

LAND USE: OVERVIEW

REVIEW: Community Insights & Identified Future Direction

1. NEEDS & OPPORTUNITIES

NEEDS:

- Better places for community celebrations.
- Beautify the city.
- Preserve communal greenspace.
- Housing options for all stages of life.
- Approach growth with a strategic mindset.

OPPORTUNITIES

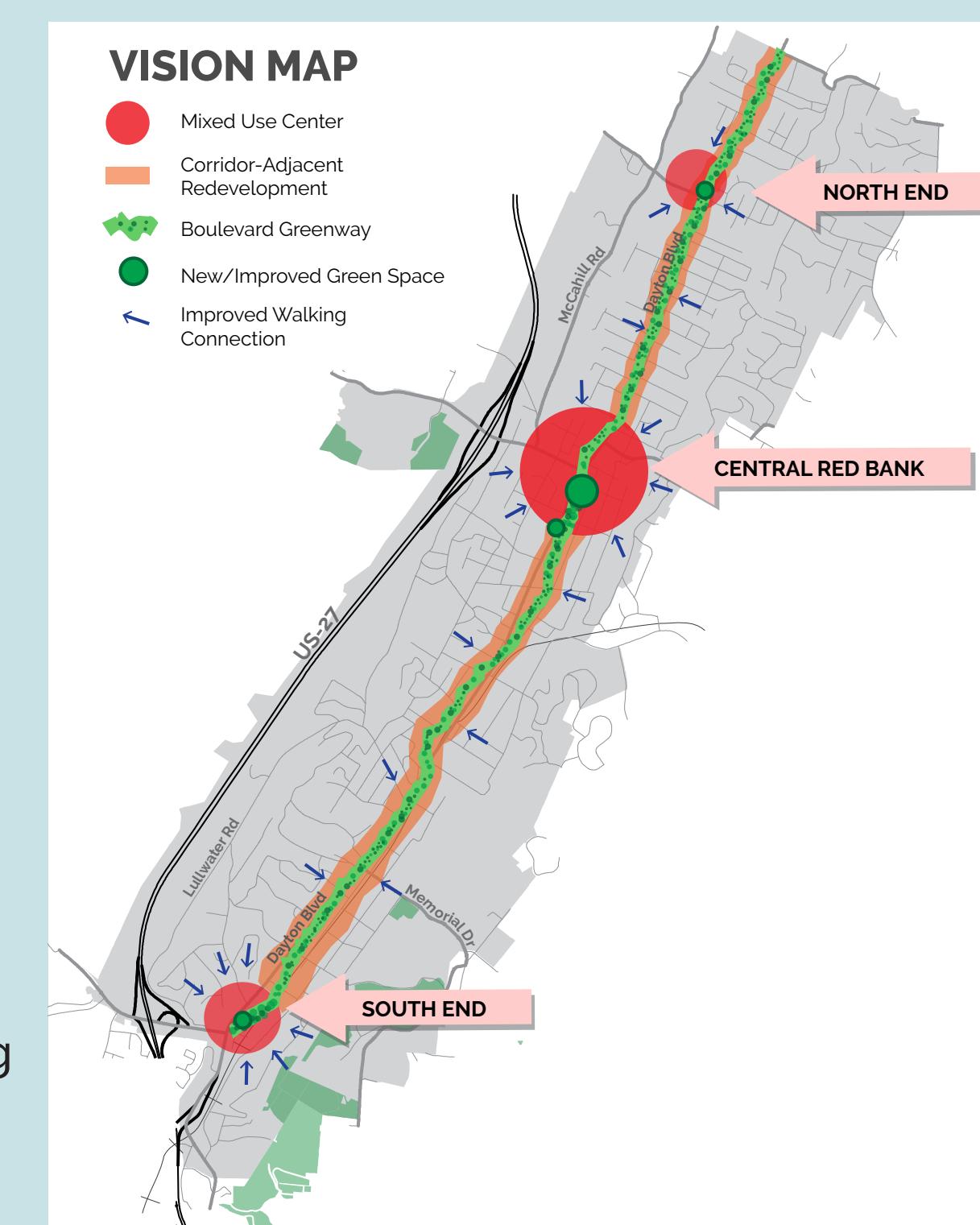
- Celebrate Red Bank's small town feel.
- Upgrade infrastructure for growth.
- Connect neighborhoods to destinations.
- Increase civic spaces for public use.
- Increase access to the outdoors.

3. VISION

- The **Boulevard Greenway** will serve as a focal point for development and redevelopment.
- **Green spaces** will enhance three mixed-use centers: South End, Central Red Bank, and North End.
- **Lower-scale development** with a mix of commercial and housing is envisioned between these centers, fronting the greenway.
- The greenway will be **incrementally developed** alongside new construction, with the City as a key partner and steward.
- **Existing single-family neighborhoods** are expected to see minimal land use changes.
- Improved **pedestrian connections** are recommended to link neighborhoods with the greenway and mixed-use centers, encouraging walking and biking for short trips.

2. GOALS

- Identify nodes and destinations to enhance community connections and foster economic growth.
- Allow and incentivize quality redevelopment that promotes a variety of uses along Dayton Boulevard.
- Foster a viable local economy that supports existing businesses and attracts new ones.
- Provide a range of housing types that are attainable for people of diverse economic backgrounds.
- Invest in parks and open spaces by prioritizing planning, increasing resources, and expanding accessibility.

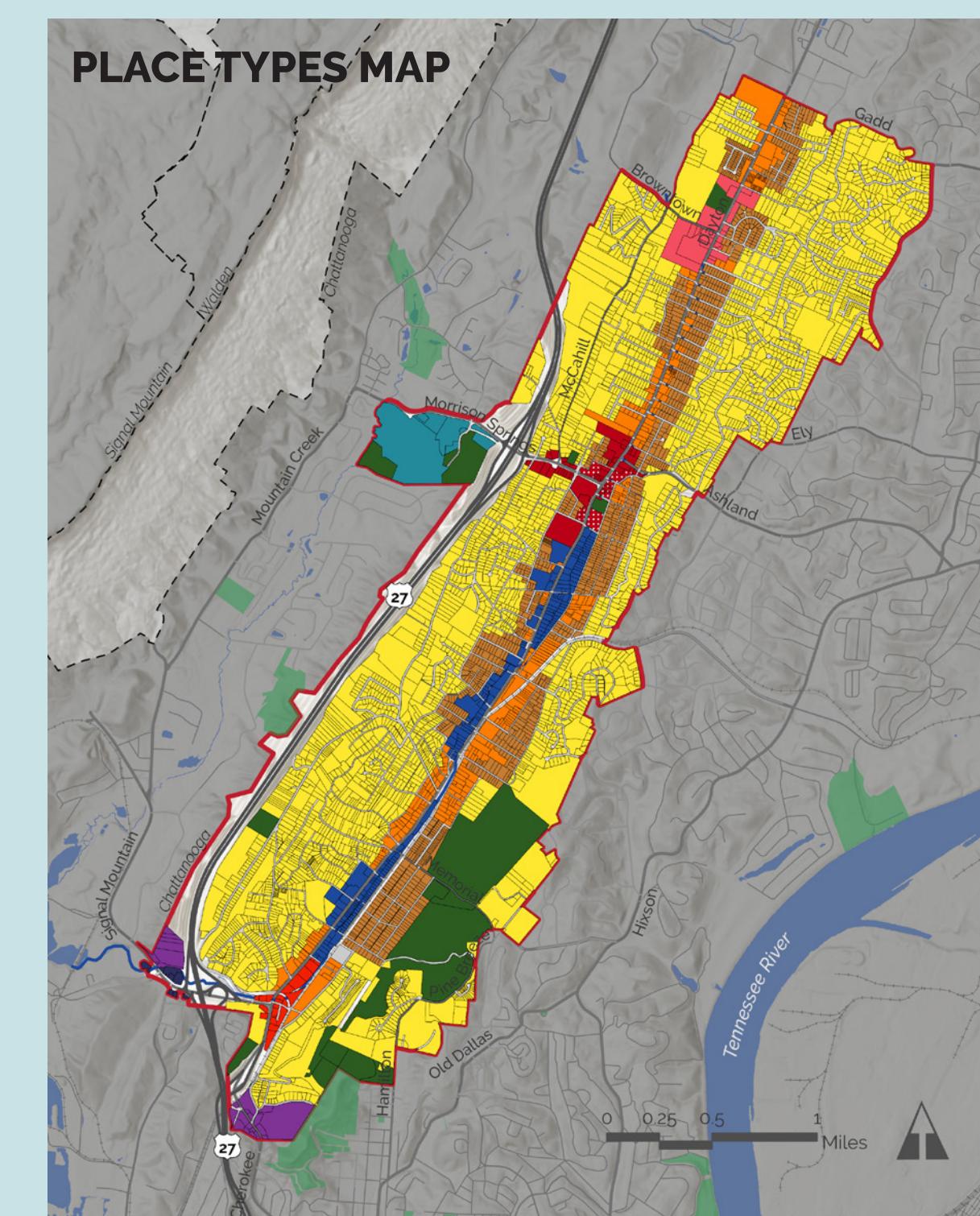


4. POLICY FRAMEWORK

- **Place Type Focus:** Future Development guidance is organized by distinct, geographically-specific place types. Each place type lists tailored policies, considerations, and implementation actions to guide development and redevelopment to bring the community's vision to life, achieving identified goals that meet the community's needs and maximize opportunities.

- **Complete Streets Integration:** Each place type has its own complete streets strategy to design streets that provide safe, accessible mobility for all users, including pedestrians, cyclists, and motorists of all ages and abilities.

- **Implementation Tools:** Each place type includes specific recommendations for street design, connectivity, zoning adjustments, and infrastructure improvements to align with the Complete Streets approach and the community vision.



TURNING VISION INTO ACTION: Plan for Implementation

RED BANK PLACE TYPE	INSPIRATION IMAGE	SUMMARY OF KEY RECOMMENDATIONS & IMPLEMENTATION ITEMS
Ridge Residential		<ul style="list-style-type: none"> • Preserve residential scale, setbacks, and tree canopy. • Allow ADUs with character and rear placement. • Provide off-street trails/stair connections within $\frac{1}{2}$ mile of activity center. • Increase environmental protections through development codes: enforce erosion controls and implement tree protection ordinances. • Combine R-1/R-1-A districts. Acquire trail easements for connectivity.
Valley Residential		<ul style="list-style-type: none"> • Allow diverse housing types on larger lots while maintaining character and scale. • Allow and encourage ADUs. • Prioritize pedestrian links to Downtown, the Boulevard Greenway, and community facilities. • Combine R-1/R-1-A districts. • Incentivize mixed-income developments. • Upgrade swales to curb/gutter.
Mixed Residential		<ul style="list-style-type: none"> • Unify denser residential zoning districts (RT-1, R-TZ, RZ-1) into one mixed residential district for easier administration. • Limit housing to two or three stories, with people-scaled facades and short setbacks along Dayton Boulevard. • Enhance walkability with alleys, local street grids, and sidewalks connecting to key areas. • Develop overlay standards for Dayton Boulevard. • Minimize curb cuts.
Boulevard Greenway Corridor		<ul style="list-style-type: none"> • Create a Boulevard Greenway Master Plan with standards for parks, green infrastructure, and parcel assembly. • Require developments to design dual frontage for Greenway and Dayton Boulevard. • Integrate greenway contributions into open space requirements. • Encourage urban-style mixed-use development and off-street greenway alignments. • Conduct phased implementation of recommendations for right-sizing, traffic calming, and stormwater detention.
South End		<ul style="list-style-type: none"> • Complete a small area plan to determine recommended public investments and strategies to maximize redevelopment potential. • The plan should identify and prioritize transportation projects to support the land use vision and what could be done with the Boulevard Greenway Corridor Master Plan. • Redevelop Spring Street with people-friendly designs and access to Stringers Branch. • Support artisanal businesses and existing light industrial uses to retain the south end economic base. • Create trail links to Stringers Ridge Park. • Improve streetscaping.
Central Red Bank		<ul style="list-style-type: none"> • Conduct a small area plan, balancing preservation with redevelopment through updated design guidelines. • Preserve and adaptively reuse historic buildings. • Incentivize vertical mixed-use development. • Invest in dynamic community events and a central civic space for gathering.
North End		<ul style="list-style-type: none"> • Develop an Economic Development Strategy and a small area plan to enhance the area's identity. • Promote people-scaled development on out-parcels. • Improve pedestrian links and reduce surface parking. • Beautify the northern gateway with public spaces and landscaping.
Suburban Corridor		<ul style="list-style-type: none"> • Dedicate these areas to suburban commercial uses, enhancing landscaping, street trees, and lighting. • Align complete street designs with highway/interchange projects for seamless connectivity. • Refine zoning overlays for cohesive design, shared driveways, and interconnected parking lots.
Campus Corridor		<ul style="list-style-type: none"> • Enhance public spaces with landscaping, connectivity, and consistent design supporting schools and hospitals. • Promote walkability and mixed-use developments with community-focused amenities. • Collaborate on streetscape improvements. • Rezone to support campus-oriented uses better.
Industrial		<ul style="list-style-type: none"> • Protect industrial uses while enabling small-scale craft manufacturing and adaptive reuse of older buildings. • Update zoning definitions to allow low-impact, artisan-focused industrial activities. • Support conversions of older industrial buildings to retain industrial tax base without zoning changes.
Parks and Open Space		<ul style="list-style-type: none"> • Implement the Parks and Recreation Master Plan. • Develop the Boulevard Greenway; update zoning for greenway easements. • Incentivize public open space creation and prioritize greenway/bike connections for accessibility. • Expand conservation buffers, tree canopy protections, and park spaces, especially in the North End.

LAND USE: IMPLEMENTATION MATRIX

To successfully implement the comprehensive plan, the City of Red Bank will need to bring together many people, organizations, and tools. This matrix translates the plan's recommendations into actionable projects and initiatives. The matrix outlines expected timelines, estimates costs, and specifies funding sources for each project or initiative.

= Priority Project

IMPLEMENTATION MATRIX							
PROJECT NAME/INITIATIVE	EXPECTED IMPLEMENTATION YEARS					COST ESTIMATE	FUNDING SOURCE(S)
	2025	2026	2027	2028	2029+		
CODE UPDATES							
Hire a consultant to conduct an update of land use regulations (zoning ordinance, subdivision regulations, design guidelines, tree protection ordinance, etc.).	X	X				\$	General Fund
As zoning updates are made, create guides for citizens and developers (ex. The Red Bank Citizen's Guide to ADUs).		Ongoing >>>			Staff Time, \$		General Fund
FUTURE PLANNING							
Conduct a small area plan for South End.		X				\$	General Fund
Conduct a small area plan for Central Red Bank.	X	X				\$	General Fund
Conduct a small area plan for North End.			X			\$	General Fund
Initiate priority implementation action items from above small area plans for South End, Central Red Bank, and North End after adoption.		Ongoing >>>			TBD		Staff Time
Conduct a minor update to the comprehensive plan.					On-going	\$	Staff Time
SMALL AREA STUDY: FORMER RED BANK MIDDLE SCHOOL SITE							
Conduct a feasibility assessment for public and private ownership scenarios on the Former Red Bank Middle School site.	X					\$	General Fund
Explore community partnerships for potential civic spaces on the Former Red Bank Middle School site.		Ongoing >>>			Staff Time		General Fund
Hire a consultant to design a master plan of the Former Red Bank Middle School site that includes an implementation strategy reflecting results of the feasibility study.		X				\$	Capital Improvements Budget
Apply for grants and seek partnerships for additional funding for the Former Red Bank Middle School site.		X	X			Staff Time	General Fund
Hire a consultant to develop a detailed design through construction documents for the Former Red Bank Middle School site.			X	X		\$\$	Capital Improvements Budget, Grants, Private Partnerships
Start construction on the public space elements of the Former Red Bank Middle School site.				Ongoing >		\$\$\$\$\$	Capital Improvements Budget, Grants, Private Partnerships

TRANSPORTATION: OVERVIEW

REVIEW: Community Insights & Identified Future Direction

1. NEEDS & OPPORTUNITIES

NEEDS:

- Safer ways to walk and bike.
- Beautify the city.

OPPORTUNITIES:

- Celebrate Red Bank's small-town feel.
- Connect neighborhoods to destinations.
- Explore creative transit options.
- Leverage proximity to Chattanooga.
- Expand on Stringers Branch restoration.
- Increase access to the outdoors.

3. VISION

- **Expand multimodal connectivity** through expanded sidewalk connectivity, bicycle infrastructure, CARTA options, and connecting residents to places of employment.
- **Improve Dayton Boulevard** by right-sizing the street, adding sidewalks, bicycle infrastructure, beautification, and attracting walkable development types.
- **Increasing network safety** by improving hot-spot intersections, slowing traffic to safe speeds, partnering with Chattanooga and TDOT to increase streets into the city, and continue to install effective mid-block crossings.
- **Use placemaking/streetscaping tools to beautify the city** to better facilitate street trees plantings with utility layout. Install gateway, branding, and wayfinding treatments to provide a more welcoming experience.

2. GOALS

- Improve multimodal transportation networks.
- Identify nodes and destinations to enhance community connections and foster economic growth.
- Promote beautification throughout the city.
- Increase efforts to create and maintain a healthy environment.

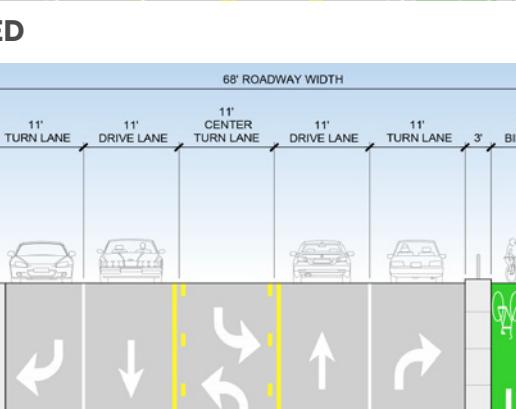
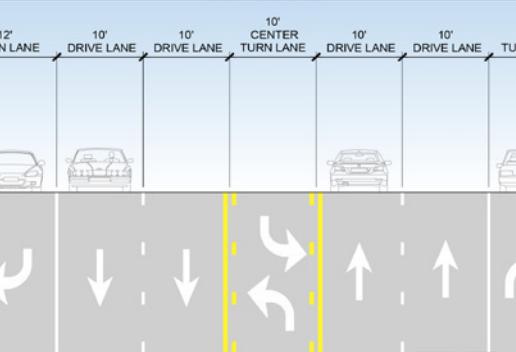
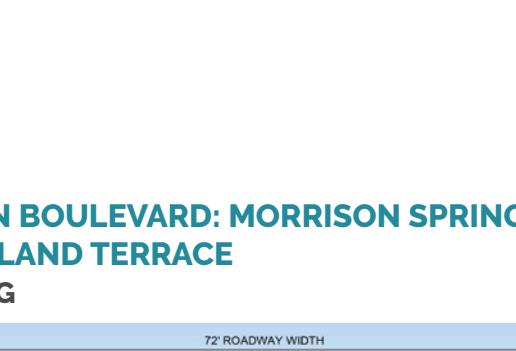
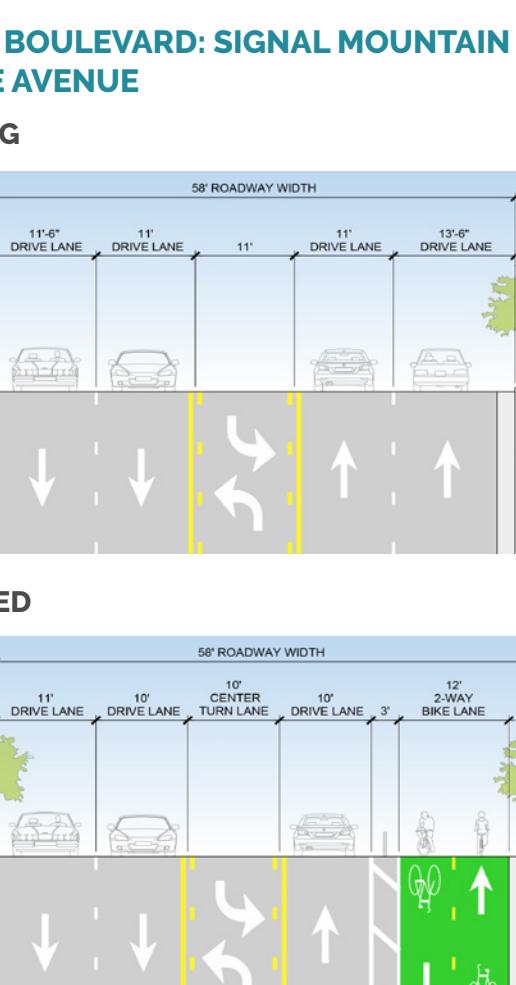
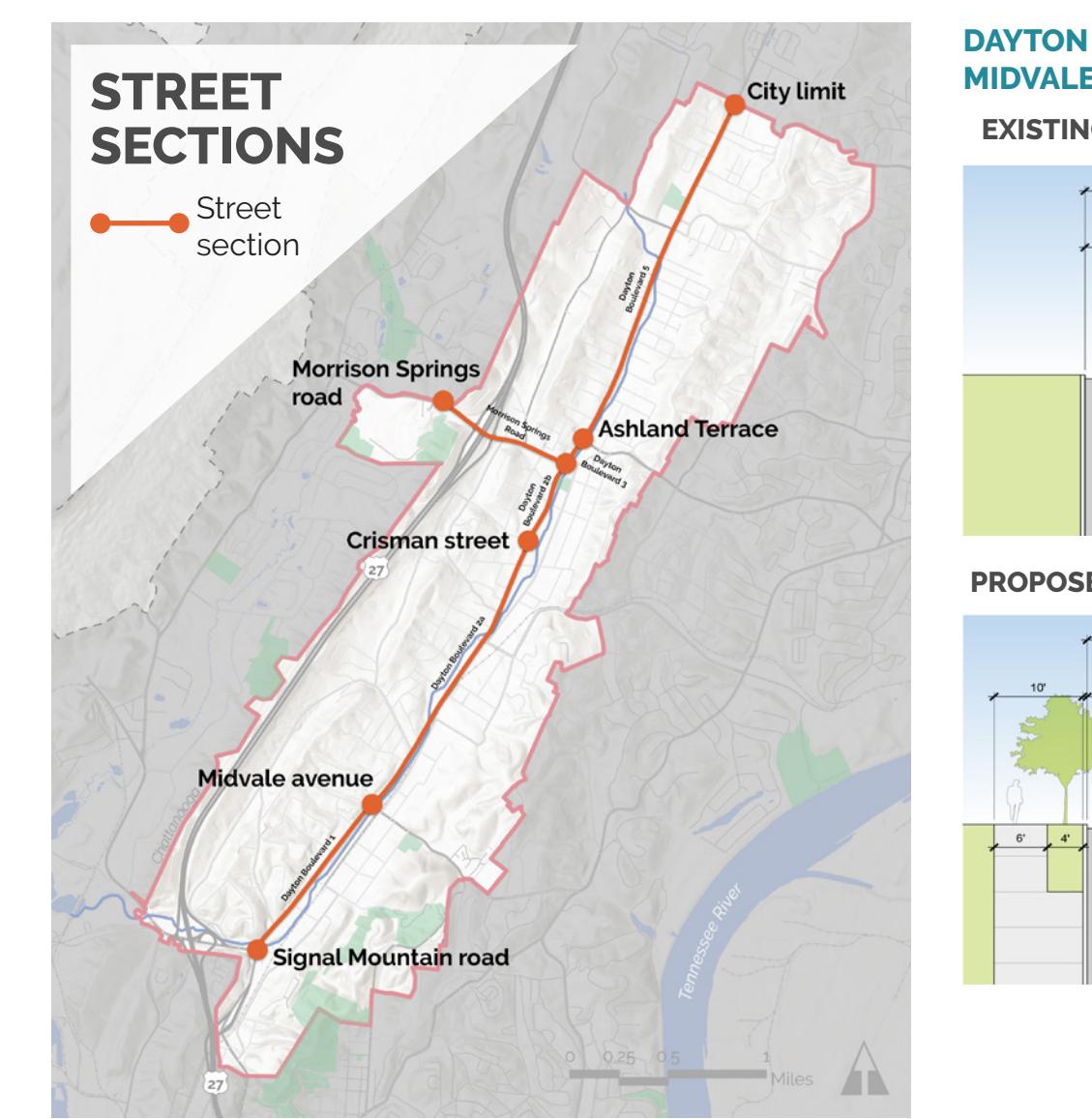
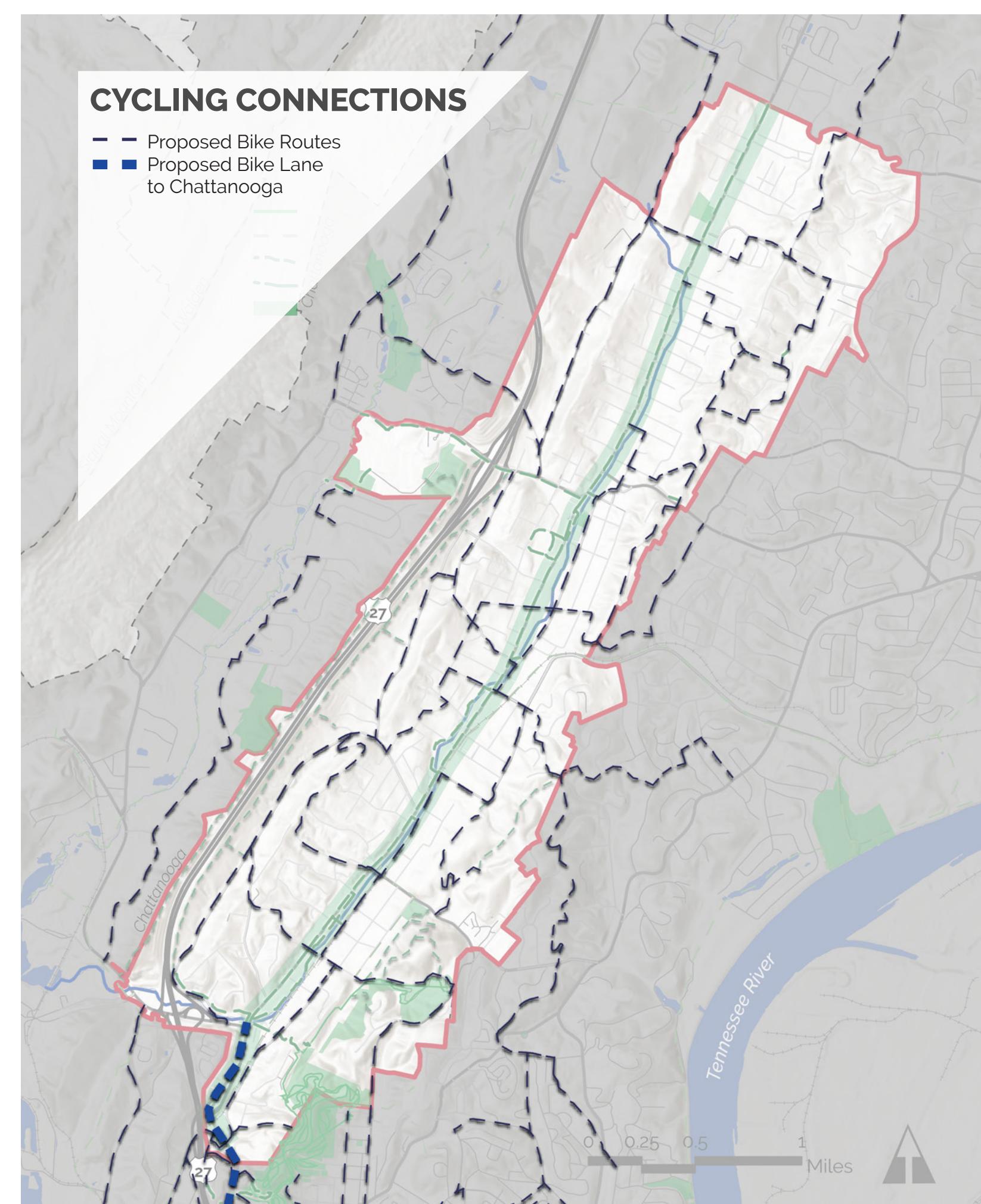
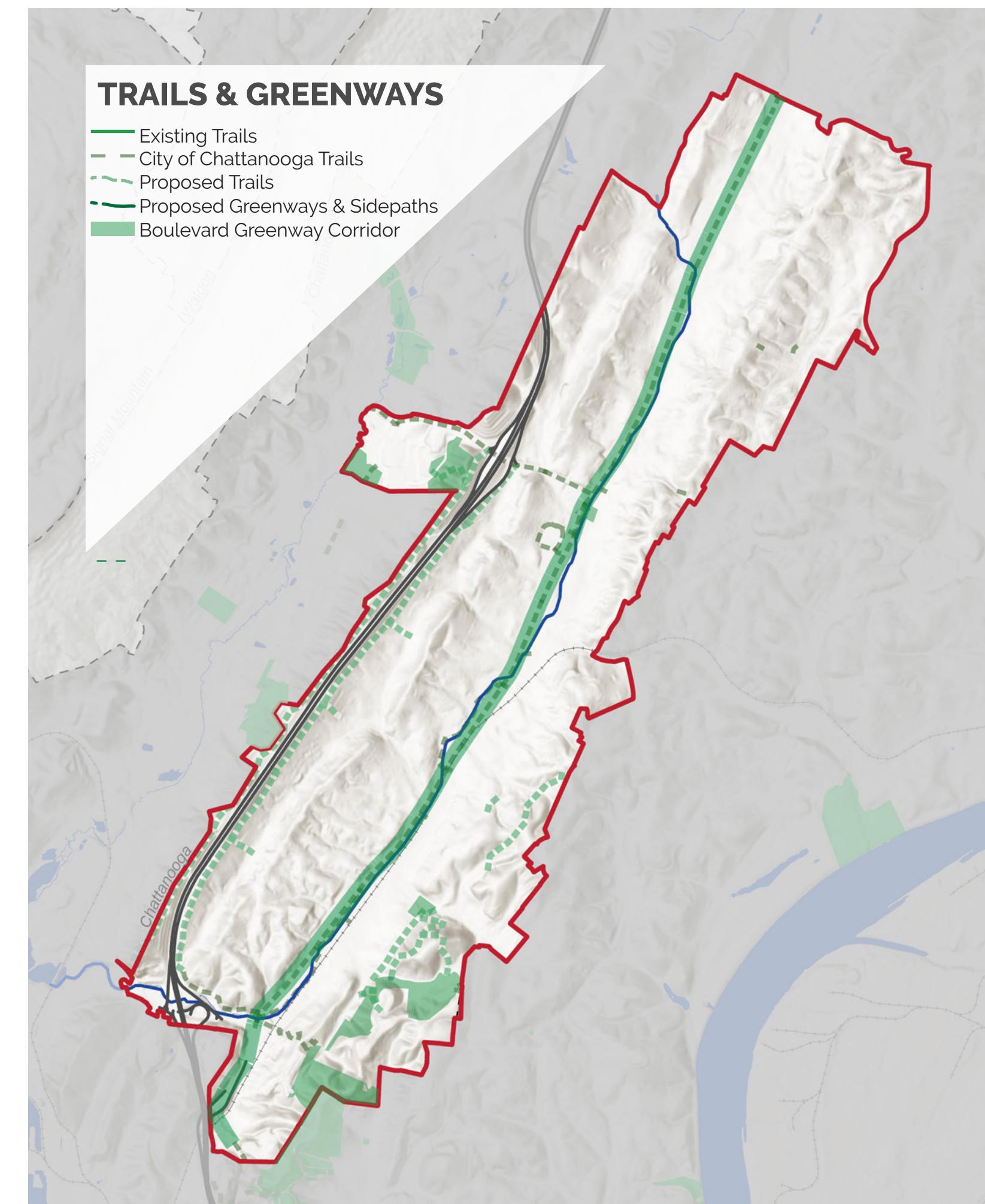
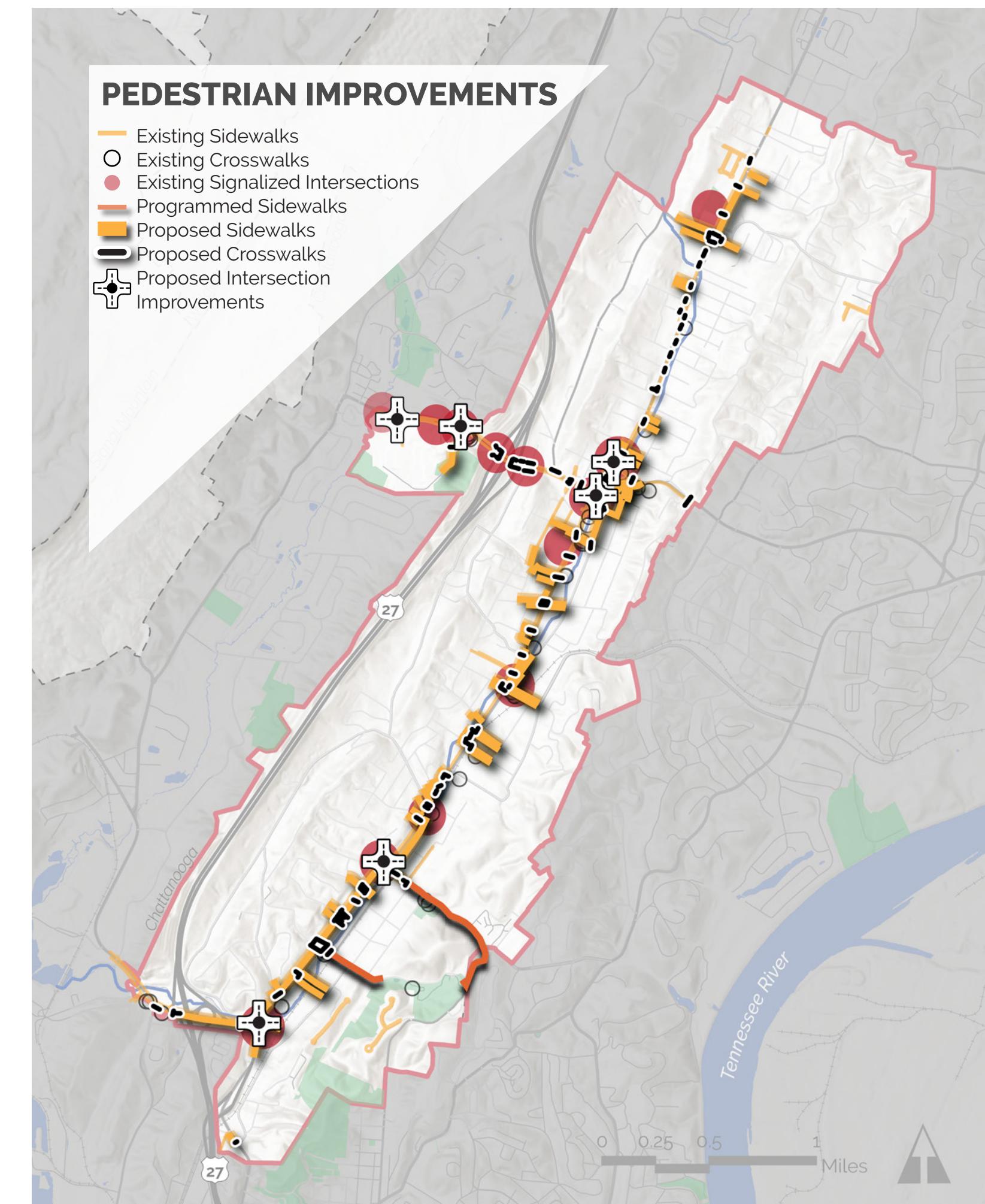
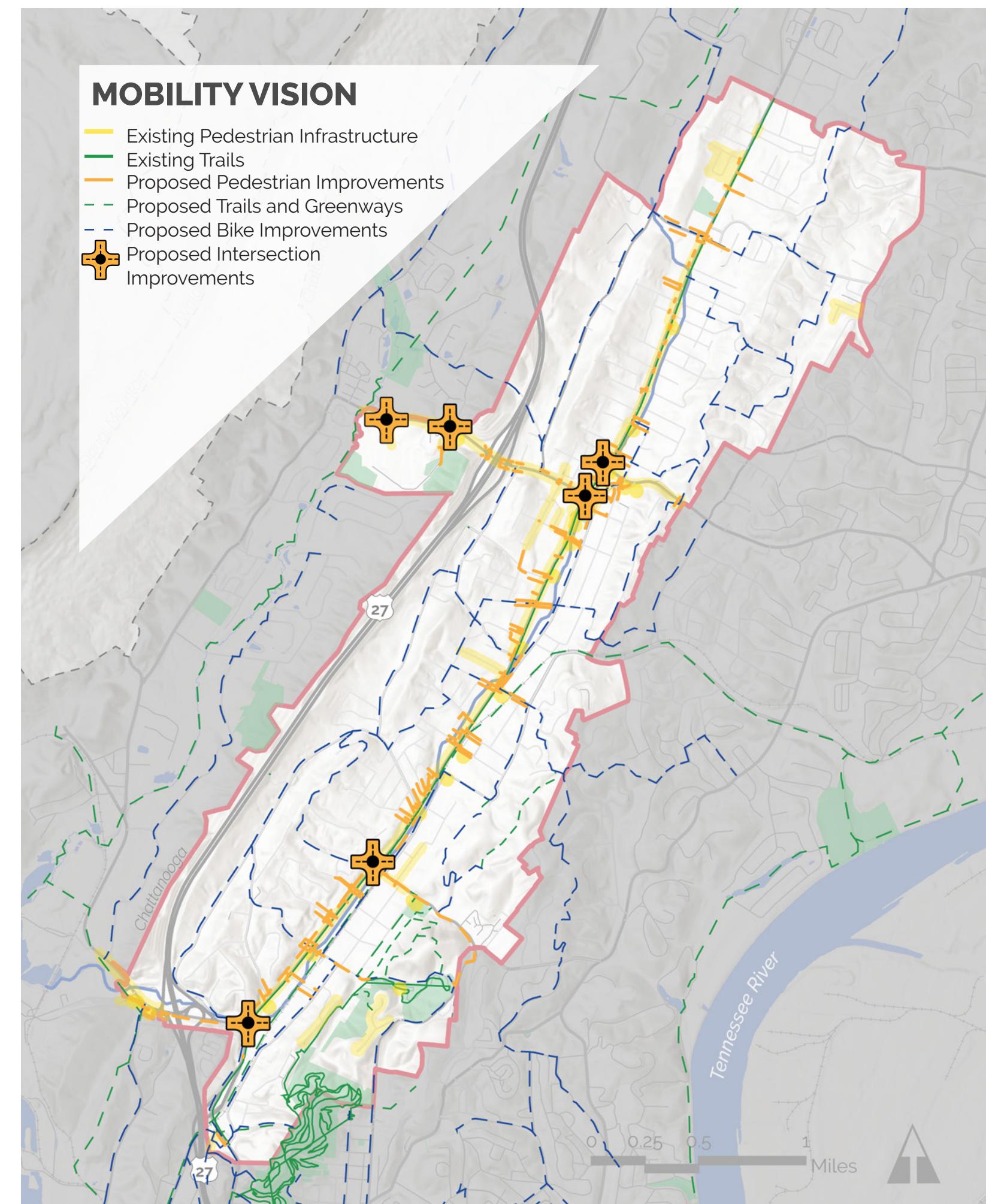


Bicycle Boulevard (NACTO)

4. POLICY FRAMEWORK

- **Intersection projects at key areas** to incorporate safety elements and pedestrian and bicycle-friendly design features at intersections. Convert two or one-way stops to all-way stops to create pause points in neighborhood street networks
- **Roadway projects to improve street conditions** for specific sections of Dayton Boulevard and the bridge replacement for Lullwater Road.
- **Bicycle & Pedestrian projects** to implement the Boulevard Greenway concept, expand sidewalk connectivity, increase multimodal infrastructure through sidewalks, sidepaths, bicycle boulevards, bike routes, and trails.
- **On-Demand Micro Transit Coverage for Red Bank, Mountain Creek Neighborhood, and Signal Mountain Road**
- **Policy and standard updates** to update zoning and subdivision regulations to promote the mobility vision, implement street standards through new street typologies that align with the Complete Streets Ordinance, promote walkability in street intersections, and evaluate and adjust speed limits to promote safety and functionality.

TURNING VISION INTO ACTION: Plan for Implementation



TRANSPORTATION: IMPLEMENTATION MATRIX

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= Priority Project

IMPLEMENTATION MATRIX

PROJECT NAME/INITIATIVE	EXPECTED IMPLEMENTATION YEARS					COST ESTIMATE	FUNDING SOURCE(S)
	2025	2026	2027	2028	2029+		
INTERSECTION PROJECTS							
Dayton Boulevard at Signal Mountain Road		X	X			\$\$	TIP/Capital Improvements Budget
Dayton Boulevard at Morrison Springs Road		X	X			\$\$	Capital Improvements Budget
Dayton Boulevard at Ashland Terrace		X	X			\$\$	TIP/Capital Improvements Budget
Dayton Boulevard at Memorial Drive		X	X			\$	Capital Improvements Budget
Morrison Springs Rd at Tom Weathers Dr		X	X			\$	Capital Improvements Budget
Morrison Springs Rd at RB High School Entrance		X	X			\$	Capital Improvements Budget
ROADWAY PROJECTS							
Dayton Boulevard (SR-8) Resurfacing	X					TBD	TDOT
Dayton Boulevard Resurfacing (North)	X					TBD	TIP/Capital Improvements Budget
Lullwater Bridge Replacement		X				\$\$\$	TIP/Capital Improvements Budget
BICYCLE & PEDESTRIAN PROJECTS							
ADA Citywide Upgrade			X	X	X	\$\$	TIP/Capital Improvements Budget
Sidewalks: Memorial Drive	X	X				TBD	TIP/Capital Improvements Budget
Sidewalks: Midvale Avenue	X	X				TBD	TIP/Capital Improvements Budget
Sidewalks: Pine Breeze Road	X	X				TBD	TIP/Capital Improvements Budget
Boulevard Greenway: Study and Schematics	X	X				\$	Capital Improvements Budget
Boulevard Greenway: Phase 1 (Cycle Track)		X	X	X		\$\$\$	Capital Improvements Budget
Boulevard Greenway: Phase 2 (Sidepath)					X	\$\$\$\$	TIP/Capital Improvements Budget
Boulevard Greenway: Phase 3 (Creek Greenway)					X	\$\$\$\$\$	Developer/Capital Improvements Budget
Morrison Springs Sidepath					X	\$\$\$\$	TIP/Capital Improvements Budget
Lyndon Avenue Bicycle Boulevard (Quick-build)	X	X				\$	Capital Improvements Budget
Lyndon Avenue Bicycle Boulevard: (Full Construction)				X	X	TBD	TIP (CMAQ)/Capital Improvements Budget
Ashmore Avenue Bicycle Boulevard		X	X			\$	Capital Improvements Budget
Bike Route Wayfinding & Signage	X	X	X			\$	Capital Improvements Budget
Misc. Sidewalk Connections	X	X	X	X	X	\$\$\$	Developer/Capital Improvements Budget
Misc. Crosswalk Connections	X	X	X			\$\$	Capital Improvements Budget
Trail Connections on Stringers Ridge	X	X				\$	Nonprofit/Capital Improvements Budget
Hwy 27 Corridor Trail		X	X			\$\$	Nonprofit/Capital Improvements Budget
TRANSIT							
Establish On-Demand Micro Transit Coverage for Red Bank, Mountain Creek Neighborhood, and Signal Mountain Rd			X	X		\$\$\$	TIP(CMAQ)/Capital Improvements Budget
MOBILITY OTHER							
Complete Streets Ordinance	X					\$	General Fund
Speed Limit Evaluation and Adjustment	X					\$	General Fund
SS4A Safety Action Plan (MPO)	X					\$	SS4A CSAP
Land Development Regulations: Mobility Updates	X	X				\$	General Fund
Develop Complete Streets Standards	X	X				\$	General Fund

HOUSING: OVERVIEW

REVIEW: Community Insights & Identified Future Direction

1. NEEDS & OPPORTUNITIES

NEEDS:

- A wider range of housing options for all stages of life.
- Revamped empty or underutilized commercial strip malls along Dayton Boulevard with more mixed-use development patterns.
- Increased beautification efforts.

OPPORTUNITIES

- Celebrate Red Bank's small-town feel.
- Connect residential neighborhoods to key destinations.
- Build a livable city by tailoring housing solutions to meet the needs of Red Bank's current and future residents.

2. GOALS

- Provide a range of housing types that are attainable for people of diverse economic backgrounds.
- Allow and incentivize quality redevelopment that promotes a variety of uses along Dayton Boulevard.
- Identify nodes and destinations to enhance community connections and foster economic growth.
- Promote beautification throughout the city.

3. VISION

- New housing that helps accommodate growth while balancing the existing fabric and community network of Red Bank.
- A wider range of housing options in the community so that residents across all ages and family structures can find a home in Red Bank.
- Redevelopment of Dayton Boulevard to introduce higher density housing typologies and mixed-use development, playing into the Boulevard Greenway Vision.
- Continued maintenance of Red Bank's existing housing stock and neighborhoods.



Inspiration for future housing projects oriented to the Boulevard Greenway

4. POLICY FRAMEWORK

- **Increase Red Bank's Housing Inventory:** Conduct an update of land use regulations for more flexible residential development. Support development that improves walkability and connection in and throughout Red Bank. Leverage new development and redevelopment to increase community amenities with public-private partnerships. Assess site readiness of potential redevelopment sites within the Greenway Boulevard.
- **Encourage a wider range of housing options for all:** Conduct an audit of Red Bank's land use regulations to identify barriers to diverse housing. Conduct regular Housing Market Assessments to track demographic and socioeconomic changes. Join AARP's Network of Age-Friendly States and Communities to continue positioning Red Bank as a community for all ages.
- **Allow economic uses within Red Bank's residential neighborhoods.** Explore best practices and applicable models of peer communities that have successfully allowed short-term rentals. Encourage home-based businesses, entrepreneurs, and solopreneurs to operate and grow businesses in their homes.
- **Continue to improve the overall appearance of Red Bank's neighborhoods.** Create initiatives to encourage residents to maintain their properties. Develop a Housing Maintenance and Modification Program to help residents live safely at home throughout life stages. Consider a Neighbors Helping Neighbors program to match residents in need with skilled volunteers for home repairs.

TURNING VISION INTO ACTION: Plan for Implementation

= Priority Project

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PROJECT NAME/ INITIATIVE	EXPECTED IMPLEMENTATION YEARS					COST ESTIMATE	FUNDING SOURCE(S)
	2025	2026	2027	2028	2029*		
INCREASE RED BANK'S HOUSING INVENTORY							
Review and update Red Bank's Zoning and Subdivision Regulations.	X					\$	General Fund
Consider public-private partnerships for new development/redevelopment that improves walkability, connections, and community amenities.		Ongoing >>>			Staff Time		General Fund
Assess site readiness of potential redevelopment sites within the Greenway Boulevard.		Ongoing >>>			\$		General Fund
ENCOURAGE A WIDER RANGE OF HOUSING OPTIONS FOR ALL							
Conduct an audit of Red Bank's Zoning and Subdivision Regulations to identify barriers that limit the range of housing options.	X					\$	General Fund
Regularly conduct a Housing Market Assessment to understand residential market, demographic, and socioeconomic changes.			X			\$	General Fund
Join AARP's Network of Age-Friendly States and Communities to Increase staff expertise of and tools for age-friendly communities.		Ongoing >>>			Staff Time		General Fund
ALLOW ECONOMIC USES WITHIN RED BANK'S RESIDENTIAL NEIGHBORHOODS							
Research best practices and applicable models for Short-Term Rental policies and strategies.		X				Staff Time, \$	General Fund
Encourage home-based businesses, entrepreneurs, and solopreneurs to operate and grow businesses in their homes.		Ongoing >			Staff Time		General Fund
CONTINUE TO IMPROVE THE OVERALL APPEARANCE OF RED BANK'S NEIGHBORHOODS							
Explore initiatives and resources that encourage Red Bank's residents to maintain residential properties.	X	X				Staff Time, \$	General Fund
Develop a Housing Maintenance and Modification Program to provide resources for residents to continue living safely in their homes.		X	>	>		Staff Time, \$	General Fund
Implement a Neighbors Helping Neighbors Program.	X	>	>	>	Staff Time		General Fund

ECONOMIC DEVELOPMENT: OVERVIEW

REVIEW: Community Insights & Identified Future Direction

1. NEEDS & OPPORTUNITIES

NEEDS:

- A wider range of housing options for all stages of life.
- Revamped empty or underutilized commercial strip malls along Dayton Boulevard with more mixed-use development patterns.
- Increased beautification efforts.

OPPORTUNITIES

- Celebrate Red Bank's small-town feel.
- Connect residential neighborhoods to key destinations.
- Build a livable city by tailoring housing solutions to meet the needs of Red Bank's current and future residents.

2. GOALS

- Foster a viable local economy that supports existing businesses and attracts new ones.
- Allow and incentivize quality redevelopment that promotes a variety of uses along Dayton Boulevard.
- Identify nodes and destinations to enhance community connections and foster economic growth.
- Generate branding and marketing strategies for Red Bank that celebrate and elevate its uniqueness.
- Promote beautification throughout the city.



Examples of existing local businesses.

3. VISION

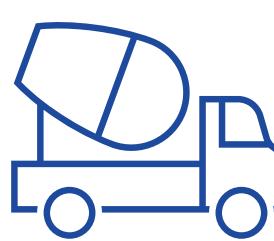
- Strong economic base that supports additional investment in the city and helps fund more public amenities.
- Businesses, shops, and stores that play off the Greenway Boulevard.
- More small businesses unique to Red Bank.
- Community where people can walk/bike to their jobs, shops, and dining establishments.
- Place for entrepreneurs that encourages Red Bank residents to start and grow businesses in the city.
- Continue leveraging the city's proximity to the Chattanooga economy while building regional economic development partners.

4. POLICY FRAMEWORK

- **Increase economic development capacity to support local businesses.** Establish an Economic Development Department in Red Bank. Continue supporting the Red Bank Chamber and consider additional development organizations. Strengthen relationships with regional economic and workforce partners. Track key economic and employment performance indicators.
- **Diversify and increase tax revenue for the city.** Encourage development of underutilized properties, especially along Dayton Boulevard. Attract hotel development to generate new fiscal revenue. Expand Red Bank's customer base to increase sales tax revenue. Explore creative funding for partnerships for the Greenway Boulevard, parks, public improvements, and infrastructure. Support businesses looking to locate in Red Bank and existing local enterprises.
- **Reimagine the commercial environment of Dayton Boulevard with the Greenway Boulevard.** Consider adopting the Trail Town model to combine economic development with recreation for improved placemaking. Prioritize quality development along Greenway Boulevard and consider creating Development and/or Design Guidelines or a Zoning Overlay District.
- **Foster entrepreneurship and encourage small business formation and growth in Red Bank.** Ensure Red Bank remains supportive of small businesses and entrepreneurs. Allow home-based businesses and explore additional support for growth. Connect residents with regional entrepreneurial resources and consider a business incubator partnership or program.
- **Attract more customers to local businesses.** Celebrate Red Bank's unique businesses and brand through marketing efforts. Explore a Façade Improvement Program for Dayton Boulevard and other key areas, offering financial assistance to enhance commercial building aesthetics.

TURNING VISION INTO ACTION: Plan for Implementation

STRENGTHEN RED BANK'S ECONOMY



New development and redevelopment efforts that implement the community's vision while improving the city's tax base.



An improved public realm that demonstrates investment in Red Bank and shows the businesses' commitment to the city and its community.



A workforce that remains adaptable, resilient, and ready for the future.



Continued customer draw for local businesses with branding that celebrates and elevates Red Bank's uniqueness.



Businesses that grow in Red Bank and a city that welcomes new businesses to be a part of the community.



A strong fiscal base that supports the Red Bank Community and ensures that residents' quality of life continues and additional amenities are offered.



Anchor institutions and collaborations for public-private partnerships.



Increased economic development capacity to support businesses, workers, and the broader community.

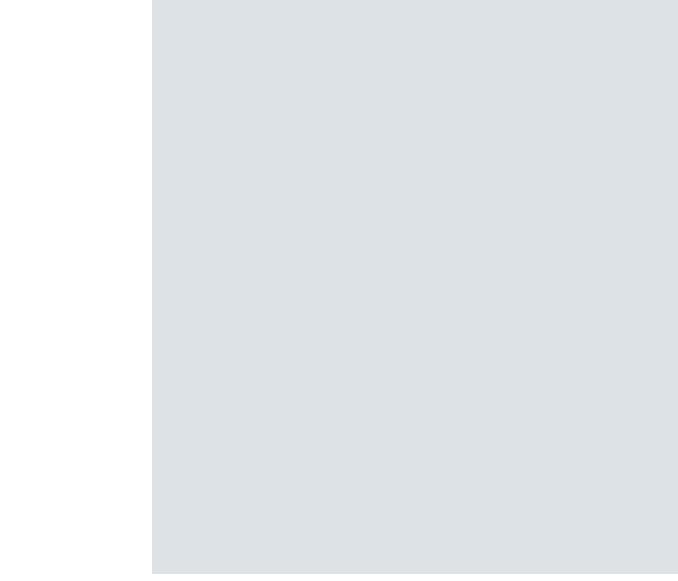
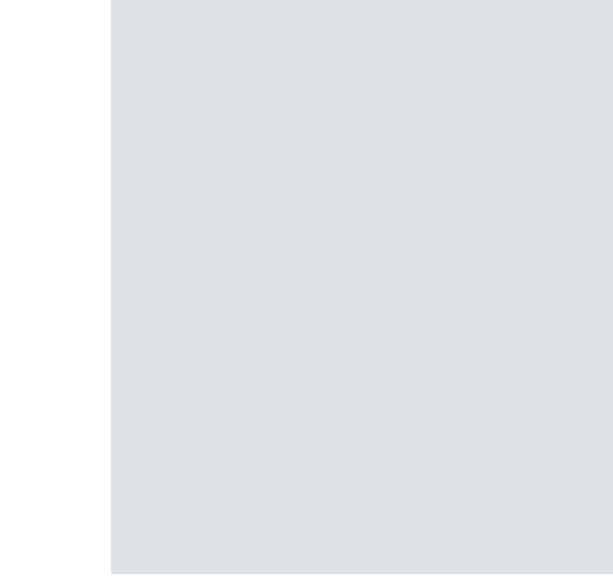
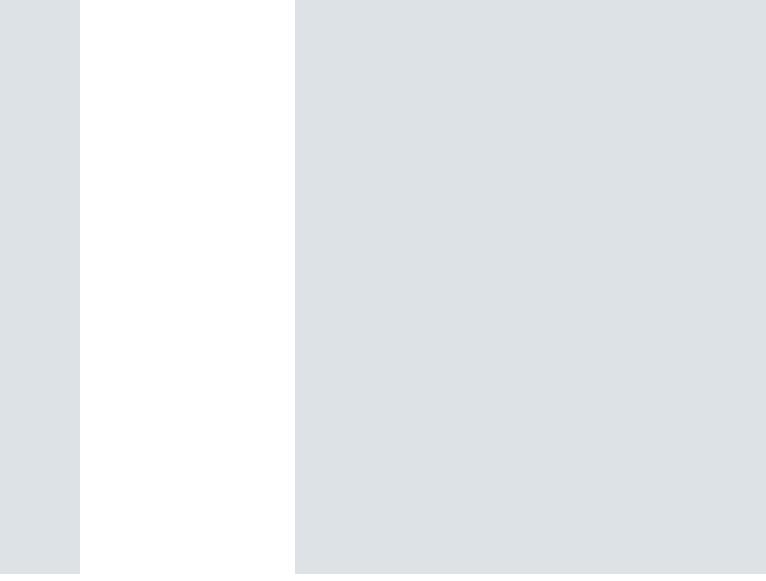
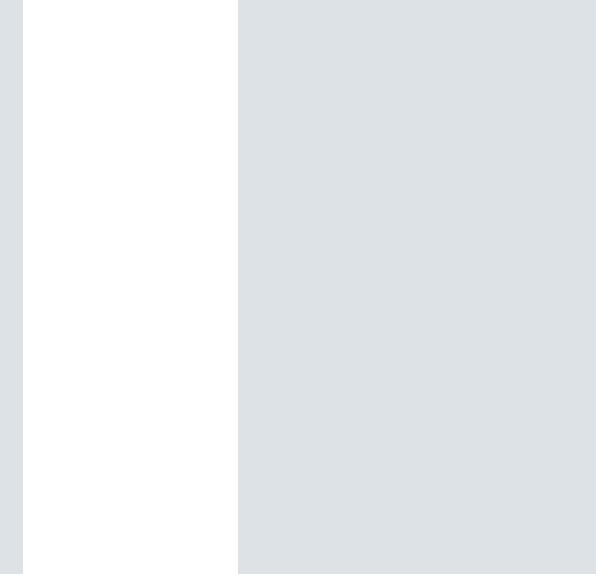
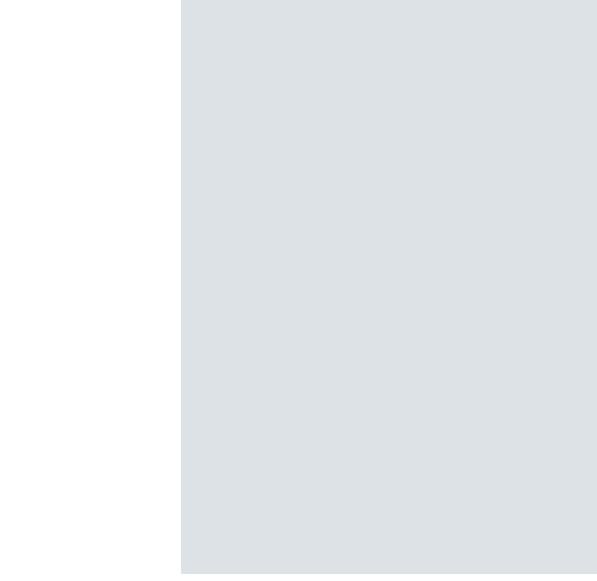
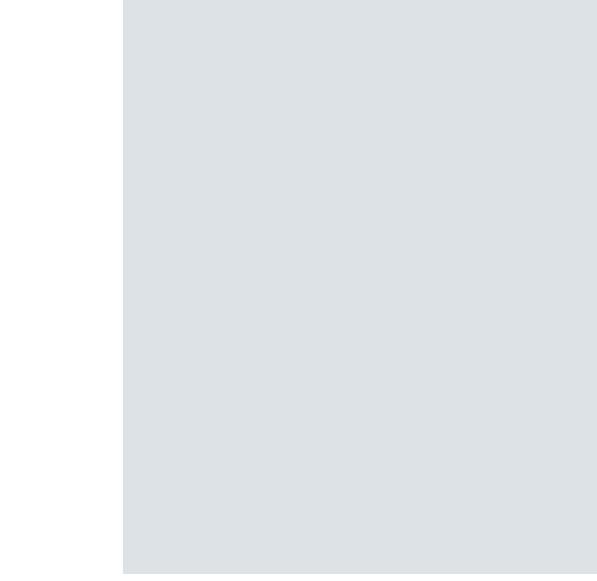
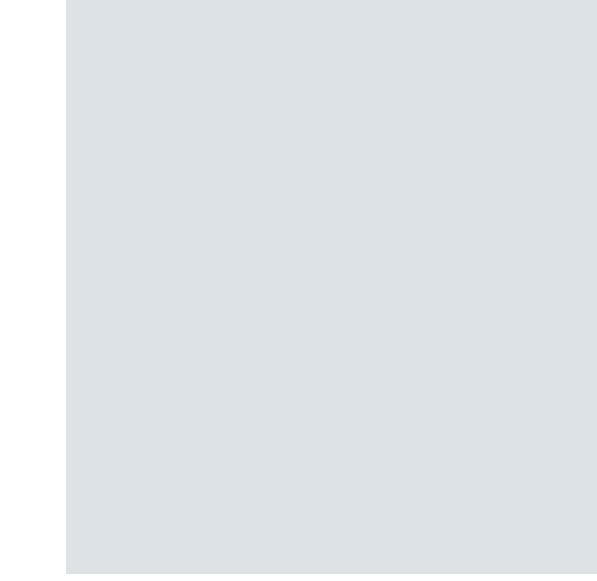
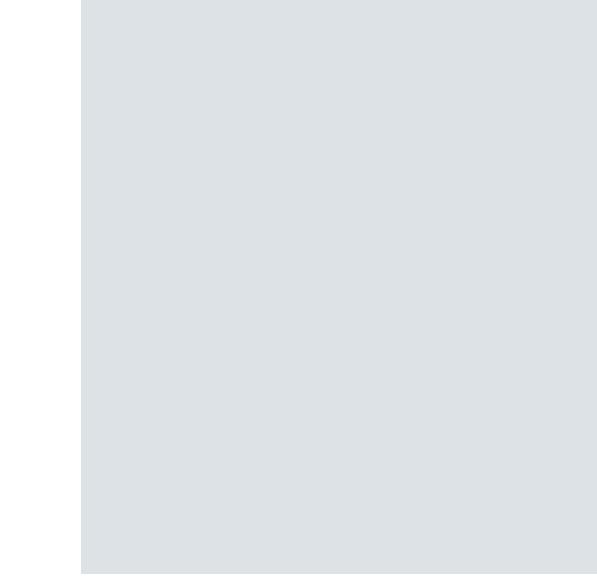
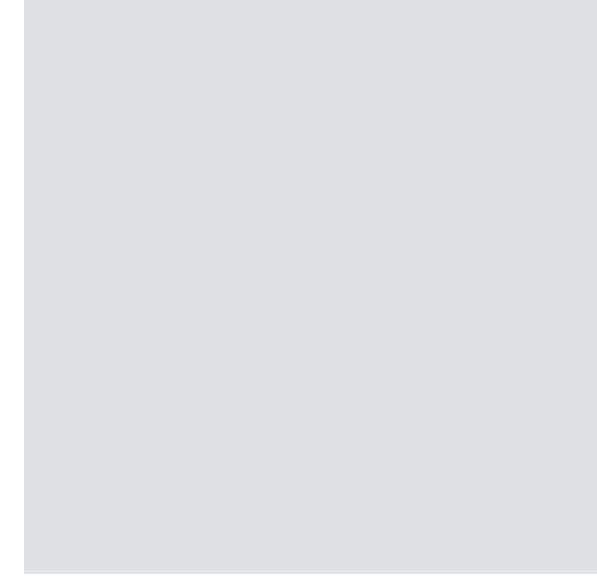
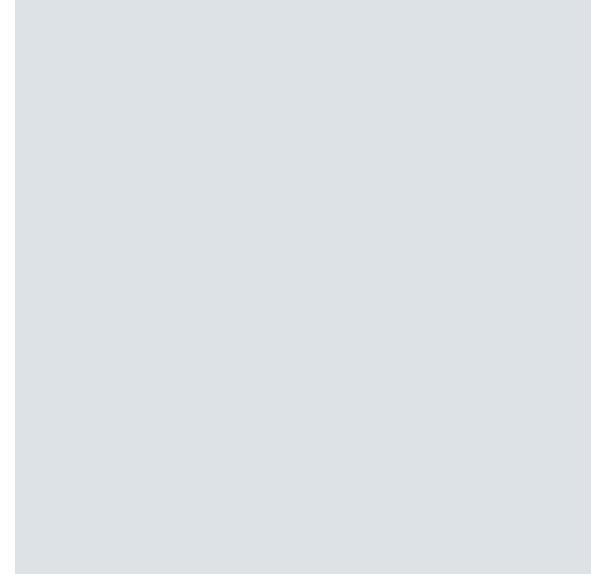
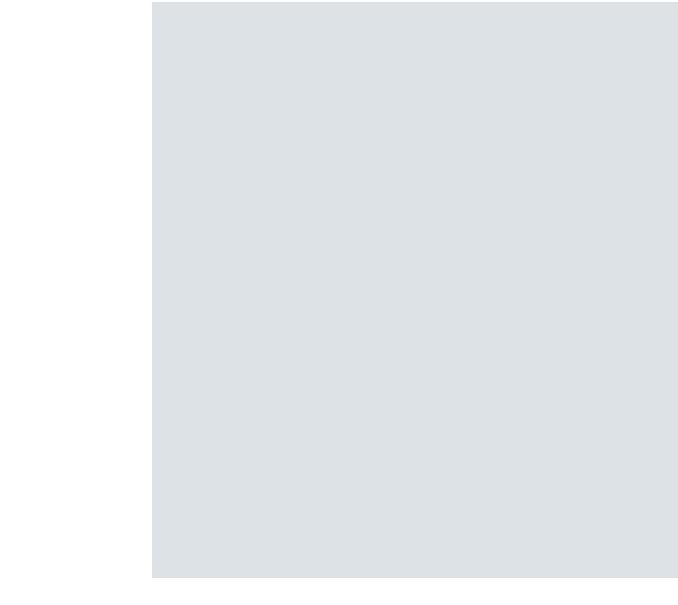
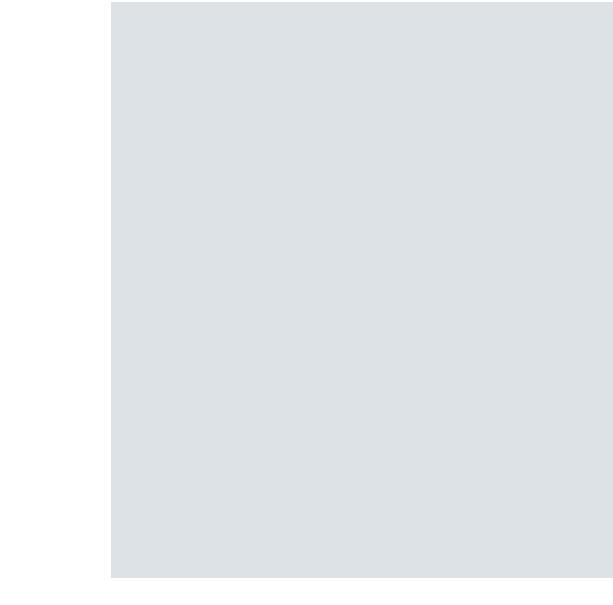
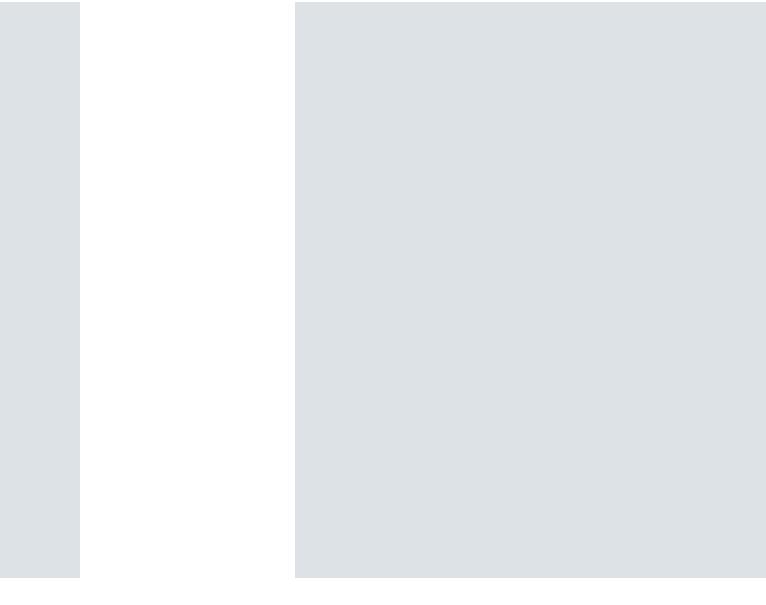
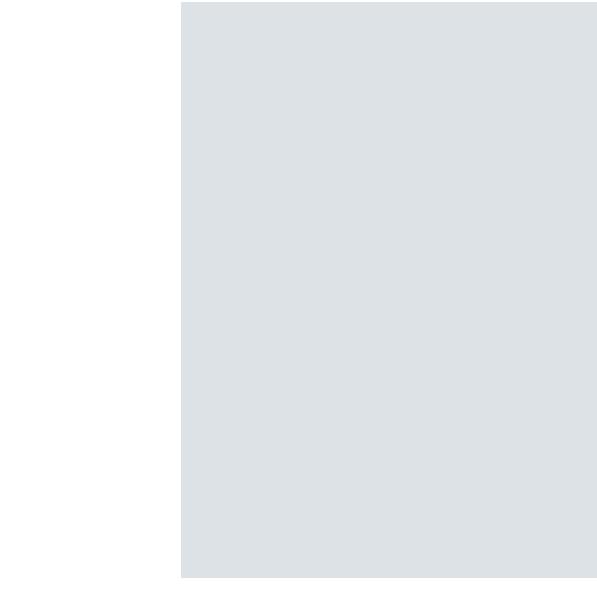
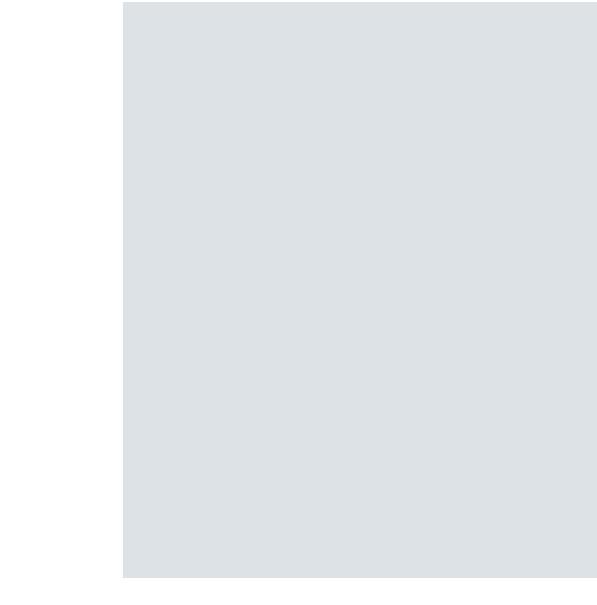
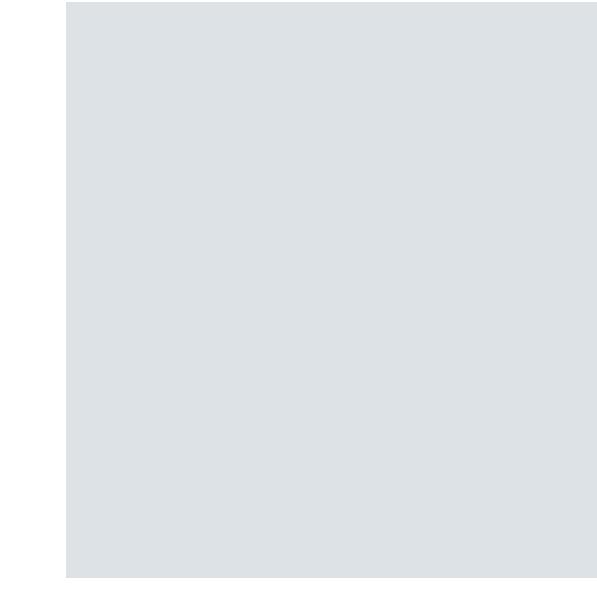
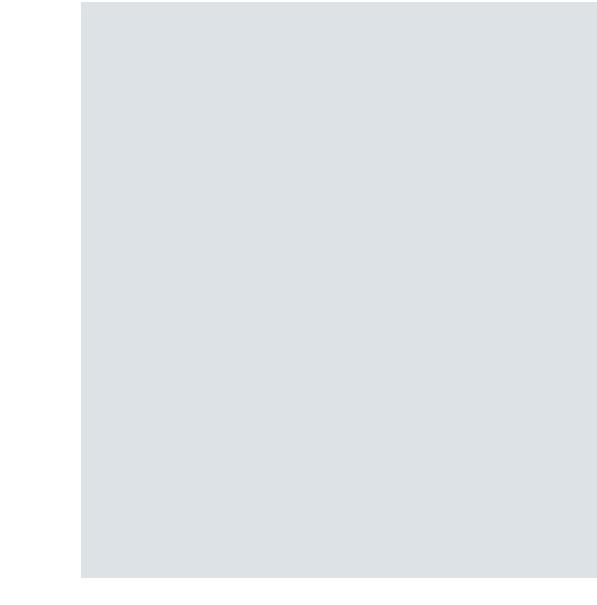
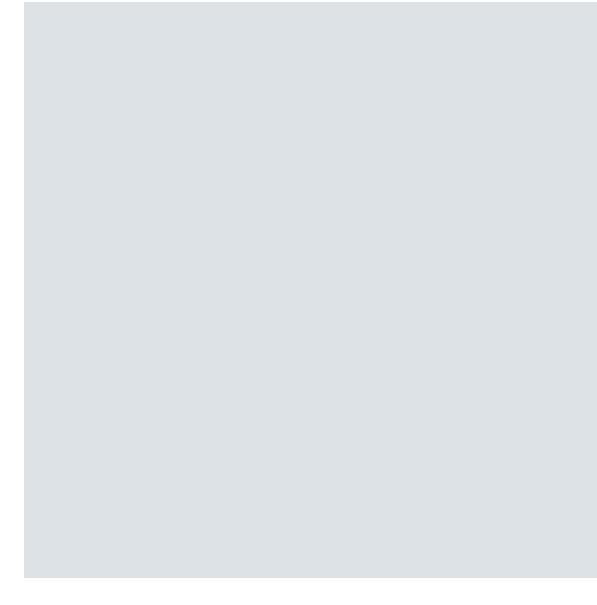
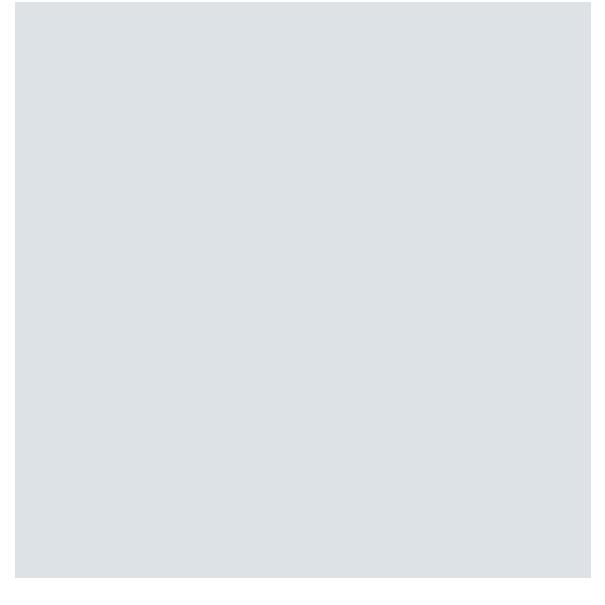
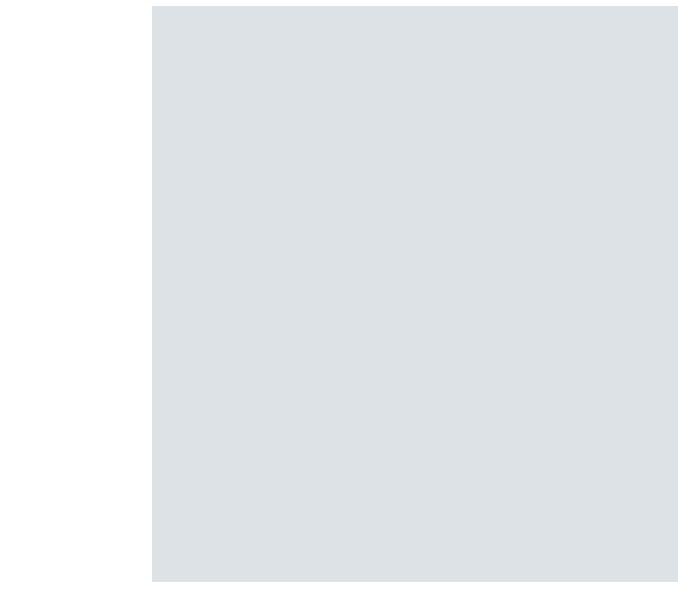
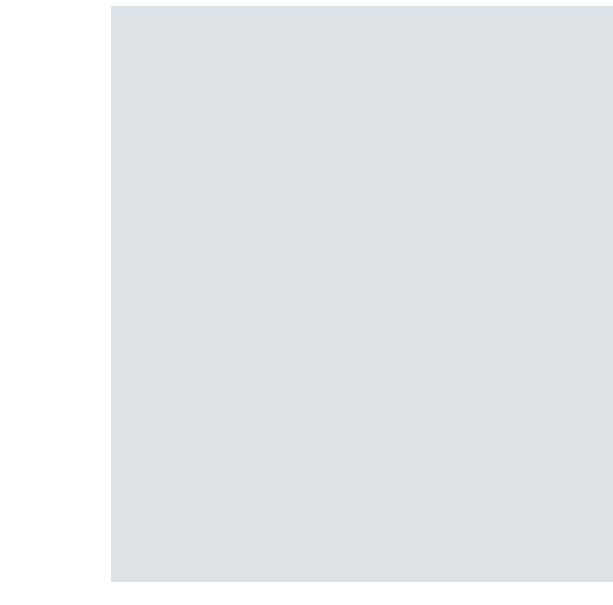
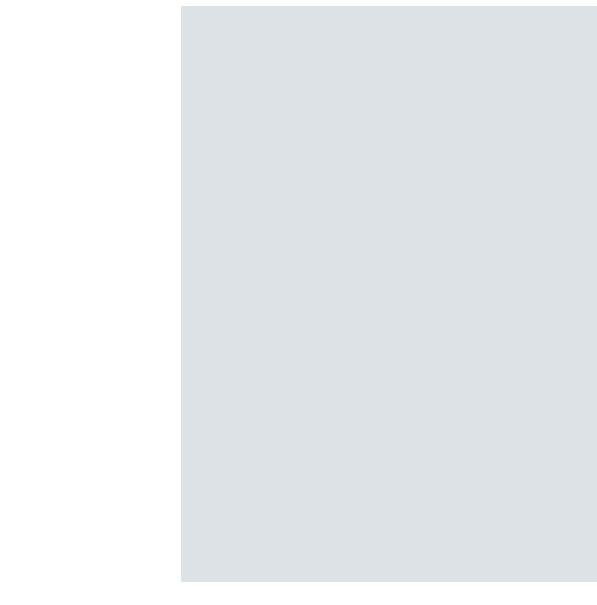
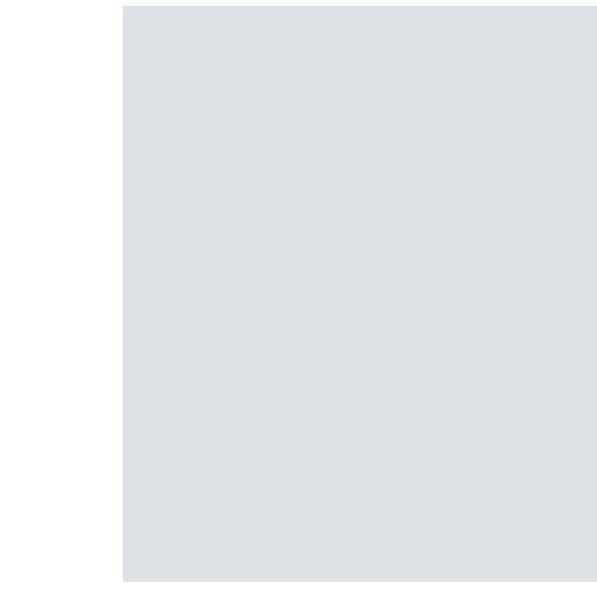
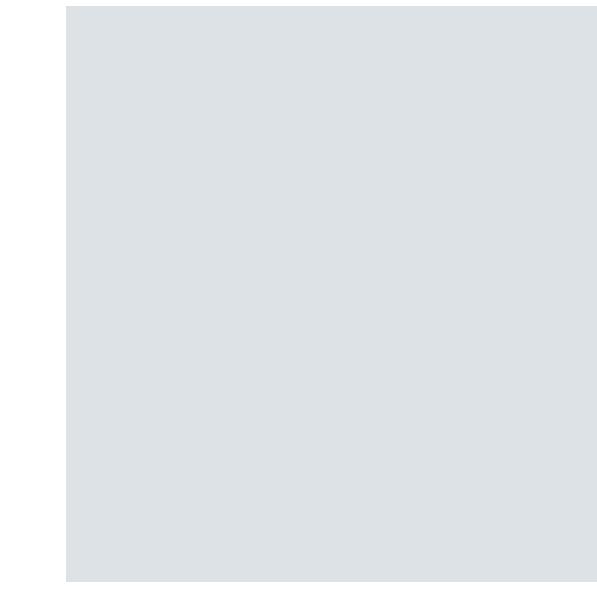
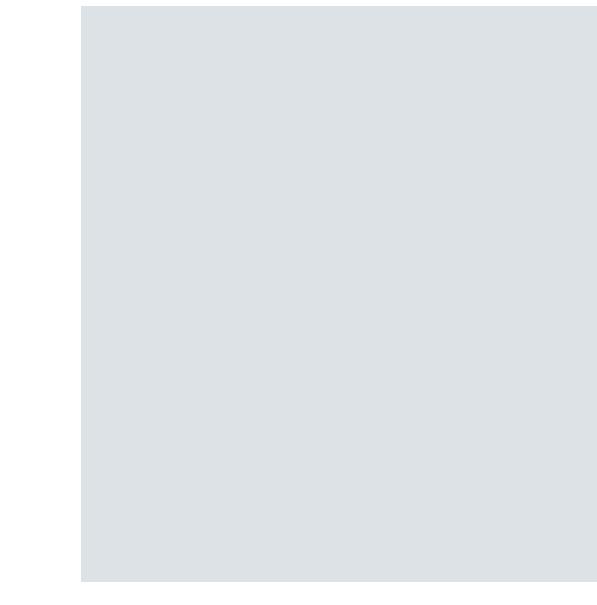
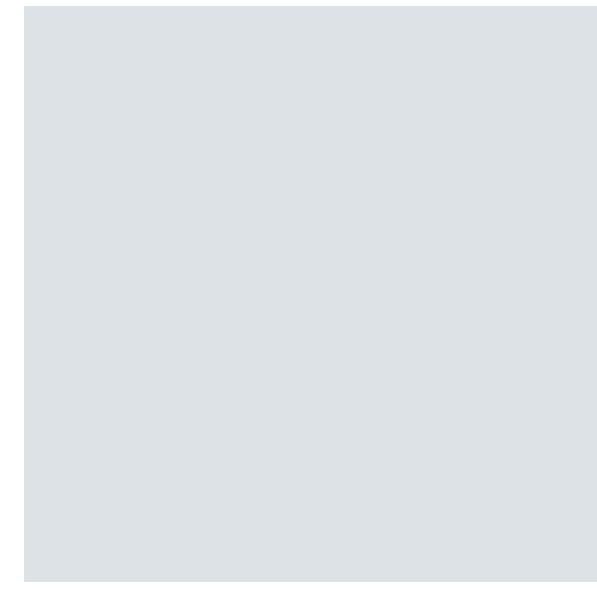
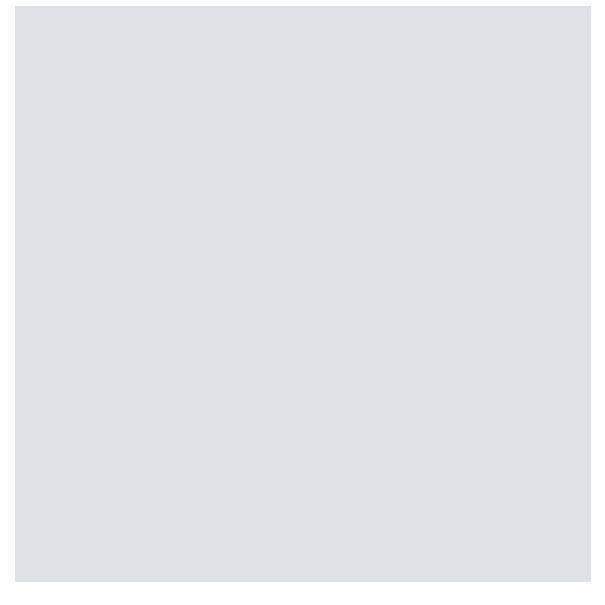
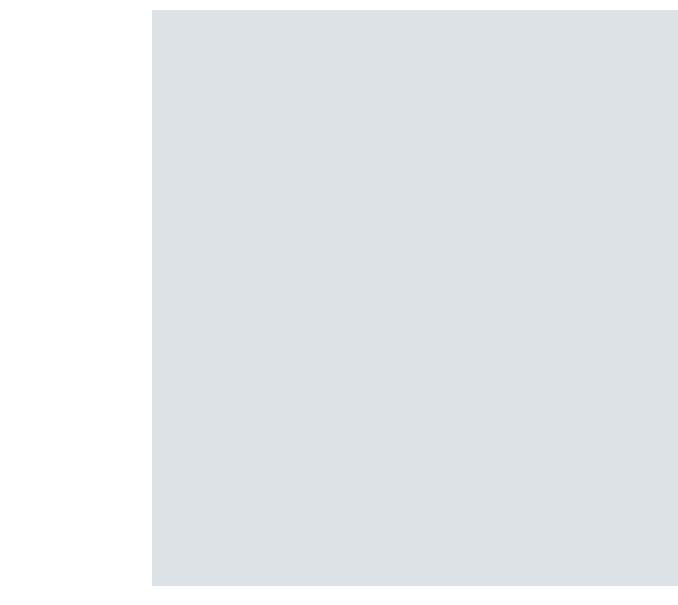
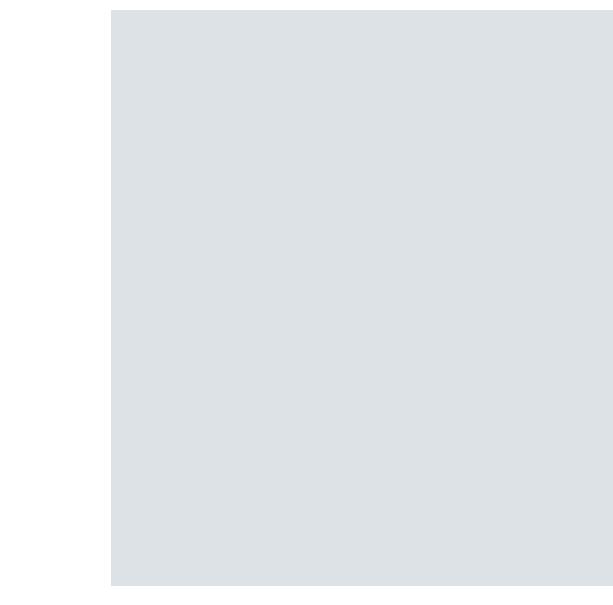
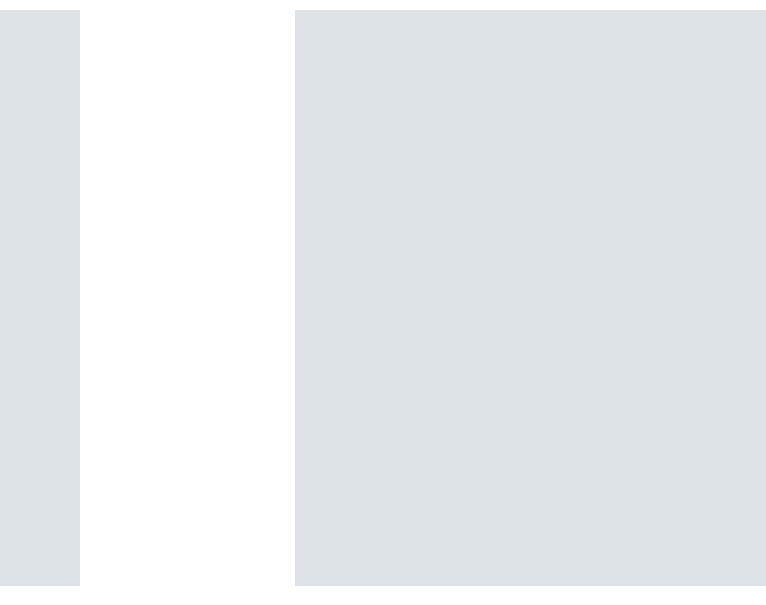
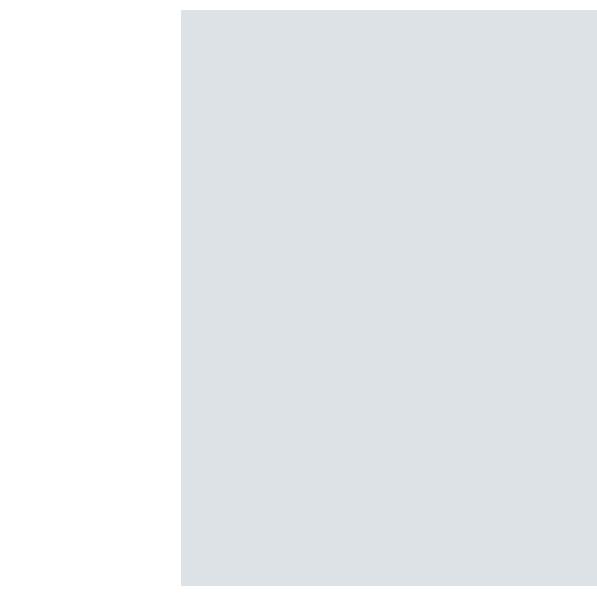
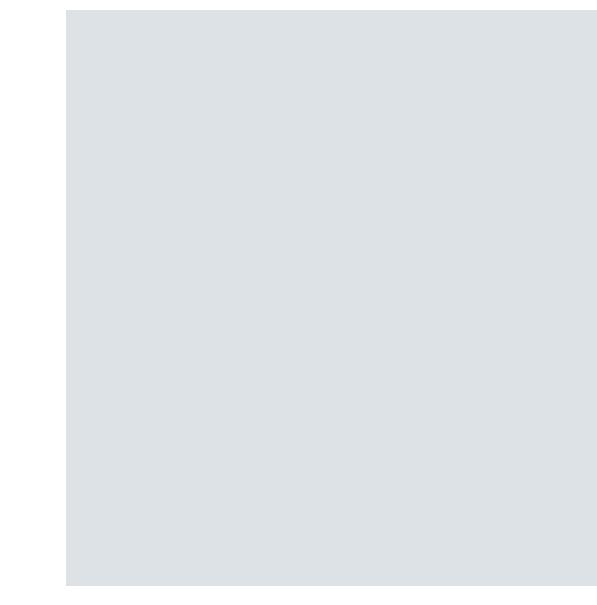
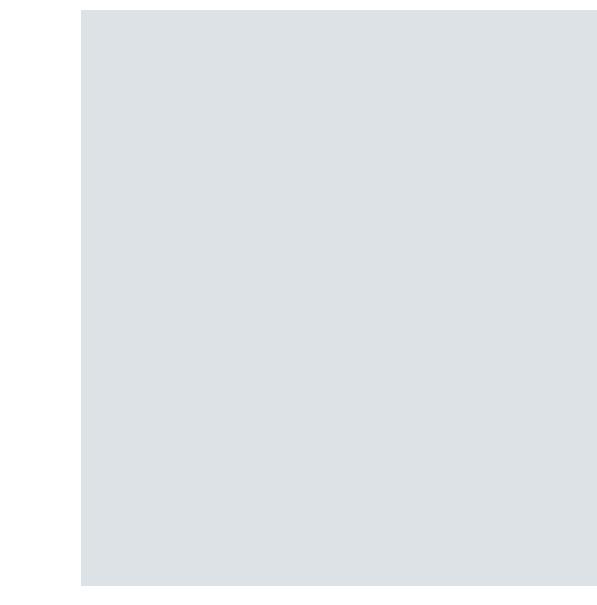
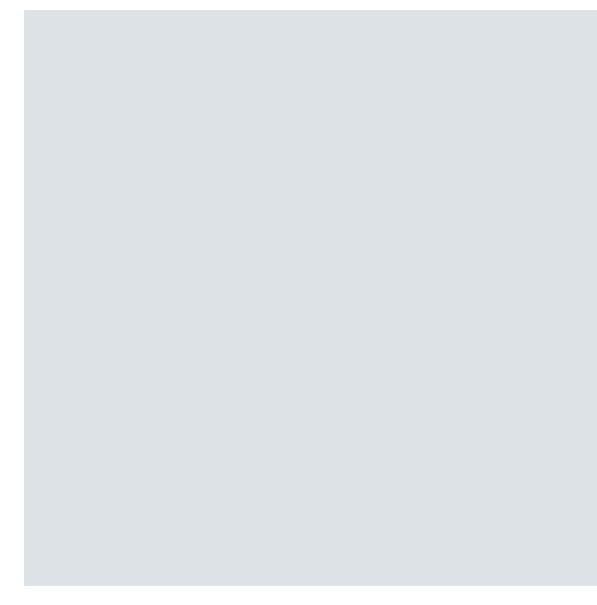
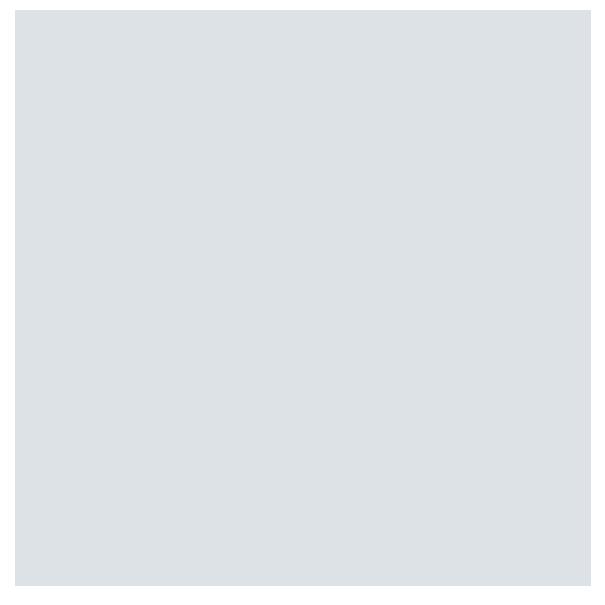
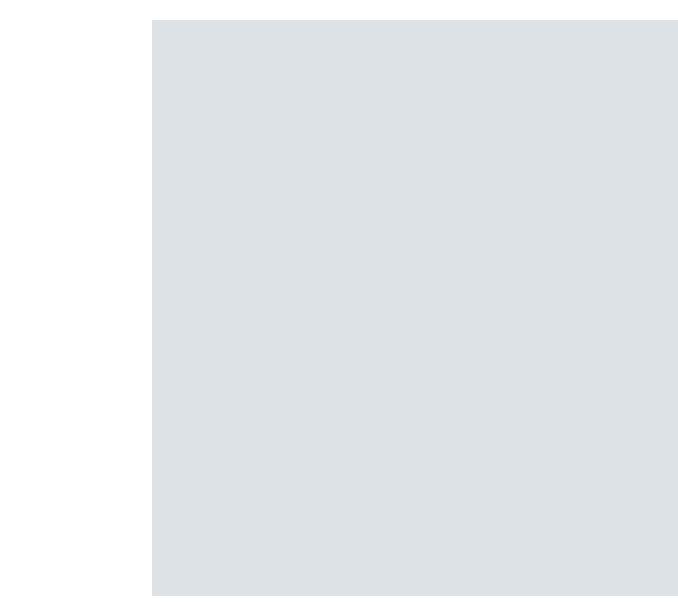
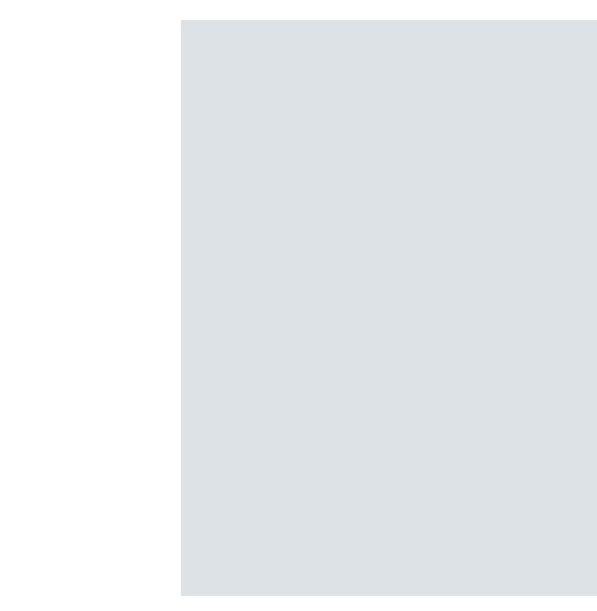
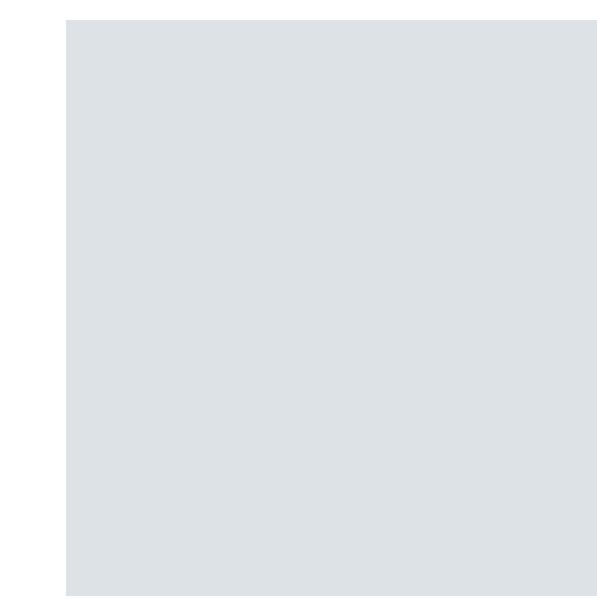
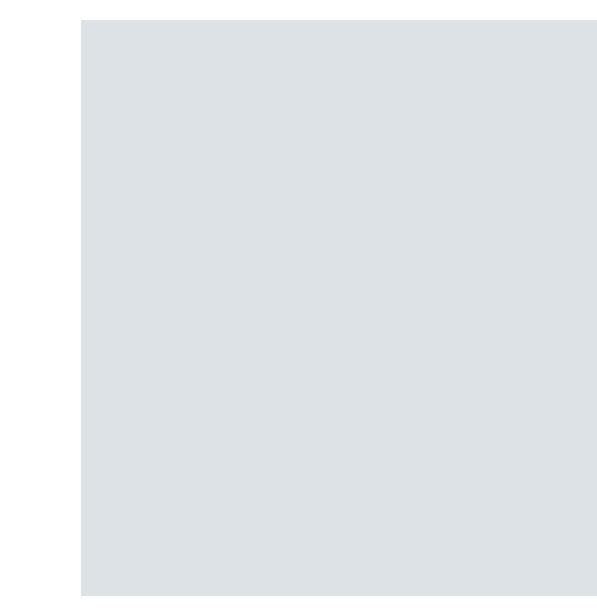
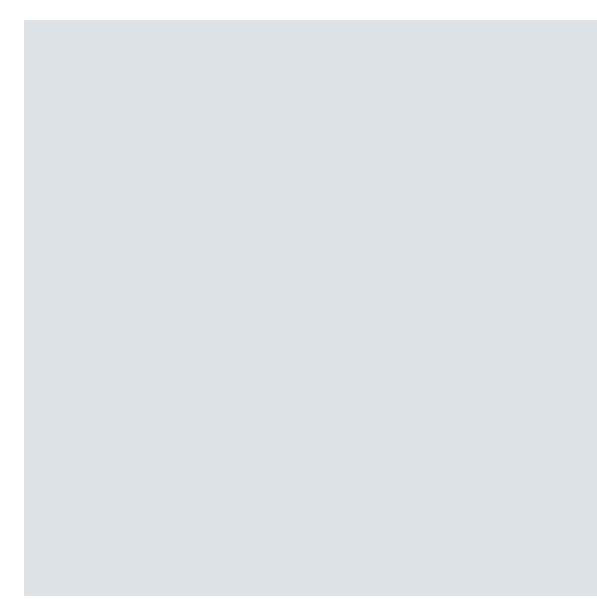
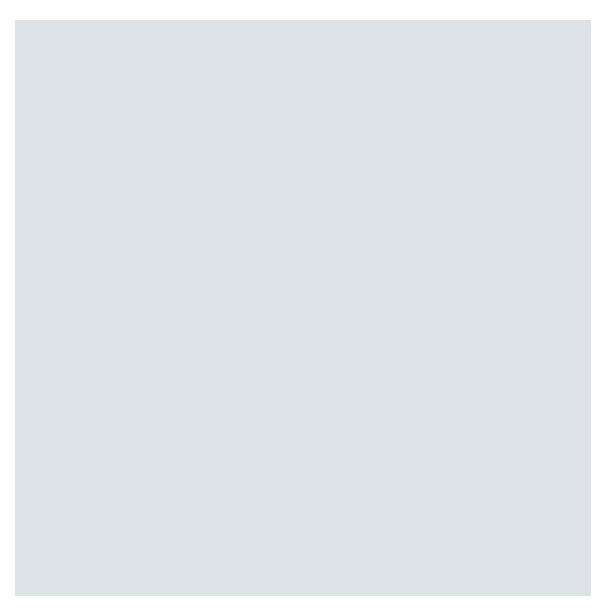
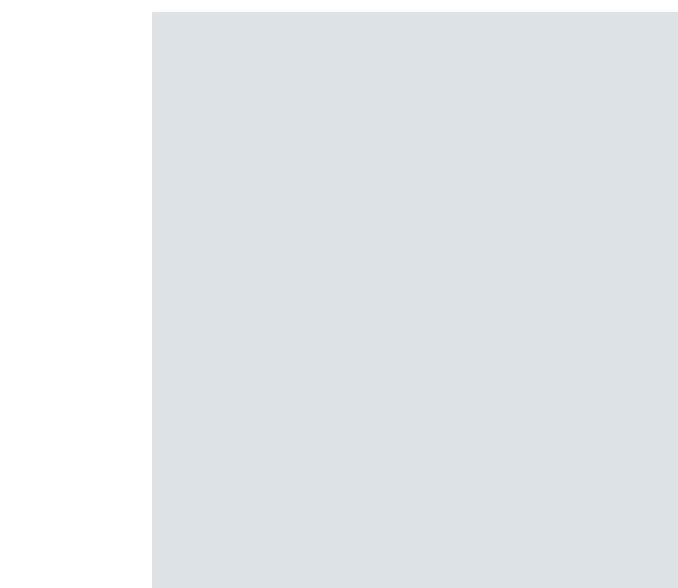
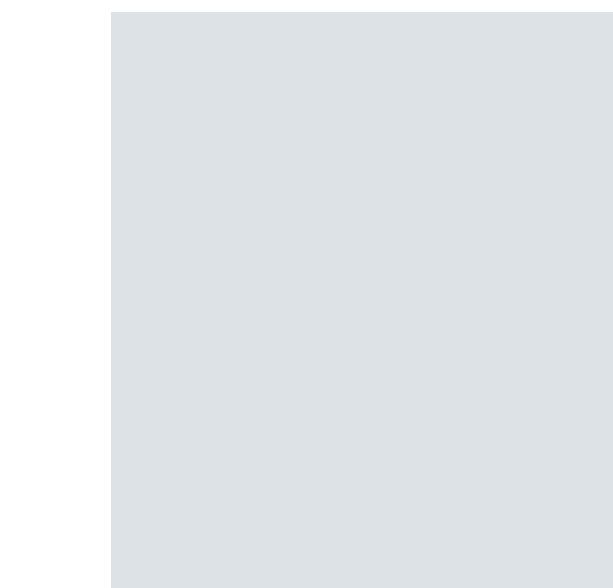
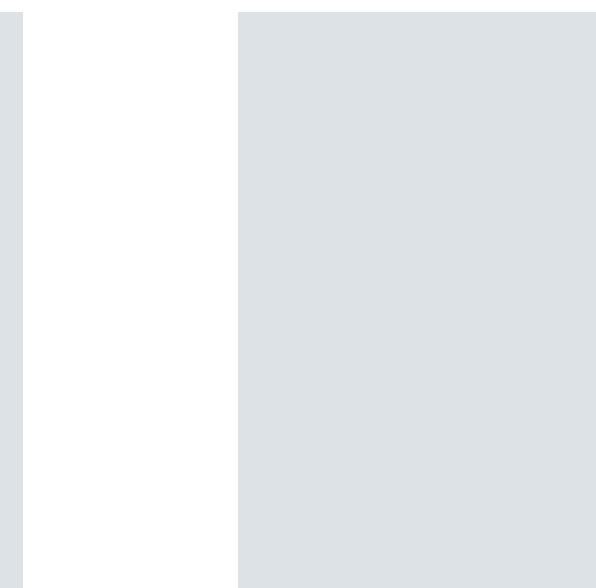
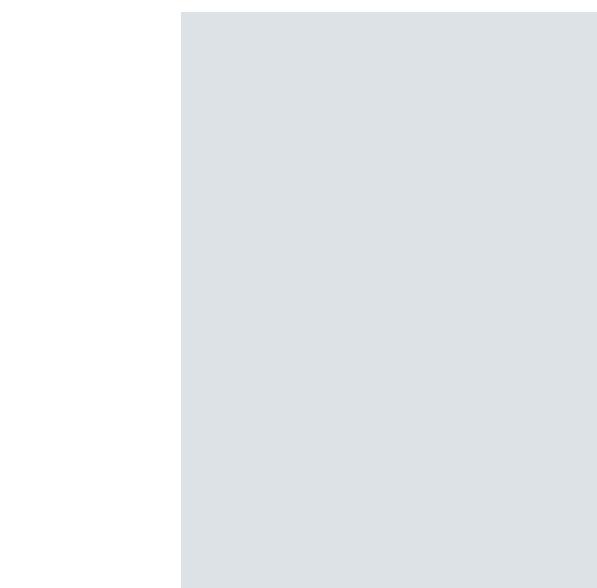
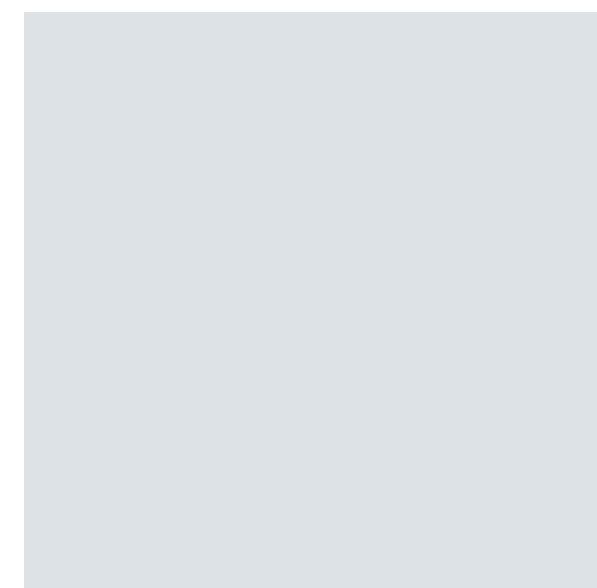
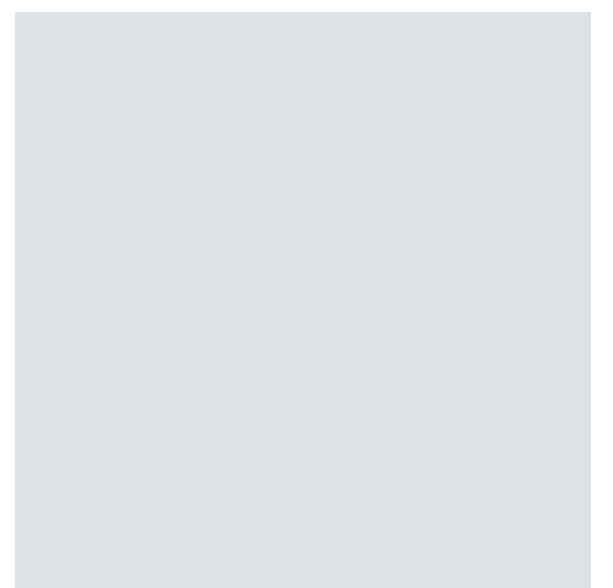
ECONOMIC DEVELOPMENT: IMPLEMENTATION MATRIX

To successfully implement the comprehensive plan, the City of Red Bank will need to bring together many people, organizations, and tools. This matrix translates the plan's recommendations into actionable projects and initiatives. The matrix outlines expected timelines, estimates costs, and specifies funding sources for each project or initiative.

PROJECT NAME/INITIATIVE	ECONOMIC DEVELOPMENT					COST ESTIMATE	FUNDING SOURCE(S)		
	EXPECTED IMPLEMENTATION YEARS								
	2025	2026	2027	2028	2029+				
Increase Economic Development Capacity									
Establish an Economic Development Department within the City.		X				\$	General Fund		
Continue partnerships with the Red Bank Chamber.		Ongoing >>>				Staff Time	General Fund		
Explore the development of a Main Street or Business Association for the Greenway Boulevard.		X	>	>		\$	General Fund		
Designate department or a staff position responsible for identifying and applying for funding and/or partnership opportunities with regional economic development entities.		Ongoing >>>				Staff Time	General Fund		
Monitor and routinely track citywide economic and employment KPIs.		X	>	>		Staff Time	General Fund		
Diversify and Increase Tax Revenue									
Encourage new development and redevelopment of underutilized properties, particularly along Dayton Boulevard.		Ongoing >>>				Staff Time	General Fund		
Attract hotel development to Red Bank.		X	>	>		Staff Time	General Fund		
Evaluate creative funding mechanisms and/or public-private partnership opportunities to help fund the Greenway Boulevard.	X					\$	General Fund, Grants		
Provide resources and support for prospective and existing businesses, such as promotional one-pagers and enhanced business registration and permitting FAQ pages.		Ongoing >>>				\$	General Fund, Grants		
Reimagine the Commercial Environment of Dayton Boulevard with the Greenway Boulevard									
Increase knowledge and understanding of Trail Town model frameworks and best practices.		Ongoing >>>				Staff Time, \$	General Fund, Grants		
Create a branding and placemaking strategy that defines Dayton Boulevard with the Greenway Boulevard.	X	X				\$	General Fund, Grants		
Establish Development and/or Design Guidelines or Zoning Overlay District for development within the Greenway Boulevard.		X	X			\$	General Fund		
Facilitate a North End Economic Development Strategy that brings developers, property owners, businesses, and the broader community together to a unified vision for redevelopment and strategies to improve the Browntown area.					On-going	\$	General Fund, Grants		
Foster Entrepreneurship and Encourage Small Business Formation and Growth									
Ensure Red Bank continues to be friendly to small businesses and entrepreneurs.		Ongoing >>>				Staff Time	General Fund		
Assess additional tools and tactics to help small companies and solopreneurs grow their business.		Ongoing >>>				Staff Time	General Fund		
Routinely conduct a Business Survey to assess conditions, needs, and perceptions.	X		X			\$	General Fund		
Establish and maintain a webpage with regional entrepreneurial resources.		Ongoing >>>				Staff Time	General Fund		
Conduct a Feasibility Assessment to develop a new Business Incubator program for Red Bank.		X	X			\$	General Fund		

GENERAL COMMENTS & FEEDBACK

If you have any feedback or comments on the comprehensive plan, add them to this board on a sticky note!



SMALL AREA STUDY: FORMER RED BANK MIDDLE SCHOOL SITE

SITE ELEMENTS KEY



DRAFT CONCEPT PLAN



KEY RECOMMENDATIONS:

- Approximately 8 acres of open greenspace and approximately 4 acres of future development.
- Future development anchors both ends of the open space along Dayton Boulevard. Also located near Oakland Terrace for easy pedestrian access to neighborhoods.
- Activated and improved streetscapes along Dayton Boulevard with sidewalks, parking, and street trees.
- Main parking located at the rear on W. Leawood Avenue. Opportunity for public-private partnership. Integrate green infrastructure into parking design. Explore options for shared parking on adjacent properties.
- Large open lawns with paved and unpaved trail loops featuring shade trees, benches, and lighting for comfort and safety.
- A variety of event spaces including a covered stage, food truck plaza, open lawn, hardscape plaza, and pavilions.
- A restroom located adjacent to the covered stage to provide easy access for the food truck area and central access for the remainder of the site.
- Recreational features including a bouldering/exercise park, play area, trails, and water feature like a splashpad or fountain.
- Public art reflecting the community and site's history as a former school.
- Garden area could include community garden plots, orchard trees, a teaching garden, or botanical nature gardens.
- Native landscape restoration and green infrastructure to be utilized throughout the site.
- Shade elements incorporated throughout to ensure comfort in warm summer months including tree-lined paths with benches, small pavilions, and large pavilions.

SMALL AREA STUDY: IMPLEMENTATION

To successfully implement the small area study, the City of Red Bank will need to bring together many people, organizations, and tools. This matrix translates the study's recommendations into actionable projects and initiatives. The matrix outlines expected timelines, estimates costs, and specifies funding sources for each project or initiative.

= Priority Project

PROJECT NAME/INITIATIVE	EXPECTED IMPLEMENTATION YEARS					COST ESTIMATE	FUNDING SOURCE(S)
	2025	2026	2027	2028	2029+		
Conduct a feasibility assessment for public and private ownership scenarios on the Former Red Bank Middle School site	X					Staff Time	General Fund
Explore community partnerships for potential civic spaces on the Former Red Bank Middle School site	Ongoing >>>					Staff Time	General Fund
Hire a consultant to design a master plan of the Former Red Bank Middle School site that includes an implementation strategy reflecting results of the feasibility study		X				\$	Capital Improvements Budget, Grants, Private Partnerships
Apply for grants and seek partnerships for additional funding for the Former Red Bank Middle School site		X	X			Staff Time	General Fund
Hire a consultant to develop a detailed design through construction documents for the Former Red Bank Middle School site			X	X		\$\$	Capital Improvements Budget, Grants, Private Partnerships
Start construction on the public space elements of the Former Red Bank Middle School site				Ongoing >		\$\$\$\$\$	Capital Improvements Budget, Grants, Private Partnerships

COST ESTIMATE:

The public space concept plan is estimated to cost approximately \$9 million dollars, requiring a strategic approach to implementation with multiple funding sources and involved stakeholders.

INVOLVED STAKEHOLDERS

City of Red Bank: Community Development to oversee planning, public engagement, and coordination of public-private partnerships while partnering with City Commission to issue RFQs and Public Works to support infrastructure needs on-site.

Developers: Partner on small-scale commercial or civic projects that align with the site's vision.

Community Groups: Collaborate to design inclusive amenities and programming for the site.

Environmental Organizations: Support sustainable infrastructure and natural resource management.

POSSIBLE FUNDING SOURCES

Public Funding

- Grants from federal and state programs (e.g., Local Parks and Recreation Fund (LPRF), Land and Water Conservation Fund (LWCF), Recreational Trails Program (RTP), Healthy Built Environments (HBE) Grants, etc.
- Local funding through municipal bonds, Tax Increment Financing (TIFs), or dedicated tax allocations.

Private Contributions

- Corporate sponsorships or philanthropic donations for specific site elements, such as playgrounds or pavilions.
- Developer contributions tied to surrounding development.

Partnership Opportunities

- Collaborate with local businesses or non-profits to fund and program site amenities.
- Explore funding partnerships with regional environmental or civic organizations.