



DOWNTOWN MASTER PLAN

2014

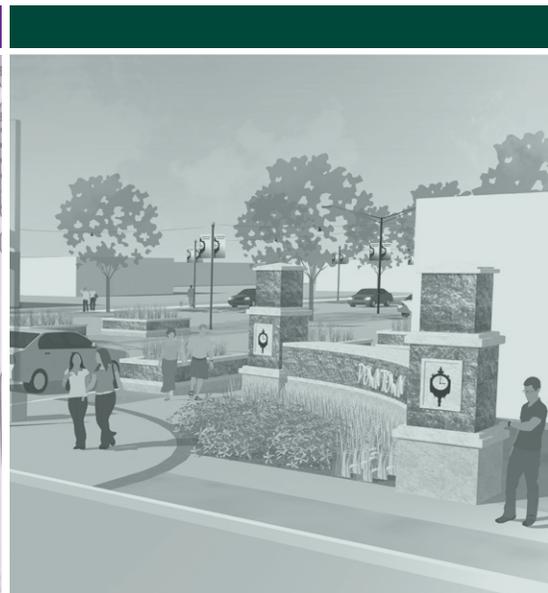
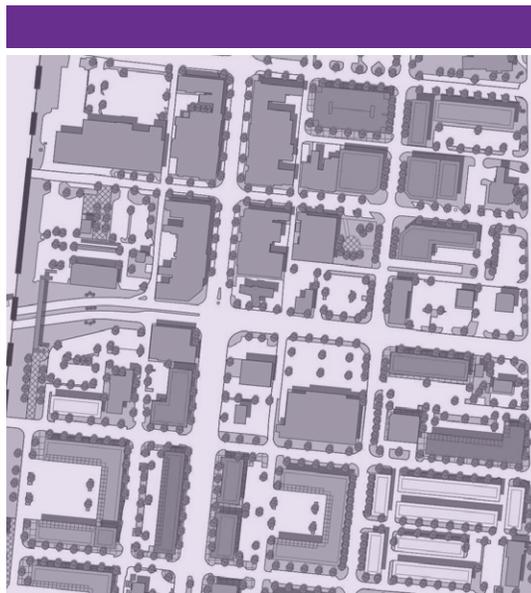
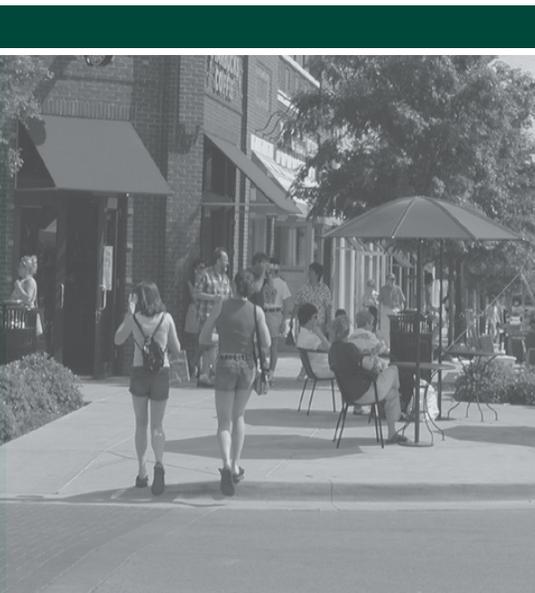


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The University of Central Oklahoma
Downtown Edmond Business Association
Edmond Economic Development Authority
Downtown property and business owners

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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, she
... 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



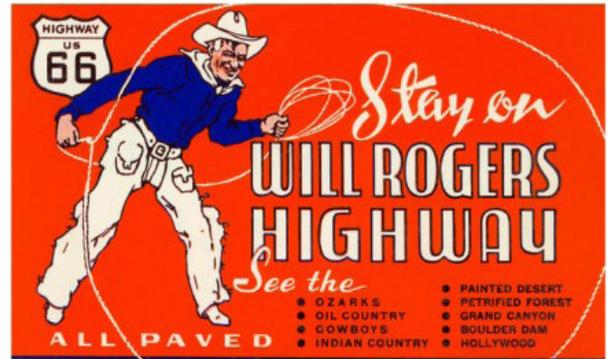
University of Central Oklahoma's first building, Old North Tower
Source: Edmond Historical Society and Museum, www.edmondhistory.org

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.

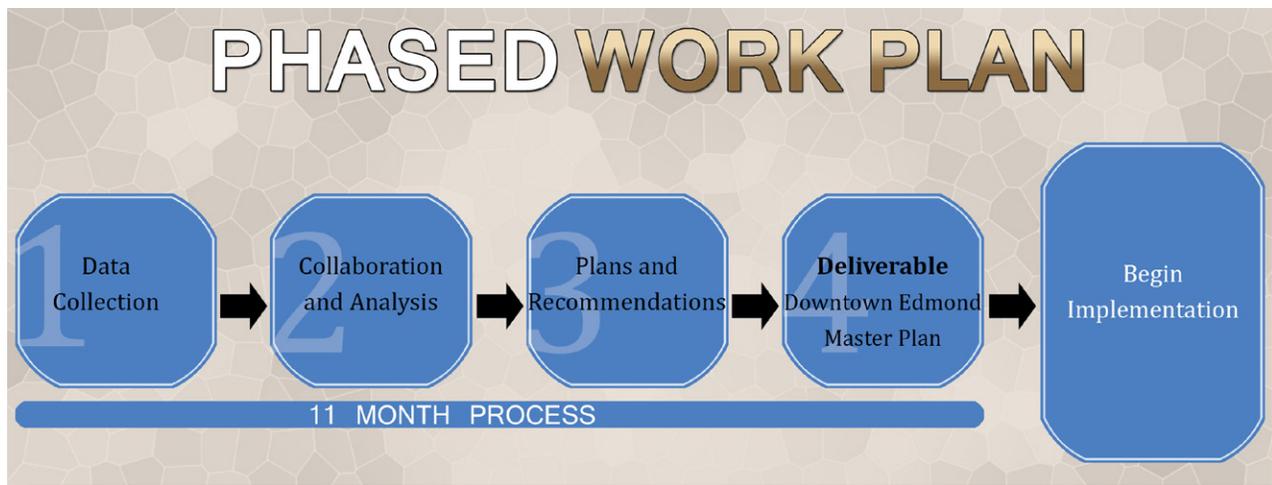


Figure 1: Work Plan

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.

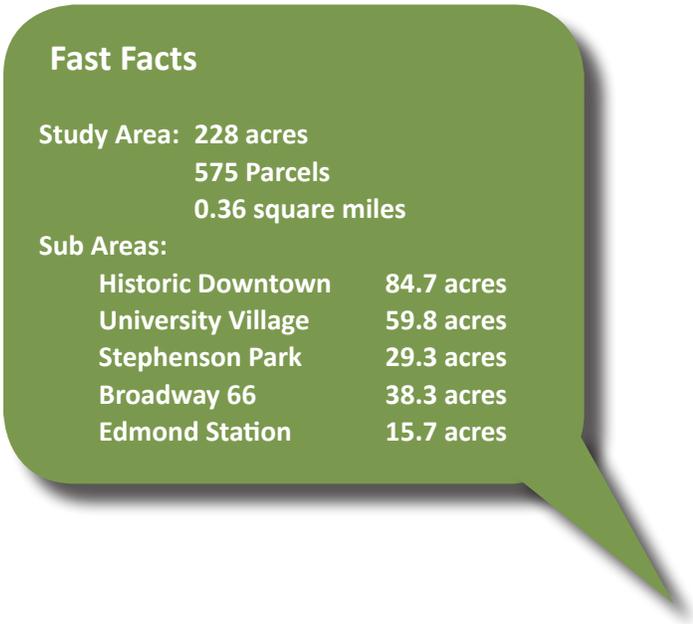
STUDY AREA

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.

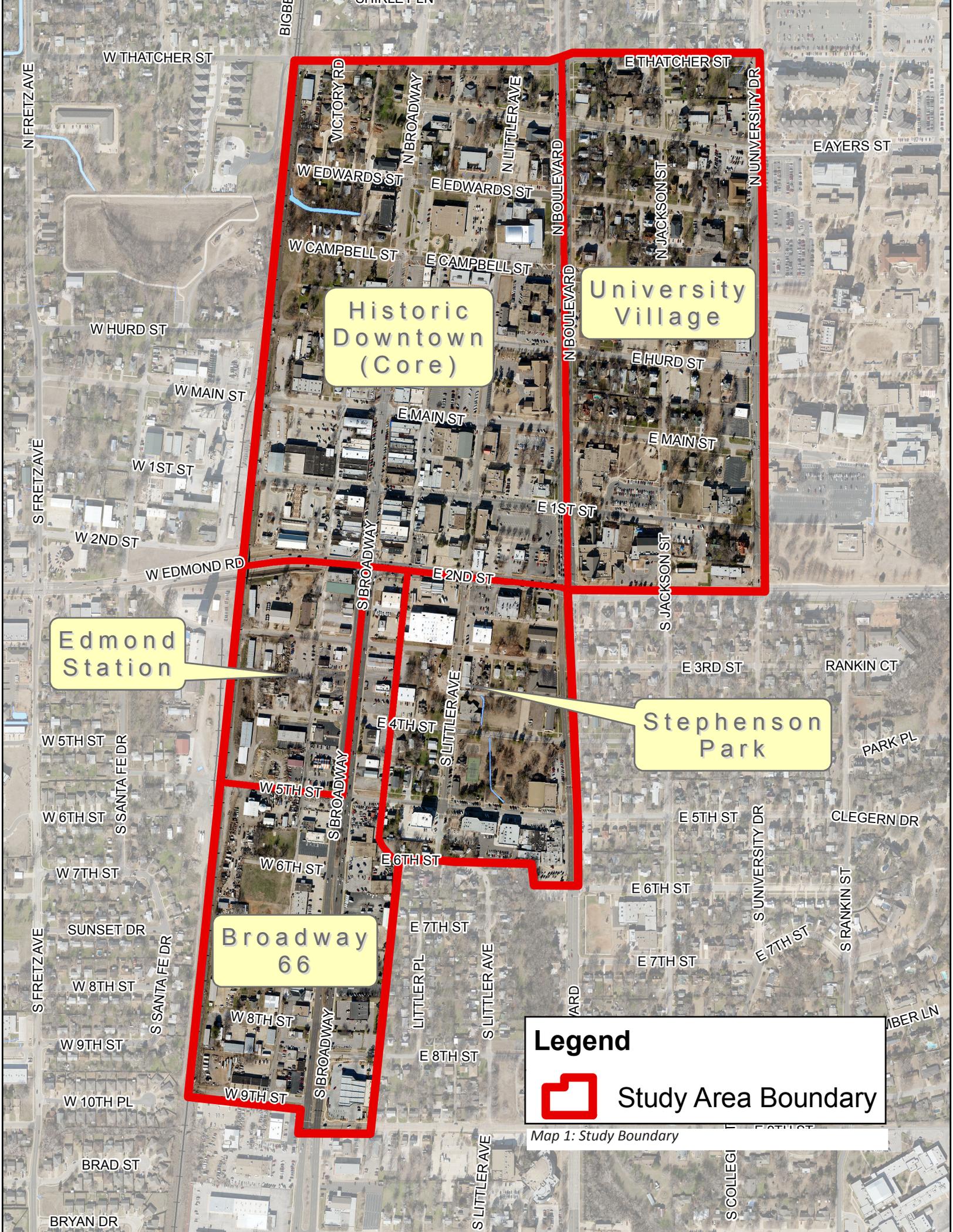


Fast Facts

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)

University
Village

Edmond
Station

Stephenson
Park

Broadway
66

Legend



Study Area Boundary

Map 1: Study Boundary

W THATCHER ST

E THATCHER ST

W EDWARDS ST

E EDWARDS ST

W CAMPBELL ST

E CAMPBELL ST

W HURD ST

E HURD ST

W MAIN ST

E MAIN ST

W 1ST ST

E 1ST ST

W 2ND ST

W EDMOND RD

E 2ND ST

E 3RD ST

W 5TH ST

E 4TH ST

Stephenson
Park

W 5TH ST

E 5TH ST

W 6TH ST

W 6TH ST

E 6TH ST

E 6TH ST

W 7TH ST

E 7TH ST

E 7TH ST

W 8TH ST

E 8TH ST

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W 10TH PL

BRAD ST

BRYAN DR

EAYERS ST

RANKIN CT

PARK PL

CLEGERN DR

IBER LN

N FRETZ AVE

S FRETZ AVE

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VICTORY RD

N BROADWAY

N LITTLER AVE

N BOULEVARD

N UNIVERSITY DR

N JACKSON ST

S BROADWAY

S LITTLER AVE

S JACKSON ST

S UNIVERSITY DR

S RANKIN ST

S LITTLER AVE

S COLLEGE

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

N BROADWAY

E HURD ST

MIXED
COMMERCIAL,
RETAIL AND
RESIDENTIAL

RUSSELL
DOUGHERTY
ELEMENTARY
SCHOOL

N LITTLER

E MAIN ST

CIVIC USES

HISTORIC
CORE, MIXED-
COMMERCIAL
AND RETAIL

E 1ST STREET

FESTIVAL
MARKET
PLACE

FUTURE EDMOND
PUBLIC SAFETY
CENTER

E 2ND ST

N BOULEVARD

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.

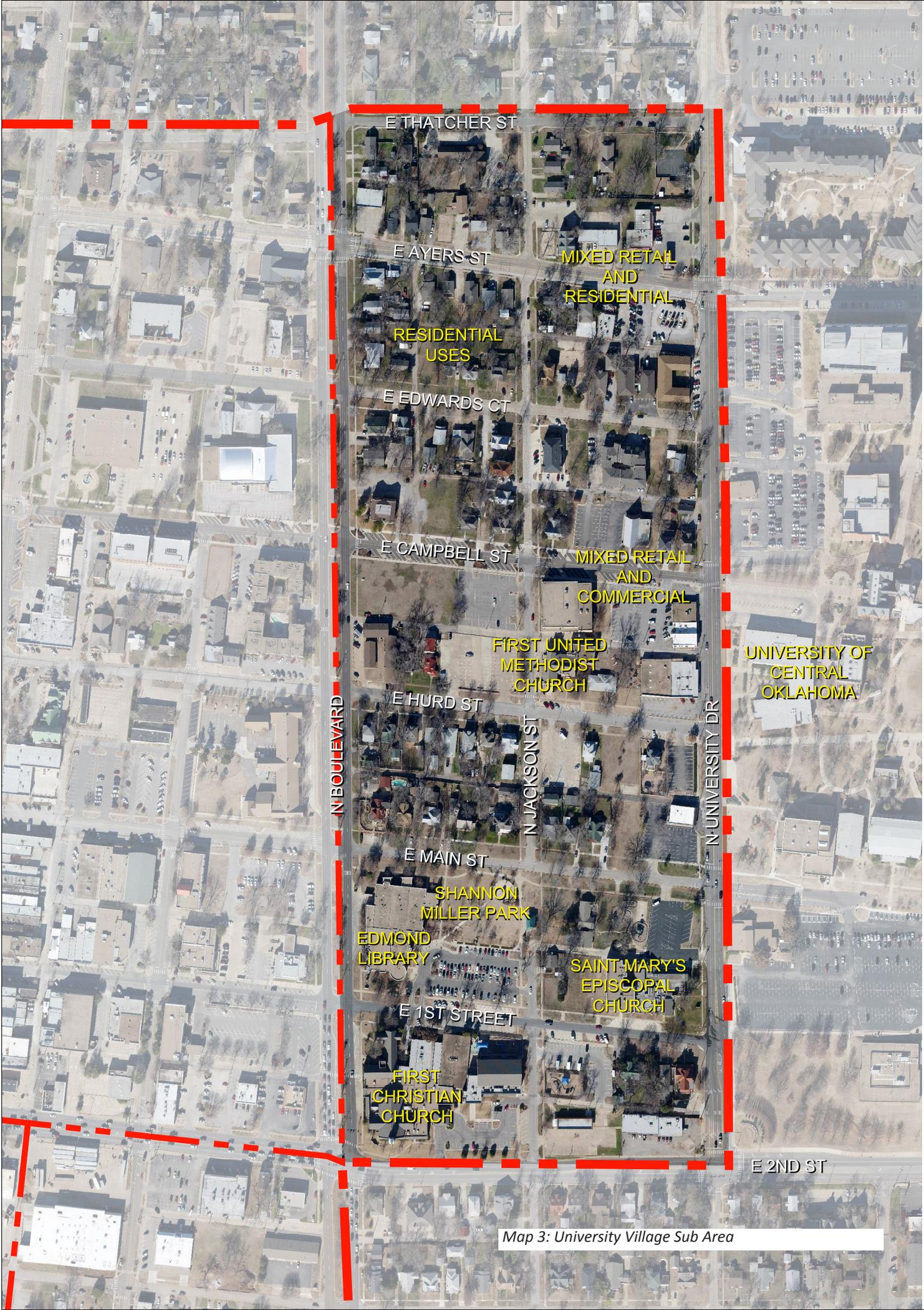


Residences in this neighborhood are often large, older, well-maintained two-story Victorian and bungalow style homes and convey a distinct historic character, especially on E Main Street. Commercial businesses are located on the west side of N University Drive, offering limited services and neighborhood 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.



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.

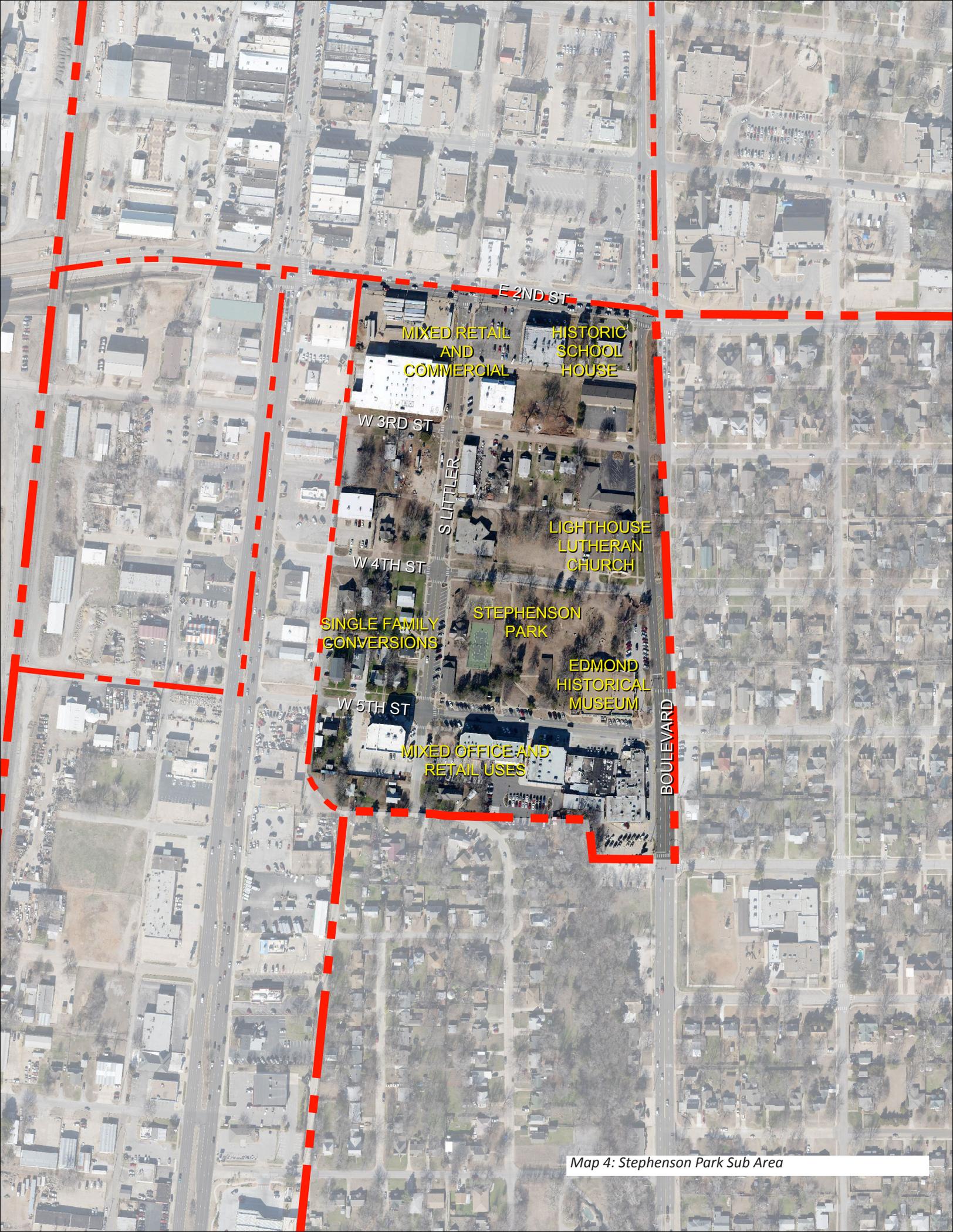


West of Stephenson Park are single family homes that have recently been converted into small retail or non-residential uses. These conversions are high quality and complimentary to the new mixed use and park setting. The sub area does contain some vacant lands and underutilized areas.



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.



E 2ND ST

MIXED RETAIL
AND
COMMERCIAL

HISTORIC
SCHOOL
HOUSE

W 3RD ST

SLITTER

LIGHTHOUSE
LUTHERAN
CHURCH

W 4TH ST

SINGLE FAMILY
CONVERSIONS

STEPHENSON
PARK

EDMOND
HISTORICAL
MUSEUM

W 5TH ST

MIXED OFFICE AND
RETAIL USES

BOULEVARD

Map 4: Stephenson Park Sub Area

BROADWAY 66

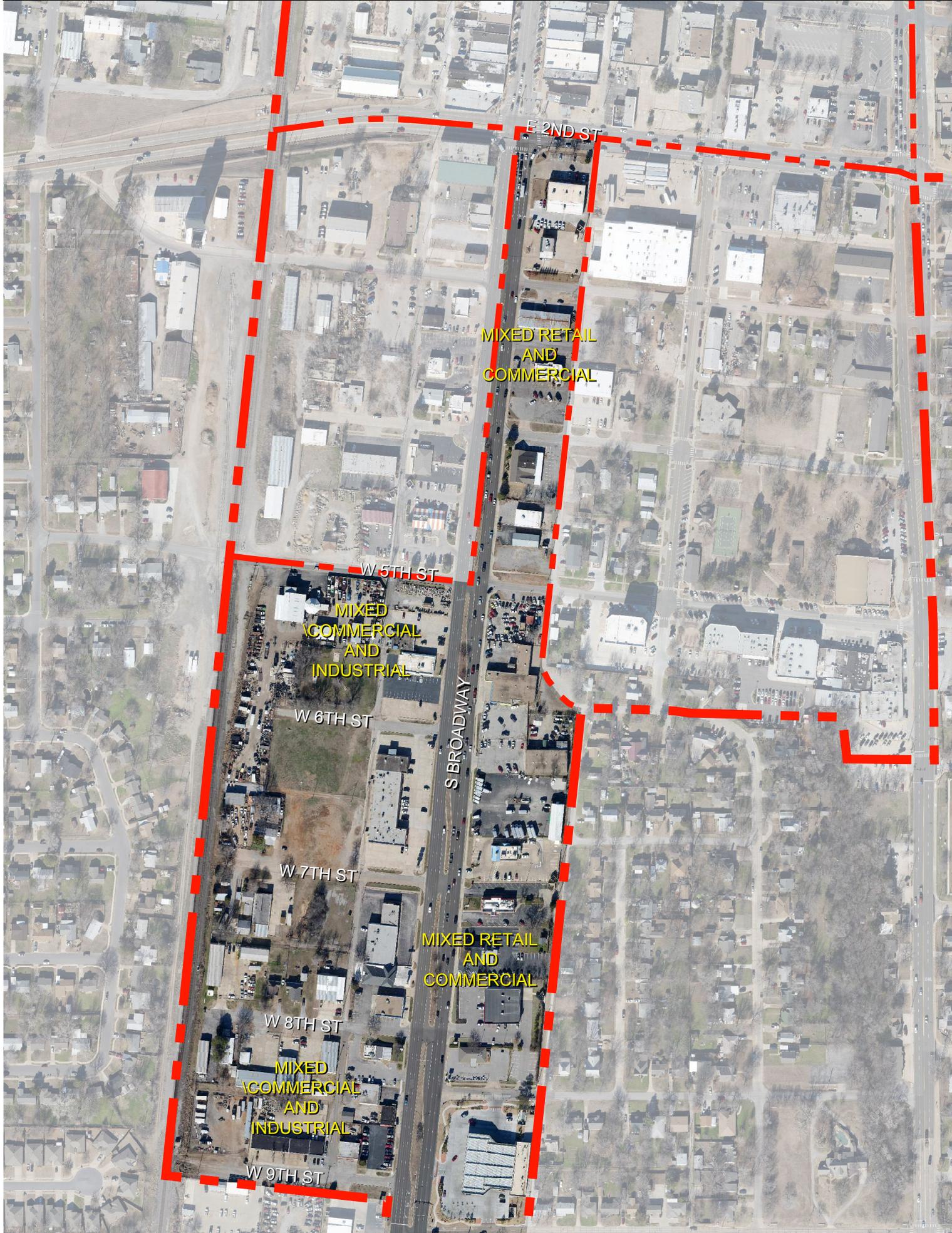
The Broadway 66 sub area is approximately 38.3 acres and is defined by the rail corridor to the west, 9th Street to the south, W 5th Street to the north (west of S Broadway), E 2nd Street to the north (east of S Broadway) and the eastern border is the north/south alley west of Littler Avenue. The sub 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.



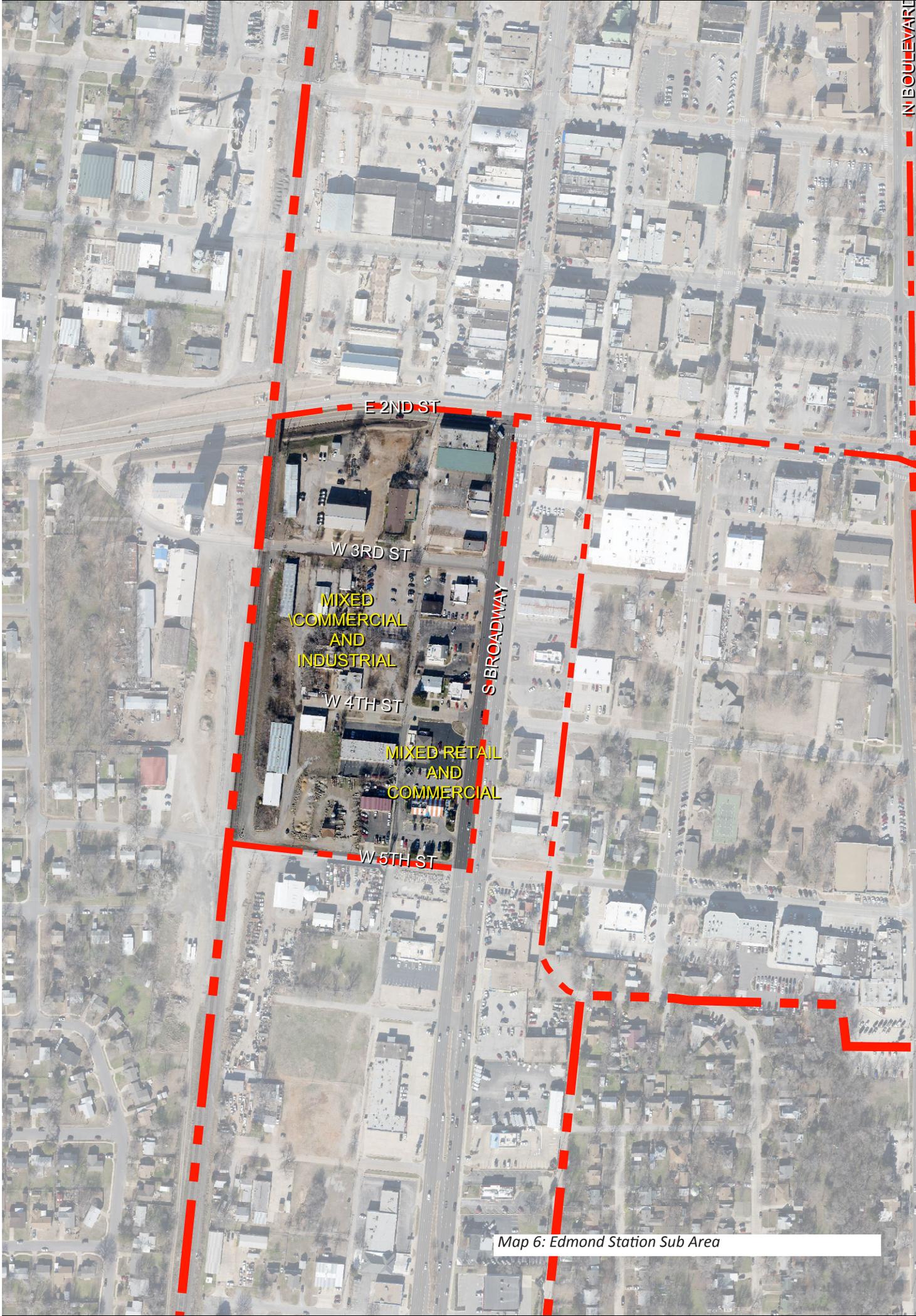
Map 5: Broadway 66 Sub Area

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.

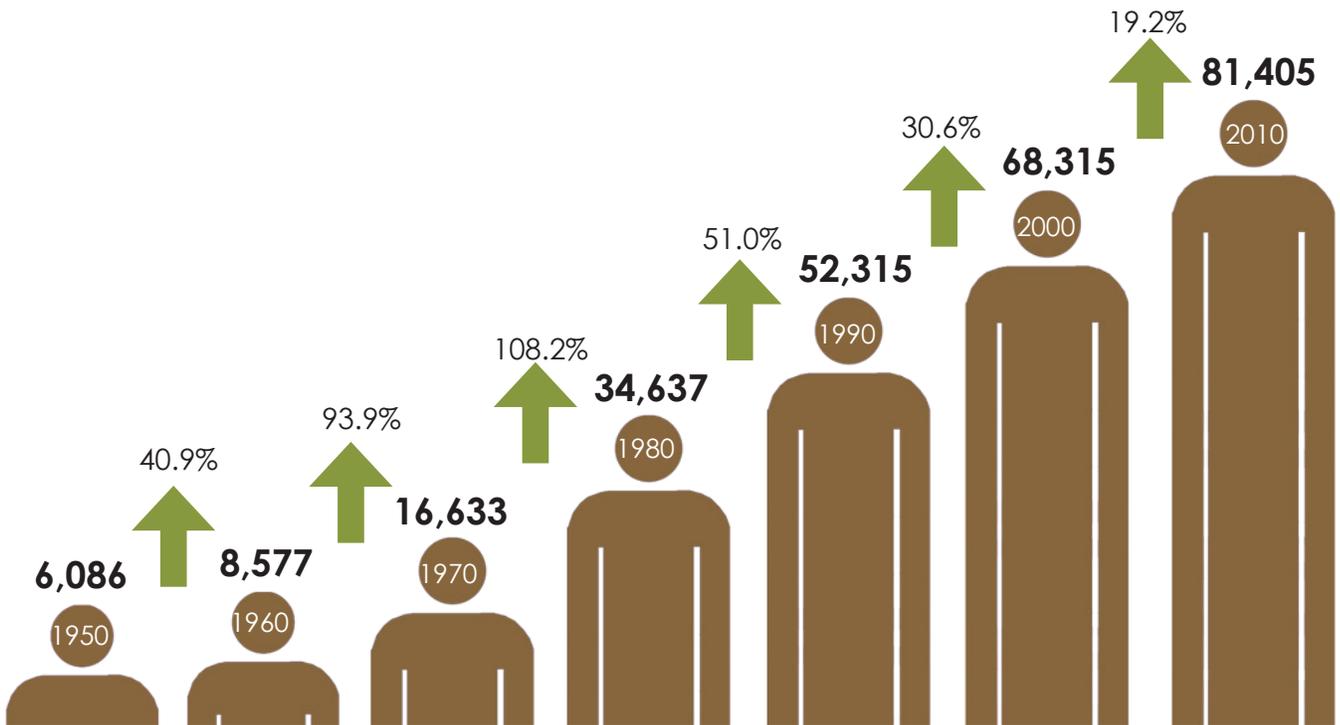


Figure 2: Historic Populations

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.

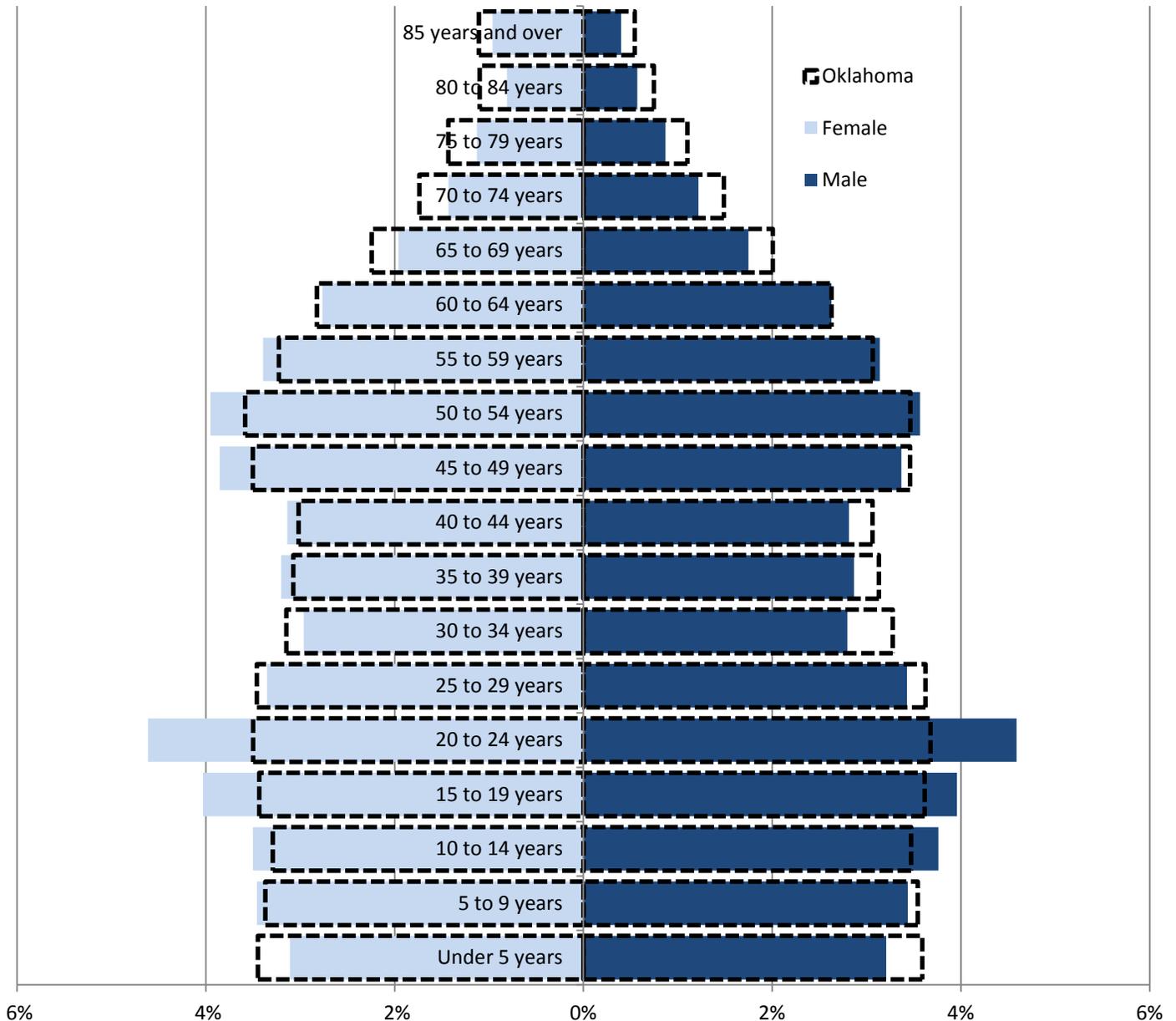


Figure 3: Age Distribution
Source U.S. Census 2010

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		

Source: U.S. Census 2000, 2010

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.

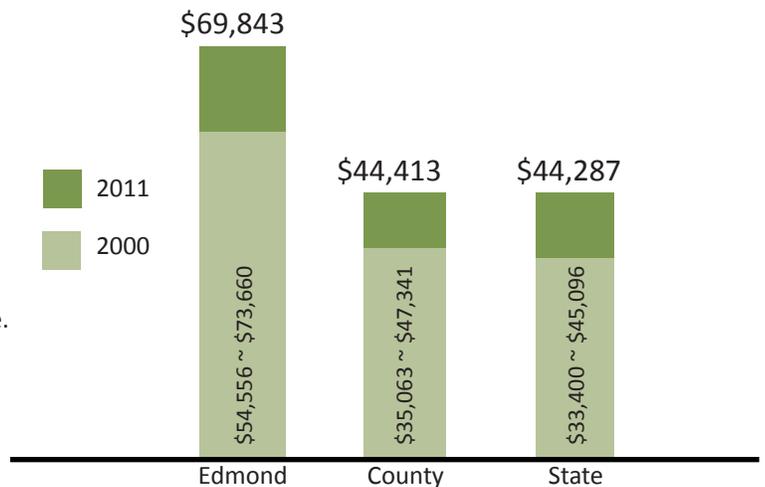


Figure 4: Income
Source: U.S. Census 2000, 2010

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.

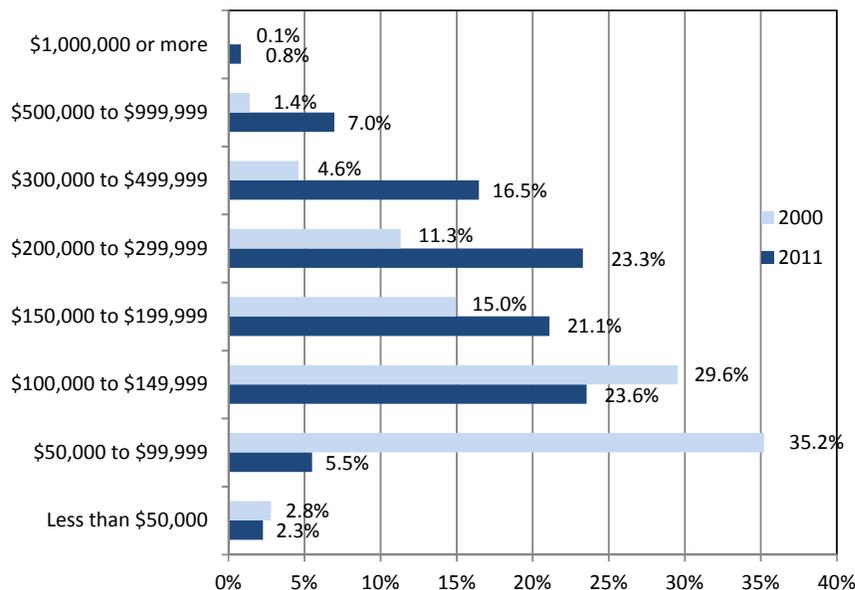


Figure 5: Home Values

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

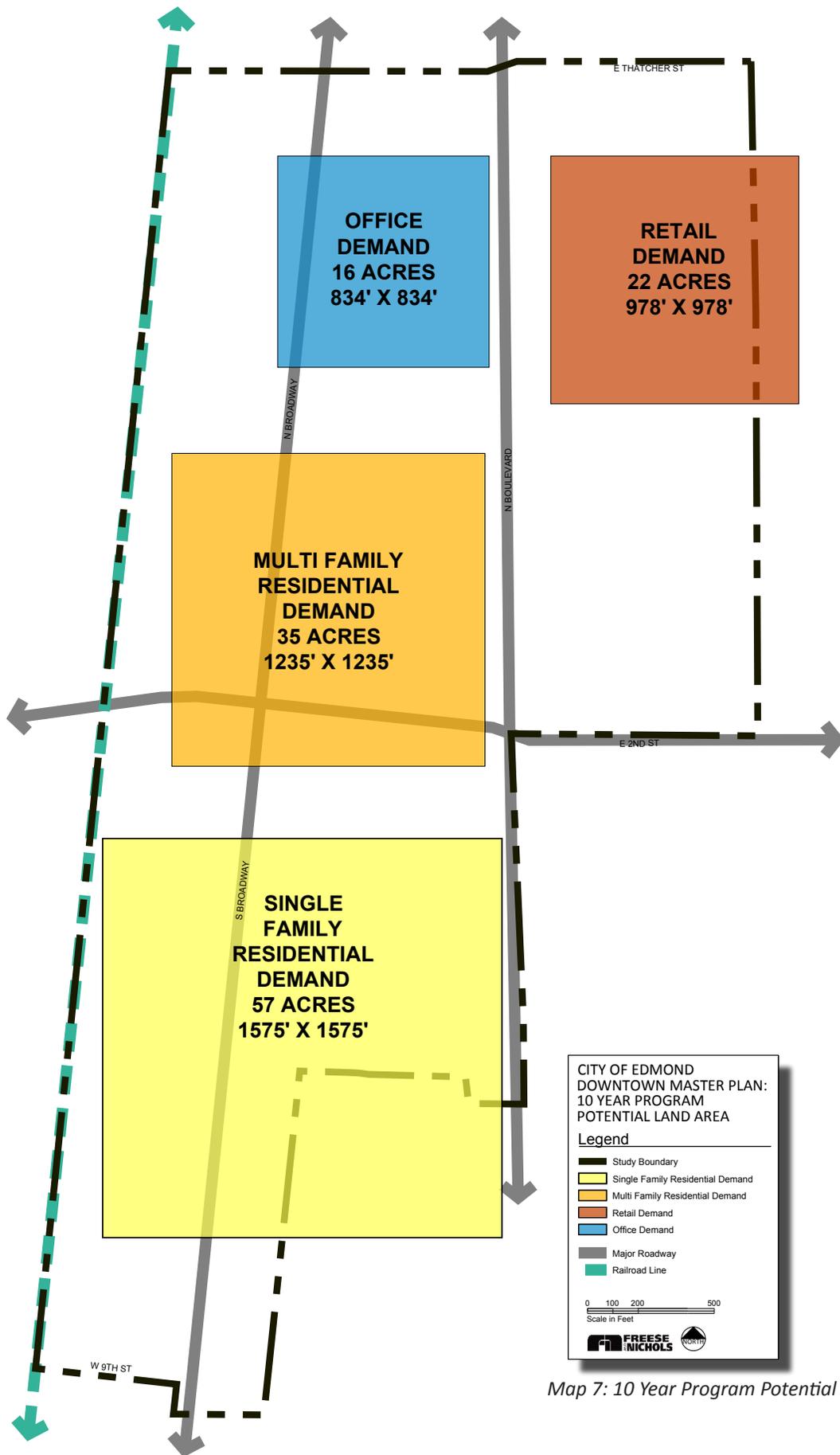
Retail: 207,500 SF current retail demand and 32,500 SF additional demand over 10 years, totaling 230,000 SF.

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

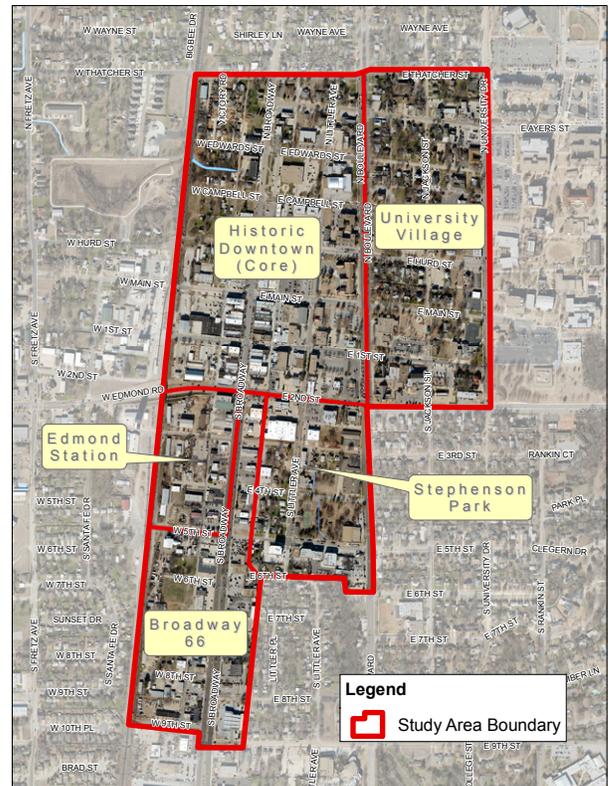
Utilizing the projected 10 year household growth within the trade area of 5,126 households, and applying area renter-occupied housing percentages and a 40% capture rate, we believe there is demand for 445 multifamily units within the downtown area over the next 10 years. We encourage this to occur in 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.

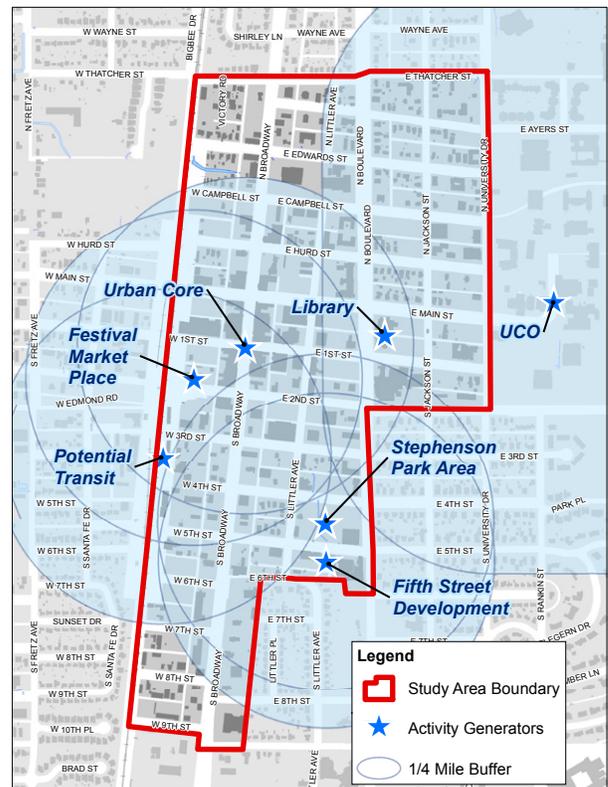


Map 9: Sub Areas

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.

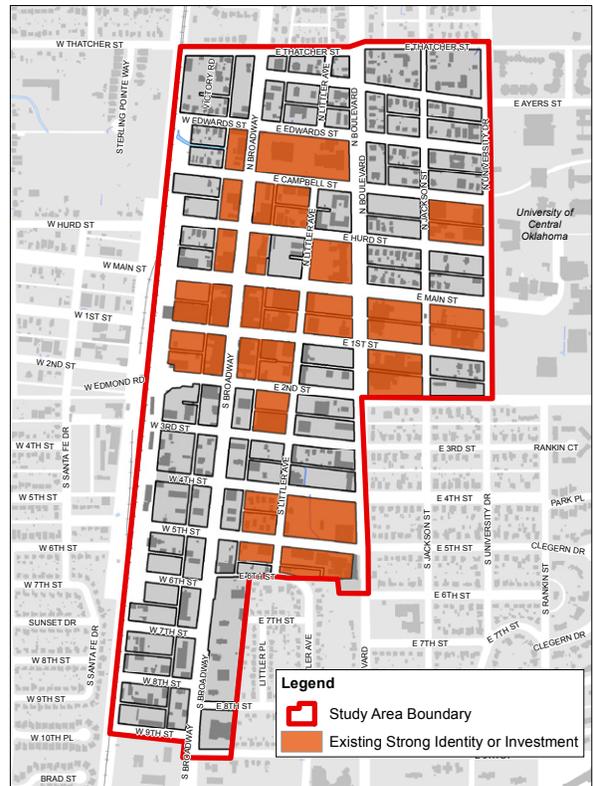
The activity generators are scattered, but most are within a five minute walk to one another. If properly connected, these anchors could create a sequence of special events, adding to Downtown’s walkability. The majority of the area south of 1st Street to 5th Street is within a five minute walk to Stephenson 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

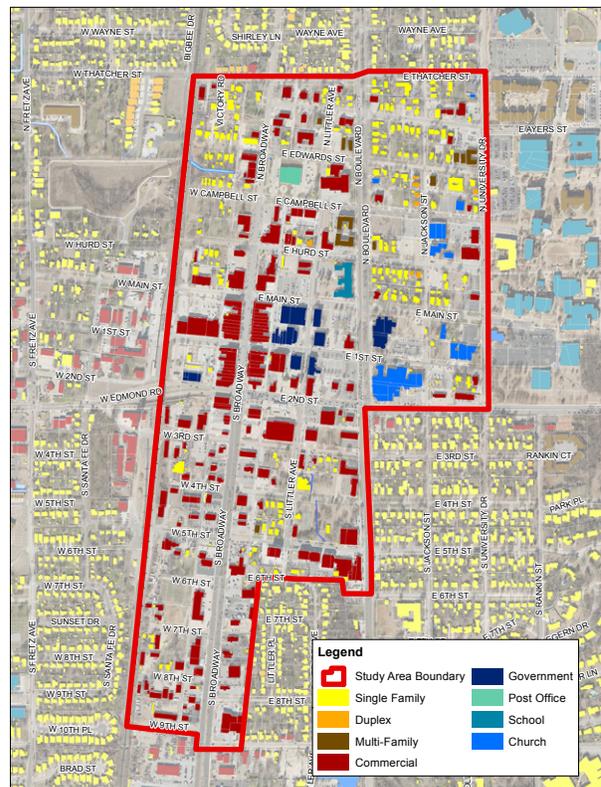
Blocks identified in orange have the strongest existing identity and investment based on current conditions. Examples of this include the Post Office, the urban core, Stephenson Park and churches. These blocks have memorable structures or uses that greatly add to the downtown perception. These areas 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.

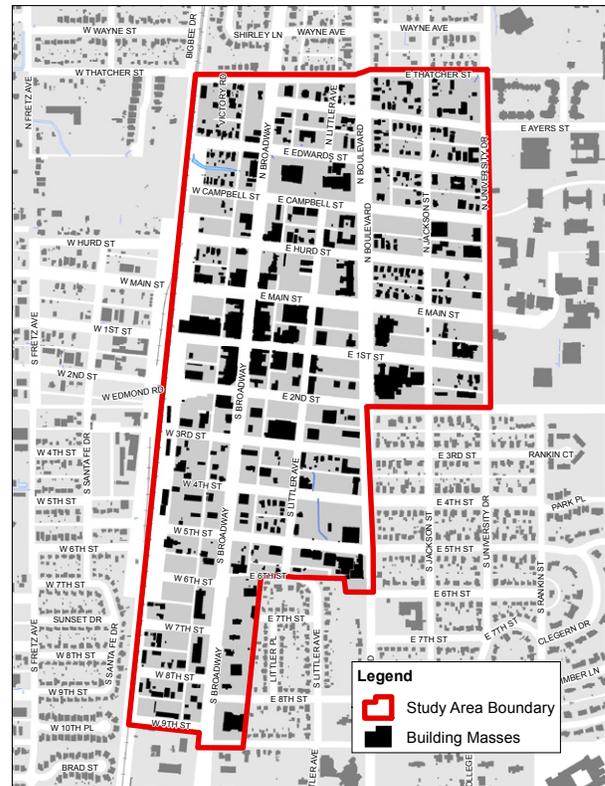


Map 12: Existing Land Use

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.

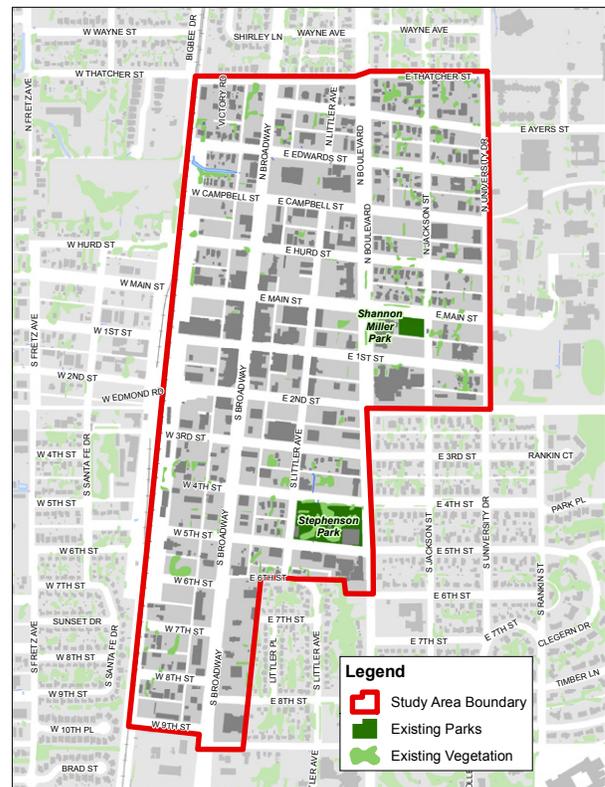
In contrast, most of the downtown area has limited urban forms and are concentrations of single-use sites and auto-oriented developments. In this scenario, areas are separated by open expanse or parking lots and urban forms do not hold up well and are not seen as a unified development pattern.



Map 13: Urban Building Form

NATURAL AMENITIES

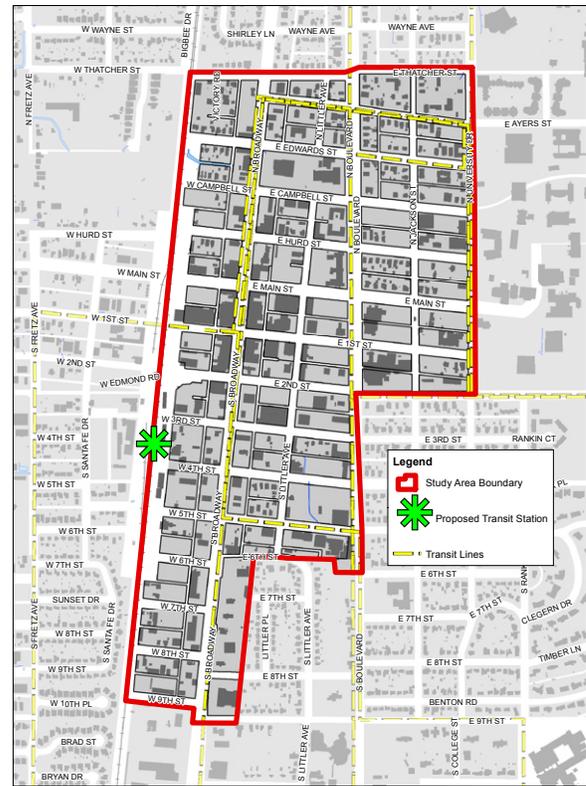
This green space assessment identifies existing improved open spaces and significant vegetation or tree coverage that exists in the blocks presently. As illustrated, existing green space in Downtown is very limited. New green amenities should be anticipated with new development to create new animated 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

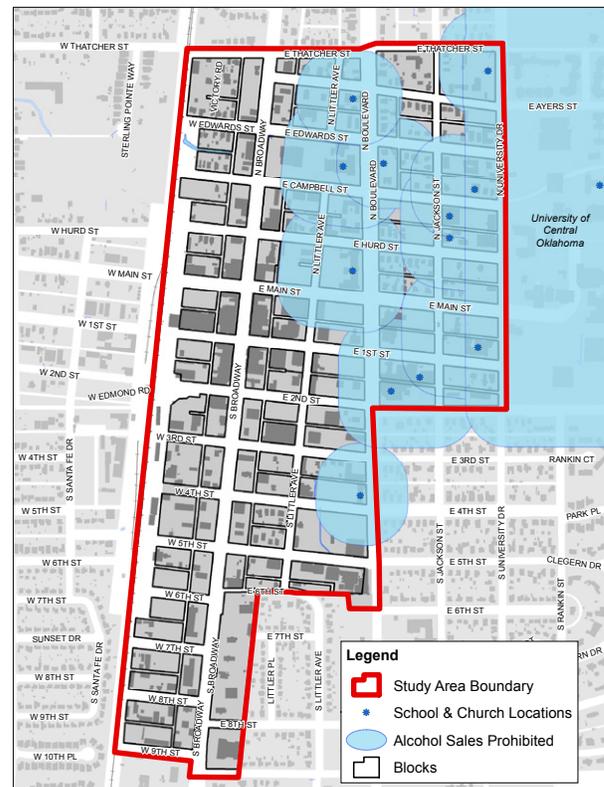
The proposed transit station location south of W Edmond Road is within a five minute walk to the historic core and Stephenson Park. Future transit-ready development should be considered near this stop. Additional assessment is needed to determine bus transfer and locations.



Map 17: Transit Framework

ALCOHOL SALES LIMITS

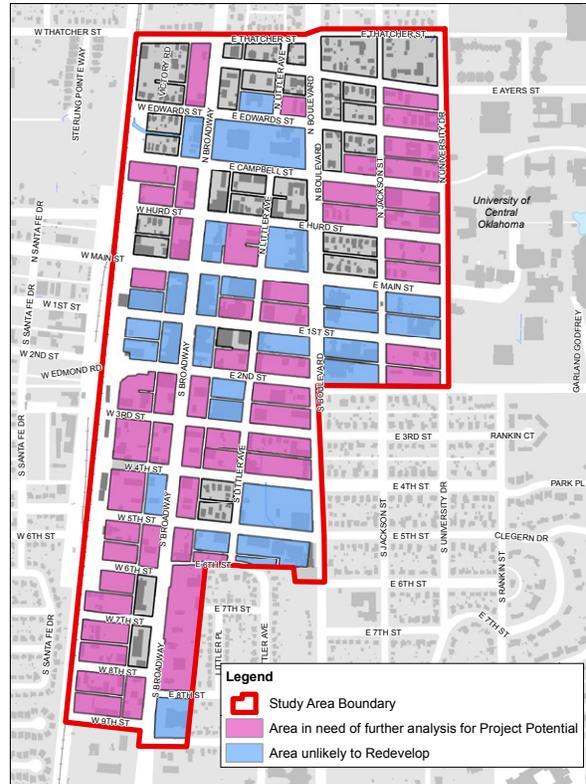
The Alcohol Sales Limits illustrates potential areas restricted by Type I alcohol sales. The University Village sub area has several schools and churches that restrict Type I alcohol sales, measured as a 300 feet setback from the protected property line to the nearest exterior wall of the subject alcohol 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

OPPORTUNITY BLOCKS

The Opportunity Blocks map identifies area based on a pure planning-lenses-only assessment and is not influenced by market trends or opportunities. With that said, blocks shown in pink are areas that reflect sites that should be further analyzed for project potential. Project potential refers to near full block development scenarios, i.e. mixed use housing covering an entire or nearly entire city block. Blocks shown in blue are areas that reflect sites unlikely to redevelop due to new development, perceived development challenges, existing investments and/or existing uses. The opportunity block assessment is not an absolute. Rather, it is simply a starting point to identify locations for programming strategies associated with redevelopment or renovations on other blocks.

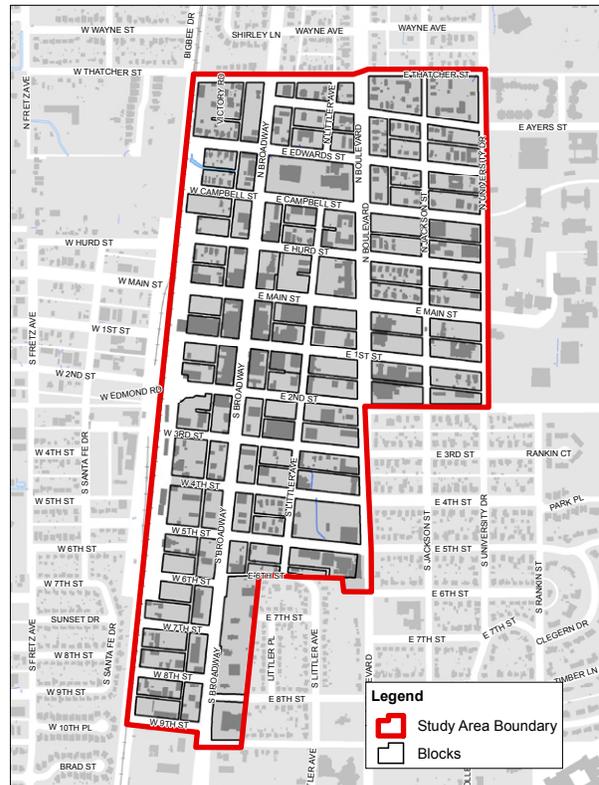


Map 19: Opportunity Blocks

THE MARKET LENSES

REAL ESTATE FRAMEWORK

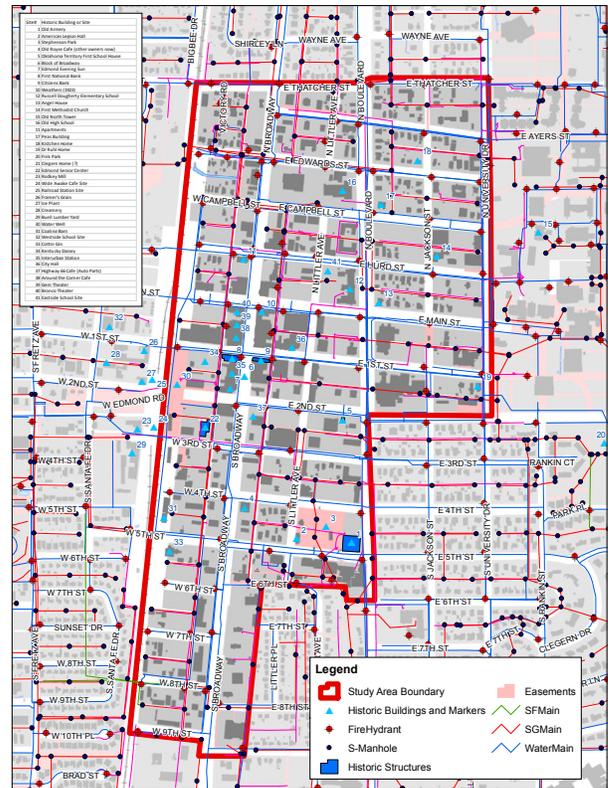
The real estate framework for new investment is based on the existing blocks. The study area's existing blocks are fairly small by today's development standards. With that, the block layout and sizes are set but do define the physical real estate potential. Generally, smaller blocks create downtown development scenarios such as low density or higher development cost, but rarely both. Smaller blocks are more costly to develop because in a higher density scenario, they generally require structured parking. As such, the rent prices within the study area do not currently justify the creation of structured parking unless considering an institutional use or other partnerships.



Map 20: Real Estate Framework

PROPERTY ENCUMBRANCES

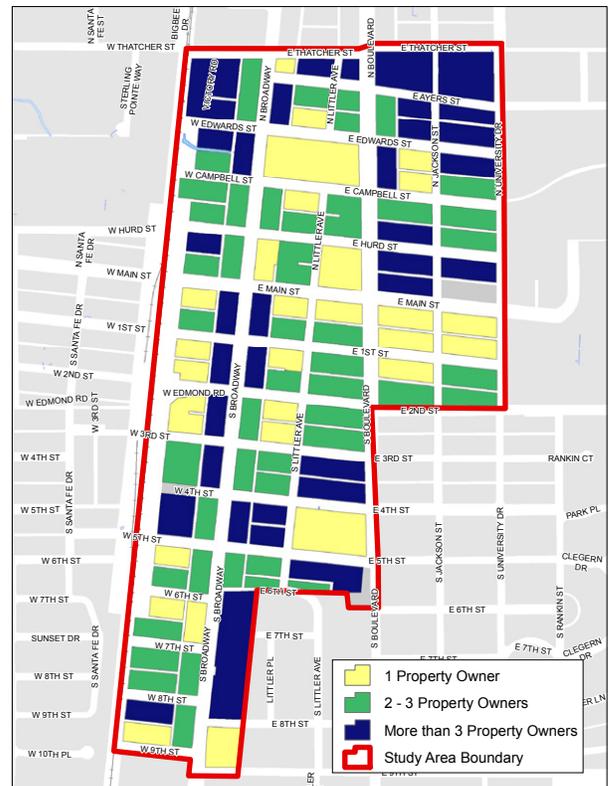
Because this is an older area, there are many property encumbrances on each block. This includes elements such as alleys, easements, utilities and historic structures. This impacts the developer's ability to assemble large tracts. This condition may likely direct new investment to smaller, incremental 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

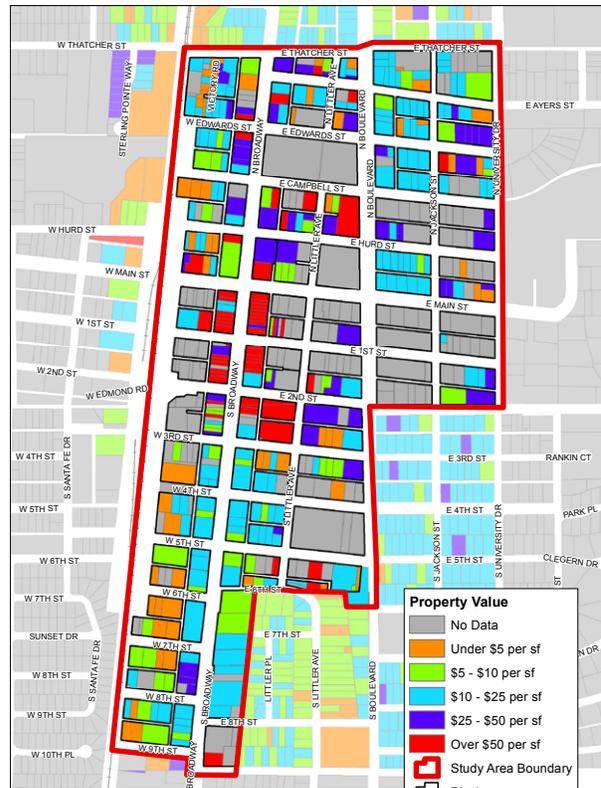
VALUE ASSESSMENTS

The Value Assessments map is one of the most important maps for development and is based on the County’s tax assessments. The values shown are price per square foot and do not represent market values or the owners’ expectations. Blocks shown in gray are properties with tax exemptions; however, if converted to tax-generating property, would be based on market comparable. The gray area makes up a large portion of the study area and thus the overall study area is underperforming from a pure tax generation standpoint.

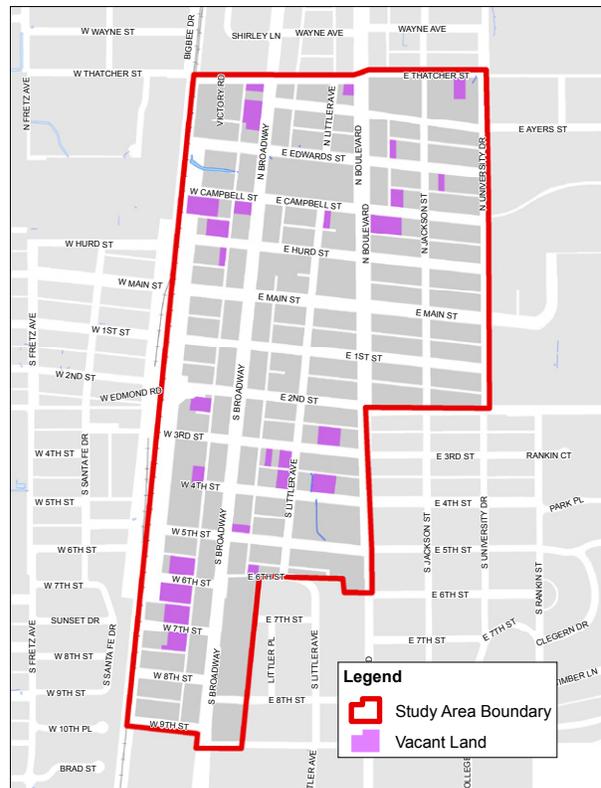
The orange, green and teal areas are more likely land value situations where new development could occur. Areas shown in dark blue and red are where the cost of development entry is likely too high for most uses or could not support enough density, thus driving development cost. Again, these are not absolutes but rather general observations. While no one would suggest redeveloping the historic core, as expected its land values are the highest in the study area. While the historic core’s land values do not support new development on entire blocks, there is development potential adjacent to the historic core based solely on the value assessment map. These land values and the difficulty of assembly are the greatest challenges for a development deal in Downtown Edmond.

VACANT LANDS

Of the 132 acres outside the right of way areas, 10.5 acres are vacant lands or 7.9 percent of the total study area. Because of the limited greenfields, future developments will likely require removal or redevelopment of existing structures.



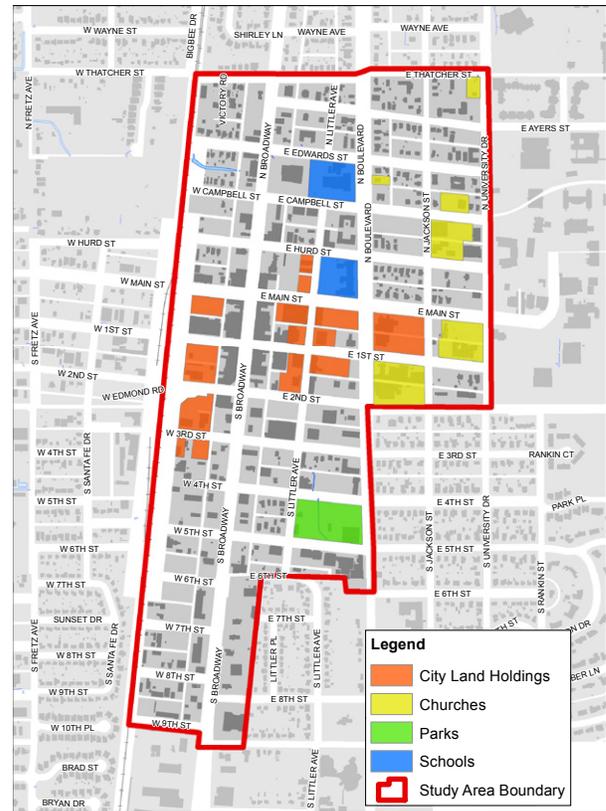
Map 23: Value Assessments



Map 24: Vacant Lands

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.

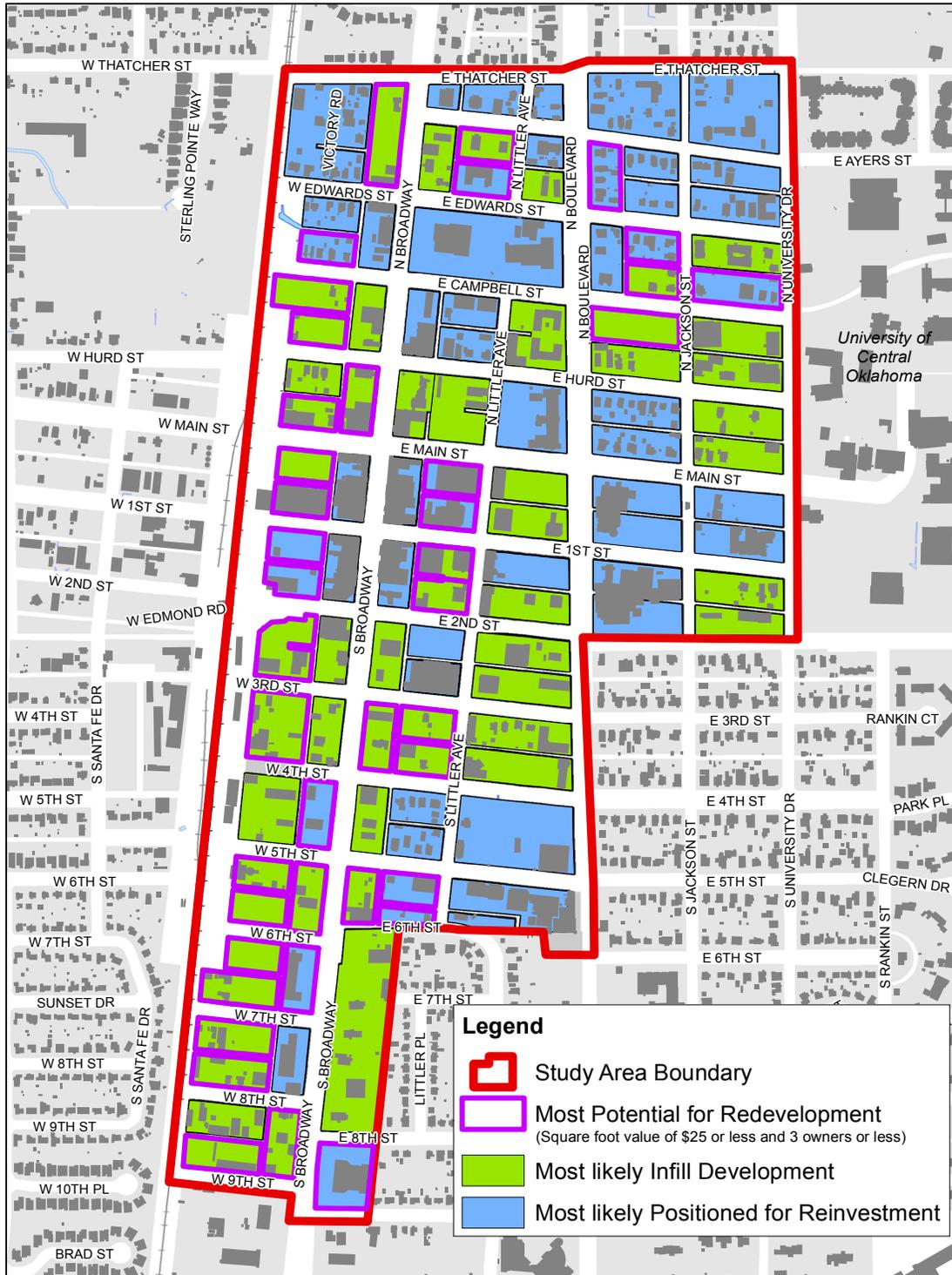
These pockets of infill potential could be developed to help better define sub areas. For example, the green area defined around Stephenson Park could be redeveloped to help create urban forms and development patterns that begin to link the recently developed 5th Street mixed use area with E 2nd Street 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

COMPOSITE ASSESSMENT

The Composite Assessment map takes the Infill and Reinvestment map a step further and identifies areas with the most potential for redevelopment. These newly defined zones, shown with a purple outline, identify blocks and half blocks with less than \$25 per square foot value and with 3 or less property owners. The areas with the purple outline are the starting points to begin a more detailed programming and site design. The assessments associated with this map are a starting point only. They do not provide absolutes for investment but rather an assembly of assumptions to begin further assessment for catalyst projects.



Map 27: Composite Assessment

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.

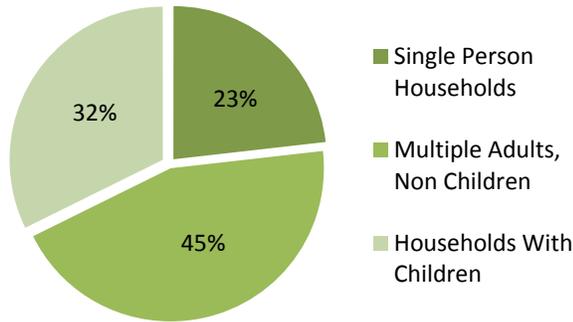


Figure 6: Edmond House Characteristics

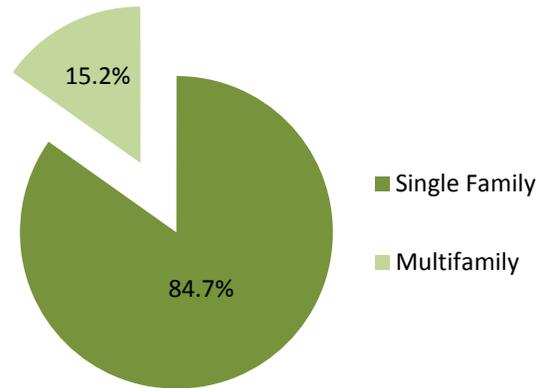


Figure 7: Edmond Residential Home Types

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.



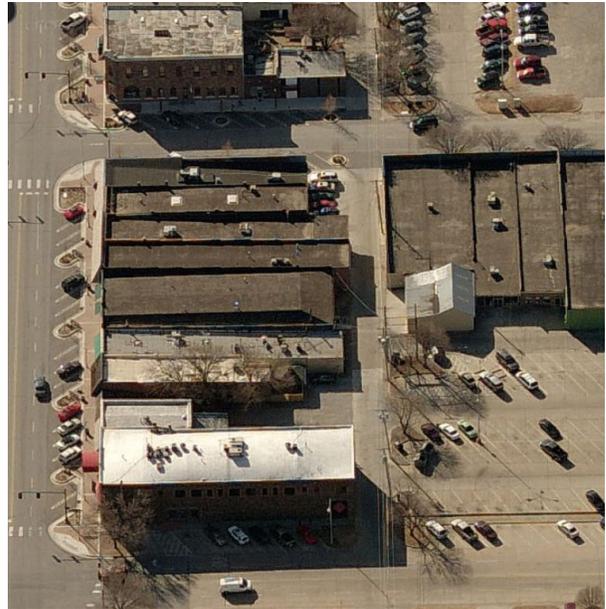
5. ADDRESSING BARRIERS TO DEVELOPMENT

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

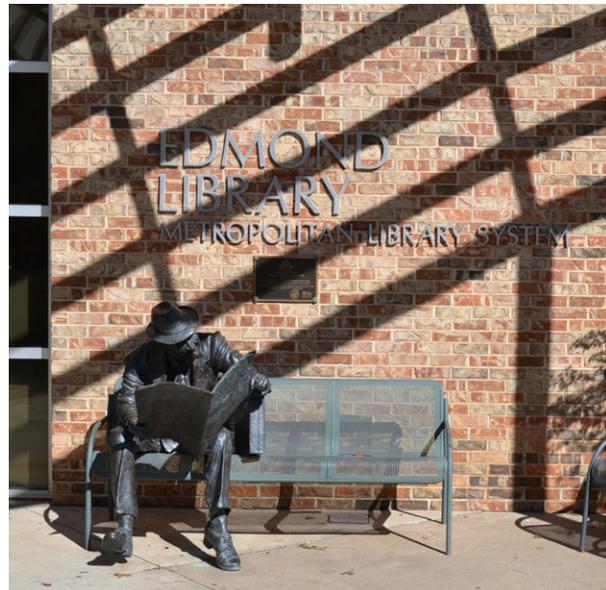
If the goal is to redevelop Downtown and to create a walkable environment, then parking cannot continue to dominate surface uses. In addition, especially within or near the existing historic core, parking cannot dominate development patterns and dictate urban form. This is not to say convenient access 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

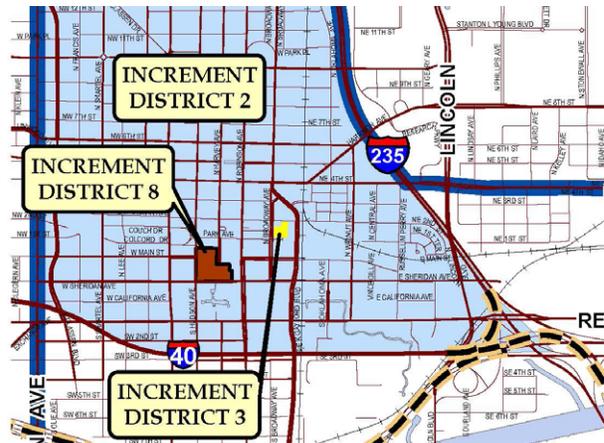
7. CONTINUING TO ENHANCING DOWNTOWN'S CHARACTER AND IDENTITY

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.

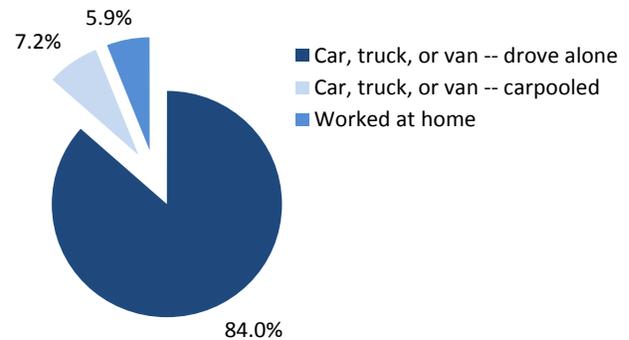
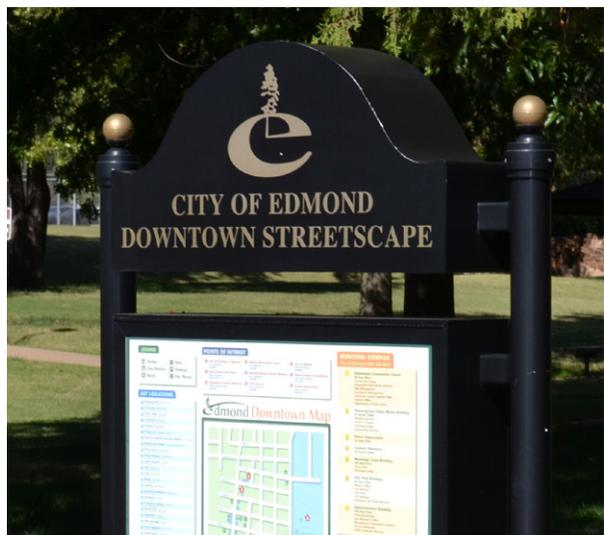


Figure 8: Edmond Commute

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.

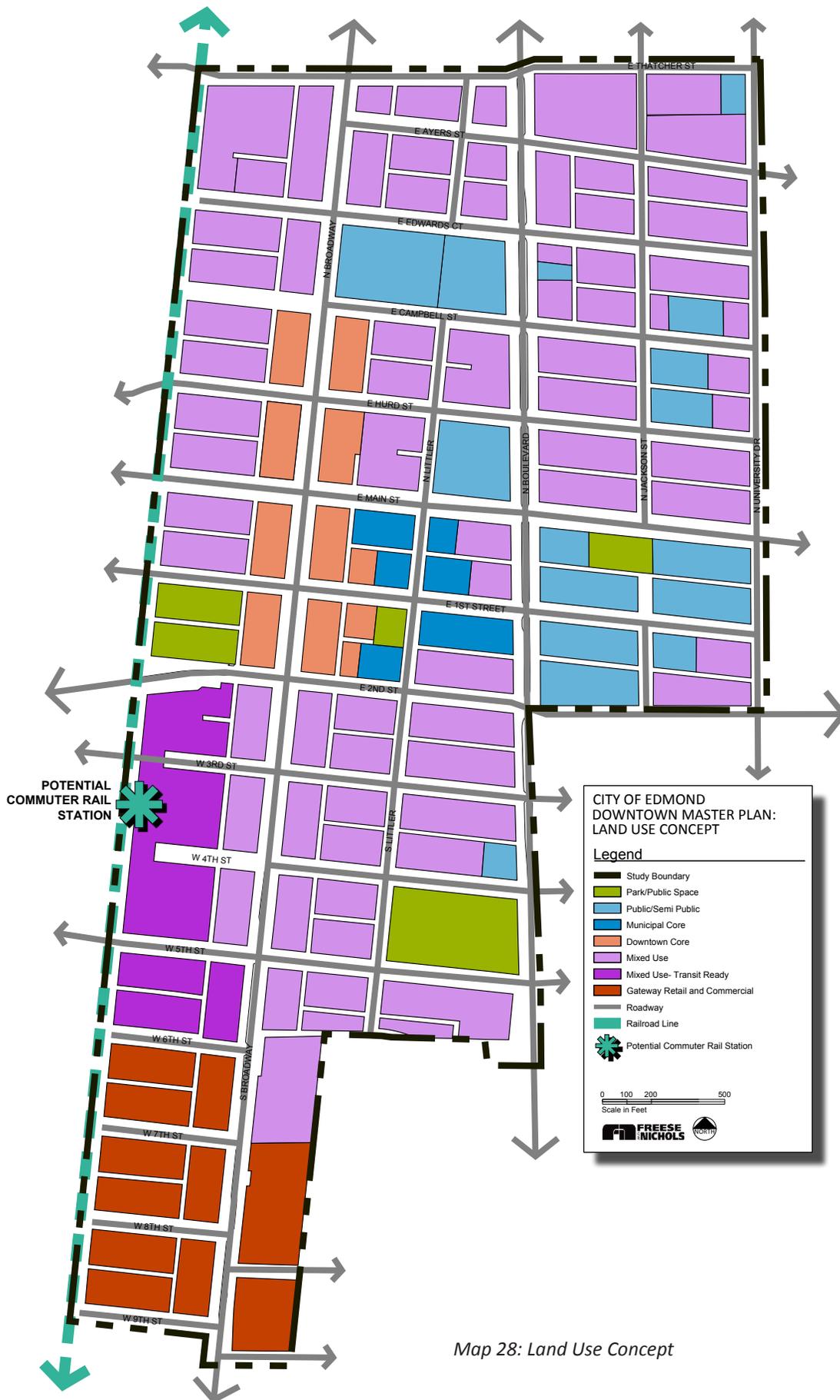
LAND USE CATEGORIES AND ASSOCIATED FORMS

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

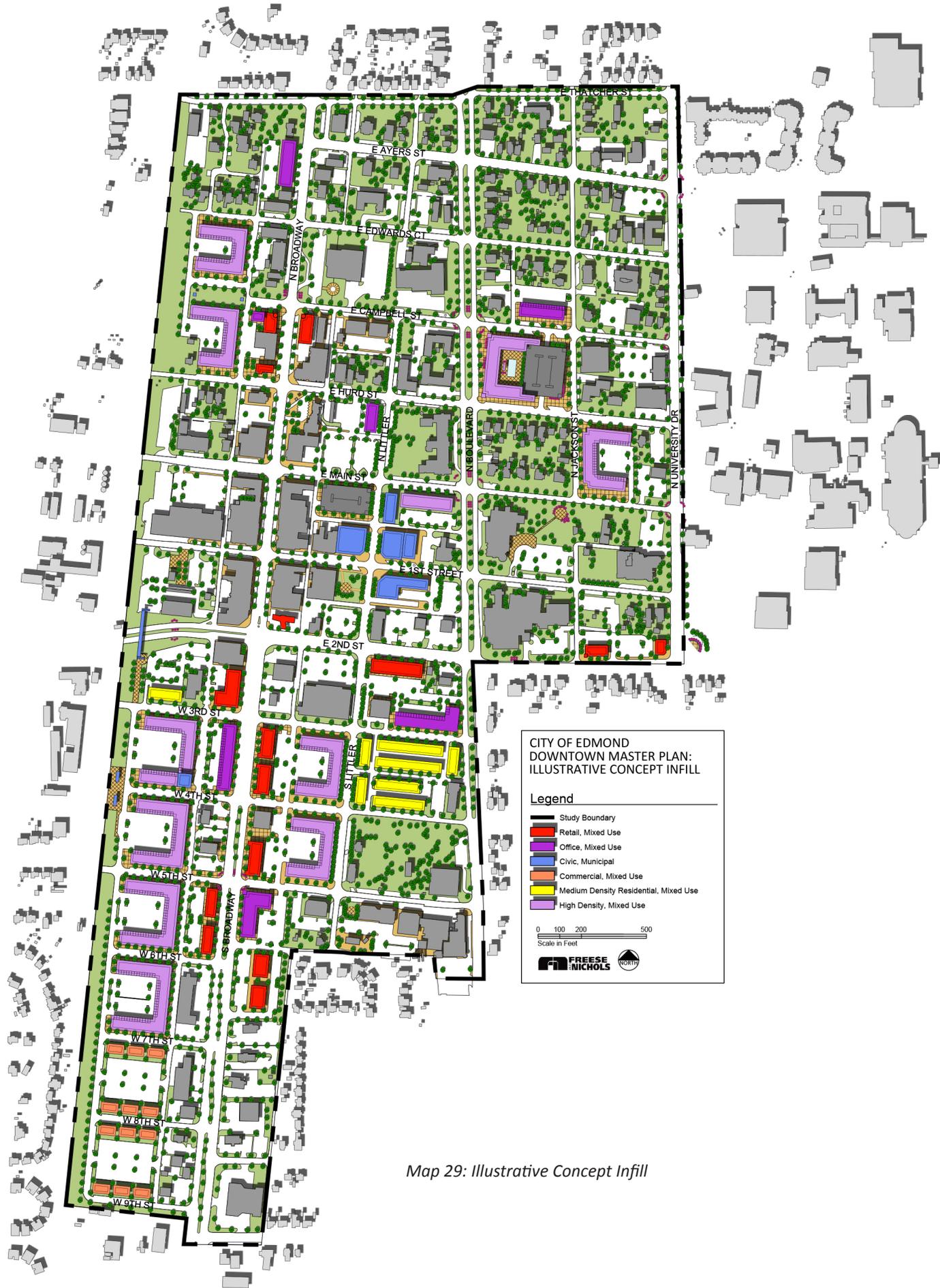
	<p>Land Uses</p>	<p>This land use designation is intended for a variety of retail and restaurant uses along Broadway with light commercial uses located behind the retail frontage. Examples of light commercial include auto services. Limited light manufacturing could be included.</p>
	<p>Building Types</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