

# MASTER PLAN

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



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

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

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

# CATALYST PROJECTS

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

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

## Catalyst Projects

### *Block A*

#### *Mixed Use Residential Infill:*

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

### *Block B*

#### *University Related Housing & Shared Parking Garage for Existing Church:*

- 160 Units

### *Block C*

#### *University Related Retail:*

- 6,000 SF Retail/Restaurants

### *Block D*

#### *Retail and Loft Office Development*

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

### *Block E*

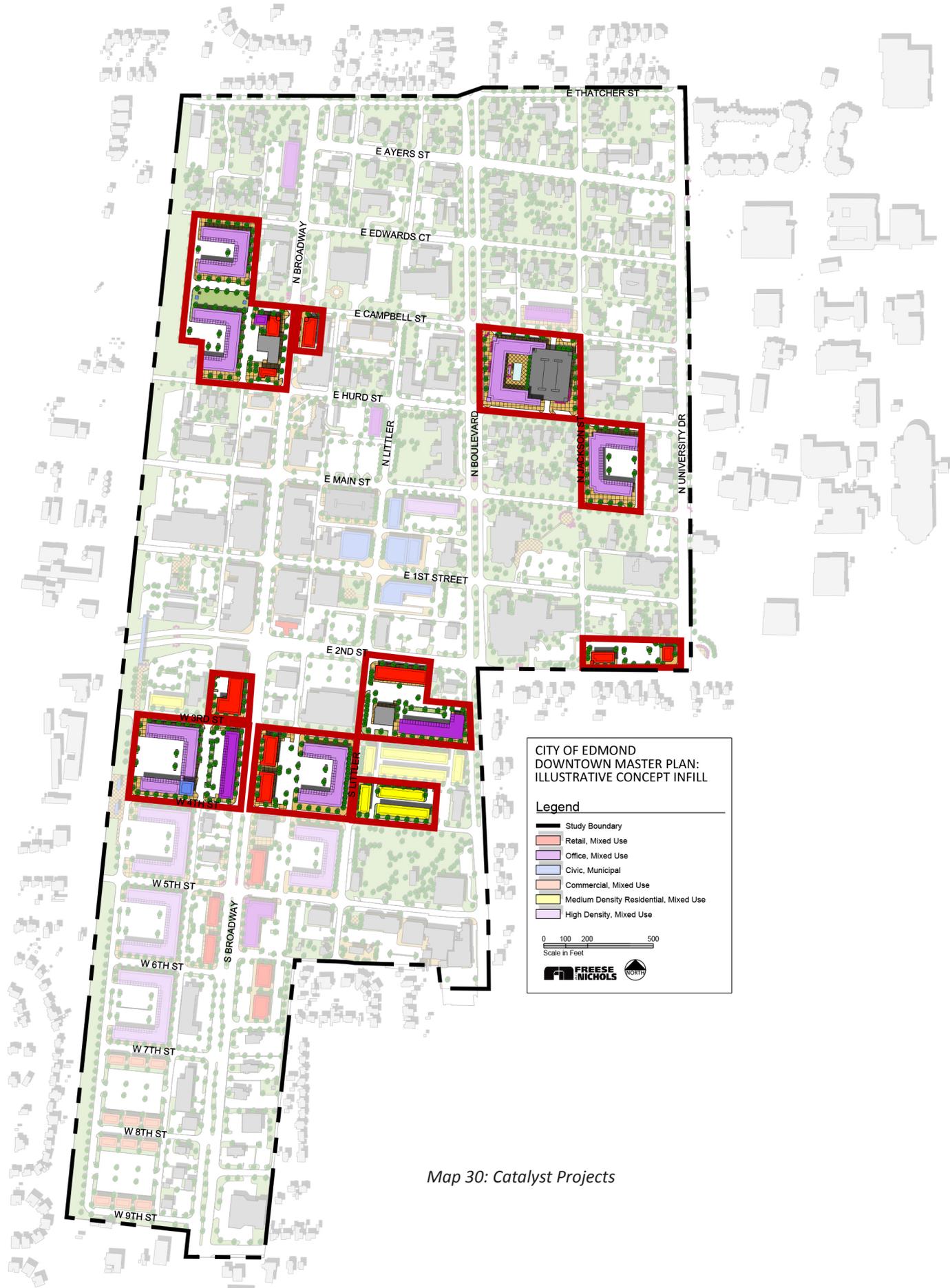
#### *Mixed Use Infill Development:*

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

### *Block F*

#### *Mixed Use Residential Development:*

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



CITY OF EDMOND  
DOWNTOWN MASTER PLAN:  
ILLUSTRATIVE CONCEPT INFILL

**Legend**

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

0 100 200 500  
Scale in Feet

**FRESE NICHOLS** **WORITZ**

Map 30: Catalyst Projects

## BLOCK A- MIXED USE RESIDENTIAL INFILL

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

### POTENTIAL PROGRAM ESTIMATE

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

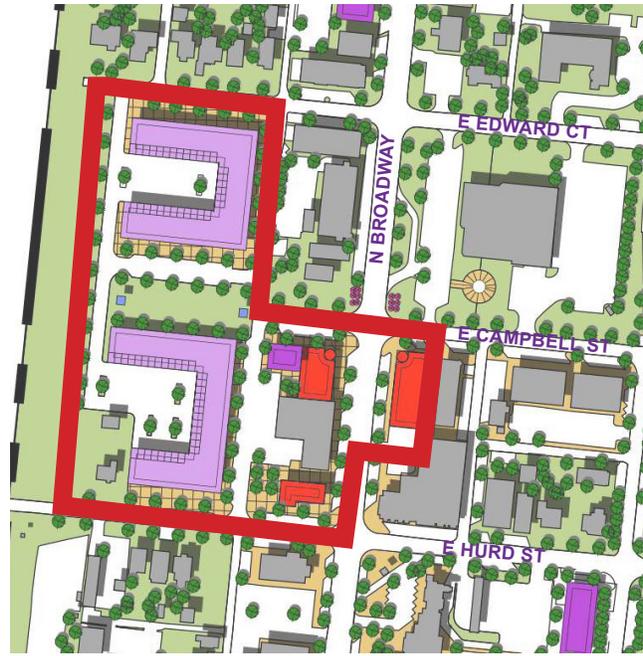


Figure 9: Block A

#### Legend

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



Source: Thompson Court, wikimedia



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

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

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

### POTENTIAL PROGRAM ESTIMATE

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

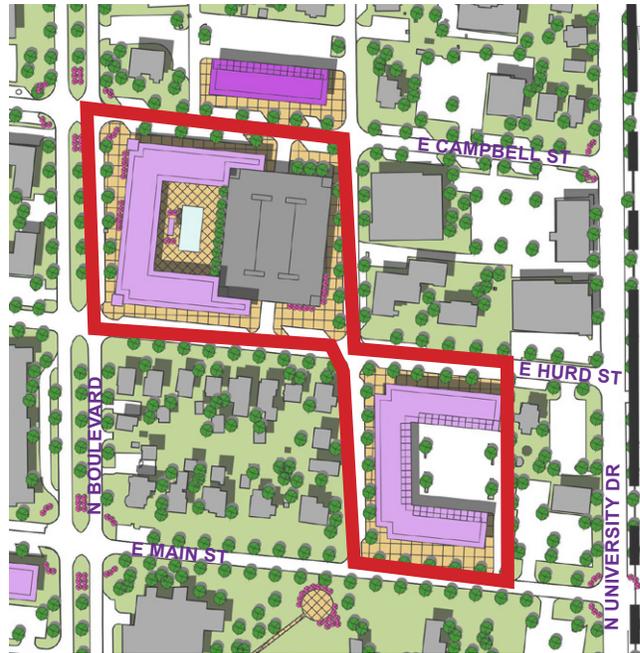


Figure 10: Block B

#### Legend

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



Source: The Triangle, Austin, Texas

## BLOCK C- UNIVERSITY RELATED RETAIL

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

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

### POTENTIAL PROGRAM ESTIMATE

- +/- 6,000 SF Retail / Restaurants

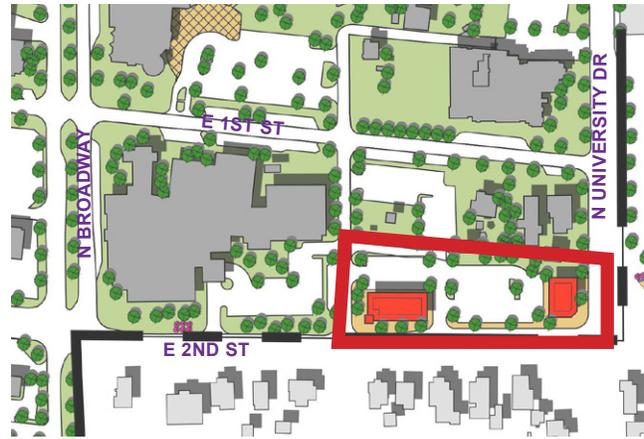


Figure 11: Block C

#### Legend

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



Source: Catalyst



## BLOCK D- RETAIL & LOFT OFFICE DEVELOPMENT

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

### POTENTIAL PROGRAM ESTIMATE

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

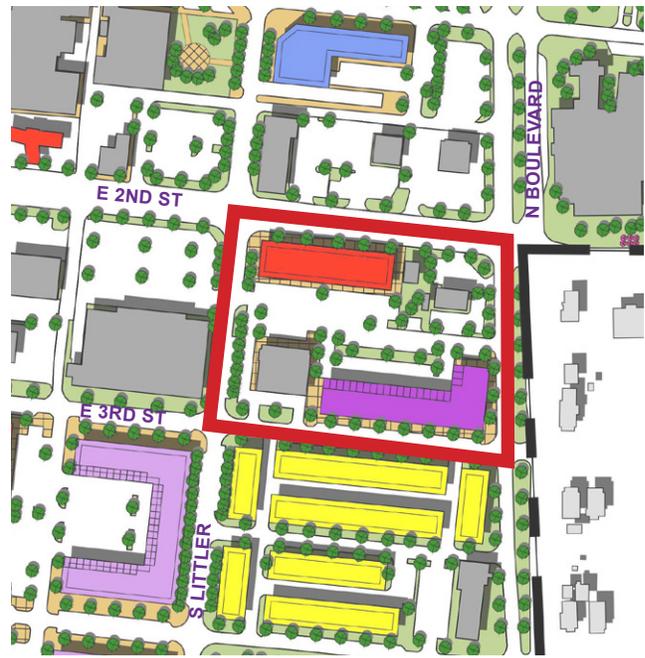


Figure 12: Block D

#### Legend

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



Source: Sun Trust Plaza, Winter Park, FL

## BLOCK E- MIXED USE INFILL NEAR FUTURE TRANSIT

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

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

### POTENTIAL PROGRAM ESTIMATE

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



Figure 13: Block E

#### Legend

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



Source: [www.thesource.metro.net](http://www.thesource.metro.net)

## BLOCK F- MIXED USE RESIDENTIAL DEVELOPMENT

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

### POTENTIAL PROGRAM ESTIMATE

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

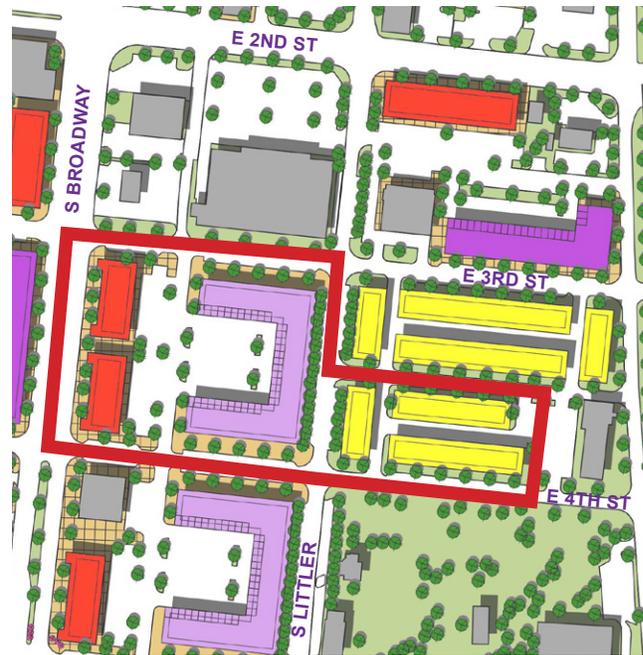


Figure 14: Block F

#### Legend

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



Source: RTKL



# ADDITIONAL PROJECT OPPORTUNITIES

## MIXED USE INFILL



Figure 15: Mixed Use Infill

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



## MIXED USE INFILL

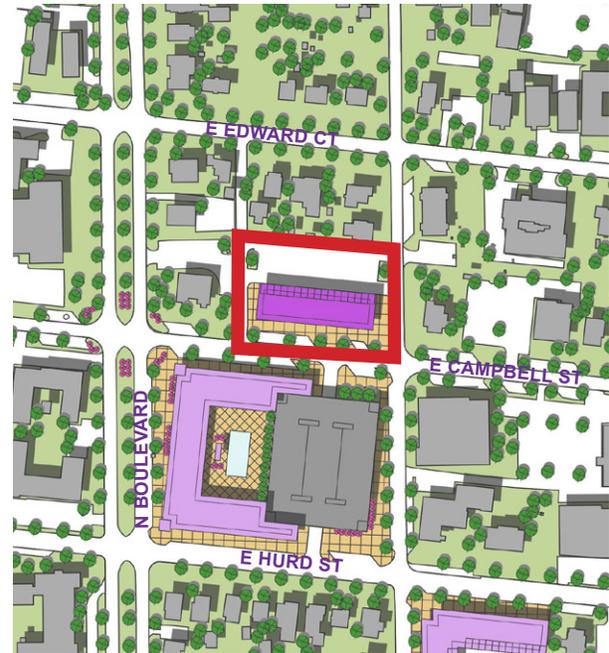
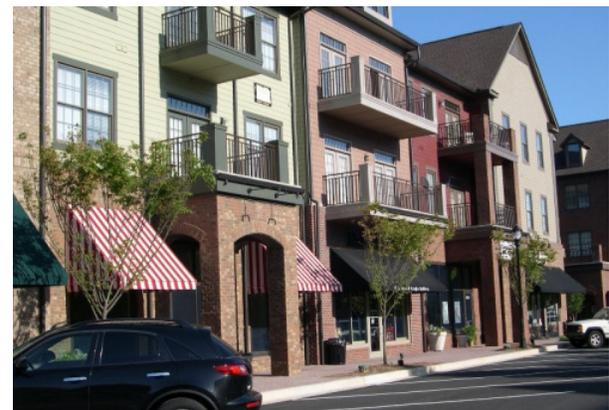


Figure 16: Mixed Use Infill

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



## PEDESTRIAN BRIDGE AND PARKING LOT



Figure 17: Office Infill, Garage and Plaza

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



## PARKING GARAGE

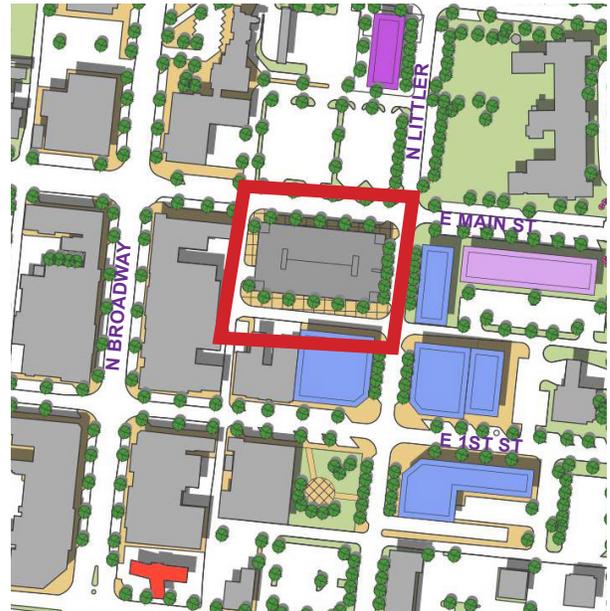


Figure 18: Garage

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



## RESIDENTIAL LOFTS



Figure 19: Residential Lofts

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



## DOWNTOWN RESTAURANT



Figure 20: Downtown Restaurant

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



## TOWNHOMES, ADDITIONAL PHASES

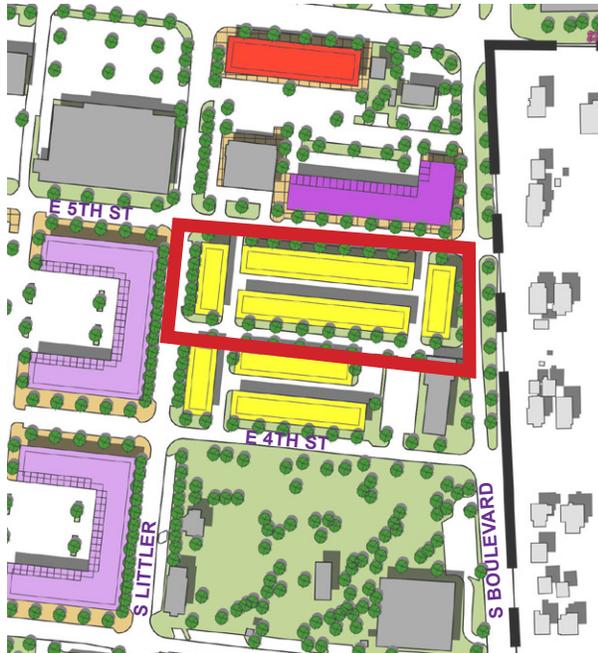


Figure 21: Townhomes, Additional Phases

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



## MIXED USE RESIDENTIAL, MIXED USE AND RETAIL INFILL

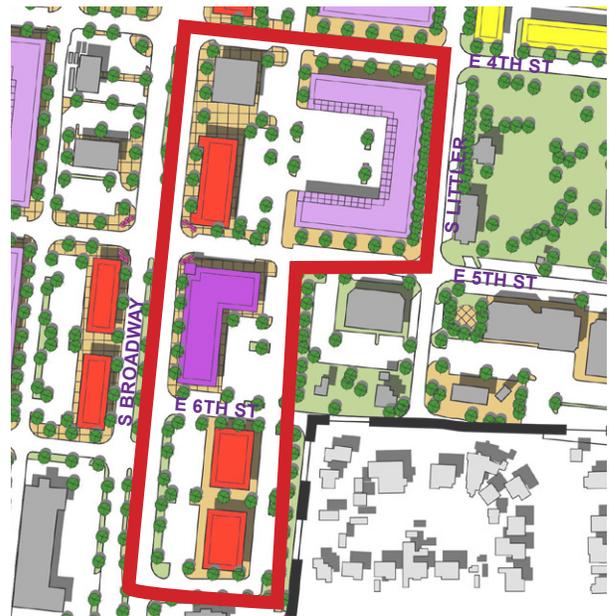


Figure 22: Mixed Use Residential, Mixed Use and Retail Infill

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



Source: NACTO

## MIXED USE RESIDENTIAL, RETAIL INFILL, COMMERCIAL FLEX SPACE



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

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

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



## PERFORMING ARTS CENTER

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



Source: InFocus

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

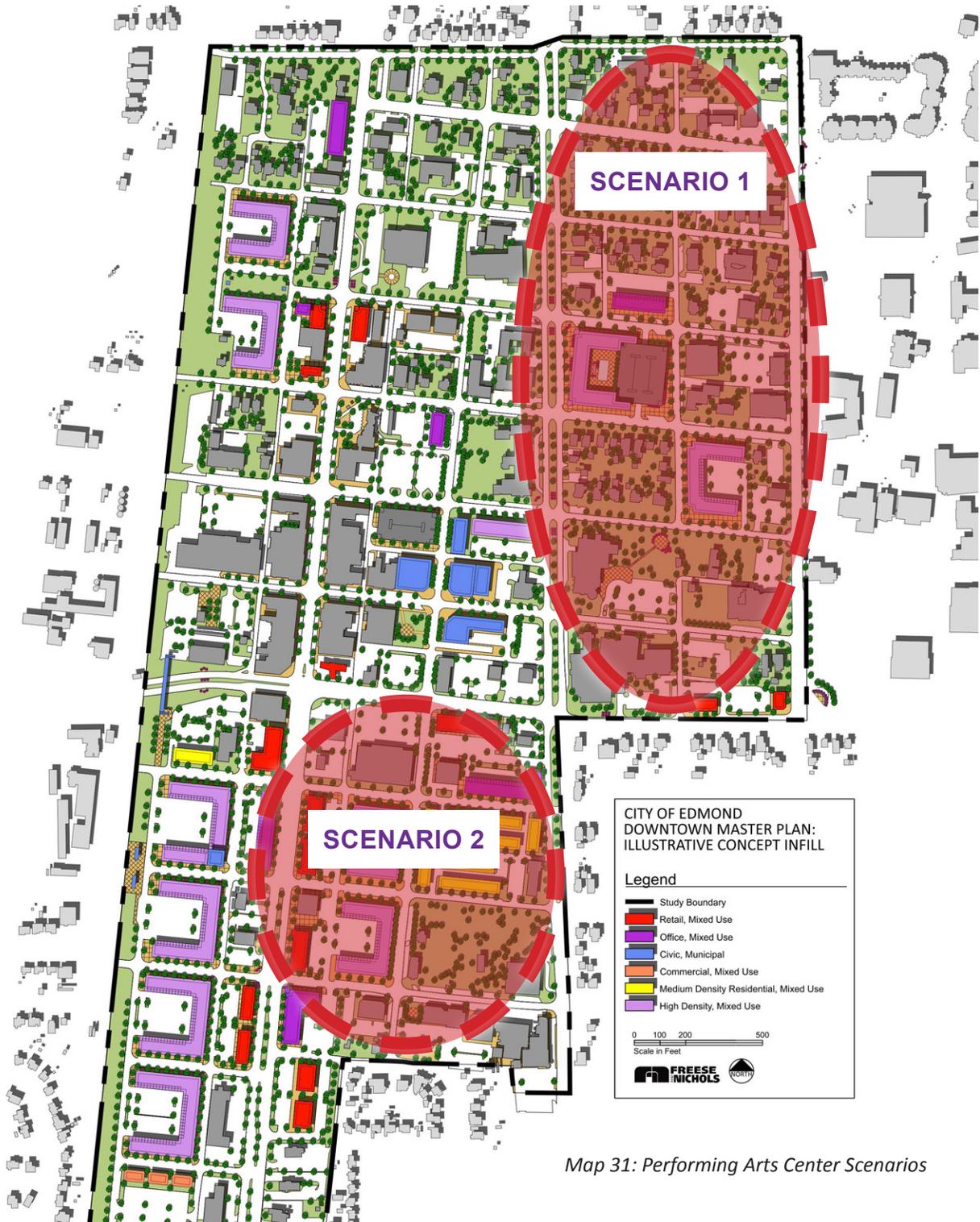
Facility parking needs will be immense and shared parking should be explored with existing users and new joint uses parking. Structured parking may offer a feasible option to meet parking demands, however cost will likely be the determining factor in parking facility types. In any case, it is not recommended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

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

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

## NEXT STEPS

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



Map 31: Performing Arts Center Scenarios

# 5

## TRANSPORTATION, CIRCULATION AND PARKING

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



EDMOND

Scraples

# 5 transportation circulation and parking

## BACKGROUND

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

## BROADWAY

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

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

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

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



## SECOND STREET

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

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



## BOULEVARD

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

## TRANSIT OPERATIONS

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



# PROJECTS: TRANSPORTATION AND CIRCULATION

## 2ND STREET AND 3RD STREET COUPLET

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

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

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

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

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

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

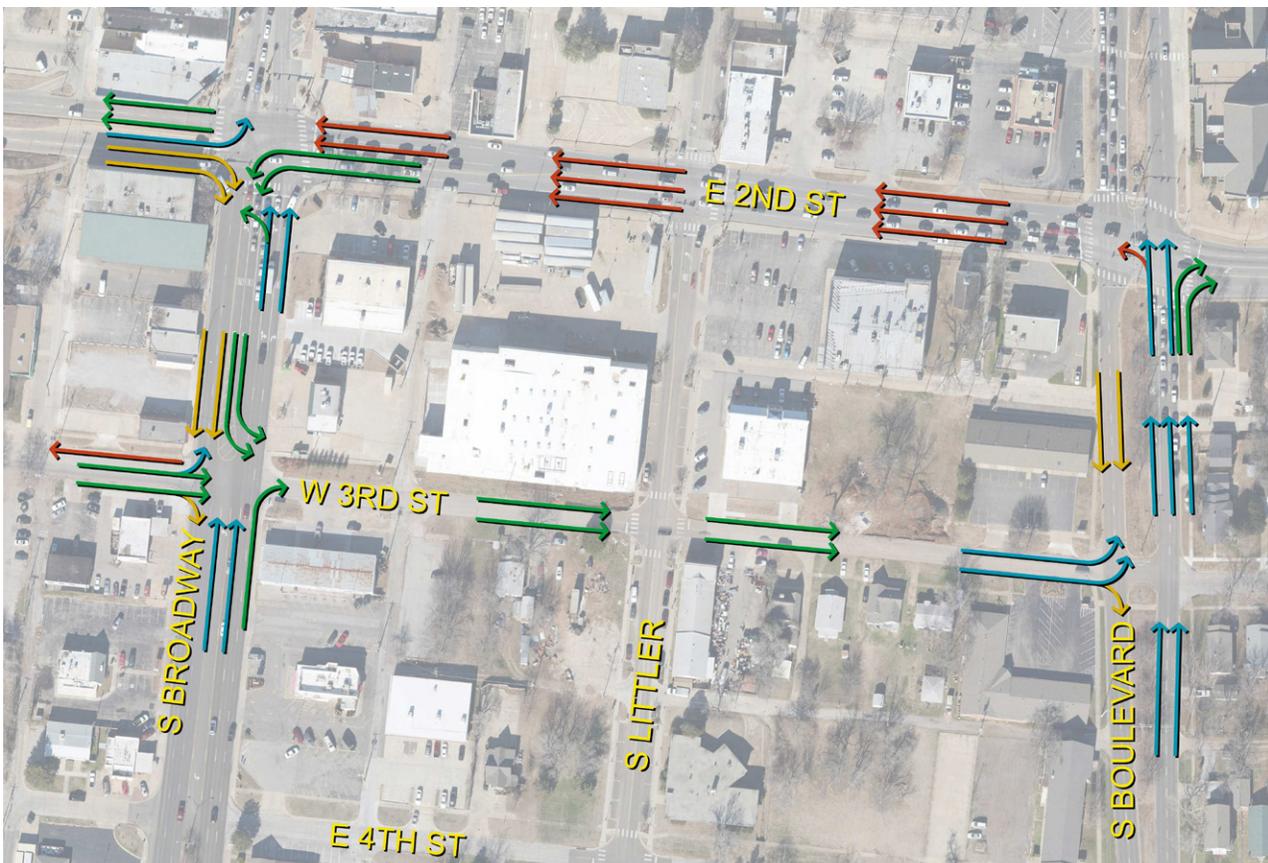


Figure 24: 2nd Street and 3rd Street Couplet

# RELOCATE TRANSIT TRANSFER HUB AND CREATE TRANSIT CENTER

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

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

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



Figure 25: Transit

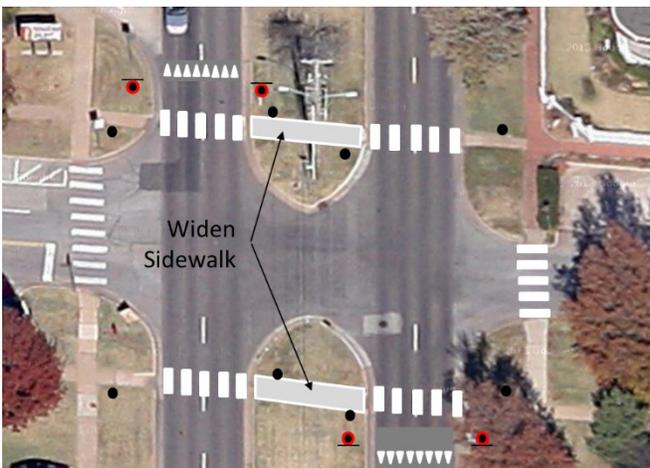
# ENHANCED PEDESTRIAN CIRCULATION

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

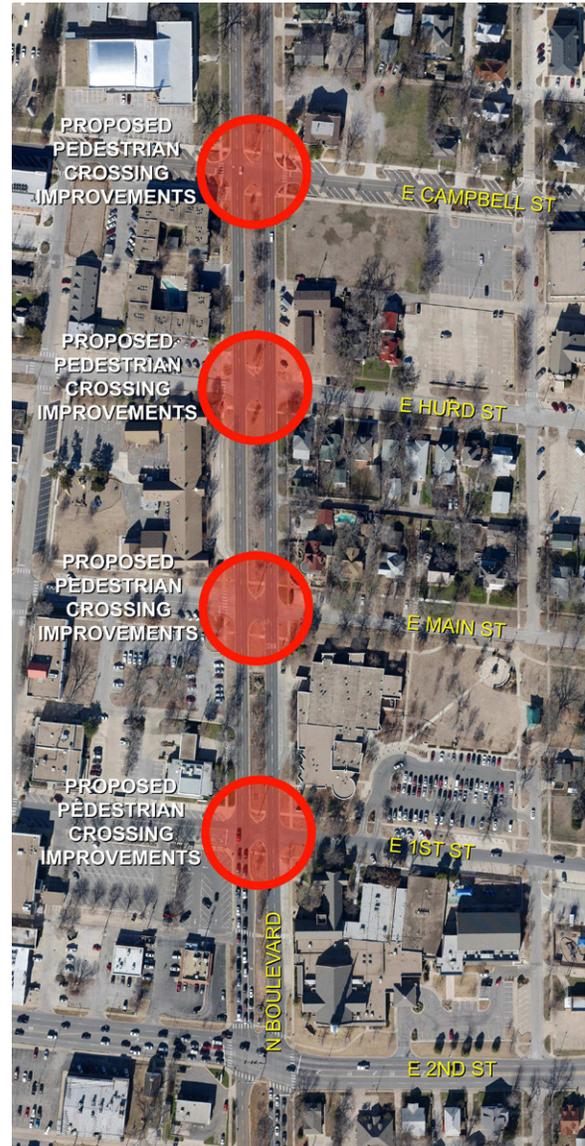
Pedestrian crossing signs equipped with rectangular rapid flashing beacons (RRFB) should be installed at the crossings of these three local street crossings of Boulevard – Campbell Street, Hurd Street, and Main Street– to facilitate the pedestrian connectivity between UCO and Downtown. In addition, the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



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



*Figure 26: Pedestrian Enhancements*



*Figure 27: Crossing Locations*

# PARKING MANAGEMENT PLAN

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

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

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

## BIG IDEAS FOR DOWNTOWN PARKING POLICY

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

### REDUCE OR ELIMINATE UNNECESSARY PARKING REQUIREMENTS

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

## PROMOTE ALTERNATIVE MODES OF TRANSPORTATION

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

## ESTABLISH PARKING MAXIMUMS

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

## ON-STREET PARKING

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

## PRICE ON-STREET AND OFF-STREET PARKING

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

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

## ALLOW SHARED PARKING

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



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

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



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

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

## IMPROVE USER INFORMATION

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

## PARKING PLACEMENT

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

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

## PROPOSED OFF STREET PUBLIC PARKING FACILITIES

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

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

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

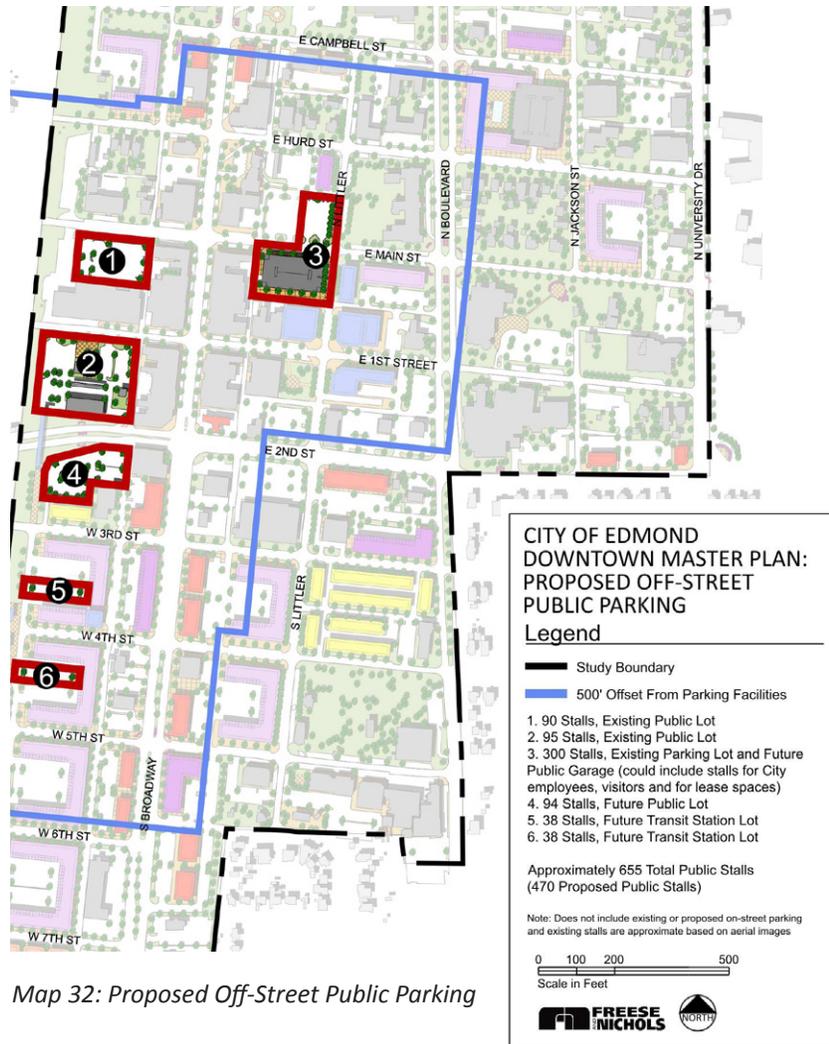
## 2. RE-PURPOSE THE PROPOSED RELOCATED TRANSIT TRANSFER SITE

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

## 3. PROPOSED DOWNTOWN PARKING STRUCTURE

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

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



Map 32: Proposed Off-Street Public Parking

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

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

## 5/6. FUTURE RAIL STATION SHARED USE PARKING

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

# 6

## BRANDING, DISTRICT AND PUBLIC SPACE

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



# 6 branding, district and public space

## PRINCIPLES

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

### 1 REINFORCE DISTRICT IDENTITY WITH A FAMILY OF REPEATING ELEMENTS

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



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

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

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



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

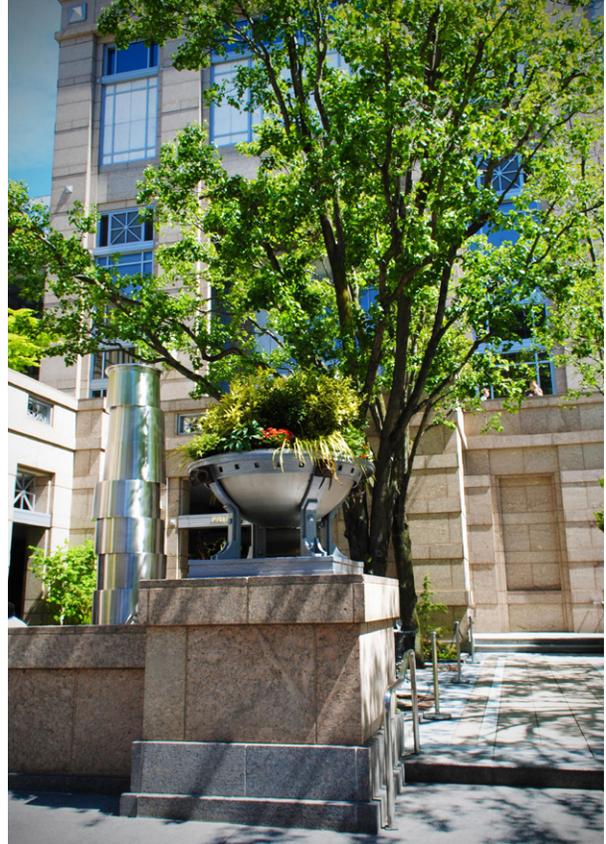
Identity areas, or special experiences and pulse points, help to provide street level interest and activity. This strategy is very closely related to reinforcing district identity with family of repeating elements, putting emphasis on place making.

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



## 4 CONTINUE TO FOCUS ON URBAN, NOT SUBURBAN

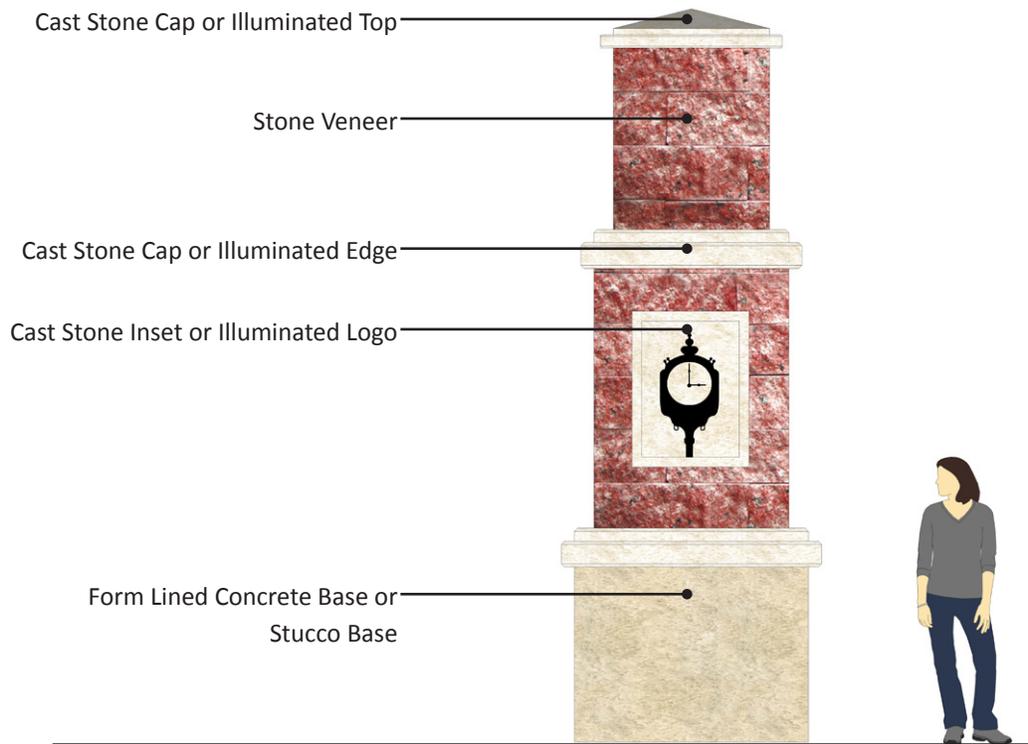
Previous City initiatives, volunteerism and persistent efforts by stakeholders have laid a tremendous foundation to establish where Downtown Edmond is today. The existing urban design guidelines have provided the framework for illustrating desired urban forms. These efforts are imperative and a continued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



# DISTRICT MARKERS AND SIGNAGE EXAMPLES

## INSPIRATION

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



**FIGURE 28: LARGE DISTRICT MARKER**



**FIGURE 29: DISTRICT MARKER**



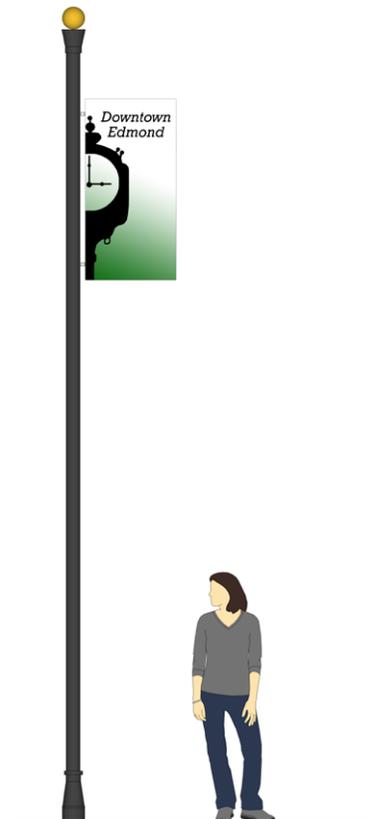
**FIGURE 30: DISTRICT COLUMN WITH SIGN**



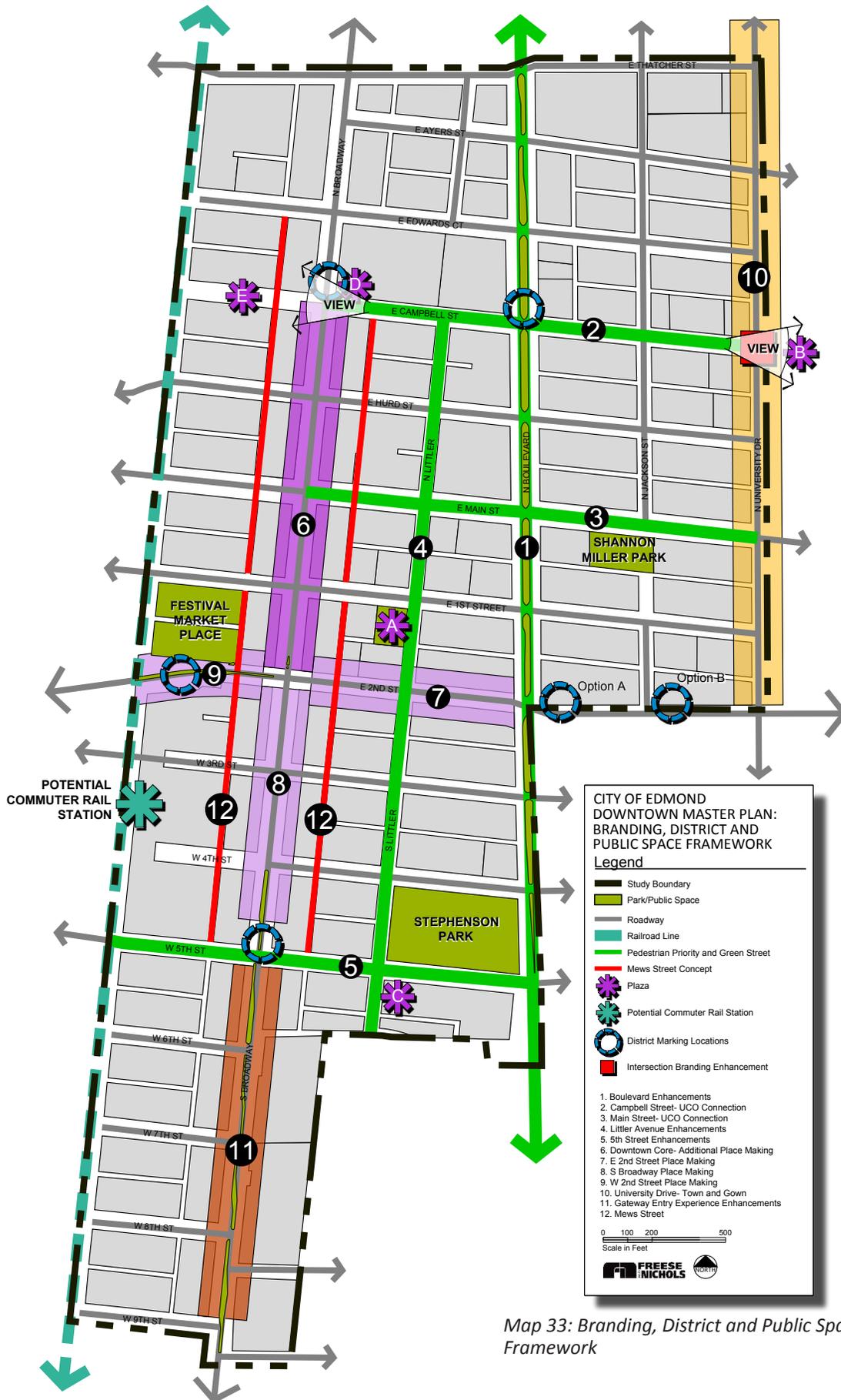
**FIGURE 31: DISTRICT COLUMN WITH WALL PLANTER**



**FIGURE 32: RAISED PLANTER**



**FIGURE 33: BANNER POLE**



Map 33: Branding, District and Public Space Framework

# PROJECTS: BRANDING, DISTRICT AND PUBLIC SPACE

## 1. BOULEVARD ENHANCEMENTS

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

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



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



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

## 2. E CAMPBELL STREET- UCO CONNECTION

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

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

## 3. MAIN STREET- UCO CONNECTION

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



#### 4. LITTLER AVENUE ENHANCEMENTS

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

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

#### 5. 5TH STREET ENHANCEMENTS

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



Source: NACTO

## 6. DOWNTOWN CORE- ADDITIONAL PLACE MAKING

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

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



Source: Baltimore Post-Examiner



Source: randommusingslady



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

## 7. E 2ND STREET PLACE MAKING

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

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



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

## 8. S BROADWAY PLACE MAKING

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

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



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



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



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



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

## 9. W EDMOND ROAD PLACE MAKING

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



Source: Texas Escapes



Figure 42: District Enhancement Area at W Edmond Road



Figure 43: Illuminated District Enhancement Area at W Edmond Road

## 10. N UNIVERSITY DRIVE- TOWN AND GOWN

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

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



Figure 44: N University Drive enhancements



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

## 11. GATEWAY ENTRY EXPERIENCE ENHANCEMENTS

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

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



## 12. MEWS STREET

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

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

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

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

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



Source:NACTO



Source:NACTO



Source:NACTO

# 7

## IMPLEMENTATION

- 1 TASKS FOR IMPLEMENTATION
- 2 PRIORITY ACTIONS



City Complex

Parking

Library

Market Pl

FIRST ST

# CHAPTER 7 implementation

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

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

## TASKS FOR IMPLEMENTATION

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

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

## REGULATIONS

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

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

# ECONOMIC AND FINANCING STRATEGIES

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

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

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

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

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

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

## DEVELOPMENT ROLES

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

### CITY OF EDMOND

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

### **EDMOND ECONOMIC DEVELOPMENT AUTHORITY (EEDA)**

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

### **PRIVATE DEVELOPMENT MARKETPLACE**

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

## **COMMUNICATION AND MARKETING**

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

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

# PROJECTS

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

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

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

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

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

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

# PRIORITY ACTIONS

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

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

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

## **PUBLIC IMPROVEMENTS**

### **REGULATORY UPDATES**

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

### **ZONING AND STANDARD AMENDMENTS**

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

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

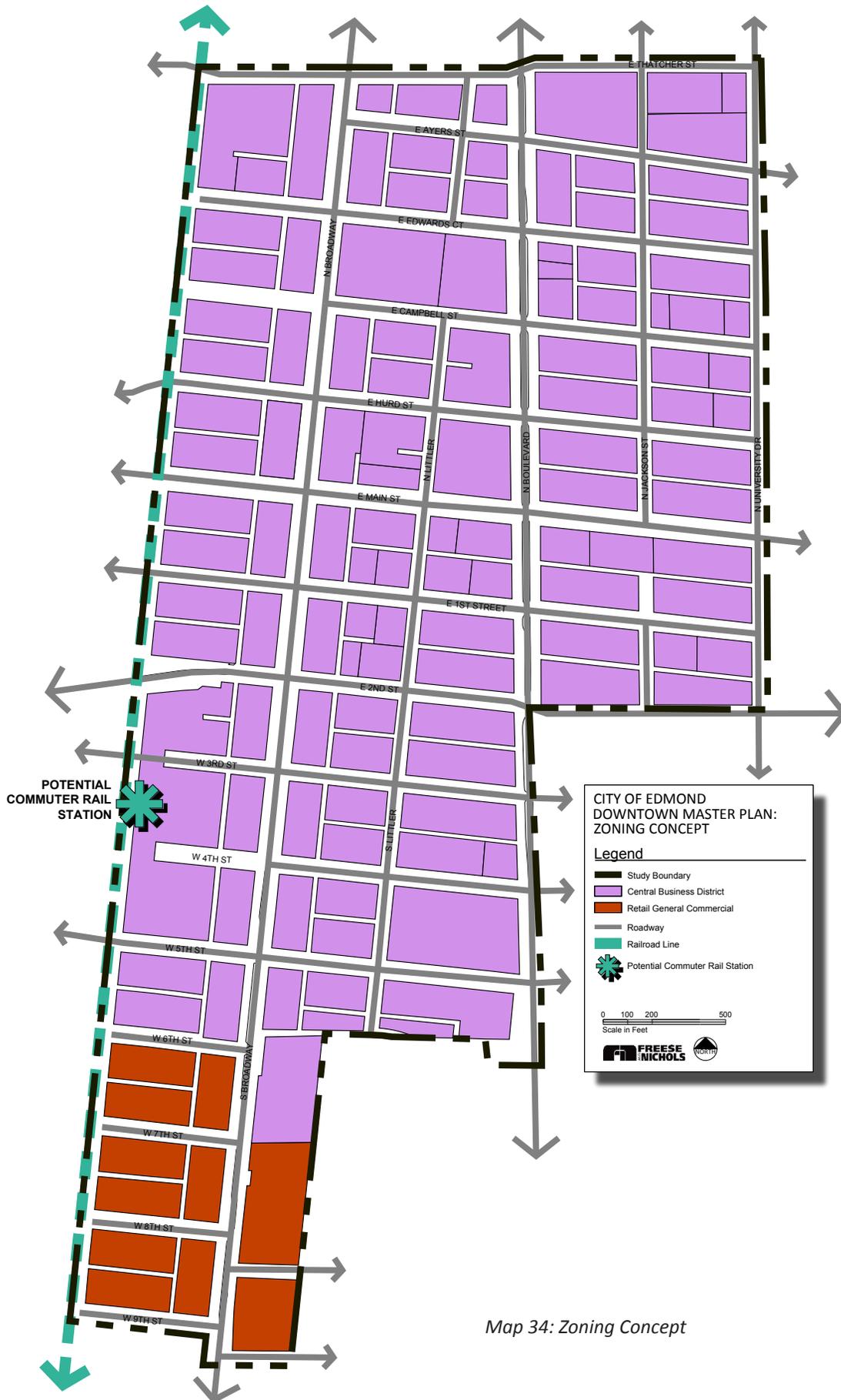
- No additional single family, but can improve existing single family sites
- No additional auto related services or auto sales
- No additional drive through restaurant sites
- Allow density for townhome beyond 8 dwelling units per acre
- 22.4.36 (C)- Upper Story Dwelling needs to reexamine CBD's allowable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

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

### **CHAPTER 6 - SITE DESIGN STANDARDS (FROM ZONING ORDINANCE)**

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

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



Map 34: Zoning Concept

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

### ***DOWNTOWN DESIGN GUIDELINES MANUAL (UPDATED JULY 2008)***

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

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

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

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

### **UPDATE, PREPARE AND MAINTAIN MARKETING AND INCENTIVE PACKAGES**

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

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

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

## TAX INCREMENT FINANCING (TIF)

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

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

## UPDATE CAPITAL IMPROVEMENT PROJECT DATABASE

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

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

## PRIVATE PROJECTS

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

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

**A**

APPENDIX A:  
MARKET  
ASSESSMENT





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

**Legend**

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

0 100 200 500  
Scale in Feet



Prepared By:

Freese and Nichols, Inc.  
4055 International Plaza, Suite 200  
Fort Worth, Texas 76109  
817.735.7300  
[www.freese.com](http://www.freese.com)