



DOWNTOWN MASTER PLAN

2014

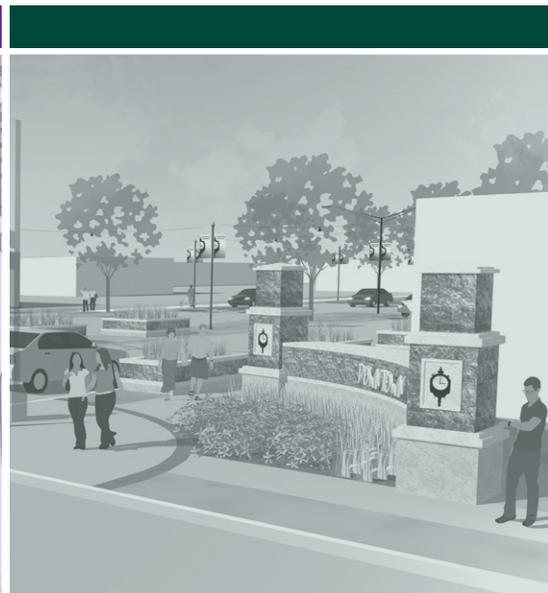
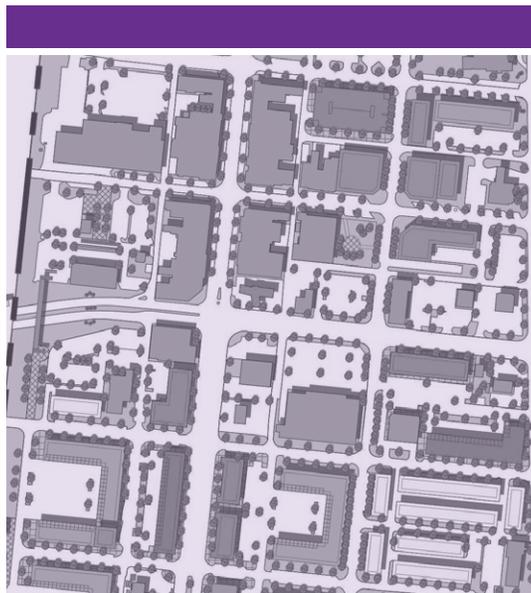
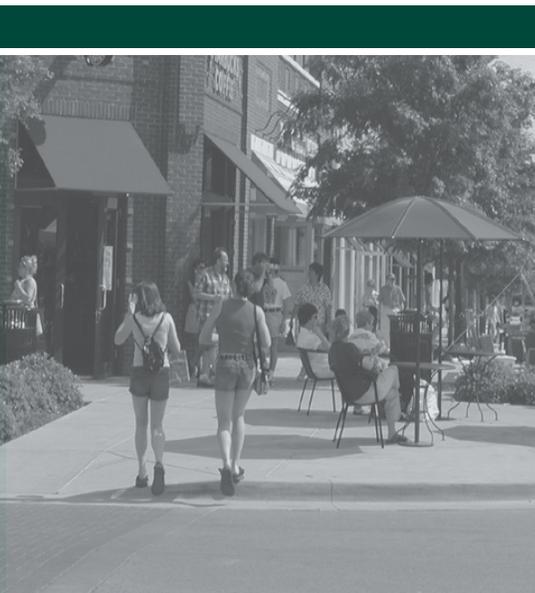


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ACKNOWLEDGMENTS

Thanks to the City of Edmond’s elected and appointed officials, the City’s staff, the citizens and stakeholders who provided knowledge, assistance and insight throughout the process of developing this plan.

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SPECIAL THANKS

The following provided contributions to help make the planning process and Master Plan possible:

The University of Central Oklahoma
Downtown Edmond Business Association
Edmond Economic Development Authority
Downtown property and business owners

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INTRODUCTION

- 1 ABOUT THE PLAN
- 2 EDMOND HISTORY
- 3 PLANNING PROCESS
- 4 STUDY AREA



... she became
... accompanied women
... for a land grant
... as a political activist, her
... she continued to enrich her
... Oklahomans for the remainder
... of her life.

1 introduction

ABOUT THE PLAN

The 2014 Downtown Edmond Master Plan (hereinafter called the Master Plan) uses the City's 1998 Downtown Master Plan Study and 2011 Downtown Master Plan Update as a foundation for planning. The Master Plan aims to form consensus around and establish a common image for Downtown Edmond as a livable, healthy and economically vibrant center for the community. Downtown Edmond is the vital heart of the City. The Master Plan builds on decades of effort, history and culture, built successes, urban context and working relationships. It is intended for policy development, to guide public funding and to attract private investments. The plan aids in providing a physical framework layout and prioritized actions to promote Downtown in order to begin to realize implementation of past plans and newly identified opportunities. As this plan builds on the 1998 plan and the 2011 update, it does not find it necessary to completely revise decisions of the past, but rather moves forward with a focus on market potentials and project opportunities.

The planning consultants Freese and Nichols, Inc. were commissioned by the City of Edmond to conduct the 2014 Master Plan. The project team approached this effort as an **implementation-focused plan** in which previous Downtown Edmond planning efforts are combined with new market-driven strategies. The past plans have laid the groundwork for in-depth issues and community goals to address the downtown context. Existing goals for Downtown Edmond were reaffirmed during this process along with the addition of several new goals.

This document serves as a guide for the City, developers, citizens and all parties interested in establishing an attractive place to live, work and play. The Master Plan is a comprehensive study that engages the community to identify a vision and common goals. The Plan provides a review for previous planning documents, assessment of the physical environment and market conditions in order to support Downtown's viability, development and connectivity. It creates strategies to set the course for physical development over the next 10 years and beyond. The plan studies multi-modal access elements and provides recommendations for pedestrian and vehicular traffic and parking. In addition, the planning process works to strengthen the Downtown district's recognition and identify methods to enhance the relationship with the University of Central Oklahoma (UCO). Final recommendations clearly state projects and prioritization for action items focused on land use programming, circulation, identity and development forms. Ultimately, the Master Plan presents strategies for the transformation of Downtown into a successful, walkable destination to leverage Edmond's unique locational advantages and position in the market. It aids in identifying attractions, entertainment, events, educational and cultural activities suited to the downtown area.



TRENDS

This implementation-focused plan holds the underlying belief that a vibrant and healthy urban setting is the best formula to maintain Downtown Edmond's significant role as a hub of activities, a headquarter for businesses, and a focal point of civic institutions. The Master Plan is thus constructed in part upon the foundation of certain trends and assumptions:

- The Millennial population (i.e. the generation born between approximately 1982 and 2003) has expectations regarding urban environments and mixed use urban areas. In particular, knowledge-based workers, such as engineers, doctors, architects, scientists, accountants, lawyers and teachers, find districts appealing that include walkable environments with small-scale amenities such as cafes, galleries and independent stores.
- Consumer preferences are changing based on the rise of the Creative Class. As defined by Richard Florida, this innovative and creative sector of the work force comprises 40 million workers (about 30 percent of the U.S. workforce). There is a pent-up demand for walkable places and the demand for walkable urbanism will represent at least one third of the U.S. housing market. The experience and place matters when choosing a shopping location and many buyers expect social engagement and a variety of amenities.
- Not all individuals want to live in a walkable urban place, but they all expect to have the opportunity to do so at various times of their life and will gravitate to metro areas that offer multiple housing choices.
- Housing needs and expectations are changing based on national and local trends that include shifting demographics, decreased household sizes and aging populations. This relates directly to smaller household sizes, the increase in single-person households and households without children, in addition to the amplified demand for housing variety related to an aging baby boomer population.
- Continued sprawl and auto-centric development models can cause traffic congestion, increased fuel consumption, added vehicle trips and increased burden on cities to provide for new infrastructure and the maintenance of existing infrastructure. New developments of urban centers are helping to address these issues with increased densities, mixed uses, new amenities and desirable work environments.
- Expanding downtown residential space will add market forces that support education, retail and dining and entertainment options. More residents and the buildings that house them will also add to the experience of Downtown, close development gaps and make Downtown a more walkable urban center.
- Downtown Edmond needs to position itself to attract new workers and those that employ them. Capital and talent are mobile and some places will make the investments to attract them and prosper while others will not. Downtown should position itself as a vibrant, urban core that entices and serves the next-generation of companies, professionals, educators and researchers.
- Edmond, at a minimum, should position itself to allow a regional transit system to fit into the downtown context. This can create infrastructure efficiency, concentrate and increase market demand for dense urban uses, and reduce air pollution and improved quality of life.
- Positioning Downtown's partnership with the University of Central Oklahoma, the public library, public schools, and private institutions can create a destination for lifelong learning. These affiliations will most likely yield significant economic, social and image benefits for the community as a whole and the present and future companies, residents and workers.

MAJOR ACCOMPLISHMENTS SINCE 1998 MASTER PLAN

The downtown planning study is not starting from scratch. In fact, Downtown Edmond is rich with history, unique businesses, public art, streetscape enhancements and parks. Having benefited from past planning efforts, the City of Edmond is beginning a new era of downtown planning in a very fortunate position. Building on the previous successes in Downtown, an updated downtown plan can once again take advantage of the area's growth and determine its own path. Through the years, numerous partners, committee members and volunteers have overseen the actions for Downtown's events and projects. Recent investments from both the public and private sectors have boosted an environment with market place examples and showcase the public's willingness to invest in the heart of the community. Such recent project successes include:

- Festival Market Place
- Streetscape, on-street parking and landscape enhancements
- New bike lanes on University Drive
- Utility upgrades or replacements, water lines, waste water lines, drainage structures
- Downtown regional detention area
- Numerous public art installations
- Mixed use developments along Boulevard and near Stevenson Park and new office buildings
- New urban grocery store, restaurants and convenience store
- Remodeling of existing commercial and retail centers
- Investments and remodeling to public school facilities
- New multi-purpose Public Safety Center
- UCO's increased enrollment
- Fine Arts Center
- The UCO Jazz Lab at Stephenson Park
- The Forensic Science Institute and the Oklahoma State Bureau of Investigation's crime lab located near the UCO campus
- New UCO residence hall, wellness center and UCO classroom expansions
- Continuation of events in Downtown including the Liberty Fest/4th of July Parade, Arts Festival, Merchants Crazy Days/ Halloween and Parades-UCO and High Schools
- Street improvements and sidewalks, some dating back to Urban Renewal in the late 1960's-early 1970's, including Broadway, north of Danforth, Ayers, University, Chowning, Bauman and Fretz. In some cases this has also included alley improvements
- Traffic lights, signals and signage at various locations
- Expansion to the Edmond Library and parking improvements to Shannon Miller Park
- Plans including Design Standards, Parking and Alley Plan, update to the Master Plan, and Bicycle Study
- UCO partnership activities such as Fire Station #1
- CDBG programs including the Legacy Station residential re-development



EDMOND HISTORY

Edmond's beginnings are attributed to the Atchison, Topeka and Santa Fe Railway, which built its line south through the Unassigned Lands in the 1880s. Located at a point originally called Mile Marker 103, Edmond was a coal and watering stop on the Atchison, Topeka and Santa Fe Railway line. On March 28, 1887, the Santa Fe officially named the station Edmond in honor of Edmond Burdick, a Santa Fe traveling freight agent. Edmond Station was first operated by John Steen, with support from his wife Cordelia and their son Charley. Edmond is located in northern Oklahoma County, approximately 15 miles north of Downtown Oklahoma City. As with many other communities throughout the area, Edmond got its start as a town on April 22, 1889, with the opening of the Unassigned Lands. ¹

The railroad's influence is reflected in the layout of the original Downtown where streets parallel or are perpendicular to the original railroad tracks.²

Edmond is home to many firsts in Oklahoma Territory, including the first church building, St. John the Baptist Catholic Church, dedicated June 24, 1889; the first continuous newspaper, the Edmond Sun, founded by Milton "Kickingbird" Reynolds on July 18, 1889; and the first public schoolhouse, completed in August 1889.

Education forms a significant part of Edmond's history. An important local institution is the University of Central Oklahoma. Originally named the Territorial Normal School in 1891, it prepared students to become teachers. Although it has changed names several times and expanded its curriculum (becoming the University of Central Oklahoma) its first building, Old North Tower, still remains the campus focal point. College classes were held in Old North Tower beginning in January 1893. The University of Central Oklahoma offers a positive economic impact by being one of the community's largest employers. The city also supports an extensive public school system that includes three large high schools. ¹

Edmond's economic base, growing from the railroad,



St. John the Baptist Catholic Church, 1889
Source: Edmond Historical Society and Museum, www.edmondhistory.org



1910 layout of Edmond Station
Source: Edmond Historical Society and Museum, www.edmondhistory.org



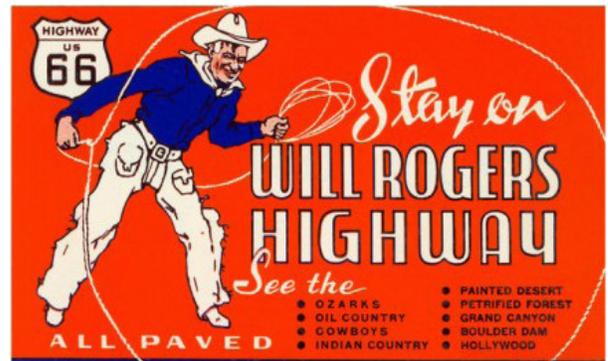
University of Central Oklahoma's first building, Old North Tower
Source: Edmond Historical Society and Museum, www.edmondhistory.org

the normal school, and a surrounding agricultural area, expanded with the discovery of oil in the West Edmond Field during the 1930s and 1940s. Transportation access, always important to the growth of a town, included the arrival of the railroad in 1887 and an interurban line in 1911, designation on U.S. Highway 66 (Route 66) and Highway 77 in the late 1920s, and proximity to Interstate 35 from the early 1960s. More convenient approaches and roads into Edmond in the 1950s and 1960s brought population growth and a corresponding increase in the infrastructure, resulting in more schools and businesses in the 1970s and 1980s, numerous housing additions, and active citizen participation in the 1990s through the millennium. Edmond Electric, a municipally owned system and one of only 35 in the state, has provided power since 1908.¹



Stephenson Park named for 1934 City Manager Fred M. Stephenson
 Source: Edmond Historical Society and Museum, www.edmondhistory.org

Two important moments highlight Edmond's recent history. In 1986 an Edmond postal employee shot and killed 15 of his co-workers at the post office. On a more positive historical note, Edmondite Shannon Miller participated in the 1992 and 1996 Olympics. She became the most decorated gymnast in United States history.¹



Route 66
 Source: Edmond Historical Society and Museum, www.edmondhistory.org

The city's residents support numerous cultural institutions. They include the Fine Arts Institute of Edmond and the Edmond Historical Society Museum, located in a 1936 National Guard Armory that is listed in the National Register of Historic Places (NR 91000275). Among other listed properties are the American Legion Hut (NR 93001336) and Old North Tower (on UCO campus, NR 71000671). The city's numerous public recreation areas include 18 parks, several golf courses, one of Oklahoma's first skate parks, championship-quality soccer fields, an aquatic center, and a tennis center. Nearby Lake Arcadia provides boating and fishing opportunities and hosts an Eagle Watch each January. Edmond Liberty Fest, a week-long Fourth of July celebration, annually attracts 125,000 visitors. LibertyFest in Edmond Oklahoma was selected as one of the top 10 places to be in America on July 4th by CNN and USA Today.¹

An Art in Public Places program, established in 2001, has placed dozens of sculptures throughout the community in parks and along streets. The city also hosts an annual Downtown Arts Festival. A farmers' market, located Downtown in Festival Market Place, provides a venue for sale and purchase of locally grown produce during the summer.¹

¹ Permission of use by Edmond Historical Society and Museum, www.edmondhistory.org

² Thomas, Davis Architects + Partners, P.C., RNL Design, and Clarion Associates, City of Edmond, Oklahoma Downtown Master Plan Study, 1998, 8.

PLANNING PROCESS

The Master Plan was commissioned by the Edmond City Council in August 2013 and was overseen by the Central Edmond Urban District Board (CEUDB). The CEUDB consists of nine voting members and three non-voting members. The CEUDB helped to verify stakeholder input, identify issues and opportunities, and to affirm previous vision and goals. In addition, the CEUDB served as a sounding board for concepts, program considerations, strategies and general planning recommendations.

Who was involved with the Downtown Master Plan? Simply put, everyone. Throughout the process, community and stakeholder involvement was a fundamental component. Gathering knowledge from citizens, business owners and community leaders proved crucial in understanding background information. This background information helped to define the community’s vision, build consensus and formed the basis for recommendations. The consultant team and CEUDB met four times, with all meetings open to the public, and many citizens provided input on issues and opportunities. In addition, a community charrette was conducted to engage local insight and help formulate preliminary strategies. The planning team also conducted multiple stakeholder interviews with participants such as UCO representatives, community leaders, developers and business owners. A joint workshop with City Council and the CEUDB was held to review the entire planning process and to present recommendations before the final draft was accepted.

WORK PLAN

Freese and Nichols led the planning team and served as prime consultant for the 2014 Master Plan. The consultant team also included the Catalyst Group, which provided market assessment and assistance with programming strategies.

The Downtown Plan took approximately 11 months to create and was conducted in three phases; Data Collection, Collaboration and Analysis, and Plans and Recommendations.

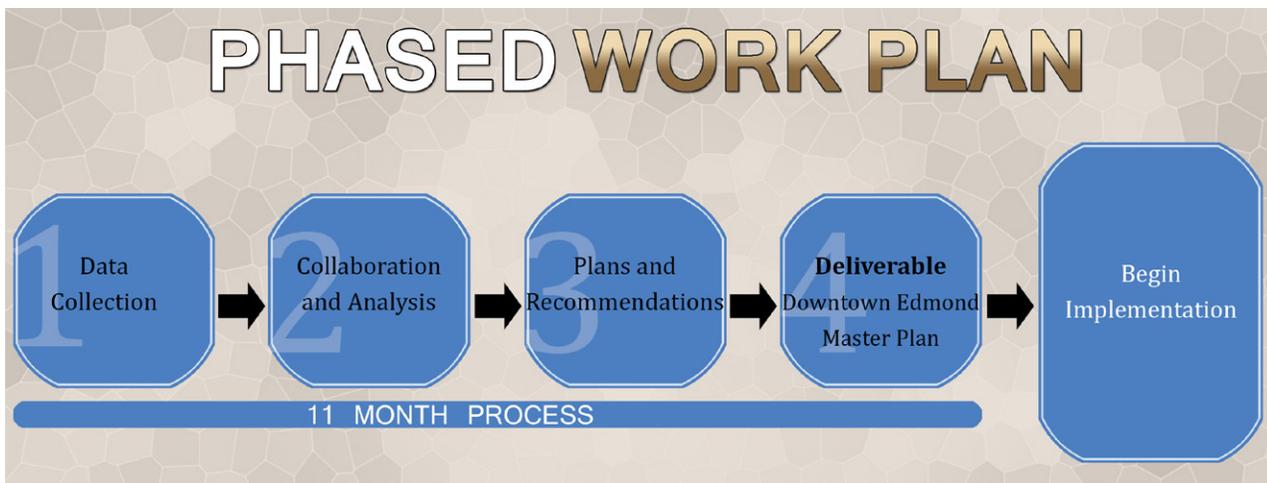


Figure 1: Work Plan

DATA COLLECTION PHASE

This phase established a further understanding of the study area. The study examined realities of existing conditions and the marketplace, demographic implications, areas of growth potential and strategies for creating a unique sense of place and improving quality of life. During the Data Collection Phase, team members were introduced, goals were set, schedules were outlined, a working plan was produced, data was collected and issues were identified. The Master Plan study was kicked off with an introduction of the primary project team members to city leadership and the CEUDB and expectations were defined. Following, the consultant team held a series of stakeholder interviews to gain insight on specific issues and challenges.

The planning team compiled data through research, meetings, surveys, interviews, ordinances, plans and maps, in addition to multiple site visits that organized essential baseline information. A market assessment was conducted to identify local trends and programming opportunities in Downtown. Additional CEUDB meetings were held to enable the planning team to locate and collect input and share it with all decision makers. Once compiled, this data formed the knowledge base from which the analyses and preliminary recommendations were developed.

COLLABORATION AND ANALYSIS PHASE

During the Collaboration and Analysis Phase, the planning team gave thorough consideration to data gathered from the previous phase. A community charrette and additional CEUDB meetings were conducted to summarize the vision and goals and to identify physical development concepts and explore potential recommendations. The preliminary recommendations were then presented to the community. The team received feedback regarding critical strategies and further refined the initial synopsis.

PLANS AND RECOMMENDATIONS PHASE

The information developed and refined during the Collaboration and Analysis Phase was then blended into solutions. A preliminary draft report was presented to the City Council and CEUDB. Upon further collaboration, the team developed an implementation guide for specific action items.

STUDY AREA

The Master Plan’s study area is located in the western portion of the city limits but centrally located in the developed portion of Edmond. The center of the study area is the prominent intersection of E 2nd Street and Broadway. The study area is surrounded with industrial and residential uses to the west, single family uses to the north, UCO and single family uses to the east, and commercial and single family uses to the south. See Map 1: Study Boundary.

The study area is roughly defined as Thatcher Street to the North, N University Drive to the East (North of E 2nd Street), S Boulevard Street to the East (south of E 2nd Street), 9th Street to the South and the railroad corridor to the West. The area is 227.9 acres and consists of approximately 575 parcels. East to west, the study boundary is approximately 1/2 mile and approximately 3/4 mile, north to south.

MASTER PLAN FIVE SUB AREAS

As depicted on the 1998 Master Plan and the 2011 updated Plan, Downtown Edmond has a planning history which divides the downtown study area into sub areas. These sub areas, similar to districts, are appropriate as the downtown area has very distinct existing uses and issues. This 2014 Master Plan has carried over sub area names from the 2011 updated Master Plan, which vary slightly from the 1998 Master Plan. See Map 1: Study Boundary. It is important to note that while the sub areas are useful for understanding context, the marketplace and private development may not use the same terms or recognize planning boundaries during assessments.

Fast Facts

Study Area: 228 acres
575 Parcels
0.36 square miles

Sub Areas:

Historic Downtown	84.7 acres
University Village	59.8 acres
Stephenson Park	29.3 acres
Broadway 66	38.3 acres
Edmond Station	15.7 acres

HISTORIC DOWNTOWN (CORE)

The Historic Downtown sub area, also known as the core, is approximately 84.7 acres and is located north of E 2nd Street, east of the rail corridor, south of Thatcher Street and west of Boulevard. The sub area contains an historic two-block section of one and two-story commercial buildings along Broadway with streetscape enhancements adding to the block's walkability that includes retail display windows, recessed building entrances, pedestrian lighting and street trees. Historic buildings combined with renovated and infill development create a distinct and prominent building mass between E 2nd Street and Main Streets on N Broadway. This historic core is blessed with low vacancy rates and recent private investments. North of Main Street is a four block section of N Broadway with multi-tenant and stand-alone retail businesses and office buildings. The Historic Downtown sub area also includes significant destination uses such as the Post Office, Boulevard Academy, Fine Art Institute of Edmond, City offices, Russell Dougherty Elementary School, Municipal Court and a future Public Safety Center near E 1st Street. Commercial and office uses dominate the area but single family uses are located in the north portion of the sub area. The area contains very little vacant lands.



The sub area has seen recent improvements and investment since the previous master plan. Streetscape and on-street parking improvements have occurred on portions of E Campbell Street, N Broadway and E 1st Street. Festival Market Place at the corner of E 2nd Street and N Broadway, is a unique shopping and entertainment venue being home to a Farmers Market and several events such as the Arbor Day Celebration, Ice Challenge's Holiday Ice Rink and LibertyFest activities. Public investment has been made to the sub area with renovations to the area's schools and construction has started on a new Public Safety Center. Existing buildings in the historic core blocks have seen recent facade and interior renovations and many new businesses.

The two historic blocks north of E 2nd Street contain the strongest existing identity of the entire Downtown study area. Outside this two block area, the sub area lacks a strong civic or district identity. This sub area is not well connected to adjacent sub areas and future efforts should work to create well defined pedestrian routes and streetscapes. Parking management and parking supply issues have been identified through public input and are well documented in previous planning studies. Traffic congestion at the intersection of N Broadway and E 2nd Street creates safety and noise concerns. Some northbound traffic on Broadway is destined for the UCO campus; vehicles filter east on a series of east-west streets leading to N University Drive. E 2nd Street is a busy four-lane highway and acts as a physical barrier to sub areas further south.



E THATCHER ST

MIXED OFFICE,
COMMERCIAL
AND RETAIL

E AYERS ST

FINE ARTS
INSTITUTE OF
EDMOND

E EDWARDS CT

POST OFFICE

BOULEVARD
ACADEMY

MIXED OFFICE
AND RETAIL

E CAMPBELL ST

MIXED OFFICE
AND
RESIDENTIAL

E HURD ST

MIXED
COMMERCIAL,
RETAIL AND
RESIDENTIAL

RUSSELL
DOUGHERTY
ELEMENTARY
SCHOOL

E MAIN ST

CIVIC USES

HISTORIC
CORE, MIXED-
COMMERCIAL
AND RETAIL

FESTIVAL
MARKET
PLACE

E 1ST STREET

FUTURE EDMOND
PUBLIC SAFETY
CENTER

E 2ND ST

Map 2: Historic Downtown Sub Area

UNIVERSITY VILLAGE

The University Village sub area is approximately 59.8 acres and is bound by E 2nd Street to the south, Boulevard to the west, E Thatcher Street to the north and N University Drive to the east. The area encompasses the existing Downtown Residential District (DRD) zoning district. Land uses in this sub area are diverse but dominated by public and single family sites. In addition, small neighborhood retail and commercial uses are located along N University Drive. The commercial building stock is older and contains traditional suburban building examples. Some single family residences have been converted into multi family student housing and commercial or small office uses. The area also is home to three of Edmond's largest churches that have expanded their facilities and own much of the existing land. Other significant uses include the Edmond Public Library and Shannon Miller Park.

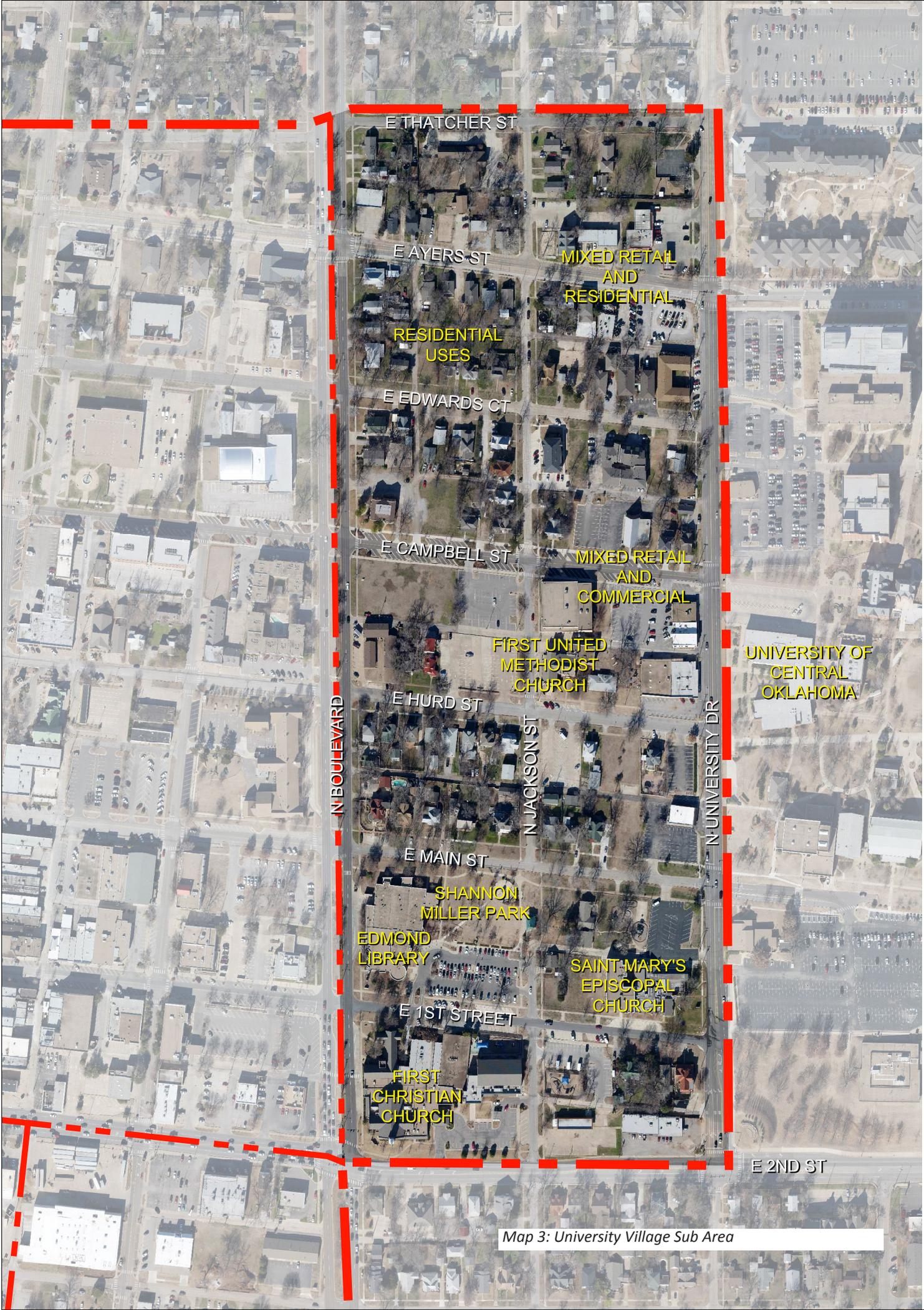


Residences in this neighborhood are often large, older, well-maintained two-story Victorian and bungalow style homes and convey a distinct historic character, especially on E Main Street. Commercial businesses are located on the west side of N University Drive, offering limited services and neighborhood retail and restaurants to the UCO students and local residents. Arcadian Inn is located at E 1st Street and N University Drive. Several institutional buildings are located along N Boulevard, including the Edmond Library and the First Christian Church. The library and church help to buffer the residential area from heavy traffic volumes on E 2nd Street. The steeple of the First Christian Church is an identifying landmark and aids in denoting the eastern entrance into Downtown Edmond.

The University Village sub area has seen public investment. Most recently, N University Drive has been re-striped to include dedicated bike lanes. Prior to the new bike lanes, E Campbell Street was reconstructed with on-street parking, crosswalks, lighting and street trees. N Boulevard has experienced some renewal as an art gallery with sculptures located along its center median from E 2nd Street to Danforth. This program should continue as it not only inspires but is very fitting as a border to University Village. Building setbacks, front lawns, and mature trees combine to create large areas of open space along N University Drive and create a distinct edge along the east side of the sub area. One of the primary objectives for the sub area will be to encourage the preservation of original character of housing both for existing stock and proposed re-development.

The University of Central Oklahoma borders this sub area to the east. University Village's location is critical for Downtown Edmond as it links the University of Central Oklahoma with the Downtown Core. The sub area lacks a strong connection, both physically and visually, with UCO. Issues and opportunities noted in the area are related to the student commuter traffic and the area's infill potential. The area contains many UCO commuter lots and other lots available for student parking. The area has a very high number of students walking; thus, connectivity and pedestrian safety challenges are noted throughout the sub area, particularly with the need for organized pedestrian street crossings.

For Downtown to reach its full potential, the sub area must capitalize on creating a unique partnership between the City and UCO, to create a positive town and gown connection. **Town and gown** is a planning term used to describe the relationship between a community (town) and a higher education facility (gown). These town and gown planning principles should take advantage of the student population with appropriate support uses, housing, retail and entertainment. Branding and marketing will be critical to University Village's success as the area is likely ripe for new infill development in association with UCO's generated traffic and populations.



E THATCHER ST

E AYERS ST

E EDWARDS CT

E CAMPBELL ST

E HURD ST

E MAIN ST

E 1ST STREET

E 2ND ST

N BOULEVARD

N JACKSON ST

N UNIVERSITY DR

MIXED RETAIL
AND
RESIDENTIAL

RESIDENTIAL
USES

MIXED RETAIL
AND
COMMERCIAL

FIRST UNITED
METHODIST
CHURCH

UNIVERSITY OF
CENTRAL
OKLAHOMA

EDMOND
LIBRARY

SHANNON
MILLER PARK

SAINT MARY'S
EPISCOPAL
CHURCH

FIRST
CHRISTIAN
CHURCH

Map 3: University Village Sub Area

STEPHENSON PARK

The Stephenson Park sub area is approximately 29.3 acres and is located south of E 2nd Street and north of E 5th Street (inclusive of 5th Street) between Boulevard and the north/south alley west of Littler Avenue. Commercial businesses are located along E 2nd Street and include the recent addition of Sprouts Grocery store, a key land use for future infill residential development. Boulevard is fronted with a mix of uses including public, commercial, small office, park and restaurant. Mixed use commercial development has taken place along E 5th Street, anchored by the UCO Jazz Lab. This mixed use development is across from Stephenson Park and has two to four story buildings with first floor restaurants and retail.

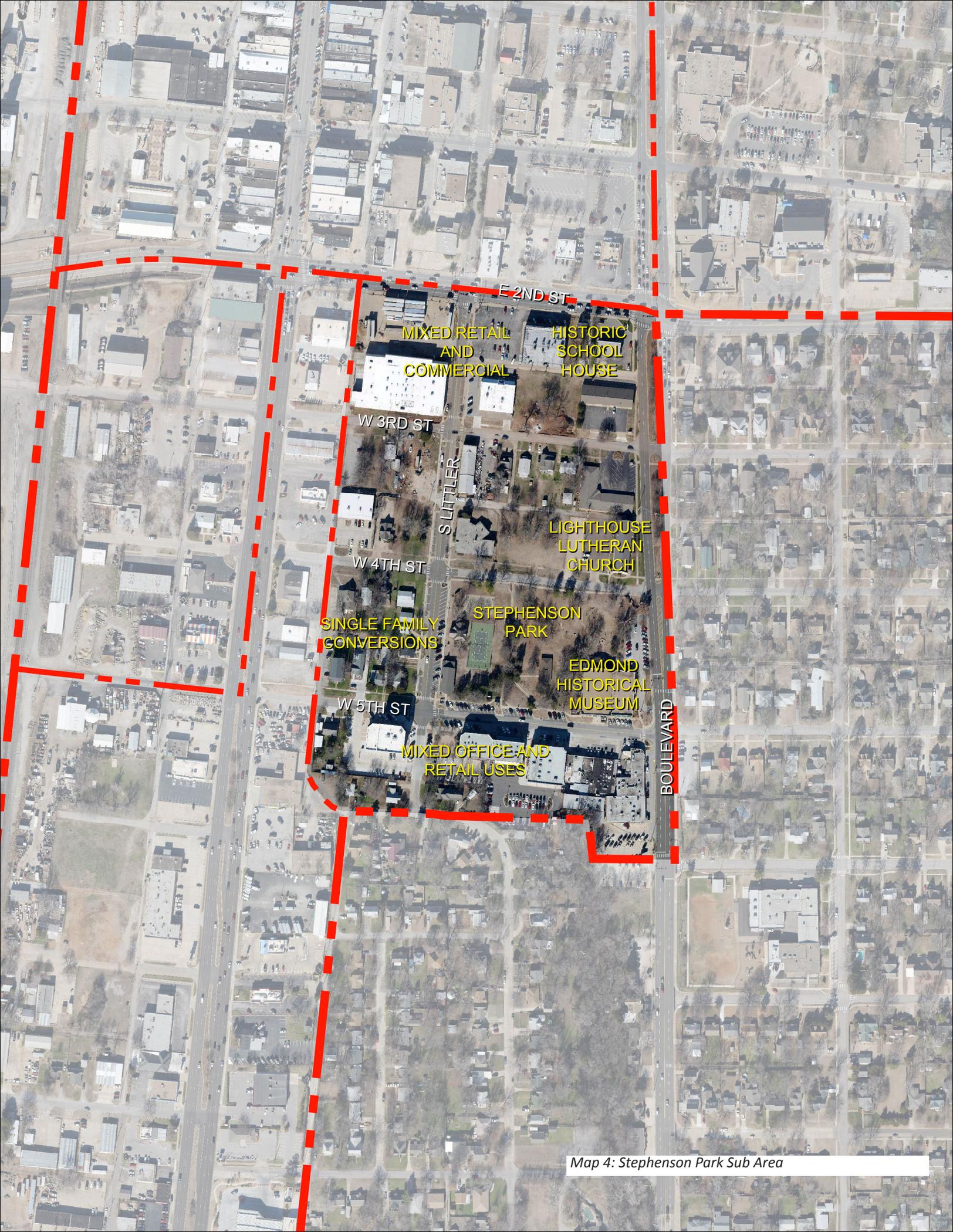


West of Stephenson Park are single family homes that have recently been converted into small retail or non-residential uses. These conversions are high quality and complimentary to the new mixed use and park setting. The sub area does contain some vacant lands and underutilized areas.



Stephenson Park is a key open space and recreational amenity for the sub area, surrounding neighborhoods and the greater Edmond community. It has long been a local draw for recreation uses and family events and offers tennis courts, playground, walking trails, historic structures and a pavilion. The park and sub area contains historic structures including park buildings, the Territorial Schoolhouse and the Rodkey House, recently re-located to Stephenson Park. The Edmond Historical Museum is also located along Boulevard, adjacent to Stephenson Park.

The Stephenson Park sub area has seen recent public investment with new streetscapes along E 5th Street and S Littler Avenue. The area's surrounding streets remain a physical barrier for pedestrian access along Boulevard, Broadway and E 2nd Street. The sub area lacks both visually strong and building mass connections to its edges. Better connections to the surrounding areas will be a key feature to the district's success.



Map 4: Stephenson Park Sub Area

BROADWAY 66

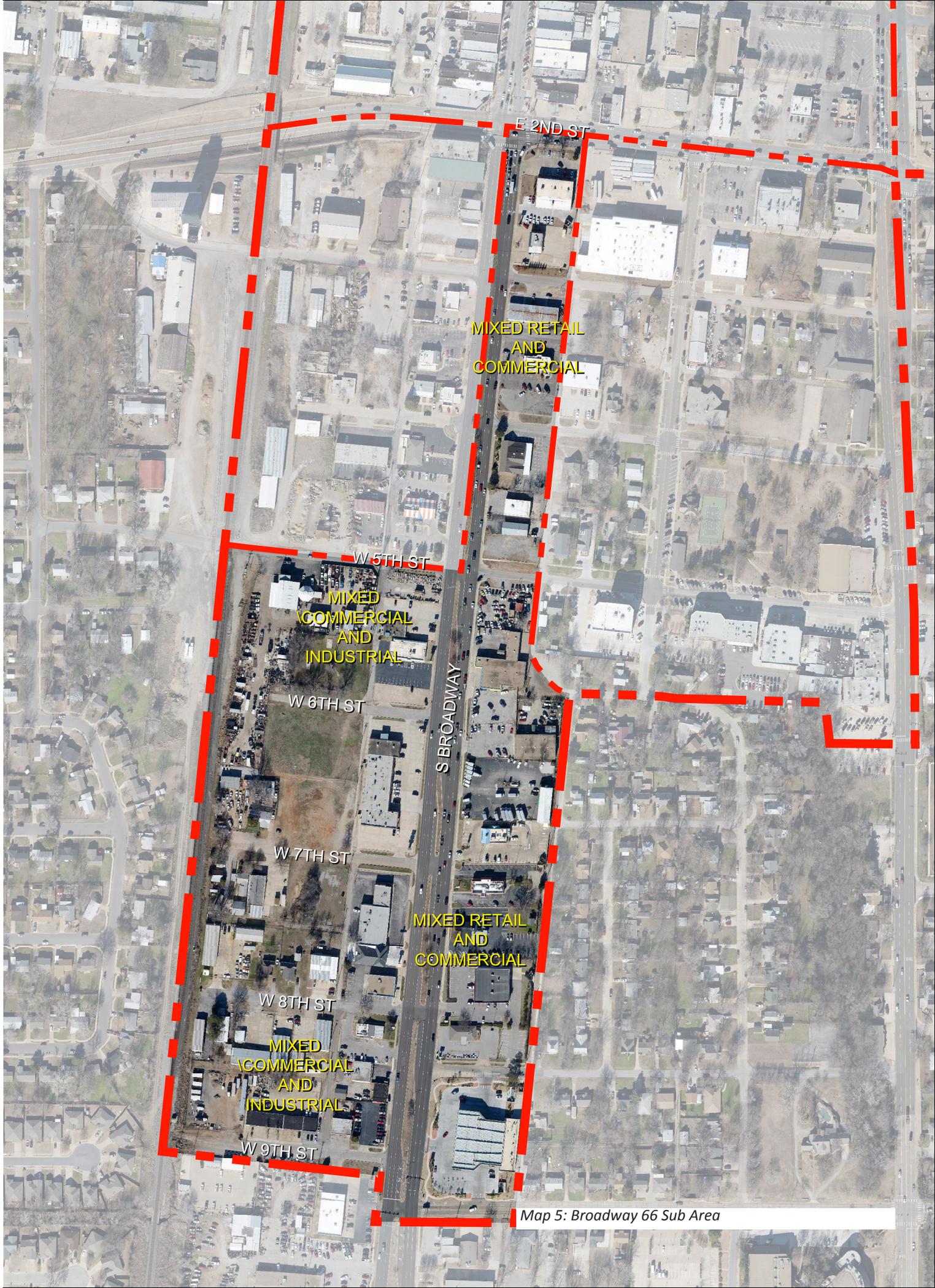
The Broadway 66 sub area is approximately 38.3 acres and is defined by the rail corridor to the west, 9th Street to the south, W 5th Street to the north (west of S Broadway), E 2nd Street to the north (east of S Broadway) and the eastern border is the north/south alley west of Littler Avenue. The sub area is dominated by auto-oriented commercial and industrial uses. These uses include fast food restaurants, retail strip centers, auto sales, auto repair and small retail and commercial services. The sub area is split by S Broadway, a four lane divided roadway with commercial uses along both sides. The median is planted beginning at 4th Street and is the primary southern entrance into the City, carrying heavy commuter traffic to and from Oklahoma City.



Individual commercial buildings range in shapes and sizes and have varying setbacks, many with parking lots adjacent to Broadway. The Burlington Northern-Santa Fe (BNSF) Railroad tracks parallel Broadway to the west and serve some industrial businesses located adjacent to the railroad right-of-way. Building setbacks, parking lots, curb cuts, signage, lighting, and heavy traffic combine to create an automobile-oriented commercial corridor. However, the mature street trees in the median provide some visual relief for this busy street.



The sub area has had some new development including a gas station/convenience store and facade enhancements to an existing retail strip center. While new private investment has occurred, the area likely remains very underutilized as a gateway corridor into the downtown area. As a whole, the sub area has challenges associated with visual quality and auto-centric land uses. The existing land uses do not match previous community vision and goals determined with the 1998 Master Plan, thus not providing the highest and best uses for the corridor. Branding, increased visual quality and new but appropriate infill will be a major element for improving the sub area.



MIXED RETAIL AND COMMERCIAL

MIXED COMMERCIAL AND INDUSTRIAL

MIXED RETAIL AND COMMERCIAL

MIXED COMMERCIAL AND INDUSTRIAL

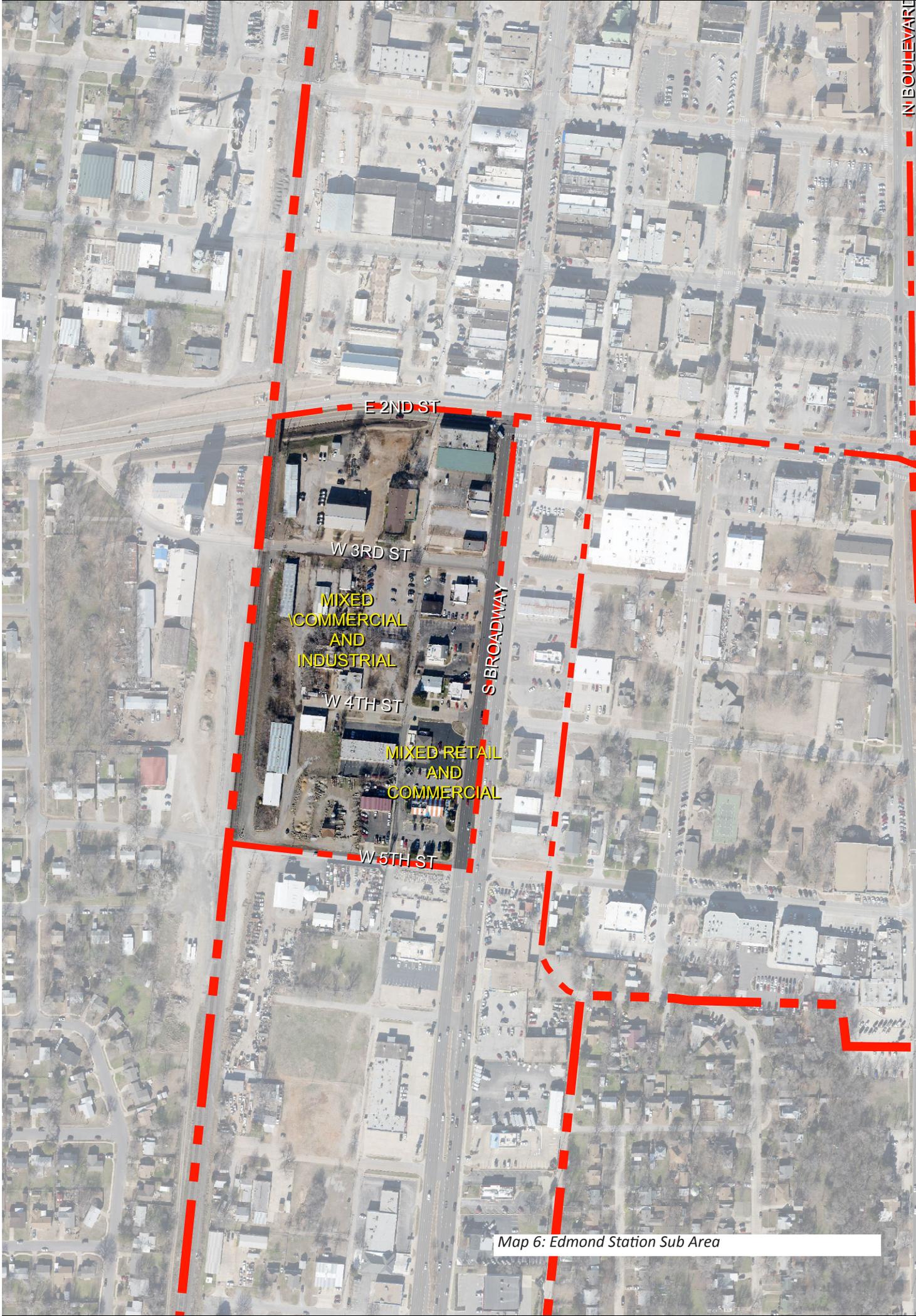
Map 5: Broadway 66 Sub Area

EDMOND STATION

The Edmond Station district is comprised of approximately 15.7 acres in size. The area is defined by Edmond Road to the north, S Broadway to the east, the railroad corridor to the west and W 5th Street to the South. Vacant land and parking lots make up much of the sub area. Commercial and retail uses front S Broadway and industrial and auto-related uses are found behind the blocks adjacent to S Broadway. The area does contain three parcels under City holding.

The Edmond Station sub area was identified in previous downtown planning as a potential location for a future commuter rail transit station, but implementation of the commuter rail service is well beyond a 10-year horizon. The sub area contains few improvements but does have a recently built fast food restaurant. Connectivity and access are major challenges for this sub area. The rail corridor along with Edmond Road and S Broadway serve as major barriers for pedestrians. Vehicular access is limited from the rail corridor to the west and grade issues to the north along Edmond Road's underpass.





E 2ND ST

W 3RD ST

MIXED
COMMERCIAL
AND
INDUSTRIAL

W 4TH ST

MIXED RETAIL
AND
COMMERCIAL

W 5TH ST

S BROADWAY

Map 6: Edmond Station Sub Area

2

DOWNTOWN SNAPSHOT

- 1 CITY-WIDE SOCIAL AND ECONOMIC CHARACTERISTICS
- 2 MARKET ANALYSIS AND PROGRAM ASSESSMENT
- 3 PHYSICAL ASSESSMENT AND FRAMEWORK
AFFECTING REDEVELOPMENT
- 4 CONCLUSION OF COMMUNITY INPUT: BIG ISSUES
FACING DOWNTOWN EDMOND



Edmond Public School
1889 TERRY
Built in 1889



CHAPTER 2 downtown snapshot

setting the stage/existing conditions

CITY-WIDE SOCIAL AND ECONOMIC CHARACTERISTICS

CHANGING POPULATION

The City of Edmond is a community that is expected to expand in both population and density. Illustrated in Figure 2: Historic Populations, the City experienced its biggest population growth between 1970, with a population of more than 16,000 residents, to more than 34,000 residents in 1980. Suburban growth continued to take place between 1980 and 1990, with a 51 percent population increase. In 1990, the City of Edmond had more than 52,000 persons. By 2000, the City grew by 30 percent to a population of 68,315 people, and increased again in 2010 to 81,405 people.

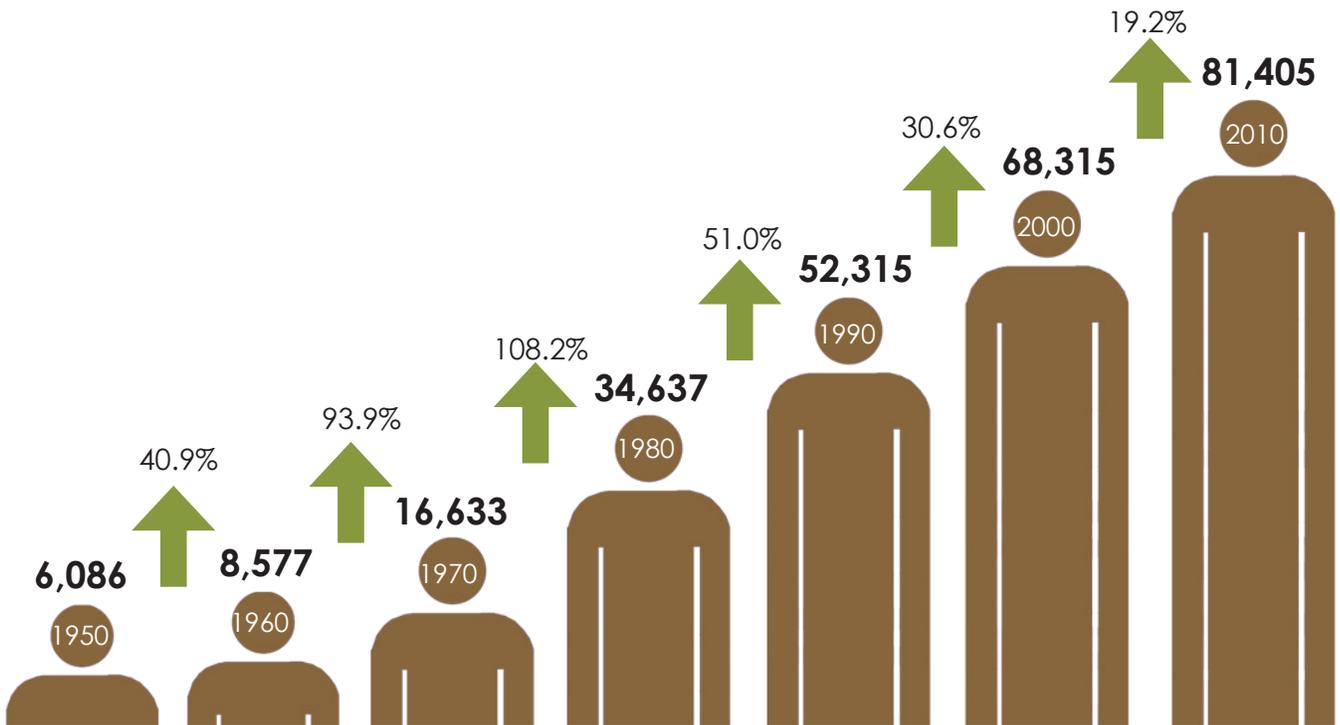


Figure 2: Historic Populations

COMPOUND ANNUAL GROWTH RATE

The Compound Annual Growth Rate (CAGR) is a method for analyzing average rates of growth. The City’s annual growth, see Table 1, between 1990 and 2010 was 2.24 percent and can be seen from the chart on the right. Based on historical population growth, Edmond is projected to experience a 2.5 percent CAGR in the next ten years which sets the City at an estimated population of 115,023 by 2024. See Table 2: Growth Projections

City of Edmond	
Compound Annual Growth Rate	
10 Year	1.77%
20 Year	2.24%
30 Year	2.89%
40 Year	4.05%
50 Year	4.60%
60 Year	4.42%

Table 1: Compound Annual Growth Rate

0.5% CAGR		1.0 % CAGR		1.5 % CAGR		2.0 % CAGR		2.5 % CAGR		3.0% CAGR	
Year	Population	Year	Population	Year	Population	Year	Population	Year	Population	Year	Population
2010	81,405	2010	81,405	2010	81,405	2010	81,405	2010	81,405	2010	81,405
2011	81,812	2011	82,219	2011	82,626	2011	83,033	2011	83,440	2011	83,847
2012	82,221	2012	83,041	2012	83,865	2012	84,694	2012	85,526	2012	86,363
2013	82,632	2013	83,872	2013	85,123	2013	86,388	2013	87,664	2013	88,953
2014	83,045	2014	84,710	2014	86,400	2014	88,115	2014	89,856	2014	91,622
2015	83,461	2015	85,557	2015	87,696	2015	89,878	2015	92,102	2015	94,371
2016	83,878	2016	86,413	2016	89,012	2016	91,675	2016	94,405	2016	97,202
2017	84,297	2017	87,277	2017	90,347	2017	93,509	2017	96,765	2017	100,118
2018	84,719	2018	88,150	2018	91,702	2018	95,379	2018	99,184	2018	103,121
2019	85,142	2019	89,031	2019	93,078	2019	97,287	2019	101,664	2019	106,215
2020	85,568	2020	89,922	2020	94,474	2020	99,232	2020	104,205	2020	109,402
2021	85,996	2021	90,821	2021	95,891	2021	101,217	2021	106,810	2021	112,684
2022	86,426	2022	91,729	2022	97,329	2022	103,241	2022	109,481	2022	116,064
2023	86,858	2023	92,646	2023	98,789	2023	105,306	2023	112,218	2023	119,546
2024	87,292	2024	93,573	2024	100,271	2024	107,412	2024	115,023	2024	123,132
2025	87,729	2025	94,509	2025	101,775	2025	109,560	2025	117,899	2025	126,826
2026	88,167	2026	95,454	2026	103,302	2026	111,752	2026	120,846	2026	130,631
2027	88,608	2027	96,408	2027	104,851	2027	113,987	2027	123,867	2027	134,550
2028	89,051	2028	97,372	2028	106,424	2028	116,266	2028	126,964	2028	138,587
2029	89,497	2029	98,346	2029	108,020	2029	118,592	2029	130,138	2029	142,744
2030	89,944	2030	99,330	2030	109,641	2030	120,964	2030	133,392	2030	147,026

Source: U.S. Census 2010

Table 2: Growth Projections

AGE DISTRIBUTION

According to the age cohort pyramid, Figure 3 below, Edmond’s most visible age group belonged to those between ages 20 and 24, whose population is substantially larger than the state-wide average. This indicates that there is a large portion of the population in the college and new family category. However, the next age group, 25 to 29 years old is dramatically lower. This may be an indication that those in the 20-24 age groups are moving out of Edmond after they graduate college. The City of Edmond continues to be a relatively “young” city, with a median age of 34.8 years. This median age is slightly below state average of 36.2 years.

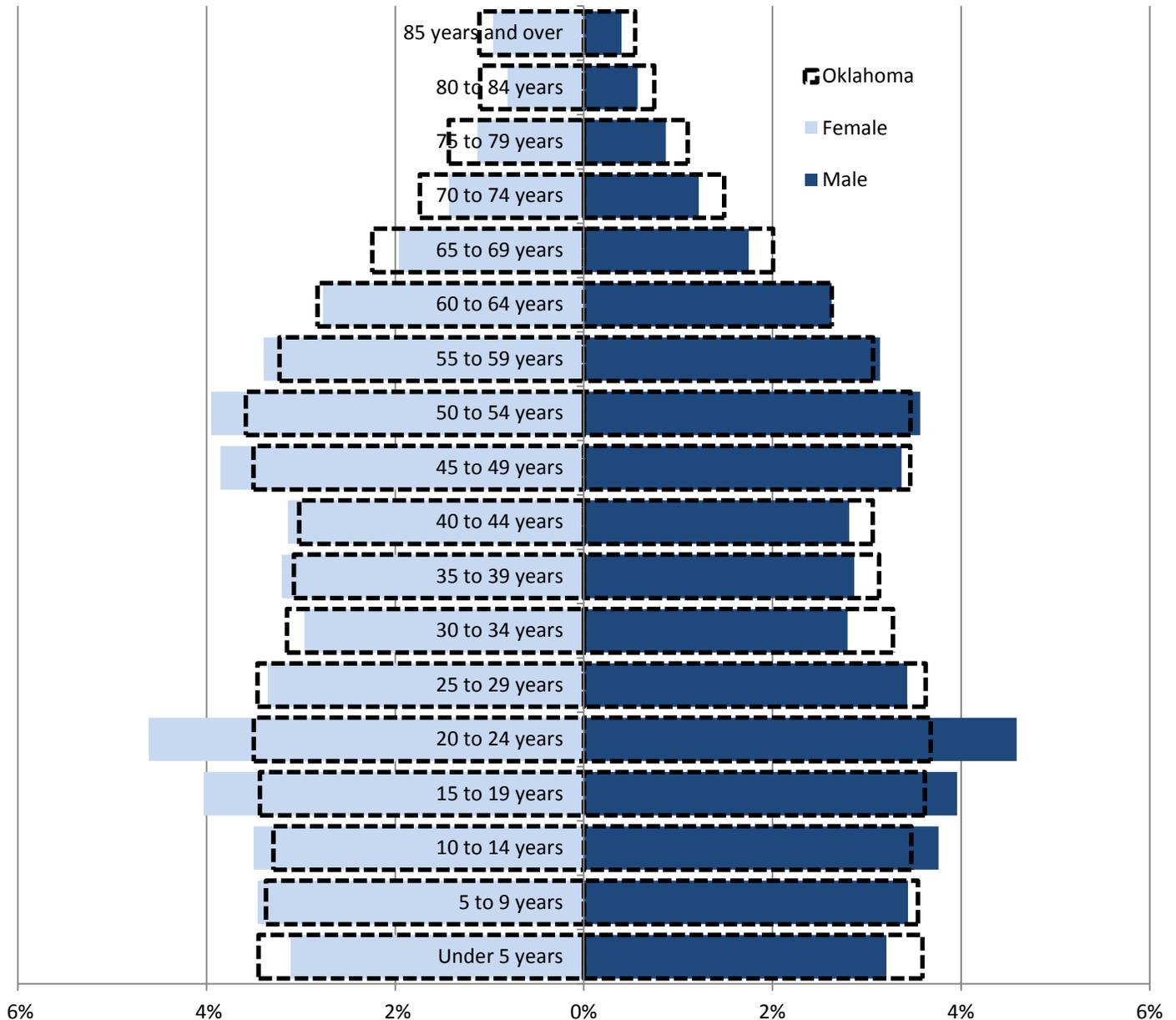


Figure 3: Age Distribution
Source U.S. Census 2010

HOUSEHOLD

Household composition, see Table 3 below, has shifted over the past decades, from predominantly traditional nuclear families to a large percentage of nontraditional and blended families. The latter type of family is a combination of two families, single-parent families or couples without children. According to the 2000 and 2010 Census, the City of Edmond experienced a slight decrease in the family households percentage. Of this category, Family Households with Own Children under 18 Years had the largest decrease by seven percent. In contrast, Female Householder with no husband present increased by almost half a percent. Non-family Households make up 30 percent of the population, 23 percent of which are householder living alone and almost two percent are 65 years and older. The average household size in 2000 was 2.63 persons and has decreased to 2.54 persons in 2010, which is also a national trend as family sizes decrease.

Household Type	2000		2010		Percentage Difference
	Number	Percent	Number	Percent	
Family Households	18,597	73.6%	21,782	69.2%	-4.43%
With Own Children Under 18 Years	9,933	39.3%	10,178	32.3%	-6.99%
Married Couple Family	15,634	61.9%	17,700	56.2%	-5.67%
With Own Children Under 18 years	7,994	31.7%	7,807	24.8%	-6.85%
Female Householder, No Husband Present	2,300	9.1%	3,008	9.6%	0.45%
With Own Children Under 18 Years	1,583	6.3%	1,837	5.8%	-0.43%
Non-Family Households	6,659	26.4%	9,693	30.8%	4.43%
Householder Living Alone	5,201	20.6%	7,290	23.2%	2.57%
65 Years and Over	1,537	6.1%	533	1.7%	-4.39%
Total Households	25,256		31,475		
Average Household Size	2.63		2.54		
<i>Source: U.S. Census 2000, 2010</i>					

Table 3: Households

MEDIAN HOUSEHOLD INCOME

Income can serve as an indicator for the retail market; higher income levels generally mean more disposable income and more retail possibilities, which in turn can translate into a higher tax base for the community. Average household incomes in Edmond are well above state averages. As shown on Figure 4: Income, based on the 2000 U.S. Census, the average household income was \$54,556, compared to \$33,400 in the state. Based on the 2007-2011 American Community Survey 5-Year Estimates, the average household income in 2011 was \$69,843, compared to \$44,287 in the state. This data indicates that Edmond has a significant higher purchasing power than the state of Oklahoma as a whole, which may serve as an attractive asset for future retail within the community.

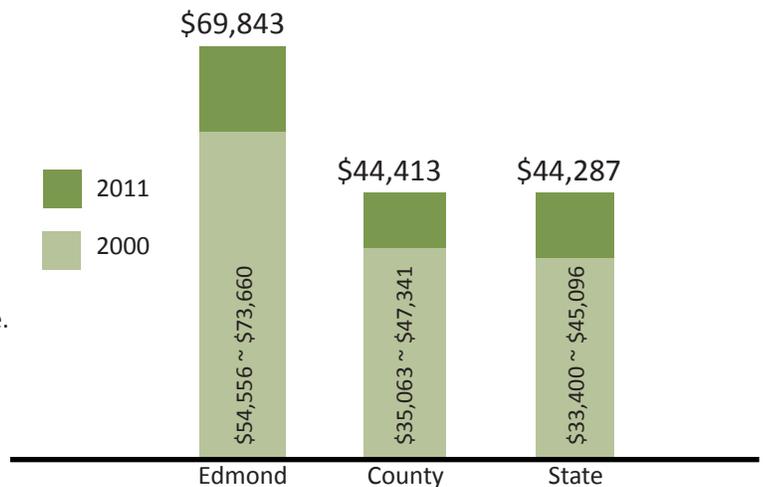


Figure 4: Income
Source: U.S. Census 2000, 2010

HOUSING TYPE

As shown in Table 4 below, 1-unit detached structures make up 75 percent of the total housing supply. The number of 1-unit, attached housing units have decreased by almost two percent in 2011 while the number of multi family housing units have increased. The number of mobile homes decreased by almost 1.5 percent.

Units in Structure	2000				2011				Edmond Percent Change
	Edmond		Oklahoma		Edmond		Oklahoma		
Total housing units	26,369		1,514,400		32,135		1,656,132		-
1-unit, detached	20,116	76.3%	1,080,624	71.4%	24,546	76.4%	1,212,932	73.2%	0.1%
1-unit, attached	1,247	4.7%	36,344	2.4%	1,009	3.1%	34,081	2.1%	-1.6%
2 units	392	1.5%	28,844	1.9%	664	2.1%	33,181	2.0%	0.6%
3 or 4 units	528	2.0%	42,740	2.8%	995	3.1%	44,162	2.7%	1.1%
5 to 9 units	1,089	4.1%	54,509	3.6%	1,620	5.0%	63,792	3.9%	0.9%
10 to 19 units	830	3.1%	40,233	2.7%	1,147	3.6%	55,583	3.4%	0.4%
20 or more units	1,319	5.0%	63,466	4.2%	1,572	4.9%	54,412	3.3%	-0.1%
Mobile home	837	3.2%	161,984	10.7%	582	1.8%	156,165	9.4%	-1.4%
Boat, RV, van, etc.	11	0.0%	5,656	0.4%	0	0.0%	1,824	0.1%	0.0%

Source: U.S. Census 2000; 2007-2011 American Community Survey 5-Year Estimates

Table 4: Housing Type

HOUSING VALUES

The condition of existing homes and the quality of residential neighborhoods not only affect the desirability of Edmond as a place to live, but also as a place to continue to work and play. Quality of housing and the appreciation of housing values are also important because they generally indicate what the City can expect its future housing stock to contribute to the local economy. In 2000, one-third of the housing stocks were valued between \$50,000 to \$99,999. In 2011, that number decreased by 30 percent, making up less than six percent of the housing stock. Meanwhile, housing units in the \$150,000 or more increased as a whole. This is an indication that home values are rising. The median home value in 2000 was \$118,400 and increased to \$194,100 in 2011, having a higher value than state average. See Figure 5: Home Values.

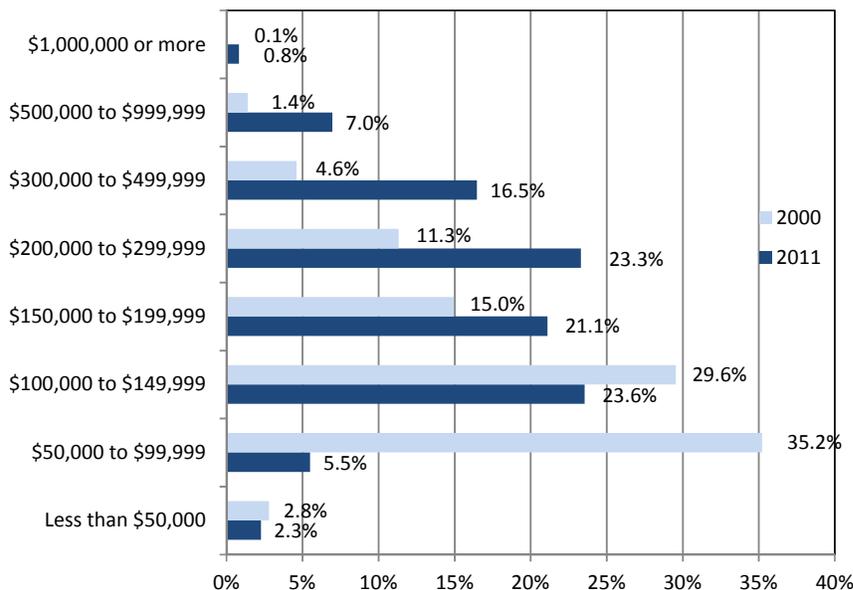


Figure 5: Home Values

HIGHEST EDUCATIONAL ATTAINMENT

Education, arts and culture are important for individuals and for the economic well-being of a community. The educational level of a population generally indicate the skills and abilities of the residents of the community, which then guides the City for the types of jobs that should be provided.

According to Table 5, only four percent of Edmond residents have less than a high school diploma, compared to the state average of 14 percent. Although the City has a slightly lesser percentage of residents with an associates degree, residents with a bachelor’s degree account for 32 percent of the population ages 25 years and over, doubling that of the state. Percentage of graduate or professional degrees also more than doubled the state average.

Highest Educational Attainment	Edmond	Oklahoma
Population 25 years and over	49,974	2,411,080
Less than 9th grade	1.2%	4.7%
9th to 12th grade, no diploma	2.8%	9.4%
High School Graduate (includes equivalency)	16.5%	32.1%
Some College, no degree	24.1%	24.0%
Associate's degree	4.4%	6.8%
Bachelor's degree	32.0%	15.5%
Graduate or professional degree	19.0%	7.6%
Percent High School Graduate or Higher	96.0%	85.9%
Percent Bachelor's Degree or Higher	51.0%	23.0%
<i>Source: 2007-2011 American Community Survey 5-Year Estimates</i>		

Table 5: Education

MARKET ANALYSIS AND PROGRAM ASSESSMENT

A two-part market assessment was conducted that identified market conditions and project opportunities for Downtown Edmond. First, a market analysis identified local trends based on a 20 minute drive time trade area. The market analysis examined trends in demographics, households, employment and the impacts of UCO. Second, a programming analysis was conducted in order to identify a 10-year program for the downtown study area. The analysis provided measurable data for residential programming, identified retail gaps and office potential. The 10-year market potential is important in order to take advantage of the achievable market-based implementation.

An important element for the market assessment is that the trade area is not bound by municipal boundaries such as city limits. Rather, Edmond's trade opportunities and identified program acreage and units are based on drive times. Edmond has the potential to attract new retail and office space based on drawing employees and shoppers from surrounding areas. This will continue to help transform Downtown into a preferred destination, including the community's desire for mixed use pedestrian-oriented places.

See Appendix A for the full market assessment, methodology and program recommendations. As illustrated on Map 7, the land masses associated with the full 10 year program potential could have a tremendous impact in the downtown study area, but the existing block framework does not easily accommodate large site developments, thus redevelopment will require small infill throughout the downtown area.

SUMMARY OF PROPOSED LAND USE PROGRAMMING DEMAND FOR DOWNTOWN EDMOND OVER 10 YEARS

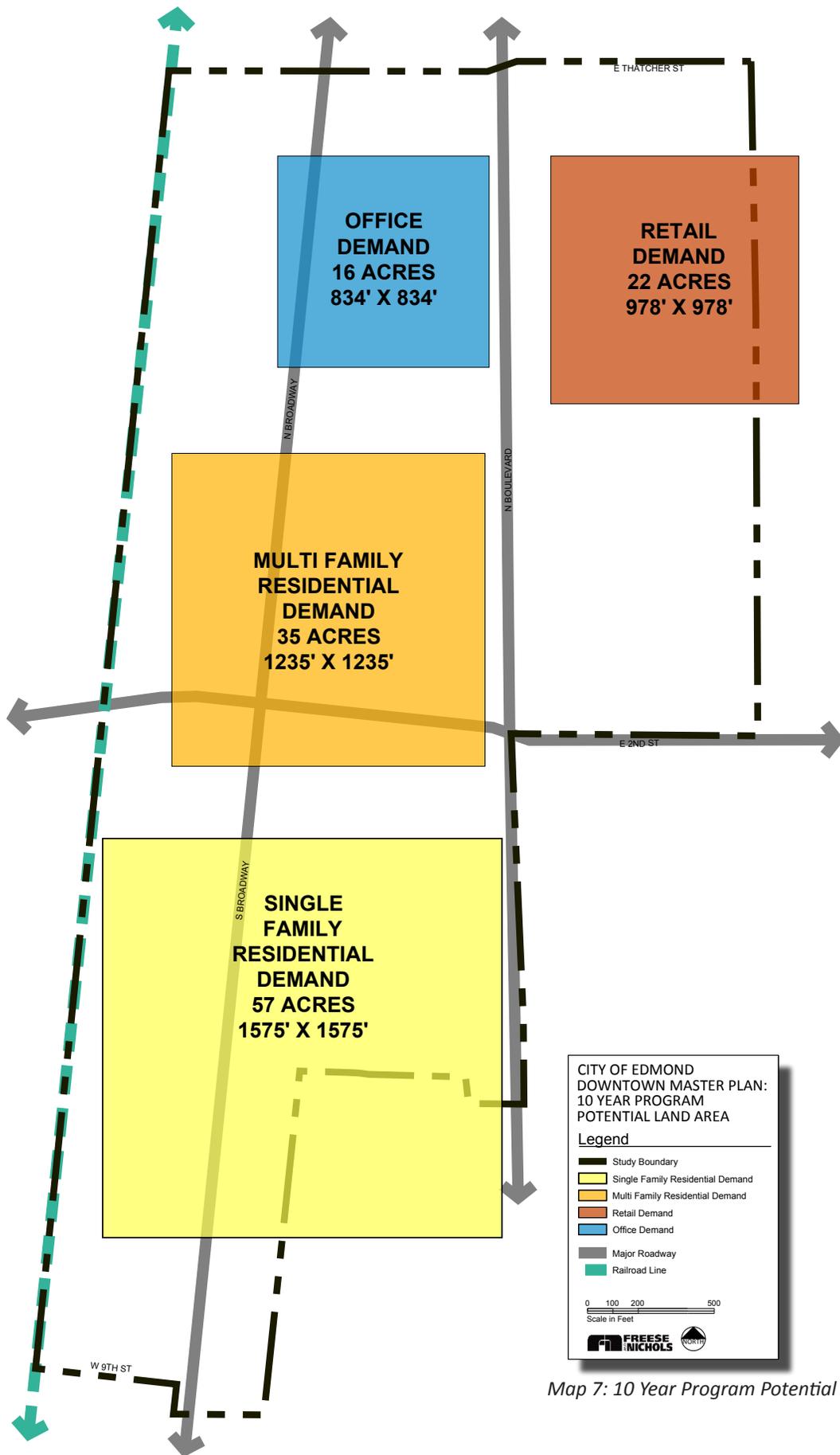
Retail: 207,500 SF current retail demand and 32,500 SF additional demand over 10 years, totaling 230,000 SF.

Office: 230,000 SF total office space potential (loft and traditional combined) over 10 years.

Student Housing: 160 units over next 3 years, with 446 units total student housing demand over 10 years.

Multi Family Residential: 360 units +/- over next 3 years, with total of 445 units over 10 years.

Attached Single Family Residential: 73 households



Map 7: 10 Year Program Potential Land Area

SUMMARY OF PROPOSED LAND USE PROGRAMMING DEMAND FOR DOWNTOWN EDMOND OVER 10 YEARS

RETAIL

A 10-year forecasted retail sales leakage analysis and historical sales/square feet (SF) averages, across all retail uses within the defined trade area was defined. We have identified up to 230,000 SF of potential retail demand over this period. Targeted retail categories include: university-targeted bookstore, electronics and appliances, florists, restaurants, drinking establishments, shoe stores, and other service retail. Larger format retail should be focused on E 2nd Street or Broadway frontages on full block redevelopments due to parking needs. Smaller format retail is encouraged within mixed use infill redevelopments, with office or residential above, and within an urban street-fronting format with street parking to create an active pedestrian experience. It is likely that lack of available or affordable property will hamper the market's ability to deliver this potential area, however.

OFFICE

The trade area is forecasted to gain 10,327 employees over the next 10 years, with 3,160 jobs within white collar sectors that generate need for office space. Subdividing this demand into two program types: small/loft office (typically 1-9 employees) and larger traditional office (10 or more employees), applying a 287 SF/employee for loft office and 250 SF/employee for large offices, and a capture rate of 40% and 20% respectively, we believe there is demand for 129,508 SF loft office space and 101,594 SF traditional office space totaling 231,102 SF over 10 years. The consultant team recommends focusing loft office into detailed urban infill locations in the core of Downtown, where it may screen public parking garages and provide second level space over retail/restaurants. Larger office development would require full block redevelopment and should be focused on blocks with either E 2nd Street or Broadway frontage. Special care should be taken to develop a site plan and design that emphasizes a memorable urban form in locations that help drive lunchtime restaurant sales through their proximity. Should new development across land uses create active urban clusters with strong streetscape presence, there is chance that a higher capture of office demand will be achieved in Downtown.

STUDENT HOUSING

Based on the University of Central Oklahoma student growth expectations, and current and projected campus housing, we believe there is demand for 1,229 beds within the Downtown District over 10 years (using roughly 2.75 beds/unit average). Such development should be encouraged to occur between Broadway and University, north of 2nd in order to create a stronger connection between the campus and downtown. It is anticipated that a shared parking strategy with public and/or cultural uses within this area may be utilized to maximize such infill opportunity.

MULTI FAMILY RESIDENTIAL

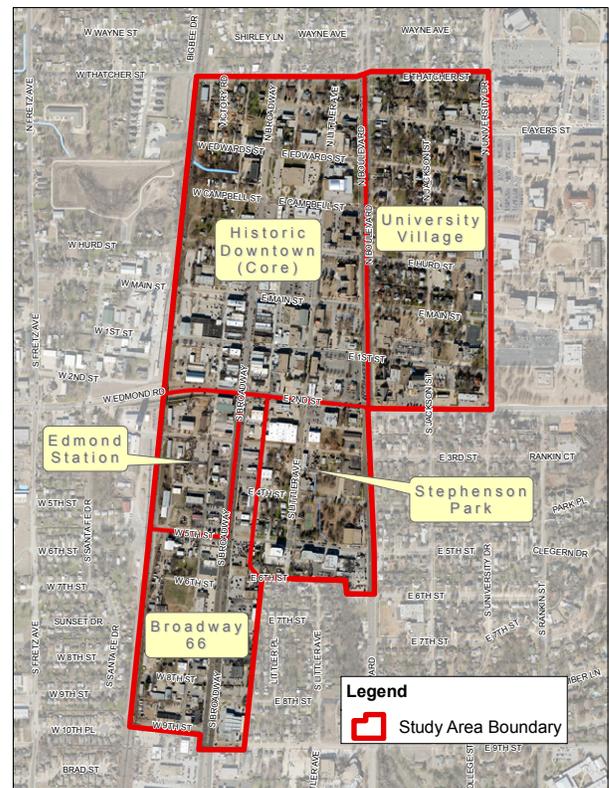
Utilizing the projected 10 year household growth within the trade area of 5,126 households, and applying area renter-occupied housing percentages and a 40% capture rate, we believe there is demand for 445 multifamily units within the downtown area over the next 10 years. We encourage this to occur in an urban format that reinforces strong urban form and streetscape, with an emphasis on blocks near Broadway and Stephens Park to create critical mass and synergy with existing and proposed retail, office and cultural uses.

ATTACHED SINGLE FAMILY RESIDENTIAL

Utilizing a capture rate of 40% for attached single family homes (townhomes, duplexes and quads), we believe there is demand for 73 households within the Downtown District. These should occur near the proposed multi family area to create a mixed-density urban neighborhood experience.

SUB AREAS

The study boundary contains five distinct sub areas as identified in prior planning. These sub areas are important in regards to district identities, branding and regulatory mechanisms. But it should be noted that the marketplace does not likely view these boundaries when preparing data or financial analyses for project potential.

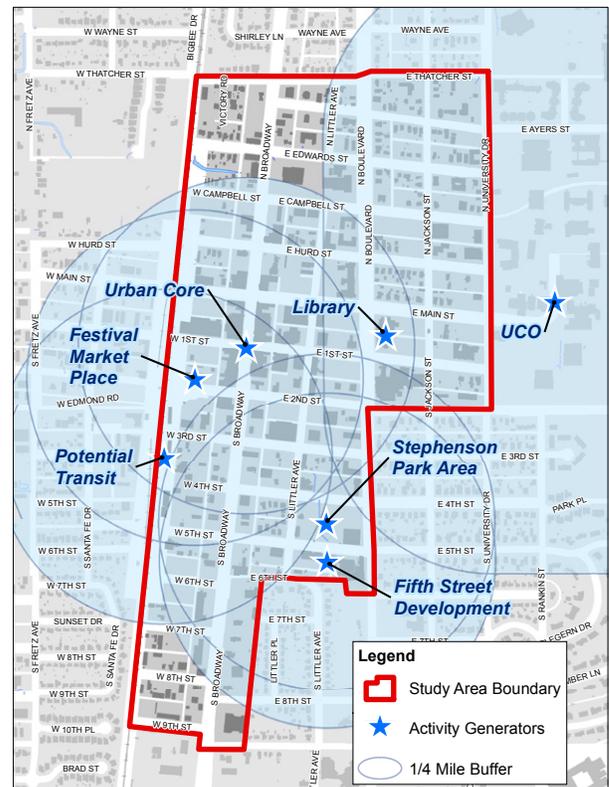


Map 9: Sub Areas

ACTIVITY GENERATORS

Activity generators, or major points of interest, have been identified on the Activity Generators Map. They include: the E 5th Street Development, Stephenson Park, UCO, the Library, the Urban Core, Festival Market Place and a potential transit stop. These locations represent the most likely current opportunity for major concentrations of visitors, students, residents and employees to produce pedestrian traffic. A 1/4 mile radius was plotted for each activity generator which represents about a five minute walk.

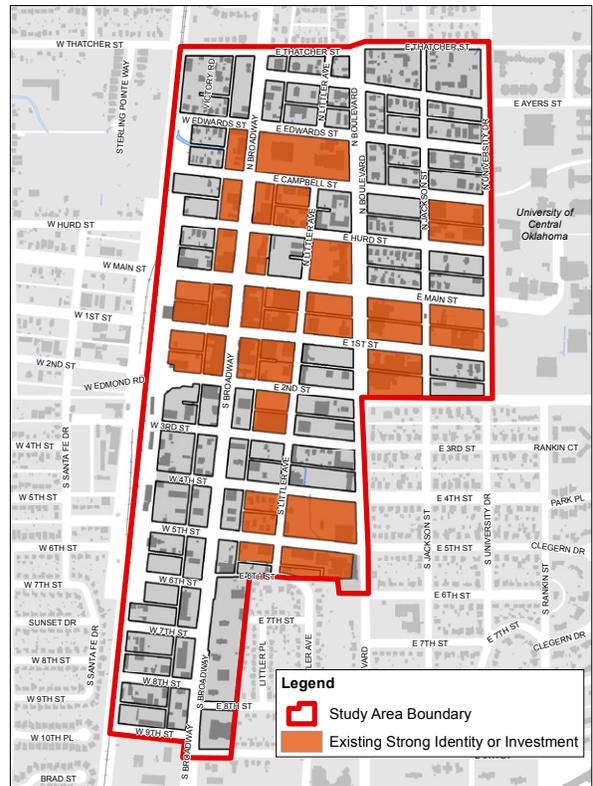
The activity generators are scattered, but most are within a five minute walk to one another. If properly connected, these anchors could create a sequence of special events, adding to Downtown’s walkability. The majority of the area south of 1st Street to 5th Street is within a five minute walk to Stephenson Park, the Core, the Library and Festival Market Place. This is important as this area holds major potential for connective future development. The UCO western edge is just beyond a five minute walk to other activity generators and future walkable anchors dependent on student populations will need to create a significant draw.



Map 10: Activity Generators

STRONGEST IDENTITY BLOCKS

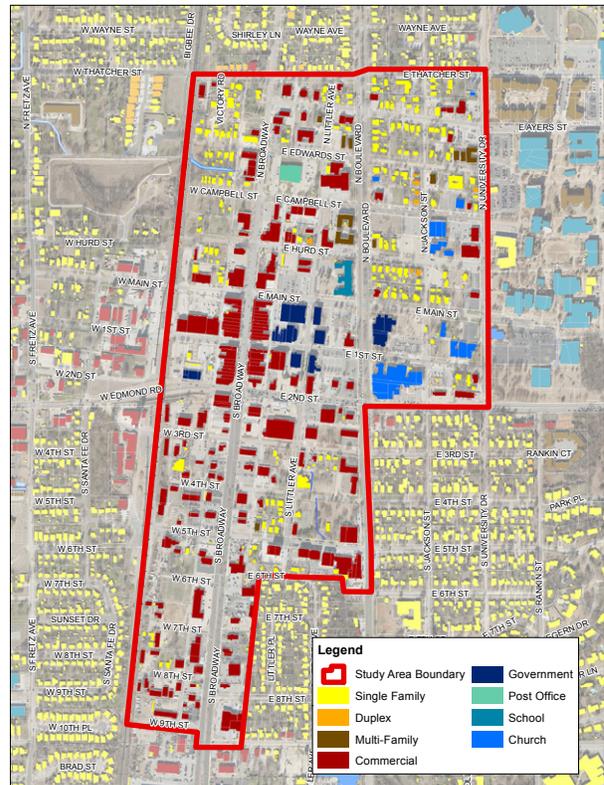
Blocks identified in orange have the strongest existing identity and investment based on current conditions. Examples of this include the Post Office, the urban core, Stephenson Park and churches. These blocks have memorable structures or uses that greatly add to the downtown perception. These areas hold together well near the core and near Stephenson Park but begin to become less concentrated outside those areas. Areas outside the orange need better definition through branding, infill and planning strategies.



Map 11: Strongest Identity Blocks

EXISTING LAND USE

Existing land uses are dominated by commercial uses. Churches are concentrated in the University Village sub area. Civic uses are closely grouped along N. Little River Avenue and create an opportunity for a stronger civic identity in that area. Broadway south of E 2nd Street is an aging commercial corridor characterized by older buildings, limited identity, auto-oriented uses and unsightly visual quality. Single family uses are found scattered throughout the study boundary. Parking lots and small commercial sites cause the single family uses to be fragmented and in turn do not create a strong neighborhood presence. Smaller infill can be seen throughout the downtown area and are consistent with the types of infill development resulting from small block sizes and fragmented ownership.

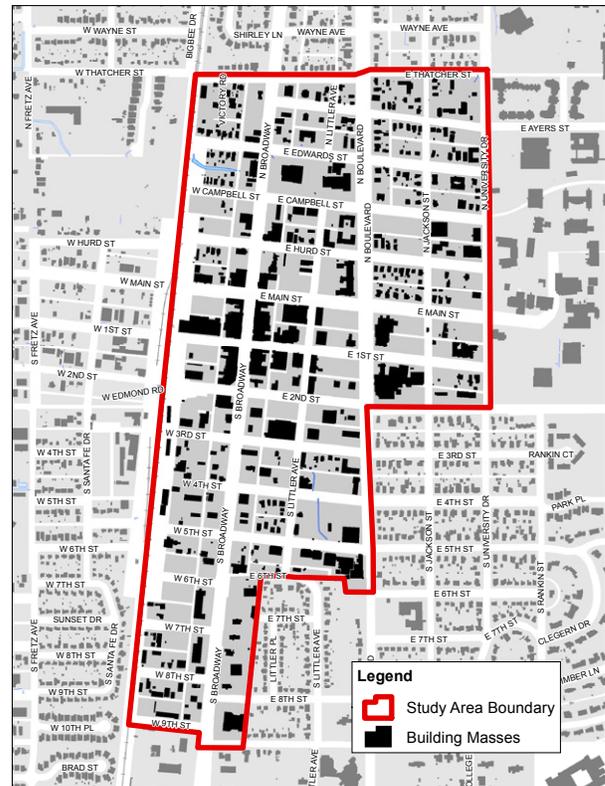


Map 12: Existing Land Use

URBAN BUILDING FORM

The urban building forms are identified through a figure ground analysis in which existing building footprints are shown in black. This map illustrates current building patterns. The best urban forms are north of E 2nd Street along Broadway in the downtown core, coincidentally the same location many people recognize as being Downtown Edmond. The core area has buildings located near the street that help to create more defined spaces and street presence. This good urban form is related to a walkable environment due to the existing block face closures. This area offers the experience to park in a nearby location and visit many businesses.

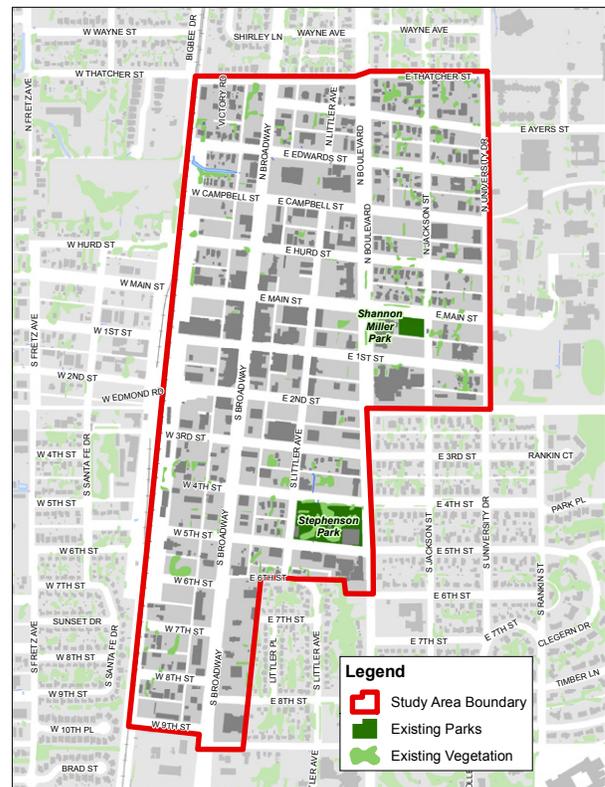
In contrast, most of the downtown area has limited urban forms and are concentrations of single-use sites and auto-oriented developments. In this scenario, areas are separated by open expanse or parking lots and urban forms do not hold up well and are not seen as a unified development pattern.



Map 13: Urban Building Form

NATURAL AMENITIES

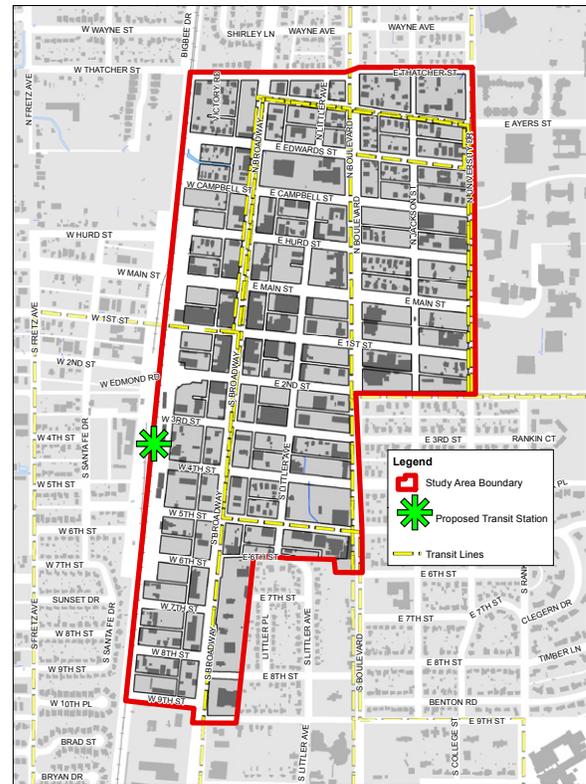
This green space assessment identifies existing improved open spaces and significant vegetation or tree coverage that exists in the blocks presently. As illustrated, existing green space in Downtown is very limited. New green amenities should be anticipated with new development to create new animated and activated outdoor spaces that provide unique urban spaces around them. An open space network is needed to better position the area's infill development potential. As such, the existing Shannon Miller Park and Stephenson Park remain critical open space elements and key design elements for Downtown. New plazas should be developed strategically with future development.



Map 14: Natural Amenities

TRANSIT FRAMEWORK

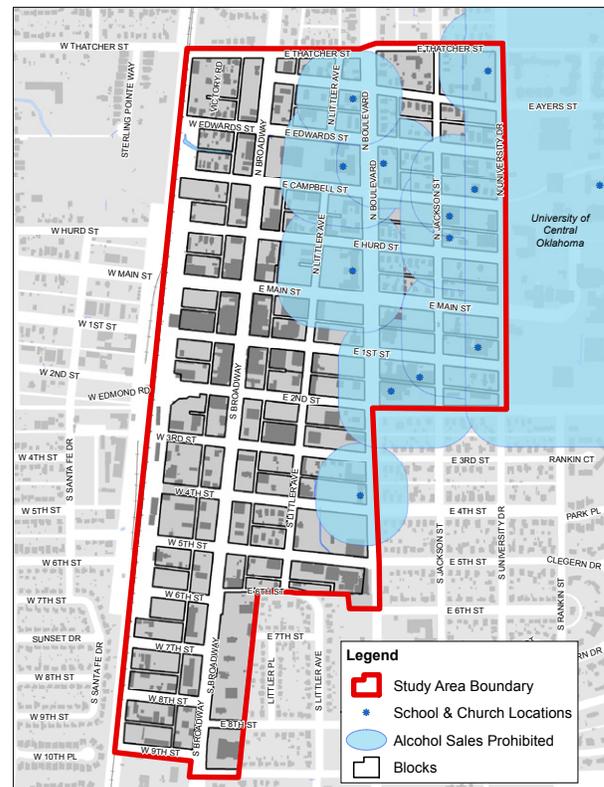
The proposed transit station location south of W Edmond Road is within a five minute walk to the historic core and Stephenson Park. Future transit-ready development should be considered near this stop. Additional assessment is needed to determine bus transfer and locations.



Map 17: Transit Framework

ALCOHOL SALES LIMITS

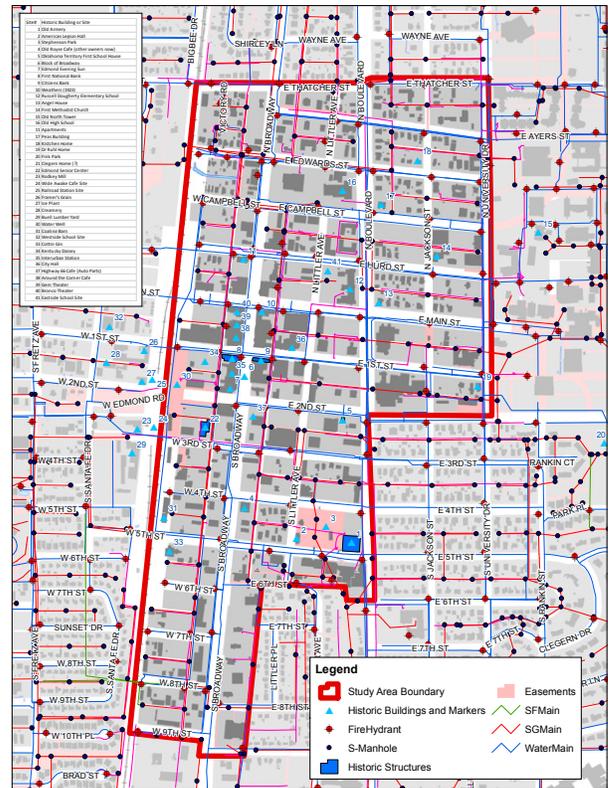
The Alcohol Sales Limits illustrates potential areas restricted by Type I alcohol sales. The University Village sub area has several schools and churches that restrict Type I alcohol sales, measured as a 300 feet setback from the protected property line to the nearest exterior wall of the subject alcohol sales site. Sales of alcohol will likely require Type II sales in which the primary function is not alcohol sales, i.e. restaurant. The historic downtown core had no such Type I restrictions at the time of this study. However, a campus corner type development near UCO may have difficulty with establishing standalone alcohol sales establishments.



Map 18: Alcohol Sales Limits

PROPERTY ENCUMBRANCES

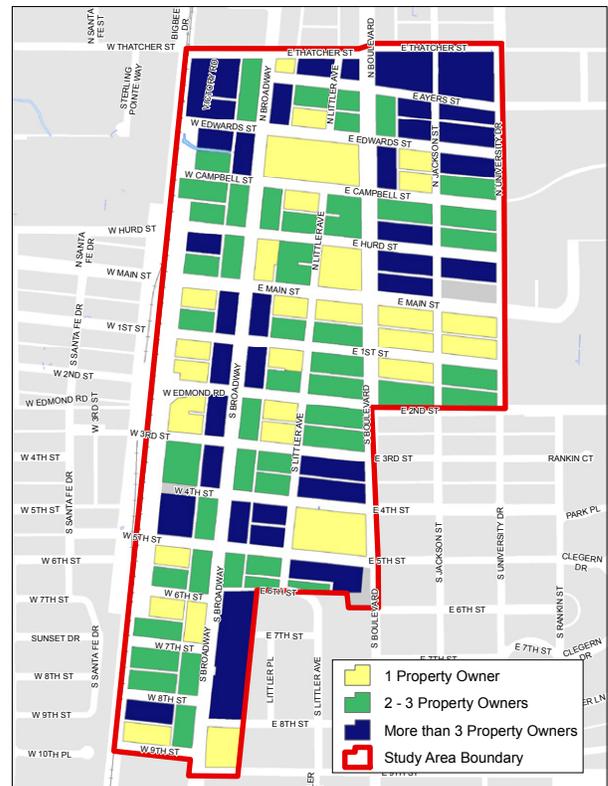
Because this is an older area, there are many property encumbrances on each block. This includes elements such as alleys, easements, utilities and historic structures. This impacts the developer's ability to assemble large tracts. This condition may likely direct new investment to smaller, incremental development patterns. For example, the area does not likely have the development potential to accommodate a larger development, such as a large office complex. That same square footage could be applied to many smaller sites and that is likely the potential for Downtown Edmond.



Map 21: Urban Building Form

EASE OF ASSEMBLY

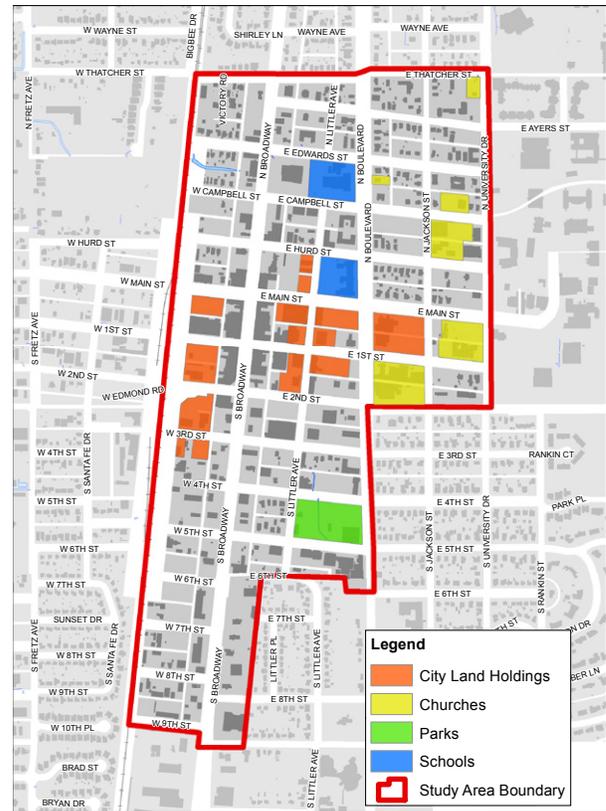
This map illustrates the difficulty aspect of development based on number of property owners for each block. For many redevelopment situations around the region and country, the difficulty of assembly is one of the most challenging issues. The Ease of Assembly map shows number of owners per block or half block. The areas shown in yellow reflect the simplest land assemblies based on single ownership. The areas shown in blue reflect the most challenging land assemblies due to more than 3 property owners. It is likely difficult for a developer to assemble more than three individually owned properties.



Map 22: Ease of Assembly

PUBLIC PROPERTIES

While stakeholders and past planning have identified a lack of civic identity in Downtown Edmond, the city facilities are mostly grouped together. Most city land holders are within walking distance of the historic core. Because there are many publicly-owned properties in the study area, it may pose potential for creative infill and redevelopment as public private partnerships.



Map 25: Public Properties

INFILL AND REINVESTMENT

The Infill and Reinvestment map identifies areas based on market needs, trends and assessment. The areas shown in green are most likely positioned for infill development or redevelopment. The areas shown in blue area most likely positioned for reinvestment or existing stock. The blue areas are shown for reinvestment and not redevelopment because of the evaluation of the land, value of the property, or difficulty of assembly. The larger zones or areas of green begin to define larger portions within the study, which if properly planned, start to link new development into the existing framework.

These pockets of infill potential could be developed to help better define sub areas. For example, the green area defined around Stephenson Park could be redeveloped to help create urban forms and development patterns that begin to link the recently developed 5th Street mixed use area with E 2nd Street and areas near the historic core. The same could be true for the larger pocket of green area in the University Village sub area, which if properly developed, could help to better link the historic core area with UCO.



Map 26: Infill and Reinvestment

CONCLUSION OF COMMUNITY INPUT: 13 BIG ISSUES FACING DOWNTOWN EDMOND

Downtown Edmond is in a fortunate position having seen the benefits of investments such as the Festival Market Place, streetscape projects, mixed infill projects, a new Public Safety Center and low vacancy rates in the historic core. While the current state of Downtown is much better than what similar downtowns are facing throughout the country, Downtown Edmond still faces many obstacles. The following 13 Big Issues facing Downtown Edmond are recognized as a conclusion of community input, physical analysis, market assessment and the collaboration of this planning process. Each Big Issue identifies a series of challenges and opportunities that raises critical questions that must be addressed to reach the community's vision for Downtown. Again, Edmond is grateful for its existing position, but expectations include continuous improvements.

1. CAPITALIZING ON MARKET POTENTIAL AND ALL DEMOGRAPHICS

Larger societal trends show the upcoming millennial generation's preference to live and work in authentic urban communities that promote a unique identity and offer a range of daytime and nighttime uses centered on creative and dynamic experiences. Downtown's existing vision for the area together with the area's projected growth and related market potential may combine to allow for a unique mixed use destination. Downtown must find a way to build on the regional market's strength while providing unique options to local residents and visitors. As a component to fulfilling Downtown's potential, the need to capture both night and day interest is recognized. Entertainment and a visible and active night life is currently missing.



Source: Catalyst

2. TOWN AND GOWN: FOSTERING A DEEPER RELATIONSHIP WITH UCO

As identified by the previous two master plans, the downtown area, specifically the Historic Core and University Village sub areas, have a significant physical and economic disconnect with the UCO campus. As a key economic anchor and driver for Edmond, future infill developments must work to capture the buying power of 18,000 students, staff and faculty. A true Town and Gown relationship must be realized for Downtown and the campus. Infill development surrounding the campus should help UCO to reach their enrollment goals and provide amenities to attract and retain quality UCO faculty and staff. Future infill housing should include a range of options from off-campus mixed use style student housing to urban lofts and townhomes to support faculty and young professionals. Support uses adjacent to the campus' western edge should expand to further include retail, restaurants and entertainment for students. Better east-west pedestrian experiences, and quality streetscapes containing buildings near the street, are needed to create the desirable walkability from the campus to the historic core.



3. HOUSING CHOICES THAT APPEAL TO ALL STAGES OF LIVES

As shown in Edmond’s demographic Figures 6 and 7 below, Edmond needs to offer a range of housing choices that appeal to all demographics, income levels and stages of life. The Downtown offers a unique urban opportunity to attract those interested in walkability and live-work-play scenarios. In addition, infill housing helps downtown areas in two critical ways. First, increased densities can help to create critical mass to support local non-residential uses. Second, residential units in a downtown setting help to create street level activity and visual characteristics expected in mixed use cores.

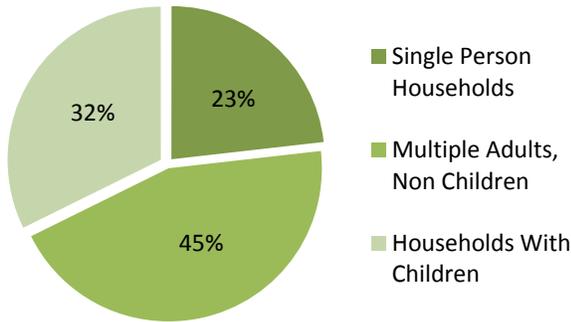


Figure 6: Edmond House Characteristics

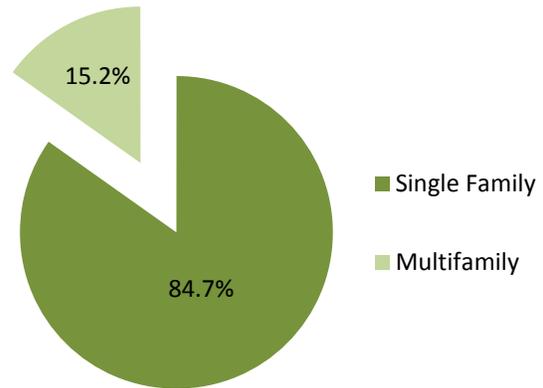


Figure 7: Edmond Residential Home Types

4. IMAGINING CHANGES THAT REVITALIZE UNDERUTILIZED PLACES

Like many cities, Edmond’s downtown has areas of older shopping centers, homes and apartments that are showing their age. Much of the developments constructed since World War II are now more than 50 years old and, for some of these buildings, they have passed their expected useful life. People want different things now from their homes, offices and stores than they did when these buildings were constructed. Since some of these tired uses are in desirable locations, it makes sense to reexamine land uses, locations and redevelopment potential.



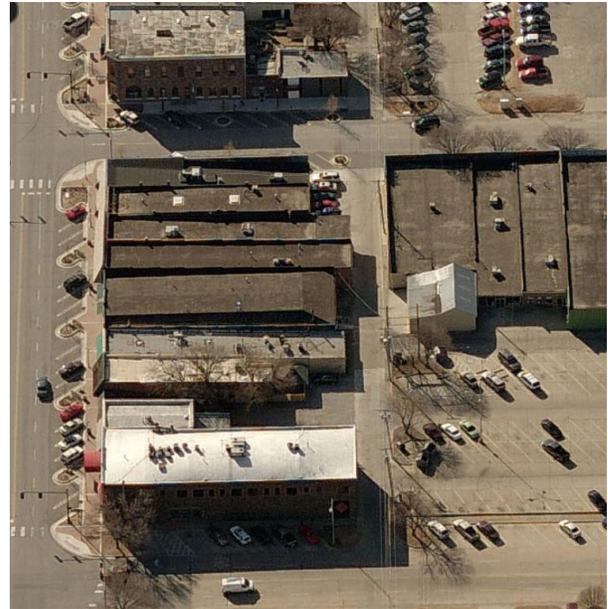
5. ADDRESSING BARRIERS TO DEVELOPMENT

The City and development community have both physical and financial barriers to overcome in Downtown. From a physical standpoint, limited vacant land, parking, smaller block sizes and the difficult to assemble larger parcels drive the development types and project sizes in Edmond. Much of this has been realized in the past decade with smaller development patterns and infill on half or quarter block sizes. In addition to physical constraints, financial realities drive project timing and project sizes. Overcoming these challenges will likely need to include creative financing, incentives and public-private partnerships.



6. PARKING AND PARKING CULTURE

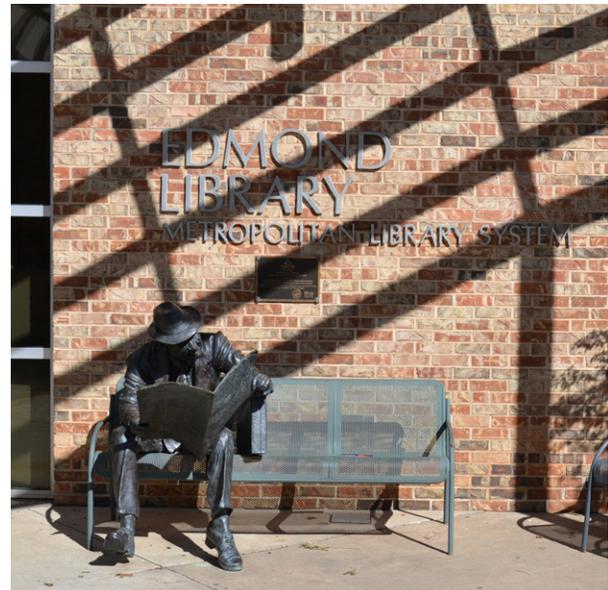
If the goal is to redevelop Downtown and to create a walkable environment, then parking cannot continue to dominate surface uses. In addition, especially within or near the existing historic core, parking cannot dominate development patterns and dictate urban form. This is not to say convenient access to public parking isn't needed but rather a site by site solution isn't feasible within the core and has created a parking culture that allows suburban parking ratios to dominate development conversations. Broadway's existing on street parking is a vital urban design and place-making technique critical to Downtown's perception; however, it will never solely meet the parking needs for the three or four core blocks. Additional public parking will always be needed. The good news is that most existing public parking, currently free, is within 100 to 500 feet of core destinations.



Source: www.bing.com

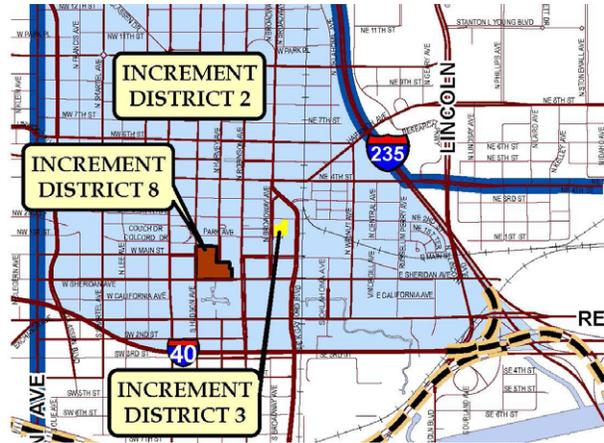
7. CONTINUING TO ENHANCING DOWNTOWN'S CHARACTER AND IDENTITY

Every community has its own character based on its history, the design styles of its neighborhoods and public places or its natural setting. Character is what helps set one community apart from another. It's one of the reasons people feel connected to the place where they live. Downtown Edmond should remain the identifiable center of the community and provide a distinctive destination. In order to achieve this goal, key urban design techniques must be implemented to address the existing lack of continuity. Design elements will need to include multiple tools such as increased wayfinding, gateway and district signage, streetscapes and design guidelines. Working in concert, these described techniques can help to provide a positive memory of Downtown, that increases visitor perceptions and their overall experience.



8. NEED TO HAVE CONSISTENT FUNDING SOURCES (PRIVATE, PUBLIC AND MAINTENANCE)

The dedication of consistent funding sources, both private and public, needs to be realized in order for Downtown to remain complete in attracting new development and disposable incomes. Downtown could benefit from community outreach and education programs explaining the benefits other parts of Oklahoma have seen from maintenance funds, development incentives, creative funding structures and improvement districts.



Source: The City of Oklahoma City

9. TRAFFIC AND CONGESTION

Shown on Figure 8, 84 percent of Edmond’s residents commute to work alone. Seven percent carpooled and six percent worked at home. Traffic and congestion is nothing new to Downtown Edmond’s major roads. The City has done a great job in recent years to update intersections, turn lanes and signals, yet increased traffic volumes continue to create lower service levels. The continued strain on the experience of Downtown is not a desirable situation and Downtown should consider innovative solutions to meet current and future traffic needs.

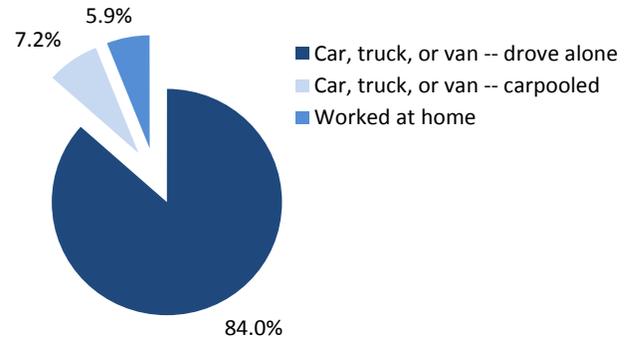
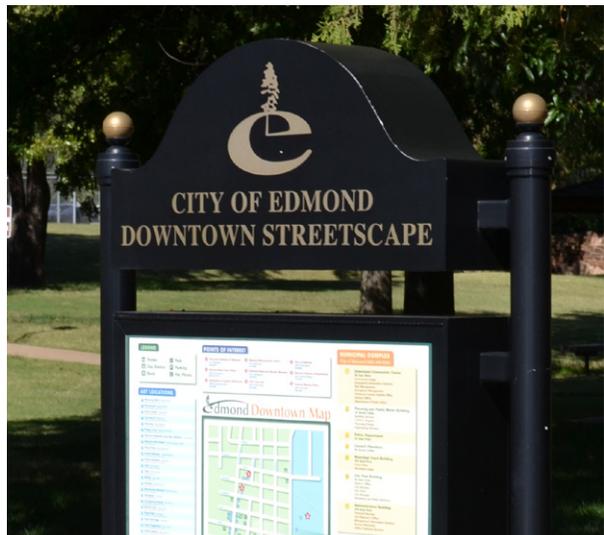


Figure 8: Edmond Commute

10. CIVIC CELEBRATION AND MAKING THE MOST OF CITY HOLDINGS

The City of Edmond has made significant investments in buildings and land holdings, yet a strong civic presence is not visible. As part of Downtown to be recognized as the heart of the community, a stronger civic exposure needs to be implemented. This will require public investments in buildings, the physical concentration of city services, improved streetscapes, new outdoor spaces and better building utilization. In addition, existing city land holdings offer opportunities to induce the market and to be leveraged as a partnership with private development.



11. SETTING THE STAGE TO CAPITALIZE ON FUTURE MODES OF ACCESS

According to the Center for Transit-Oriented Development, transit-oriented development (TOD) is a mix of housing, retail and/or commercial development and amenities – typically referred to as mixed use development – integrated into walkable neighborhoods within a half-mile of quality public transportation. Principles and benefits to a successful TOD include:

- Enhanced access to the transit network by households of all incomes.
- Reduced automobile trips and greenhouse gas emissions.
- Reduced transportation costs.
- Improved public health due to increased walking and cycling.
- Improved access to local and regional amenities.
- Improved workforce access to job opportunities.
- Increased transit ridership.
- Creation of a sense of community and place.
- Transit becomes the organizing principle for development.

Master planning should establish a unique opportunity to create density prior to a future passenger rail station construction, while considering urban design situations for today’s planned environment. By undergoing a transit-oriented development planning effort ahead of the extension of passenger rail service, Edmond is sending a strong message to the regional transit agency and regional governing body that the City is taking steps to be ready for rail; and, even more importantly, that it will maximize the advantages the transit investment offers.

The ideal location of future rail station will take advantage of existing anchors, development potential, connectivity and fit into the existing context. All this would be supported by multiple activities and easily accessible by multiple modes of transportation. This can be provided in Edmond and the desired location is Downtown.

12. EXPAND THE WALKABILITY OF DOWNTOWN (SAFETY AND A REASON TO WALK)

Downtown needs to increase street level activity and walkability by endorsing reasons to walk. In order to promote walkability, several streets will need to be reexamined to support adequate on-street parking and pedestrian connections to the other parts of Downtown.

The promotion of public spaces must be a primary goal to create community anchors along pedestrian priority streets and interest for adjacent development. Improved safety and crossings of major streets such as Boulevard will help



Source: Capital MetroRail



to support the relationship between the core and UCO. Solutions need to be careful to properly route pedestrians in conjunction with infill development and the urban design framework to effectively link sub areas. In addition, a balance must be realized to create the majority of walkable activity off the major commercial corridors.

Walkable streets are shared transportation corridor spaces, an essential component for a complete street. They are designed for all people, whether in cars, on foot, in wheelchairs or on bicycles. Just some of the factors enhancing walkability include: street connectivity, land use mix and residential density. In addition, the frequency of entrances and other sensations along street frontages include the transparency of adjacent buildings, orientation and proximity of homes and buildings to watch over the street; presence and quality of sidewalks, ramps, trails and street crossings; buffers to moving traffic, street landscaping/furniture traffic, and the volume and speed of adjacent traffic. A walkable street leads to desired destinations, whether they are retail or commercial establishments, the bus stop, neighbors, jobs or a park.

13. KNITTING THE URBAN FABRIC: NEED FOR INFILL TO CREATE DESIRED PLACES, MAKING THE MOST OF EXISTING ANCHORS AND LINKING SUB DISTRICTS

Although there have been many new developments in the past decade, existing program anchors such as the core, UCO and Stephenson Park area are fragmented and are disconnected without proper linkages and without consistent frontage. Outside the historic core, much of the uses have developed as typical suburban sites without connection to the greater context of Downtown. While many businesses are appropriately implemented and serve a great purpose, better opportunities exist to connect future businesses in a more walkable, urban form. For example, the recent key addition of Sprouts is not being properly leveraged as an anchor with surrounding support uses or urban housing. Making the most of existing anchors with proper linking of sub areas will serve the greater whole. The addition of several catalyst projects in the span of five or 10 years can greatly influence how Downtown is experienced and how the market views the area.



3

DOWNTOWN'S FUTURE

- 1 VISION
- 2 GOALS



CHAPTER 3 downtown's future

VISION

DOWNTOWN EDMOND IS THE CENTER OF OUR COMMUNITY. IT IS A VIBRANT URBAN PLACE FOR BUSINESSES, RESIDENTS, STUDENTS AND VISITORS. DOWNTOWN EDMOND OFFERS A UNIQUE BLEND OF HOUSING, ENTERTAINMENT, SHOPPING, RESTAURANTS, PUBLIC SPACES AND EDUCATION.

POSITIONING EDMOND FOR NEW OPPORTUNITIES

The vision for Downtown targets project implementation and the inducement of new development, led in part by residential uses. New housing can increase nighttime activity, attract restaurants, and create a stronger place, around which office uses will ultimately cluster.

Building upon decades of teamwork, the focus is to help make Downtown Edmond a prime destination for investment, living, working and visiting. Downtown Edmond will continue to grow offering urban places for employment, housing, students and City services. Downtown is the cultural center of Edmond and provides a unique community-focused character. Downtown will continue to be a strong choice for business and office environments. It will increase its restaurant and retail offerings with a unique blend of national and local retailers. In the future, entertainment venues, festivals, events and performing arts venues will attract day and night visitors with thoughtfully scheduled and produced activities. The area will be well maintained and have a reputation for cleanliness and safety. Circulation will be provided efficiently and include a range of modes for safe travel. Downtown will be livable and walkable with urban forms and buildings along with pedestrian spaces that create interesting streetscapes. Downtown will be people-centric, to create everyday interactions while walking, shopping or working.

Downtown Edmond, the City's historic center, possesses one of the City's largest opportunities to define and expand its regional identity and market popularity over the next 10 years through coordinated investment in urban living, restaurants, entertainment and the downtown workplace. A continued focus on the Downtown and its core will strengthen the City's regional profile through an enhanced sense of the community's center development. A key piece is to continue the emphasis on inducing reinvestment and continuing revitalization in Edmond. The continued redevelopment of Downtown will provide the larger community with a destination for walking, entertainment and transit-oriented potential. In addition, Downtown's redevelopment will expand Edmond's programmatic offerings in the form of new housing, employment and restaurant entities; thereby expanding its competitive position.

The challenge with new development in Downtown is largely one of land assembly as many of the parcels are very small. There is a need for land assembly strategies that focus on catalytic project areas to create an economic incentive program that developers can utilize to mitigate the cost associated with such assembly. There are a host of obstacles that have been encountered in pursuit of larger private investment in Downtown. Over time, the historic core of Edmond has spread out and combined with more suburban land use patterns along E 2nd Street and S Broadway. As a result, outside the core three blocks, it is not highly evident where Downtown starts and ends as the urban footprint bleeds out in these directions. There is a need for catalyst infill projects to solidify the core and boundaries of the urban district, while also better defining the gateway entry into Downtown.

GOALS

DOWNTOWN GOALS

- 1 *INCREASE MIXED USE DEVELOPMENT TO ENHANCE URBAN FLAVOR AND STIMULATE ECONOMIC GROWTH AND VITALITY*
- 2 *ENHANCE ACTIVE PARTNERSHIP WITH THE UNIVERSITY OF CENTRAL OKLAHOMA*
- 3 *IMPROVE MULTI-MODAL ACCESS TO DOWNTOWN*
- 4 *CREATE AN OVERALL IDENTIFICATION/RECOGNITION OF THE DOWNTOWN DISTRICT AND ASSOCIATED SUB DISTRICTS*
- 5 *BUILD 21ST CENTURY INFRASTRUCTURE TO ATTRACT AND SUPPORT CUTTING EDGE DEVELOPMENT*
- 6 *ESTABLISH DIRECTIVE TO KEEP AS MANY GOVERNMENT SERVICES AS POSSIBLE IN THE DOWNTOWN DISTRICT AND PREFERABLY WITHIN WALKING DISTANCE OF THE CORE AREA*
- 7 *CREATE AND EXPAND UNIQUE ATTRACTIONS*
- 8 *IMPROVE PEDESTRIAN CIRCULATION, VEHICULAR TRAFFIC AND PARKING*
- 9 *ESTABLISH FUNDING PROGRAMS AND EXPLORE MULTIPLE FUNDING SOURCES*
- 10 *FOCUS ON THE IMPLEMENTATION OF PROJECTS*
- 11 *ENSURE APPROPRIATE RESOURCES ARE DEDICATED TO THE ONGOING IMAGE, PROMOTION AND MAINTENANCE OF DOWNTOWN*
- 12 *PROMOTE DOWNTOWN AS THE HEART, CHARACTER AND CULTURAL CENTER OF EDMOND*
- 13 *ENCOURAGE PUBLIC-PRIVATE PARTNERSHIPS IN DOWNTOWN EDMOND*

4

DOWNTOWN LAND USES AND MASTER PLAN

- 1 DOWNTOWN LAND USES
- 2 MASTER PLAN



N BROADWAY

E EDWARDS CT

E CAMPBELL ST

E HURD ST

E MAIN ST

E 1ST STREET

E 2ND ST

W 3RD ST

W 4TH ST

N LITTLER

N BOULEVARD

S LITTLER

4 downtown land uses and master plan

DOWNTOWN LAND USES

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Land Use Plan, which sets an overall framework for the preferred pattern of development. Although it is one of several components of this Master Plan, the significance of the Land Use Plan text and map cannot be overstated. The Land Use Plan is intended to be a comprehensive blueprint of Edmond's vision for its future downtown land use pattern. Specifically, it designates various areas within the study boundary for particular land uses, based principally on the specific land use policies. It is important to note that Map 28: Land Use Concept is not a zoning map, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future.

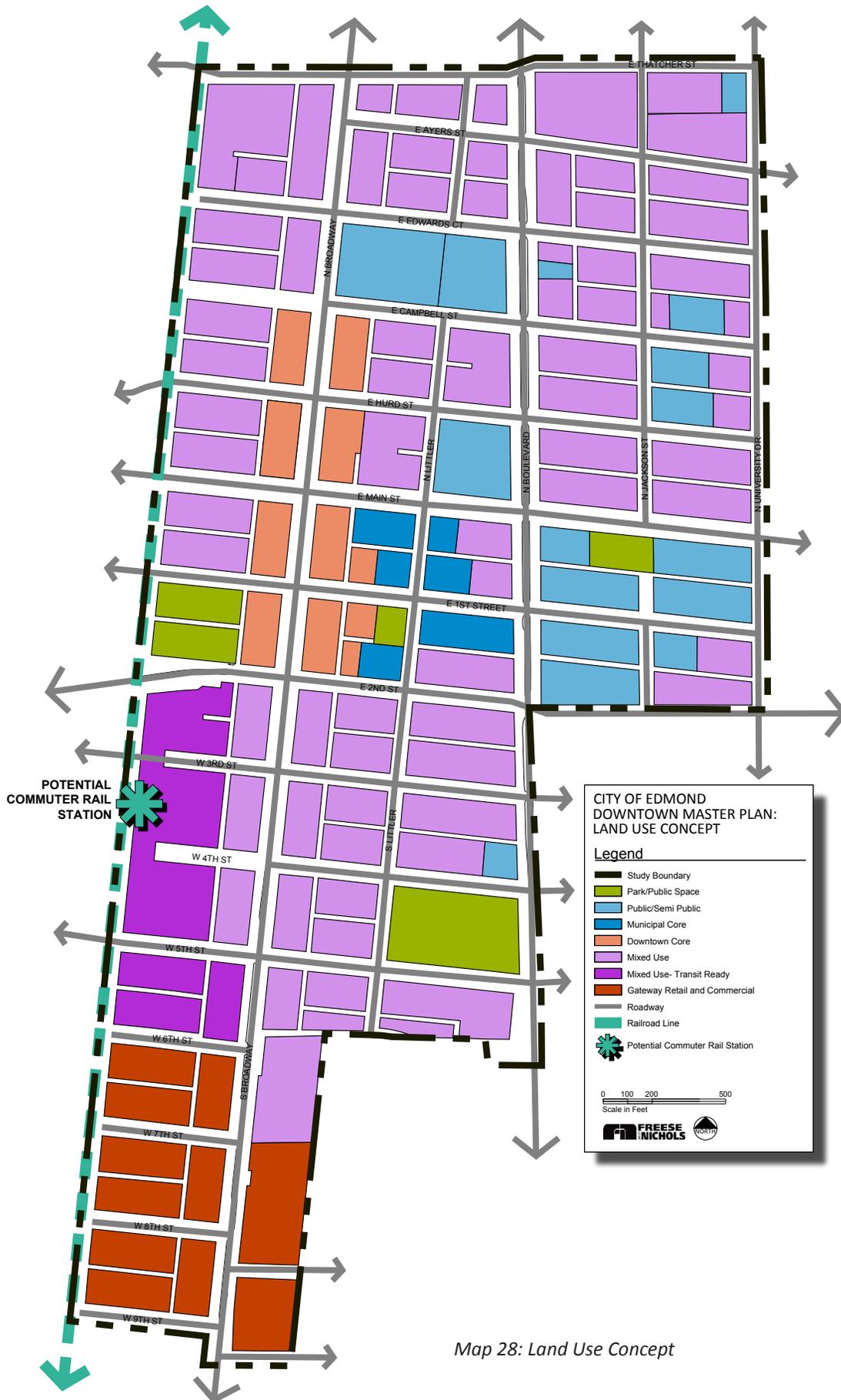
LAND USE CATEGORIES AND ASSOCIATED FORMS

As defined by the community throughout the planning process, new development within Downtown should have an urban rather than suburban character and support a higher intensity of uses. Where possible, new development in Downtown should add a mix of uses to better enliven the streetscape and key commercial corridors.

Many of the streets and public spaces in Downtown Edmond should be lined with high-quality, mixed use building types and contribute to the creation of a lively urban environment. Downtown should retain residential and mixed uses that fit within the existing context and character. To define the pedestrian realms and create a distinctive sense of place, buildings should generally be placed along block perimeters with modest or very limited setbacks, heights should be generally consistent along block frontages and across streets, and parking should be located as not to dominate the pedestrian view-shed. Map 28: Land Use Concept, defines the preferred use mix, intensity and form of development within the downtown study area. For each of the seven land use types, general language is provided regarding preferred land uses, building types, building scale, setbacks and parking configurations.

The definition of the land use categories, as well as the preliminary location shown on the plan, provides a basis for the evaluation of potential policy and regulatory changes. Map 28 provides the framework for a cohesive community of businesses, public uses, public spaces, housing, employment and services. This approach will limit stand-alone enclaves and better create opportunities for individual development initiatives to fit into the context of a connected community. The Land Use Concept respects existing core uses as a definable community amenity, and integrates surrounding land use organization and potential site designs to create an expanded urban destination. Future residential and non-residential uses are well blended as both vertically and horizontally mixed use sites. They should be active with non-residential at the street level or uses that directly access and connect to the adjacent street and help to define pedestrian realms and experiences.

The following land use types build upon sustainable initiatives and provide development choices. The Land Use Concept designates a range of housing options comprising attached single family, medium-density, student and high-density choices for residents that work in Edmond and those that commute. Land uses expand employment opportunities to those who commute throughout the Oklahoma City area. The non-residential components are appropriately located and mixed to include traditional retail-oriented sites all the way to walkable mixed use developments. Growth can be flexible, timely and respond to demands.



PARK AND PUBLIC SPACE

Land Uses	Mix of existing and proposed public spaces. Existing uses include Stephenson Park, Shannon Miller Park and Festival Market Place. New spaces include pocket parks and plazas for public gatherings and events to activate the streetscape.
Building Types	n/a
Building Scale and Placement	n/a
Build-to-Lines	n/a
Parking	On-street angled and parallel parking. Public off-street surface and future public structured parking located behind buildings with mid-block entrances.

Table 6: Park and Public Space Standards



PUBLIC AND SEMI PUBLIC

	Land Uses	This designation is representative of uses that are institutional or religious in nature. These uses are generally permitted within any area; therefore, the areas shown include the uses that are currently in existence.
	Building Types	Existing buildings range in urban and suburban forms including church with steeples, traditional office and historic school buildings.
	Building Scale and Placement	New one- to three-story buildings aligned along public streets and sidewalks.
	Build-to-Lines	0 to 25 feet. May include variations in front setbacks to provide facade interest, areas for entry plazas, site furnishings and landscape areas.
	Parking	On-street angled and parallel parking. Off-street surface parking behind buildings with mid-block entrances or as public lots. Future public structured parking located behind buildings with mid-block entrances.

Table 7: Public and Semi Public Standards



MUNICIPAL CORE

	Land Uses	This designation is a concentration of city services and representative of uses that are governmental in nature.
	Building Types	Existing buildings include older office building stock. Future buildings are envisioned to include civic-oriented architecture.
	Building Scale and Placement	New one- to three-story buildings aligned along public streets and sidewalks.
	Build-to-Lines	0 to 20 feet. May include variations in front setbacks to provide facade interest, areas for entry plazas, site furnishings and landscape areas.
	Parking	On-street angled and parallel parking. Off-street surface parking behind buildings with mid-block entrances or as public lots. Future public structured parking located behind buildings with mid-block entrances.

Table 8: Municipal Core Standards



Source: [randommusingslady](#)

DOWNTOWN CORE

	Land Uses	The area comprises the buildings and related uses of the downtown core. The area roughly includes four block faces along North Broadway. Generally, land uses within Downtown Core should be mixed with retail, commercial and office along with medium and high density residential.
	Building Types	Buildings primarily include historic and renovated urban buildings with storefronts. In addition, can include mixed use buildings.
	Building Scale and Placement	Existing and new one- to two-story buildings aligned along public streets and sidewalks.
	Build-to-Lines	0 to 15 feet. May include variations in front setbacks to provide facade interest, areas for entry plazas, site furnishings and landscape areas.
	Parking	On-street angled and parallel parking. Off-street surface parking behind buildings with mid-block entrances or as public lots. Future public structured parking located behind buildings with mid-block entrances.

Table 9: Downtown Core Standards



MIXED USE

	<p>Land Uses</p>	<p>Mixed Use areas support a compact mix of office, retail, restaurant, flex space and medium-to-high density housing. Residential uses include existing signal family along with future attached townhomes, urban lofts, student housing, apartments and condos. No future single family uses are recommended.</p>
	<p>Building Types</p>	<p>New urban building types. Multi story mixed use buildings should include some ground-level activities.</p>
	<p>Building Scale and Placement</p>	<p>One- to four-story buildings with new buildings aligned along streets and sidewalks.</p>
	<p>Build-to-Lines</p>	<p>0 to 15 feet. May include variations in front setbacks to provide facade interest, areas for entry plazas, site furnishings, landscape areas, common yards and stoop frontages.</p>
	<p>Parking</p>	<p>On-street angled and parallel parking. Off-street surface and structured parking located behind buildings with mid-block entrances. No new surface parking is recommended adjacent to street unless building is also located at front property line or parking as a single bay of parking lane adjacent to major thoroughfare.</p>

Table 10: Mixed Use Standards



MIXED USE- TRANSIT READY

	Land Uses	This designation is a mixed use area focused on transit oriented development and preserving land to be transit ready as future modes of transportation are implemented which include bus transfer center and commuter rail. The areas support a compact mix high density housing, transit uses along with office, retail, restaurant, and flex space.
	Building Types	New urban building types. Multi story mixed use buildings should include some ground-level activities.
	Building Scale and Placement	One- to four-story buildings with new buildings aligned along streets and sidewalks.
	Build-to-Lines	0 to 15 feet. May include variations in front setbacks to provide facade interest, areas for entry plazas, site furnishings, landscape areas, common yards and stoop frontages.
	Parking	On-street angled and parallel parking. Off-street surface and future public surface and structured parking. No new surface parking is recommended adjacent to street unless building is also located at front property line.

Table 11: Mixed Use- Transit Ready Standards



Source: Capital MetroRail

GATEWAY RETAIL AND COMMERCIAL

	<p>Land Uses</p>	<p>This land use designation is intended for a variety of retail and restaurant uses along Broadway with light commercial uses located behind the retail frontage. Examples of light commercial include auto services. Limited light manufacturing could be included.</p>
	<p>Building Types</p>	<p>Traditional commercial, retail, and restaurant buildings. Buildings include new or renovated spaces with improved facades and front yard aesthetics.</p>
	<p>Building Scale and Placement</p>	<p>One story buildings with new buildings aligned along streets and sidewalks.</p>
	<p>Build-to-Lines</p>	<p>0 to 15 feet for building with parking behind building. Up to 80 feet building setback with single bay of parking located in front of building. May include variations in front setbacks to provide facade interest, areas for entry plazas, site furnishings, and landscape areas.</p>
	<p>Parking</p>	<p>On-street angled and parallel parking. Off-street surface parking behind buildings with mid-block entrances. No new surface parking is recommended adjacent to street unless building is also located at front property line or parking as a single bay of parking adjacent to major thoroughfare.</p>

Table 12: Gateway Retail and Commercial Standards



Source: Catalyst





**CITY OF EDMOND
DOWNTOWN MASTER PLAN:
ILLUSTRATIVE CONCEPT INFILL**

Legend

- Study Boundary
- Retail, Mixed Use
- Office, Mixed Use
- Civic, Municipal
- Commercial, Mixed Use
- Medium Density Residential, Mixed Use
- High Density, Mixed Use

0 100 200 500
Scale in Feet

Map 29: Illustrative Concept Infill

MASTER PLAN

Recent significant investments have been made to the downtown area. However, the study area is currently within a redevelopment period due primarily to older commercial building stock and aging neighborhoods. In the future, Downtown should further capitalize on its centralized location and existing market demands. Downtown should provide additional investments and should fully take advantage of the surrounding context; one of the most important being the relationship with UCO.



Specific development opportunities should help capture market potential and should offer something new to Edmond in the form of a true mixed use destination. This will attract business development and help to align the area with UCO's goals of becoming a top university. The University's progress will attract a younger demographic. The City should strive to create public-private partnerships with a performing arts center, capitalizing on activity and talents at UCO. The lines between Downtown and UCO should be further blurred with the introduction of support uses and spaces off campus in the downtown area. This includes new housing opportunities for young professionals, UCO faculty and students in an effort to create environments that help the University attract and retain quality talent. The housing created will range in options from urban lofts to infill townhomes that support local businesses with critical mass. Future projects will promote a pedestrian scale and relationships at street level. Project sites will need to rely less on conventional parking standards and less on segregated uses and more on linking entertainment, business, educational and public activity generators.

The strategies for Downtown cannot solely rely on capital improvement projects with little return on public investment. Rather, the community must recognize market-based opportunities that can be implemented in the short-term. The Master Plan has identified opportunities aimed to transform the area by implementing quality development that meets the community's goals for the future. These opportunities will provide visible physical change and implementable projects to help knit the sub areas together.

The master plan strategy also recognizes the importance of implementation as key to Downtown's success. In order to successfully realize the community's vision set forth in this Master Plan, it will require both private and public investments, projects and partnerships. Projects should be implemented incrementally as the market warrants or as funding becomes available. The most important item related to implementation is to develop the infill opportunities. Phasing for these development opportunities will be dependent on market conditions. Implementation of the recommended programs will require continuous creative partnerships, input and coordination with the City, stakeholders, UCO, land owners, developers, financial institutions, the Downtown Edmond Business Association, the Edmond Economic Development Authority and Chamber of Commerce.

CATALYST PROJECTS

Part of the overall Master Plan strategy is to recognize the market potential and community desire, then address both by turning the focus to investments through catalyst redevelopment projects. The focus should be on changing the perception of the Downtown, one project at a time. The goal is to create new investment that will create jobs, provide a mix of land uses, create amenities, and enhance the overall downtown experience. The master plan targets opportunities for new infill that can build excitement for even more redevelopment and long-term change to the area's appearance.

After consolidating the results of the physical analysis, market assessment, and stakeholder involvement, the opportunities and challenges to redevelopment in the study area were carefully analyzed. Targeted locations and programs were assembled to create a series of project recommendations. These projects are intended to display real potential for new investment in the Downtown. It is understood that as the market embraces such concepts, small modifications will likely occur to their programming and basic site approach, but the general concepts have been devised to induce a stronger physical identity in a manner which strengthens Downtown Edmond.

Catalyst Projects

Block A

Mixed Use Residential Infill:

- 180 MF Units
- 4,000 SF Loft Office
- 4,000 SF Retail

Block B

University Related Housing & Shared Parking Garage for Existing Church:

- 160 Units

Block C

University Related Retail:

- 6,000 SF Retail/Restaurants

Block D

Retail and Loft Office Development

- 5,000 SF Retail / Restaurants
- 12,000 SF Office

Block E

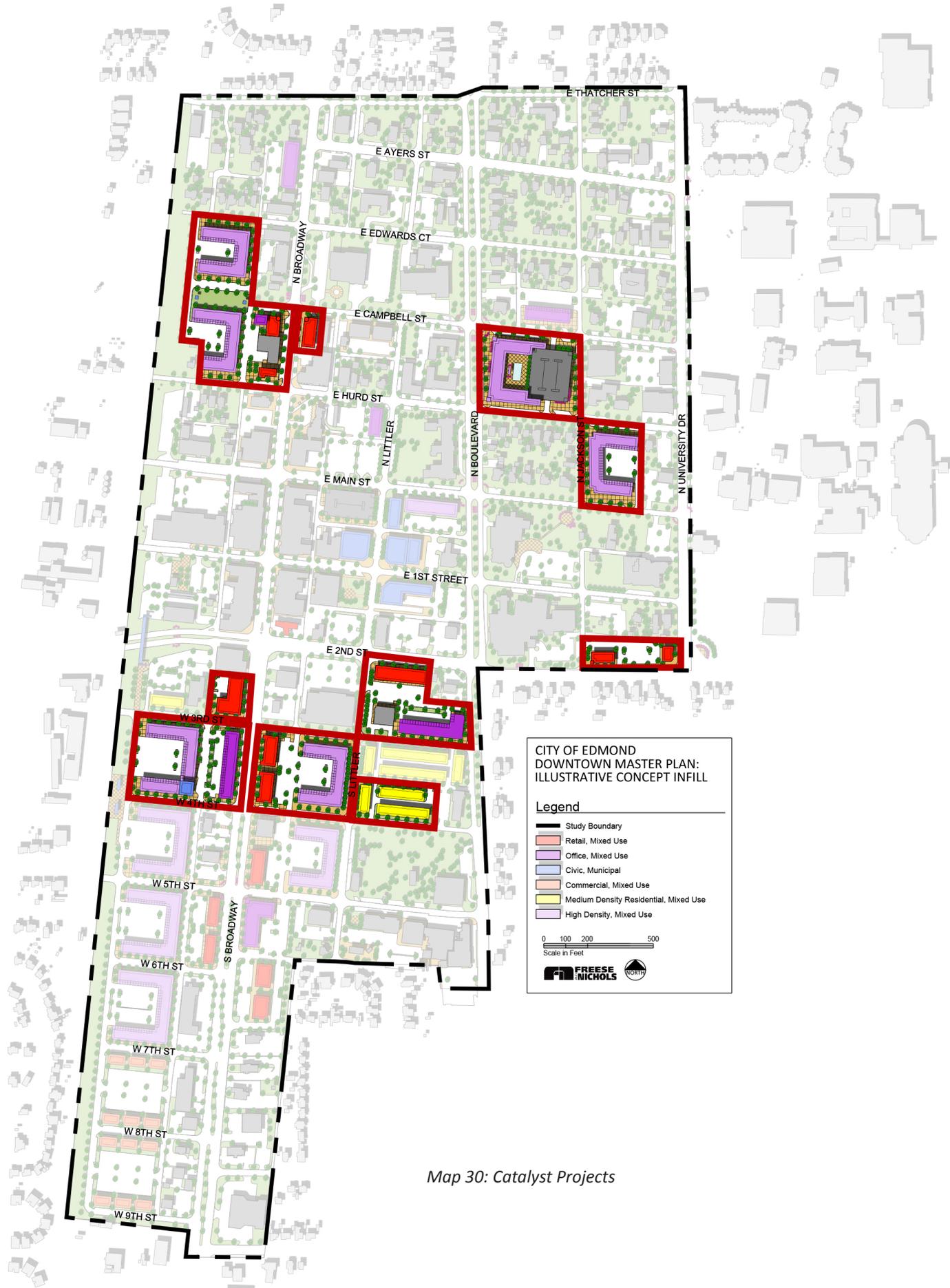
Mixed Use Infill Development:

- 90 MF Units
- 30,000 SF Loft Office
- 8,000 SF Retail

Block F

Mixed Use Residential Development:

- 90 MF Units
- 15,000 SF Loft Office
- 12 Townhomes



CITY OF EDMOND
DOWNTOWN MASTER PLAN:
ILLUSTRATIVE CONCEPT INFILL

Legend

- Study Boundary
- Retail, Mixed Use
- Office, Mixed Use
- Civic, Municipal
- Commercial, Mixed Use
- Medium Density Residential, Mixed Use
- High Density, Mixed Use

0 100 200 500
Scale in Feet

FRESE NICHOLS **WORITZ**

Map 30: Catalyst Projects

BLOCK A- MIXED USE RESIDENTIAL INFILL

Multifamily housing is recommended to be tucked behind loft office and retail space facing N Broadway through the use of a new street separating the residential from commercial frontage. A pedestrian pocket park / public courtyard is proposed to terminate the westernmost portion of E Campbell Street and create a link between new multifamily housing and infill retail and office uses fronting N Broadway. An urban-style streetscape with buildings oriented to the street, and street trees and landscaping along sidewalks would encourage a walkable environment for residents and users of the retail and office space. Depending on constraints of land assembly and financing, this development may be phased such that the properties south of Campbell Street may develop initially, and the properties north of Campbell Street may develop afterwards.

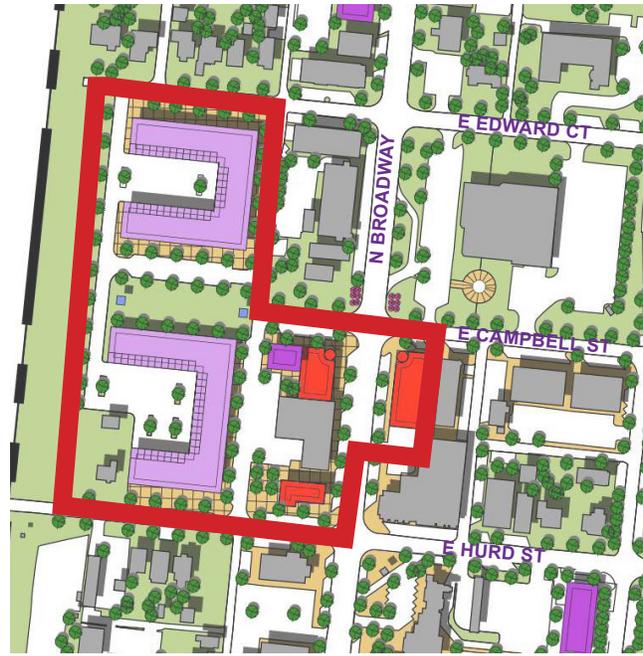


Figure 9: Block A

Legend

	Study Boundary
	Retail, Mixed Use
	Office, Mixed Use
	Civic, Municipal
	Commercial, Mixed Use
	Medium Density Residential, Mixed Use
	High Density, Mixed Use

POTENTIAL PROGRAM ESTIMATE

- +/- 180 MF Units
- +/- 4,000 SF Loft Office
- +/- 4,000 SF Retail



Source: Thompson Court, wikimedia



BLOCK B- UNIVERSITY RELATED HOUSING AND SHARED PARKING GARAGE FOR EXISTING CHURCH

This development concept proposes a mixed use residential development on two blocks just west of the University. The existing First United Methodist Church on these blocks has a large parking lot on a key site in Downtown. The church has need for convenient parking, while the community has need for a more connected downtown experience without voids left by open surface parking lots. As such, we recommend a potential relationship in which a developer and the church work together in a manner to deliver covered parking for First United Methodist Church in a parking garage, where the church is assured irrevocable access to such parking spaces. In exchange, the developer would have access to the remainder of the property for private development, to be parked on the upper levels of the parking garage.

In such an arrangement, this development would deliver housing tailored to student (married or upper classmen) and/or faculty housing in a building form that reinforces a strong urban streetscape with individual unit entrances from the sidewalk and internal corridor entrances above. The southeast block would also contain a surface parking court within the envelope created by the second building.

POTENTIAL PROGRAM ESTIMATE

- +/- 25,000 SF Bookstore
- +/- 3,500 SF Infill Retail
- +/- 160 Units (441 Beds, University-style Housing)

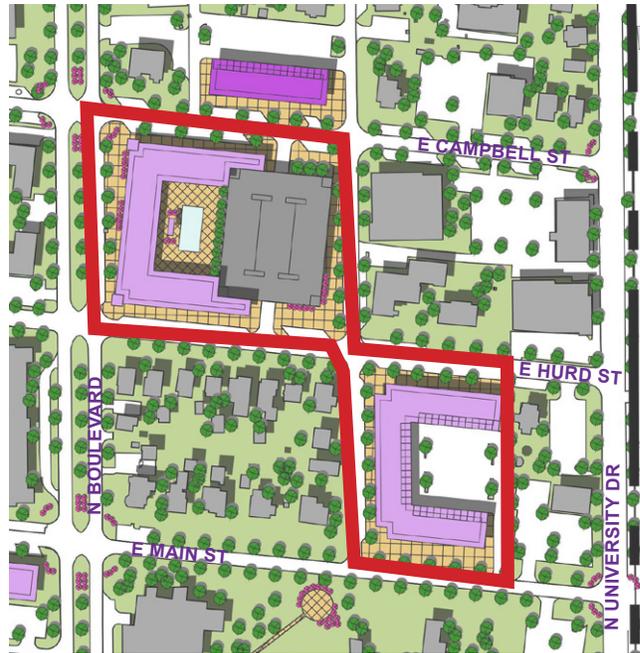


Figure 10: Block B

Legend

	Study Boundary
	Retail, Mixed Use
	Office, Mixed Use
	Civic, Municipal
	Commercial, Mixed Use
	Medium Density Residential, Mixed Use
	High Density, Mixed Use



Source: The Triangle, Austin, Texas

BLOCK C- UNIVERSITY RELATED RETAIL

Small retail sites oriented to the street are recommended on the southern portion of the block where E 2nd Street meets N University Drive. Redeveloping the block with buildings oriented on both 2nd Street and University Drive helps establish an urban edge and building form directly adjacent to the University, marking a clear departure from the existing suburban form of development along E 2nd Street.

Parking for the proposed retail uses should be located at the interior of the block with minimal teaser parking in front of the buildings in either an angled or parallel condition. Providing a strong edge condition near the southern entrance to the UCO campus helps denote a sense of place and importance while remaining inviting to students and University traffic accessing the retail in a car, by bicycle, or on foot.

POTENTIAL PROGRAM ESTIMATE

- +/- 6,000 SF Retail / Restaurants

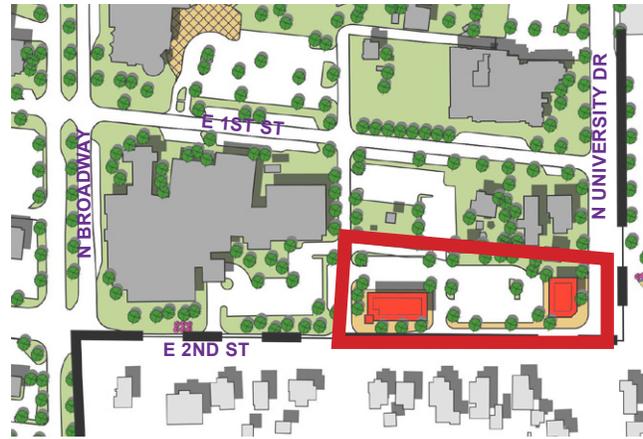


Figure 11: Block C

Legend

- Study Boundary
- Retail, Mixed Use
- Office, Mixed Use
- Civic, Municipal
- Commercial, Mixed Use
- Medium Density Residential, Mixed Use
- High Density, Mixed Use



Source: Catalyst



BLOCK D- RETAIL & LOFT OFFICE DEVELOPMENT

At the southeast corner of Littler Avenue and E 2nd Street, a corner building would add retail space to an existing suburban-style shopping center and provide a strong corner condition for this redevelopment block. The office building proposed in the southeast corner of the block would replace an existing single-story office building. A more urban-style building with tucked in parking that fronts along both E 3rd Street and S Boulevard Street would help mark the land use shift occurring across Boulevard, transitioning from single family residential to more mixed use commercial moving westward. On the whole, this block and its proposed design starts to function as a mixed use complex where office users and visitors can easily walk to access retail both on Block D and proposed Blocks E and F.

POTENTIAL PROGRAM ESTIMATE

- +/- 5,000 SF Retail / Restaurants
- +/- 12,000 SF Office

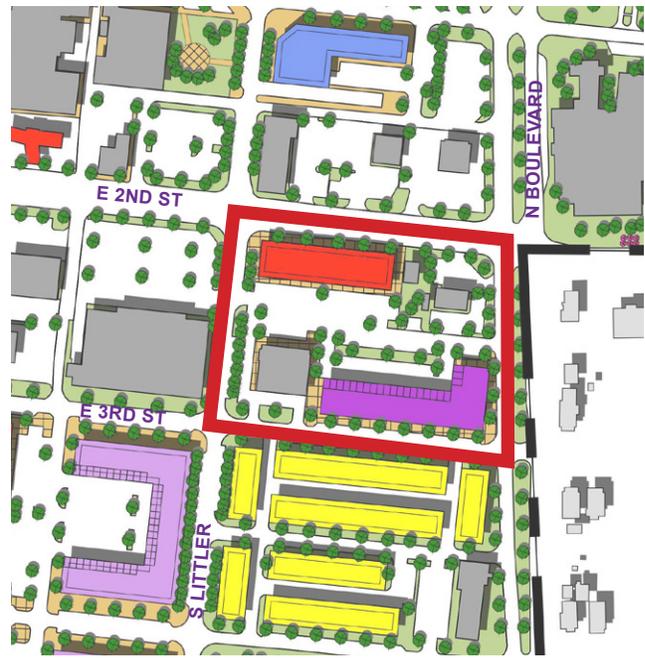


Figure 12: Block D

Legend

- Study Boundary
- Retail, Mixed Use
- Office, Mixed Use
- Civic, Municipal
- Commercial, Mixed Use
- Medium Density Residential, Mixed Use
- High Density, Mixed Use



Source: Sun Trust Plaza, Winter Park, FL

BLOCK E- MIXED USE INFILL NEAR FUTURE TRANSIT

Redevelopment on Block E should establish a hard retail/office edge on the west side of S Broadway, directly across from the retail redevelopment proposed in Block F. Functioning together, Blocks E and F will provide an extended downtown core, or concentration of activity, along the primary arterial S Broadway. Stepping back from the arterial, residential uses are introduced to contribute to a mixed use environment to allow residents to walk to work or retail uses. This urban-style environment includes street trees to provide shade coverage along wide sidewalks and cars parked both in designated surface lots and along the street edge.

The block is illustrated to accommodate a future bus transit station located just north of W 4th Street. On street bus bays would be located as part of a future mews type street positioned behind loft office adjacent to S Broadway. A future commuter rail station would be located at the terminus of W 4th Street.

POTENTIAL PROGRAM ESTIMATE

- +/- 90 MF Units
- +/- 30,000 SF Loft Office
- +/- 8,000 SF Retail



Figure 13: Block E

Legend

- Study Boundary
- Retail, Mixed Use
- Office, Mixed Use
- Civic, Municipal
- Commercial, Mixed Use
- Medium Density Residential, Mixed Use
- High Density, Mixed Use



Source: www.thesource.metro.net

BLOCK F- MIXED USE RESIDENTIAL DEVELOPMENT

On the east side of S Broadway, directly across from the development proposed in Block E, Block F supports a concentration of retail along S Broadway. Stepping back from the arterial, both multifamily apartments and townhomes are integrated into a pocket neighborhood setting where residents of different housing types can all take advantage of a walkable network of sidewalks landscaped with street trees to provide shade coverage and pedestrian refuges. Parking along the street edge is convenient for residents and visitors and supports a safe walking environment in the Downtown District.

POTENTIAL PROGRAM ESTIMATE

- +/- 90 MF Units
- +/- 15,000 SF Retail/Loft Office
- +/- 12 Townhomes

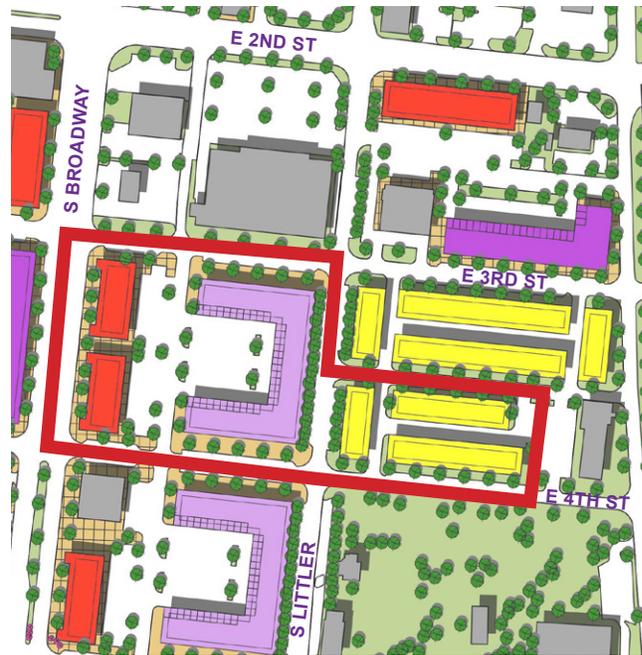


Figure 14: Block F

Legend

- Study Boundary
- Retail, Mixed Use
- Office, Mixed Use
- Civic, Municipal
- Commercial, Mixed Use
- Medium Density Residential, Mixed Use
- High Density, Mixed Use



Source: RTKL



ADDITIONAL PROJECT OPPORTUNITIES

MIXED USE INFILL



Figure 15: Mixed Use Infill

An extension of the core’s urban form is recommended for the western block frontage along N Broadway, between E Ayers Street and E Edward Court. This would include one or two story mixed use infill. The building is recommended to be located near N Broadway with surface parking located behind the new building with access from the alley via Edward Court. First floor uses could include retail and office with flex space located above. Flex space could accommodate residential lofts, office or gallery spaces dependent on market conditions.



MIXED USE INFILL

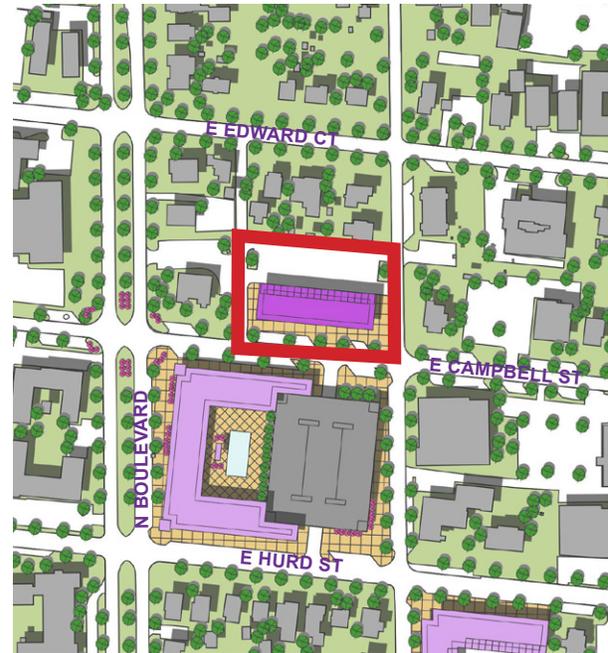
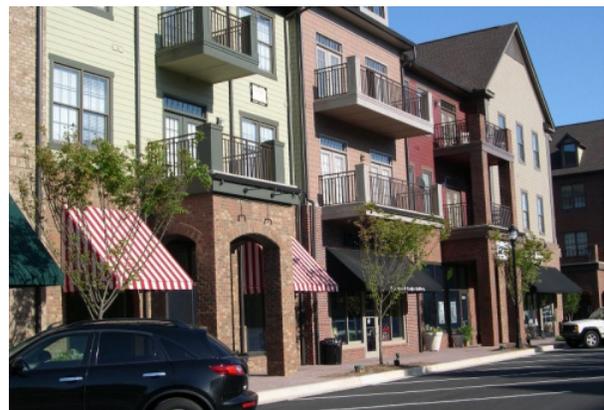


Figure 16: Mixed Use Infill

Within this development concept, mixed use infill is proposed on the quarter block along the north side of E Campbell Street between N Boulevard and N Jackson Street. The new building would be located near E Campbell Street to increase block face closure, supporting the walkable experience from the UCO campus to the downtown core. Parking would be accommodated with existing on-street parking, surface parking located off the alley via N Jackson Street and as tucked in parking along the building’s rear facade. First floor retail would be located along E Campbell Street with proposed residential lofts above.



PEDESTRIAN BRIDGE AND PARKING LOT



Figure 17: Office Infill, Garage and Plaza

A pedestrian bridge crossing would link the Festival Market Place to a proposed parking lot south of Edmond Road. The proposed lot would include trees in landscape islands and increased parking supply for Downtown events and customer parking with access from E 3rd Street. Long-term, the pedestrian bridge would eventually provide needed access to the proposed bus transfer center and future commuter rail station in the Edmond Station sub area.



PARKING GARAGE



Figure 18: Garage

A public parking garage is proposed on the site currently occupied by the Downtown Community Center. The existing outdated structure would need to be removed and the Downtown Community Center relocated to a new site or existing building. At the time of this plan, discussions centered around moving the uses to the Planning and Public Works currently housing the planning and engineering departments. The new garage could include a variety of dedicated stalls for City employees, visitors and leased spaces to help mitigate parking demands for future downtown core developments. The garage's facade along Little and E Main Street could mimic a building facade with architecture details to provide additional streetscape interest.



RESIDENTIAL LOFTS



Figure 19: Residential Lofts

Redevelopment and new residential lofts could be implemented that brings together existing city holdings in a partnership with a private developer. The existing City building would be redeveloped into residential lofts with a building expansion along E Main Street. Parking would be accommodated with existing on-street parking and new parallel parking along Little and a reconfigured surface lot located behind the proposed building expansion. With both building wings located near the street, a stronger urban form helps to emphasize Main Street’s pedestrian scale.



DOWNTOWN RESTAURANT



Figure 20: Downtown Restaurant

A signature restaurant or retail offering is recommended as a gateway business that better aligns with the vision for Downtown’s core. One scenario could include the redevelopment of the existing gas station into a restaurant offering larger display windows to kitchen activities and small indoor dining. As part of this concept, an outdoor seating plaza would create needed street level activity for the downtown area. Outdoor lighting could be added with lights strung in the alley between the new restaurant and building to the north in a manner to create an interesting seating space. Due to presumed existing fuel storage tanks, the City may need to assist with site removal and clean up.



TOWNHOMES, ADDITIONAL PHASES

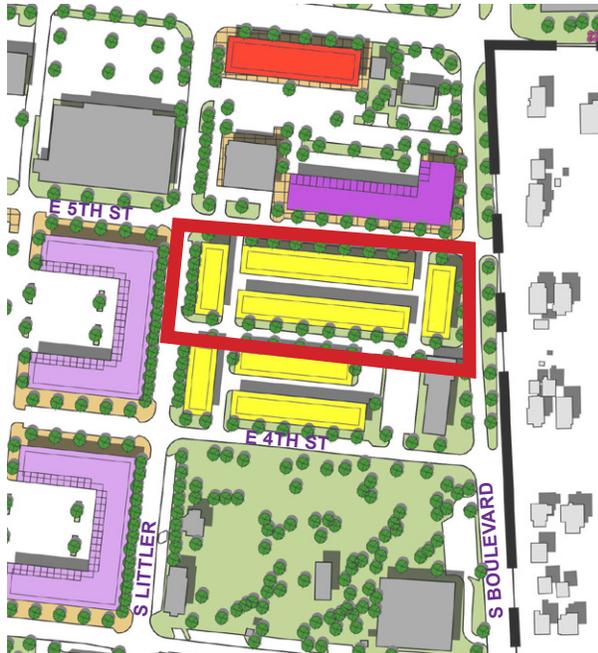


Figure 21: Townhomes, Additional Phases

Building off Block F’s proposed development, this project is a potential phase two to provide additional townhomes located north of Stephenson Park, and along the proposed E 3rd Street couplet concept. The illustrated townhome’s site plan incorporates rear garage entry and additional parking along the street edge as a convenience for residents and visitors. Buildings near the street edge and enhanced streetscapes would further support the desired walkability of the downtown area. Both Littler and 3rd Street should consider wide walks, heavy landscaping with street trees and on-street parking.



MIXED USE RESIDENTIAL, MIXED USE AND RETAIL INFILL

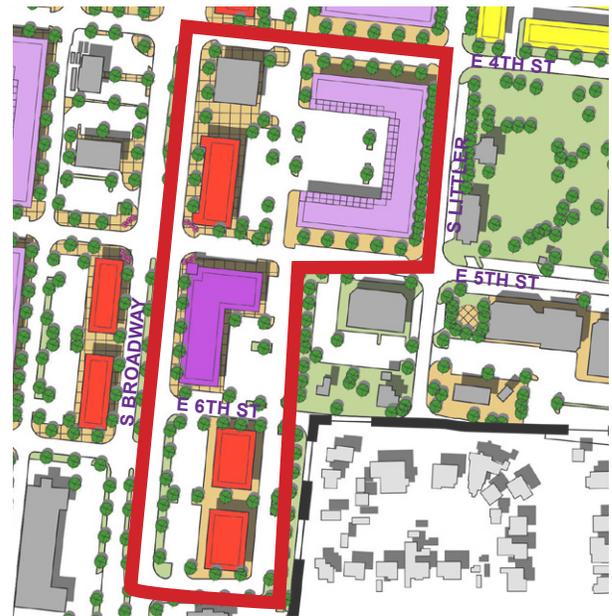


Figure 22: Mixed Use Residential, Mixed Use and Retail Infill

New multifamily units would be incorporated in the block face west of Stephenson Park. Parking for the new residential would be accommodated with on street parking and screened mid block surface parking in addition to tucked in parking. Retail infill would be located on S Broadway, north of E 5th Street, near the street as to provide new image and shopping offerings. On the southeast corner of S Broadway and 5th Street, a new multi-story mixed use building would serve as an architectural gateway to the Stephenson Park area development. The building could include first floor retail with flex space above for office or residential lofts. Additional retail redevelopment would be located south of E 6th Street with a single bay of parking along S Broadway with a landscaped edge.



Source: NACTO

MIXED USE RESIDENTIAL, RETAIL INFILL, COMMERCIAL FLEX SPACE



Figure 23: Mixed Use Residential, Retail Infill, Commercial Flex space

The area south of the proposed future commuter rail station is a collection of existing industrial and commercial uses with some retail frontage along S Broadway. The existing uses in the half block between the existing alley and S Broadway should continue to reinvest in site and facade improvements. Such improvements should include facade enhancements, new landscaping, improved parking surfaces, site trees and new monument signage. These improvements are likely a very long-term approach but if all the properties begin to improve with similar elements, continuity could be achieved, greatly enhancing the Downtown's southern entry experience. New retail infill is proposed on the west side of S Broadway, between 5th Street and 6th Street. The new retail buildings should be located near S Broadway to increase urban forms and pedestrian experiences with parking located behind the new buildings via alley access.

The five blocks west of the alley/future mews street and adjacent to the rail would include proposed multi family buildings closer to the rail station. These residential units will provide the much needed critical mass as the rail vision is implemented. South of the proposed mixed use residential lofts would be a collection of redeveloped commercial and flex space, delivered and assembled as a master planned area. The flex space could include artist studios, live/work units, maker spaces or smaller commercial/service uses.



PERFORMING ARTS CENTER

Throughout the course of this planning project, the consultant team analyzed and conducted numerous meetings in determining the development opportunities associated with a performing arts center. In short, a performing arts center would be a great addition to the downtown study area. The scale and placement of the building could create a signature architecture experience for Downtown. A larger university use such as a performing arts center is a game changer for Downtown, its economic development, its marketability and visitor experiences. Such a use could increase Downtown's vibrancy and night life. The facility would likely serve as a major anchor for surrounding accessory uses and a catalyst for additional infill. The delivery of the performing arts center will most likely require multiple partners and funding sources including UCO, grants, the City, local school district, private parties and others. As such, a performing arts center does present a unique opportunity to bring numerous entities together for common goals and shared partnership.



Source: InFocus

Although the building's programming was not exact at the time of this study, multiple user groups and special events could be accommodated in the new educational facility such as UCO classes, office space, performance spaces/theaters, local organizations events, local school events and seasonal programs, all likely having year-round programming needs. Again, while the building's program is yet determined, planning discussions included footprints ranging from 80,000 s.f. to 130,000 s.f. At these sizes, first floor uses at a minimum would require an entire city block. In any case, the closing of streets and disruption of the downtown grid pattern is not a desirable concept. As with most of the downtown study area, fragmented ownership and land assembly cost will offer feasibility challenges.

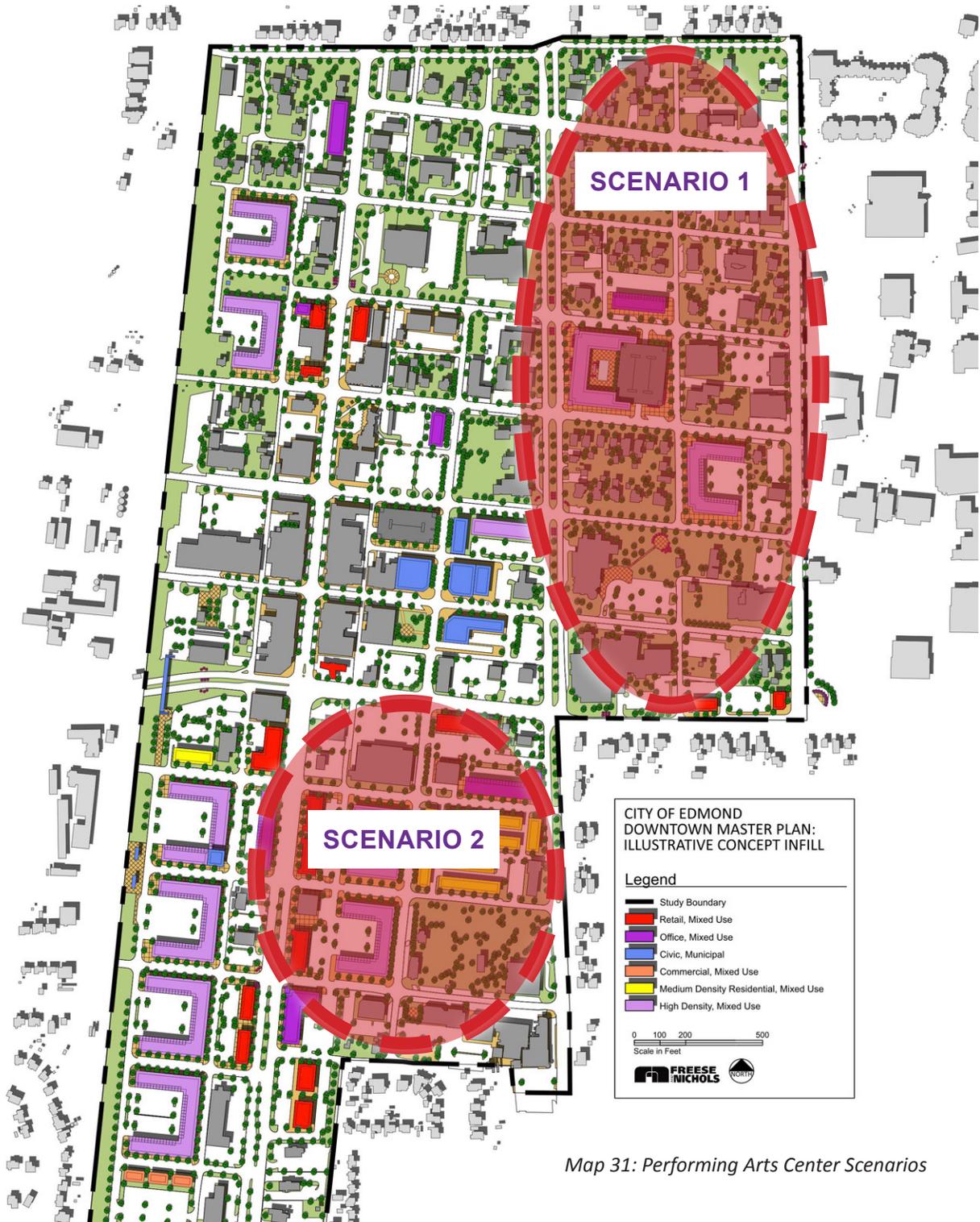
Facility parking needs will be immense and shared parking should be explored with existing users and new joint uses parking. Structured parking may offer a feasible option to meet parking demands, however cost will likely be the determining factor in parking facility types. In any case, it is not recommended to have several additional surface parking lots in the downtown area for the sole use of a single facility.

Two locations offer quality scenarios for the performing arts center in the downtown study area. See Map 31. The first is the University Village sub area in the blocks adjacent to the UCO campus. Due to existing public uses and ownerships, this area presents challenges to assemble entire blocks for development. However, opportunities do exist although likely requiring parking coordination with existing churches and retail uses. This first scenario comprises the best proximity to the UCO campus for students walking to and from the proposed facility. In addition, a performing arts center in this area would transform the uses on the west side of campus and help to better connect the UCO campus with the downtown core.

The second location is within the Stephenson Park sub area, most likely to include the blocks between Stephenson Park and S Broadway. With this concept, the performing arts center could have frontage along S Broadway, providing a signature architecture statement as part of the downtown identity and perspective. The building's scale and mass at this location would work well with the existing and proposed mixed use developments surrounding Stephenson Park.

NEXT STEPS

- Continue conversations between UCO, the City and other interested partners
- Determine programming and space needs
- Conduct feasibility analysis
- Identify potential funding sources



Map 31: Performing Arts Center Scenarios

5

TRANSPORTATION, CIRCULATION AND PARKING

- 1 BACKGROUND
- 2 PROJECTS: TRANSPORTATION AND CIRCULATION
- 3 PARKING MANAGEMENT PLAN



EDMOND

Scraples

5 transportation circulation and parking

BACKGROUND

Transportation provisions can shape the look and feel of a community. The physical arrangements of roadway travel lanes, sidewalks and landscape can create a sense of movement or arrival, and can be auto-oriented or multimodal. The system of transportation facilities should adequately meet the current and anticipated future needs of automobiles, goods movement, transit, bicyclists and pedestrians.

BROADWAY

Arrival to Downtown from the south along Broadway is provided along an auto-oriented, six-lane divided highway. South of 15th Street, developments are arranged on large lots, while north of 9th Street, developments appear to be arranged on smaller lot sizes. Approaching Downtown, traffic signals are located at 15th, 9th and 2nd Streets, and the roadway carries about 30,000 vehicles per day (vpd). There is very little sense of transition from the six-lane divided highway south of 2nd Street to the historic Downtown north of 2nd Street.

At 2nd Street, there is a significant movement of traffic, about 400 vehicles per hour (vph) during the AM and 450 vph during the PM peak hours turning right from northbound Broadway to eastbound 2nd Street, with the reverse movement nearly as heavy during the reverse peak hours (300 vph in AM and 440 in PM). There is also a significant amount of traffic (about 300 vph in the AM and almost 600 vph in the PM peak hours) that proceeds northward into Downtown, with a similar volume (300 vph in AM and 330 vph in PM) heading southward from Downtown. The northbound left turn movement is also significant (about 170 vph in AM and 350 vph in PM).

Currently, the southbound left turns from Broadway onto 2nd Street are prohibited, to eliminate queuing and delays on that approach during the peak hours. Pedestrian crossings of the intersection of Broadway at 2nd Street are very difficult due to the length of the crossing, the voluminous northbound right turns and the allowance of right turns on red.

Broadway through the historic core north of 2nd Street is a four-lane roadway with angled parking, sidewalks, landscaping and decorative lighting and traffic signals at every cross street to Ayers Street, and with an enhanced pedestrian zone (brick sidewalks, more landscaping) from 2nd Street to Campbell Street.



SECOND STREET

Second Street carries about 25,000 vpd (vehicles per day) between Broadway and University Drive, and experiences significant congestion during the morning peak hours. The congestion is due to both the volumes of traffic passing east-west through the corridor and due to the volumes of traffic desiring to turn left at Littler Avenue, Boulevard and University Drive. The intersections of 2nd Street at both Broadway and at Boulevard operate near or at capacity during the AM and PM peak hours. Existing development along 2nd Street between Broadway and Boulevard

constrains the potential roadway widening to add additional travel lanes or turn lanes along 2nd Street. The majority of this section of 2nd Street, between Broadway and Boulevard, has sidewalks placed at the back of the curb and very little landscaping along the corridor.



BOULEVARD

Boulevard carries about 15,000 vpd on a four-lane divided roadway north of 2nd Street, slightly less south of 2nd Street. Left turns from southbound Boulevard to eastbound 2nd Street experience queues longer than the turn bay and excessive delay during peak hours, which in turn congests the through movement. Between 2nd Street and Ayers Street, there are four local roadway crossings that run between University Drive and Broadway. Main Street and Campbell Street have improved sidewalk, parking and landscaping that enhance the pedestrian connection between UCO and Downtown's core. None of these street crossings have crosswalks across Boulevard; though, there is a pedestrian crosswalk of Boulevard just north of 2nd Street at the crossing between the church and its remote parking lot. There is a School Zone between Hurd Street and Main Street, and some pullover parking/drop-off lanes at the school and other locations. Traffic tends to travel at or below the posted speed limits between Ayers Street and 2nd Street due to the proximity of adjacent buildings and the landscaping along the median and edges of the right of way.

TRANSIT OPERATIONS

Downtown is served by several local bus routes that transfer at a facility located between historic downtown and the railroad tracks. Though convenient for persons traveling to and from Downtown, the transfer center occupies portions of the existing Festival Market Place, land that could be better used for downtown operations. Long range regional planning efforts by ACOG (Association of Central Oklahoma Governments) are looking at commuter rail service between Edmond and Oklahoma City, which would have a station near Downtown Edmond. However, a station directly adjacent to the existing bus transfer facility would potentially encourage commuter parking in Downtown. The area for a platform south of the 1st Street at-grade street crossing is only about 300 feet in length, which would be a constraint to the design of the rail station. For these and other reasons, the bus transfer station should be relocated to a site west of Broadway between 3rd Street and 5th Street, where 4th Street does not cross the tracks and the distance between the 3rd Street and 5th Street at-grade crossings is nearly 800 feet. Most bus routes run along Broadway, so the bus circulation patterns would be enhanced by the new site location. Some added traffic control on 3rd Street and 5th Street would be needed to allow the buses to turn to and from Broadway.



PROJECTS: TRANSPORTATION AND CIRCULATION

2ND STREET AND 3RD STREET COUPLET

A one-way couplet of 2nd and 3rd Streets, between Broadway and Boulevard, is recommended to address several issues:

- Congestion at the intersection of Broadway at 2nd Street
- Congestion at the intersection of Boulevard at 2nd Street
- Intense northbound Broadway traffic as it approaches Downtown
- 2nd Street is a barrier to expanding the connectivity of Downtown

The couplet concept is illustrated in Figure 24, and described in the following project highlights.

ELEMENTS OF THE 2ND/3RD STREET ONE-WAY COUPLET:

- 2nd Street at Boulevard:
 - Align the two westbound lanes (east of Boulevard) with the south curb line of 2nd Street (after adding green space buffer), creating additional new pedestrian space along the north side of the roadway. Provide three westbound lanes west of Boulevard.
 - Channelize a northbound double right turn to eastbound 2nd Street. Capacity analysis indicates a probable need to build a new northbound left turn lane on the approach.
 - Conduct further analysis to assess the need for a southbound double left turn onto 2nd.
 - Create enhanced pedestrian crossing on the west side of the intersection.
- 2nd Street at Littler Avenue:
 - Continue three westbound lanes to Littler and transition to center within 2nd Street right-of-way, adding additional pedestrian area to both sides of street, in order to begin transition of 2nd Street to needed alignment at Broadway.
- 2nd Street at Broadway:
 - Retain current two through lanes and double left turn lanes.
 - Close the existing eastbound lanes east of Broadway, adding pedestrian space along the south side of the roadway, and enhancing the pedestrian crossing of 2nd Street on the east side of Broadway.
 - Designate right two eastbound lanes west of Broadway as a double right turn. Retain the current left turn lane to northbound Broadway.
 - Reduce the northbound approach at 2nd Street to two through lanes and a left turn lane.
- 3rd Street at 2nd Street (Edmond Road):
 - Sign the eastbound approach to 3rd Street as an alternate route to 2nd Street eastbound and to Broadway southbound.
- 3rd Street at Broadway:
 - Install a traffic signal at the intersection
 - Create a southbound double left turn from Broadway onto 3rd Street, with two through lanes.
 - Create a northbound right turn lane from Broadway onto 3rd Street, with two through lanes.

- On the west side of Broadway, provide one lane westbound and two lanes eastbound, one through and left and one through and right.
- On the east side of Broadway, provide two eastbound lanes only, and prohibit parking. Consideration could be given to creating pockets of on-street parking separated by streetscape.
- Enhance the pedestrian zone along both sides of 3rd Street from the railroad crossing eastward.
- Enhance the pedestrian zone along both sides of Broadway south of 2nd Street.
- 3rd Street at Littler Avenue:
 - Conduct an analysis of the needed intersection control for this intersection, considering side street stop for Littler, all-way stop, roundabout and traffic signal.
 - Continue two eastbound lanes only and considerations for pockets of on-street parking separated by streetscape.
 - Enhance the pedestrian zone along both sides of 3rd Street.
- 3rd Street at Boulevard:
 - Install a traffic signal at the intersection
 - Create an eastbound double left turn. Analyze the need for a third lane at the approach for through and right turn movements
 - Trim the existing median on the north side of the intersection to accommodate the double left turn.
 - Evaluate potential treatments to the east side of the intersection to mitigate impacts on the neighborhood east of Boulevard, including signage prohibiting through movements, half closure allowing westbound movements and closure of the approach to create a cul-de-sac.

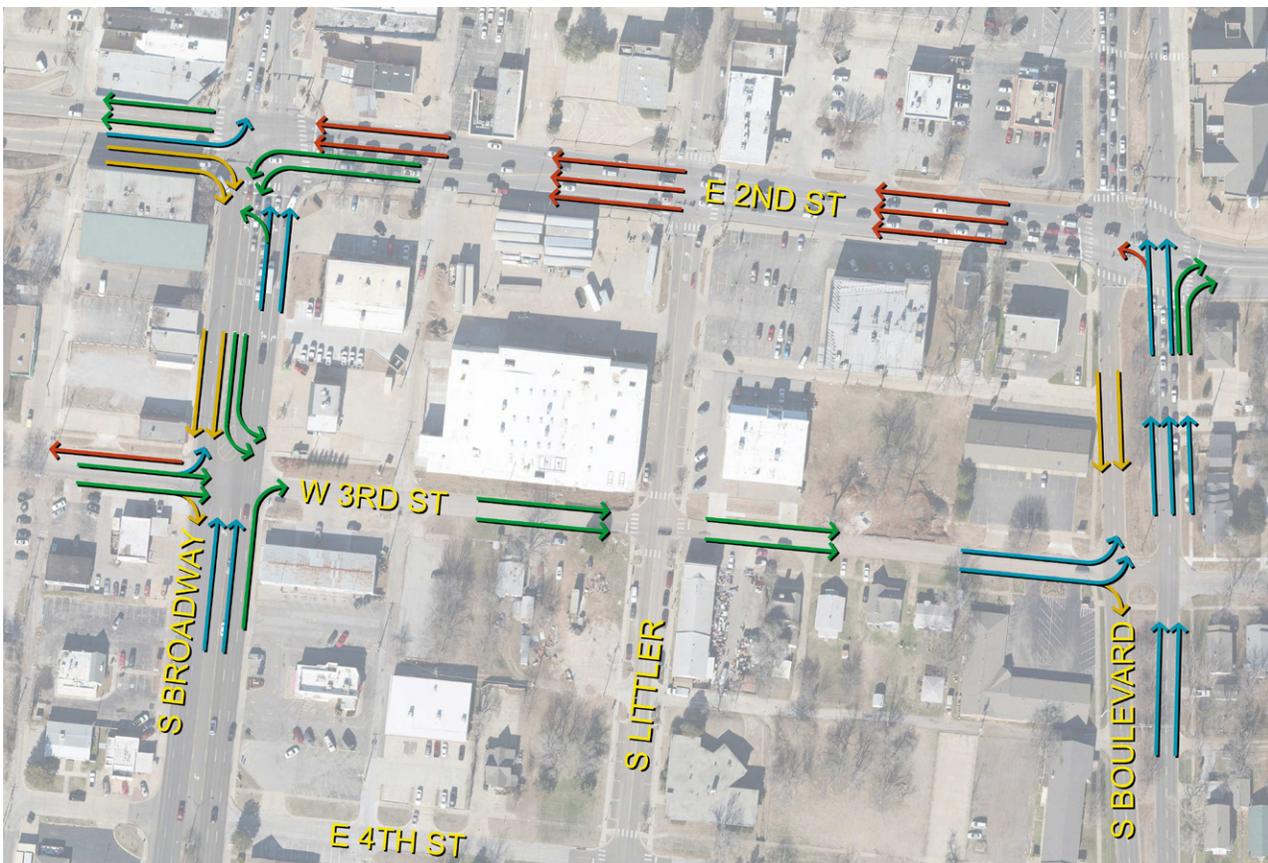


Figure 24: 2nd Street and 3rd Street Couplet

RELOCATE TRANSIT TRANSFER HUB AND CREATE TRANSIT CENTER

As discussed previously in this section, the bus transfer station is being targeted for relocation to a site west of Broadway between 3rd Street and 5th Street. Consideration should be given to master planning the entire area between 3rd Street, Broadway, 5th Street and the railroad tracks for transit supportive development. Traffic signals would be added on Broadway at 5th Street and at 3rd Street (if not already implemented with the 2nd /3rd Street couplet), creating a very accessible zone for transit. The signals at 3rd and 5th Streets would also enhance the ability for residents and employees located east of Broadway to use the transit center.

The bus transfer facility should be designed with the intention of ultimately serving a future commuter rail station. Initial feasibility assessments recently completed by the ACOG have indicated that the Edmond to Norman leg of the commuter rail system would generate significant ridership to support the development of the commuter rail service, so implementation may be able to be completed within the next 20 years.

The area south of 2nd Street and west of Broadway should also be master planned as a regional gathering place for events in Downtown. Parking provisions that could ultimately serve the commuter rail station could serve as remote parking for events. A pedestrian bridge crossing 2nd Street parallel to the east side of the existing railroad bridge should be provided to facilitate pedestrian crossings of 2nd Street. The City of Edmond owns property near 3rd Street in this area and can serve as a catalyst for implementation of the master plan.



Figure 25: Transit

ENHANCED PEDESTRIAN CIRCULATION

To enhance the pedestrian connectivity between UCO and Downtown, the pedestrian crossings of University Drive and Boulevard need to be provided. Significant pedestrian passageways from UCO currently cross University Drive at Main Street, Hurd Street, and Campbell Street, with pedestrian crosswalks provided at all three crossings, all-way stop control at Campbell Street and Hurd Streets and a traffic signal provided at Main Street. There are no such traffic control devices for pedestrians to cross Boulevard.

Pedestrian crossing signs equipped with rectangular rapid flashing beacons (RRFB) should be installed at the crossings of these three local street crossings of Boulevard – Campbell Street, Hurd Street, and Main Street– to facilitate the pedestrian connectivity between UCO and Downtown. In addition, the mid-block pedestrian crosswalk between 2nd and 1st Streets should be replaced with a crosswalk and pedestrian crossing signs with RRFB at 1st Street to enhance the safety and predictability of that crossing. These enhanced crossings of Boulevard should be installed with pedestrian activation, either using push buttons or remote sensors, and interrupt the northbound and southbound traffic separately. The pedestrian path crossing through the median at these crossings should be widened to eight feet to better accommodate the two-stage crossing of the street.



Pedestrian crossing signs equipped with rectangular rapid flashing beacons (RRFB)

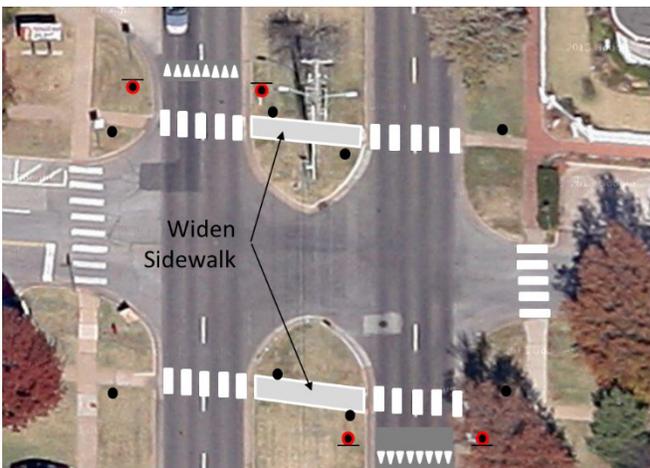


Figure 26: Pedestrian Enhancements



Figure 27: Crossing Locations

PARKING MANAGEMENT PLAN

One major challenge to planning and implementing Downtown developments is parking. Parking management for the Downtown area needs to consider incorporating best parking practices in order to meet current and future demands for the Development Plan. Parking supply and management is the difference between Downtown and suburban style development. In order to make the most effective use of current and planned development densities, traditional suburban approaches to parking standards and minimum requirements must be reexamined. Many Downtown parking resources suggest that most mixed-use areas do not actually have a parking supply problem; instead they have a parking management problem due to spaces that are unavailable to the motorists who need them close to their intended destination. Getting the parking right is essential to creating the desirable form and functionality of Downtown blocks and streets.

While it is neither feasible nor reasonable to eliminate all parking in a Downtown district, applying the conventional parking ratios to Downtown projects would undermine the expected community benefits of Downtown development and could even cause long term Downtown initiatives to fail. This is because the conventional parking standards have a serious suburban bias and are based largely on low-density single land uses. Parking minimums can be unnecessarily burdensome and even a barrier, particularly to infill development. In some cases, minimum parking requirements can cause excessive development costs and empty lots leading to blight. The existing standards will likely generate excessive parking in the Downtown area. Downtown land needs to be put to the best use by providing adequate parking that does not create an auto-dominant future for Downtown.

The benefits to a well-organized system of parking, regardless of ownership, can result in better utilization of existing facilities and reduce the perceived need for additional parking to accompany investments in mixed use developments. An important benefit is avoidance of an oversupply of parking that could compete with the desired vision. As parking demand increases over the next five, 10 and 25 years, there will be many opportunities for the City to partner with the private sector in providing parking solutions as part of new mixed-use development projects. The recommended policy is to develop projects that serve needs for mixed-uses, shared parking, transit accessibility and multiple trip destinations. This strategy will require the City and development community to create partnerships to jointly address parking needs to efficiently, effectively and sustainably meet parking demands.

BIG IDEAS FOR DOWNTOWN PARKING POLICY

Striking a balance between parking supply and development is a crucial challenge in developing the character of Downtown while meeting its mobility needs. Nonetheless, there are numerous studies that have addressed parking design for Downtowns and other development concentrations. The following big ideas for parking policies borrow best practices from the Metropolitan Transportation Commission, the American Planning Association, the Victoria Transport Policy Institute, the Center for Transit Oriented Development, the Urban Land Institute and the Congress for the New Urbanism. These resources have additional parking examples for model codes, zoning strategies, parking requirement reductions, public private partnerships and shared parking ratios.

REDUCE OR ELIMINATE UNNECESSARY PARKING REQUIREMENTS

In general, the suburban-oriented parking requirements that favor single-use sites should continue to be reduced for the Downtown area. This is already being done for Downtown Edmond to some extent per the existing zoning ordinance. When possible, requirements for additional parking for new mixed-use developments in the Downtown area should be scrutinized and considered on a case-by-case basis, even to the extent that the development may establish its own needs for dedicated parking spaces. The reductions in parking minimums can allow developments to proceed with lower levels of parking in specific situations where developers and the City think these are viable and will not prevent successful development. This is particularly the case for future high density residential developments.

PROMOTE ALTERNATIVE MODES OF TRANSPORTATION

To minimize the need for additional parking and to support the desire for a walkable, pedestrian-oriented place, alternative modes of transportation should be encouraged. The use of and the facilities for bike, train, bus and walking should be readily available in the Downtown area. Discounted transit passes could be offered in exchange for parking spaces in addition to car sharing and bike sharing initiatives. Requirements for bike parking should be created to reduce the need for car ownership.

ESTABLISH PARKING MAXIMUMS

Parking maximums need to be adopted to implement a ceiling on the number of spaces allowed on new mixed-use developments. This can help to reduce automotive congestion and to reduce potential for over-built parking. However, the use of this strategy needs to be informed by local decision-makers, stakeholders and developers to carefully avoid dampening the development market.

ON-STREET PARKING

In general, on-street parking should be provided along streets in mixed use areas. In addition, on-street parking should continue to be counted towards fulfilling parking requirements for adjacent uses. However, adjacent users must understand that on-street parking cannot be dedicated to their own use, but are to be shared by all Downtown users. The City should retain full control over time limitations and pricing of on-street parking to control space turnover and availability. In general, the higher-demand on-street parking spaces should not be used for employee parking.

PRICE ON-STREET AND OFF-STREET PARKING

Charging for parking is the most direct way to both reduce parking demand and to ensure that end-users carry more of the cost of providing off-street parking. Pricing can be used to improve monitoring, increase enforcement, reduce spillover and make improvements in a parking district. Pricing parking can help to ensure availability and turnover of on-street and off-street stalls. Ideas for parking prices include:

- Permit free or reduced-price short-term parking
- After the first two hours, price all shared non-residential parking by the hour
- Allow residents and other users to obtain frequent parker permits with an annual fee based on expected usage
- Develop parking programs targeted to employees to encourage use of alternative modes and to encourage employee parking farther from the prime street spaces in front of retail businesses
- Price parking to reflect parking desirability, spaces closest to the activity hubs and on-street are priced higher than spaces at the fringe

ALLOW SHARED PARKING

All new non-residential parking in the Downtown area should allow for shared parking. Shared parking resources are available through the Urban Land Institute. Shared parking ratios are usually based upon land use, time of day and peak demand times.



ALLOW BUY-IN TO CENTRAL PARKING IN LIEU OF ON-SITE PARKING SPACES

The City can establish a central parking facility bank and allow developers to pay an amount per space to the parking facility bank in lieu of building a certain percentage of the development's required parking spaces on site. The city would establish the cost per space, proximity requirements, and the maximum number of equivalent parking spaces that would be available in the central facility, using the principals of shared parking and other management tools.



PREVENT SPILLOVER PARKING IMPACTS IN SURROUNDING NEIGHBORHOODS WITH RESIDENTIAL PERMIT PARKING ZONE

The City can establish residential permit parking zones to prioritize curb spaces for local residents or businesses in areas where the availability of parking in the surrounding area is seriously impacted by workers, students, transit riders, shoppers, business vehicles or visitors.

IMPROVE USER INFORMATION

Provide convenient information on parking availability and price, using maps, signs, brochures and electronic communication. Whenever parking is prohibited, also indicate where parking is available.

PARKING PLACEMENT

Parking and parking facilities' placements should be located as to support a multi-modal Downtown function and identity. The goal for Downtown is not an auto-dominant environment but rather one that equally accommodates vehicles, pedestrians, bikes and transit. Surface parking should be located behind buildings with mid-block entrances, to the extent possible, to accentuate Downtown development and create a walkable environment.

On-street parking is proposed for almost all new and modified streets. On-street parking should include landscape islands with street trees. Structured parking should not be located adjacent to streets, except when quality building-like facades are provided, fronted by retail, restaurant or service street level businesses. Access should be from mid-block locations. Structured parking should be located behind mixed use buildings or wrapped with building facades as to screen the parking facility.

PROPOSED OFF STREET PUBLIC PARKING FACILITIES

As shown in Map 32, select locations are proposed for strategic supplies of public parking.

1. PROMOTE EXISTING MAIN STREET LOT WEST OF BROADWAY BEHIND BUILDINGS

Within one block of Downtown, but behind the core's buildings, there is a public parking lot that has approximately 90 parking spaces and appears to be under-utilized on a daily basis. Wayfinding signage should be installed along Broadway between 2nd Street and Main Street directing users to this public parking, and local business promotion of the public parking should also be encouraged

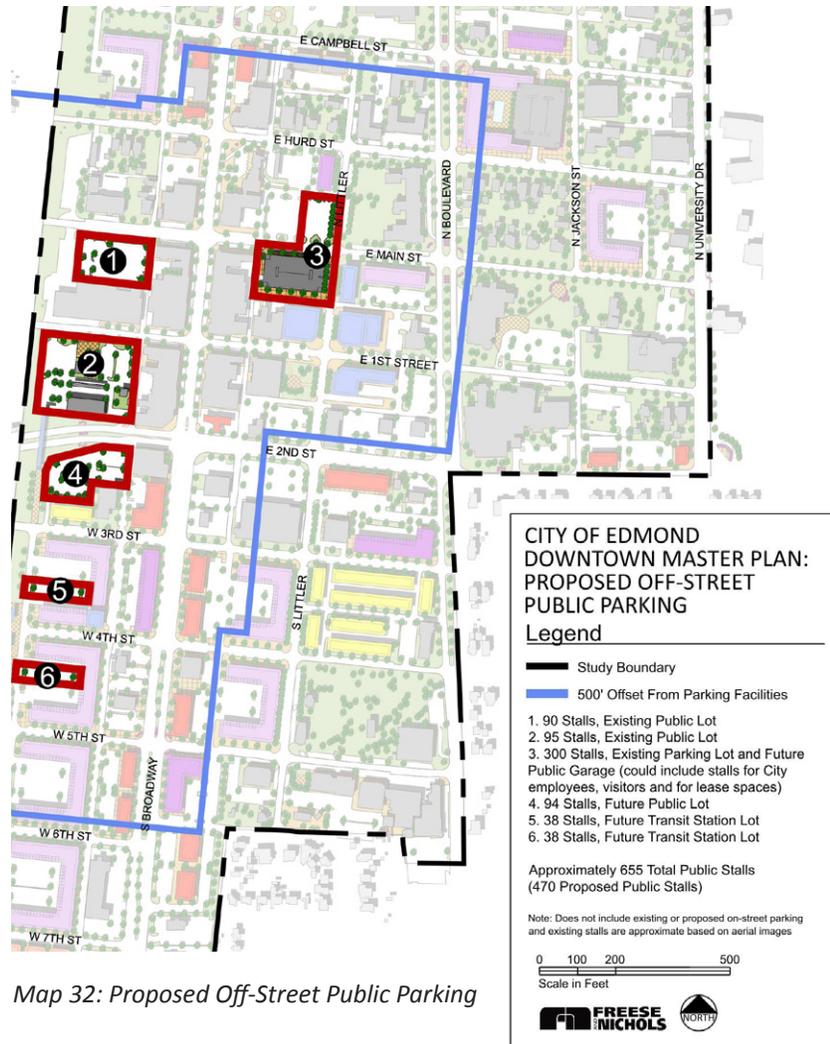
2. RE-PURPOSE THE PROPOSED RELOCATED TRANSIT TRANSFER SITE

Within one block of the core of Downtown, the existing bus transfer station at Festival Market Plan, once relocated to south of 3rd Street, can be reconfigured to provide a public parking lot that could provide about 95 parking spaces. Wayfinding signage would need to be installed along Broadway between 2nd Street and 1st Street directing users to this public parking, and local business promotion of the public parking should also be encouraged.

3. PROPOSED DOWNTOWN PARKING STRUCTURE

The site of the existing Downtown Community Center could be converted to a public parking garage. A three-level parking structure on that site could

provide nearly 260 parking spaces and, together with the 40-space parking lot across Main Street, would provide about 300 parking spaces within a two-block walking distance of the majority of development in Downtown between Broadway and the railroad, 2nd Street to Campbell Street. Such would be the catchment area for a potential buy-in program for deferred on-site parking provisions for new and modified development in Downtown. A structured parking fee schedule would need to be established based upon a balance between capital recovery and promotion of desired parking behaviors to support Downtown businesses.



Map 32: Proposed Off-Street Public Parking

4. CITY-OWNED PARCEL BETWEEN EDMOND ROAD AND 3RD STREET, EAST OF RAILROAD

The City plans to develop the parcel east of the railroad and north of 3rd Street as a strategic parking lot for remote parking for Downtown events, parking for the future bus transfer and commuter rail station, and other strategic initiatives. The lot could provide approximately 94 parking spaces. A pedestrian bridge would connect the parking lot across Edmond Road to the core of Downtown.

5/6. FUTURE RAIL STATION SHARED USE PARKING

In conjunction with future potential Transit Oriented Development (TOD) near the future commuter rail station, some shared use parking spaces could jointly be provided to be used by the public during the day and by the development during the evening. The joint development of the spaces would consider the time-share potential of the two user groups.

6

BRANDING, DISTRICT AND PUBLIC SPACE

- 1 PRINCIPLES
- 2 PROJECTS: BRANDING DISTRICT AND PUBLIC SPACE



CHAPTER 6 branding, district and public space

PRINCIPLES

Branding, District and Public Space strategies consist of organized design elements to create a cohesive pedestrian experiences and positive visitor perspectives. Map 33: Branding, District and Public Space is just that, a system, with measurable components, that when combined, can provide a unique downtown urban setting. As Downtown Edmond continues to evolve, critical design ideas should be the focus for continuous improvements. As part of the planning process, these urban design recommendations have been organized into four planning strategies, or policy areas, to bring value to past efforts and to aid the community's goals for Downtown. These four core principles should work in concert with existing planning and development incentives. Individual Branding, District and Public Space projects use the following four policy areas as the foundation for recommendations:

1 REINFORCE DISTRICT IDENTITY WITH A FAMILY OF REPEATING ELEMENTS

The existing black decorative clock pole, light poles, trash receptacles, wayfinding signage, and sign kiosk have laid a strong foundation for Downtown's image. It is very critical these common elements are emphasized in design guidelines and continue to be included with future streetscape projects. Additional public investment projects should reinforce repeating elements aimed at increasing Downtown's identifiable image. Similar district markers or gateway features with common signage, walls, banners, building materials, and landscape elements are encouraged. While Edmond wants to reinforce the design elements, flexibility should be practiced as not to discourage creativity on a site basis.



2 CREATE A STRONGER SENSE OF PLACE WITH THE INTRODUCTION OF DYNAMIC FEATURES AND WORK TO CREATE A BETTER DEFINED NIGHTLIFE

Sense of place is achieved by providing unique or unexpected interactions. Additional sense of discovery and exploration needs to be added to Edmond's downtown character. This is best illustrated during the holiday season when the historic core's trees and buildings are lit. Additional year round dynamic features are recommended for the study area.

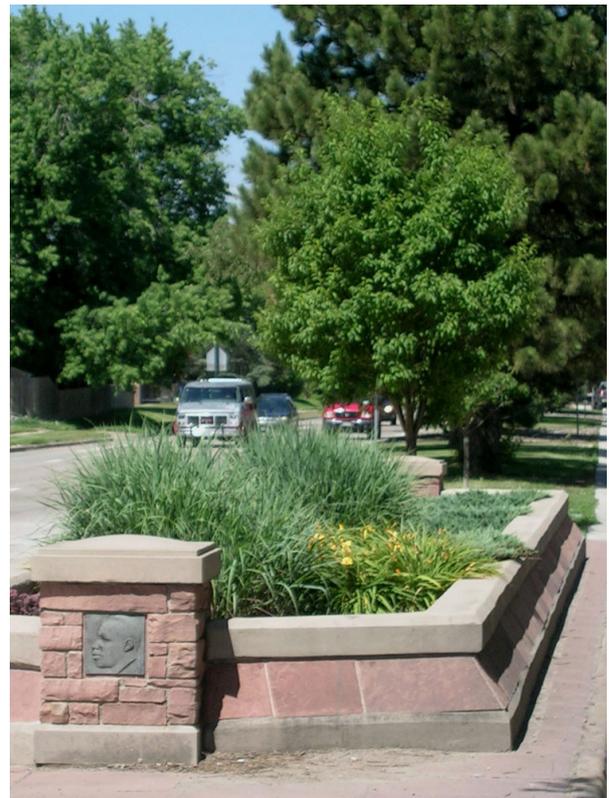
A stronger emotional connection with the urban environment can help visitors to open up new community, social and economic opportunities. Downtown's creativity and sense of place should fuel innovation, and be led by young, independent, unofficial and entrepreneurial persons. Something a little funky is okay in Downtown, not everything has to be fully refined, spontaneous elements are encouraged. A great example is the existing public art installation throughout the study area. These public art initiatives should continue as they provide interest and rewarding uncommon experiences. The largest component for this strategy is that Downtown should be fun and a place for social interactions. As key to its success, Downtown must be the heart of the community and continue to host community events, parades and festivals. Building on this, the study area should introduce new urban art such as murals, light installations and interesting underpass art.



3 ACHIEVE BETTER INTEREST AND SCALE WITH THE USE OF IDENTITY AREAS

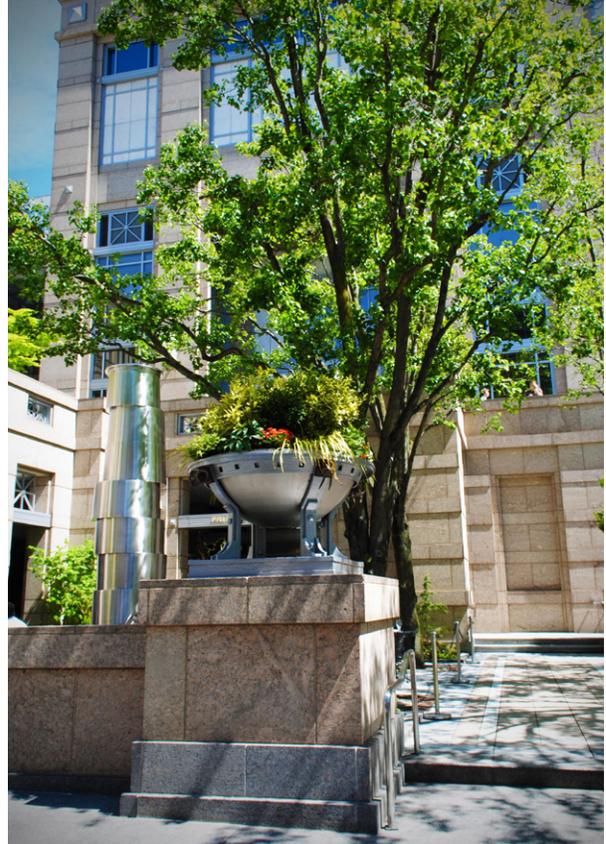
Identity areas, or special experiences and pulse points, help to provide street level interest and activity. This strategy is very closely related to reinforcing district identity with family of repeating elements, putting emphasis on place making.

Due to the scale of the study area, it is recommended that portions of the Downtown be addressed individually. This is not to say that Downtown Edmond should take on a completely different look north to south. Rather, a one-size-fits-all street section is not appropriate to apply to the entire Downtown. Not all visual improvements need to include or revolve about symmetry, sometimes an extremely costly endeavor, logistical challenge and often a long-term commitment. Rather, a series of special urban design experiences can provide uniqueness and increased image recognition for the Downtown while offering more bang for the buck.



4 CONTINUE TO FOCUS ON URBAN, NOT SUBURBAN

Previous City initiatives, volunteerism and persistent efforts by stakeholders have laid a tremendous foundation to establish where Downtown Edmond is today. The existing urban design guidelines have provided the framework for illustrating desired urban forms. These efforts are imperative and a continued emphasis on the urban form, not suburban sites, is necessary in order to advance the community's vision. Although recent Edmond projects have provided great examples of urban forms, a fine line between suburban image and urban uniqueness exists. As such, Downtown's buildings, architecture and site designs must remain unique within Edmond. These urban principles apply to all aspects of physical design from building facades to parking enhancements.



DISTRICT MARKERS AND SIGNAGE EXAMPLES

INSPIRATION

The example district markers, planters and signage borrow forms and materials from existing signs and buildings within the downtown area. An iconic image, slogan and or symbol should be repeated. The example below uses the centennial S Broadway clock as the Downtown logo. Creative use of LED lighting, internal lighting and/or up-lighting should all be explored to reinforce a dynamic quality that supports nightlife and image.

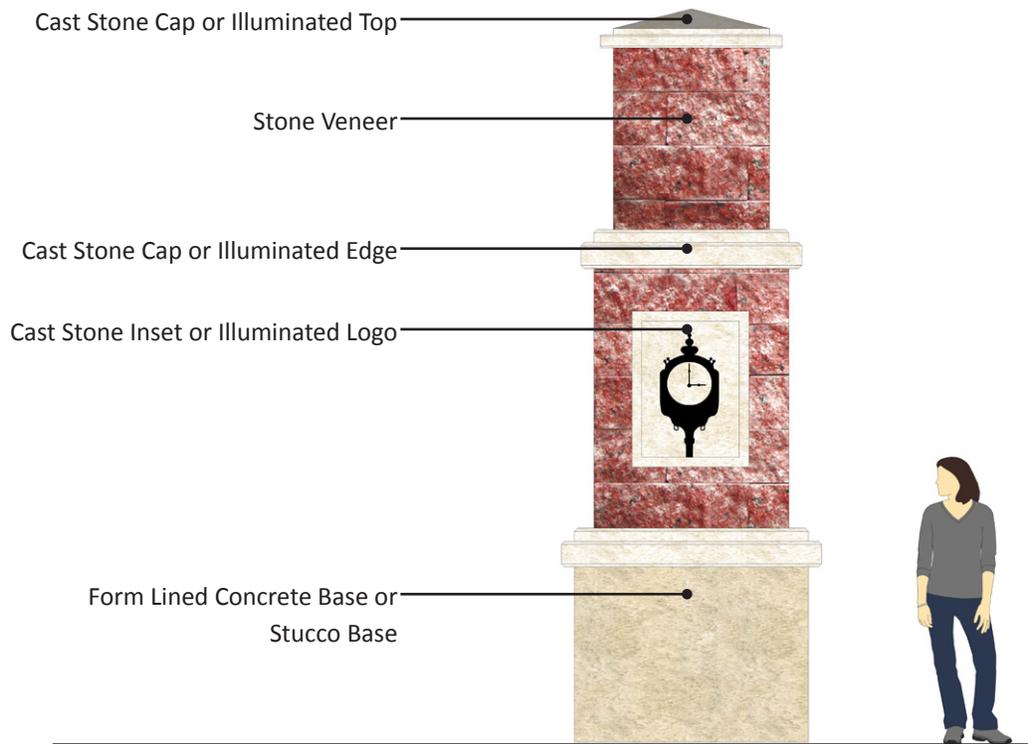


FIGURE 28: LARGE DISTRICT MARKER



FIGURE 29: DISTRICT MARKER



FIGURE 30: DISTRICT COLUMN WITH SIGN



FIGURE 31: DISTRICT COLUMN WITH WALL PLANTER



FIGURE 32: RAISED PLANTER

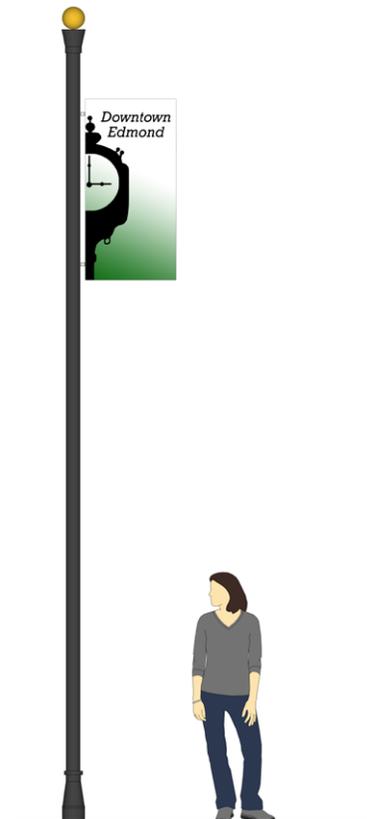
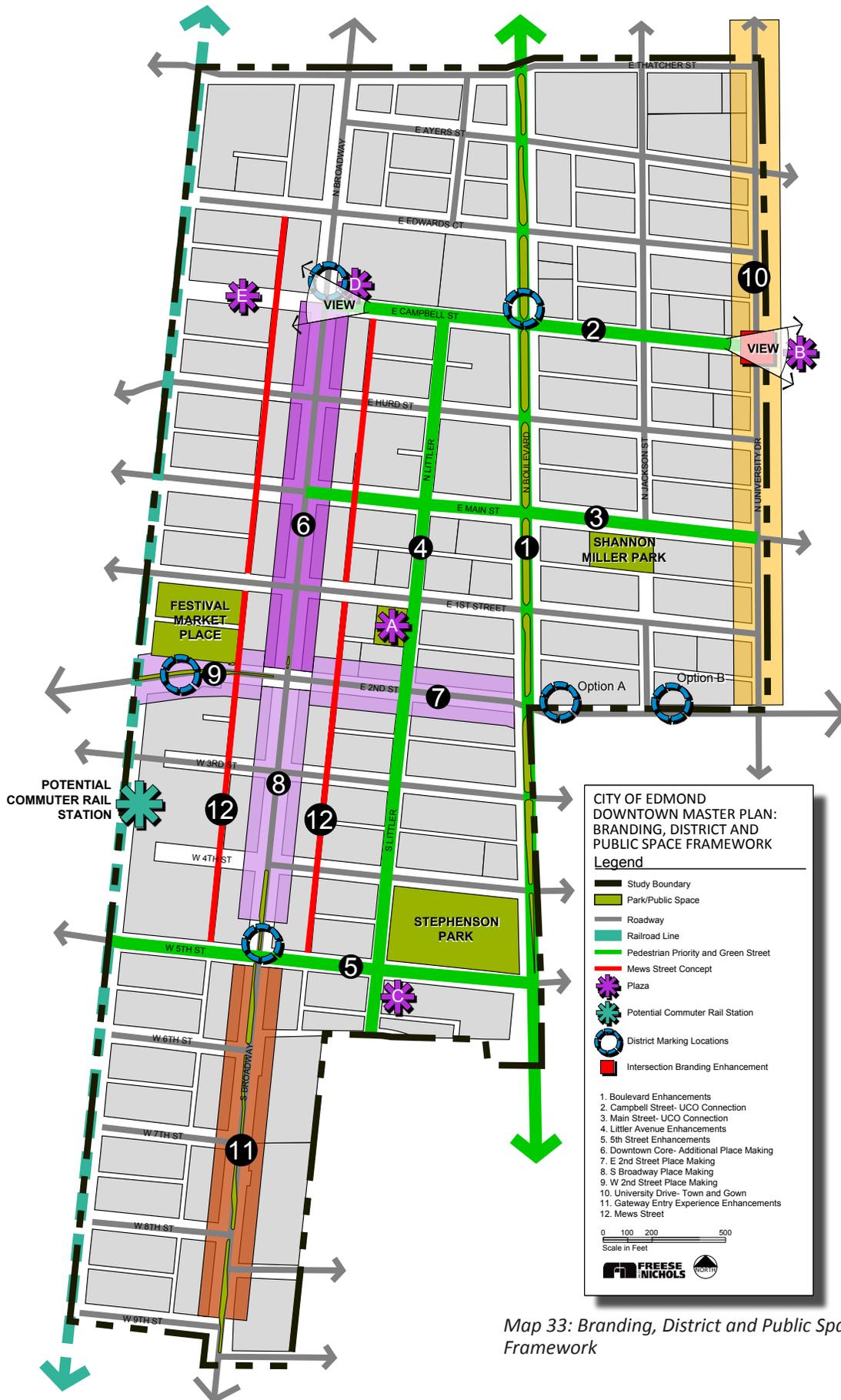


FIGURE 33: BANNER POLE



Map 33: Branding, District and Public Space Framework

PROJECTS: BRANDING, DISTRICT AND PUBLIC SPACE

1. BOULEVARD ENHANCEMENTS

Boulevard is a key north south vehicular route and, from an urban design perspective, blessed with existing wide medians, vegetation cover and public art installations. However, the roadway lacks signature gateway features denoting the downtown district. A northern downtown district enhancement area is recommended on the north side of the intersection of N Boulevard and E Campbell Street. The design elements could include but are not limited to: district markers, public art, monuments, sign walls, low walls, planters, landscape beds, trees and banner poles.

In addition, Boulevard’s medians should be preserved and continued to be enhanced with updated landscaped areas that provide mass plantings and street trees. Boulevard should be viewed as a public art canvas with additional art pieces provided in the future.



Figure 34: District Enhancement Area at N Boulevard and E Campbell Street



Figure 35: Illuminated District Enhancement Area at N Boulevard and E Campbell Street

2. E CAMPBELL STREET- UCO CONNECTION

E Campbell Street is recommended as a priority pedestrian street connection between the UCO campus and the downtown core. The concept seeks to increase the desired walkability of the street to encourage increased student foot traffic and to promote additional development infill. Future infill development placed near the street will increase the walkability by providing needed street level activity. To aid in the pedestrian experience, a series of special events and pedestrian benchmarks are required, making plazas and viewsheds very important. At opposite ends of Campbell St, a book-end concept is recommended to create pedestrian spaces and axial views into proposed plazas. The first plaza, at the terminus of E Campbell Street near N Broadway, would be part of Block A's mixed use residential infill project. Opposite, at N University Drive, would be a new UCO plaza providing outdoor space and axial views with the Old North Tower building at the viewshed's terminus.

Thus, as a student or visitor travels on E Campbell Street from the UCO campus, he or she would first experience a new UCO plaza, cross an enhanced N University Drive intersection, travel along mixed use buildings set among a streetscape with light poles, trees and on-street parking. An enhanced crossing and district markers at N Boulevard would provide a benchmark as they continue to the existing Post Office memorial plaza and ultimately visiting or viewing a new park/plaza at the terminus of E Campbell Street, part of a mixed use residential development, before turning south to the downtown core.

3. MAIN STREET- UCO CONNECTION

Similar to the Campbell Street- UCO Connection, Main Street is also recommended as a priority pedestrian street connection between the UCO campus and the downtown core. The promotion of Main Street as a key east west pedestrian route takes advantage of an existing UCO entrance and aligns well to deliver pedestrians into the center of the downtown core. New wider sidewalks are recommended for Main Street from the UCO campus to the downtown core. This concept for Main Street is rich with pedestrian experiences. As a visitor travels from the UCO campus along Main Street, he or she will pass the existing Shannon Miller Park and Library before crossing an enhanced intersection at Boulevard. New residential infill with facades near Main Street is recommended on the east side of Boulevard before reaching the downtown core.



4. LITTLER AVENUE ENHANCEMENTS

Advancing the need for pedestrian priority streets, Littler Avenue is recommended as a critical north south connection from the Stephenson Park sub area to destinations north of E 2nd Street. Urban design for Littler Avenue should be physically greener with more lush parkway plantings and street trees, with both improvements extending from E 5th Street to E Campbell Street. Existing Downtown streetscape furnishings such as light poles, trash receptacles and benches are recommended for the entire length. The streetscape elements, trees and landscape should be fairly symmetrical as to create a design rhythm along Littler Avenue.

Travelers along Littler Avenue will enjoy an abundance of pedestrian benchmarks including the plaza at the UCO Jazz Lab, Stephenson Park, mixed use infill adjacent to Stephenson Park, Sprouts Market and enhanced intersections at E 3rd St and E 2nd Street as part of the proposed couplet. Keeping with the pedestrian experience, north of E 2nd Street, a new plaza in the municipal core will provide visual interest and an outdoor space.

5. 5TH STREET ENHANCEMENTS

As proposed mixed use areas develop south of the historic core, 5th Street should serve as a key gateway entrance and east west pedestrian priority street. As development occurs along 5th Street and future rail service is realized, streetscape enhancements with a focus on walkability is recommended for 5th Street. These streetscape improvements should include wide walks, trees and site furnishings such as lights, benches and signage. The east west 5th Street pedestrian movements should be aided in the future with a proposed signalized intersection at S Broadway and 5th Street.



Source: NACTO

6. DOWNTOWN CORE- ADDITIONAL PLACE MAKING

Within the study area, the downtown core is the most identifiable area due to its history, streetscape, buildings, urban forms and community events. Yet, on any given day, the core's activity greatly decreases after 5:00 p.m. The community's vision and goals state the desires for night time activities in the core, one that offers additional entertainment, dining, shopping and visitors in the evening. Additional urban design techniques are recommended for the few critical blocks. They should provide a more dynamic setting and display an image of openness and invitation during evening hours. One idea that could be explored on a temporary basis is to install the tree lights used during the holiday season for year-round interest. This is a relatively inexpensive solution to provide needed attractiveness and evening awareness. Many urban areas around the country have used this concept by providing illuminated strands across streets, attached to building facades. The canopy reinforces a defined space with the simple use of lights.

Similar to N Boulevard, a northern downtown district enhancement area is recommended on the north side of the intersection of N Broadway and E Campbell Street. The design elements could include but are not limited to district markers, public art, monuments, sign walls, low walls, planters, landscape beds, trees and banner poles.



Source: Baltimore Post-Examiner



Source: randommusingslady



Figure 36: District Enhancement Area at N Broadway and E Campbell Street

7. E 2ND STREET PLACE MAKING

The study area's four blocks of E 2nd Street remain a heavily auto-oriented corridor with a commercial character. This existing appearance is in contrast to the desired character and vision for the downtown area. While many of the existing uses are unlikely to redevelop in the near future, impacts to visual quality are possible. Improvements to front facades and front yards are recommended. The proposed couplet concept would create additional streetscape space within the right of way. Within the additional space, increased landscaped beds, street trees and wider walks are needed.

An eastern downtown district enhancement area is recommended on the north side of E 2nd Street near the First Christian Church of Edmond. This concept would require coordination with the church to create an enhanced landscape and signage area along their front yard. A monument and signage do not necessarily have to be on both sides of E 2nd Street in order to create a gateway feature. In order to blend with the church property, a district marker area could be very different and significantly smaller than other proposed markers. The use of low walls, banner poles and landscape beds with mass plantings are appropriate in this location.



Figure 37: District Enhancement Area at E 2nd Street near the N Boulevard intersection

8. S BROADWAY PLACE MAKING

New mixed use infill development, close to the street, will have the greatest visual and place making impact along S Broadway. Wide sidewalks, street trees, interesting landscape and the continuation of the established light poles and street furnishing standards should be extended along S Broadway as development occurs. In addition, the introduction of dynamic elements are encouraged such as interesting site lighting, murals and public art.

A southern downtown district enhancement area is recommended on the north side of the intersection of S Broadway and 5th Street. This signature gateway experience would extend along S Broadway for an entire block north, beginning with a new signalized intersection and crosswalks at 5th Street. Also, enhancements such as updated median landscaping, raised planters, monument signs, banner poles and street trees are encouraged. Similar to the downtown core, light canopies that extend across S Broadway is desired as an urban design technique to provide additional interest and a unique setting for Edmond. Coordination with the Oklahoma Department of Transportation will be necessary. For the entire block between 5th Street and 4th Street, three or four new light strands would stretch from one side of the road to the median and then extend to the opposite side of S Broadway. The light's cables would be attached to decorative poles similar to the established streetscape standards.



Figure 38: District Enhancement Area at S Broadway and 5th Street, street view



Figure 39: District Enhancement Area at S Broadway and 5th Street, overview



Figure 40: District Enhancement Area at S Broadway and 5th Street, overview



Figure 41: District Enhancement Area at S Broadway and 5th Street, street view

9. W EDMOND ROAD PLACE MAKING

A western downtown district enhancement area is recommended for W Edmond Road between the railroad corridor and Broadway. The design elements should take advantage of topography, the underpass and the existing medians. The use of enhanced median plantings, trees, district markers, sign walls and raised planters are all appropriate. The introduction of dynamic features is encouraged such as underpass murals, building murals and illuminated public art. Many downtowns across the country are treating underpasses as an opportunity to provide public art. For the downtown area, the railroad underpass on W Edmond Road should explore LED lighting and murals or other public art techniques as a striking visual appearance. If mixed use or infill development occurs west of the rail corridor, then the streetscape and district elements may be extended towards Santa Fe Drive.



Source: Texas Escapes



Figure 42: District Enhancement Area at W Edmond Road



Figure 43: Illuminated District Enhancement Area at W Edmond Road

10. N UNIVERSITY DRIVE- TOWN AND GOWN

UCO's branding and visual identity should be expanded off campus to further blur the lines between campus and the downtown area. Downtown and UCO have a symbiotic relationship and as one grows, the other should benefit. Within the downtown study area, N University Drive, in addition to key east west pedestrian priority streets, become signature identity corridors for UCO. A more seamless transition between UCO's western boundary and the adjacent uses is needed. To accomplish this, two critical urban design strategies should be implemented. First, an improved N University Drive streetscape is needed from E 2nd Street to E Thatcher Street. These improvements could potentially extending to N Chowning Avenue. N University Drive's proposed streetscape enhancements need to consider new banner poles, street trees and wide sidewalks on both sides of N University Drive.

The second strategy is a visually improved intersection at the E Campbell Street. UCO's logo could be incorporated into the intersection's ground plane with stamped concrete or pavers. The new colors and textures would be repeated in the bulbout or curb areas and crosswalks. Currently, between University Drive and the Old North Tower building is a parking lot. Future improvements should promote this campus edge as a pedestrian entrance from E Campbell Street. The viewshed from E Campbell Street should terminate with prominence on the Old North Tower building. In concert with the intersection enhancements, a new plaza space and lawn area would be located in the existing parking lot area. The plaza and its walks should possess a strong axial recognition for the Old North Tower.



Figure 44: N University Drive enhancements



Figure 45: N University Drive enhancements, student plaza, E Campbell Street intersection

11. GATEWAY ENTRY EXPERIENCE ENHANCEMENTS

S Broadway enhancements are recommended to address the aging commercial corridor's image and to elevate its identity as a key portion of the downtown experience. The strategies for this area are reliant upon private investments and will need business and property owners to champion the efforts. While the City can help to facilitate such efforts through partnerships and the use of incentives, the majority of these enhancements are about visually updating the existing uses. Such updates can include improved facades, site designs, signage and landscaping. The greatest impact will occur if property owners along S Broadway coordinate updates. Continuity in colors, materials, architectural features, signage and landscaping can translate as a coordinated effort, thus providing increased sense of place.

The existing median's appearances should be updated with new trees, mass planting beds and banners on existing light poles. Building facade improvements can include complete updates or less costly approaches from new paint to the introduction of human scale elements such as awnings, canopies and columns. Sites can be improved with the removal of pole signs and replaced with monument signs that use the same materials from one site to the next. Increased landscaping along front yards to screen parking lots is encouraged. Also, parking lot updates should include new landscape islands with trees, resurfacing and re-stripping.



12. MEWS STREET

An urban mews street condition is recommended for the alleys immediately adjacent and parallel to Broadway. The mews street concept is based on small, urban street conditions of Europe that provide a shared commercial street with buildings lining both sides. This strategy elevates the importance of the alleys as a secondary pedestrian entrance and key site circulation area for parking and services. For some portions of the existing downtown core, the alley would remain primarily as a service zone which provides secondary pedestrian access from surrounding public parking. In redeveloped areas, this alley mews street becomes critically important in site circulation, parking and pedestrian movements. The National Association of City Transportation Officials (NACTO) suggest the following for shared downtown commercial streets similar to the mews street concept recommended:

Textured or pervious pavements that are flush with the curb reinforce the pedestrian-priority operation of the street and delineate a non-linear path of travel or narrow carriageway.

Drainage channels should be provided either at the center of the street or along the flush curb, depending on existing conditions and the overall street width. Drainage channels are often used to define the traveled way from the clear path.

Commercial shared streets should be accessible by single-unit trucks making deliveries. Where commercial alleys are non-existent, it may be advantageous to design a shared street to accommodate large trucks, though significant changes to the design should be avoided. Designated loading and unloading zones may be defined through differences in pavement pattern or use of striping and signage.

Street furniture, including bollards, benches, planters, street lights, sculptures, trees, and bicycle parking, may be sited to provide definition for a shared space, subtly delineating the traveled way from the pedestrian-exclusive area.



Source:NACTO



Source:NACTO



Source:NACTO

7

IMPLEMENTATION

- 1 TASKS FOR IMPLEMENTATION
- 2 PRIORITY ACTIONS



City Complex

Parking

Library

Market Pl

FIRST ST

CHAPTER 7 implementation

Implementation of lasting, valuable change in the appearance, character and economic function is imperative. For the vision to be realized, it will be critically important for the City to emphasize implementation that focuses on specific projects based on research of available property, under-performing properties, and strategic locations. These developments will come from private funding for the majority of the catalytic projects. Some public subsidy will likely be required to mitigate cost of land assembly, infrastructure and site issues.

Conversion of the downtown plan into physical projects will require a steady commitment from City leaders and staff, strong public/private sector cooperation and continued coordination with business and property owners, residents, and transit agencies. Not all elements of the plan can be implemented at once. Therefore, setting priorities based on projects that make the most impact should be the first focus of the implementation stage.

TASKS FOR IMPLEMENTATION

The Downtown Master Plan is a performance standard for what Edmond desires. Final product may not precisely conform to the plan but should embrace principles and key ideas of the plan and perform according to land use, master plan and transportation recommendations. This plan will be a living document and items will likely need to evolve over time. Implementation tasks revolve around four equally important categories:

1. **Regulations**
2. **Economic/Financing Strategies**
3. **Communication/Marketing**
4. **Projects** - Projects can be separated into in two sub categories defined by:
 - Private Investment
 - Capital Improvements

REGULATIONS

As a high priority action, the City should update its current regulations and policy documents to incorporate the downtown recommendations. This is imperative to ensure the community's vision and desires can be properly regulated and to establish development expectations prior to public and private investments. As such, the following should be conducted:

- a. Adopt the Downtown Edmond Master Plan as an amendment to Comprehensive Plan
- b. Update the Thoroughfare Plan according to recommendations
- c. Update the Zoning Ordinance to incorporate the downtown uses, standards and vision
- d. Revise the Downtown Design Guidelines to clearly separate guidelines and requirements

ECONOMIC AND FINANCING STRATEGIES

A “multi-tool” approach is recommended in which multiple strategies, funding sources and partners are employed in order to collectively work to achieve the desired results. A range of strategies may be appropriate within a given location and, therefore, each possible strategy should be understood and examined in order to determine where it may be most appropriately used. Regulatory actions, such as zoning updates, are only some components of what the City could do to implement the Downtown vision. Financial incentives, specifically TIFs, should be utilized by the City in order to create incentives to attract desired development. In most cases, funding could include private funding, City funds, Tax Increment Reinvestment Zones funds, improvement districts, tax abatements, and state and federal grants. As a whole, the following are to be conducted:

- a. Put in place funding mechanisms to sustain on-going financing tools (ex. TIF, PID, BID)
- b. Review incentive packages
- c. Monitor and seek out grant and funding sources for public improvements and property consolidation

In order to reach its full potential, the advancement of the Master Plan will need to consider three types of economic development and incentive mechanisms:

Public-born actions to help prepare larger development landscape for private investment (i.e. implementing circulation enhancements in advance of private investment).

Public actions simultaneous with private investment to induce the desired development form, pattern and density shown throughout the Master Plan (i.e. creating TIRZ for infrastructure and site improvements or applying for new market tax credit allocation if in approved zone).

Incentives to reduce the risk of project development (i.e. tax abatements or other development incentives).

DEVELOPMENT ROLES

Many of the recommended projects and improvements outlined in the Master Plan will require financial assistance in order to be implemented. Where possible, local, state and federal funding sources should be used to leverage private sector dollars. New investment occurring in the Downtown area that capitalizes on market potential are summarized in this document will require planning and implementation strategy reflecting a combination of efforts by various entities. The following are key financing tools, programs and potential funding sources along with summarized development roles. The Oklahoma Department of Commerce has dozens of economic development incentive programs details listed at www.okcommerce.gov.

CITY OF EDMOND

The City has the opportunity to help induce initial catalytic developments by positioning access to special funding and incentive mechanisms for the renovation and selective new infill in existing under-performing areas and new development as identified by this plan. Further, as a land owner in the district, the City can leverage its current land assets to facilitate the implementation of key features of the Master Plan to be implemented in the most efficient manner. These efforts may include the following programs and efforts on the part of the City: general funds, impact fees, tax increment financing, bonds, public improvement district financing, tax abatement, new markets tax credits, land donation/write-down, development fee rebates, infrastructure cost participation, sales tax sharing, low interest loans, tax exempt financing and the Economic Development Authority (EDA).

EDMOND ECONOMIC DEVELOPMENT AUTHORITY (EEDA)

Faced with the opportunity for new investment formats identified in the Master Plan, the EEDA should work as the City's strategic implementation body. This would involve the EEDA identifying the specific catalytic projects and marketing these concepts to targeted regional developers/investors in the marketplace that have shown past successes in the implementation of such projects.

PRIVATE DEVELOPMENT MARKETPLACE

The private development marketplace can act as the tool for the Edmond community to realize the strategic investment potential identified in the Master Plan. Private developers, both for-profit and non-profit alike, can work in concert with the City in the identification of key sites to deliver new and renovated construction in the development format described as part of this report. In order for the Downtown Edmond plan momentum to move beyond initial catalytic efforts in a manner that may not require public/private partnerships, initial catalytic projects will have to be completed in a manner that provides successful comparable projects that market underwriting can reference. As such, the initial catalytic developments may likely require public/private partnerships to ensure their initial success. This may take the form of public land being contributed to a project, public infrastructure cost assistance, or gap financing through sources of funds available to the City.

COMMUNICATION AND MARKETING

The City, Area Chamber of Commerce and the Edmond Economic Development Authority will play major leadership roles in the implementation of the Master Plan. As such, it will be imperative for these organizations to promote, coordinate and facilitate the desired results. Communicating their roles, providing technical support, and marketing development opportunities and financial resources will all be necessary. The following are key components for the Master Plan's communication and marketing:

- a. Prepare marketing collateral for the study area
 - Should contain a simple summary of the overall plan, specific concepts/ projects, and supporting market material
 - Should be highly graphic
- b. Coordinate with other public agencies, property owners, and developers to ensure that future development conforms with the Master Plan
- c. Open regular communication and coordination channels with key property owners within the study area
 - Ex. set up meetings with area churches, UCO, key stakeholders
 - Administer technical assistance to involved parties
- d. Research specific built projects that are noteworthy within context of the Master Plan. Resource staff should meet with developers through informal process to present plan and determine interest
- e. Put formal RFQ together to larger marketplace if informal process doesn't prove effective
- f. Market developers who do the type of work envisioned within plan
- g. Recruit specific types of users such as restaurant, retailer, office provider, or mixed use residential developer
- h. Tell the story of Downtown Edmond and continue the buzz about the unique opportunity of Edmond's Downtown within the region
- i. Assist with the relocation of existing businesses for key development sites, if necessary
- j. Initiate more detailed studies for transportation and infrastructure improvements

PROJECTS

When viewed as a whole, implementation of the entire Downtown Master Plan can be difficult to understand. As such, it is necessary to break down the plan into another level of organization called projects. By identifying projects, the Master Plan recognizes that the phasing of development is critical to the immediate and long-term success of Downtown. The exact timeline of each project is difficult to determine and is subject to change since implementation of individual projects is influenced by a number of factors such as funding, competing priorities, political climate and other unforeseen challenges.

The recommended projects must remain flexible and will require forethought on behalf of the City in regards to design timing, funding and partnership strategies. Once this project framework has been established, the City can focus on strategically implementing the projects.

Many Downtown Edmond projects can fall into two broad categories, Private Investment and Public Improvements. Development of the Master Plan will necessitate the view of both public and private lenses. For private investment, developers will likely be looking for the following to occur in order to implement private development:

- There exists **market demand** for new construction
- There is **property** that can be put under control
- There exists **infrastructure** that will support the project
- There is **community support and entitlement** to allow the project

For public improvements, part of the challenge with implementation will be to determine: what are the intelligent improvements to make in advance of private investment? A build-it-and-they-will-come approach is not necessarily appropriate for all capital improvement projects (CIP), in fact, only a very few standalone capital projects are recommended. It will be critical for public investment to meet the following guidelines:

- Public improvements that are driven by private investment
- Catalytic projects that bring people to the area
- Infrastructure improvements that would lessen the burden for developers
- Improvements that make development opportunities more obvious

PRIORITY ACTIONS

In order to successfully realize the community's vision set forth in this strategy, recommendations must be prioritized. Strategies should be implemented incrementally as the market warrants or as funding becomes available. The most important implementation item is to develop the infill opportunities and capital projects described. Phasing for these development opportunities will be dependent on market conditions. Implementation of the programs will require continuous creative partnerships, input and coordination.

An important early step toward the Downtown Master Plan implementation should be the identification of achievable priority actions and catalytic projects. Simple actions such as development code changes and simplification of the development process are extremely valuable, low cost priority actions that can be implemented in the short-term and set the stage for redevelopment and reinvestment.

Once this framework has been established, the City can focus on strategically implementing catalytic projects. These are projects which include target sites that are expected to create the most vitality, investment and redevelopment in the area because of their high visibility, strategic locations and large sizes. Additionally, the implementation of these projects would begin to address optimal land use and site opportunities as envisioned in the Master Plan.

PUBLIC IMPROVEMENTS

REGULATORY UPDATES

A critical first step for both public and private interest is to make certain the regulatory environment is in place to promote the Master Plan's recommendations. At a minimum, early action items should include policy updates to the Future Land Use Map, Master Thoroughfare Plan and Design Guidelines to incorporate recommendations.

ZONING AND STANDARD AMENDMENTS

The following are general observations for Edmond's existing design and site standards guidelines. The purpose of the following is to help with the creation or amendment of future design standards or future City ordinances. Outside this Master Plan's Land Use section, no specific standards are provided as to minimize confusion for future development regulations. The planning team reviewed and has noted important components of each document that were considered during this process as they pertain to strategies within this report. Because the two zoning districts CBD and DRD are essentially identical, combining the two districts can help to eliminate confusion for developers.

See Map 34: Zoning Concept. It is recommended to eliminate the DRD zoning district and change to CBD with the following modifications:

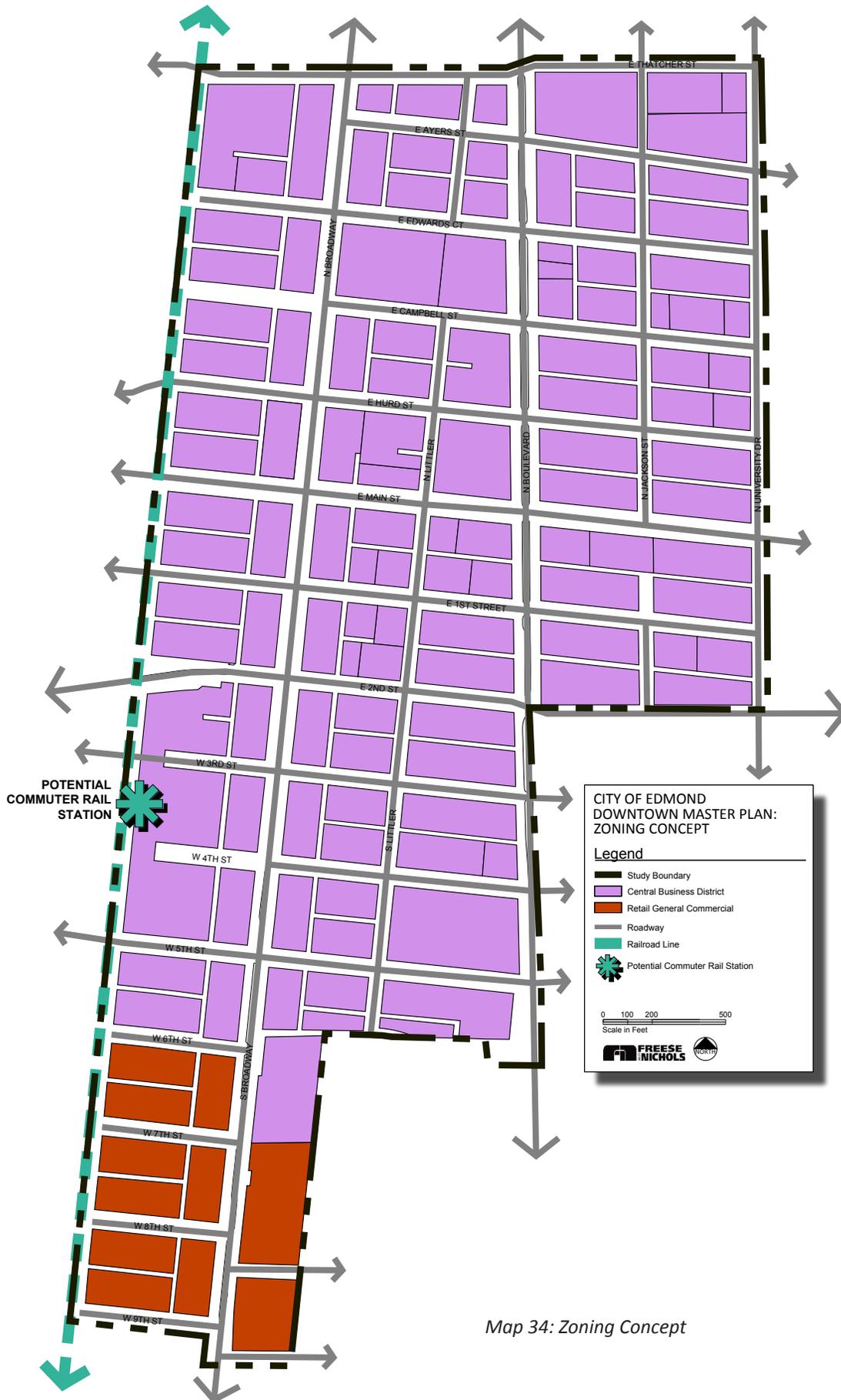
- No additional single family, but can improve existing single family sites
- No additional auto related services or auto sales
- No additional drive through restaurant sites
- Allow density for townhome beyond 8 dwelling units per acre
- 22.4.36 (C)- Upper Story Dwelling needs to reexamine CBD's allowable mix of uses to better align with current downtown development trends
- Explore the amending minimum front yard requirements to include minimum and maximum front build to lines

Also within the study area, existing E-2 Open Display Commercial and F-1 Light Industrial areas should be rezoned to CDB and Retail General Commercial, see Map 34: Zoning Concept.

CHAPTER 6 - SITE DESIGN STANDARDS (FROM ZONING ORDINANCE)

Chapter 6 establishes regulations for parking, bike parking, landscape, site access and circulation, screening, outdoor lighting, retaining walls, buildings, signs and building conversions. In addition to these requirements, the CBD and DRD districts have supplemental Site Design Standards as part of this chapter.

- It should be noted the CBD and DRD districts have supplemental site design standards that further refer to the Downtown Design Guidelines manual in many instances. Future efforts should be made to clearly state requirements versus guidelines as this may be confusing to the development community.
- Generally, Chapter 6 provides base site design standards consistent with many zoning regulations. It should be noted that Edmond has bike facility standards, and should be supported in the downtown study area.
- The general street improvements do require multiple family and non-residential uses to improve one-half of any abutting public right-of-way. This is an important development requirement to implement the Master Plan's vision.



Map 34: Zoning Concept

- CBD and DRD districts have Supplemental Site Design Standards. As part of this, off-street parking is further reduced to one space for each 400 square feet of gross floor area along with adjacent on-street parking is counted toward meeting requirements. These further parking reductions are imperative and appropriate for a downtown setting. However, parking needs will likely continue to require creative thinking and site-by-site considerations to meet parking demands while remaining flexible to the community's walkable vision.

DOWNTOWN DESIGN GUIDELINES MANUAL (UPDATED JULY 2008)

Overall, the most important observation is while the guideline's information is great for downtown, no clear division is provided between requirements, standards and guidelines. Future efforts should reorganize the information into like sections of requirements/standards (those measurable and regulated elements) and guidelines (those desired and suggestive elements). This reorganization effort should help the development community better understand the manual and should aid those administering its elements.

The guidelines stated purpose is to assist owners, architects, builders and officials to improve Downtown and to establish a uniform review procedure for City Staff. The goals for the guidelines are to promote pedestrian features, preserve historic structures, design quality new structures, protect value and identity, develop sense of place, prevent incompatible construction, promote residential growth, promote multi-use projects, implement urban mixed-use goals and to promote arts and culture. The Downtown Design Guidelines' descriptive guidelines provide quality recommendations.

The Downtown Design Guidelines represent great images, suggestions, recommendations, best practices and explanations of how the Downtown could be developed. However, the manual is not adopted as minimum mandatory standards but rather recommendations towards this goal.

While the guidelines are meant to be flexible and encourage variety, the guidelines have few measurable items and there are some elements that cannot be measured. Clarify that the elements that could be interpreted differently by city staff, review board, developers and elected officials are categorized as guidelines and not requirements. Overall, the manual needs fresh character photo examples that better relate to the text and to this Master Plan.

UPDATE, PREPARE AND MAINTAIN MARKETING AND INCENTIVE PACKAGES

The City should make certain that a strong, clear marketing and business retention/recruitment strategy is developed. Cross-fertilization of local Chamber of Commerce and Economic Development Authority initiatives is prudent. Consistency in message is critical to promoting Edmond's efforts.

Maintaining an up-to-date inventory of all businesses and properties with data that can easily be communicated to brokers and retailers will be important. This will be vital as Downtown expands and the City assists with the relocation of existing businesses for key development sites as necessary. Marketing pieces that contain demographic and market data from this study would also be useful. In order to maintain excitement for the Master Plan, a clear list of development incentives and City-led initiatives should also be maintained to promote within the development community or as interested parties come forward.

The City should prepare marketing collateral for major development sites. The materials should contain a summary of the overall plan, specific concepts and supporting market material. In addition, the materials should be highly graphic and incorporate existing illustrations and vision graphics found in previous plans. The goal for marketing materials is to tell the story of Downtown Edmond to continue the buzz about the unique opportunities.

TAX INCREMENT FINANCING (TIF)

Tax increment financing is recommended for Downtown Edmond. A TIF district should be established prior to major redevelopment in order to take advantage of its full potential. TIFs are a widely used local government program for financing economic development in the United States and Oklahoma has several successful examples from cities across the state.

According to Enid Regional Development Alliance, “Tax Increment Financing (TIF) is an economic development tool authorized by the Oklahoma Constitution and State statute to permit cities, towns, and counties to use local taxes and fees to finance certain public costs of development and redevelopment. Projects financed with TIF must serve a public purpose such as redeveloping blighted areas, providing employment opportunities and improving the tax base. When a TIF district is established, the assessed value of all taxable property within the district (or, in the case of a sales tax increment district, the sales tax revenue from within the district) is established as a base. For the district’s duration – until the project costs are paid, not to exceed twenty-five (25) years – any increased tax revenues above the base are available to the city, town, or county to finance public project costs. Taxes generated from base assessed value (or an amount equal to the base sales tax) continue to be paid to the various taxing jurisdictions (county, school district, vo-tech district, library system, health department). Oklahoma’s Local Development Act governs TIF uses. Tax increment revenues must be spent for approved public costs of development and redevelopment within geographic areas referred to as project areas.”

UPDATE CAPITAL IMPROVEMENT PROJECT DATABASE

The City should update its CIP database or rankings to align with Master Plan’s projects. Master Plan CIP project categories include:

- Edmond Road pedestrian bridge
- Public parking lots
- Main Street parking garage
- Public parking signage improvements
- 2nd Street and 3rd Street one-way couplet and Broadway’s traffic signals
- Boulevard pedestrian crossing improvements
- Branding, District and Public Space projects 1-12

PRIVATE PROJECTS

The following are identified as private projects most likely to be implemented in the near term based on market potential and the physical assessment of downtown. The identification of these projects are not meant to discourage other private investment in the study area or public private partnerships as market forces are dynamic.

- Block A- Mixed Use Residential Infill
- Block B- University Related Housing & Shared Parking Garage for Existing Church
- Block C- University Related Retail
- Block D- Retail and Loft Office Development
- Block E- Mixed Use Residential Development
- UCO pedestrian plaza at the terminus of E Campbell Street as described in the Branding, District and Public Space section
- UCO performing arts center

A

APPENDIX A:
MARKET
ASSESSMENT



**CITY OF EDMOND
DOWNTOWN MASTER PLAN:
ILLUSTRATIVE CONCEPT INFILL**

Legend

- Study Boundary
- Retail, Mixed Use
- Office, Mixed Use
- Civic, Municipal
- Commercial, Mixed Use
- Medium Density Residential, Mixed Use
- High Density, Mixed Use

0 100 200 500
Scale in Feet



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