

# CHAPTER 2 BIG IDEAS



# RECOMMENDATIONS

The recommendations of the Master Plan for Opelika's Carver and Jeter neighborhoods are strategically and specifically addressed to deal with current problems, address existing issues, and enable the community to realize its immense potential. While this plan is extensive in its capacity, it is vitally important to the ultimate success of the implementation of the overall plan that the proper strategy be utilized. Given the existing fiscal constraints experienced by local government, these recommendations are structured to stretch limited dollars and to position the City and neighborhoods favorably, given its limited funds and resources.

It is important to note two key concepts that were applied to the recommendations strategy of this process. First, a tremendous amount of good work has already been done in terms of planning for the downtown area. This plan does not attempt to "repackage" all of the various strategies, policies or recommendations that have already been put forward, are sound, and should be followed accordingly. Rather this plan attempts to delineate the most important steps for the community to take over the next several years to ensure that Opelika remains strong and vibrant. Lastly, this plan is cognizant that local budgets are stretched, and, as a result, funding must be spent wisely with limited dollars doing as much as is possible to provide a true "bang for the buck."

The following recommendations are bold and visionary and will enable Opelika to maintain its unique position within the region as a community with a high quality of life. Recommendations are subsequently broken down into the following geographic areas within the study area:

- + Carver Area
- + Jeter Area
- + Downtown Area

All Master Plan recommendations are further assigned corresponding time frames and responsible agencies for implementing corresponding recommendations in the Implementation chapter of this document.



## GATEWAY STREETS

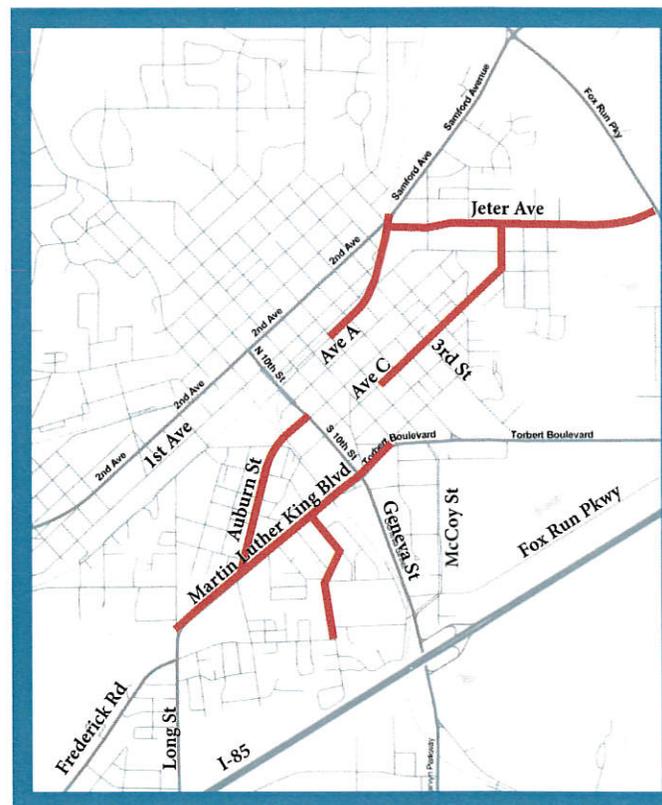
### CARVER & JETER AREAS

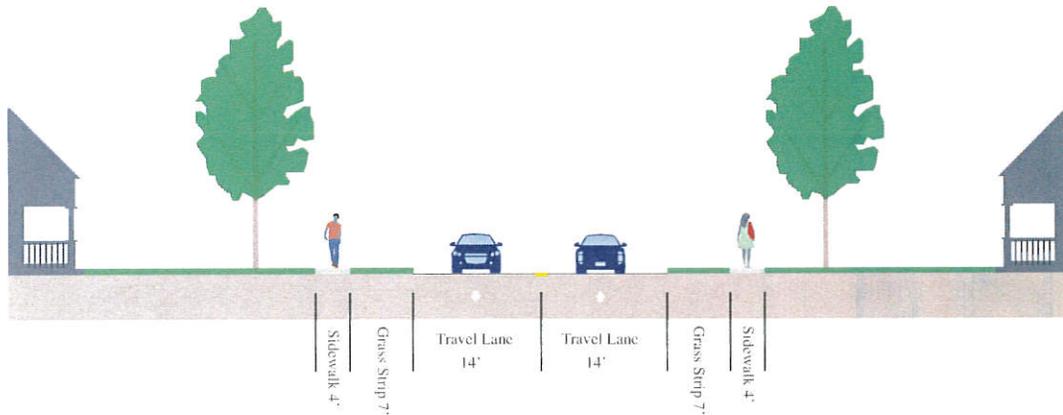
The key thoroughfares of the area should be treated as community gateway streets - welcoming visitors and residents to the community. Treatments can include additional street tree plantings along the street, new street light fixtures, neighborhood banners, street topper signs and proudly displayed neighborhood flags. Residents of the respective communities should be engaged to design these elements in a way that reflects the heritage, history, character and aspirations of each individual neighborhood.

The following thoroughfares should include this treatment:

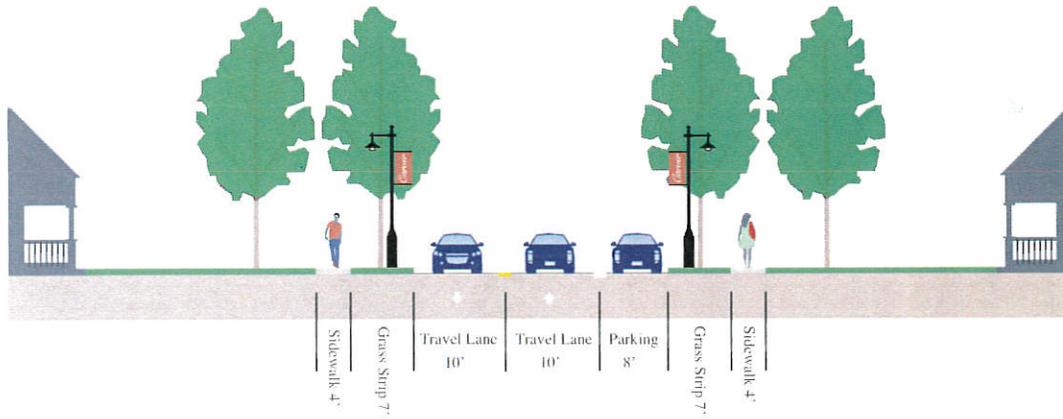
- Auburn St
- Darden St/Avenue C
- Jeter Ave
- Martin Luther King Blvd
- South Railroad Ave
- Toomer St

Study Area Reference Map





## GATEWAY STREETS: EXISTING



## GATEWAY STREETS: PROPOSED



Examples of Gateway Street elements includes decorative street lights, neighborhood banners, street sign toppers and neighborhood flags.