

# URBAN DESIGN

# 8

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# GOALS & OBJECTIVES

## URBAN DESIGN GOALS:



### COMMUNITY CHARACTER

CC2 – Look for opportunities to better define Mustang as a quality community outside of metro OKC.

CC3 – Promote the redesign of limited areas of SH 152 to spur quality redevelopment creating a true pedestrian “Main Street” and a generator for new economic development.



### ENVIRONMENT

E1 – Provide for the realistic preservation of Mustang’s unique environmental resources.



### DESIGN AESTHETICS

D1 – Establish a quality pedestrian environment with streetscape amenities such as: decorative lighting, shade trees, landscaping, wayfinding signage, benches/bike racks/trash receptacles which creates an economic development catalyst for Mustang.



### DOWNTOWN

DA1 – Design all new streets and plan to retrofit existing streets that have a high walking population with pedestrian sidewalks at a minimum of 5’ wide (6’ preferred).

DA2 – Design our typical suburban developments for equally safe movement of pedestrians, bicycles and automobiles.

DA3 – Work with developers to create a Mustang Downtown, which should have a pedestrian friendly character, bring a different quality of shopping to the community and growing a local tourism industry.

## PUBLIC INPUT ON URBAN DESIGN

Survey respondents and public meeting participants overwhelmingly liked the idea of creating a new downtown for Mustang as the part of a future development.

Stakeholders want the new downtown environment to incorporate shops and dining options in a quality walkable environment.

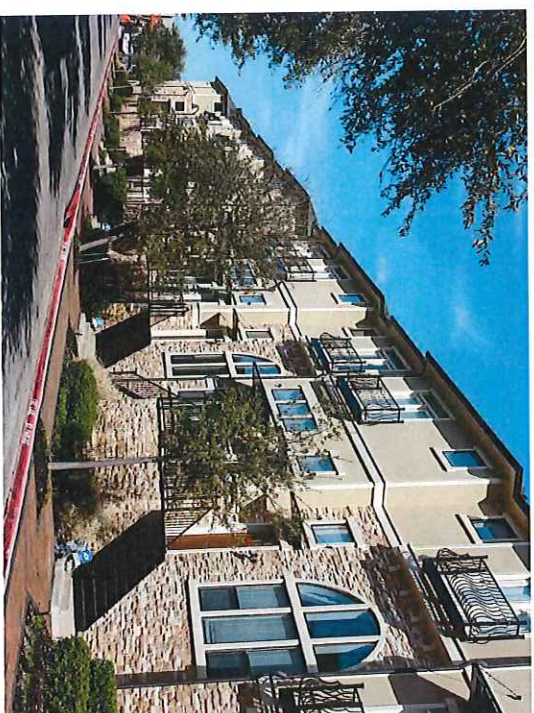
Stakeholders noted that poor lighting is an issue in many parts of the city.

Strong design of streets, neighborhoods, and an overall community can leave a lasting impression on residents and visitors alike. Urban design considers how land uses are configured and integrated into the transportation system and how buildings and spaces are organized. Strong urban design evokes a positive experience as one travels through a community.

The residents of Mustang are full of character but the community itself lacks definition and there is no true commercial downtown that serves as a central gathering place. Approximately 82% of questionnaire respondents stated that they would be supportive of having a downtown area in Mustang with shops, dining, and quality walkable environments. A major section of this chapter is analyzing potential locations, developing supporting policies, and defining implementation actions needed to create an urban village in Mustang to serve as a downtown area.

## EXISTING CHARACTER

The Center for Design Excellence defines the components that make up urban design as buildings, public spaces, streets, transportation options, and landscape. This section describes the existing character of these elements in Mustang. The photographs we show in the following pages define the desired direction for public space design and open space amenities.



## BUILDINGS

Urban design is not as concerned with the architectural style of individual buildings, but rather how the buildings are organized on a particular site. Most of the retail and office buildings in Mustang are located in typical suburban strip centers that are only navigable by car and have parking in front of the buildings. This includes the two big-box retailers (Wal-Mart and Lowe's), which are both set back a good distance from SH 152 and include large parking lots. An example of a newer building that is responsive to other urban design elements is St. Anthony Healthplex on the southwest corner of SH 152 & Sara Road. The large parking lot is broken up by landscaping and a well-connected sidewalk surrounds the site. There is also an attractive gateway sign on the corner that is highly visible to passing motorists. The myriad of building styles and orientation in Mustang is representative of a community that has been developed over time, but moving forward, there is an opportunity to define building styles in different areas to create a more cohesive sense of place.



## PUBLIC SPACES

The largest public space currently is Mustang Town Center which houses city hall, public library, municipal pool, recreation center, and the only community park in the city. Wildhorse Park offers several amenities including a dog park, soccer complex, and softball fields. While the actual complex has groups of trees and clustered walking paths, there is no sense that you are approaching this grand municipal complex when driving on Mustang Road. Other public spaces in the city include small neighborhood parks that need various updates.



## STREETS

Mustang is divided into square grids by the transportation network and the streets currently lack definition. Each of the major intersections have striped crosswalks which is good pedestrian design, but many of these crosswalks lead to nothing since there are major gaps in the sidewalks. There are also no streetscape amenities along any of the major thoroughfares. Amenities that could be added to major roads such as SH 152, Sara Road, and Morgan Road include landscaping, decorative paving at major intersections, wayfinding signage, benches, bike racks, and trash receptacles.



## TRANSPORTATION OPTIONS

It is nearly impossible to travel through Mustang without a car. Minimal roadways have a complete sidewalk network, leaving major gaps throughout the city. Besides the walking trail located within Wildhorse Park, there are currently no trails in the city. There are routes within the city that are designated as signed bike routes, but this isn't the safest option for cyclists. There is also no fixed-route public transit system available to Mustang residents. Other parts of the greater Oklahoma City region are served by EMBARK, CART, and Citylink, but currently none of these providers serve Mustang.



## LANDSCAPE

Some individual sites are well-landscaped, but overall Mustang lacks quality landscaping. There are no plantings or shrubs along major roadways which would provide a more aesthetic experience when driving through Mustang. Additionally, more established neighborhoods in Mustang have some mature trees, but newer subdivisions have little to no tree coverage. One area that could be improved with quality landscaping is Town Center; the entrances off of Mustang Road could be more defined with large entry signs and native plants and shrubs. Additionally, more shade trees could be planted throughout the site to create somewhat of an urban forest.

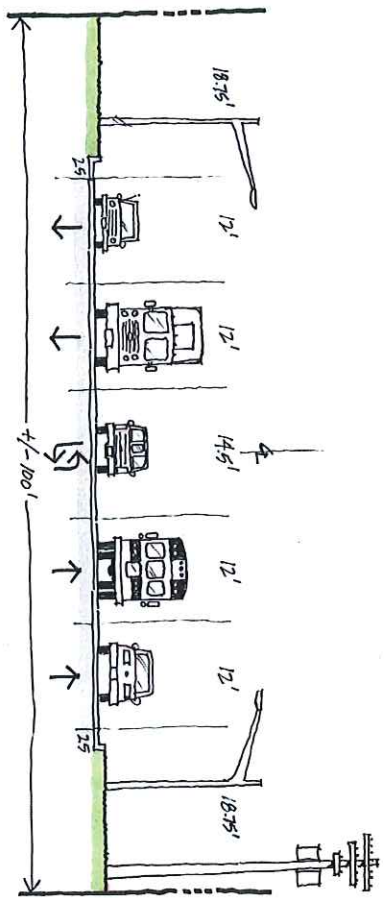
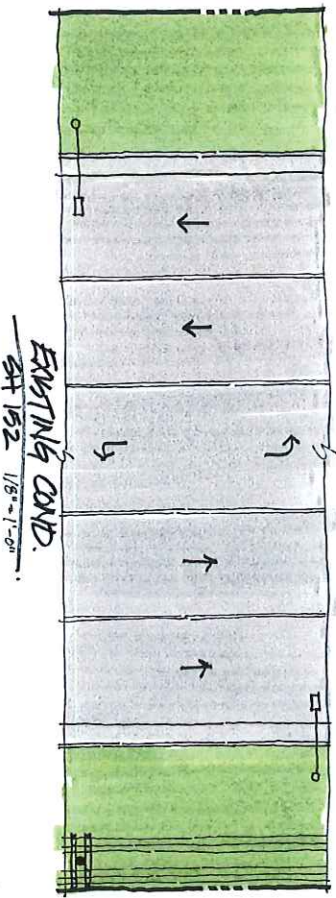
# URBAN DESIGN STRATEGY

Quality urban design can help create a sense of place; in other words, how buildings, streets, and public spaces interact can provide comfort, highlight history of a community, and increase public and private investment. The strategies included in this section can be applied to various parts of Mustang to enhance urban design.

## STREETSCAPE FEATURES

As described in the previous section, major streets in Mustang do not have many aesthetic or infrastructure streetscape enhancements. Infrastructure streetscape features include adding sidewalks, adjusting driveways, and installing traffic calming devices. Aesthetic streetscape features include installing site furniture, planting attractive landscaping, adding lighting, and adding unique pavement treatment on sidewalks or at intersections.

SH 152 is the major thoroughfare that residents and visitors use daily to travel within or out of Mustang. Currently, the roadway is not attractive and does not project a positive image of the community. During the public charrette, designers worked with stakeholders to produce alternative streetscape concepts that could transform SH 152 into a multi-modal boulevard that is attractive to residents and visitors alike. Figure 8-1 depicts the existing typical SH 152 street section. The overall right-of-way width is approximately 100', which is enough space to reconfigure the existing section to make streetscape improvements.



Figures 8-1: SH 152 Existing Street Section

STREETSCAPE CONCEPT 1/8" = 1'-0"

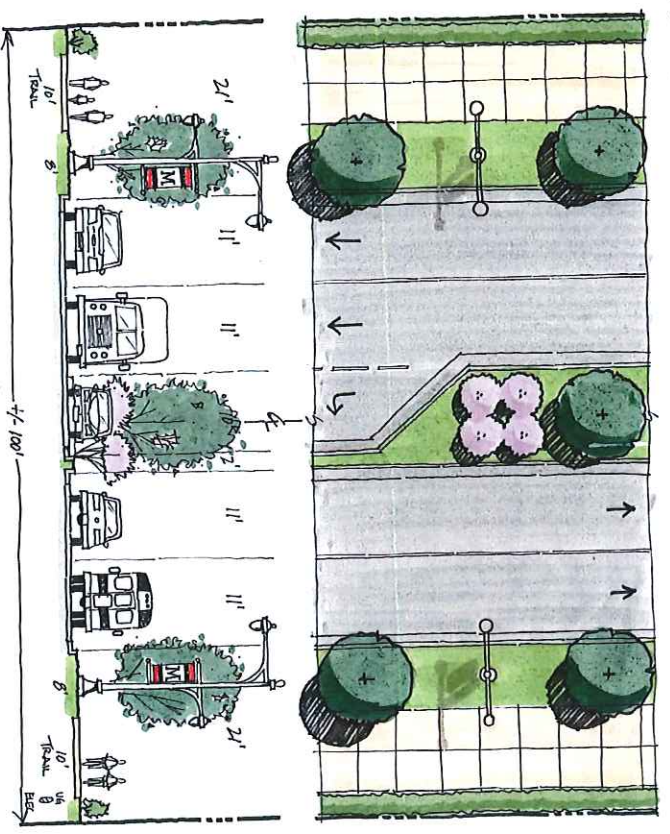
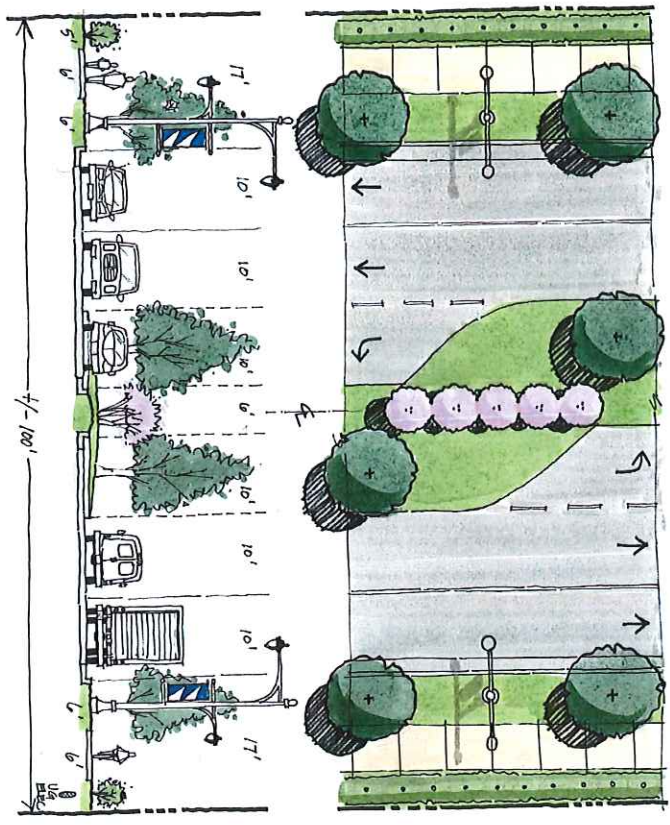


Figure 8-2: SH 152 Streetscape Concepts

Figure 8-2 shows streetscape concepts for SH 152. In both concepts, the travel lanes are reduced in width and a landscaped median is added to replace the continuous center turn lane. Medians help with traffic calming and are safer than a continuous center turn lane. In order to maintain vehicle storage, the median will be reduced in sections to add a left turning lane. In both of the concepts, either sidewalks or trail is also added to the street section. This provides alternative transportation options to the corridor to make it more of a complete street. Additionally, it was noted during the stakeholder input process that better lighting is needed along major thoroughfares. Both concepts show attractive street lamps to add security for those using the sidewalk or trail at night.

STREETSCAPE CONCEPT 1/8" = 1'-0"



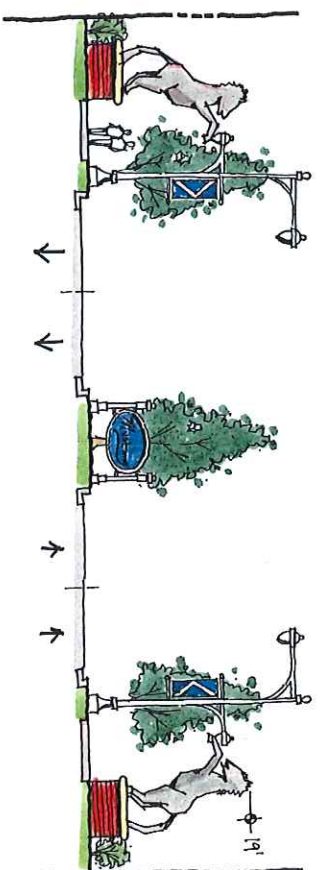
In order to make these improvements to SH 152 a reality, early coordination needs to occur with ODOT since this is a state highway corridor. Potential funding sources for these improvements could be from various ODOT funding sources. Finally, any of these streetscape elements could be applied to other roadways in Mustang to create more attractive and safer roadway corridors.

# GATEWAY FEATURES

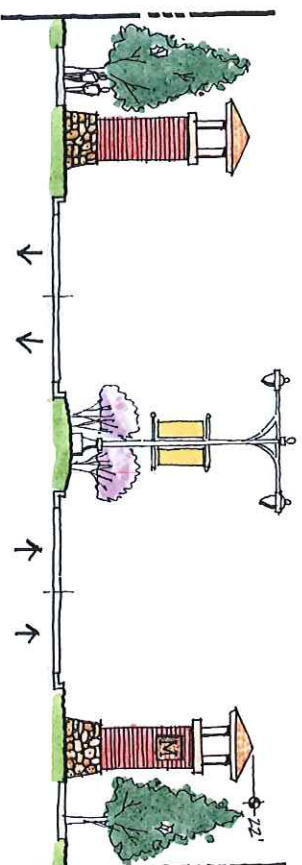
Gateway features can signify an entrance to an entire community, specific area, or even a neighborhood and highlight important features or landmarks. Well-designed gateways create interest and draw attention to a particular location. Examples of gateways include monuments, entry signs, and structures. Within Mustang there are small, outdated signs that welcome motorists to the city as well as several brick neighborhood signs at entrances to subdivisions. While these features are a start, enhanced gateway features, especially at key entry points and along major roadways, can improve the first and sometimes only impression visitors have of Mustang.

As described in Chapter 4, larger, primary gateways are recommended for the intersections of SH 152 and Mustang Road, SH 152 and Sara Road, and SH 152 and Morgan Road. These intersections are near the sites of the proposed Main Street Village so whichever site or sites are selected for the village should incorporate a primary gateway feature at the nearest intersection. Smaller, secondary gateway features are recommended for the key entry points into the city including: SH 152 and County Line Road; SW 59th St at Morgan Road, Sara Road, and Mustang Road; SH 152 at Frisco Road; and SW 89th St and Sara Road. Figure 8-3 shows primary gateway feature concepts that were developed during the public visioning charrette.

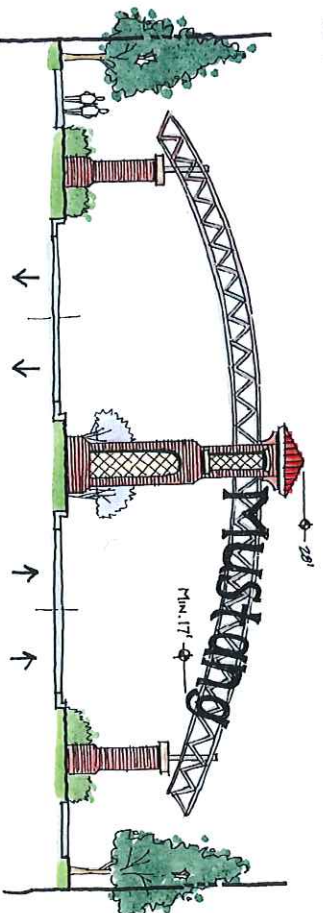
The smallest gateway concept developed is the mustang statues; the statues are recommended to be about 19' to match the height of the surrounding trees but not completely dwarf pedestrians. This concept evokes the character of the city and could be added to primary gateways. The second gateway feature concept includes 22' ornamental towers with an engraved 'M'. While simple, this option can be an attractive feature to include at primary gateways. The third gateway feature concept is the largest gateway; ornamental towers are added to the median and the landscaped buffer on each side of the roadway. These towers are connected with an arch that motorists would drive under. The name of the community can also be added to the arch to evoke awe.



GATEWAY FEATURE CONCEPT  
1/8" = 1'-0"



GATEWAY FEATURE CONCEPT  
1/8" = 1'-0"



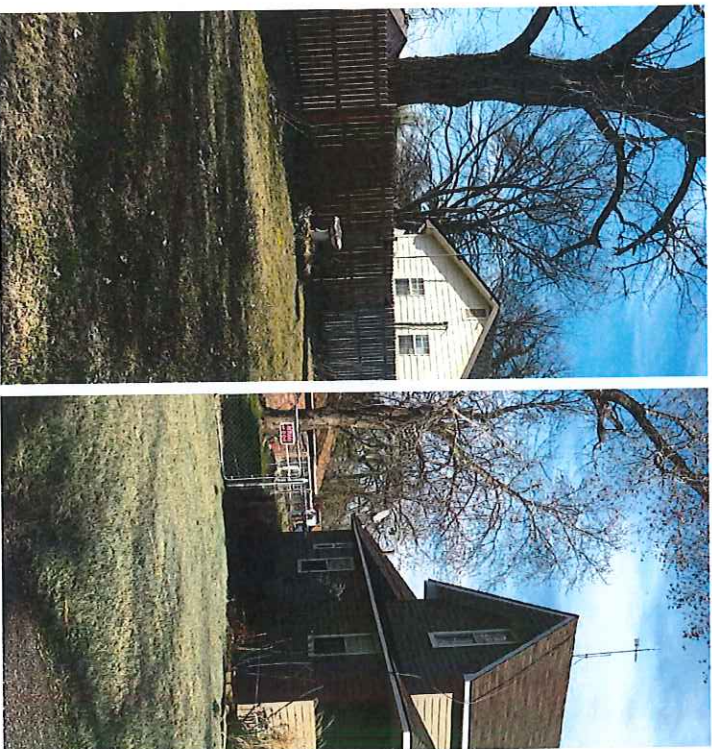
GATEWAY FEATURE CONCEPT  
1/8" = 1'-0"

Figure 8-3: Conceptual Primary Gateway Features



## RESIDENTIAL FENCE REQUIREMENTS

According to the current Code of Ordinances, fences in single-family residential areas are permitted, but not required. For multi-family residences, a fencing plan is required as part of the preliminary and final plat applications. Furthermore, the architectural design of any fence should 'harmonize' with the style of the main building. Due to the flexibility of the regulations, there are a variety of fencing types used in residential areas of Mustang including standard wood fences, chain-link fences, and open yards. Additional standards for residential fence requirements would result in a more cohesive look in residential neighborhoods in Mustang and a study should be completed to define all results.



## SIGNAGE REGULATIONS

Mustang's existing sign code is found in Chapter 94 of the Mustang Code of Ordinances. The majority of the sign code was developed in 1977, but portions have been updated as recently as 2014. Most of the sign code is fairly standard as it regulates the number, size, and location of signs within the city. Types of signs that are exempt from the regulations in the code are real estate signs, temporary subdivision signs, construction signs, noncommercial expressive signs, public signs, decorations, public utility signs, and political signs. One unique element of Mustang's sign code is that new billboards are not allowed to be constructed; this is likely due to the lack of any major highways within the city. However, some legal nonconforming billboards do exist in Mustang. Additionally, no flashing, moving, or sound-emitting signs are allowed within the city limits and standards for permitted signage should be established.



# TOWN CENTER

As discussed in other parts of the document, stakeholders have confirmed that they would like to have a downtown in Mustang to serve as a central gathering place and spur economic development. Survey respondents frequently described having to go to neighboring Yukon or downtown Oklahoma City for entertainment and shopping. Connected to these feelings, stakeholders, while very proud of the civically-oriented Town Center buildings at Wild Horse Park, also frequently expressed a desire to see a part of the city developed with a stronger urban, mixed use character that could include several walkable retail options.

A 'Main Street Village' would provide a downtown atmosphere with walkable retail, dining, and offices that are accessible to nearby residences. Examples of other urban villages in suburban settings that Mustang could draw from include: Midwest City Town Center in Oklahoma; Suwanee Town Center in Georgia; downtown Seaside in Florida; and, Southlake Town Center in Texas. These examples all include open space areas for special events, retail and dining that is oriented at a pedestrian scale, and public art.

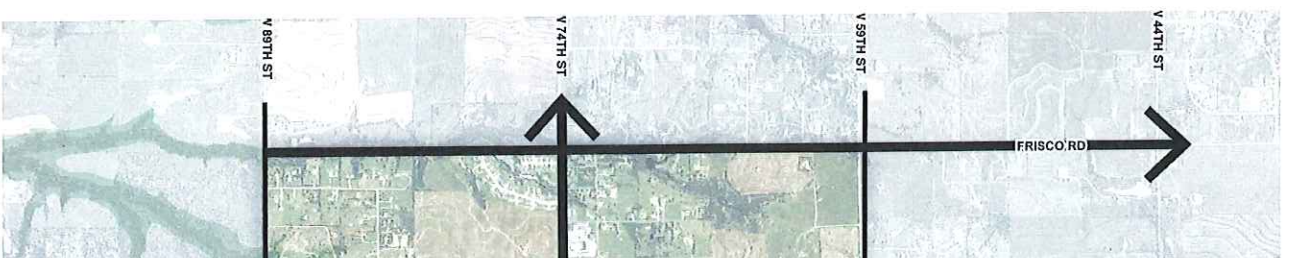
The 2014 Market Analysis identified upscale dining and movie theaters as retail that would be supported in Mustang; these types of uses could be incorporated into the urban village. Additionally, through the community input process, stakeholders identified entertainment options, lodging, grocery stores, and clothing stores as additional retail they would like to see pursued in Mustang. Whatever retailers are pursued, the village should be walkable, well-lit, landscaped and give an overall feel of an urban center. The site should also be a destination for both residents and visitors to encourage economic development.

Through the charrette process and subsequent Steering Committee meetings, stakeholders supported the further exploration of three sites for the possible development or redevelopment of a town center for Mustang, as shown in Figure 8-4. Stakeholders didn't select a preferred option, rather they wanted an analysis of each of the sites to determine which sites, if any, should be ruled out in the future. This analysis is included in the Land Use Chapter.

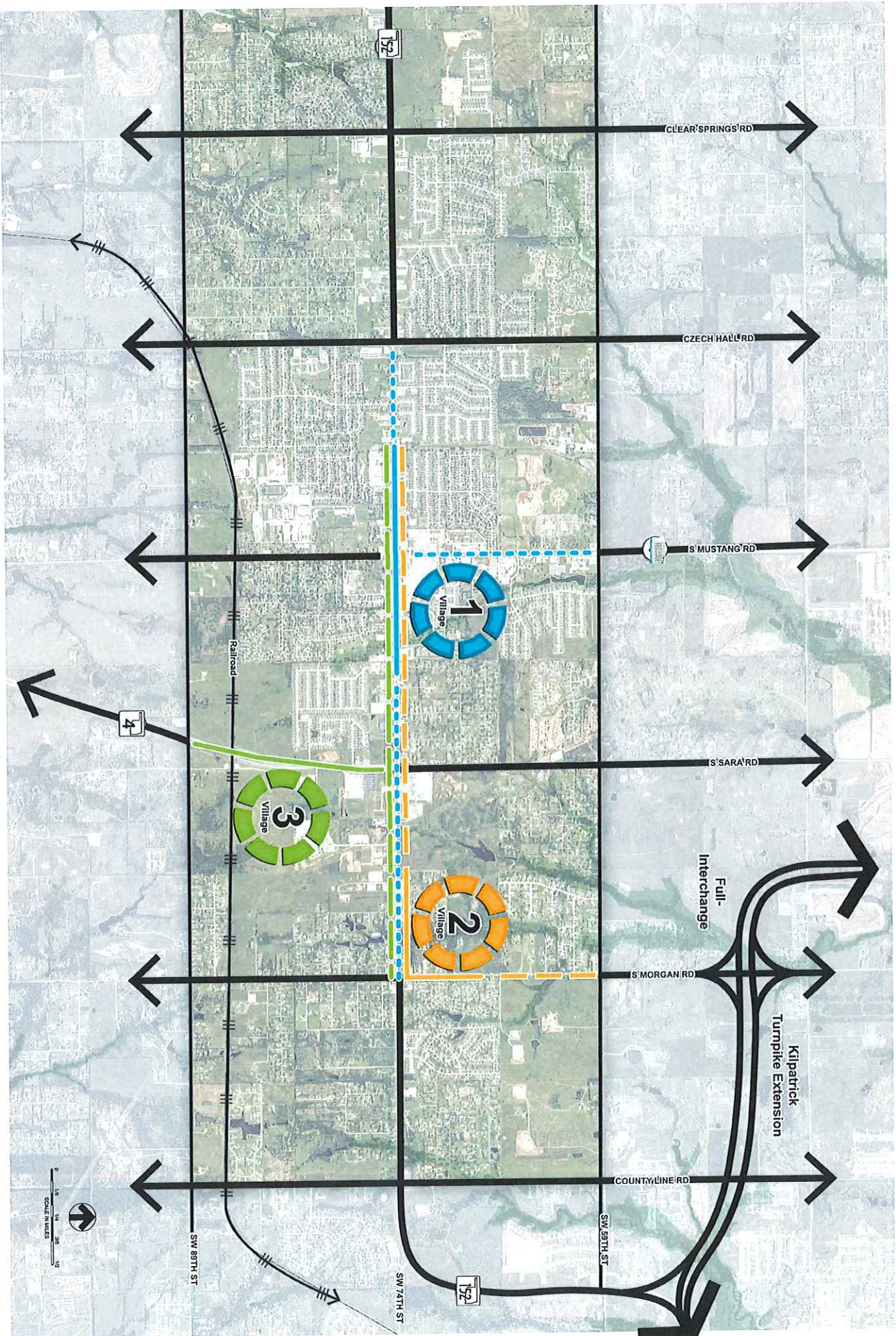
Major site elements at the town center would include:

- Retail center: quality retail should be pursued in a pedestrian-oriented setting, particularly retail types that are currently underserved in Mustang.
- Improved vehicular access: new internal roadways would act as a spine to all parts of the town center and provide access across major roads.
- Trail connectivity: the town center should connect to the proposed city-wide trail system.
- Natural relief: each of the proposed town center site is adjacent to an existing greenbelt or tree grove for natural relief.
- New residential: a range of residential uses, from single-family to urban residential should be included near the Town Center to accommodate further growth.

Figure 8-4: Mustang Town Center Improvements Opportunities



- LEGEND
- Village 1 Initial Improvement
  - Village 1 Future Improvement
  - Village 2 Initial Improvement
  - Village 2 Future Improvement
  - Village 3 Initial Improvement
  - Village 3 Future Improvement



# ACTIONS



## GATEWAY AND STREETSCAPE FEATURES

**Action 8.1.1:** Coordinate with ODOT to analyze options and identify potential funding sources for the redesign of SH 152. Since SH 152 is a state-maintained roadway, coordination with ODOT will need to occur throughout the design process.

**Action 8.1.2:** Develop schematic drawings of the SH 152 streetscape concepts to move the design forward. Professional services can be retained to develop schematic concepts for SH 152.

**Action 8.1.3:** Retain professional services to develop refined gateway structure designs to help define a quality image for the community. Gateways will help to define key entry points to Mustang and draw attention to the new town center.

**Action 8.1.4:** Modify the existing thoroughfare plan to include minimum 5' wide sidewalks on major thoroughfares. During the next update to the thoroughfare plan, a requirement for sidewalks on major thoroughfares should be added to improve pedestrian connectivity.

**Action 8.1.5:** Require all new streets to have minimum 5', fully ADA-compliant sidewalks on both sides to promote walkability. Sidewalk connectivity is lacking in Mustang, so a requirement for new development to install sidewalks would enhance pedestrian access.

**Action 8.1.6:** Include streetscape amenities in the existing thoroughfare plan including decorative lighting, shade trees, landscaping, wayfinding signage, benches, bike racks, and trash receptacles. Making reference to these streetscape amenities in the thoroughfare plan will highlight the importance of streetscape features in the community

## TOWN CENTER

**Action 8.2.1:** Create a task force to develop marketing materials, start conversations with developers, and serve as the driving force for initial stages of the Main Street Village. Development of the main street village/town center will require dedicated resources from staff and community leaders. A task force can be a great way to organize these efforts.

**Action 8.2.2:** Give presentations to local leaders, including the Chamber of Commerce, school district, major employers, and worship leaders to generate excitement and potential investment. Community support will be vital to achieving the main street village/town center. These presentations should be used in part to generate interest from potential investors.

**Action 8.2.3:** Consider conducting a Main Street Village study to further define concepts created during this comprehensive planning effort. A comprehensive downtown plan would further develop the concepts developed in the Imagine Mustang plan and include site assessment, phased development plan, and detailed costs.

