



COMMUNITY PROFILE

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COMPREHENSIVE PLAN



HISTORY



Platted as a town in 1901, modern settlement in Mustang began a few years earlier with the Oklahoma Land Rush of 1889 when new lands in the area were made available for settlement after the passage of the Indian Appropriations Act. Another significant milestone in 1901 was the construction of the Oklahoma City and Western Railroad that passes through Mustang. This railroad is now known as the St. Louis and San Francisco Railway, or Frisco. For the next fifty years, Mustang was most well-known for its bountiful fruit and vegetable crops that were sold in larger Midwest cities. The city was devastated by a tornado in 1927 that demolished several buildings. Despite the bountiful harvest, the community experienced slow growth until the 1960s. Around this time additional transportation facilities made the suburb more

accessible and inner-city blight served as an impetus for many to move further away from Oklahoma City. Mustang attracted many residents from Oklahoma City due to the proximity of high-paying jobs at Dayton Tire plant, Federal Aviation Administration Aeronautical Center, and the Western Electric plant.

Today, many of the former fruit orchards are now residential subdivisions and Mustang is one of the fastest growing cities in the Oklahoma City area. Despite the city's transformation into primarily a bedroom community for the region, Mustang still honors their 'Sooner' culture at the annual Western Days Celebration that features a parade, cook-offs, costume contests, live music, and a great deal of family fun. (Note photographs on pages 14, 15 and 35.)



European explorers were in the area as early as 1541.

Modern roots can be traced back to the Oklahoma Land Run of 1889.

The first U.S. Post Office appeared in 1895, which was named Mustang, presumably in recognition of a creek by the same name which flowed just north of town limits.

1900 - 1920

Agriculture was a community mainstay for many years. In fact, some Oklahomans referred to Mustang as "Down in Egypt" because of the bountiful crops of fruits and vegetables. At one time the area was home to the Mustang Fruit and Truck Growers Association, a group that actively marketed in cities like Chicago, Omaha and St. Louis. The 1911 and 1912 growing season reportedly yielded "tens of thousands of bushels of fruit".

1980's - 1990's

Between 1980 and 1990 Mustang still saw a population increase of 184%. During the 1990s, the growth rate had lessened to "only" 39%, but Mustang was witnessing a steady increase, which would continue for more than 15 years. During this time, Canadian County became Oklahoma's fastest growing county and Mustang became one of the fastest growing cities.

Early Explorers MODERN ROOTS

1960's - 1970's

During the 1960s, a population surge began that would last over 20 years. Between 1960 and 1970 our population exploded by over 1200% as the transportation systems began facilitating longer commutes and families began fleeing the blight of larger communities and heading for the suburbs. Others arrived here because of Mustang's close proximity to high paying jobs at the new Dayton Tire plant, the FAA Aeronautical Center and the Western Electric plant. Mustang was becoming the OKC Metro's area secret, a secret that was simply too good to keep quiet!

Population SURGE

A lot has changed in the past 125 years. Most of our fruit orchards have been replaced with housing additions. There are probably more air traffic controllers living in town than there are farmers. The little dirt road is now a five-lane state highway that carries almost 25,000 cars per day and we have new, beautiful public facilities that accentuate our excellent quality of life.

Information courtesy of the City of Mustang: <http://www.cityofmustang.org/community/page/history>

DEMOGRAPHIC TRENDS

Analyzing past population patterns, assessing current characteristics of the population, and forecasting future trends are critical elements of the comprehensive planning process. The following section describe demographic trends using data from the 2010 Decennial Census and the 2010 American Community Survey. An additional analysis that was conducted is a comparison of the demographic characteristics of Mustang to other cities in the region. The communities included in the comparison are Bethany, Chickasha, Del City, Edmond, El Reno, Midwest City, Moore, Oklahoma City, Shawnee, and Yukon.

HISTORICAL POPULATION GROWTH

Mustang's population has grown steadily since 1960, adding an average of 3,400 people per decade as shown in Figure 2-1. According to the 2010 decennial population, the population was 19,112. The most recent Census population estimates in 2015 was 20,226, indicating that the city is growing faster than previous decades. Mustang is the fourth largest city in Canadian County, which is one of the fastest growing counties in Oklahoma as of 2014.

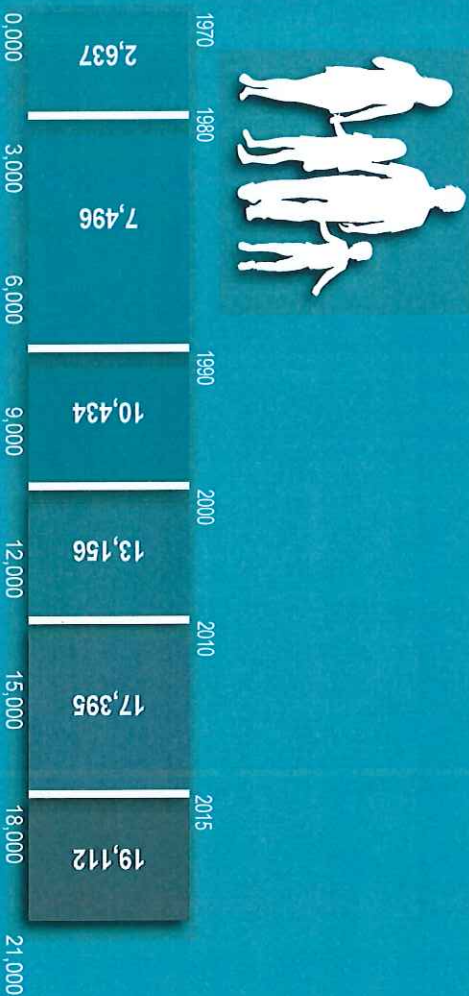


Figure 2-1: Mustang Historical Growth, 1970-2015

Source: www.nhgis.org; US Census

FUTURE GROWTH PROJECTIONS

The Oklahoma City region, of which Mustang is a part, is expected to grow to nearly 1.5 million by 2035, which is a 36% increase from 2005 when the Encompass 2035 long-range transportation plan was adopted. According to the Oklahoma Department of Commerce, Canadian County in particular is expected to increase 47% from 2010 to 2040, with a projected population in 2040 of 169,413. Based on these forecasts, if the City of Mustang has a similar share of Canadian County residents as it has in recent decades, it is expected that the population for Mustang in 2040 will be at least 25,400.

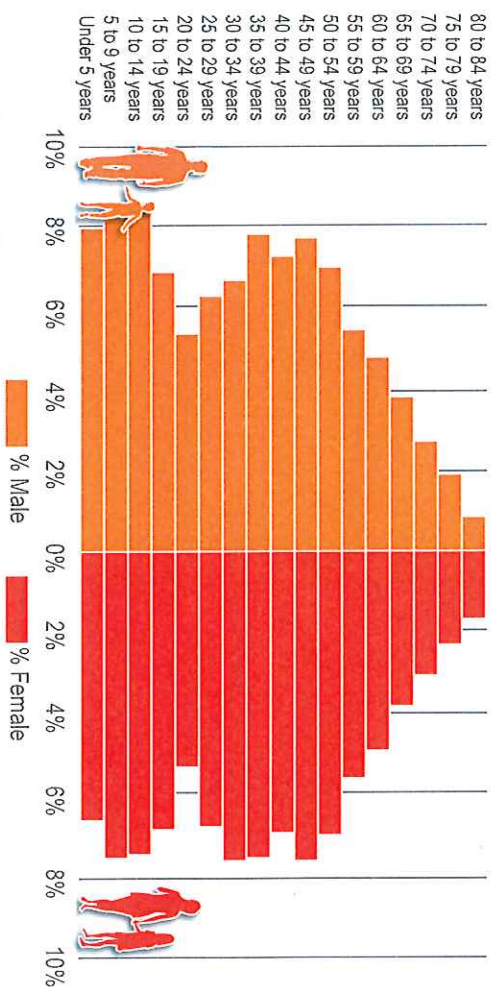
AGE AND GENDER DISTRIBUTION

Evaluating population by age and gender is important to ensure that a community has an appropriate mix of housing and community services. As indicated in Figure 2-2, the largest population group in Mustang in 2015 is made up of 45-49 year olds, followed by 40-44 year olds and 5 to 9 year olds, indicating that the city has a large middle-aged population as well as a large number of young kids. When compared to other cities in the region, Mustang has one of the highest percentage of residents that are between the ages of 0-19. Additionally, the median age in 2015 was 37.1, which is about in the middle of the other communities that were compared. There are also slightly more females in Mustang than males, especially in the older age ranges.

RACE AND ETHNICITY

Evaluating racial and ethnic characteristics is also important to establish an existing profile of a community. Mustang is predominantly white, although the percentage of minorities has been increasing slightly since 1990. In 2015, approximately 17% of residents identified as a minority, which is an increase from 15% in 2010 and 10% in 2000. Compared to other communities in the area, Mustang is less diverse. Table 2-3 shows the race and ethnic make-up of Mustang from 1990 to 2015.

Figure 2-2: Mustang Population Pyramid – 2015



Source: 2015 American Community Survey 5-Year Estimates

Table 2-3: Mustang Race and Ethnicity Trends, 1990-2010*

	1990	2000	2010	2015
Total Population	10,434	13,156	17,395	19,112
% White	94.1%	91.6%	88.4%	87.4%
% Black	0.7%	0.6%	1.0%	0.4%
% Asian	0.4%**	0.5%	0.9%	0.8%
% American Indian	3.8%	3.3%	3.9%	4.4%
% Pacific Islander	0.4%**	0.1%	0.1%	0.0%
% Other	0.1%	0.8%	1.8%	2.9%
% Multiple Races	N/A	3.1%	4.0%	4.2%
Total Minority	7.2%***	10.1%***	15.1%***	17.7%***
% Hispanic Latino Ethnicity	2.4%	3.0%	6.1%	8.2%

Source: U.S. Decennial Census and NHGIS Data Finder.

*Percentages may not add up to 100% due to rounding.

**In 1990, Asian and Pacific Islander were combined for reporting purposes.

***Total minority includes those who list their ethnicity Hispanic and race as anything other than white.

HOUSEHOLD CHARACTERISTICS:

Characteristics of households can indicate what the future housing mix may look like. Compared to other area cities, Mustang has the lowest vacancy rate and one of the highest median home values and median rents. These factors indicate that the housing market in Mustang is currently in high demand. The median household income has also increased steadily since 1990 and the median household income as of 2015 is \$67,719. Additional housing data and analysis is incorporated into Chapter 9: Housing.



EMPLOYMENT CHARACTERISTICS:

According to the U.S. Census, 35% of employed individuals in Mustang work in management, business, and arts occupations, followed by 27% that work in sales and office occupations. About 11% of employed individuals work in each of the following categories: service occupations; natural resources, construction, & maintenance occupations; and, production, transportation, & material moving occupations. The mean travel time to work in 2015 was 23 minutes, indicating that many are travelling outside of Mustang for work. The latest unemployment rate for Mustang is 4%, which is lower than the latest national rate (4.8%) and the latest rate in Oklahoma (5%).

OTHER POPULATION CONSIDERATIONS:

Beyond age, gender, race, ethnicity, and household characteristics, there are additional population characteristics that are important to consider when developing a comprehensive plan. As communities become more diverse, the number of impoverished individuals can rise, as do households with no cars and Limited English Proficient (LEP) individuals. The following section describes these populations that are important to consider to ensure that recommendations in the comprehensive plan are equitable.

Poverty: The percentage of individuals living in poverty in 2015 was 5.7%, which is a slight decrease from 6.1% in 2010. The poverty level is determined annually by the U.S. Department of Health and Human Services.

Educational Attainment: As illustrated in Table 2-4, 93% of residents 25 and older have at least a high school diploma, which is much higher than state and national averages. Since 2000, the percentage of people that do not have a high school degree has decreased by about 3%, which indicates that Mustang is becoming even more educated.

Table 2-4: Educational Attainment in Mustang, 2000-2015

Educational Attainment	2000			2010			2015		
Less than High School Degree	10.0%	7.6%	6.9%	35.7%	29.4%	30.9%	36.5%	40.6%	
High School Graduate	35.7%	29.4%	30.9%	36.5%	43.6%	40.6%	17.8%	21.5%	
Some College or Associates Degree	36.5%	43.6%	40.6%	17.8%	19.4%	21.5%			
Bachelor's Degree or Higher	17.8%	19.4%	21.5%						

Limited English Proficiency: Residents that have a limited ability to speak, read, write, or understand English are referred to as Limited English Proficient, or LEP. The percentage of LEP individuals in Mustang is very low – just under 2% in 2015 were considered LEP.

Zero-Car: The percentage of households that don't have access to a car in Mustang was only 2.1% in 2015, which is a decrease from 2.8% in 2010.

TAPESTRY SEGMENTS:

ESRI, a mapping and demography company, has developed a market segmentation system called Tapestry Segmentation to help identify consumer markets. Using Tapestry Segmentation, residential areas in the U.S. are divided into segments based on the socioeconomic and demographic composition. Analyzing the tapestry segments of Mustang can give further insight about residential characteristics and potentially about the needs and demands of residents. The top three tapestry segments in Mustang are described below.



Middleburg: Approximately 39% of Mustang fits into this segment, which is composed of residents who are conservative and family-oriented and live in semirural parts of metropolitan areas. The majority of residents are white and the unemployment rate is slightly lower than the national average.



Green Acres: Approximately 26% of Mustang fits into this segment, which is composed of residents who are primarily blue-collar Baby Boomers with and without children. The majority of residents in this segment are white and more than half have attended college. A high percentage of households earn income from being self-employed.



Old and Newcomers: Approximately 11% of Mustang fits into this segment, which is composed of residents who are either just starting their careers or retiring in cities. The majority of households are composed of one person and over 50% have at least some college education.



Images courtesy of Tapestry Segmentation



NATURAL & CULTURAL RESOURCES



The natural environment and cultural resources of a community are important to consider when developing a comprehensive plan as they can pose limitations for growth or create opportunities for preserving resources. The majority of Canadian County falls within the Central Great Plains ecoregion of Oklahoma and thus the topography of Mustang is generally flat, which is attractive to developers seeking to build new development in the city. As noted previously, Mustang has a history of successful crop production, which is due to soils that are conducive to agriculture and a wet climate. However, much of the city has been urbanized over the past 50 years so minimal agricultural land still exists.

Water resources are also important to analyze during the planning process. The primary unit of water planning is the watershed. In a watershed, all of the water from rivers and streams drain to a single source, often a lake. Mustang falls within two watersheds – the Lower Canadian-Walnut and the Middle North Canadian. Although there are no major lakes or rivers in the city limits, there are a few streams that provide natural and vegetative relief. A critical issue noted by stakeholders is flooding, especially in the Lakenoma Estates, Canadian Estates, and Cedar Ridge areas. Portions of the city are in the 100-year floodplain, which means that these areas have a 1% chance of experiencing a devastating flood each year. Flooding issues and recommendations are discussed in more detail in [Chapter 10 – Stormwater Management](#).

Within the city, there is one structure listed on the National Register of Historic Places: the Maloy House, located near Mustang Road, just north of the railroad tracks, was built around 1902 and is the only remaining structure from the founding of Mustang. While Oklahoma is known for the presence of Native Americans, there are no federally-recognized tribal boundaries within the city limits. The closest recognized tribe is the Chickasaw Nation who have tribal lands in Grady and McClain counties directly to the south of Mustang.

BUILT ENVIRONMENT

Within the 12 square miles of Mustang, approximately 5,091 acres or 66% is currently developed. Of the developed land, 80% is residential, which adds to the perception that Mustang is a bedroom community. Multi-family makes up a very small percentage of the residential uses in Mustang.

Retail and office makes up only 8% of the developed area, which should be increased to support the number of residences and to decrease the number of residents leaving the city to shop and eat. Large employers include the school district, St. Anthony Healthplex, Wal-Mart, and Lowe's.

Educational uses make up 3% of developed land in Mustang. The city has its own school district, Mustang Public Schools (MPS), which extends beyond the city limits and includes 12 total schools. Within the city limits, there are 6 MPS schools – 3 elementary schools, 1 intermediate school, 1 middle school, and 1 high school. During the public involvement process, the quality of schools in the city was greatly emphasized.

Finally, parks and open space make up about 4% of developed land in Mustang. In the parks system there are 8 developed and 2 undeveloped parks which are discussed more fully in [Chapter 6 – Parks, Recreation and Trails](#).





EXISTING REGULATORY FRAMEWORK

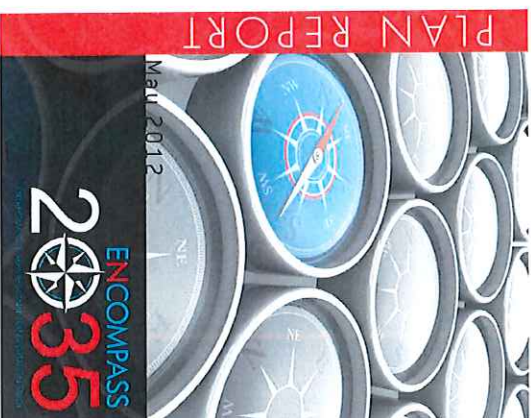


A zoning code is the primary way communities regulate development in terms of use, density, and size of structures. The existing zoning ordinance is found in Chapter 122 of the Mustang Municipal Code. There are 17 zoning districts in four major categories – agricultural, residential, commercial, and industrial.

ZONING DISTRICTS (17)

- A-1: General Agricultural and Oil and Gas District
- R-E: Rural Estates District
- R-1: Single-Family District
- R-2: Two-Family District
- R-3: Low Density Multiple-Family District
- R-4: Multiple-Family District
- R-MH-1: Manufactured Housing District
- R-MH-2: Mobile Home Park District
- C-1: Office-Professional Business District
- C-2: Commercial Neighborhood District
- C-3: Commercial General District
- C-4: Planned Shopping Center District
- C-5: Commercial Intensive District
- C-6: Commercial Special Use District
- I-1: Light Industrial District
- I-2: Moderate Industrial District
- I-3: Heavy Industrial District

In Mustang, there are three primary bodies that advise and make decisions about planning and zoning. First, the Planning Commission serves as an advisory body to the City Council on subdivision requests, rezoning applications, permits, and changes to the municipal code. Second, the Board of Adjustment makes decisions on variances or special exceptions to the zoning ordinance. Third, the City Council has the final approval on planning and zoning decisions.



EXISTING PLANS & STUDIES

Imagine Mustang builds upon relevant plans and studies that were completed in the past, including those described below.

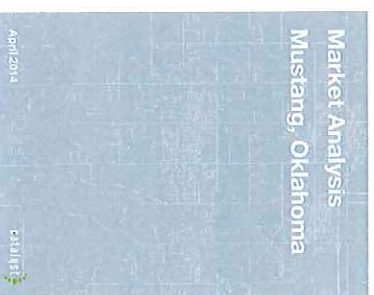


Canadian County Hazard Mitigation Plan: completed in 2013, this plan identifies and discusses natural and man-made hazards that have the potential to affect both residents of and property in Canadian County and offers relevant mitigation measures. Hazards discussed in the plan include floods, tornadoes, high winds, lightning, hailstorms, severe winter storms, extreme heat, drought, expansive soils, urban fires, wildfires, earthquakes, hazardous material events, dam failures, and transportation events. During the development of Imagine Mustang, it was determined that flooding is the most critical hazard currently in Mustang, so additional key points from the county's plan related to flooding are summarized in [Chapter 10: Stormwater Management](#).

Market Analysis Report: completed in 2014, this report serves as a strategic retail plan to attract appropriate economic development to the community. The report identified several trade areas much larger than the city limits that estimates where potential customers are coming from to shop and eat in Mustang. Individual properties were also analyzed to determine what type of retailer would be appropriate in the space. Overall, the report found that there are many leakages of residents going to other communities to shop. Additional key points are summarized in [Chapter 7: Economic Development](#).

Mustang 2020 Comprehensive Plan: the previous comprehensive plan for the city was adopted in 2003. The plan was designed to serve as a guide for policy and land use decisions until 2020. The resulting future land use map identified commercial/retail uses along major transportation corridors and medium/high density residential in small sections of the city. However, the majority of the city in the previous future land use map was identified as low-density residential. In order to accommodate the additional growth that is occurring and will continue in Mustang and in order to increase economic development, this future land use map needs to be revisited. More analysis and discussion is included in [Chapter 4: Future Land Use](#).

Encompass 2035: the Association of Central Oklahoma Governments (ACOG) develops a long-range transportation plan for the greater Oklahoma City region every 4-5 years. The current plan, Encompass 2035, was developed in 2012 and identifies transportation needs based on the projected population and employment growth in 2035. Proposed transportation projects in Mustang include widening Morgan Road, and Sara Road, to a four-lane arterial and Mustang Road, to a five-lane arterial. Additionally, since Encompass 2035 was adopted, plans for the Kilpatrick Turnpike include extending the loop towards Mustang. More discussion about ACOG's regional plans are included in [Chapter 5: Transportation/Mobility](#).



- Urban Residential
- Park Space
- Commercial/Retail/Dining
- Municipal
- Main Street Village
- Residential
- Primary Streetscape
- Secondary Streetscape
- Primary Gateway
- Secondary Gateway

1/4 Sq. Mi.
160 Acres

November 2016



HALFF ADG

