CHAPTER 4

IMPLEMENTATION

PRIORITIZATION

This section of the plan outlines the pertinent details that will provide guidance to implement the overall plan. Responsible entities are highlighted; budgets estimated and projected time lines are provided. The result is a broad set of resources that can guide the community towards bringing the plan to life.

Some of the methods and processes for implementation are easy and able to be achieved quickly - within the next 12 months. Other mechanisms and schedules will be more challenging and will necessitate the involvement of many agencies or partners and multiple funding streams over the next 12 to 36 months. Additional aspects of implementation will take between 36 and 60 months to achieve as many recommendations will build upon the implementation of other goals. These recommendations will thus serve as a foundation for the longer term goals/recommendations.

City-funding sources are always limited but private funding sources could be available through organizations that provide grants for related causes, which would enable funding of certain projects to occur faster than normal. The time frames assigned to each of the recommendations in the tables of this section are identified as follows:

- Short-term - projects that can be completed within 12 months
- Mid-term - projects that can be completed within 12 to 36 months
- Long-term - projects that can be completed within 36 to 60 months

SHORT-TERM PROJECTS within 12 months

PROJECT	MASTER PLAN RECOMMENDATION	COST	AGENCY
Form task force to design neighborhood banners & flags	# 1	None	AA, CD
Form task force to create street art designs & concepts	# 2	None	AA, CD
Implement task force recommendations for street art	# 2	$10,000/intersection	AA, PW/CE
Form task force to plan historic Darden High School trail	# 4	None	CD, HS, PW/CE
Form task force to determine list of historic figures	# 5	None	CD, HS
Create dream catcher opportunities throughout the community	# 7	$1,000	AA, CD
Form task force to spur re-investment into single-family homes in the community	# 8	None	CD, PS
Analyze emergency responses caused by mobile home parks	# 9	None	PD
Form task force to establish new community business incubator	# 10	None	CD, PS
Form task force to establish new bikeshop	# 11	None	GP
Finalize plans for implementation of the new bike-pedestrian path	# 12	$15,000	PL, PW/CE
Form task force to establish new urban farm	# 18	None	CD
Create an outdoor reading room at the public library	# 19	$15,000	LB
Install murals underneath the 10th St bridge	# 20	$10,000	AA, PW/CE
Implement new zoning ordinance changes	# 23	None	PL
Conduct a Tax Increment Financing district feasability analysis	#24	TBD	CD, PL

AA - Opelika Arts Association
HS - Opelika Historic Preservation Society
PW/CE - Opelika Departments of Public Works & Civil Engineering
PS - Private sector
CD - Opelika Community Development Office
LB - Lewis Cooper Jr. Memorial Library
PD - Opelika Police Department
GP - Greater Peace Baptist Church
PL - Opelika Department of Planning
PR - Opelika Department of Parks and Recreation

MID-TERM PROJECTS within 12 to 36 months

PROJECT	MASTER PLAN RECOMMENDATION	COST	AGENCY
Create neighborhood banners (for placement on street lights)	# 1	$250 per banner	PW/CE
Create neighborhood flags (for placement in front of houses & businesses)	# 1	$10 per flag	CD
Install street sign toppers on designated thoroughfares	# 1	$40 per topper	PW/CE
Repair broken & dilapidated sidewalks on designated thoroughfares	# 1	$6.50 per linear foot	PW/CE
Install 6th St/Ave A, 10th St/Ave B & MLK/Auburn traffic circles	# 3	$75,000 per circle	PW/CE
Create historic Darden High School trail	# 4	$50,000	HS, PW/CE
Adopt new Carver and Jeter historic zoning districts	# 6	None	PL
Adopt new updates to the mobile home park ordinance	# 9	None	PL
Launch new business incubator	# 10	TBD	PS
Launch new bikeshop	# 11	TBD	GP
Install new bike-pedestrian path from Pepperell Village to South Railroad Ave	# 12	$350,000	PW/CE
Finalize plan to acquire Lee County property at Magazine Ave	# 14	None	CD, PL
Finalize development team/funding for Carver area Housing Authority redevelopment	# 15	None	CD, PL
Finalize development team/funding for Jeter area Housing Authority redevelopment	# 16	None	CD, PL
Finalize development team/funding for South Railroad redevelopment	# 17	None	CD, PL
Create new urban farm	# 18	TBD	CD
Finalize development team/funding for downtown townhomes	# 19, 20, 21, 22	None	PS
Build/relocate historical structures for new Ave A offices	# 19	TBD	CD, HS
Create new parking spaces to replace the current downtown square parking area	# 20	TBD	PW/CE
Redesign Geneva St at 1st Baptist Church to become a pedestrian way/textured drive	# 22	$15 per linear foot	FB
Creation of new Tax Increment Financing district	#24	None	CD, PL

CD - Opelika Community Development Office
HS - Opelika Historic Preservation Society
PR - Opelika Department of Parks and Recreation
FB - First Baptist Church of Opelika
PL - Opelika Department of Planning
PS - Private sector
GP - Greater Peace Baptist Church
PW/CE - Opelika Departments of Public Works & Civil Engineering

LONG-TERM PROJECTS within 36 to 60 months

PROJECT	MASTER PLAN RECOMMENDATION	COST	AGENCY
Install decorative street lights on designated thoroughfares	# 1	$700 per light	PW/CE
Install 1st phase of plaques to honor local significant figures	# 5	$400 per plaque	HS, PW/CE
Install new bike-pedestrian path from South Railroad Ave to Opelika High School	# 12	$250,000	PW/CE
Create a new commercial node at MLK & Magnolia	# 13	TBD	PL, PS
Implement plan for Magazine Ave redevelopment	# 14	TBD	PL, PS
Implement plan for Carver area Housing Authority redevelopment	# 15	TBD	PL, PS
Implement plan for Jeter Housing Authority redevelopment	# 16	TBD	PL, PS
Implement plan for South Railroad redevelopment	# 17	TBD	PL, PS
Create new civic/govt building at corner of 7th St/Ave B	# 19, 20, 21, 22	TBD	PL, PS
Implement development plan for downtown townhomes	# 19, 20, 21, 22	TBD	PL, PS
Create new/expanded downtown square	# 20	$300,000	PW/CE, PR
Implement plan for limited downtown commercial redevelopment	# 21	TBD	PL, PS
Convert triangle at Ave C/Geneva to plaza & eatery	# 22	$100,000	PL, PR, PS

HS - Opelika Historic Preservation Society
PR - Opelika Department of Parks and Recreation
PL - Opelika Department of Planning
PS - Private sector
PW/CE - Opelika Departments of Public Works & Civil Engineering