

First Steps Implementation Strategy

The time frame for this plan's vision and implementation could extend up to twenty years – or even more. Because community development occurs within a dynamic environment, no set of specific implementation steps can remain valid for such a long time. Even in the short term, changing economic, social, political and cultural conditions may dictate a different sequence of events. Some projects might be implemented earlier if the right set of opportunities present themselves, or the community may determine that a project should be tabled as new opportunities emerge and others take priority. Because of these limitations, an implementation strategy can only be a general guide for implementing key aspects of the plan.

While many of the actions identified here relate directly to projects or improvements to be accomplished by Red Oak government, civic and economic organizations, they also offer direction to potential developers and investors about where and how they can seek to create projects that “fit” within the framework of the community's vision for Red Oak.

First Steps Implementation Strategy Summary

On-Going Actions

Immediate, and continuing throughout term of strategic planning period

- **Acquire properties in areas designated in the Strategy Plan as key sites for development and redevelopment in downtown and along Broadway**
 - Red Oak Coalition (ROC), City of Red Oak (City), and proposed Downtown Investment Consortium
 - **Maintain business and property inventory databases to be used as tools for business expansion and recruitment prospecting**
 - “Recruiter” (to be delegated)
 - **Aggressively market and promote the Advanced Telecommunications System (ATS)**
 - ROC – Telecommunications & Technology Committee
-

Early Actions

Immediate to Three Years

- **Establish a Downtown Investment Consortium**
 - ROC – Downtown Committee
 - **Delegate responsibilities and implement business recruitment efforts**
 - ROC – Downtown Committee & Retail Subcommittee, and Downtown Investment Consortium
 - **Develop and/or recruit a downtown activity generator**
 - ROC – Downtown Committee, Downtown Investment Consortium, with possible City participation
 - **Review and update comprehensive plan for conformance with directions of Strategy Plan**
 - As a public policy document, it is appropriate for the City to take the lead on the project; the ROC should play a key role in the plan's creation, capitalizing on lessons learned during the Strategy Plan's development and innate knowledge of current activities.
 - **Review and update zoning ordinances controlling development in Downtown and along Broadway**
 - City and ROC, taking the same roles as those described for the Comprehensive Plan
 - **Establish a downtown management and maintenance program**
 - ROC-Downtown Committee and Retail Subcommittee, Downtown Investment Consortium and City
 - **Renovate or redevelop three properties in downtown**
 - ROC – Downtown Committee and Downtown Investment Consortium, with possible City participation
-

Early Actions*Immediate to Three Years*

- **Establish downtown district boundaries for downtown expansion**
 - ROC – Downtown Committee and City
- **Immediate to Three Years Address flood control issues and develop a concept plan for reclamation of Red Oak Creek and associated trails**
 - City and ROC – Red Oak Creek Committee
- **Initiate development of limited downtown housing**
 - ROC – Downtown and Housing Committees and Downtown Investment Consortium
- **Determine responsibilities and implement a program to maintain Broadway Avenue streetscape improvements**
 - ROC – Broadway & Entryways Committee and City, working in cooperation with Iowa Department of Transportation (IDOT)
- **Initiate roadway and aesthetic enhancements to Broadway**
 - ROC – Broadway & Entryways Committee and City, working in cooperation with IDOT
- **Initiate development of limited housing along the east side of Broadway**
 - ROC – Broadway & Entryways and Housing Committees
- **Promote and expedite efforts to install an Advanced Telecommunications System and technology infrastructure**
 - ROC – Telecommunications & Technology Committee
- **Conduct feasibility study for the creation of a Performing Arts Center**
 - ROC Recreation & Culture Committee – Performing Arts Center Subcommittee
- **Initiate development of the Performing Arts Center**
 - ROC Recreation & Culture Committee – Performing Arts Center Subcommittee

Intermediate Actions*Four to Eight Years*

- **Expand downtown housing opportunities**
 - ROC – Downtown and Housing Committees and Downtown Investment Consortium
- **Renovate or redevelop six properties in downtown**
 - ROC – Downtown Committee and Downtown Investment Consortium, with possible City participation
- **Redevelop properties along the south side of Red Oak Creek along the boundaries of downtown**
 - City and ROC – Red Oak Creek Committee

Long Term Actions*Nine Years or Longer*

- **Redevelop properties within and in close proximity to the east side of the 500 Broadway Avenue block**
 - ROC – Broadway & Entryways and Downtown Committees and Downtown Investment Consortium
-