

Chapter 10

Implementation



PLAN IMPLEMENTATION

Through the comprehensive planning process, the City of Maquoketa has developed a vision for the future of the community. On its own, the vision contained in the Comprehensive Plan has no legal authority; it is merely an agreed upon road map for the future of the community.

The Comprehensive Plan serves as a call to action for the City of Maquoketa and its partners within the community to take the community's vision and make it a reality.

Comprehensive Plan Review

As part of the implementation process, the City of Maquoketa should review and evaluate the Comprehensive Plan on an annual basis. In its evaluation the City should review the recommendations included in the plan, decide if they are still relevant based on current conditions, and make adjustments as necessary. The City should also evaluate progress on recommended actions. The City should consider more substantial review of the plan after five years.

Recommendations

To achieve its vision, the community must actively work to put the recommendations of the comprehensive plan into action. To do this, the Comprehensive Plan establishes an implementation plan. The recommendations from each plan chapter have been organized into a table that identifies the name of the action to be taken, the project partners, and a general timeline for completion. Projects are organized by chapter and topic.

Partners

The Maquoketa Comprehensive Plan establishes a vision for the entire community. With a community-wide focus, partnerships are critical for implementation. For all of the recommended actions it is assumed that the City Council and city administration will have at least some involvement in implementation. The implementation table lists entities like city departments, advisory committees, and outside organizations that the City can partner with to help it achieve the community's goals.

Timelines

Project timelines have been classified as short-term (less than one year), medium-term (one to five years), long-term (more than five years), or ongoing. Projects with an ongoing timeline are those projects that require continuous action and do not have a specific end date.

Recommendations	Partners	Time
Chapter 3. Community Character		
Community Character		
Identify and enhance the elements that give the community its sense of place and identity.	Historic Preservation Commission, Historical Society, Maquoketa HTP	S
Leverage the city's unique culture, historic elements, and contributions from artists for economic development, community marketing, and resident attraction and retention.	Historic Preservation Commission, Historical Society, Maquoketa HTP	S
Population		
Establish a resident recruitment program focused on promoting Maquoketa, welcoming newcomers, and attracting people to live in the community.	Maquoketa Chamber, JCEA, business owners, young professionals.	S
Encourage the creation of the housing needed to grow the city's population.	Realtors, private builders, property owners, JCEA, EIRHA	L
Arts and Entertainment		
Work with community organizations to provide festivals and events that bring the community together.	JCEA, Maquoketa Chamber, Maquoketa HTP	S
Support community organizations that provide arts education and venues for artistic performances.	Maquoketa Art Experience, Ohnward Fine Arts Center	O
Look for opportunities to expand the city's collection of public art.	Maquoketa Art Experience, Ohnward Fine Arts Center	L
Community History		
Safeguard Maquoketa's historic sites, buildings, and cultural resources.	Historic Preservation Commission, property owners	O
Rehabilitate existing buildings in a way that preserves their historic significance while allowing their use for modern purposes like office space, retail, or housing.	Historic Preservation Commission, property owners	L
Community Safety		
Ensure the fair, equitable, and uniform enforcement of rules, regulations, and laws.	Maquoketa PD, Jackson County Sheriff	O
Use community activities, partnerships, and outreach to foster positive relationships, good citizenship, and cooperation with public safety efforts.	Maquoketa Police Department, Jackson County, Sheriff, JCEA, Maquoketa Chamber	O
Encourage community events like Spring Clean Up Day that bring people together and build community pride.	Maquoketa HTP, JCEA, Maquoketa Chamber, Public Works	S
Focus resources on access to substance abuse and mental health services.	Area Substance Abuse Council, Maquoketa PD, Jackson County Sheriff, JCRHC, medical providers	S

Time: S: short-term, less than one year; M: medium-term, one to five years; L: long-term, more than five years; O: ongoing

Recommendations	Partners	Time
Chapter 4. Economic Development		
Business Attraction, Retention, and Expansion		
Assist local firms in finding financing and appropriate development sites for expansion.	JCEA	S
Encourage access to economic incentives for quality job creation and tax base enhancement.	JCEA	S
Continue to use a unified economic development team, with public and private sector involvement, to achieve the community's economic development goals.	JCEA, Maquoketa Chamber, local businesses	O
Support construction and maintenance of infrastructure that supports economic development including: housing, transportation, and utility systems.	Public Works	O
Develop a strategy for business succession planning.	JCEA, Maquoketa Chamber, local businesses	
Workforce		
Coordinate with local businesses and educational institutions to ensure access to necessary job skills training.	CCC, MCSD, JCEA, Maquoketa Chamber, local businesses	S
Cooperate with local businesses and educational institutions to ensure that training and skills requirements meet the needs of local employers.	CCC, MCSD, JCEA, Maquoketa Chamber, local businesses	S
Support construction of homes needed to house an expanded workforce.	Realtors, homebuilders, property owners, JCEA, EIRHA	L
Attract new residents and retain existing residents by continuing to improve quality of life in the community.	Maquoketa HTP, Maquoketa Chamber, JCEA	L
Downtown		
Encourage revitalization and redevelopment of downtown buildings.	JCEA, Historic Preservation Commission, Maquoketa Chamber, local businesses	L
Encourage businesses to locate in Downtown Maquoketa.	JCEA, Maquoketa Chamber	O
Encourage residential development in Downtown Maquoketa.	JCEA, Maquoketa Chamber	O
Tourism		
Support continued investment in the area's tourist attractions.	JCEA, Maquoketa Chamber, Travel Iowa, Jackson County Area Tourism Association, Community Foundation	O
Continue to market the area's attractions.	JCEA, Maquoketa Chamber, Travel Iowa, Jackson County Area Tourism Association, Community Foundation	S
Entrepreneurship		
Cooperate with other agencies and educational institutions to identify programs and services to assist in the creation of new small businesses.	JCEA, Maquoketa Chamber, local businesses	S
Promote programs that provide start-up businesses with financial and technical assistance.	JCEA, Maquoketa Chamber, local businesses	S
Marketing		
Work with community partners such as JCEA and the Chamber to develop a marketing strategy that displays a consistent message and image of the community.	JCEA, Maquoketa Chamber, local businesses	S
Identify community features that could be features of a marketing campaign.	JCEA, Maquoketa Chamber, local businesses	S

Time: S: short-term, less than one year; M: medium-term, one to five years; L: long-term, more than five years; O: ongoing

Recommendations	Partners	Time
Chapter 5. Outdoor Recreation and Environment		
Clean Air and Water		
Consider impacts of future development on air and water quality in the land use planning process.	Maquoketa P&Z, Public Works	O
Use the city's zoning ordinance to prevent air quality issues by separating incompatible uses and designing facilities to mitigate risks to residential areas and sensitive populations.	Planning P&Z, Public Works	O
Continue to work with the Maquoketa River Watershed Management Authority on watershed conservation projects throughout the area.	Maquoketa River WMA	S
Promote awareness of the effects air quality on public health especially for sensitive populations.	JCRHC, medical providers, Jackson County Board of Health	S
Consider green infrastructure elements when designing buildings and infrastructure.	Public Works	S
Parks		
Provide an integrated system of parks, trails, and gathering spaces that provide city residents and visitors with the opportunity to experience the area's unique natural features.	Maquoketa Parks Board, GWMRR, County Conservation, Friends of JCC, Friends of Maquoketa Caves, Iowa DNR, Public Works	L
Continue to coordinate with regional partners such as Jackson County Conservation, the Grant Wood Mississippi River Region, and the Iowa DNR to improve the area's parks.	Maquoketa Parks Board, Jackson County Conservation, Grant Wood Mississippi Region, Iowa DNR	O
Look for opportunities to acquire and preserve lands that contribute to the area's natural character.	Parks Board, County Conservation, Iowa DNR	L
Support continuing improvement programs for park maintenance, equipment, and facilities.	Parks Board, Public Works, County Conservation, Iowa DNR	O
Encourage city residents to participate in community beautification through community clean-up events, gardening clubs, friends groups, and other volunteer opportunities.	Maquoketa HTP, MCSD	O
Hazard Mitigation		
Design buildings, parking lots, and streets that manage and minimize stormwater runoff.	Public Works, private builders, property owners	S
Steer development away from hazardous areas through policies, ordinances, or incentives.	Maquoketa P&Z	O
Reduce flood hazards by enhancing protective natural green infrastructure like wetlands, vegetation on steep slopes, and other natural areas that promote ground water infiltration.	Maquoketa P&Z, Public Works, County Conservation, Iowa DNR	L

Time: S: short-term, less than one year; M: medium-term, one to five years; L: long-term, more than five years; O: ongoing

Recommendations	Partners	Time
Chapter 6 Housing		
Housing		
Encourage a diverse housing stock that serves people at all income levels and at all stages of life.	Maquoketa P&Z, private builders, realtors, JCEA, EIRHA, property owners	L
Support the creation of new housing to support the community's desired population growth.	Maquoketa P&Z, private builders, realtors, JCEA, EIRHA, property owners	L
Update Housing Needs Assessment on a regular basis.	Maquoketa P&Z, private builders, Realtors, JCEA, EIRHA, property owners	M
Maintenance, Rehabilitation, and Redevelopment		
Support redevelopment of existing vacant or underutilized structures such as upper floors of downtown buildings.	Maquoketa P&Z, private builders, realtors, JCEA, EIRHA, property owners	M
Develop an inventory of vacant and underutilized properties.	Maquoketa Building Inspector, Public Works, property owners	S
Encourage rehabilitation of existing homes.	Maquoketa P&Z, private builders, realtors, JCEA, EIRHA, property owners	L
Support community volunteer efforts to assist those in need with home maintenance tasks.	Maquoketa HTP, churches, MCSD	S
New Construction		
Identify areas for future housing development in the city's future land use maps.	Maquoketa P&Z	S
Encourage infill housing development in Maquoketa's existing neighborhoods.	Maquoketa P&Z	S
Review existing development regulations and incorporate flexibility as a way to reduce development costs and allow housing types that meet the current needs of the community.	Maquoketa P&Z, Public Works	M
Rental Housing		
Support the development of good quality, affordable rental housing.	Rental Property Owners and Managers, private builders, Realtors, JCEA, Iowa Economic Development Authority	L
Support education and training efforts to improve relationships between tenants and landlords.	Rental property owners and managers, Tenants	S
Improve the quality Maquoketa's rental housing stock through the City's rental permitting and inspection program.	Rental property owners and managers, Maquoketa Building Inspector	M

Time: S: short-term, less than one year; M: medium-term, one to five years; L: long-term, more than five years; O: ongoing

Recommendations	Partners	Time
Chapter 7. Public Infrastructure and Facilities		
Public Safety		
Monitor public safety facilities, equipment, and procedures to ensure that adequate service is provided.	Maquoketa PD, Maquoketa Fire Department, Public Works, Jackson County EMA, Jackson County Sheriff	O
Encourage coordination, cooperation, and resource sharing among local public safety agencies.	Maquoketa PD, Maquoketa Fire Department, Public Works, Jackson County EMA, Jackson County Sheriff	O
Coordinate with local police and fire departments to ensure that new development can be served by existing facilities and equipment.	Maquoketa PD, Maquoketa Fire Department, Public Works, Jackson County EMA, Jackson County Sheriff	O
Health Care		
Maintain quality health care facilities that promote physical and mental health, safety, and wellness for all members of the community.	JCRHC, Jackson County Board of Health, Iowa Department of Public Health, Area Substance Abuse Council, medical providers	O
Support access to good quality, affordable care for children, the disabled, and the elderly.	JCRHC, Jackson County Board of Health, Iowa Department of Public Health, Area Substance Abuse Council, medical providers	L
Education		
Coordinate with local schools to provide adequate educational facilities and improve educational opportunities for the community's children.	MCSD	O
Coordinate with local schools to ensure that proposed development can be served by existing educational facilities.	MCSD	O
Coordinate with education partners such as the Maquoketa Public Library and Clinton Community College to support opportunities for life-long learning.	MCSD, Maquoketa Public Library, CCC	O
Public Infrastructure and Services		
Plan for, build, and improve infrastructure systems to meet anticipated growth and development needs.	Maquoketa P&Z, Public Works, MMEU, Water Plant Operator	L
Encourage new development to size facilities to serve the needs of future development.	Maquoketa P&Z, Public Works, MMEU, Water Plant Operator	O
Encourage development and redevelopment in areas with access to existing infrastructure.	Maquoketa P&Z, Public Works, MMEU, Water Plant Operator	O
Invest in infrastructure projects that will result in private sector investments that can financially sustain the maintenance of the infrastructure.	Maquoketa P&Z, Public Works, MMEU, Water Plant Operator	O
Perform routine maintenance and support ongoing improvements to distribution systems.	Maquoketa P&Z, Public Works, MMEU, Water Plant Operator	O
Encourage access to reliable and affordable broadband internet.	JCEA, Maquoketa Chamber, Public Works	M
Revise the City's Capital Improvements Program on an annual basis.	Public Works	O
Consider City provided trash and recycling collection.	Public Works	S

Time: S: short-term, less than one year; M: medium-term, one to five years; L: long-term, more than five years; O: ongoing

Recommendations	Partners	Time
Chapter 8. Transportation		
Overall Transportation Planning Process		
Continue to work with outside agencies such as Jackson County, the Iowa Department of Transportation, and Regional Planning Affiliation 8 to maintain regional highway connections.	Iowa DOT, Jackson County BOS, Jackson County Engineer, RPA 8, Public Works	O
Follow a performance-based planning process that ensures that resources are used effectively.	Iowa DOT, Jackson County BOS, Jackson County Engineer, RPA 8, Public Works	O
Continue to look for opportunities to fund transportation infrastructure projects through state and federal programs.	Iowa DOT, Jackson County BOS, Jackson County Engineer, RPA 8, Public Works	O
Roads and Bridges		
Evaluate the city's street system and plan future street maintenance projects through the City of Maquoketa's Capital Improvement Program (CIP).	Iowa DOT, RPA 8, Public Works	S
Complete the Platt Street Corridor Project.	Iowa DOT, RPA 8, Public Works	S
Complete the South Main Street Bridge Project.	Iowa DOT, RPA 8, Public Works	M
Reduce the number of major injuries and deaths from vehicle crashes by identifying problem locations and making safety improvements at those locations.	Iowa DOT, RPA 8, Public Works, Maquoketa PD, Jackson County Sheriff	L
Develop a parking inventory for downtown Maquoketa.	Public Works, JCEA, Chamber	S
Develop a pavement management plan.	Public Works	S
Public Transportation		
Coordinate with the Regional Transit Authority to improve public transit service in the Maquoketa area.	RTA 8	O
Bicycle and Pedestrian		
More complete bicycle and pedestrian network through the development of trails, on-street bicycle routes, and sidewalks.	Parks Board, JCEA, Public Works, RPA 8, Iowa DOT	L
Improve safety for bicyclists and pedestrians by adding improvements to on-street bicycle routes and improving street crossings.	Parks Board, JCEA, Public Works, RPA 8, Iowa DOT	L

Time: S: short-term, less than one year; M: medium-term, one to five years; L: long-term, more than five years; O: ongoing

Recommendations	Partners	Time
Chapter 9. Land Use		
Keep the Future Land Use Map current with changing growth conditions in the region.	Maquoketa P&Z	O
Review the Future Land Use Map at five-year intervals to ensure these planning documents remain useful guides for growth and development.	Maquoketa P&Z	S
Consider prompt review and possible amendment of the Future Land Use Map between five-year intervals should development conditions significantly change.	Maquoketa P&Z	O
Review zoning and subdivision ordinances ensure compatibility with the recommendations of the Maquoketa Comprehensive Plan.	Maquoketa P&Z	S
Promote principles of good community design as part of all development.	Maquoketa P&Z, Public Works	O
Ensure that adjacent land uses are compatible with regard to such factors as smoke, noise, odor, traffic, activity, and appearance.	Maquoketa P&Z	O
Provide adequate amounts of land in a variety of sites suitable for each type of use, and allow for anticipated change and growth based on economic forecasts.	Maquoketa P&Z, JCEA	L
Plan for conservation areas that provide recreation opportunities and protect important environmental resources.	Maquoketa P&Z, Parks Board, County Conservation, Iowa DNR	L
Provide adequate amounts of land for new housing construction to meet the community's population growth target.	Maquoketa P&Z, JCEA, Maquoketa Chamber	L
Plan for future housing development.	Maquoketa P&Z	L
Ensure that opportunities for commercial and industrial development are provided to support both the local and regional market.	Maquoketa P&Z, JCEA, Maquoketa Chamber	L
Encourage expansion of commercial opportunities in existing commercial corridors or nodes where infrastructure can support growth.	Maquoketa P&Z, JCEA, Maquoketa Chamber, Public Works	L
Encourage continued reinvestment and redevelopment in Downtown Maquoketa.	Maquoketa P&Z, JCEA, Maquoketa Chamber	L
Promote opportunities for neighborhood commercial centers that compatible with residential property.	Maquoketa P&Z, JCEA, Maquoketa Chamber	L
Promote the retention and expansion of existing, and attraction of new, industrial development opportunities in suitable locations.	Maquoketa P&Z, JCEA, Maquoketa Chamber	L

Time: S: short-term, less than one year; M: medium-term, one to five years; L: long-term, more than five years; O: ongoing

List of Partners

All partners included in the implementation chapter are listed below. If an abbreviated name is used in the table, the abbreviation is included in parentheses.

Area Substance Abuse Council

Business owners

Churches

City of Maquoketa Building Inspector (Maquoketa Building Inspector)

City of Maquoketa Historic Preservation Commission (Historic Preservation Commission)

City of Maquoketa Parks Board (Parks Board)

City of Maquoketa Public Works Department (Public Works)

Clinton Community College (CCC)

Community Foundation of Jackson County (Community Foundation)

East Central Intergovernmental Association (ECIA)

Eastern Iowa Regional Housing Authority (EIRHA)

Friends of Maquoketa Caves State Park (Friends of Maquoketa Caves)

Friends of Jackson County Conservation (Friends of JCC)

Grant Wood Mississippi River Region (GWMRR)

Iowa Department of Natural Resources (DNR)

Iowa Department of Public Health

Iowa Economic Development Authority (IEDA)

Jackson County Area Tourism Association

Jackson County Board of Health

Jackson County Board of Supervisors (BOS)

Jackson County Conservation Board (County Conservation)

Jackson County Emergency Management Agency (EMA)

Jackson County Engineer

Jackson County Economic Alliance (JCEA)

Jackson County Fair Board (Fair Board)

Jackson County Historical Society (Historical Society)

Jackson County Regional Health Center (JCRHC)

Jackson County Sheriff

Local businesses

Maquoketa Municipal Airport (Airport)

Maquoketa Area Chamber of Commerce (Maquoketa Chamber)

Maquoketa Art Experience (MAE)

Maquoketa Community School District (MCSD)
Maquoketa Fire Department

Maquoketa Hometown Pride (Maquoketa HTP)
Maquoketa Municipal Electric Utility (MMEU)

Maquoketa Police Department (Maquoketa PD)

Maquoketa Public Library

Maquoketa River Watershed Management Authority (WMA)

Medical providers

Ohnward Fine Arts Center

Maquoketa Planning and Zoning Commission (Maquoketa P&Z)

Private builders

Property owners

Realtors

Regional Planning Affiliation 8 (RPA 8)

Regional Transit Authority 8 (RTA 8)

Rental property owners and managers

Travel Iowa

Water Plant Operator

Young professionals

