

WESTERN DAY RESULTS



Are you a Resident of Mustang? _____
 Yes - 43
 No - 15
 No Answer - 26

The City of Mustang, in conjunction with The Halff Associates Team are in the process of developing a comprehensive city plan for the future development of Mustang. Your responses will be used to help us **IMAGINE MUSTANG'S** future.

Please answer all the following questions from your **personal perspective**.

1. Do you think Mustang is special and provides its citizens a superior quality of life?
 Agree 61.73% Somewhat Agree 22.26% Somewhat Disagree 0% Disagree 1.1% Not sure 6.173%
2. Is Mustang an economically attractive city for starting or locating a business?
 Agree 42.56% Somewhat Agree 34.40% Somewhat Disagree 1.1% Disagree 2.2% Not sure 42.56%
3. Would you like to have more pedestrian walkways, trails & bike paths linking the community together?
 Yes 65.77% No 12.14% Not sure 7.8%
4. What is your area of greatest concern about Mustang? (check only one)
 Need for higher quality housing 3.4%
 Need for wider range of retail shopping 7.9%
 Need for more family entertainment/recreational things to do 18.22%
 Need for safer environment 2.2%
 Need for less traffic congestion 44.54%
 Multiple Answers 8.10%
5. If Mustang could develop a Downtown, with shops, dining and quality walkable environments would you be supportive?
 Yes 68.82% No 3.4% Not sure 12.14%

Thank You!

Any general comments?



Western Days Survey – General Comments

Resident	Years	Comment
Y	30	Wants to pay for trails and sidewalks with private money
Y	-	Not a small town anymore
Y	-	Traffic Bad
Y	2.5	Love this city and area
Y	27	Great place to live
No	-	More sidewalks
Y	31	Fix the streets
No	-	Roads could be improved
Yes	-	Want less housing, too dense currently
Yes	-	Attract more business, more live, play, shop, not bedroom community
Yes	1	We love mustang. The small town feel is awesome. We would like to see more businesses, but not be overrun. Traffic is an issue, but I would rather not see the toll road come through.
Yes	16	Running trails that are natural. Indoor swimming pool and higher end sit down restaurants.
Yes	39	Need sidewalks 152 and N Mustang Road Fewer high density housing
?	?	NO apartments, town houses or duplexes
Yes	28	Need a more reasonable city code/staff/not a supportive freedom place... USA I will vote for neighborhood sidewalks in whippoorwill manor Traffic congestion – 59 th and 84 th

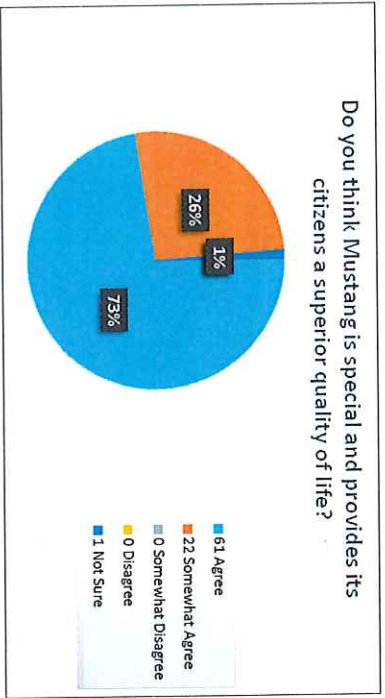


WESTERN DAY QUESTIONNAIRE RESULTS

Mustang Info

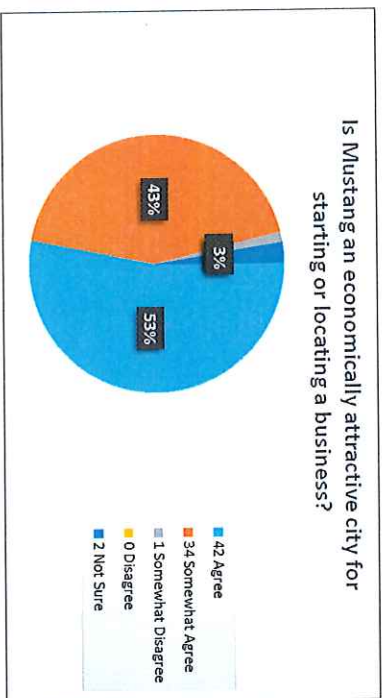
1. Do you think Mustang is special and provides its citizens a superior quality of life?

- 61 Agree
- 22 Somewhat Agree
- 0 Somewhat Disagree
- 0 Disagree
- 1 Not Sure



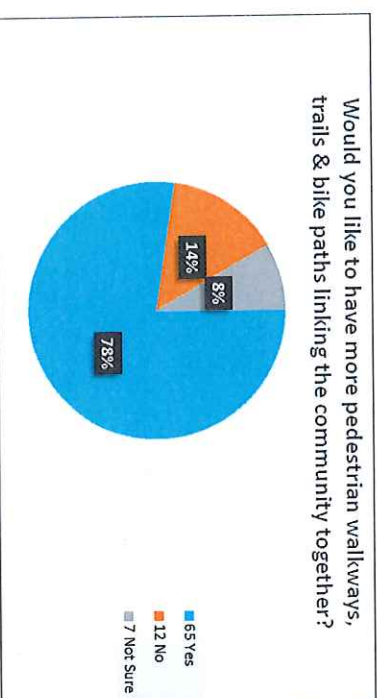
2. Is Mustang an economically attractive city for starting or locating a business?

- 42 Agree
- 34 Somewhat Agree
- 1 Somewhat Disagree
- 0 Disagree
- 2 Not Sure



3. Would you like to have more pedestrian walkways, trails & bike paths linking the community together?

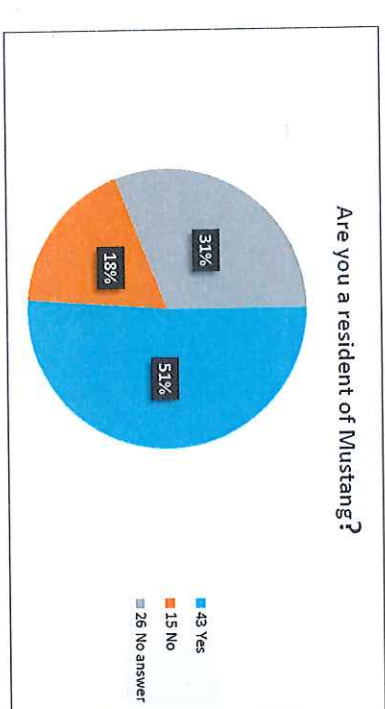
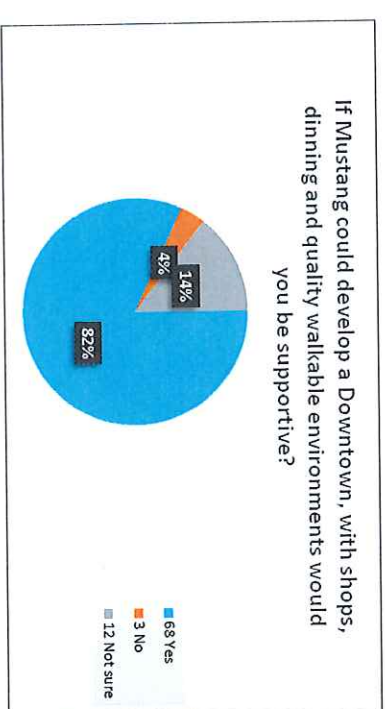
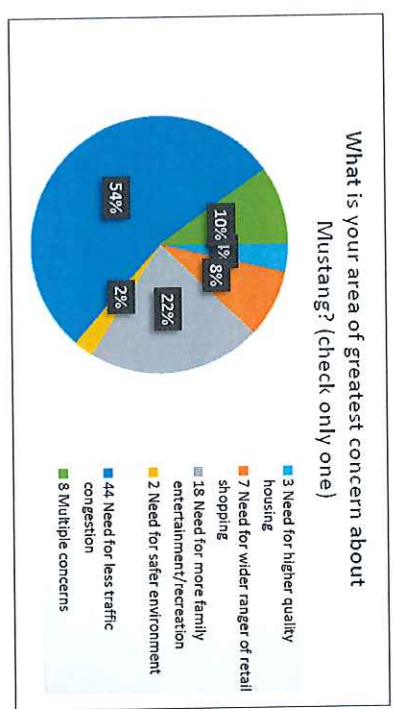
- 65 Yes
- 12 No
- 7 Not Sure



4. What is your area of greatest concern about Mustang? (check only one)
- 3 Need for higher quality housing
 - 7 Need for wider ranger of retail shopping
 - 18 Need for more family entertainment/recreation
 - 2 Need for safer environment
 - 44 Need for less traffic congestion
 - 8 Multiple concerns

5. If Mustang could develop a Downtown, with shops, dining and quality walkable environments would you be supportive?
- 68 Yes
 - 3 No
 - 12 Not sure

- Are you a resident of Mustang?
- 43 Yes
 - 15 No
 - 26 No answer



MUSTANG RESIDENT QUESTIONNAIRE



Age: _____
 Are you a Resident of Mustang? _____
 If a Mustang Resident, how many years: _____
 Date: _____

The City of Mustang, in conjunction with Half Associates Team are in the process of putting together a comprehensive city plan for the future development of Mustang. Your personal perspective about the City of Mustang, its current developments, transportation systems and open space areas will give valuable insight into the context of Mustang as a city and the potential Mustang has moving forward into the future. Your responses will be used to help us *IMAGINE MUSTANG's future*. A two-day public meeting about the Comprehensive Plan will be held at the Town Center on October 5th & 6th. Please keep your eye out for more information about this important meeting.

Please answer all the following questions from your *personal perspective*.

1. Do you think Mustang is special and provides its citizens a superior quality of life?
 _____ Agree _____ Somewhat Agree _____ Disagree _____ Not sure
2. Is Mustang an aesthetically pleasing and interesting place for bringing visitors?
 _____ Agree _____ Somewhat Agree _____ Disagree _____ Not sure
3. Is Mustang a high-quality community for raising a family?
 _____ Agree _____ Somewhat Agree _____ Disagree _____ Not sure
4. When you think of Mustang, what is the first mental image you have of the community?
 (check the most appropriate one for you)
 _____ The many residential neighborhoods _____ Town Center
 _____ Schools _____ Traffic
 _____ Small Town Feel _____ SH 152 / 74th Street Corridor
 _____ Proximity to Will Rogers Airport _____ Proximity to OKC
 _____ Open space / farms and ranches / lakes (undeveloped areas)
5. Mustang is an economically attractive environment for starting or locating a business?
 _____ Agree _____ Somewhat Agree _____ Disagree _____ Not sure
6. Select three (3) words or phrases that best describe what the phrase "Mustang's Character" means to you?
 _____ Safe _____ Small town
 _____ Family friendly _____ Growing pains
 _____ Growing community _____ Other/Not listed
7. Select the three (3) greatest resources of Mustang for strengthening economic development and creating new employment opportunities from the items below?
 _____ Regional accessibility _____ Quality of life _____ Quality of schools
 _____ City leadership _____ Residents _____ Relationship to OKC
8. Regarding economic development what type of developments do you feel Mustang needs to reach its potential future?
 _____ Corporate Headquarters _____ Business Parks
 _____ Shopping & Retail (regional serving – along SH 152)
 _____ A Town Square Type of Commercial Development
 _____ Shopping & Retail (neighborhood serving – closer to neighborhoods)
 _____ Entertainment/sports facilities

>>>Continued



9. Select one (1) of the following factors as the most important to you regarding "Quality of Life" in Mustang?
 _____ Variety of housing options _____ Variety of employment opportunities
 _____ Quality of public institutions and infrastructure (schools, libraries, parks, streets, sidewalks, etc.)
 _____ Safe, clean, and well maintained residential neighborhoods
 _____ Variety of retail establishments and entertainment options

10. Select one (1) of the following factors as the least important to you regarding "Quality of Life" in Mustang?
 _____ Variety of housing options _____ Variety of employment opportunities
 _____ Quality of public institutions and infrastructure (schools, libraries, parks, streets, sidewalks, etc.)
 _____ Safe, clean, and well maintained residential neighborhoods
 _____ Variety of retail establishments and entertainment options

11. Is traffic congestion a problem in Mustang?
 _____ Yes _____ No _____ Not sure

12. Of the following land use/development types, which could play a larger role in the economy of Mustang?
 Please pick your top three (3) choices.
 _____ Distribution _____ Light industrial
 _____ Office _____ Retail
 _____ Entertainment/sports facilities _____ Mixed Use
 _____ Lodging (full-service hotel, b&b) _____ Higher education (tech school, college, etc.)

13. What are some of the issues Mustang must address to become the leading community in the OKC region? Select all that apply:
 _____ Traffic _____ Diverse economic base
 _____ Quantity of entry level housing _____ Employment opportunities
 _____ Storm water management _____ Others/not listed

14. Would you like to have more pedestrian walkways, trails and bike paths linking the community together?
 _____ Yes _____ No _____ Not sure

15. Would you like to have more public parks and natural areas as a community amenity?
 _____ Yes _____ No _____ Not sure

18. Are you generally happy with the development direction that Mustang has taken the past few years?
 _____ Yes _____ No _____ Not sure

19. Are you generally happy with the city services that Mustang provides to its citizens? (this includes such items as Fire, Police, EMS, trash removal, etc.)
 _____ Yes _____ No _____ Not sure

20. Twenty years (20) from now, what kind of community do you envision (want) Mustang to be? (Select the closest three (3) words or phrases below that define that future)
 _____ Walkable _____ Still having the small town character
 _____ Great schools _____ Family friendly
 _____ Finally having a downtown _____ A place to live, work and play

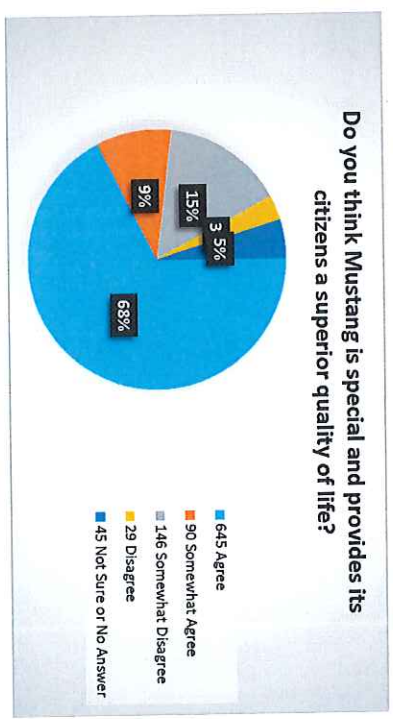
Thank You!



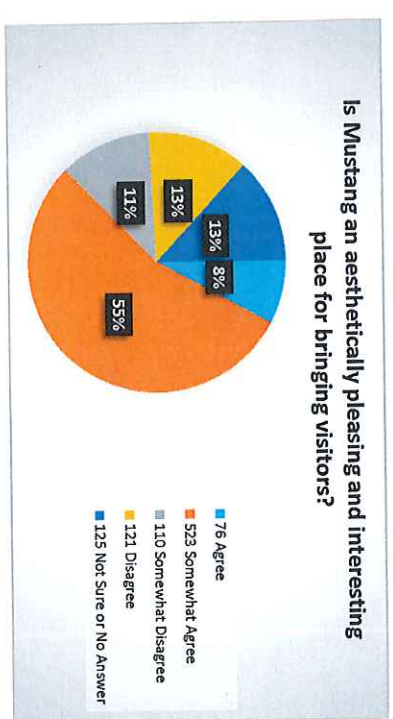
MUSTANG RESIDENT RESULTS

Mustang Info

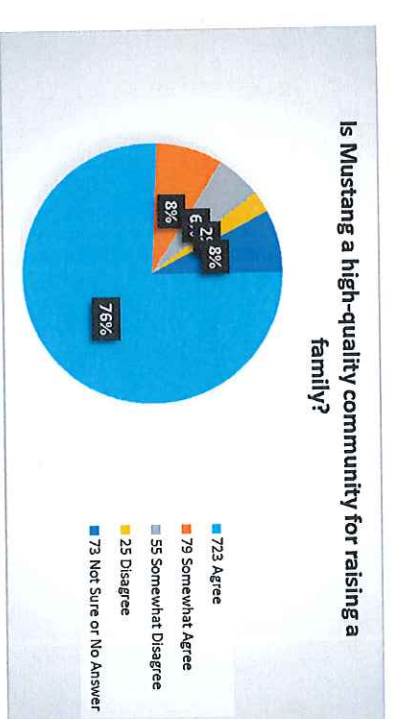
- 1. Do you think Mustang is special and provides its citizens a superior quality of life?
 - 645 Agree
 - 90 Somewhat Agree
 - 146 Somewhat Disagree
 - 29 Disagree
 - 45 Not Sure or No Answer



- 2. Is Mustang an aesthetically pleasing and interesting place for bringing visitors?
 - 76 Agree
 - 523 Somewhat Agree
 - 110 Somewhat Disagree
 - 121 Disagree
 - 125 Not Sure or No Answer



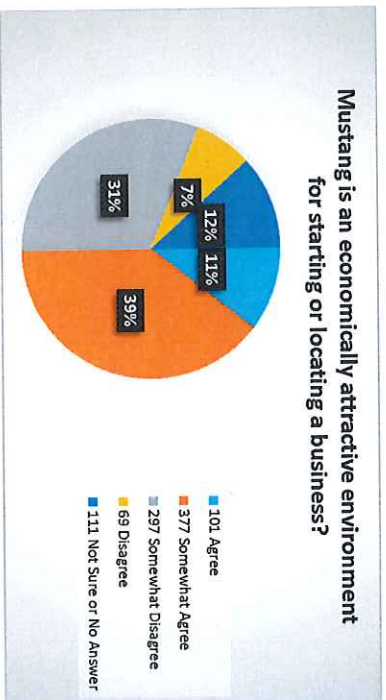
- 3. Is Mustang a high-quality community for raising a family?
 - 723 Agree
 - 79 Somewhat Agree
 - 55 Somewhat Disagree
 - 25 Disagree
 - 73 Not Sure or No Answer



MUSTANG RESIDENT RESULTS

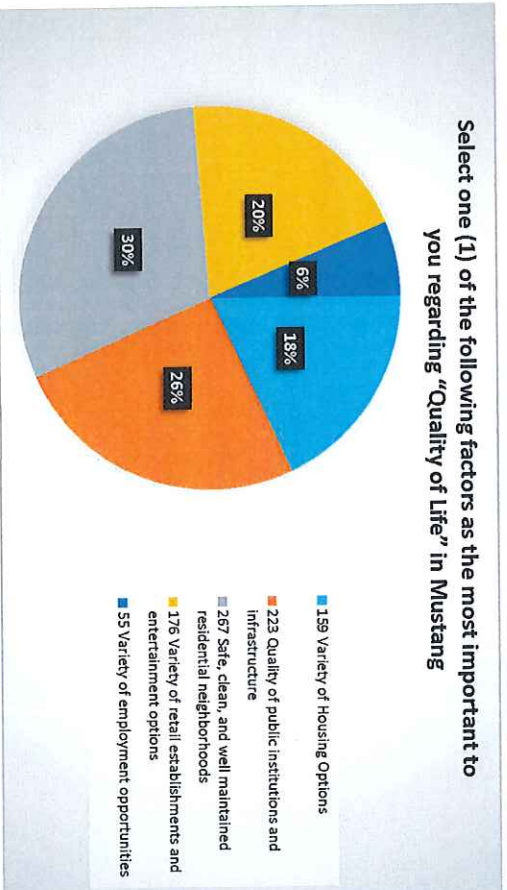
5. Mustang is an economically attractive environment for starting or locating a business?

- 101 Agree
- 377 Somewhat Agree
- 297 Somewhat Disagree
- 69 Disagree
- 111 Not Sure or No Answer



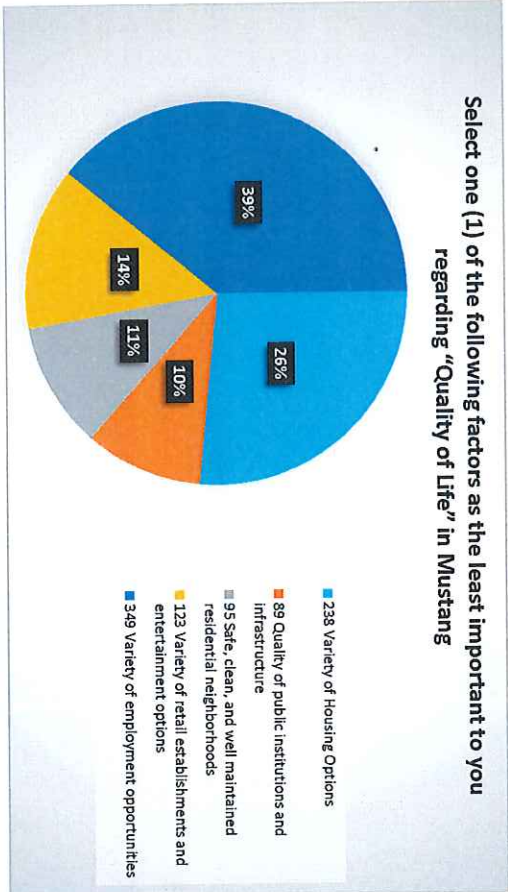
9. Select one (1) of the following factors as the most important to you regarding "Quality of Life" in Mustang

- 159 Variety of Housing Options
- 223 Quality of public institutions and infrastructure
- 267 Safe, clean, and well maintained residential neighborhoods
- 176 Variety of retail establishments and entertainment options
- 55 Variety of employment opportunities
- 75 Not Sure or No Answer



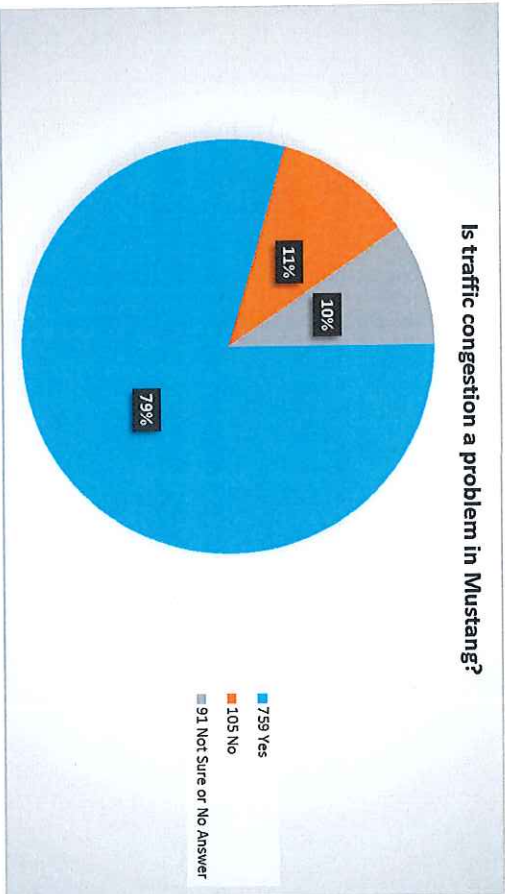
10. Select one (1) of the following factors as the least important to you regarding "Quality of Life" in Mustang

- 238 Variety of Housing Options
- 89 Quality of public institutions and infrastructure
- 95 Safe, clean, and well maintained residential neighborhoods
- 123 Variety of retail establishments and entertainment options
- 349 Variety of employment opportunities
- 61 Not Sure or No Answer



11. Is traffic congestion a problem in Mustang?

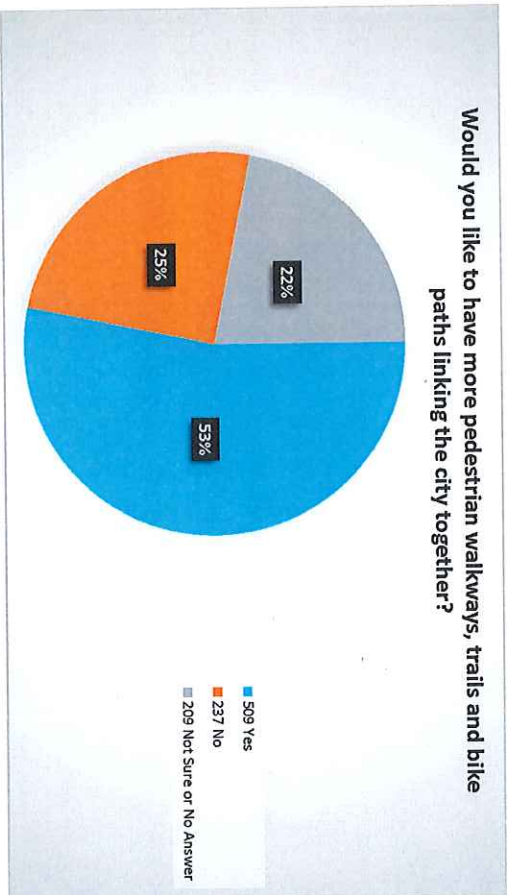
- 759 Yes
- 105 No
- 91 Not Sure or No Answer



MUSTANG RESIDENT RESULTS

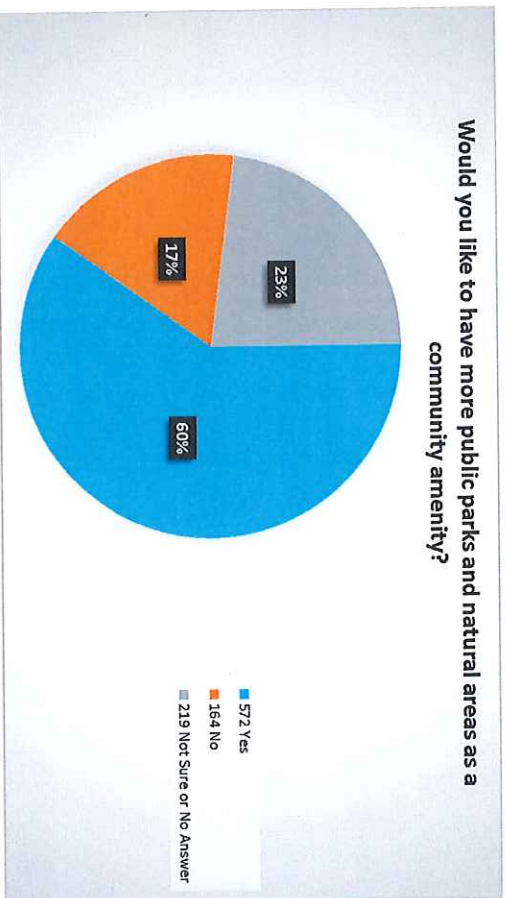
14. Would you like to have more pedestrian walkways, trails and bike paths linking the city together?

509 Yes
 237 No
 209 Not Sure or No Answer



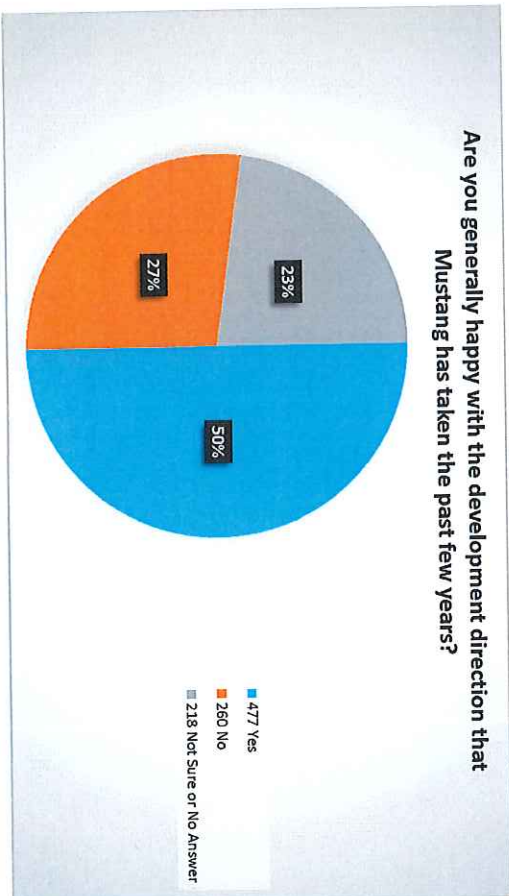
15. Would you like to have more public parks and natural areas as a community amenity?

572 Yes
 164 No
 219 Not Sure or No Answer



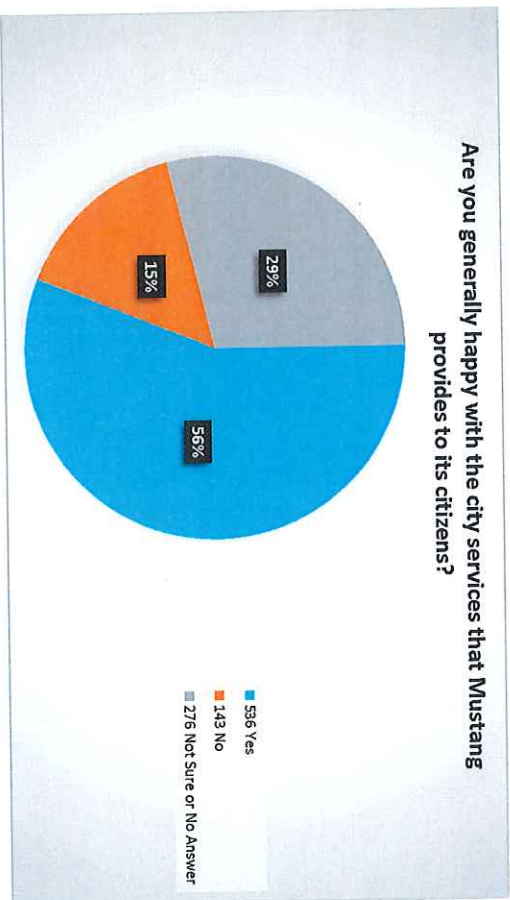
18. Are you generally happy with the development direction that Mustang has taken the past few years?

477 Yes
 260 No
 218 Not Sure or No Answer



19. Are you generally happy with the city services that Mustang provides to its citizens?

536 Yes
 143 No
 276 Not Sure or No Answer



MUSTANG STAKEHOLDERS QUESTIONNAIRE

Mustang Comprehensive Plan
 City of Mustang, OK
 July 2016

STAKEHOLDER INTERVIEWS

Card: (Tape/ list contact information)

Interview of: _____

Date & Time: _____

- I. Individual Introductions
- II. Project Overview
- III. Any Questions Before Questions?
- IV. Interview

Answer all the following questions from your personal perspective:

1. Do you think Mustang is special and provides its citizens a superior quality of life?
 ___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure
2. Is Mustang an aesthetically pleasing and interesting place for bringing visitors?
 ___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure
3. Is Mustang a high-quality community for raising a family?
 ___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure
4. When you think of Mustang, what is the first mental image you have of the community (check the most appropriate one for you)?
 The many residential neighborhoods
 Town Center
 Schools
 Traffic
 Small Town Feel
 Proximity to Airport
 Proximity to OKC
 Open space / farms and ranches / lakes (undeveloped areas)
 Other - write in _____
5. What words or phrases best describes the term "Mustang's Character"?

July 2016 - Stakeholder Interviews

Half/ADG Team

6. Mustang is an economically attractive environment for starting or locating a business.
 Why?
 ___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure

7. What are the greatest resources of Mustang for strengthening economic development and creating new employment opportunities? (limit to three)

1. _____
2. _____
3. _____

8. Regarding economic development what type of developments do you feel Mustang needs to reach its potential future?
 Corporate Headquarters
 Business Parks
 Shopping & Retail (regional serving - along SH 152)
 A Town Square Type of Commercial Development
 Shopping & Retail (neighborhood serving - closer to neighborhoods)
 Entertainment/sports facilities

9. On a scale of 1 to 5 with 1 being 'very important' and 5 being 'not at all important,' how important are each of the following factors to the quality of life in Mustang?
 Please rate the following.
 Variety of housing options
 Quality of public institutions and infrastructure (schools, libraries, parks, streets, sidewalks, etc.)
 Variety of employment opportunities
 Safe, clean, and well maintained residential neighborhoods
 Variety of retail establishments and entertainment options

10. Over the last five years, how would you categorize the quality of life in Mustang?
 (Please check one)
 Best in Central OK
 One of the best in Central OK
 Is generally good
 Below average
 Poor
 No opinion

11. Is traffic congestion a problem in Mustang?
 Yes ___ No ___ Not sure ___
 If yes, what time of day and where?

July 2016 - Stakeholder Interviews

Half/ADG Team

12. What city or town do you wish Mustang could follow regarding their Quality of Life for its citizens?

13. What city or town do you wish Mustang could follow regarding their Employment Opportunities for its citizens?

14. Of the following land use/development types, which could play a larger role in the economy of Mustang? Please pick your top three (3) choices.
- _____ Distribution
 - _____ Light Industrial
 - _____ Office
 - _____ Retail
 - _____ Entertainment/sports facilities
 - _____ Mixed Use
 - _____ Lodging (full-service hotel, b&b)
 - _____ Higher education (tech school, college, etc.)

15. What are some of the issues Mustang must address to become the leading community in the OKC region? Select all that apply:
- _____ Traffic
 - _____ Diverse Economic Base
 - _____ Quantity of entry level housing
 - _____ Employment opportunities
 - _____ Accessibility
 - _____ Storm Water Management
 - _____ others: _____
 - _____
 - _____

16. Twenty years (20) from now, what kind of community do you envision (want) Mustang to be? (list three words or phrases that define the future)
1. _____
 2. _____
 3. _____

*That concludes our stakeholder questions.
Thank You!*

GROWING PAINS



City leaders seek to curb future growth by adopting impact fees

BY STEVE MACQUEEN

At the City of Oklahoma City, the address is okcibusiness.com

Oklahoma City is implementing an unprecedented series of actions to slow growth, require developers to pay for fire stations and police stations, and to be developed with green and even potentially air-annex air-filing water. Plans included to keep up with a population that has in the past 25 years grown from 493,040 to 602,000. Oklahoma City is responsible for higher than any city in Texas. Building

generally populated long beyond in the city center. City leaders found in the nation in

The strain is evident with each pole-to-ridden street, the demand for more fire stations and police stations, road improvements and water. Plans included to keep up with a population that has in the past 25 years grown from 493,040 to 602,000. Oklahoma City is responsible for higher than any city in Texas. Building

REGIONAL GROWTH

These numbers include the 47 municipalities within and surrounding Oklahoma City, including Edmond, Moore, Midwest City and square miles.



The Oklahoma County population is projected to grow by 129 percent per year over the next five years, outperforming the rest of the state.



UNSUSTAINABLE

Can OKC grow smarter?

Top left: Neighbor roads like the one near NW 122 and Council Road continue to grow westward along with the path of the Kildeer-Turner. The intersection of NW 37th Expressway and May Avenue was on the fringe of the city when the project started in 1953. Photo courtesy of the City of Oklahoma City.



Celebrating our heritage

City holds its annual Western Days Festival for the 40th year

By Traci Chapman
Contributing Writer

If weather can make or break Mustang's Western Days, this one was one for the books, as a cool front graced the annual event's Saturday activities. "We were concerned about the weather forecast, but it was actually perfect," Mustang Chamber of Commerce Director Renee Peerman said. "It was a great 40th celebration."

The chamber sponsors and coordinates the annual event, with help from city staff, businesses and civic organizations throughout the area. This year's Western Days was a smaller event, in ways, with the annual carnival notably absent and some activities - like Friday's chili cook-off - drawing less participants than



Staff from Traci Chapman rodeo on both nights, chili cook-off, a car show and more.

It's time to start planning for Mustang's Future



Mustang Citizen Idea Board

Mustang residents posted their thoughts on a "idea board" at a two-day planning and design charrette for a new Comprehensive Plan for the city.

Citizens give their input for new Comprehensive Plan

By Jan Wozniak
Mustang Editor

What does the future hold for Mustang? That is what the City is trying to answer with the help of citizen input and a hired firm to put together a new Comprehensive Plan.

With the continued growth of Mustang, it is imperative that we have a clear road map of what we need to do for the



Residents take a look at some different city concepts at a two-day planning and design charrette at Town Center for the city's new Comprehensive Plan.

Plan: Firm looks at possibly transforming city streets and parks for

From Page 1A

design charrette was held last week to gather more ideas and input from citizens and on Thursday, Oct. 6, a presentation was made on the findings regarding a variety of growth scenarios around key issues for the community including city-wide concepts, the creation of a Main Street, parks, roadway circulation and storm water management.

"We got a tremendous response from citizens from the streets that were sort out with their utility bills," said Dennis Blund, Project Director of Half Associates. "We asked people what their desires were in the community and what they would like to see more of."

PARKS AND TRAILS

One of the key issues studied was parks and a trail system in Mustang. The planning and design charrette focused adding walking trails in the city.

"Oklahoma City is preparing a new greenway that will come from the north and we are looking at ways to possibly connecting that to Town Center," Blund said. "We might be able to connect the two."

Blund said his firm received plenty of input from citizens regarding parks.

"Many said we needed an indoor swimming pool, tennis courts and a continuous trail at Town Center," he said. "We also looked at separate bike trails, playgrounds and improving the existing parks. Residents made it clear that they wanted more entertainment options, grocery stores and clothing stores."

TRANSPORTATION

One of the biggest issues in the city is traffic.

To create more of a Main Street or Downtown, Blund said Mustang is planning a session produced several different maps that included street trees down the center of State Highway 152 and boulevards and medians. The median would eliminate the center turn lane and provide different access points for businesses along the highway.

CREATING A DOWNTOWN

A variety of maps were on display during a two-day planning week. A firm collected input from citizens regarding the city's streets and towns, Mustang does not have a place identified as downtown.

"A lot of people felt like the intersection of Mustang Road and State Highway 152 was the downtown of the city," said AJ Kirtzpatrick, a planner for ADG. "But still, there really isn't a place in town people identify Mustang with."

For aesthetic purposes, the firm proposed different decorated intersections and gateways for entrances into the city.

"By having something like this, you know when you have arrived in Mustang," Kirtzpatrick said. "There are a number of things we could do to give it a Main Street look or a downtown."

The firm also looked at Pebble Creek Golf Course and worked on how to incorporate it more with the center of Mustang.

STORM WATER MANAGEMENT

Flooding has been a big issue in some neighborhoods in Mustang for years. The new Comprehensive Plan will address that.

"One of the ways to address flooding is upstream water retention," said Rick Lester, Project Manager at Half Associates. "There are a number of things we could do to give it a Main Street look or a downtown."

The firm also looked at Pebble Creek Golf Course and worked on how to incorporate it more with the center of Mustang.

PREPARE FOR GROWTH

The John Turnpike south of Mustang limits the city's growth. "This is where we will have development increase in the city," said Wozniak. "We have four city-developed areas and State



Second Comprehensive Plan public meeting set for Thursday, Nov. 17

The second public engagement meeting regarding the City's IMAGINE Comprehensive Plan will be held Thursday, November 17 at 6:30 p.m. at the Mustang Town Center. This meeting will focus on three scenarios for the future growth of Mustang over the next 20 years and will build on the first public meeting.

A city's comprehensive plan is an important guiding document that sets the tone for how a city will develop, grow, and change over time. More specifically, the plan will help guide growth and development in the city for the next 20 years. The team of Half Associates, Inc. and local partner ADG is working closely with the citizen based Comprehensive Plan Steering Committee to complete the Plan and its detailed set of recommendations.

This new Comprehensive Plan will provide clear direction for the development of the community. This includes future land use, transportation, parks and trails, urban design and more. It replaces the city's previous plan.

Citizen input is valued and all residents are encouraged to attend and be a part of planning Mustang's future. Additional information can be found at <http://imaginemustang.com/> at City Hall by contacting Melissa Héjál, Director of Planning & Community Development or Dennis Bland, Director of Planning for Half Associates, Inc.



Comp plan gets more tweaking

By Isaac Chapman
Contributing Writer

The team working on Mustang's next Comprehensive Plan is one step closer to making it a reality, after residents and business owners last week offered feedback during the second of three planned public



Mustang's Community Development Department last week hosted the second of three public meetings aimed at getting residents' input on how to move forward with a new city Comprehensive Plan.

Plan: New comprehensive plan will focus on traffic, parks and creating a downtown feel

From Page 1A

Project Director Rick Lester and Nae Chair, both of Half Associates, and Brian Hines, a designer with ADG, were the team assigned to Mustang's new Comprehensive Plan project, and who on Nov. 17 presented several ideas developed after their first public meeting in October.

"We also have been working in response to more than 400 surveys already received from citizens — and we're told we have more coming in," Lester said.

A Comprehensive Plan is a roughly 12-month process that partners not just the city and project team, but also residents and "stakeholders" — business owners and others invested in Mustang's future, Lester

based on feedback already gathered; this was a chance for those who attended to look at those preliminary designs and indicate their response to them, positive or negative, which will ultimately allow the team to go back to the drawing board and generate a final plan.

That will be presented during a final public meeting set for May. Several components were critical to whatever final form that plan might take, Lester said — consideration of things like parks and trails, storm water management, growth, preparation, creating a downtown area and transportation are all essential to the new plan's success.



"We've been told that one of Mustang's biggest issues is traffic, so that's something we want to work on, while we also work to make areas more

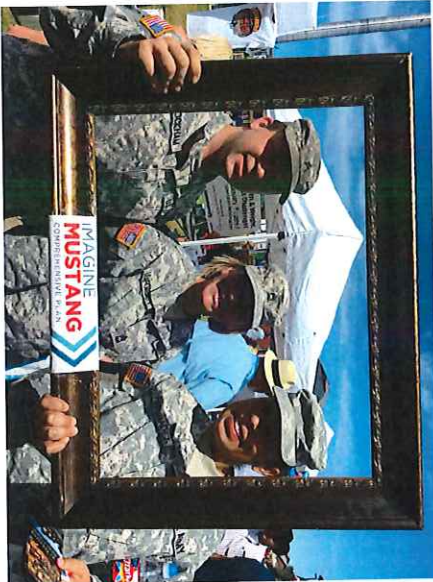


PHOTO IMAGE DISCLAIMER

Half Associates, Inc. as the consultant for the City of Mustang to develop their IMAGINE Mustang Comprehensive Plan (2017), along with the City of Mustang disclaim any use of photographs taken during the planning process of citizens, local businesses, exterior environments and special community events for commercial or professional advantage of any kind.

Imagine Mustang Report Sources

Chapter 1: Introduction

What is a Comprehensive Plan?

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Chapter 2: Community Profile

History:

City of Mustang. *History*. <http://www.cityofmustang.org/community/page/history>

Western Days. *Mustang Western Days*. <https://mustangwesterndays.com/>

Demographic Profile:

Historic Growth:

Minnesota Population Center. *National Historical Geographic Information System: Version 2.0*. Minneapolis, MN: University of Minnesota 2011. www.nhgis.org

Future Growth Projections:

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Oklahoma Department of Commerce. *2012 Demographic State of the State Report: Oklahoma State and County Population Projections Through 2075*. 2012. http://okcommerce.gov/wp-content/uploads/2015/06/Population_Projections_Report-2012.pdf.

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