

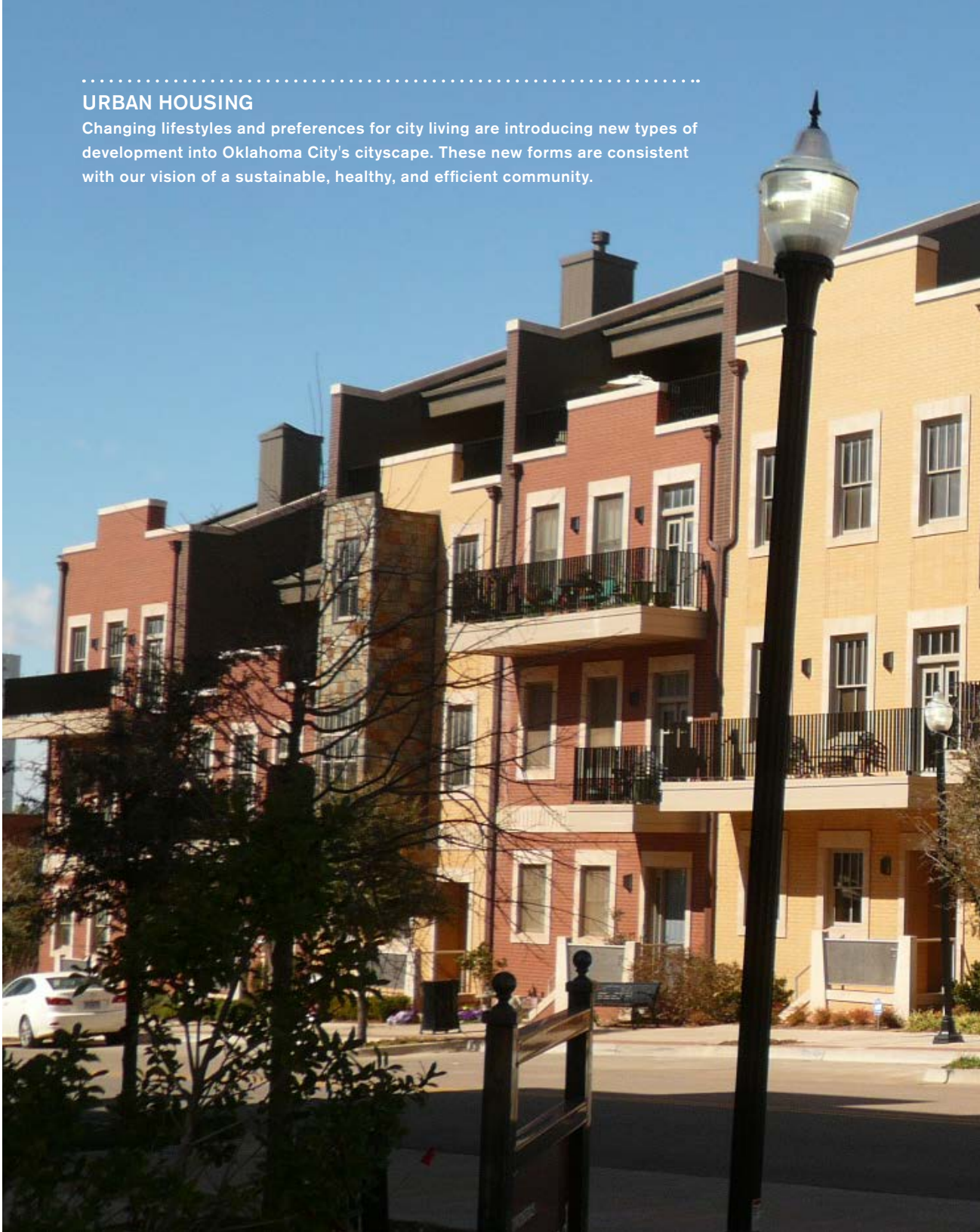


sustainokc
future land use

Our Situation 126
Citywide Development Patterns 126
Land Costs 129
Development at the Rural Edge 129
Zoning and Land Use Regulations 129
Residential Land Use Patterns 130
Commercial Land Use Patterns 130
Land for Employment 131
Downtown 132
Environmental Conservation 133
Our Plan 134
Our Goals 134
Our Initiatives 135

.....
URBAN HOUSING

Changing lifestyles and preferences for city living are introducing new types of development into Oklahoma City's cityscape. These new forms are consistent with our vision of a sustainable, healthy, and efficient community.







Our Situation

A comprehensive plan for a city covers many topics, from an overall shared vision of the city's future to the details and specifics of policies that will implement that vision. When people think of a comprehensive plan, they generally think about land use, which is the location and character of land development. A good definition of "city" is a geographic area where people locate together to live and work. This implies both concentration (people being near each other) and variety (land being used for different purposes). Also, the idea of a city carries with it mutual responsibilities: how we use our land affects our immediate neighbors and other members of our community. When we interact with planning on a personal level, it is usually through a zoning case – a proposal by a neighboring landowner or developer to build something that we think might have an impact on our own property, health, safety, or quality of life. Indeed, planning and zoning are at their base efforts to balance the freedom to do anything we want with our own property with our responsibilities to be good neighbors.

Of course, planning in the twenty-first century goes well beyond balancing our freedom as individuals and our responsibilities as members of a community in using land. In **planokc**, we aspire to build in ways

that will maintain and improve the quality, health, and sustainability of our city. Chapter Two presents an overall vision for how the city should develop, based on the input of thousands of citizens and extensive analysis. The new concept of Land Use Typology Areas (LUTAs), which address the overall intensity and character of development, helps implement this vision. The LUTA concept recognizes individual land uses (residential, office, commercial, industrial) and establishes guidelines for how they relate to each other. In the process, LUTAs encourage mixing uses, which in turn produces greater efficiency, flexibility, and vitality.

The individual uses within the large typology areas also have different characteristics and location requirements. This chapter, **sustainokc**, addresses these individual characteristics and the patterns on the land that they produce. The purpose of **sustainokc**, as the future land use element of the comprehensive plan, is to guide future growth and development with the goal of establishing efficient and highly functional land use patterns within the LUTA framework. This element contains goals and initiatives that direct the location, type, intensity, and form of various development types, respecting the characteristics of individual geographic areas. These initiatives also help

direct infrastructure needs and investments, capital improvement planning, and redevelopment focuses.

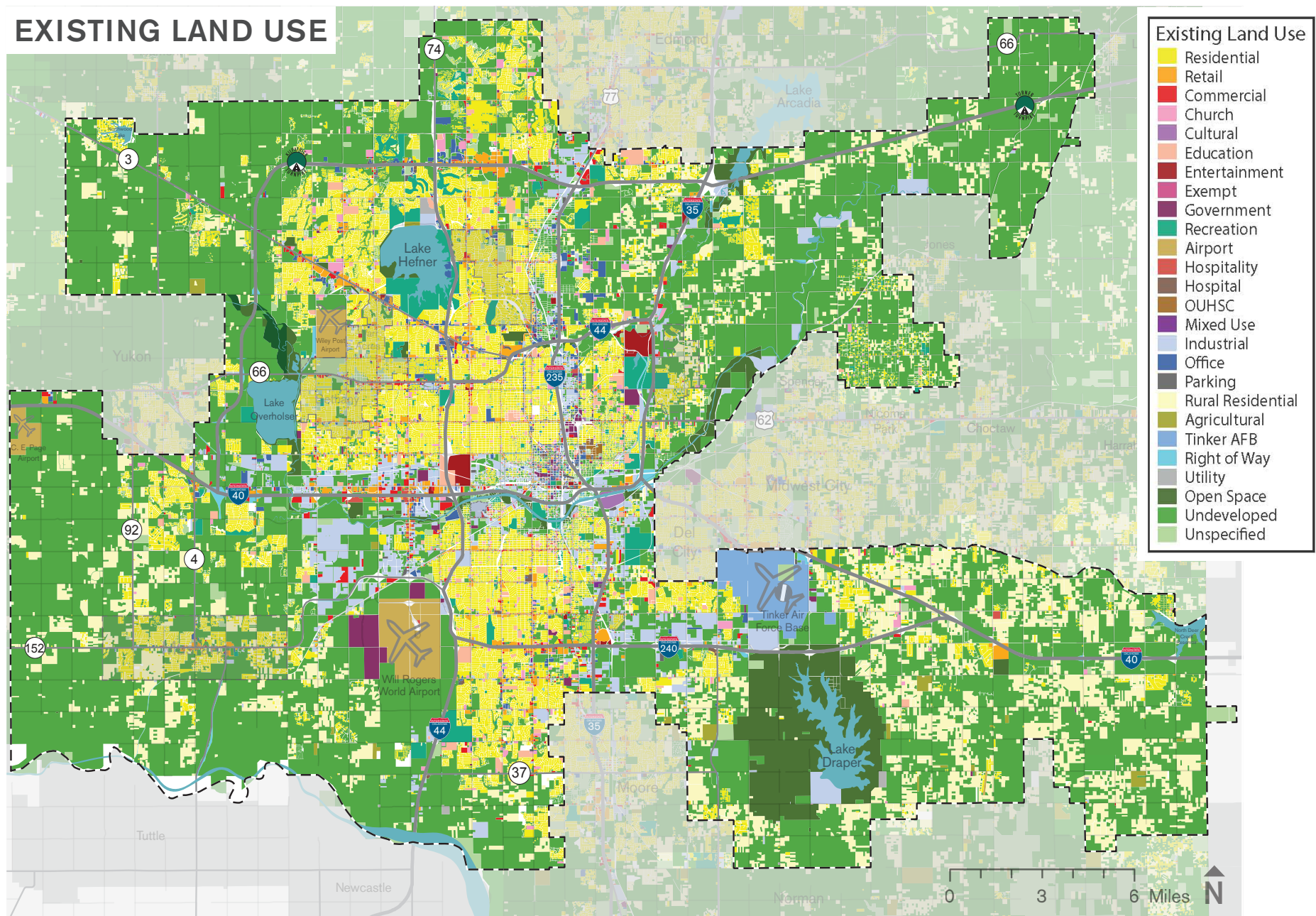
Citywide Development Patterns

In Oklahoma City (and most American cities), development tends to locate in single-use areas, surrounded by similar uses, densities, and buildings. There are at least four powerful reasons for this pattern.

First, developers tend to be specialists in certain project types, each with different practices and economics. For example, single-family home builders focus on doing what they do best, namely building single-family houses. Commercial developers concentrate on building and renting strip centers, and apartment builders build apartments, and generally do not venture out into less familiar waters.

Second, people tend to surround themselves with familiar environments. America is still largely a nation of homeowners, and a family's home is usually its major capital asset. We protect that asset by avoiding uncertainty in the real estate market, instead surrounding ourselves with other homes of similar size and value. This also causes us to put more distance between ourselves and different types of development.

EXISTING LAND USE



EXISTING LAND USE

Most urban residential growth follows the main north-south freeway corridors and the Kirkpatrick Turnpike loop, with very low density development radiating out to the west, northeast and southeast. Commercial and industrial development focuses tightly along major transportation corridors.

ZONING IN OKLAHOMA CITY: A BRIEF REVIEW

Most people relate to "planning" through zoning, and planokc talks a lot about land use and regulations. So it's a good idea to review zoning in general and Oklahoma City's zoning in particular. Our zoning ordinance, like most, divides the city up into districts, each of which has specific requirements that govern development. Most zoning districts have two groups of regulations. One group says what land can be used for. The other group establishes how the land is developed, including items like density, setbacks from property lines, height of buildings, required open space, and minimum lot size.

Our ordinance has several categories of zoning districts: base districts, special purpose districts, and overlay zoning districts. Every parcel in land in the city falls into one of the base districts, which are in turn categorized by the dominant use they allow. We have 26 base districts including agricultural, residential, office, commercial, and industrial types. Each district has different requirements and restrictions, and are generally (but not always) arranged in order of density or intensity of use. For example, we have four industrial districts, arranged from TP (the most restrictive) to I-3 (the least restrictive).

We also have 23 special purpose and overlay districts. These districts are used in specific situations, where the base districts are too general to provide adequate regulation. Some apply to districts with unique characteristics that don't quite appear anywhere else. For example, there are special purpose districts for the riverfront, areas with special urban design requirements, Stockyards City, Uptown, and Classen Boulevard. Others address special uses or environmental conditions like the airport or operations like sale of alcoholic beverages. "Planned Unit Development", which is a special zoning district category that provides an alternative approach to conventional zoning, adds to the complexity.

If this all sounds confusing, it is. Part of the land use concept of planokc is to make zoning easier to understand and make it a better tool to accomplish good things for the city.

Third, contemporary development tends to increase the impact of some land uses on others. For example, as shopping centers, strip centers, and big-box stores became more prevalent, the impacts of traffic, large parking lots, lighting, service areas, and building size also increased. We like the ability to drive to these facilities, but don't like the problems that grow from that convenience. This again causes us to demand greater separation between uses, in turn spreading them further apart and reducing street connections and walkability.

Fourth, land development ordinances encourage separation of uses. Ordinances responded to real and potential land use conflicts by separating different uses into "zones." Each zone has a specific list of permitted uses, with limits on such factors as building height and density. Single-use zoning was a logical response to the demands of constituents. But it also produced a pattern of compartmentalized growth. In Oklahoma City, we have almost fifty different zoning districts, some of which are fashioned around the special characteristics of individual parts of the city like our cultural and historic districts. But, by and large, our ordinances make creative and desirable kinds of development difficult, lacking the flexibility to control potential conflicts in more creative ways.

These forces are strong, and they produce challenges for the city. These include:

- Lower-density, more dispersed urban development that strains the city's operating budget and increases the cost per unit of public safety, water, waste disposal, and transportation services and infrastructure.
- Reduced walkability, affecting public health and fitness by making it more difficult for people to incorporate routine physical activity into their lives.
- More dependence on automobile transportation and increases in the distance of individual trips, affecting emissions levels and making it more difficult for the city to attain air quality standards.



MIXED USE DEVELOPMENT IN OKC

From top, the Paseo Arts District and Automobile Alley

Interestingly, planokc's Housing Demand and Community Appearance surveys indicated a preference for walkable communities that incorporated mixed uses. These preferences appear most pronounced among younger population groups, who display a strong appreciation for urban living. The popularity of districts like the Paseo, Midtown, Automobile Alley, and the Plaza District are expressions of these changing viewpoints.

Land Costs

Economic forces have a major effect on land values and development density. When geographic factors limit the supply of developable land while demand remains strong, land values and density rise. Land becomes too expensive to devote large areas to surface parking and low yields. In Oklahoma City, the supply of land is relatively unlimited and land values in most areas have historically been low. As a result, there has been little economic incentive to build at higher densities or to bear the added cost of building parking structures. This will change in some areas, as amenities like the Bricktown Canal and eventually the Riverfront and MAPS 3 Park generate higher values on nearby land.

Development at the Rural Edge

Growth at the edges of the city has long presented significant challenges in addition to increasing the costs of public services. Oklahoma City has experienced very low density development close to the city but beyond the reach of existing urban infrastructure. This development is usually residential and uses wells for water and self-contained waste treatment methods like septic systems. In many cases, these areas could logically and efficiently be served by extending infrastructure in the future, but their very low density does not support the cost of installing these services. This presents the City with a number of unpalatable choices: 1) It can allow this new growth, effectively blocking future sound urban development; 2) it can prohibit this development, basically telling owners that they will have to wait for years and perhaps decades before being allowed to develop their land; or 3) it can allow premature extensions of services, making everyone pay for the maintenance of infrastructure that will not be fully used for many years.



DEVELOPMENT AT THE EDGES

Low-density rural residential development blocks logical directions for future development with urban infrastructure.

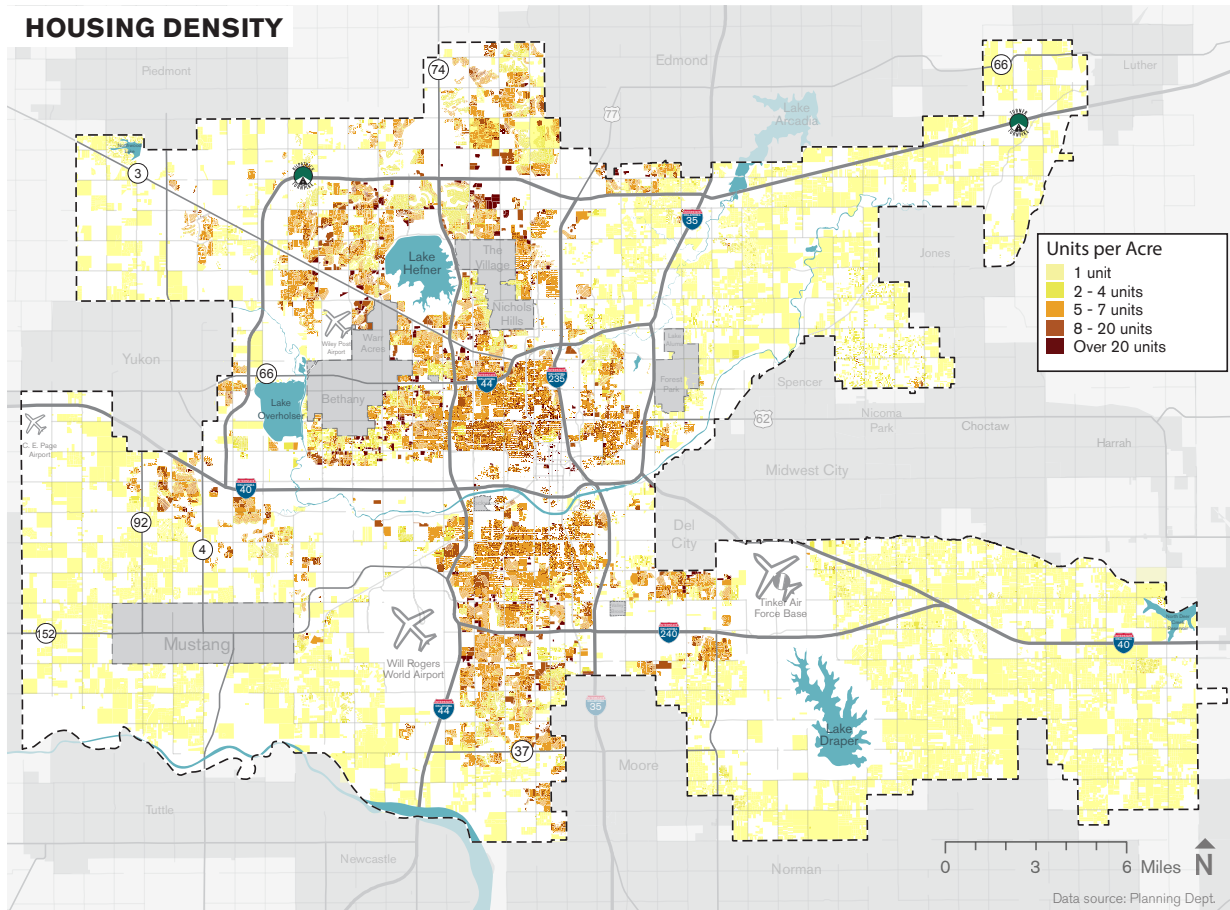
While rural residential development near the city is a problem of timing and low density, suburban multi-family growth presents a much different issue. Available land and absence of neighbors who might oppose projects often directs apartment builders to vacant sites on the edge of urban development. These sites often lack access to commercial services, community facilities, and transportation connections that high-density residential projects need.

Zoning and Land Use Regulations

Oklahoma City regulates development with traditional ordinances that have been extensively amended, but are not up to contemporary development needs. The LUTA concept uses character, intensity, and performance as the primary measures of land development. Some of the problems caused by outmoded ordinances that need an overhaul include:

- Overuse of site-specific plan approval methods like Planned Unit Developments that can micro-manage development and prevent desirable flexibility. This occurs when basic zoning ordinances do not offer adequate and reliable standards.
- Obstacles to innovative techniques like low-impact development.
- Fragmented growth and inability to mix uses in creative and flexible ways.
- Subdivisions that lack performance criteria and standards that provide open space, street connectivity, active transportation networks, and variety of uses and densities.

HOUSING DENSITY



Residential Land Use Patterns

More land is devoted to residential use than to any other urban use. Therefore, residential development has a huge influence on the form and physical size of the city. In new development areas, residential development is usually the "pioneer" land use, establishing itself before retail, offices, services, and community facilities. In redevelopment areas, residential is also the typical pioneering use, although public investments like the Bricktown Canal or Core to Shore area's MAPS 3 Park help create conditions that spark new projects. Similarly, patterns of residential development in greenfield, infill, and redevelopment settings will determine if we are able to achieve Chapter Two's vision of an efficient, inclusive, and sustainable Oklahoma City.

To date, though, most new residential development has been built in pods that separate homes of different costs and sizes, and rarely include different types and densities of housing. These separated developments also lack internal connections to each other and to the schools, neighborhood services, and community institutions that should serve them.

Commercial Land Use Patterns

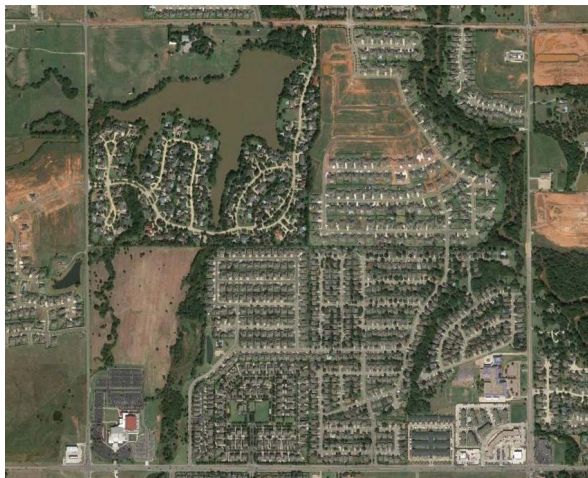
Commercial land uses are just as significant as residential uses in defining the form and image of the city. Retail settings, such as regional malls, grocery stores, neighborhood shopping centers, strips, and special districts often become centers of activity and landmarks in communities. Even more important, the health and prosperity of our commercial areas are fundamental to the City's ability to sustain itself economically. The retail sector is a major source of employment and economic growth, and sales tax revenues are the City's primary source of funds for routine operations and services. Therefore, commercial areas must be capable of serving and attracting customers.

ABOVE: RESIDENTIAL USE BY DENSITY

Distribution of residential uses grouped by density (units per acre) ranges

LEFT: DEVELOPMENT PODS

This square mile in Northwest Oklahoma City has different densities of single-family housing; however, each housing type is in a separated pod that lacks connections to other pods and to schools and community facilities in the area.

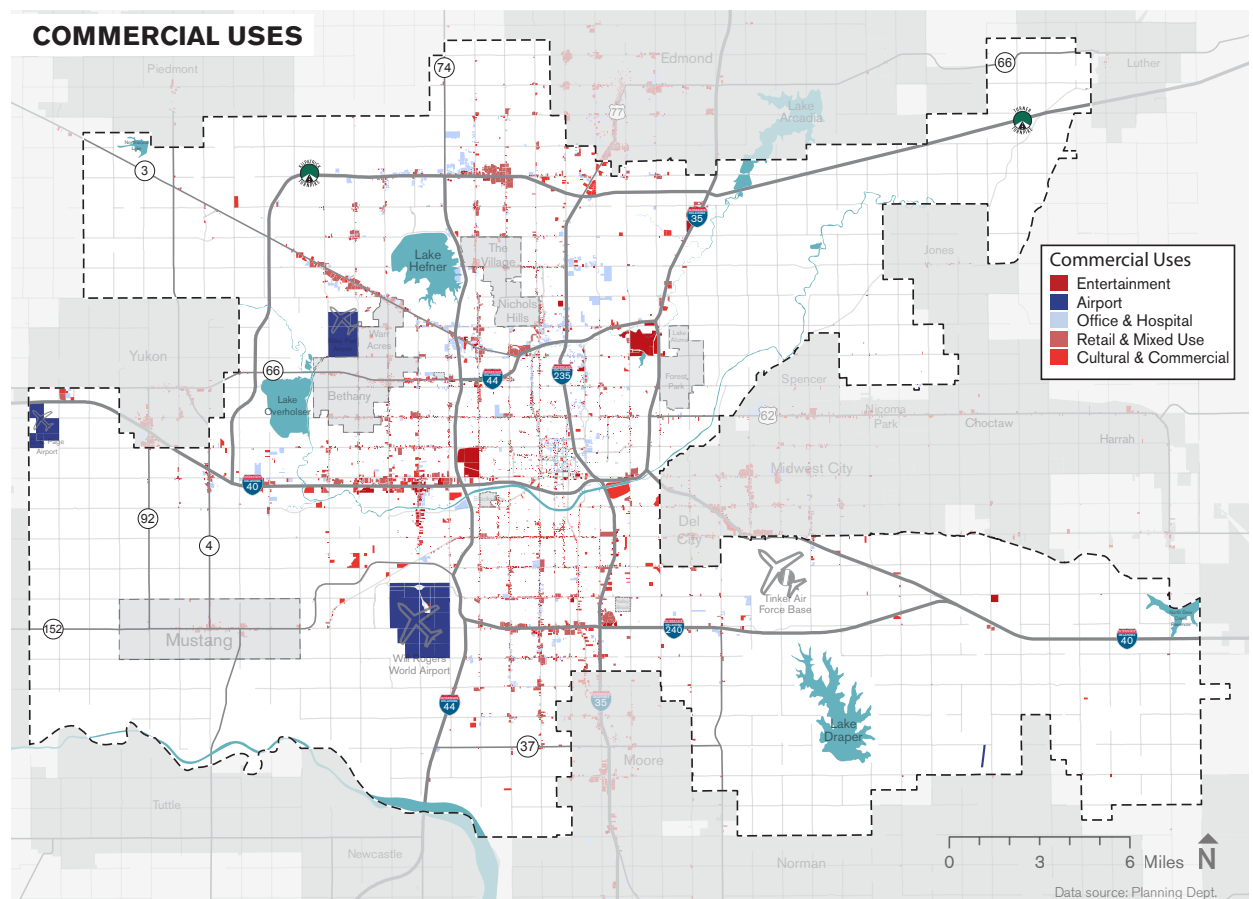


Commercial uses in Oklahoma City generally follow transportation corridors, producing a pattern of linear strip development. This has several undesirable effects, including a large amount of commercial frontage on major streets, extensive areas of adjacency between commercial and residential uses, and a somewhat unplanned distribution of various types of shopping areas. This linear pattern also leads to a number of centers with high vacancy as newer facilities attract customers away from older stores. Continuous commercial use along corridors also discourages other uses such as residential, especially when vacancies increase and building maintenance declines.

But there are also positive trends in the commercial environment. The city has clusters of commercial activity within the linear pattern, which can form the core of mixed use districts. Innovative new commercial centers such as Classen Curve are emerging and both older commercial districts and special character areas are experiencing a renaissance, to the benefit of businesses and surrounding neighborhoods.

Land for Employment

An adequate, well-located and served supply of industrial land both accommodates existing businesses and gives us the ability to respond to economic development opportunities. While different industries have different needs, attractive industrial areas should have good access to transportation (including the interstate system, airport, and rail), urban infrastructure, a choice of readily developable sites, and relative freedom from nearby land uses that conflict with industrial operations. Encroachment of incompatible uses (such as residential or major retail development in business parks) makes it far more difficult to assemble sites for large-scale industries or employment centers.



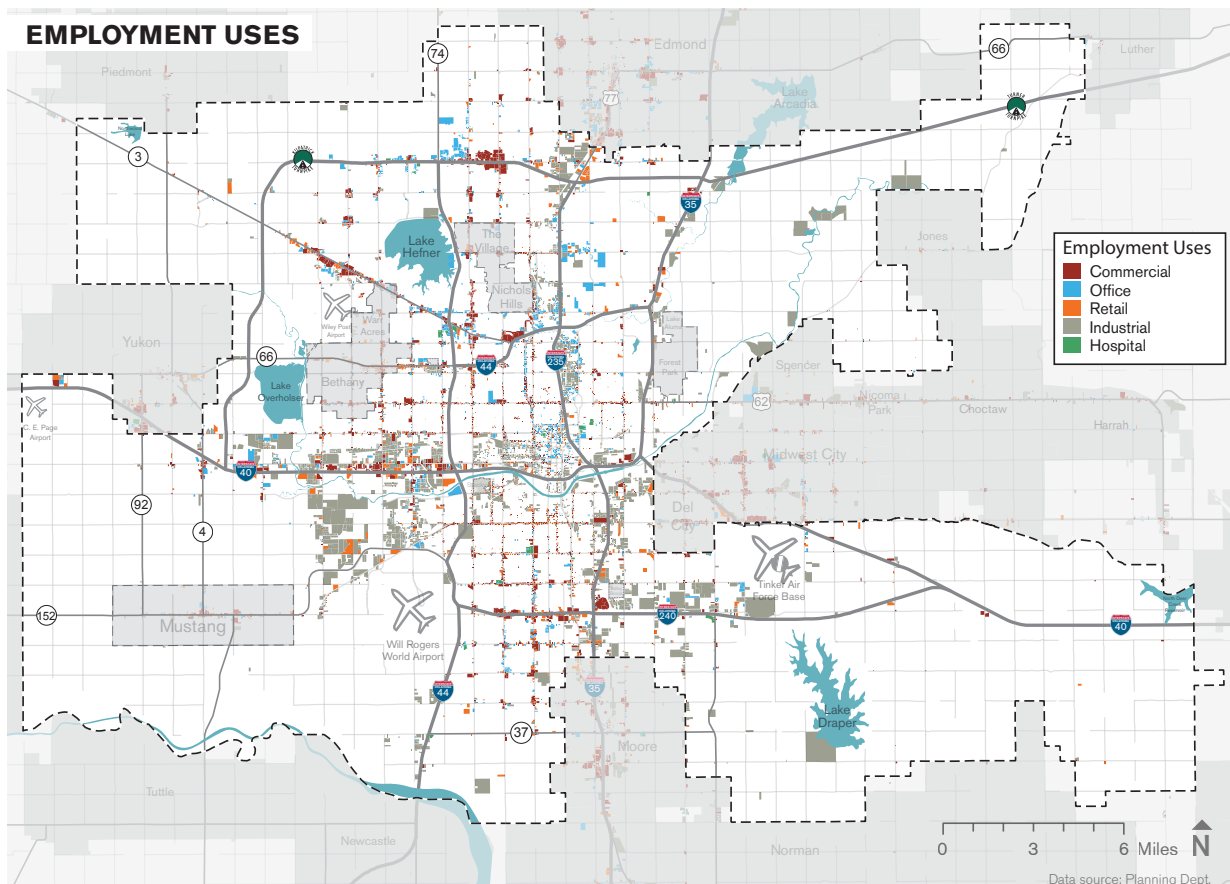
ABOVE: COMMERCIAL USE DISTRIBUTION

Most commercial development follows major street and highway corridors in a linear arrangement. Within this arrangement, groupings (or nodes) of various sizes emerge, from regional centers to neighborhood districts.



LEFT: COMMERCIAL TRENDS

From top, new retail development at Classen Curve and resurgent commercial uses on 23rd Street.



EMPLOYMENT USE DISTRIBUTION

Industrial and employment uses follow similar patterns to commercial land use, tending to increase the possibility of conflicts with other uses like retailing and residential.

"The dreams of countless others who had come before to make downtown a place to live, work, and play were being seen and enjoyed by new generations. The 'Spirit of 89' endures."

- Steve Lackmeyer and Jack Money
OKC: Second Time Around

Many of Oklahoma City's industrial sites follow the same patterns as commercial areas, following transportation corridors. Consequently, industrial, commercial, and even residential uses are often adjacent to each other, limiting availability of the kinds of sites needed by new industry. Some of the more isolated and underused sites are in older industrial areas, but ownership patterns, size, and environmental contamination make these difficult to reuse.

Downtown

Downtown Oklahoma City has experienced phenomenal change during the last twenty years, advanced by the MAPS program and the private investment response to its major public projects. This period has introduced new land uses and activities downtown, including housing, entertainment, recreation, hospitality, and retailing, as well as revived strength in the traditional office and service sectors. Upcoming projects like the new convention center, MAPS 3 Park and the Core to Shore redevelopment, the modern streetcar, and the Boulevard on the old I-40 right-of-way will continue this transformation.

However, significant work remains. Despite the maturing of Bricktown as a destination, Downtown still lacks a mix of land uses that reinforce each other and produce a district that is fully walkable and teeming with activity. Major advances have been made in housing development, but there is still not sufficient supply to meet demands for a broad range of types and costs. Commercial development that supports local and regional residents, a downtown employee market, and visitors, remains a largely unrealized objective.

Environmental Conservation

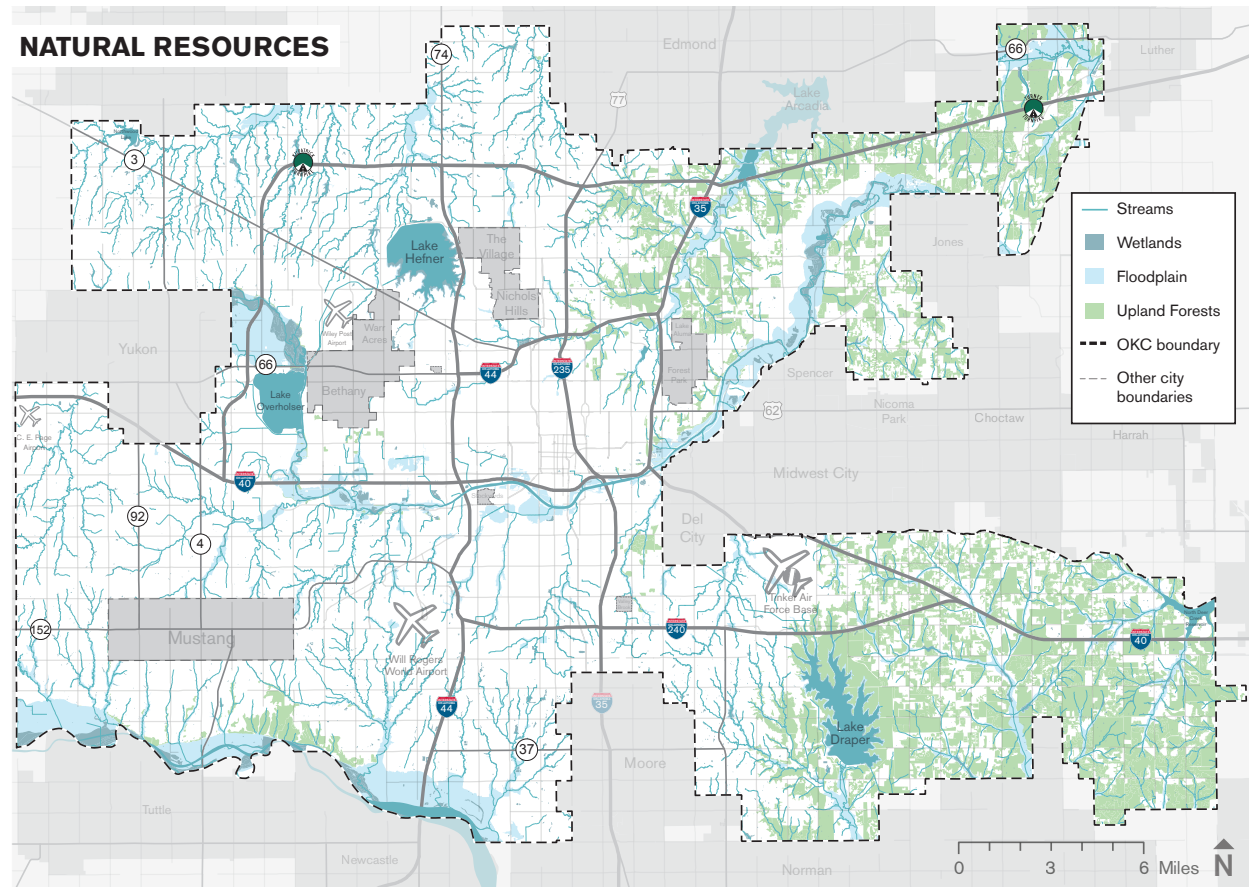
Our natural resource areas include watercourses, lakes, wetlands, and wooded areas. greenokc discusses initiatives that benefit the entire community by conserving natural resources. Currently, though, we lack land use management techniques that both protect these areas and successfully incorporate them into urban development. The priorities of land development and environmental conservation should not be seen as opposites. Rather, good conservation practices increase the value and quality of development.

70% of residents support preserving natural areas through regulations.

- planokc *Citizen Survey* (2013)

"Conservation practices not only positively impact development, but also... protect biodiversity, improve water [quality], and ensure access to the natural world for generations to come."

- Resident comment from the draft planokc review process



NATURAL RESOURCES

Successful land management incorporates natural resources into the structure of the city and design of individual developments.



"Everything is here; everything is coming here," said Aasim Saleh, 30, who moved from Seattle to coach kayaking in the Boathouse District, where construction of a new white-water center is planned for this fall. "If Oklahoma City doesn't have it, they'll build it."

- New York Times, August 4, 2014

Our Plan

We must maintain an adequate and well-served supply of land for development to achieve our goal of a sustainable Oklahoma City. This land supply will include residential areas to accommodate the needs of a growing population and places that provide the jobs and services that our community needs to sustain itself. Future development should use existing land resources and infrastructure efficiently. Urban growth into previously undeveloped "greenfield" areas will be necessary, but we must manage this growth and ensure that it is consistent with actual market demand and can be served efficiently. Different land uses also have specific, although not always different, needs for operations, visibility, transportation, and supporting services. Our policies provide direction to public and private decision makers to ensure appropriate locations for different kinds of development. Finally, **planokc** envisions new types of land use guidance to provide greater flexibility, creativity, and efficiency in the design of projects.

Our Goals

LAND USE PATTERNS – CITYWIDE

1. Social, physical, and economic health are enabled by an efficient, diverse, and integrated land use mix and supported by an interconnected transportation system.

LAND USE PATTERNS – RESIDENTIAL

2. Oklahoma City's residential areas meet the diverse needs of the city's residents and are well-connected to surrounding uses.

LAND USE PATTERNS – COMMERCIAL

3. Residents and visitors have easy access to a variety of quality commercial opportunities.

LAND USE PATTERNS – INDUSTRIAL

4. Oklahoma City has sufficient industrial land capacity in strategic locations to sustain a strong economic base.

LAND USE PATTERNS – DOWNTOWN

5. Downtown Oklahoma City exhibits a self-reinforcing cycle of vibrancy due to healthy occupancy rates and a diverse mix of employment, housing, retail, entertainment, and other supporting uses, and emphasizes pedestrian experience and public life.

LAND USE PATTERNS – RURAL

6. Oklahoma City's rural areas are protected from encroachment of urban/suburban densities.

LAND USE PATTERNS – ENVIRONMENTAL CONSERVATION

7. Environmentally sensitive areas are protected so that they can contribute to both quality of life and a healthy ecosystem.

Our Initiatives

sustainokc Initiatives	sustainokc Goals						
	1	2	3	4	5	6	7
1. Implement new types of land use guidance and regulation.	■	■	■	■	■	■	■
2. Locate uses in appropriate contexts with necessary services and infrastructure.	■	■	■	■		■	
3. Encourage infill development in underutilized urban areas.	■	■	■		■		
4. Develop a wide range of housing and neighborhood options.	■	■					
5. Strengthen existing retail areas.	■	■	■		■		
6. Establish good design and location standards for new commercial development.	■		■		■		
7. Maintain an appropriate inventory of employment land.	■			■			
8. Continue Downtown's evolution as a mixed-use urban neighborhood.	■	■	■		■		
9. Maintain and increase density and linkages among Downtown's parts.	■		■		■		
10. Implement the Core to Shore redevelopment plan.	■	■	■		■		
11. Manage development to ensure efficiency and preserve rural character.	■					■	
12. Protect environmental resources.	■					■	■

.....

62% of residents support controlling service costs through land use regulations that encourage more efficient growth and development patterns.

.....

- planokc *Citizen Survey* (2013)

.....

.....

Savings for more compact and mixed land use patterns are substantial. According to the **Growth Scenarios Analysis**, Scenario A would cost the city approximately **\$82 million more per year** in operations and capital costs than the more efficient Scenario C.

.....

Community preferences and the need for economic sustainability are moving Oklahoma City toward new forms of development. These trends consume less land per person and provide more opportunities for the positive human interaction that is characteristic of great cities. The evidence of these trends is all around us, in the new life of neighborhoods like Automobile Alley, Downtown, and Midtown and in our peer cities around the country. The community future articulated in Chapter Two expresses these directions, and points in the direction of greater development intensity and mixing of uses.



INITIATIVE 1

IMPLEMENT NEW TYPES OF LAND USE GUIDANCE AND REGULATION

We will develop and implement new land development regulations that support the Land Use Typology Area system of integrated uses and greater flexibility and efficiency. Our current development ordinances date from a time when we valued low density and separation of different land uses higher than city life. The fact that low density increases the cost of services and infrastructure gives us pause. That, combined with our successes at building places that people want to experience has moved us in new directions. The zoning code, which divides the city into 26 single-use "base" districts, 7 special districts, and 16 overlay districts, discourages the trends toward new development forms. We must modernize these codes to implement the LUTA concept and provide both the flexibility and protection that benefit contemporary developers and their neighbors alike.

Despite its large number of specific districts, our zoning ordinance does not provide adequate protections for neighborhoods or guarantees to approving agencies on actual performance or design

of projects. This forces the Planning Commission and City Council to use Planned Unit Developments (PUDs), tying developers to a specific project and building design. PUDs are actually intended for a different purpose – to encourage innovative, comprehensively planned developments— and are overly rigid when applied to more routine projects.

Revisions to Oklahoma City's land development regulations could move in several directions, from modifying existing zoning districts with new performance and design standards to establishing a new structure that uses the Land Use Typology Areas as the basic development districts for the city. The LUTAs, as presented in Chapter Two, permit a variety of uses, but establish permitted ranges of development intensity. The LUTA system achieves compatibility between different types or intensities of uses by implementing performance standards, design guidelines, and transitional methods. These techniques give specific and predictable guidance to builders and developers, and address such areas as operating effects, traffic, parking, design, scale, and safety, avoiding the unnecessary overuse of PUDs. A LUTA-based system would incorporate the criteria for locations and supporting transportation and infrastructure established by this plan for individual land uses.

We will execute a smooth transition between the existing zoning code and new land development ordinances. Development ordinances are complicated and difficult to change because people have become accustomed to them, rough spots and all. Migrating to an alternative concept will take time and care. In the meantime, the City will evaluate using a hybrid approach, mixing the existing zoning districts with the LUTA/mixed use concept. One way of accomplishing this is to group the zoning districts that are consistent with the intensity and use ranges of LUTAs, and apply compatibility policies and design standards to developments within them. The existing zoning ordinance could then be modified to include these compatibility standards. New rezoning requests would be evaluated for consistency with the LUTA in which they are located. If the new project is adjacent to a different land use, the compatibility policies and standards would apply to the design of that project.

Policies SU-1, SU-2, SU-3, SU-7, SU-8, SU-9, SU-10, SU-11, SU-14, SU-22, SU-47, C-1, C-3, C-4, L-7, L-13, L-29, L-30, L-31, L-33, L-36, E-10, E-11, and ST-17 implement this initiative.



INITIATIVE 2

LOCATE USES IN APPROPRIATE CONTEXTS WITH NECESSARY SERVICES AND INFRASTRUCTURE

We will ensure that land uses are located on sites that meet their needs, work cohesively in their environments, and are served by appropriate transportation and infrastructure. While the LUTA concept encourages integration of uses, it does not suggest that any land use is appropriate anywhere. Commercial and industrial uses have particular needs for transportation, surrounding conditions, utilities, and visibility. Urban uses in general require water, wastewater, urban streets, and other infrastructure that can meet their demands for service. These individual requirements apply even in mixed-use environments. This makes specific criteria for location and design of individual uses especially important. Developers and builders will use these criteria as they select sites and design projects. Neighborhood residents will be reassured that potentially incompatible uses will be directed to appropriate sites. Approving groups will use criteria to evaluate the quality of development proposals and their compliance with the comprehensive plan. The tables on the following pages present a base for location and development criteria that should be refined and incorporated into new land use ordinances.

We will revise regulations to better protect residential uses from the negative effects of nearby non-residential uses. Traditional development ordinances attempt to shield residential uses from undesirable effects of adjacent uses by separation. Similar development types do tend to cluster together and keeping different uses apart sometimes works. However, use separation by itself produces inefficient and uninteresting development and often is not viewed as providing reliable protection. For example, Oklahoma City frequently uses Planned Unit Developments to control the details of conventional projects. However, the intention of PUDs was to provide flexibility for innovative development rather than inflexible controls on individual sites. Oklahoma City's new directions in land use planning and regulation instead will create standards and guidelines by which different uses reinforce rather than harm each other.

Certain uses are incompatible and cannot easily be neighbors. The land use system should retain some primary use categories for these situations. But in most cases, transitional standards that encourage mixed-use development and directly control potential incompatibilities should create a more efficient and vital city.

Policies SU-2, SU-10, SU-14, SU-48, SU-49, C-1, C-2, C-4, L-10, L-15, L-41, P-8, P-11, P-15, P-19, ST-2, ST-26, and SE-15 implement this initiative.

INITIATIVE 3

ENCOURAGE INFILL DEVELOPMENT IN UNDERUTILIZED URBAN AREAS

We will provide incentives and investments that produce a favorable environment for private investment on underutilized sites. In Oklahoma City, we have tended to view land as an inexhaustible and disposable resource, reducing the desirability



.....
89% of *Growth Scenario* Workshop participants supported guiding growth into existing areas in order to generate more opportunities for people to walk, bike, or take transit to a variety of destinations.

LAND USE CRITERIA AND DESCRIPTION

LAND USE	TYPICAL LUTAS	USE/FORM/INTENSITY CHARACTERISTICS	LOCATION/COMPATIBILITY CHARACTERISTICS	STREET TYPES	SERVICE AND INFRASTRUCTURE REQUIREMENTS
Agriculture	UR, AP	<ul style="list-style-type: none"> ▪ Agriculture will remain the principal use during the planning period. ▪ Very large minimum lot sizes. 	<ul style="list-style-type: none"> ▪ Rural areas within city limits, focusing on areas with prime farmland soils. ▪ Minimal pressure or conflicts from residential or other uses. 	<ul style="list-style-type: none"> ▪ Major Arterial ▪ Connector 	<ul style="list-style-type: none"> ▪ Minimal infrastructure. ▪ Extension of urban services will not occur during the foreseeable future.
Rural Residential	RL, RM	<ul style="list-style-type: none"> ▪ Very large lot, primarily single-family development, with typical lot sizes between 1 and 10 acres. ▪ Potential rural clustering with appropriate wastewater/water systems. ▪ Open space buffers should be provided along arterials for developments at higher densities. 	<ul style="list-style-type: none"> ▪ Areas within the city limits but outside the urban services area. ▪ Buffering or separation from pre-existing agriculture or agricultural industries. 	<ul style="list-style-type: none"> ▪ Major Arterial ▪ Connector ▪ Neighborhood 	<ul style="list-style-type: none"> ▪ Extension of urban services is unlikely during the foreseeable future. ▪ Community water/wastewater systems in rural cluster developments. ▪ Adequate Roads
Low-Density Urban Residential	UL, UM	<ul style="list-style-type: none"> ▪ Small to large lot residential, with typical densities between 2 and 8 units/acre. ▪ Detached units typical, attached units in 2 to 4 unit structures. ▪ Potential lot clustering. ▪ Innovative subdivisions or site configurations encouraged through Planned Unit Developments. 	<ul style="list-style-type: none"> ▪ Areas should be buffered from uses with adverse environmental effects, including noise, odors, air and light pollution, and heavy traffic. ▪ Compatibility may be achieved with density and land use transitions, from lower to higher densities. 	<ul style="list-style-type: none"> ▪ Major Arterial ▪ Connector ▪ Neighborhood 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ Framework of interconnected streets, sidewalks, and trails.
Medium-Density Urban Residential	UL, UM	<ul style="list-style-type: none"> ▪ Small lot residential, or multiple single-family units on one lot, with typical densities between 6 and 12 units/acre. ▪ Low-scale multiple family buildings, with typical densities up to 30 units/acre. ▪ Potential lot clustering. ▪ Innovative subdivisions or site configurations encouraged through Planned Unit Developments. 	<ul style="list-style-type: none"> ▪ Reasonable access or location on connector or arterial streets. ▪ Convenient access to neighborhood commercial services. ▪ Buffering from or mitigation of adverse environmental effects, including noise, odors, air and light pollution, and heavy traffic. ▪ Compatibility may be achieved with density and land use transitions. 	<ul style="list-style-type: none"> ▪ Major Arterial ▪ Minor Arterial ▪ Connector ▪ Main Street ▪ Neighborhood 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ Framework of interconnected streets, sidewalks, and trails. ▪ Transit and bicycle access is advisable. ▪ May include internal or alley access.
High-Density (Multiple-Family) Urban Residential	UM, UH	<ul style="list-style-type: none"> ▪ Multiple family buildings, with typical densities up to 60 units/acre. ▪ Innovative site configurations encouraged through Planned Unit Developments. ▪ May be a component of mixed-use projects, or include secondary retail and office uses. 	<ul style="list-style-type: none"> ▪ Adjacency to connector or arterial streets. ▪ Convenient access or integration into neighborhood and/or community commercial services. ▪ Buffering from or mitigation of adverse environmental effects, including noise, odors, air and light pollution, and heavy traffic. ▪ Compatibility may be achieved with density and land use transitions. 	<ul style="list-style-type: none"> ▪ Major Arterial ▪ Minor Arterial ▪ Connector ▪ Main Street ▪ Neighborhood 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ Framework of interconnected streets, sidewalks, and trails. ▪ Transit and bicycle access. ▪ May include internal streets and connections to mixed uses.

LAND USE CRITERIA AND DESCRIPTION

LAND USE	TYPICAL LUTAS	USE/FORM/INTENSITY CHARACTERISTICS	LOCATION/COMPATIBILITY CHARACTERISTICS	STREET TYPES	SERVICE AND INFRASTRUCTURE REQUIREMENTS
Rural Commercial	RL, RM	<ul style="list-style-type: none"> ▪ Very low intensity commercial to meet agricultural and rural residential needs. ▪ May be integrated into rural cluster developments. 	<ul style="list-style-type: none"> ▪ Areas within the city limits but outside the urban services area. ▪ Location at specific nodes, usually significant street intersections or entrances to regional recreation facilities. ▪ Design features that ensure rural compatibility, including open space buffers, contextual design, minimal signage, and transportation improvements if necessary. 	<ul style="list-style-type: none"> ▪ Highway ▪ Major Arterial ▪ Connector 	<ul style="list-style-type: none"> ▪ On-site private water/wastewater facilities. ▪ Extension of urban services will not occur during the foreseeable future. ▪ Adequate road service to meet traffic demands.
Neighborhood Commercial	UL, UM, UH, TO	<ul style="list-style-type: none"> ▪ Commercial clusters of developments serving a trade area up to two miles. ▪ May be integrated into mixed-use developments with office and residential uses. ▪ Frontage along streets, with limited direct surface parking exposure along right of way lines. Pad sites may be used to shield parking lot exposure. ▪ Cohesive sign design, with consistency of materials, lighting, and height. ▪ In transit-oriented districts, direct pedestrian access from transit stop to business entrances. 	<ul style="list-style-type: none"> ▪ For new facilities, location in commercial nodes, typically at median breaks or intersections of connector and/or arterial streets. ▪ Locations may vary as part of a Planned Unit Development. 	<ul style="list-style-type: none"> ▪ Major Arterial ▪ Minor Arterial ▪ Connector ▪ Main Street ▪ Neighborhood 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ In most cases outside of Planned Unit Developments, immediate access to connector or arterial streets. Shared access with other projects is encouraged to minimize curb cuts. ▪ When applicable, internal auto and pedestrian circulation systems. ▪ Direct pedestrian access from public sidewalks and trails. ▪ Transit and bicycle access is advisable. ▪ Convenient local access to surrounding neighborhoods with design that discourages external traffic.
Community Commercial	UM, UH, TO	<ul style="list-style-type: none"> ▪ Commercial clusters of developments serving a trade area up to three miles. ▪ Should be integrated wherever possible into mixed-use developments with office and residential uses. ▪ Frontage along streets, with limited direct surface parking exposure along right of way lines. ▪ Cohesive sign design, with consistency of materials, lighting, and height. ▪ In transit-oriented districts, direct pedestrian access from transit stop to business entrances. ▪ Should include public or assembly space, typically in a plaza or urban sidewalk configuration with user amenities. 	<ul style="list-style-type: none"> ▪ For new facilities, location in commercial nodes, typically at median breaks or intersections of arterial streets. ▪ Locations may vary as part of a Planned Unit Development. 	<ul style="list-style-type: none"> ▪ Highway ▪ Major Arterial ▪ Minor Arterial ▪ Connector 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ In most cases outside of Planned Unit Developments, immediate access to connector or arterial streets. Shared access with other projects is encouraged to minimize curb cuts. ▪ When applicable, internal auto and pedestrian circulation systems. ▪ Direct pedestrian access from public sidewalks and trails to major pedestrian ways within project. ▪ Transit and bicycle access. ▪ Convenient local access to surrounding neighborhoods with design that discourages external traffic.

LAND USE CRITERIA AND DESCRIPTION

LAND USE	TYPICAL LUTAS	USE/FORM/INTENSITY CHARACTERISTICS	LOCATION/COMPATIBILITY CHARACTERISTICS	STREET TYPES	SERVICE AND INFRASTRUCTURE REQUIREMENTS
Regional Commercial	UH, UM, UL, TO, DT, RD	<ul style="list-style-type: none"> ▪ Unique retail and/or entertainment destination serving metropolitan area and surrounding region. ▪ Variety of building configurations. ▪ Should be integrated into large-scale mixed use developments with high-density office and residential uses. ▪ Cohesive sign design, with consistency of materials, lighting, and height. ▪ In transit-oriented districts, direct pedestrian access from transit stop to major center entrances. ▪ Should include significant public or assembly space. 	<ul style="list-style-type: none"> ▪ For new facilities, location at regional highway interchanges or at arterial intersections with superior regional access. ▪ Location at major transit stations (commuter rail, BRT, enhanced bus) is highly desirable. ▪ Locations may vary as part of a Planned Unit Development. 	<ul style="list-style-type: none"> ▪ Highway ▪ Major Arterial ▪ Minor Arterial 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ Superior arterial and highway access. ▪ Internal auto, bicycle, and pedestrian circulation systems. ▪ Direct pedestrian access from public sidewalks and trails to major pedestrian ways within project. ▪ Local and regional transit service.
Low/Medium intensity Offices and Business Parks	UL, UM	<ul style="list-style-type: none"> ▪ Professional, consumer, and administrative offices. ▪ Compatible mixed uses, including medium-density residential and neighborhood commercial are encouraged. ▪ Low impact research and industrial uses with no perceptible external effects as part of a Planned Unit Development. ▪ Typical floor area ratio range from 0.2 to 1.2. ▪ Minimal location of surface parking between buildings and public streets, with most parking located to side or rear of buildings. ▪ Visually restrained signage appropriate in neighborhood context. 	<ul style="list-style-type: none"> ▪ Locations typically along connector and arterial streets. ▪ Locations may vary as part of a Planned Unit Development. ▪ May serve as a transitional use between residential and commercial development, with intensity and scale stepping down toward lower-intensity residential. 	<ul style="list-style-type: none"> ▪ Major Arterial ▪ Minor Arterial ▪ Connector 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ In most cases outside of Planned Unit Developments, immediate access to connector or arterial streets. Shared access with other projects is encouraged to minimize curb cuts. ▪ When applicable, internal auto and pedestrian circulation systems. ▪ Direct pedestrian access from public sidewalks and paths. ▪ Transit and bicycle access is advisable.
High Intensity Offices and Business Parks	UM, UH, DT, ER	<ul style="list-style-type: none"> ▪ Professional, consumer, and administrative offices. ▪ Compatible mixed uses, including medium- to high-density residential and neighborhood commercial are encouraged. ▪ Research and limited industrial uses with no perceptible external effects as part of a Planned Unit Development. ▪ Minimal location of surface parking between buildings and public streets, with most parking located to side or rear of buildings. ▪ Parking structures where feasible to reduce surface parking. ▪ Established landscape and signage plan. 	<ul style="list-style-type: none"> ▪ Locations typically along arterial streets or at points of high accessibility. ▪ Locations may vary as part of a Planned Unit Development. ▪ May be a component of a regional commercial use. 	<ul style="list-style-type: none"> ▪ Highway ▪ Major Arterial ▪ Minor Arterial 	<ul style="list-style-type: none"> ▪ Full urban services. ▪ In most cases outside of Planned Unit Developments, immediate access to arterial streets. Shared access with other projects is encouraged to minimize curb cuts. ▪ Internal auto, bicycle, and pedestrian circulation systems. ▪ Direct pedestrian access from public sidewalks and trails. ▪ Transit and bicycle access.

LAND USE CRITERIA AND DESCRIPTION

LAND USE	TYPICAL LUTAS	USE/FORM/INTENSITY CHARACTERISTICS	LOCATION/COMPATIBILITY CHARACTERISTICS	STREET TYPES	SERVICE AND INFRASTRUCTURE REQUIREMENTS
General Industrial	UM, UL, ER	<ul style="list-style-type: none"> ▪ Broad range of industries with negligible external environmental effects at property lines. May include outdoor storage, warehousing and distribution, manufacturing, and office/flex buildings. ▪ May include very limited supporting retail and commercial uses for the primary purpose of serving employee and business needs. ▪ Landscaping and screening at perimeter and along street exposures. ▪ Screening of high impact site components. ▪ Special design controls to mitigate visual and operational impact. 	<ul style="list-style-type: none"> ▪ Convenient access to major arterials, highways, and other transportation facilities as needed. ▪ Locations with limited visibility along major civic corridors. ▪ Locations that are remote from or do not affect incompatible uses such as residential and major commercial. 	<ul style="list-style-type: none"> ▪ Highway ▪ Major Arterial ▪ Minor Arterial 	<ul style="list-style-type: none"> ▪ Full urban services with adequate availability of water and sewer to serve needs. ▪ Excellent access to transportation facilities without encroaching on lower-intensity uses, particularly residential. ▪ Transit service is desirable. May take the form of special services or transit "brokerages."
Heavy Industrial	HI	<ul style="list-style-type: none"> ▪ Broad range of industries with potential or actual external environmental effects at property lines. May include outdoor storage, warehousing and distribution, manufacturing, processing, and office/flex buildings. Some uses may involve hazardous materials. ▪ Special permitting required for certain activities. ▪ May include very limited supporting retail and commercial uses for the sole purpose of serving employee and business needs. ▪ Landscaping and screening at perimeter and along street exposures. ▪ Screening of high impact site components. ▪ Special design controls to mitigate visual and operational impact. 	<ul style="list-style-type: none"> ▪ Convenient access to major arterials, highways, and other transportation facilities as needed. ▪ Rail access may be necessary. ▪ Locations must not affect residential neighborhoods, K-12 schools, and similar uses. ▪ Locations with limited visibility along major civic corridors. 	<ul style="list-style-type: none"> ▪ Highway ▪ Major Arterial 	<ul style="list-style-type: none"> ▪ Full urban services with extensively developed transportation, water, and sewer services. ▪ Excellent access to transportation facilities without encroaching on lower-intensity uses. ▪ Internal transportation networks to ensure high efficiency and ease of operation. ▪ Transit service is desirable. May take the form of special services or transit "brokerages."

of older areas and decreasing land values, while expanding the city's boundaries outward. The surveys and process of **planokc** show that this view is also changing, as citizens place a high value on using existing infrastructure and urban land effectively and rebuilding established neighborhoods. Preferences are also changing, as many families appreciate active urban places like Midtown and Automobile Alley that provide living, shopping, entertainment, and work places with good walking, bike, and transit access. Effective use of existing land resources is a central principle of Chapter Two's land use vision.

Redevelopment and infill depend on major private investment. City policy and action can create the conditions that help this private investment occur.

Directions for these policies include:

- **Site assembly.** Multiple property owners, often absent or very difficult to find, can make it impossible to put together sites for redevelopment. The City can help private developers by helping them assemble sites.
- **Infrastructure and street improvement.** While redevelopment and infill sites usually have infrastructure, these facilities are sometime obsolete and require improvement. Redevelopment can provide the impetus for making necessary public investments in these assets.
- **Public investments.** Parks, schools, civic facilities, pedestrian and bicycle facilities, streetscapes, and other amenities can provide anchors that are proven to generate private development. The Bricktown Canal is an excellent example of a public amenity that has paid for itself many times over in private investment. Similarly, the new MAPS 3 Park will inevitably become the catalyst for the Core to Shore redevelopment.
- **Code improvement and proactive enforcement.** Poor property maintenance, unattractive and cluttered signs, and public or operating nuisances can degrade the value of surrounding property and discourage reinvestment. Updated ordinances and consistent,

enforcement will minimize these disincentives and create momentum for new private development.

Policies SU-10, SU-14, SU-17, SU-18, SU-19, SU-20, SU-21, G-10, L-12, L-14, L-25, L-27, L-28, L-29, L-32, L-34, L36, L-39, E-2, and ST-22 implement this initiative.

A city is first and foremost a concentration of people, and we all need places to live. Thus, residential uses make up the largest single consumer of land in Oklahoma City. Our residential areas must offer a variety of living environments that relate to the needs and preferences of citizens, and protect them from negative impacts caused by surrounding land uses.

INITIATIVE 4

DEVELOP A WIDE RANGE OF HOUSING AND NEIGHBORHOOD OPTIONS

We will build housing and neighborhoods that address the needs of citizens at all stages of their lives. Oklahoma City's citizens and their households have characteristics such as family size, income, age, and tastes that require diverse housing choices. In the past, the majority of new housing development has been single-family, detached, and owner-occupied on relatively large lots. We have also tended to separate housing by type and cost, encouraged by our zoning and subdivision ordinances. However, the private market and resident needs are moving toward greater diversification – different designs, densities, and prices, connected together into neighborhoods. Most housing is built privately, and builders, who respond to markets, cannot be forced to build certain kinds of products. City decisions should encourage both diversity and integration of housing types to the maximum degree possible. Implementing the LUTA concept will help remove statutory obstacles to projects that include diverse housing types and



REUSING VALUABLE RESOURCES

The popular Automobile Alley corridor along Broadway has demonstrated the possibilities of using substantial buildings for new and innovative purposes. The Core to Shore district envisions reusing over a square mile of under-used land to build a new community that can house up to 10,000 new residents and that will add new life to both Downtown and the Riverfront.



PUBLIC INVESTMENTS AS CATALYSTS

The Bricktown Canal (left) has generated millions of dollars of new investment and economic growth in Oklahoma City. Only a little over two miles of the Atlanta Beltline (right) is complete, but it has already generated nearly a billion dollars of new residential and mixed use development.

relate them to each other. Updated subdivision regulations will also require the street, pedestrian, and bicycle connectivity, common space, and housing variety needed to turn "pods" into communities. Design standards can establish a baseline for quality development that respects the needs for both privacy and civic life, and incentives should reward builders and developers who innovate to build diverse, active communities.

Policies SU-4, SU-5, SU-6, SU-7, SU-8, SU-12, SU-49, L-14, L-25, L-28, L-32, L-33, and L-34 implement this initiative.

Oklahoma City must maintain healthy commercial districts for several reasons. First, commercial activity makes up a large part of the city's economy, offering jobs and business opportunities to many citizens. Second, commercial areas affect the everyday lives of our citizens and improve their quality of life by offering a wide variety of goods and services. Third, commercial areas are centers of urban activity, giving us the places to meet, shop, eat, entertain, and be entertained. And finally, retail sales provide City government with the revenue necessary to provide vital public services like fire and police protection. Yet, these

same commercial areas are experiencing unprecedented competition from other communities and on-line retailers. Our land use policies should help them compete successfully in this environment.

INITIATIVE 5

STRENGTHEN EXISTING RETAIL AREAS

We will place a priority on increasing the economic strength and growth of viable existing commercial nodes and corridors. Commercial development typically flees to the "next new thing," leaving previous locations for new sites, usually in growth areas. While understandable, this trend leaves older commercial areas underutilized with more marginal businesses and vacancy, lower rents, and reduced upkeep and investment. While market conditions and age will inevitably make some areas less competitive, we must maintain the strength of our existing viable districts. This program may include:

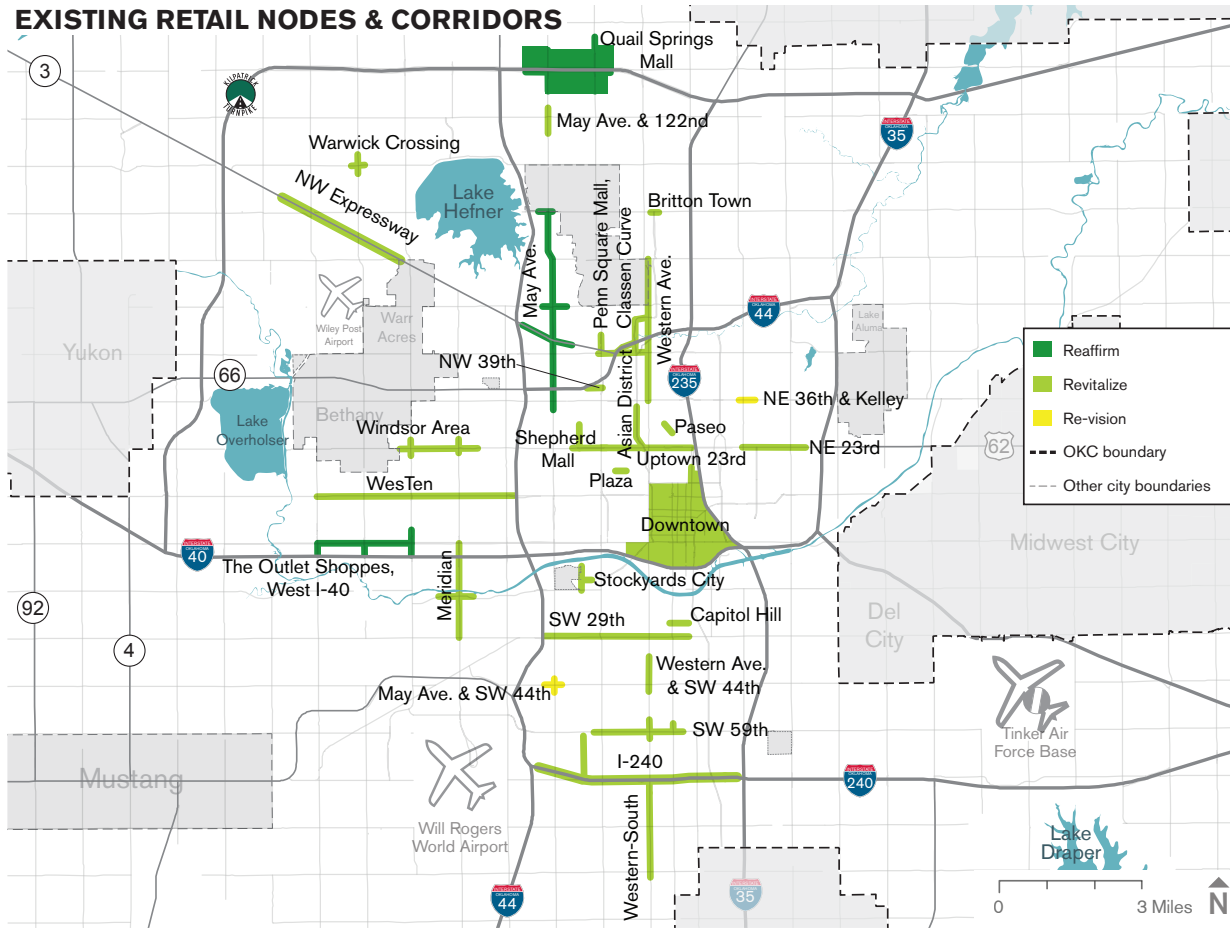
- Improving the function and convenience of commercial areas with improved transportation access, including better local circulation, enhanced transit service, and internal and external pedestrian and bicycle linkages.

- Creating a better physical environment through streetscape and public space investments.
- Providing financial incentives like tax increment financing for site and building upgrades, and for introduction of new uses into single-use commercial areas.
- Creating new parking standards for mixed-use projects that recognize that different uses generate their highest parking demands at different times.
- Encouraging new commercial within redevelopment areas, benefitting existing retailing by introducing new nearby attractions.

We will implement strategies for the reuse and redevelopment of low-performing commercial areas. Cities don't stand still and neither do retail markets. Some of the city's commercial areas are no longer viable in their current form, but still siphon some commercial activity from other, stronger districts. We will implement strategies for revitalization of these underutilized but still important districts.

Policies SU-17, SU-23, SU-24, SU-26, SU-27, and SU-32 implement this initiative.

EXISTING RETAIL NODES & CORRIDORS



RETAIL NODES & CORRIDORS

This map identifies existing commercial areas that will benefit from planokc policies that help them maintain or increase their vitality.

69% of businesses indicated that the physical appearance of the area where their business is located is important to their success.

- planokc *Business Survey* (2014)



IMPROVING RETAIL CORRIDORS

Capitol Hill (left) and the Plaza District (right) are examples of viable business districts that can benefit from policies that enhance competitiveness.

INITIATIVE 6

ESTABLISH GOOD DESIGN AND LOCATION STANDARDS FOR NEW COMMERCIAL DEVELOPMENT

We will establish and execute design guidelines for new commercial projects that enhance appearance, access, and function, and strengthen their surrounding neighborhoods. It seems to many people that one specific priority seems to drive commercial design: getting cars as quickly as possible from the street to parking lots. This produces a common pattern of buildings (shopping centers, multi-tenant strips, free-standing structures) separated from the streets and surrounded by parking, with big signs located along the road for maximum visibility from cars. In fact, zoning and development codes generally focus much more on parking than on the uses and buildings that the parking serves. This generic approach, repeated everywhere, lacks innovation, reduces the customer experience to finding a place to park, and produces inefficient and unattractive commercial strips. However, some new commercial designs are successfully following other approaches, based on providing a good customer experience. Our commercial development standards should also move in this direction. They should guide projects in ways that serve the competitive interests of neighborhoods, developers, businesses, and the entire community.

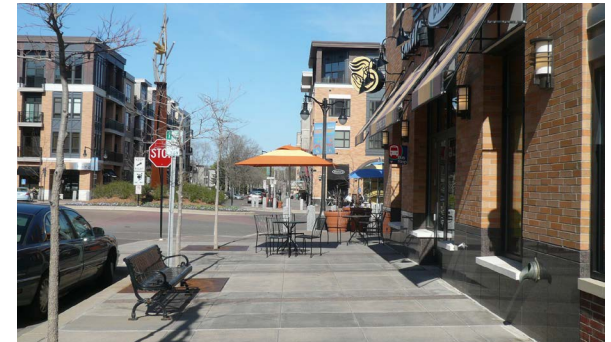
.....
85% of businesses support the City taking actions to improve the appearance of major commercial streets.
.....

- planokc *Business Survey* (2014)
.....

These guidelines should not micromanage development but instead should follow a few fundamental principles:

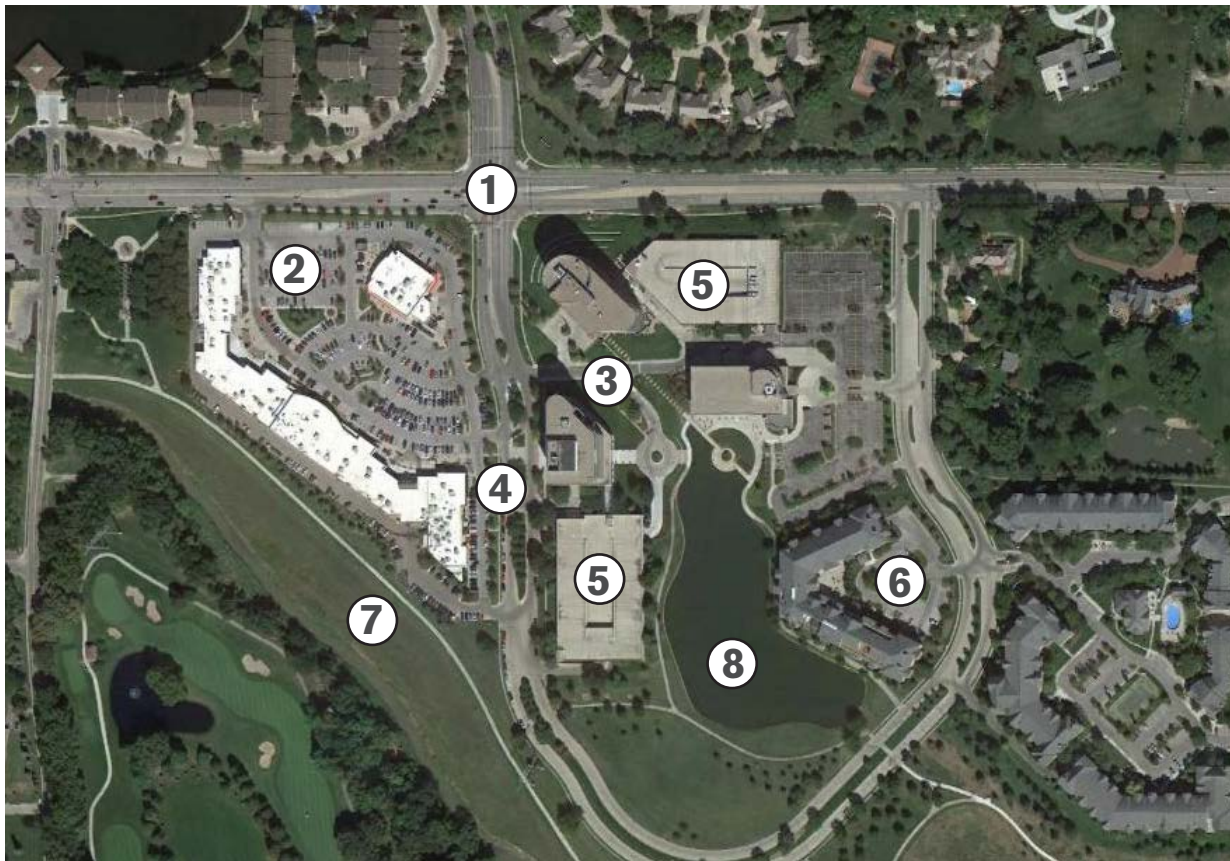
- Organizing commercial development as districts to the maximum degree possible. "Districts" allow customers to accomplish several purposes with one trip, to park once and walk comfortably and safely from business to business, and to find features and public amenities that encourage personal interaction and a positive customer experience.
- Engaging commercial buildings and businesses with public streets and sidewalks rather than their parking lots.
- Relating commercial development to surrounding residential neighborhoods, encouraging direct and convenient local access without inviting outside traffic.
- Incorporating mixed land uses such as higher-density residential, services, and offices into commercial projects.
- Developing well-conceived signs and graphics that communicate and guide customers without excessive size and numbers.
- Using site features like landscaping, walkways, internal driveways, and drainage areas to make projects more attractive, secure, and easier for customers to use.
- Reducing the amount of surface area devoted to parking, or dividing parking lots into smaller blocks for circulation and orientation.

We will focus commercial development in nodes that have good transportation access and support the development of multiple uses. Commercial strip development disperses business, working against the creation of walkable, multi-purpose activity centers. Yet, commercial zoning is often granted along these corridors by default, as people assume that their appearance, traffic, and previous land use patterns make them unsuitable for other uses. Nodes are more conducive than strips to pedestrian, bicycle, and transit access and encourage public spaces that upgrade the customer experience. planokc can reshape the character of major corridors, making them good



.....
APPLYING COMMERCIAL STANDARDS

From top: Mixed use development in Minneapolis, with community commercial integrated into street level; parking lot access and separation into blocks in West Des Moines, IA; commercial street orientation on St. Charles Avenue in New Orleans.



ELEMENTS OF A MIXED-USE NODE

The development above applies elements of a successful mixed use node in a suburban setting:

1. Major street intersection with different land uses at the quadrants
2. Parking lot with walkways that link retail buildings on the site and public space (see enlargement)
3. Multi-story office development with connections to retail and residential uses
4. Clearly marked pedestrian crossings
5. Parking structures to reduce surface parking
6. Major residential component
7. Regional trail connection with paths to development
8. Open space feature



environments for multiple uses. They will also direct commercial development to nodes that provide both good transportation access and opportunities for retailers to reinforce each other. Nodes at intersections may adopt a mixed-use character when non-retail uses are incorporated into at least one quadrant of an intersection.

Policies SU-7, SU-25, SU-27, SU-28, SU-29, SU-30, SU-31, SU-32, SU-47, C-14, C-31, C-43, L-37, L-38, E-14, and E-37 implement this initiative.

Economic growth in Oklahoma City requires an adequate supply of well-located land for employment development. The Employment Land Needs Assessment and Action Plan suggests maintaining a perpetual inventory of 1,000 acres of industrial land with full services. However, potential incompatibilities with residential and commercial uses complicate finding acceptable sites for industry.

INITIATIVE 7

MAINTAIN AN APPROPRIATE INVENTORY OF EMPLOYMENT LAND

We will ensure that new and expanding industries have places to locate and grow in Oklahoma City. The Employment Reserve LUTA designates areas that are especially suitable for major industrial and office development. Public/private partnerships should provide adequate infrastructure and transportation services to these strategic areas. This typology area also recognizes that all land uses do not mix well with each other. Industries must have space to operate responsibly, but have operating characteristics that often are incompatible with other uses. Because industrial and office development may require holding large areas for long periods of time, owners often attempt to realize short-term returns by splitting off parts of sites for commercial or residential



uses. If established, these uses can limit industrial and office options. Uses that could compromise future industrial and office growth should not be permitted to encroach on prime land with access to transportation infrastructure that is designated for major employment.

We will reduce the level of land use conflict between industrial and non-industrial uses. Protecting industrial land from non-industrial encroachment is part of a strategy to maintain a sufficient inventory. Reducing the potential for conflict between industrial and other uses also helps maintain the industrial land supply. Industrial development standards and guidelines should include landscaping and screening along major streets and edges of industrial areas, locating higher intensity industries away from neighboring uses, and standards that address building appearance and placement, outdoor storage, and buffering of high-impact site elements.

Policies SU-33, SU-34, SU-35, SU-36, and ST-1 implement this initiative.

Downtown is Oklahoma City's image center and its most concentrated economic engine. Before the MAPS program, Downtown had become a single-use office and government district, with only vestiges of its former retail strength. Previous redevelopment efforts created superblocks without the intimacy and evening activity that characterizes successful city centers. During the last two decades, public investment in amenities and a massive private sector response together have gone far toward producing a great urban district. Future initiatives should continue this momentum and realize the vision of a self-sustaining, multi-purpose downtown that maintains its energy around the clock.

INITIATIVE 8

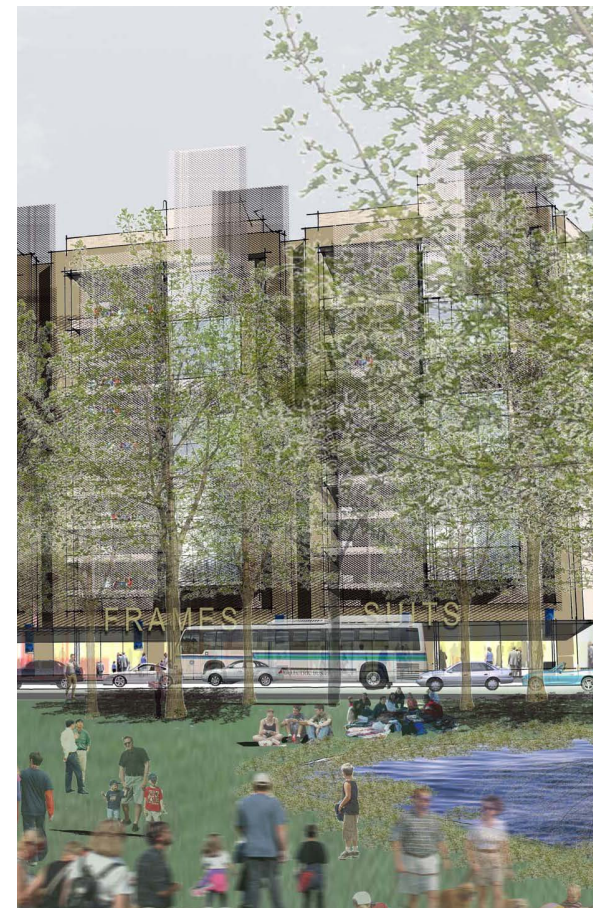
CONTINUE DOWNTOWN'S EVOLUTION AS A MIXED USE URBAN NEIGHBORHOOD

We will continue the process of creating a mixed-use, intensively developed, human-scaled, and experience-rich downtown. American downtowns declined as the number of reasons that brought people downtown decreased. Recently, downtowns have achieved success as places to live and visit as well as work. This evolution in Oklahoma City began in Bricktown and surrounding areas, where the canal and ballpark anchored adaptive reuse of historic buildings and the addition of new restaurants, entertainment venues, hotels, offices, and homes. This transformation continued with the addition of one of the National Basketball Association's premier franchises, the Civic Center restoration, major office projects, and new housing. While the growth and development of downtown will always be ongoing, these accomplishments provide the foundation for building a great 21st century downtown.

Land use and development targets and policies will be instrumental in guiding this future. Major land use focuses will include a range of housing types and costs to serve a complete cross-section of the Oklahoma City market; services and retailing that support a larger resident population, including child care, educational facilities, and neighborhood commercial uses like a grocery store; integration of multiple uses into new and existing buildings; and public parks and open spaces for both programmed and informal activity. Much of this future development will occur on currently under-used sites such as the Core to Shore redevelopment area, the future Boulevard on the former I-40 right-of-way; existing surface parking lots, and vacant sites. Initial steps in meeting these needs include revisions of regulations to accelerate desirable uses and market research to demonstrate and quantify markets for specific project types.

As Downtown continues to develop, it must also evolve as a great urban place that offers a superb experience to its residents, workers, and visitors. The history of the urban renewal era in Oklahoma City tells us that investment dollars and big projects alone do not create a living and vibrant city center. A secure, populated, human-scaled environment requires family-friendly amenities, windows on the street, buildings with details scaled to people, pedestrian environments that engage the eye and mind, and an overall sense of welcoming and even festivity. These features have the power to attract the life that is characteristic of great downtowns.

Policies SU-7, SU-11, SU-37, SU-40, SU-42, SU-43, ST-12, ST-13, ST-14, ST-15, and ST-16 implement this initiative.



PARKING STRUCTURES AND LINKAGES

Entrance to internal parking structure at the Boulevard mixed use development in Clayton, MO (top left); Parking garages and maintaining pedestrian connections through the design of Devon Tower (center); the highly successful DIVY bike share system in the Chicago Loop (bottom).

INITIATIVE 9

MAINTAIN AND INCREASE DENSITY AND LINKAGES AMONG DOWNTOWN'S PARTS

We will create a high-density downtown by providing efficient parking, excellent automobile, bicycle, and pedestrian circulation, and development policies that promote density. We know that private automobile transportation and the space that cars require work against high-density development. We also know that downtown must accommodate private cars to succeed, but should provide better alternatives for people moving between features within the district. High density development itself brings more things closer together, making walking, biking (including bike share systems), and transit circulators like modern streetcars the most efficient and pleasant ways to go.

We can institute this "virtuous cycle" by:

- Redeveloping surface parking lots with new development, providing new parking in parking structures, and integrating structured parking vertically into new projects.
- Developing enhanced transit to downtown and "density-friendly" circulation to points within downtown, including pedestrian and bicycle facilities (including bike share) and the modern streetcar circulator included in the MAPS 3 capital program.
- Preserving and restoring to the degree possible the urban grid of blocks in Downtown Oklahoma City, re-establishing pedestrian linkages lost during the superblock era of Downtown redevelopment.
- Revising development ordinances to limit surface parking, encourage mixed uses on at least the street level of parking garages, and increase overall development yields.

Policies SU-7, SU-38, SU-39, and C-8 implement this initiative.

INITIATIVE 10

IMPLEMENT THE CORE TO SHORE REDEVELOPMENT PLAN

We will implement the Core to Shore redevelopment plan. Core to Shore, linking Downtown with the Oklahoma Riverfront, is an exceedingly important project for many reasons. Its 800 acres will develop a completely new, mixed income residential neighborhood that can add up to 10,000 people to the immediate Downtown market. The MAPS 3 Downtown Upper and Lower Parks, other green spaces, and the SkyDance bridge will provide open space and recreation for the entire downtown community and will unite the riverfront greenway and the city center. Finally, the boulevard, convention center, and associated development will heal a barrier that has long divided downtown from its surrounding neighborhoods. Other cities such as Chicago with the redevelopment of the South Loop have demonstrated the dramatic impact of district-wide redevelopment adjacent to a major downtown. Core to Shore is that kind of historic project for Oklahoma City.

Policies SU-7, SU-37, SU-41, and ST-22 implement this initiative.

More efficient, compact development in the city proper also requires management of development at the city edge. While Oklahoma City is one of America's largest cities in area, most of its population is located in 25% of the city's total square miles. The balance is either undeveloped or very low density rural residential development. Efficient use of land will help manage the availability of land for development and maintain rural character at the edge.

INITIATIVE 11

MANAGE DEVELOPMENT TO ENSURE EFFICIENCY AND PRESERVATION OF RURAL CHARACTER

We will preserve rural character and grow efficiently by managing the growth of urban development. Without careful phasing of infrastructure extensions and development in new areas, we will continue to use existing infrastructure inefficiently while incurring the higher costs of extending facilities prematurely; create land use conflicts with existing farms; and change the character of land for people who built homes or made other investments based on rural character.

Urban growth will occur in many areas, but these new growth areas should receive infrastructure as the market demands, with incremental utility extensions contiguous to pre-existing urban development. This will require designing and implementing an infrastructure management system, possibly establishing sub-watershed districts which would be opened to development as required by land availability or economic considerations. New basins would be opened to development when existing areas with full services reach a certain percentage of development. In the meantime, areas that can feasibly receive urban infrastructure in the future should be reserved for urban development through the Urban Reserve LUTA.

Infrastructure financing techniques should recognize both the need to manage and direct the geographic extent of development, and the need for partnerships

.....
64% of residents support focusing City resources on developing areas where infrastructure already exists.
.....

- planokc Citizen Survey (2013)
.....



"Along the river, a series of modern glass boathouses has risen like wind-filled sails, transforming the city into a national center for rowing sports. All 73 inner-city schools are being rebuilt or refurbished.

Downtown, there is enough streetscaping going on to render a GPS unit useless. And near the city's historic neighborhoods, chockablock with houses in Arts and Crafts or storybook style, rejuvenated commercial areas like the Plaza District offer residents locally made goods and trendy "beer cocktails."

- The New York Times,
August 4, 2014

between the public and private sectors to extend services and utilities. For example, the City could provide front-end financing for infrastructure in a specific growth area, reimbursed or offset by impact fees and special service district assessments calculated on the basis of the yield of the area.

We will reinforce the character and quality of existing rural development and provide the ability for some very large lot development in some areas which are unlikely to receive infrastructure in the short term. Oklahoma City has a substantial amount of rural residential development within its city limits. The integrity and rural character of this development should be respected as previous investments in infrastructure are efficiently used. These rural areas also have a significant population that requires convenience and commercial services. Land use policies will provide for limited commercial development to address these specific service needs. The Rural LUTAs specifically recognize that maintaining character, using infrastructure efficiently, and providing supporting commercial are priorities.

While we can plan for sound, gradual expansion of the city through the Urban Reserve LUTA, we should provide existing landowners with the opportunity to realize a reasonable development return on their land. We will consider innovative techniques like Build-Through Acreages, allowing rural density development on a portion of a parcel with adoption of an overall master plan that achieves urban densities when utilities are extended.

Policies SU-8, SU-13, SU-14, SU-15, SU-16, SU-44, SU-45, SU-46, C-12, C-28, and C-29 implement this initiative.

Oklahoma City's key environmental resources, including streams, lakes, wooded areas, prairies, wildlife habitat, and prime soils are vital to the city's quality of life and ability to sustain itself. Other features such as flood plains, are both resources and constraints, whose over-development produces significant risk to people and property. Our policies protect these important assets and encourage their integration into the urban fabric.

INITIATIVE 12

PROTECT ENVIRONMENTAL RESOURCES

We will protect key environmental features and use practices that minimize the impact of urban development. Resource protection follows two tracks: maintaining certain environmentally sensitive areas in predominately open uses and minimizing the impact of neighboring development. Policies for areas such as riparian areas and floodplains will preserve the integrity and general open quality of these features. Specific requirements should be fashioned around the characteristics of these resources. For example, floodways should be left as permanent open space, and floodplain development should be avoided.

The parallel track addresses development practices in areas that affect environmental resources. Examples include reducing densities, intensities, and impervious surface of development near environmental resources; incorporating buffers into project design; and prohibiting uses that present pollution risks in important groundwater recharge areas. These practices are discussed more fully in the **greenokc** chapter.

Land development regulations should advance these practices with both performance requirements and incentives such as conservation development. Conservation development techniques preserve

resources within a project area by maintaining openness of sensitive areas and transferring their development potential to other parts of the site.

Policies SU-8, G-1, G-2, G-3, G-4, G-5, G-6, G-7, G-9, G-11, G-12, G-13, G-15, G-16, G-18, G-19, G-20, G-21, G-22, G-23, G-24, G-25, G-26, G-27, G-30, G-31, G-32, G-34, G-36, G-43, G-44, and L-41 implement this initiative.

.....
69% of **CrowdGauge** respondents approved of the City providing better regulations and incentives to protect environmental and natural resources.
.....

