



06 IMPLEMENTATION

Introduction

A successful community is one that establishes a clear vision for its future and identifies the actionable steps necessary to achieve it. This chapter provides the implementation techniques and strategic priorities that address the vision, recommendations, and related policies established throughout the Ada Comprehensive Plan.

Furthermore, this chapter has been structured into a coordinated action program so that Ada's city leaders, staff, and other decision-makers can easily identify the pathways necessary to realize the goals described within this Plan.

Strategic Prioritization

It is crucial to understand that most municipalities cannot afford to complete all desired tasks and capital projects simultaneously. Therefore, it is essential to identify the top priorities that are most critical to advancing the City's overarching vision.

While many of the recommendations outlined in this Comprehensive Plan will take several years to fully complete, this chapter is designed to help the City of Ada systematically manage its growth and resources by helping to:

- Identify attainable, short-term goals that build immediate momentum and demonstrate progress to the community.
- Establish a framework for long-term planning to guide future development and infrastructure decisions.
- Responsibly allocate funding in upcoming budget cycles and Capital Improvement Programs for more complex, costlier projects.



Understanding the Implementation Matrix

To ensure the goals and policies of this Plan translate into tangible results, the actions throughout this Plan have been organized into a comprehensive Implementation Matrix. The matrix serves as a quick-reference guide for City staff, elected officials, and the public, detailing exactly what needs to be done, when it should be initiated, and who is responsible for seeing it through.

The matrix is organized into four primary columns:

- **Topic(s):** This column categorizes the overarching theme of the recommendation. As shown in the excerpt, these themes encompass broader municipal planning areas such as “Future Land Use,” “Housing and Neighborhoods,” and the “Zoning and Subdivision Framework.”
- **Action:** This column details the specific policy, regulatory update, or administrative task to be completed. Examples include streamlining administrative processes (like lot splits) or adopting new regulatory documents (such as a Unified Development Code).
- **Initiation Time Frame:** Because resources and staff time are limited, actions must be strategically phased. This

section identifies the target window for initiating the action, divided into:

- 1-3 Years: High-priority or foundational tasks that require immediate attention.
 - 4-6 Years: Mid-term objectives that may require prior foundational steps to be completed first.
 - 7-10+ Years: Long-term goals requiring significant planning or capital.
 - Ongoing: Continuous administrative practices, such as incentivizing specific housing developments, that do not have a defined completion date.
- **Key City Entities:** This column assigns accountability by identifying the primary departments, boards, or staff members responsible for executing the action. Common entities include Community Development, Public Works, Legal, and the City Manager.

By utilizing this structured matrix, the City establishes a clear baseline for accountability and provides a mechanism to easily monitor progress during annual departmental reviews and budget cycles.



Implementation Matrix

Topic(s)	Action	Initiation Time Frame				Key City Entities
		1-3 Years	4-6 Years	7-10+ Years	Ongoing	
Future Land Use						
Housing and Neighborhoods	Incentivize “Missing Middle” Housing: Encourage the development of townhomes, duplexes, and cottage courts to fill gaps in the housing market and support aging-in-place.				●	Community Development
Housing and Neighborhoods	Streamline Lot Splits: Allow administrative (staff-level) approval for standard lot splits and combinations to reduce barriers and costs for infill development.	●				Community Development, Public Works
Housing and Neighborhoods	Promote Smart Growth Patterns: Encourage Traditional Neighborhood Design (TND) and Conservation Development to foster walkability, preserve open space, and reduce infrastructure maintenance costs.	●				Community Development, Public Works
Zoning and Subdivision Framework	Adopt a Unified Development Code (UDC): Consolidate zoning ordinances, subdivision regulations, and design standards into a single, cohesive, and user-friendly document.	●				City Manager, Community Development, Legal, Public Works
Zoning and Subdivision Framework	Increase Urban Core Flexibility: Relax rigid dimensional standards in older neighborhoods by allowing reduced setbacks, flexible lot sizes, and reduced mandatory off-street parking minimums.	●				Community Development, Legal, Public Works
Zoning and Subdivision Framework	Enforce Consistent Platting: Require platting for all land divisions and new developments to protect infrastructure investments and ensure logical street and utility networks.	●				Community Development, Public Works

Topic(s)	Action	Initiation Time Frame				Key City Entities
		1-3 Years	4-6 Years	7-10+ Years	Ongoing	
Pedestrian Mobility and Connectivity	Mandate New Sidewalks: Require sidewalk installation in all new residential and commercial developments to build a continuous pedestrian network.	●				Community Development, Public Works
Pedestrian Mobility and Connectivity	Enhance the Downtown-ECU Corridor: Upgrade crosswalks, lighting, and pathways to safely and seamlessly connect East Central University with Downtown Ada.			●		Public Works
Pedestrian Mobility and Connectivity	Target Sidewalk Gaps: Identify and construct missing sidewalk links in existing neighborhoods to improve pedestrian access to parks, schools, and local amenities.				●	Public Works
Branding, Signage and Landscaping	Bolster Landscaping Requirements: Update development codes to mandate landscaping along street frontages, side yards, and parking lot interiors for all new commercial developments.	●				Community Development, Public Works
Branding, Signage and Landscaping	Partner with ODOT: Collaborate with the state to incorporate landscaping within the public right-of-way along major state-maintained corridors.		●			City Manager, Community Development, Public Works
Branding, Signage and Landscaping	Install Major Gateway Signage: Design and construct large monumental gateway signs at key entrances, potentially along US-377, Craddock Road, and West Main Street.		●			City Manager, Community Development, Public Works
Branding, Signage and Landscaping	Implement Context-Sensitive Signage: Tailor commercial sign regulations to specific districts (e.g., pedestrian-scale Downtown vs. larger monument signs on highways) and roll out localized branding signage for legacy neighborhoods.		●			Community Development, Legal, Public Works

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Targeted Concepts	Establish the Main Street Depot: Initiate strategic discussions with the Burlington Northern and Santa Fe (BNSF) Railroad regarding the East Main Street parcel, specifically tailored for movable and temporary structures. Design and install the necessary temporary infrastructure, such as string lighting, communal seating, and vendor layout plans, to successfully activate the downtown weekend farmers market.		●			City Manager, Community Development, Legal, Public Works
Targeted Concepts	Repurpose the Old Train Depot: Fund and initiate an adaptive reuse project for the vacant train depot at the western edge of downtown to transform it into a dedicated visitor center, heritage facility, or community hub.			●		City Manager, Parks & Recreation, Community Development
Targeted Concepts	Develop the East Main Promenade: Evaluate proposals and partner with qualified commercial developers to transform the City-owned parcels between East 10th and East 12th Streets into a vibrant, mixed-use district.	●				City Manager, Community Development, Legal, Public Works
Design and Aesthetics	Implement Context-Sensitive Facade & Setback Standards: Use building facade standards as flexible guidelines rather than rigid roadblocks for core infill. Encourage varied front setbacks in new subdivisions while matching the historic “street wall” in older areas.	●				Community Development, Legal

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Design and Aesthetics	Garage Placement: Encourage detached, J-style (swing-in), or recessed front-facing garages to prevent vehicle storage from dominating residential streetscapes.	●				Community Development
Design and Aesthetics	Require Dark-Sky Lighting: Require “full cutoff” fixtures for all street, pathway, and building-mounted lighting to prevent glare and light trespass onto adjacent properties.	●				Community Development, Legal
Infrastructure						
Infrastructure Coordination Efforts	Enhance Intergovernmental Partnerships: Maintain regular planning and utility coordination with the Chickasaw Nation, Pontotoc County, and ODOT to benefit the broader region.				●	City Manager, Community Development, Public Works
Infrastructure Coordination Efforts	Coordinate with Private Utility Providers: Share long-term growth maps with electric, gas, and broadband providers to align expansions, share joint corridors, and minimize street disruptions.				●	City Manager, Community Development, Public Works
Transportation Network	Apply ADT Volume Thresholds: Utilize standardized daily traffic thresholds to guide data-driven decisions for pavement design, intersection capacities, and right-of-way expansions.				●	City Manager, Community Development, Public Works
Transportation Network	Codify Street Typologies in the New UDC: Integrate the defined arterial, boulevard, and collector typologies into the new UDC to preserve appropriate right-of-way widths during development.	●				Community Development, Legal, Public Works

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Transportation Network	Establish Pedestrian and Bike Standards in the UDC: Update UDC infrastructure rules to require connected sidewalks, trails, landscaping for shade, and flexible spaces like downtown streeteries.	●				Community Development, Legal, Public Works
Public Facilities	Continue Landfill Capacity Evaluations: Continue engineering studies, financial analyses, and environmental reviews to address capacity at the County Road 1520 landfill.				●	City Manager, Legal, Public Works
Public Facilities	Evaluate Fire Station Coverage and Training Space: Maintain a high ISO rating by monitoring outlying growth zones against response targets to determine substation needs, maximizing engine bay dimensions, and maintaining rescue training spaces.				●	City Manager, Public Safety, Community Development, Public Works
Public Facilities	Balance Civic Facility Upgrades with Staffing: Align facility planning at City Hall, Public Works, and the Library with appropriate staffing considerations to ensure smooth service delivery as workloads grow.	●				City Manager, Library, Community Development, Public Works
Financing and Funding	Maximize Local and State Funding Tools: Leverage Capital Improvement Sales Taxes against OWRB loans, State Revolving Funds, and CDBG grants for major infrastructure overhauls.				●	City Manager, Community Development, Legal, Public Works
Financing and Funding	Commission an Impact Fee Study: Evaluate whether establishing a one-time development fee system aligns with Ada's trajectory to ensure new growth funds its required utility expansions.		●			City Manager, Community Development, Legal

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Financing and Funding	Deploy Targeted Financial Districts: Utilize Tax Increment Financing (TIF) to catalyze underutilized areas to fund localized upgrades via special assessments.		●			City Manager, Community Development, Legal
Parks and Trails						
Centennial Extension	Extend Centennial Trail: Implement the targeted Centennial Trail Extension concept by securing diverse grant funding and utilizing tribal and institutional partnerships to fund gaps in the trail network.		●			City Manager, Parks and Recreation, Legal
Centennial Extension	Integrate Multi-Modal Trail Infrastructure: Standardize the installation of multi-use trail amenities, including bicycle lanes, designated trailheads, and pedestrian safety features at major crossings.			●		Parks and Recreation, Public Works
Centennial Extension	Deploy Active Trailside Amenities: Identify strategic nodes along the trail to install specialized outdoor recreation and wellness equipment, such as public workout stations and rest areas.			●		Parks and Recreation
Centennial Extension	New Park Connectivity to the Trail Network: Integrate a formal review process into future development frameworks ensuring that new development does not neglect opportunities to connect to the trail system. This process should guide design teams to evaluate and incorporate direct linkages to the primary trail system where feasible.				●	Parks and Recreation, Community Development

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Financing and Funding	Launch an Adopt-A-Park and Adopt-A-Trail Program: Create a structured sponsorship framework allowing local corporations, civic organizations, and private businesses to sponsor specific trail segments, parks, or park amenities to assist with capital costs and operational management.	●				City Manager, Parks and Recreation
Financing and Funding	Maximize Diverse Federal and State Grant Funding: Continue to actively pursue capital programs like the Recreational Trails Program (RTP), Land and Water Conservation Fund (LWCF), CDBG grants, Oklahoma Tourism and Recreation Department (OTRD) grants, and ODOT TAP Grants to fund park acquisitions and expansions.				●	Parks and Recreation
Financing and Funding	Implement Local Municipal Financing Tools: Continue to leverage voter approved dedicated sales taxes and the Park Revolving Fund to establish steady, predictable funding streams for long term maintenance and major capital overhauls.				●	City Manager, Parks and Recreation, Finance
Financing and Funding	Position the Parks and Trails Chapter as a Local Master Plan: Formally submit this chapter to the Oklahoma Tourism and Recreation Department (OTRD). Leveraging this chapter to demonstrate strategic vision and documented local needs will directly strengthen future applications, giving the City priority access to state and federal grant funding for upcoming projects.	●				Parks and Recreation

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Intergovernmental and Institutional Partnerships	Align Planning Efforts with East Central University: Jointly coordinate pedestrian pathways, trail networks, and campus entrances with the ECU Strategic Plan to support a growing student workforce and create a seamless transition into the downtown district.		●			City Manager, Parks and Recreation, Public Works
Intergovernmental and Institutional Partnerships	Coordinate Regional Investments with the Chickasaw Nation: Maintain regular communication and joint planning with the Chickasaw Nation to align park and trail development with tribal health initiatives, maximizing dual investments that benefit the greater regional population.				●	City Manager, Parks and Recreation
Parks Management and Assessments	Establish an Asset Maintenance First Policy: Continue to prioritize funding toward repairing, upgrading, and renovating existing park facilities and equipment before committing municipal resources to construct new additional amenities.				●	Parks and Recreation, Finance
Parks Management and Assessments	Monitor Population Growth Thresholds: Track community expansion and residential development patterns to identify when, and where, additional park facilities must be built to alleviate service burdens on existing parks.				●	Parks and Recreation