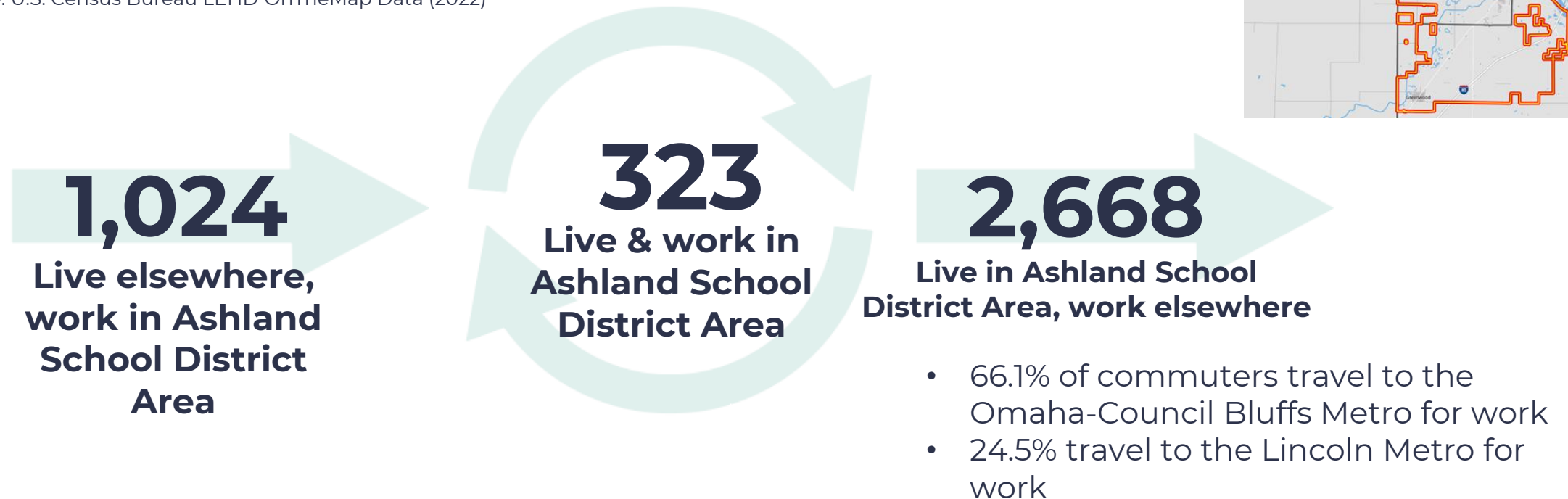
## Commuter Trends – Ashland Greenwood School District Area

Data **does not capture** educational services that are located outside of City's defined geographic area or that have obtained certificate of occupancy after 2021.



### Ashland Commuter Trends by School District Area (2022)

Source: U.S. Census Bureau LEHD OnTheMap Data (2022)



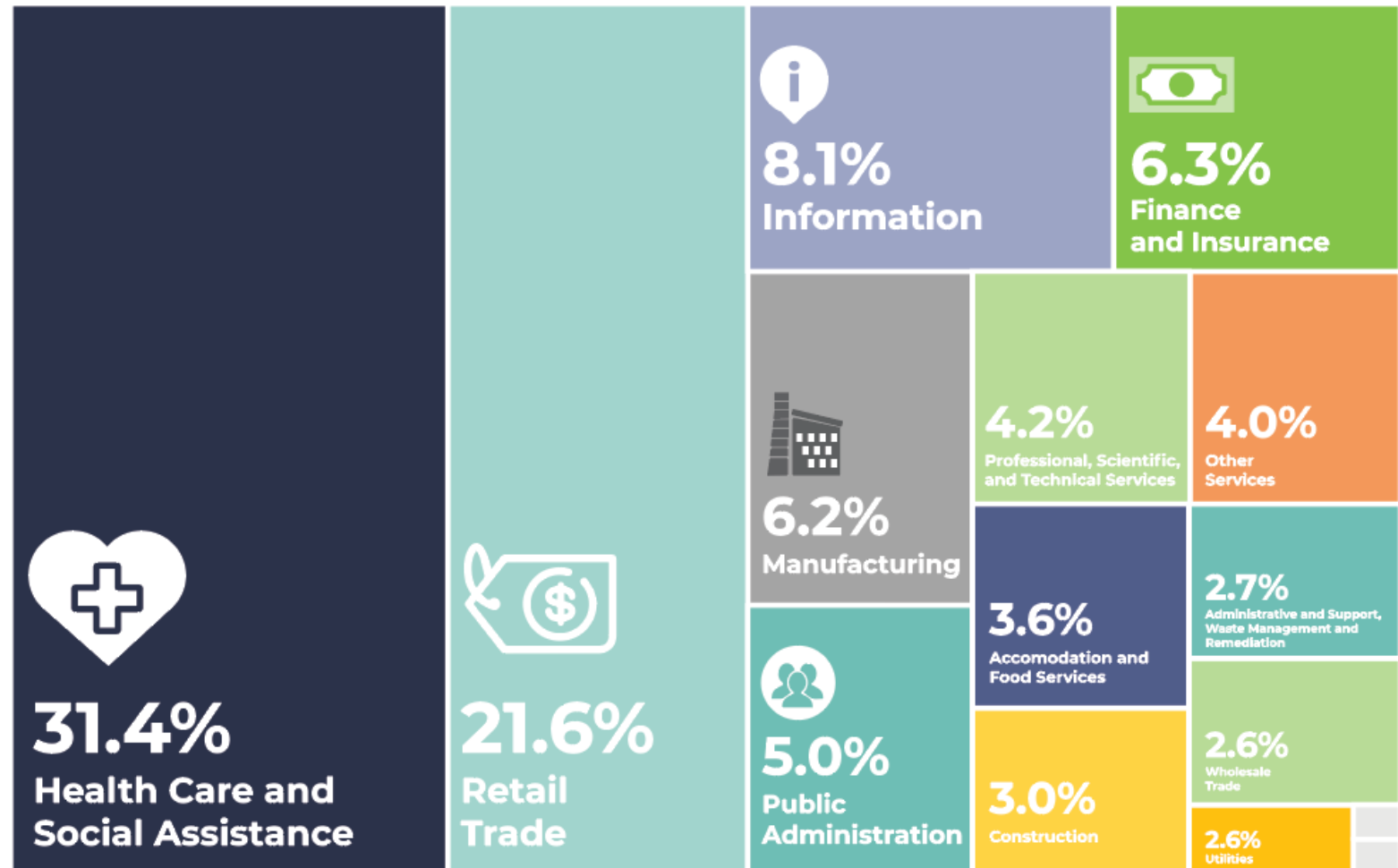
# Community Profile

*Clarified Information!*

## Commuter Trends - Industries

- The following industries attract workers into Ashland or those currently living within city limits.
- The top industry is Health Care and Social Assistance
- Data **does not capture** educational services that are located outside of City's defined geographic area or that have obtained certificate of occupancy after 2021.

## Ashland Industries (2022-City Limits Proper)



Source: U.S. Census Bureau LEHD OnTheMap Data (2022);

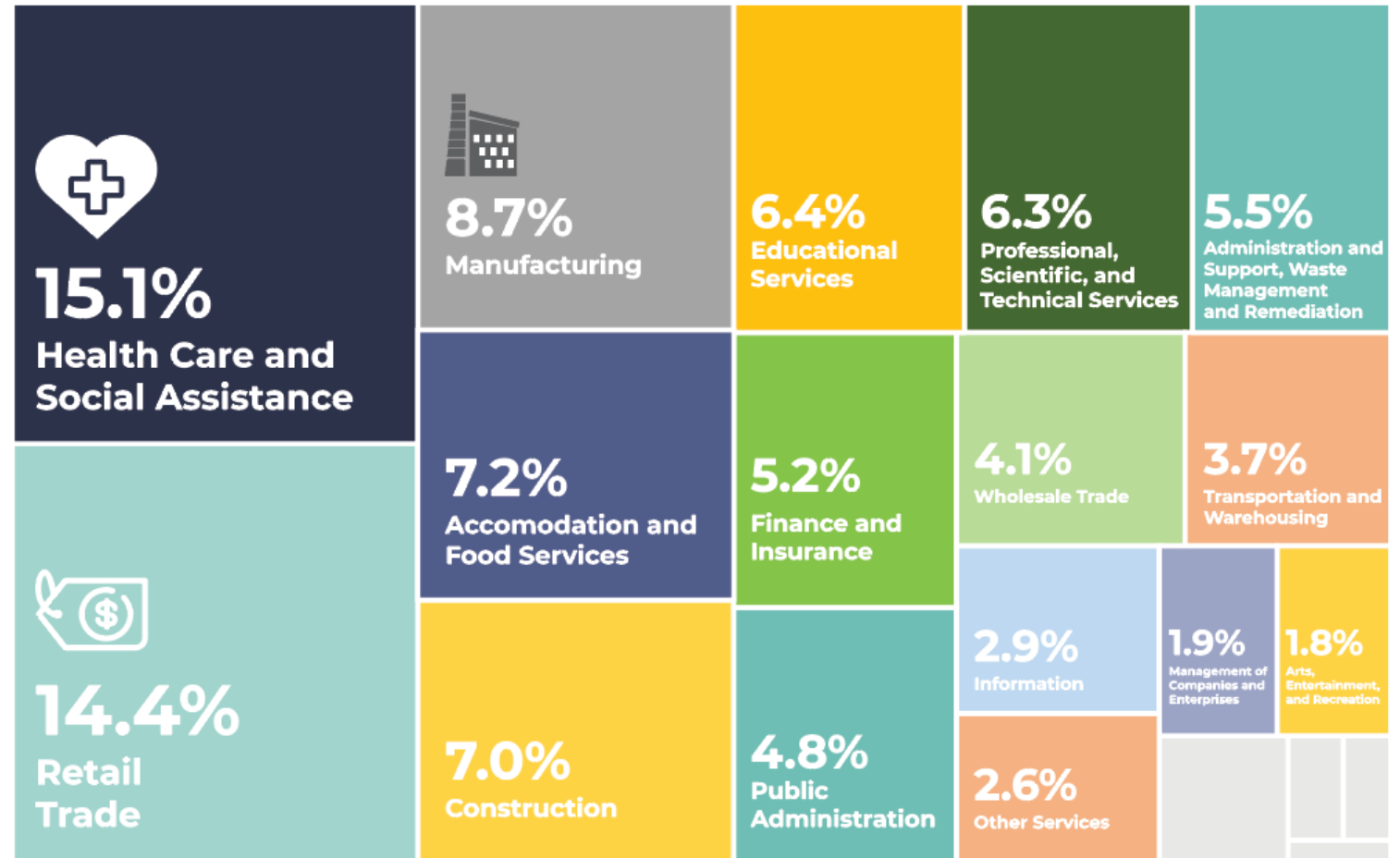
# Community Profile

*Clarified Information!*

## Commuter Trends - Industries

- The following industries attract workers out of Ashland.
- The top industry is Health Care and Social Assistance

## Ashland Industries (2022-City Limits Proper)



Source: U.S. Census Bureau LEHD OnTheMap Data (2022)

- 01. Project Scope + Schedule Overview
- 02. Community Profile
- 03. Physical Profile
- 04. What's Next?

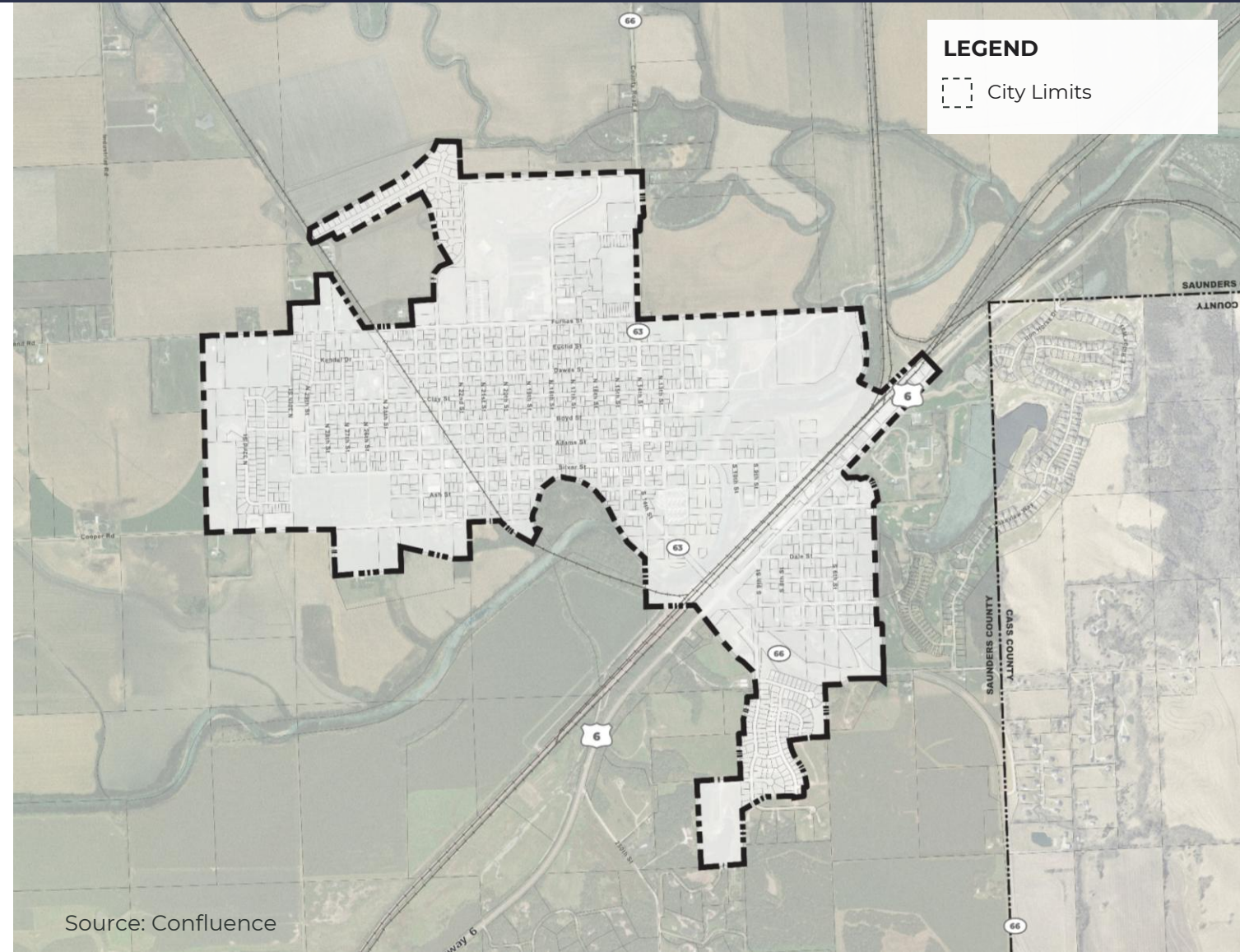
## 03. Physical Profile



# Physical Profile

## Overview

- Analysis include areas within City Limits, as well as area adjacent to understand physical conditions within Ashland

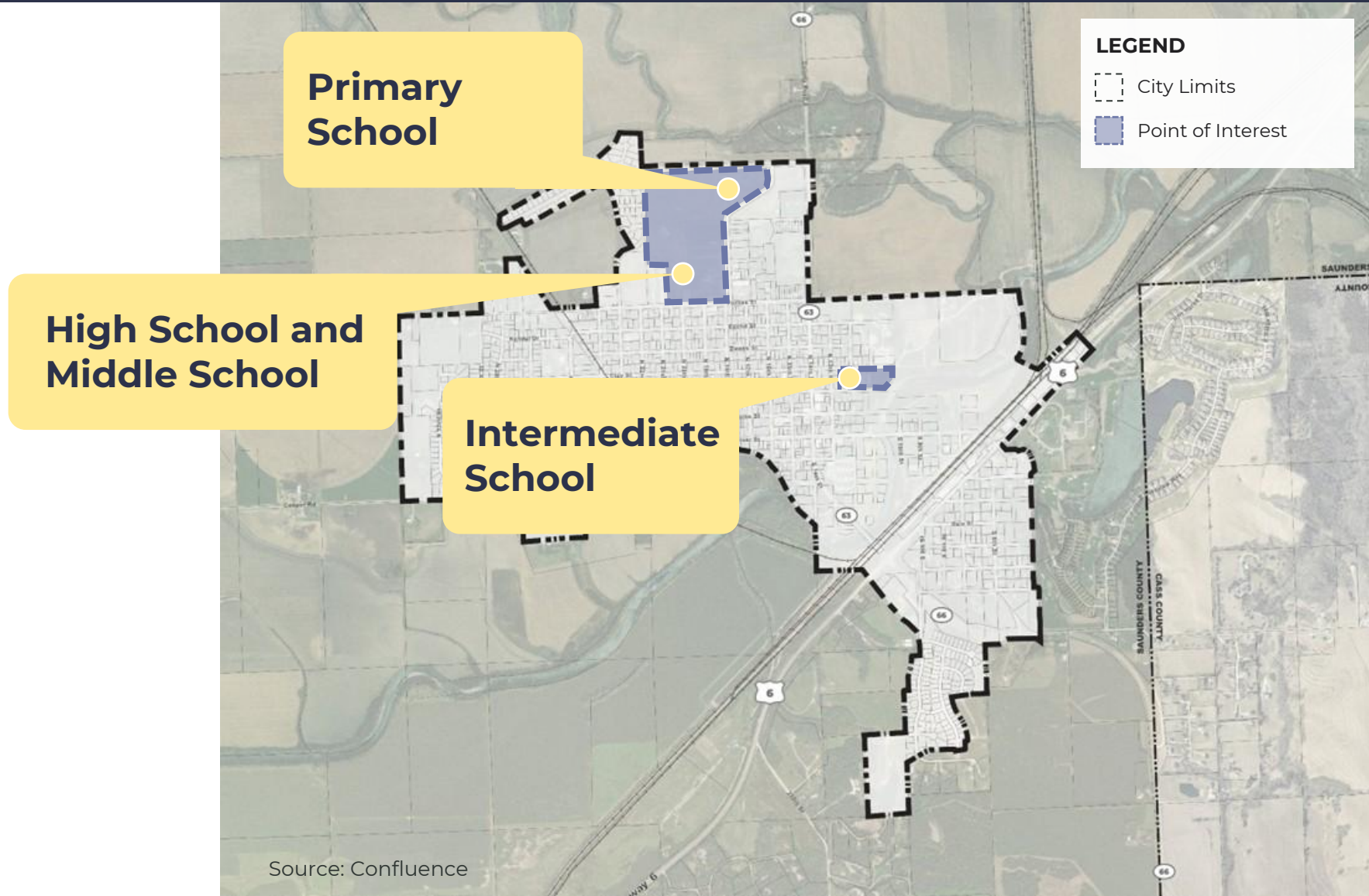




# Physical Profile

## Public Schools

- Ashland Primary School built in 2021
- Ashland Middle School built in 2023



# Physical Profile



## City Services

- Ashland Public Library and Community Resource Center built in 2013
- Ashland Fire and Police Department/City Hall

**Ashland Fire and Police  
Department/City Hall**

**Public  
Library**

### LEGEND

-  City Limits
-  Point of Interest

Source: Confluence

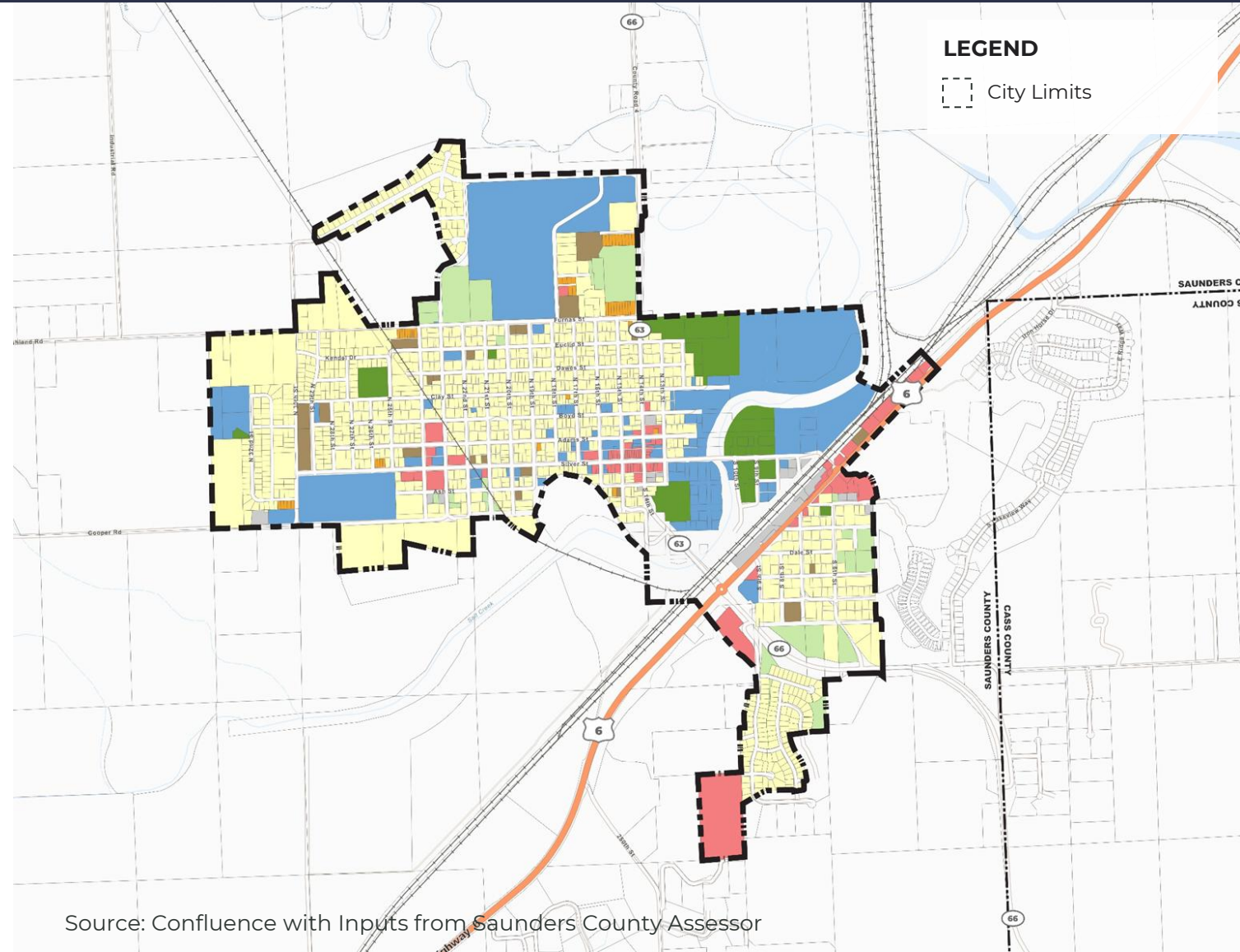


# Physical Profile

## Existing Land Use

- Single-family residential and Public / Semi-Public are the two highest existing land uses.

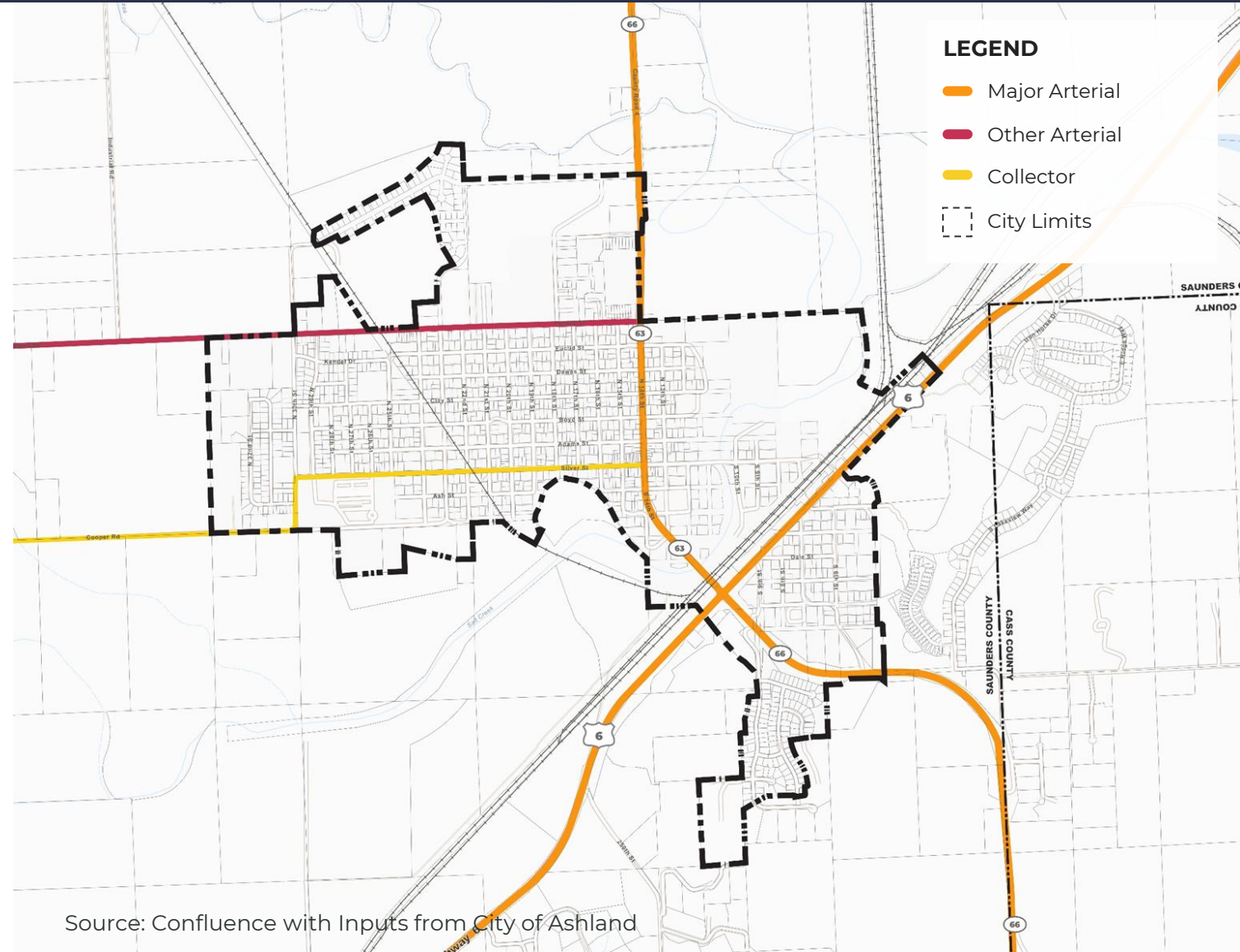
Existing Land Use	Acres	Total Share (%)
Single-Family Residential	397.7	48.6%
Public / Semi-Public	225.6	27.6%
Commercial	53.4	6.5%
Parks and Recreation	50.8	6.2%
Agricultural / Open Space	48.9	6.0%
Multi-Family Residential	21.6	2.6%
Industrial	12.3	1.5%
Two-Family Residential	8.4	1.0%



# Physical Profile

## Transportation

- Ashland is bisected by Highway 6 (Grand Army of the Republic Highway)
- Highway 66 provides an arterial connection to Interstate 80 to the southeast



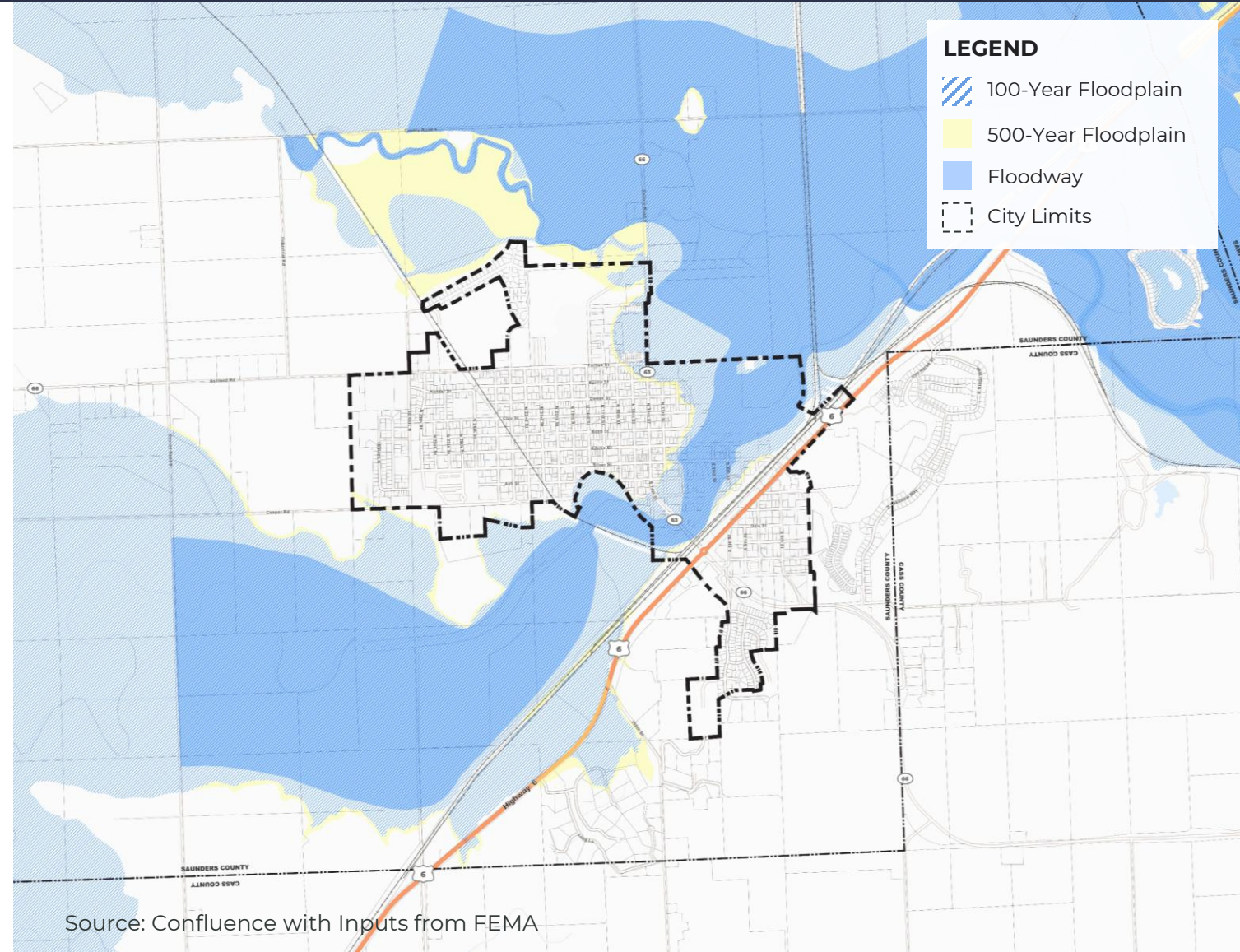
Source: Confluence with Inputs from City of Ashland



# Physical Profile

## Floodplain

- Areas adjacent to Ashland, predominately to the south, east, and north are within floodplain and floodways

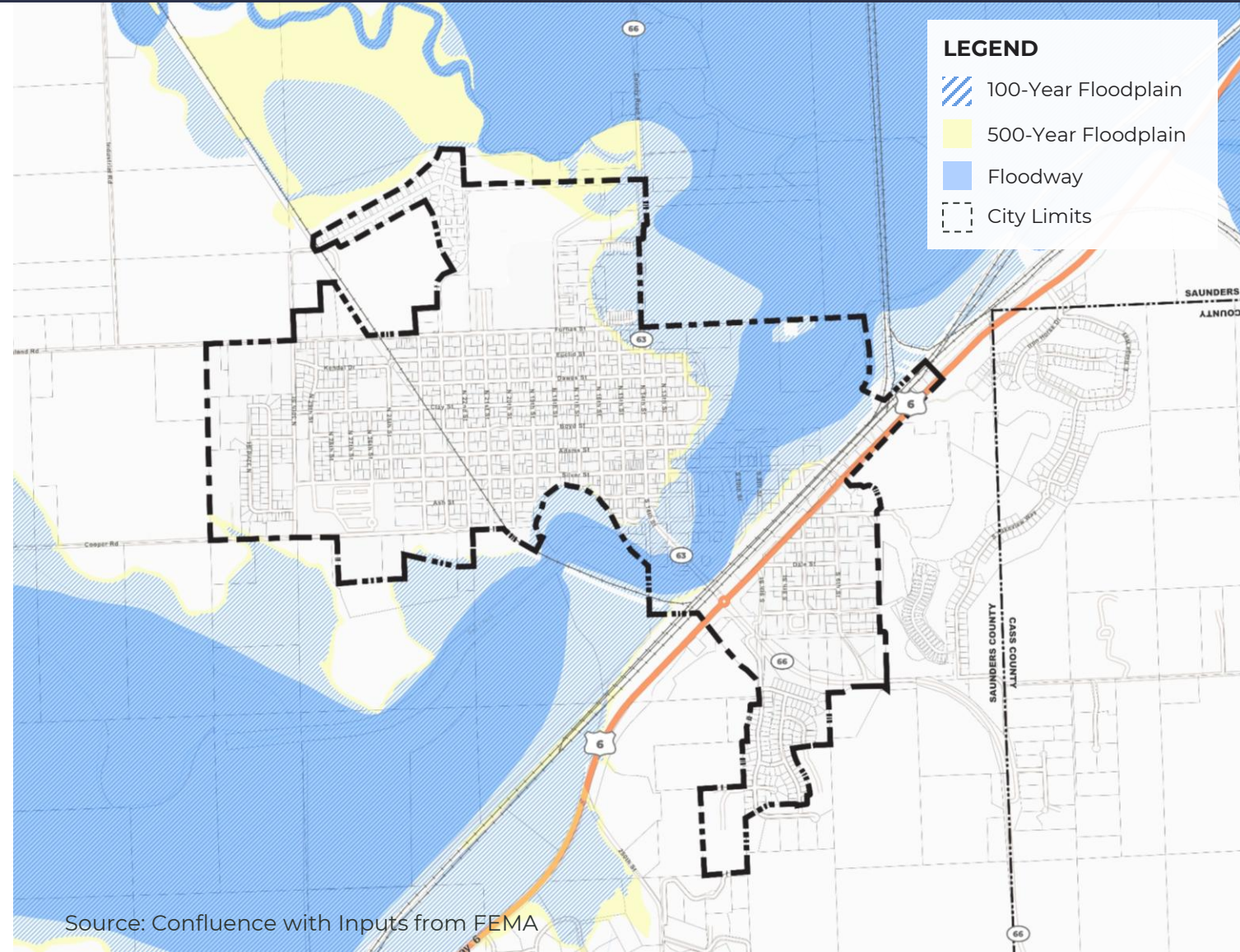




# Physical Profile

## Floodplain

- Extensive history of flooding due to the convergence of Platte River, Salt Creek, Wahoo Creek, Silver Creek and other smaller tributaries near the city's boundary





# Physical Profile

## Floodplain

- Aerial of Ashland taken in 2018, a year prior to the Nebraska floods



Source: NASA Earth Observatory, March 2018 Aerials



# Physical Profile

## Floodplain

- 2019 Clear Lake levee system breach and flood damage, causing damage to Camp Ashland and surrounding area



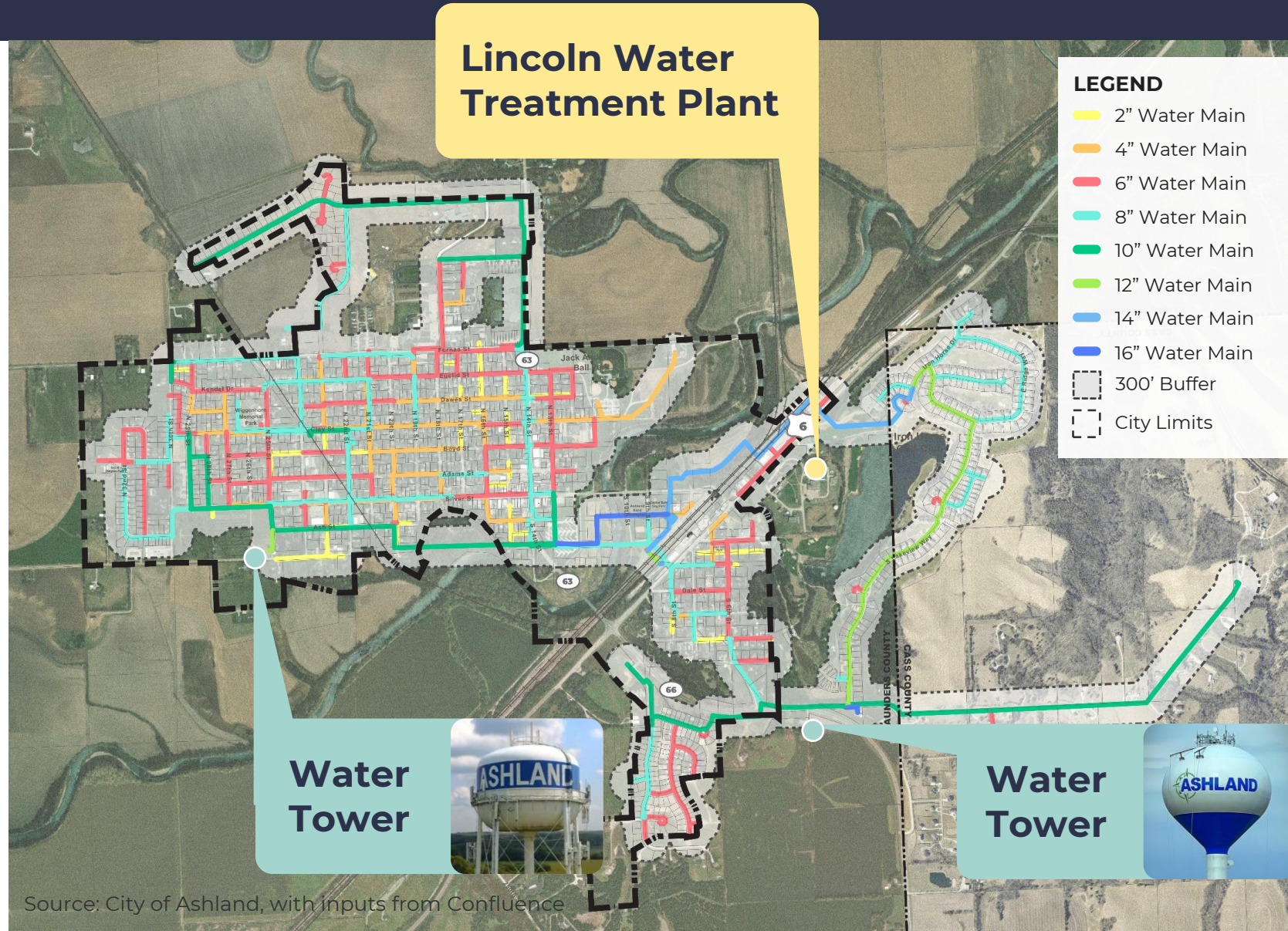
Source: NASA Earth Observatory, March 2019 Aerials



# Physical Profile

## Utilities and Infrastructure – Water

- City provided water service
- Extensive inspection, repairs and cleaning of the Ashland Water Tower in 2022
- Most areas within city limits are located within 300' of a water main



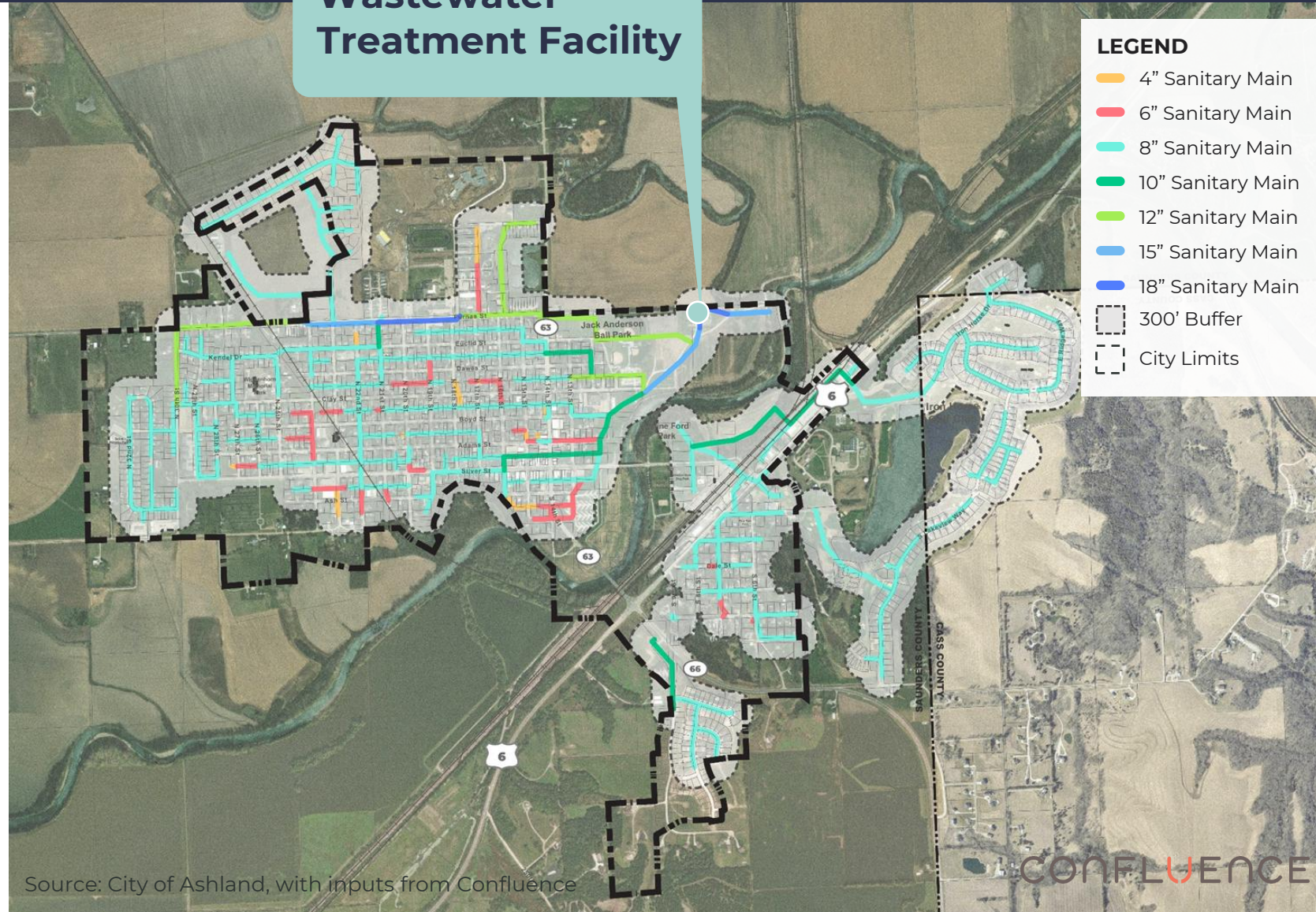


# Physical Profile

## Utilities and Infrastructure – Sanitary and Sewer Service

- City provides sewer service
- Wastewater Treatment Facility (WWTF) replaced in 2007
- Most areas are within 300' of a sanitary main, with service gaps occurring in areas just outside of city limits

### Wastewater Treatment Facility

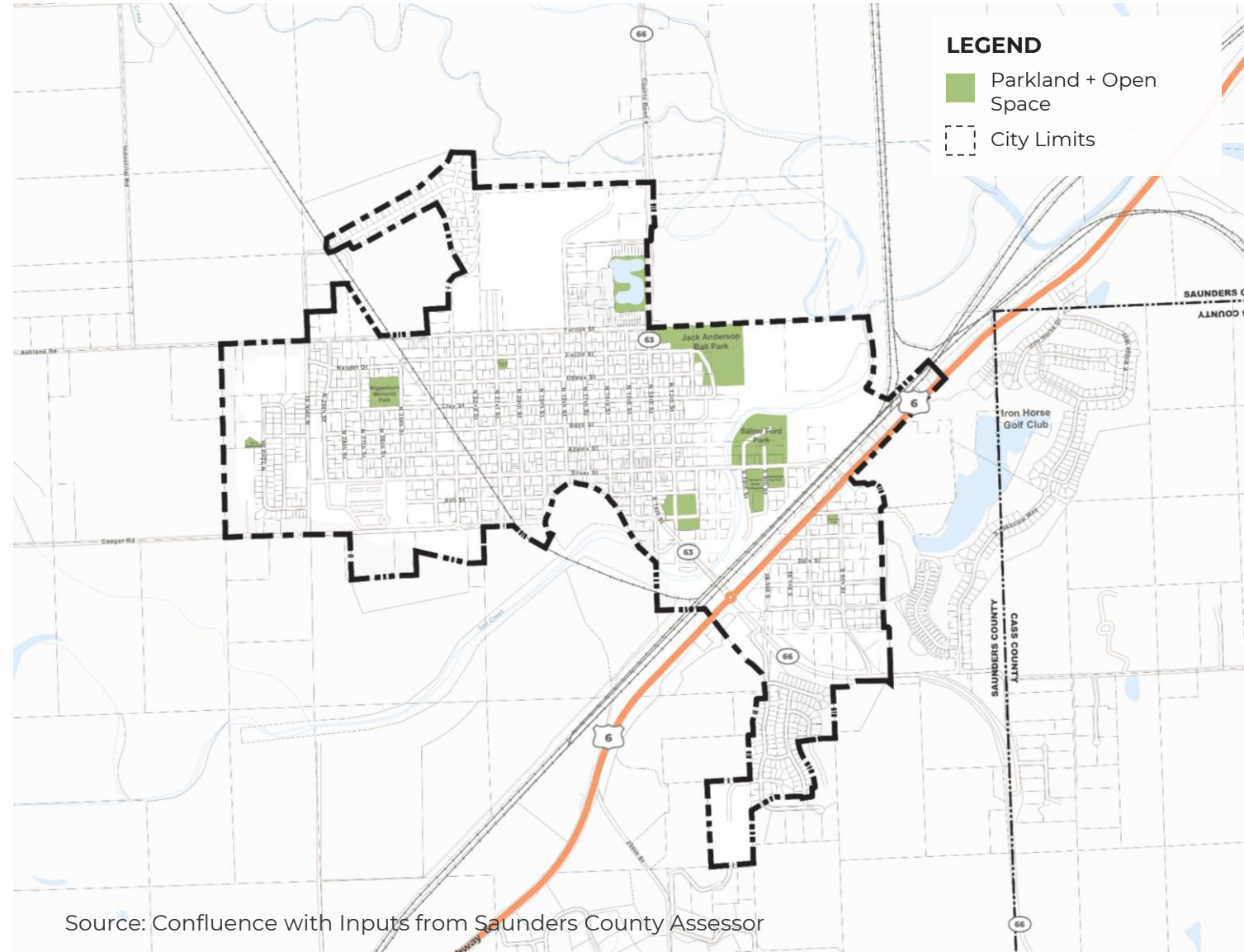




# Physical Profile

## Existing Parkland and Open Space

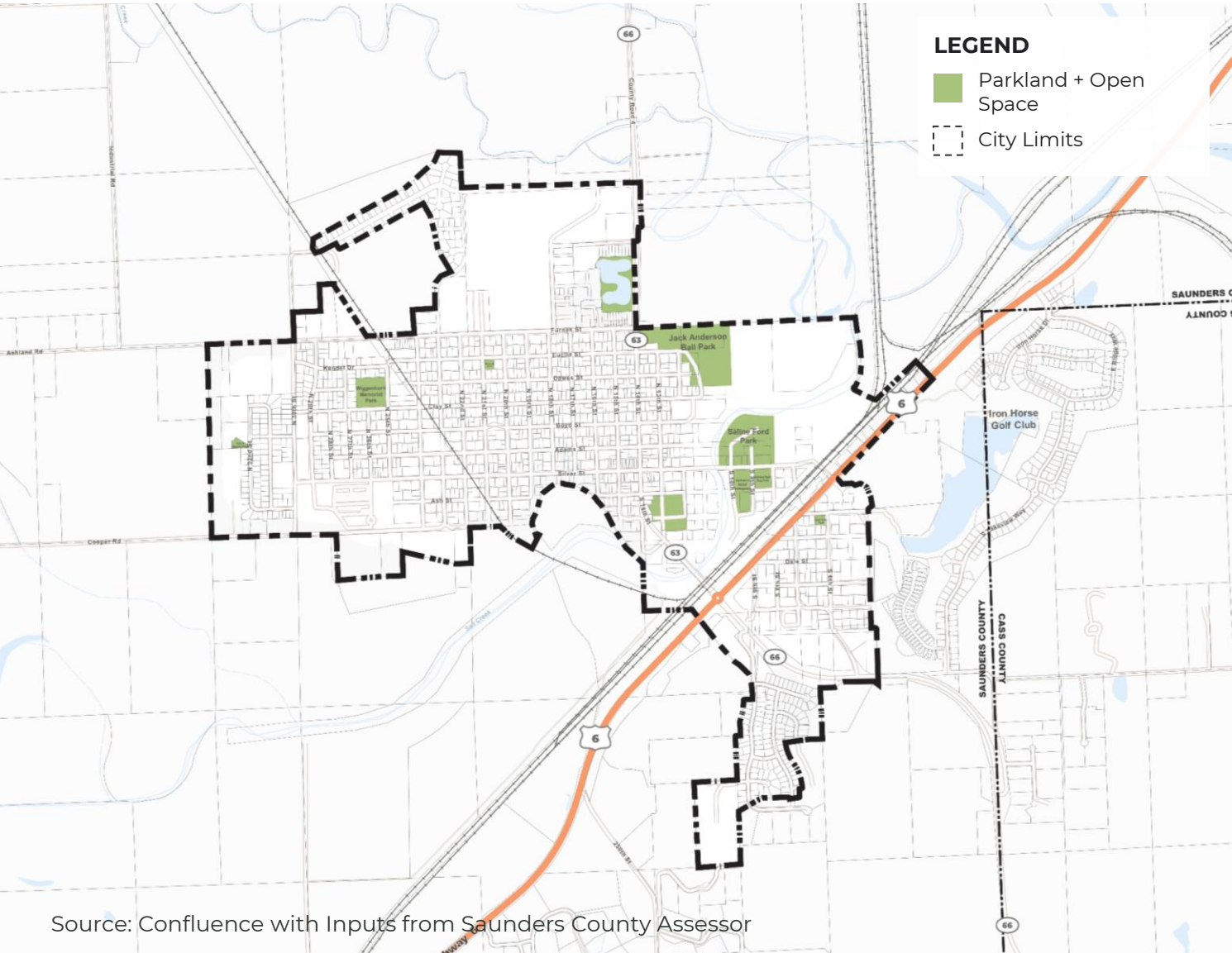
- The National Recreation and Park Association (NRPA) recommends a Level of Service (LOS) of **10.5 acres** of parkland for every 1,000 population
- In total Ashland has **43 acres** of parkland within city limits.
- Ashland's LOS is **14.2 acres** of parkland per 1,000 population



# Physical Profile

## Existing Parkland and Open Space

Park	Category	Acres
Euclid St. Park	Neighborhood	0.4
Kiddy Korner Park	Neighborhood	0.4
East Side Park	Neighborhood	0.5
Sabre Heights Park	Neighborhood	0.7
Wiggenhorn Park	Community	4.7
Ashland Sand Volleyball	Special Use	3.6
Central Bark Dog Park	Special Use	1.7
Saline Ford Park and Trail	Special Use	11.9
Jack Anderson Ball Park	Special Use	19.2



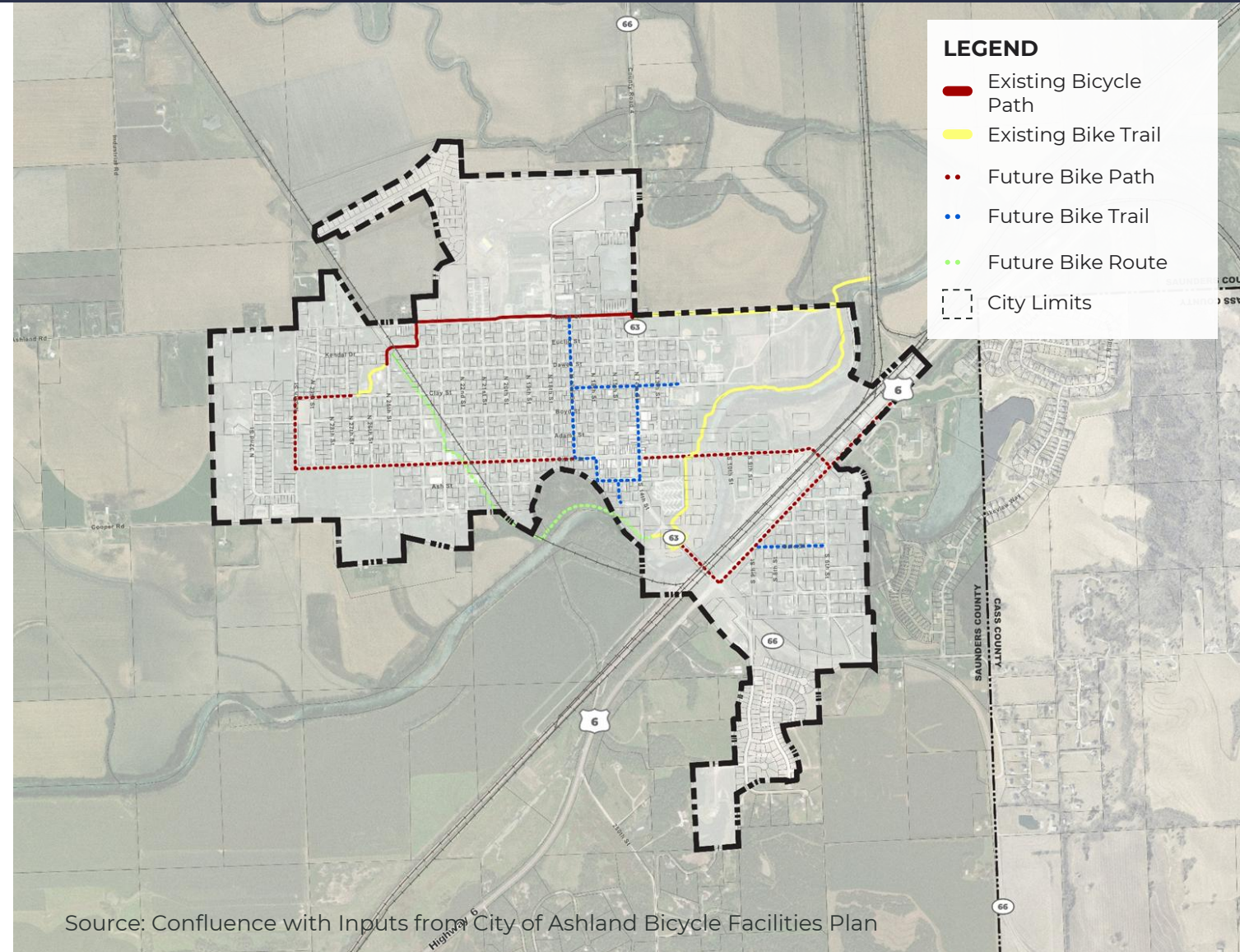
Source: Confluence with Inputs from Saunders County Assessor



# Physical Profile

## Bicycle and Walking Trails

- **2.93** miles of existing trails
- **5.33** miles of planned trails



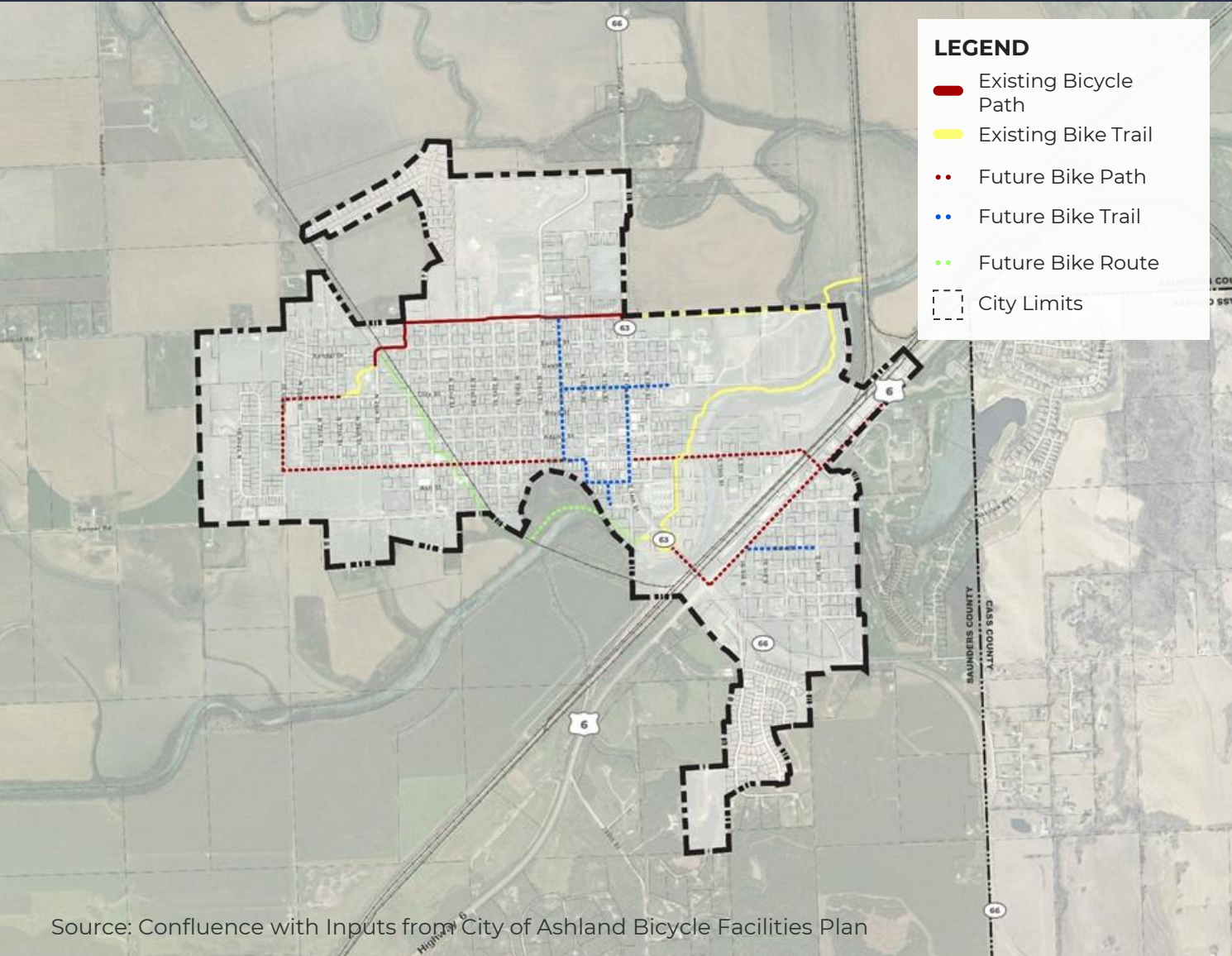
# Physical Profile

## Bicycle and Walking Trails

- Ashland's current LOS = **0.95 miles of trail per 1,000 residents**
  - If counting planned trails, the LOS would increase to **1.75 / 1,000 residents**

	All Municipalities	Municipalities with a Population less than 20,000
Median LOS	16.0	4.5
Lower Quartile	6.0	2.0
Upper Quartile	46.0	9.2

Source: National Recreation and Park Association (NRPA)



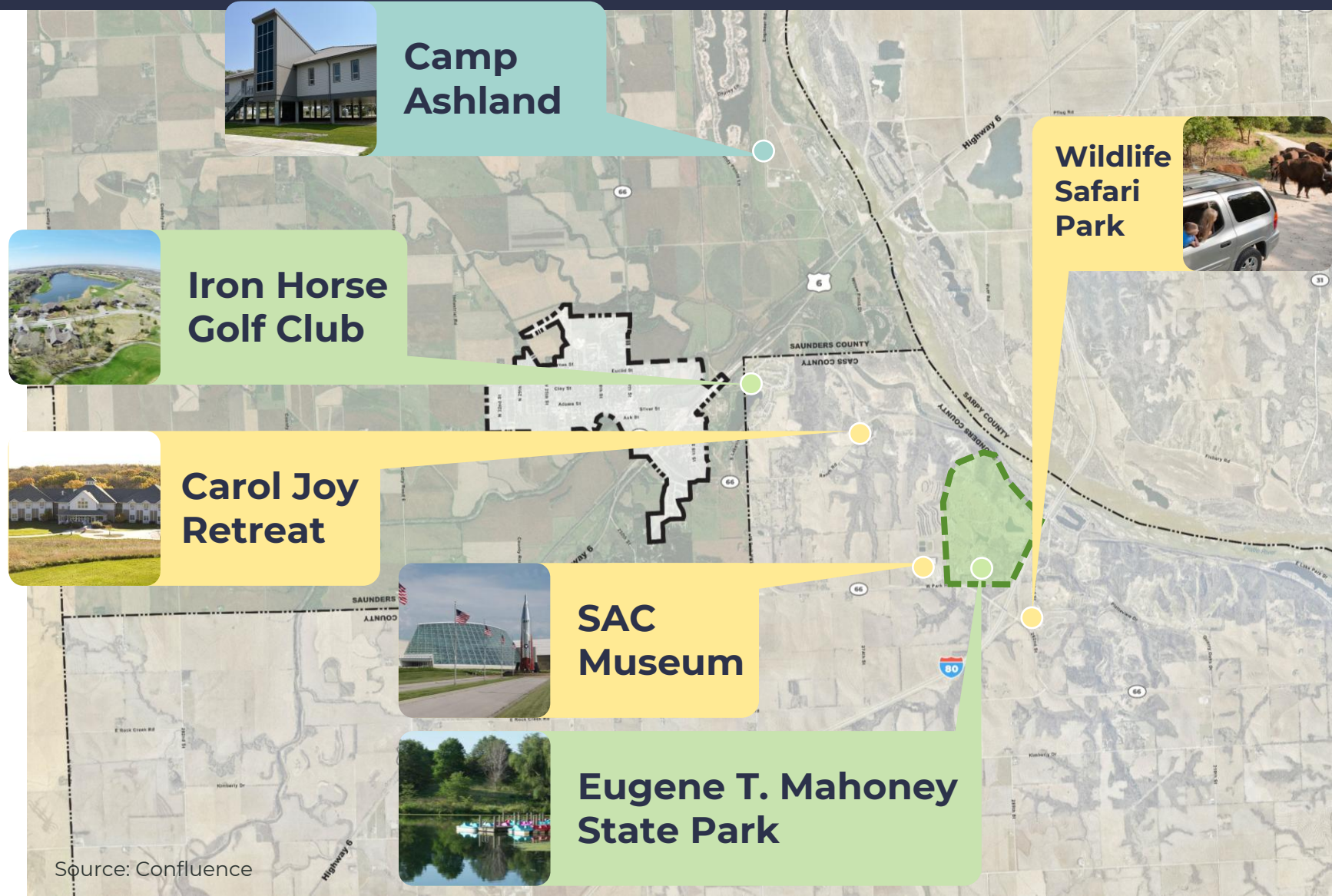
Source: Confluence with Inputs from City of Ashland Bicycle Facilities Plan



# Physical Profile

## Regional Attractions and Places of Interest

- Camp Ashland
- Iron Horse Golf Club
- Carol Joy Retreat & Conference Center
- Strategic Air Command & Aerospace Museum (SAC)
- Eugene T. Mahoney State Park
- Omaha Wildlife Safari Park
- And more! (Downtown, wineries, breweries)



- 01. Project Scope + Schedule Overview
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## 04. What's Next?



# What's Next?

## Near-Term

- Project Website Launch + Project Branding
- Stakeholder Interviews + Focus Groups
- Online Engagement + Special Events

## Mid-Term

- Public Visioning Workshop
- Engagement Review Meeting with Advisory Committee
- Engagement Review Meeting with Planning Commission and City Council

# What's Next?

## Project Branding in Development



# Project Schedule

## Advisory Committee Meeting #3: Public & Stakeholder Engagement Review

- June 24, 2025
- 6:00-7:30PM
- Ashland Public Library (1324 Silver St, Ashland, NE 68003)

	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026
PHASE 1: PROJECT RESEARCH + ANALYSIS																			
1.1 Project Pre-Kick-Off Meeting with City Staff (virtual)		Dec 16																	
1.2 Public Outreach Plan																			
1.3 Kick-Off Meeting with Comprehensive Plan Advisory Committee (AC #1) (in-person)				January 28															
1.4 Data Gathering and Existing Conditions Analysis																			
1.5 Project Branding																			
1.6 Project Website Launch																			
1.7 Existing Conditions Analysis Review Meeting with Advisory Committee (AC #2) (in-person)																			
PHASE 2: PUBLIC & STAKEHOLDER ENGAGEMENT																			
2.1 Stakeholder Interviews + Focus Group (virtual)																			
2.2 Interactive Engagement Activities on Website																			
2.3 Other Engagement Events (1 event, up to 3)																			
2.4 Public Visioning Workshop (PM #1) (in-person)																			
2.5 Public & Stakeholder Engagement Review with Advisory Committee (AC #3) (in-person)																			
2.6 Engagement Review Joint Workshop with Council and Commission (JW #1) (in-person)																			
PHASE 3: DRAFT PLAN + EVALUATION																			
3.1 Draft Plan																			
3.2 Draft Plan Review with Advisory Committee (SC #4 - #6) (virtual)																			
3.3 Draft Plan Public Open House (PM #2) (in-person)																			
3.4 Draft Plan Joint Workshop with Council & Commission (JW #2) (in-person)																			
3.5 Public Comment and Review Period																			
PHASE 4: FINAL PLAN + ADOPTION																			
4.1 Final Draft Plan																			
4.2 Planning Commission Public Hearing (PM #3) (in-person) (1st Mondays of the Month)																			
4.3 City Council Public Hearing (PM #4) (in-person) (1st and 3rd Thursdays of the month)																			
4.4 Final Plan Deliverables																			