



ADOPTED DATE: 05 SEPTEMBER 2017

# IMAGINE **MUSTANG**



 HALFF



COMPREHENSIVE  
PLAN



30 June 2017


Dear Citizens and Business Leaders of Mustang:

We have worked diligently over the past fifteen-months to develop this IMAGINE Mustang Comprehensive Plan. Our project Steering Committee members and myself are proud to bring this vision of Mustang's future forward.

The consultant team and City staff have worked together with many of you to craft this community comprehensive plan. This is a plan that touches everyone in Mustang. The plan provides vision, specific designs and implementation strategy items to help protect our family-friendly residential neighborhoods, work with existing businesses to better connect them with citizens, and attract new high-quality businesses to Mustang. The goal of these efforts is to protect the quality of life for all members of our community.

Let us all work together to bring this vision to reality. I thank you for your time and input into this planning document--- for the better future of Mustang.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay Adams", with a long horizontal flourish extending to the right.

Mayor Jay Adams

IMAGINE  
**MUSTANG**  
COMPREHENSIVE PLAN





# ACKNOWLEDGEMENTS

A special thanks goes to the many residents of Mustang, business owners, community leaders and others for their time and insight into developing this community comprehensive plan. The following individuals are recognized for their significant contributions to the preparation of the IMAGINE Mustang Comprehensive Plan.

## City of Mustang Mayor and City Council

Jay Adams	Mayor
Kevin Riley	Council Ward 1
Josh Leete	Council Ward 2
Brian Grider	Council Ward 3
Terry Jones	Council Ward 4
Linda Hagan	Council Ward 5
Jess Schweinberg	Council Ward 6

## Planning Commission

Billy McDaniel	Chairman
Brad Homer	Vice-Chairman
Dan Hix	Secretary
Jan Yakish	
Jesse Bratton	
Jerry Brown	
Darrell Johnson	

## City Staff

Tim Rooney	City Manager
Melissa Helsel	Community Development Director
Justin Battles	Parks and Recreation Director
Morgan Shepard	City Planner
Ron Harness	Building Inspector
Sharon Hutson	Code Enforcement Officer
Jerry Calloway	Chief Building Inspector

## Comprehensive Plan Steering Committee

Jay Adams	Mayor
Jess Schweinberg	City Council
Tim Rooney	City Manager
Jesse Bratton	Planning Commission & Board of Adjustment
Charles Bradley	MPS Deputy Superintendent
Morgan Shepard	City Planner
Renee Peerman	Executive Director, Mustang Chamber of Commerce
Melissa Helsel	Community Development Director

## Consultant Team

### Halff Associates, Inc.

Dennis Blind, PLAP	Principal in Charge
Rick Leisner, AICP, ASLA	Project Director
Nate Clair, PLA	
Kendall Wendling, AICP	
Letora Anderson	
Dean Stuller, PE	
Dan Quakenbush	
Danny O'Connor	
Mark Witte	

### ADG, Inc.

AJ Kirkpatrick, AICP, CNU-A	
Brian Hines	

### CivicBrand

Ryan Short	
------------	--



IMAGINE  
**MUSTANG**  
COMPREHENSIVE PLAN  
[www.imagemustang.com](http://www.imagemustang.com)

IMAGINE  
**MUSTANG**  
COMPREHENSIVE PLAN  
[www.imagemustang.com](http://www.imagemustang.com)

IMAGINE  
**MUSTANG**  
COMPREHENSIVE PLAN  
[www.imagemustang.com](http://www.imagemustang.com)

IMAGINE  
**MUSTANG**  
COMPREHENSIVE PLAN  
[www.imagemustang.com](http://www.imagemustang.com)

IMAGINE  
**MUSTANG**  
COMPREHENSIVE PLAN  
[www.imagemustang.com](http://www.imagemustang.com)

# TABLE OF CONTENTS

<b>1</b>	<b>Introduction</b>		
10	what is a comprehensive plan?		
11	planning process		
12	how to use this plan		
14	planning area		
<b>2</b>	<b>Community Profile</b>		
18	history		
20	demographic trends		
24	natural & cultural resources		
25	built environment		
26	existing regulatory framework		
27	existing plans & studies		
<b>3</b>	<b>Vision &amp; Goals</b>		
30	public engagement		
36	imagine mustang vision		
<b>4</b>	<b>Land Use</b>		
42	goals & objective		
42	existing land use		
45	scenario development		
58	future land use plan		
<b>5</b>	<b>Transportation Mobility</b>		
68	goals & objectives		
69	existing transportation system		
<b>6</b>	<b>Parks &amp; Trails</b>		
88	goals & objectives		
88	existing parks & trails system		
94	parks & trails recommendations		
<b>7</b>	<b>Economic Development</b>		
102	goals & objectives		
103	existing market		
106	economic development strategy		
<b>8</b>	<b>Urban Design</b>		
112	goals & objectives		
113	existing character		
116	urban design strategy		
120	town center		
<b>9</b>	<b>Housing</b>		
126	goals & objectives		
127	existing housing market		
134	housing strategies		
<b>10</b>	<b>Stormwater Management</b>		
142	existing stormwater management system		
144	stormwater management strategies		
144	stormwater management bmps		
145	stormwater management plan example		
<b>11</b>	<b>Implementation Strategy</b>		
150	priorities		
150	partnerships		
151	funding mechanisms		
151	plan administration		
151	measuring progress		
152	action table		
<b>12</b>	<b>Appendix</b>		









# INTRODUCTION

- WHAT IS A COMPREHENSIVE PLAN?
- PLANNING PROCESS
- HOW TO USE THIS PLAN
- PLANNING AREA



## INTRODUCTION



The City of Mustang, Oklahoma is a 12 square mile community located in Canadian County and the greater Oklahoma City region. The city is a self-sustaining suburb just west of Will Rogers World Airport with a small-town feel that is currently experiencing rapid growth. In order to efficiently direct and accommodate this growth, the city initiated a comprehensive plan process in 2016. The purpose of this comprehensive planning effort, called Imagine Mustang, is to define a vision for the future, inventory existing conditions, assess challenges and opportunities, and identify strategies to meet the identified vision for Mustang.

## WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan defines what a community wants to look like in the future and how the community can achieve that vision. Often called a “blue print” for growth in a community, a comprehensive plan also provides a framework for policy decisions and physical development. It typically covers a time period of about 10 to 30 years and is meant to be integrated with other planning documents in the city and region.

Title 11, Section 43 of the Oklahoma Statutes requires that municipal regulations of buildings, structures, and land be coordinated with a comprehensive plan that seeks to lessen congestion, provide safety, promote health and welfare, provide adequate light and air, prevent overcrowding, promote historical preservation, avoid undue concentration of population, and facilitate adequate provision of public services.

The Imagine Mustang Comprehensive Plan first articulates the vision and goals developed by the citizens of Mustang during the planning process. It then examines all elements of a community - land use, transportation, housing, economic

development, parks and recreation, and urban design – and identifies how these elements are interrelated and how they can be enhanced. Finally, the plan identifies specific recommendations and actions related to these elements to help achieve the overall community vision.

It also important to define what a comprehensive plan is not. Imagine Mustang is not a zoning document, subdivision regulation, budget, capital improvement program, nor is it any other regulatory document. Rather, the plan is meant to serve as the basis for the development of such documents. Having a comprehensive plan in place can also help keep taxes lower by providing guidance for efficiently directing and accommodating growth through the expenditure of public funds, zoning decisions, and development approvals.

The last comprehensive plan for Mustang was developed in 2003. In the past fourteen years, new development and explosive growth has occurred so it is time to analyze the current issues, opportunities, and challenges, and reassess the community vision through a new comprehensive planning process.

# PLANNING PROCESS

Imagine Mustang is the result of extensive public engagement and technical analysis that took place over a period of one (1) year. The final plan is a product of three (3) planning phases:

## 1

### Project Initiation and the Status of Mustang

During this phase, community issues were defined through stakeholder meetings and the role of a comprehensive plan in Mustang was established. Relevant planning efforts were also analyzed, including but not limited to the Mustang 2020 Comprehensive Plan (2003), Market Analysis Report (2014), and the Canadian County Hazard Mitigation Plan (2013).

## 2

### City-Wide Vision Plan

During the second phase, community needs were identified based on technical analysis and confirmed by community leaders and citizens. Goals and objectives were refined and a preferred city-wide vision was established.

## 3

### Comprehensive Plan & Implementation

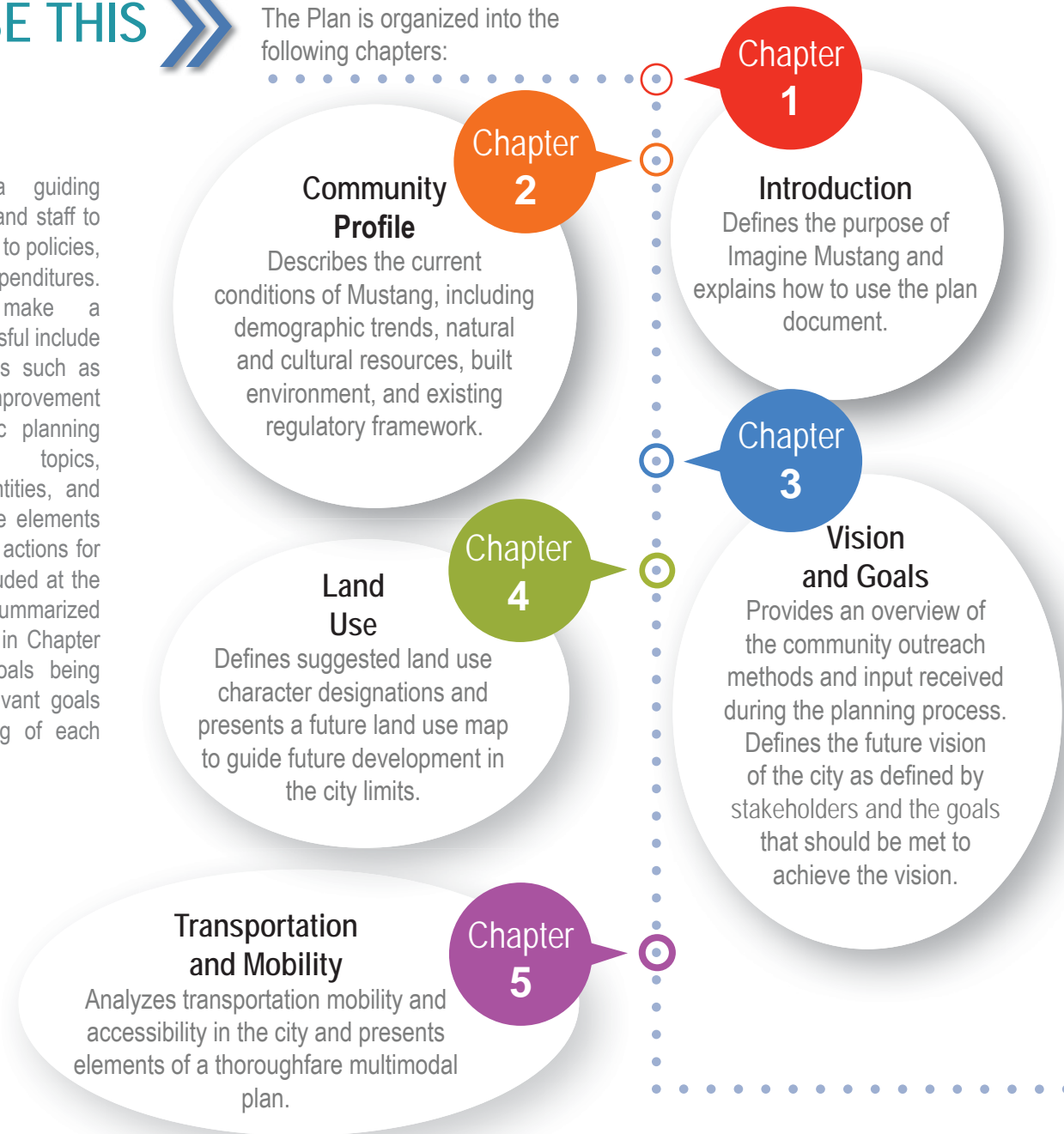
During this final phase, individual plan elements were developed to address issues and achieve the community's vision consistent with the local community. An implementation plan was also developed to define strategies to achieve the community vision. Stakeholders reviewed the draft Plan and the final Plan was adopted as the recommendations were vetted by the community.

## HOW TO USE THIS PLAN



The Plan is organized into the following chapters:

Imagine Mustang is a guiding document for City leaders and staff to help make decisions related to policies, development, and expenditures. Actions that would make a comprehensive plan successful include changes to regulatory tools such as the zoning map, capital improvement investments, more specific planning studies on particular topics, partnerships with other entities, and securing funding to achieve elements in the plan. Recommended actions for each plan element are included at the end of Chapters 4-10 and summarized in the implementation plan in Chapter 11. In addition to the goals being outlined in Chapter 3, relevant goals are listed at the beginning of each subsequent chapter.







## PLANNING AREA

The planning area for Imagine Mustang is the current incorporated city limits (approximately 12 square miles) as shown in Figure 1-1.

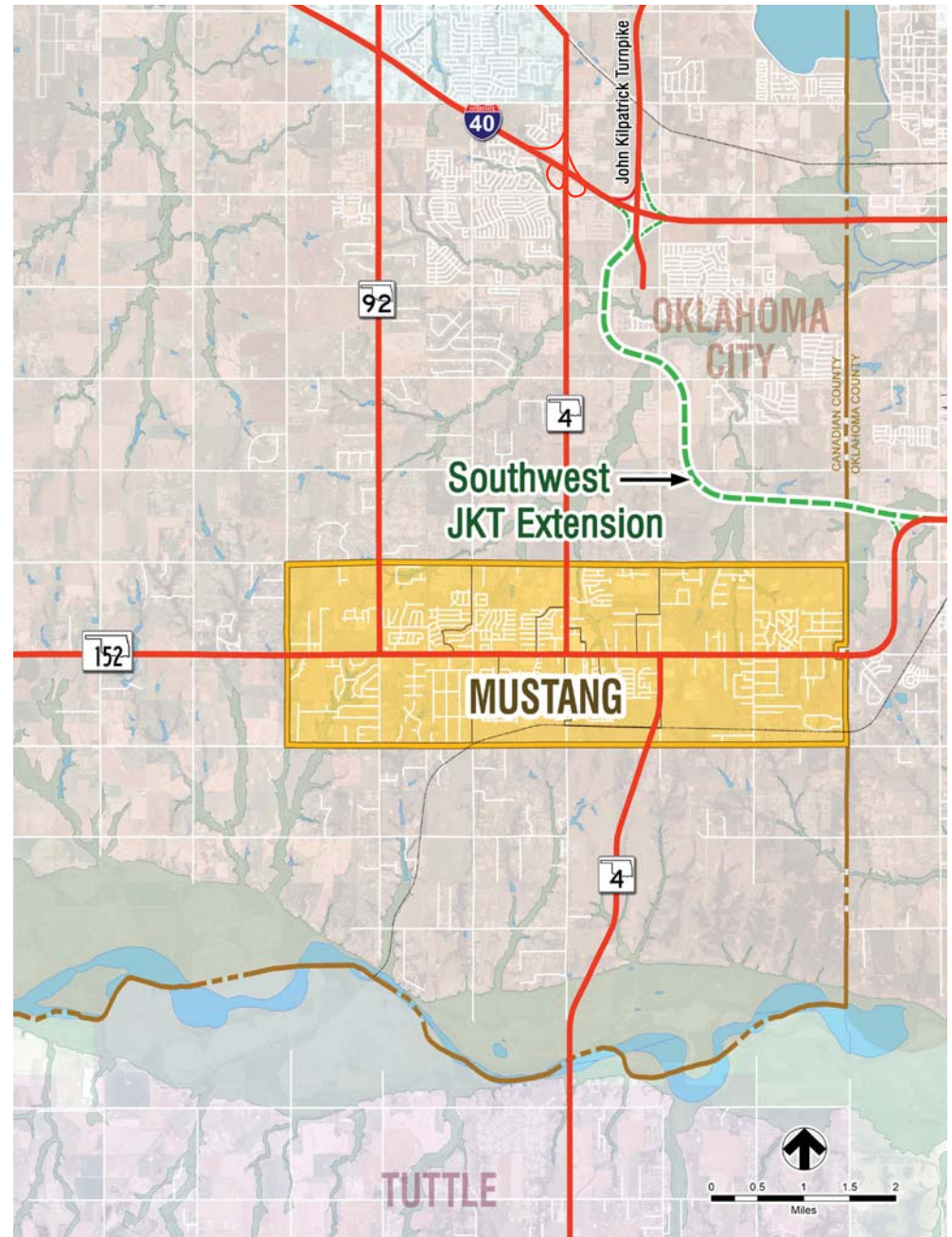
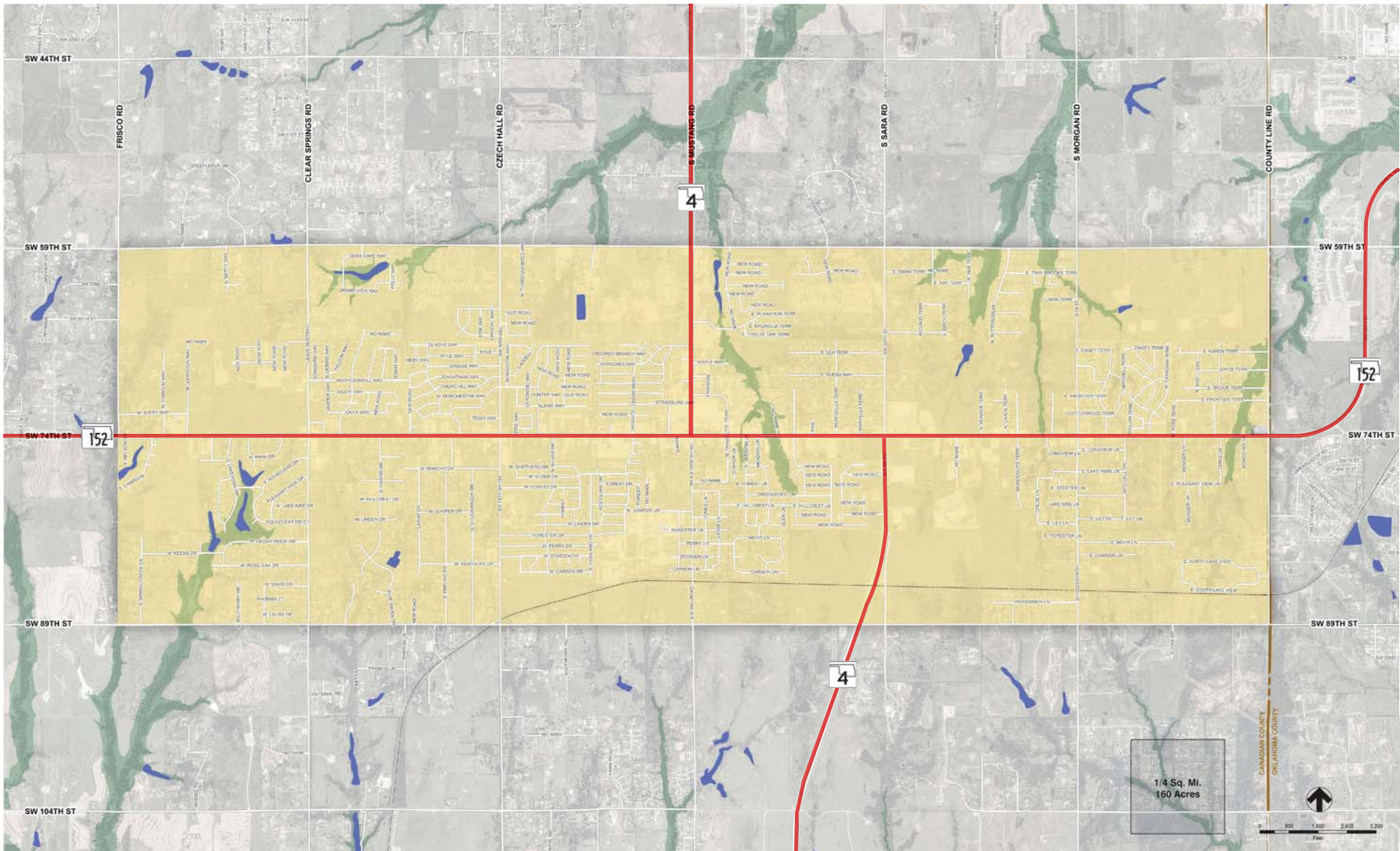


Figure 1-1: Mustang Regional Map








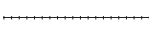


	City of Mustang		Major State Roadways
	Bodies of Water		Railroad
	100 Year Flood Plain		Adjacent City & County

Figure 1-2: Mustang City Limits









# COMMUNITY PROFILE

# 2

- HISTORY
- DEMOGRAPHIC TRENDS
- NATURAL & CULTURAL RESOURCES
- BUILT ENVIRONMENT
- EXISTING PLANS AND STUDIES
- EXISTING REGULATORY FRAMEWORK



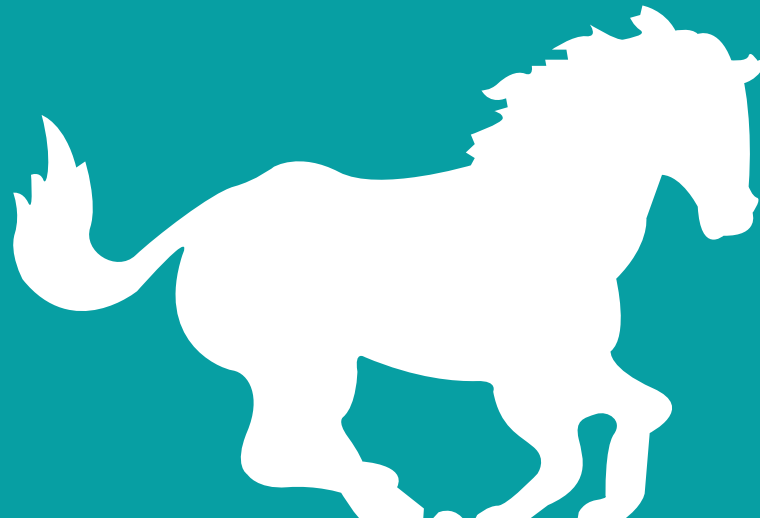
# HISTORY



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

## Population SURGE

### 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!

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.

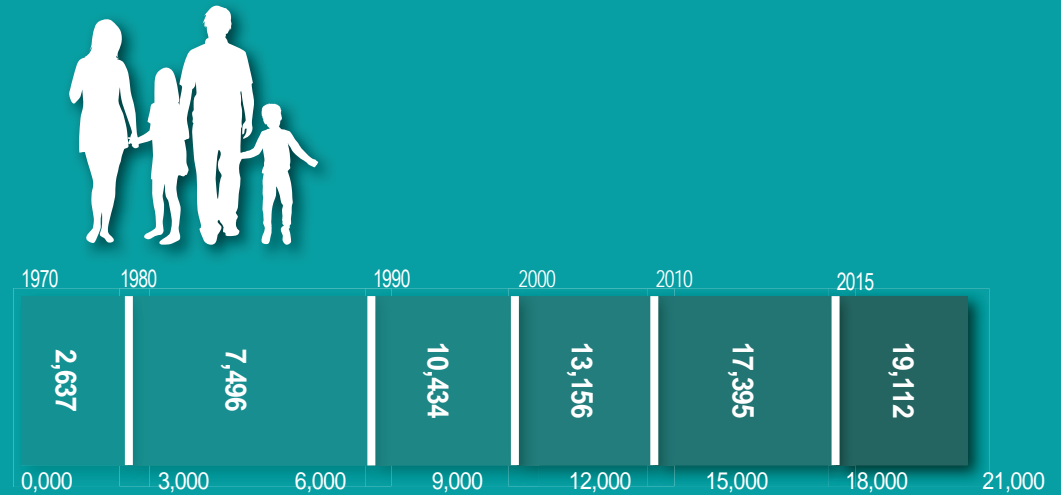
Information courtesy of the City of Mustang; <http://www.cityofmustang.org/community/page/history>

# 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.

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



Source: [www.nhgis.org](http://www.nhgis.org); US Census

## 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.

## FUTURE GROWTH PROJECTIONS

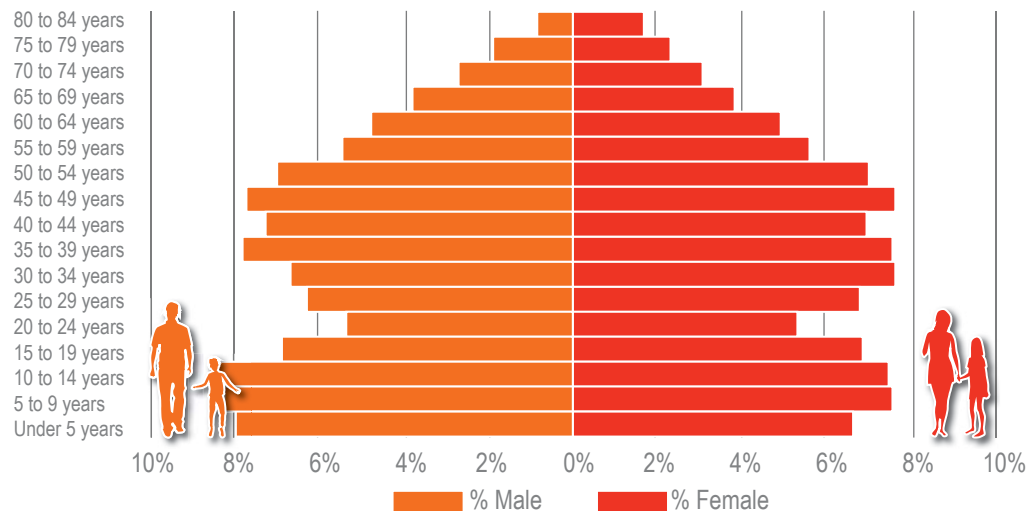
The Oklahoma City region, of which Mustang is a part, is expected to grow to nearly 1.5 million by 2035, which is a 36% increase from 2005 when the Encompass 2035 long-range transportation plan was adopted. According to the Oklahoma Department of Commerce, Canadian County in particular is expected to 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.

Figure 2-2: Mustang Population Pyramid – 2015



Source: 2015 American Community Survey 5-Year Estimates

## 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.

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	Educational Attainment		
	2000	2010	2015
Less than High School Degree	10.0%	7.6%	6.9%
High School Graduate	35.7%	29.4%	30.9%
Some College or Associates Degree	36.5%	43.6%	40.6%
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 60% 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 Lakehoma 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 Meloy 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

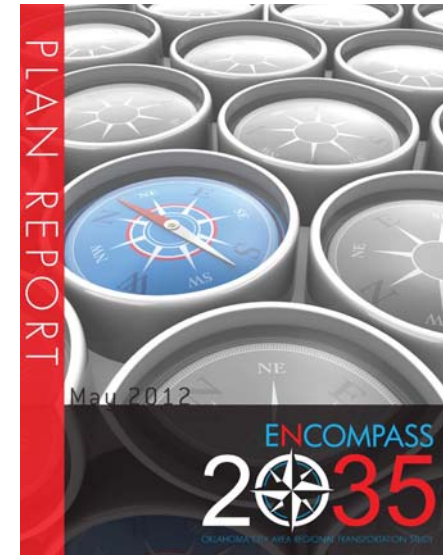


A zoning code is the primary way communities regulate development in terms of use, density, and size of structures. The existing zoning ordinance is found in Chapter 122 of the Mustang Municipal Code. There are 17 zoning districts in four major categories – agricultural, residential, commercial, and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

### ZONING DISTRICTS (17)

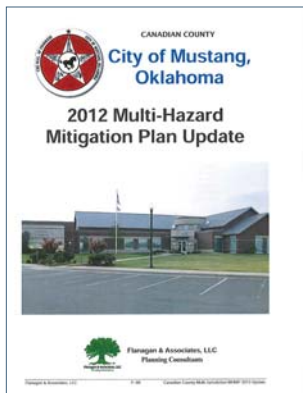
- A-1: General Agricultural and Oil and Gas District
- R-E: Rural Estates District
- R-1: Single-Family District
- R-2: Two-Family District
- R-3: Low Density Multiple-Family District
- R-4: Multiple-Family District
- R-MH-1: Manufactured Housing District
- R-MH-2: Mobile Home Park District
- C-1: Office-Professional 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



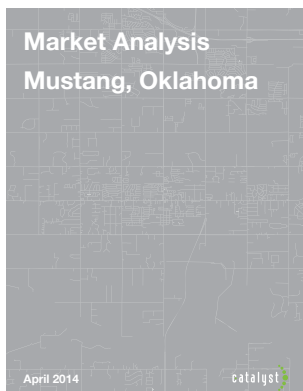
Imagine Mustang builds upon relevant plans and studies that were completed in the past, including those described below.

*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](#).

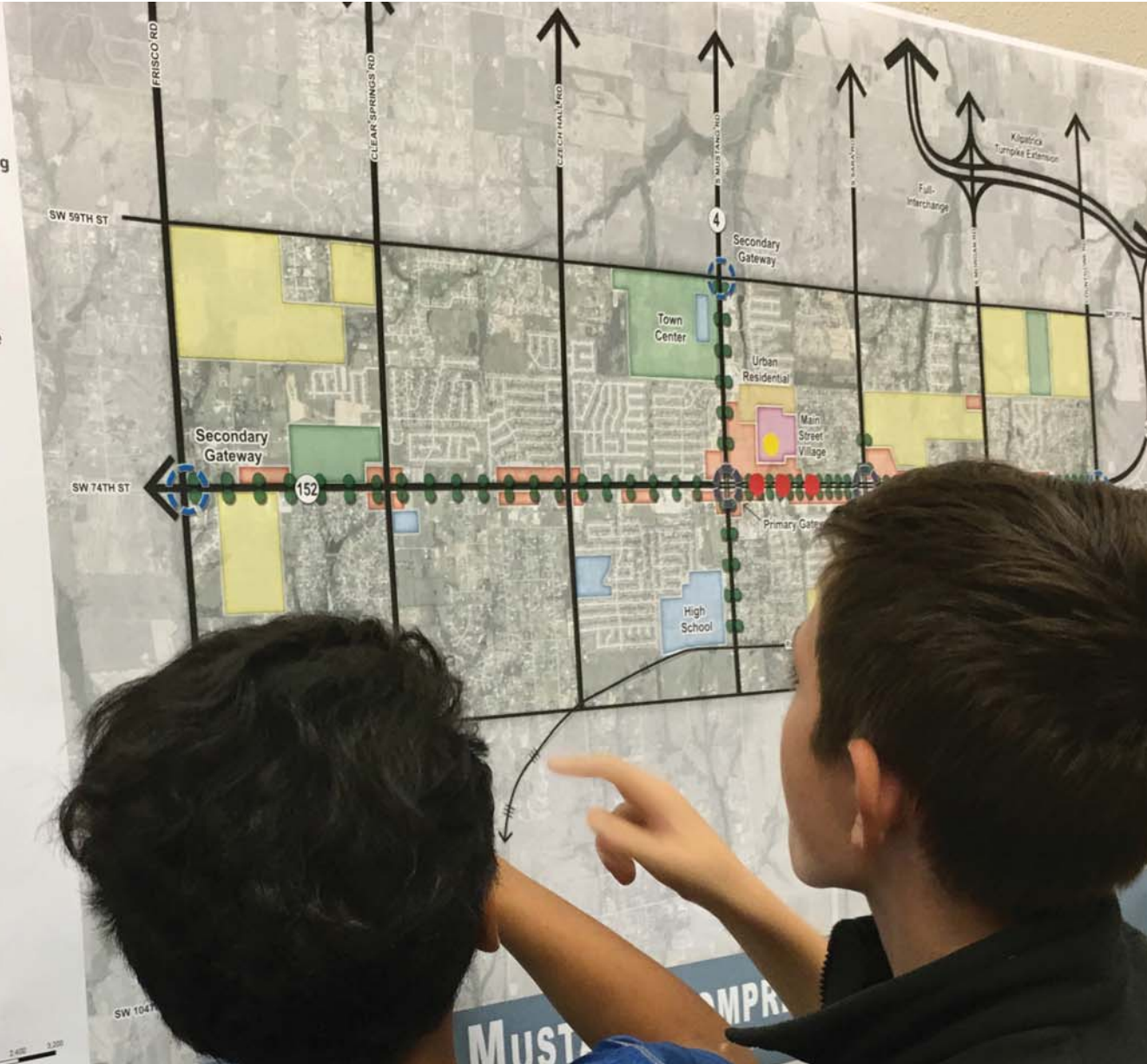
*Market Analysis Report:* completed in 2014, this report serves as a strategic retail plan to attract appropriate economic development to the community. The report identified several trade areas much larger than the city limits that estimates where potential customers are coming from to shop and eat 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](#).



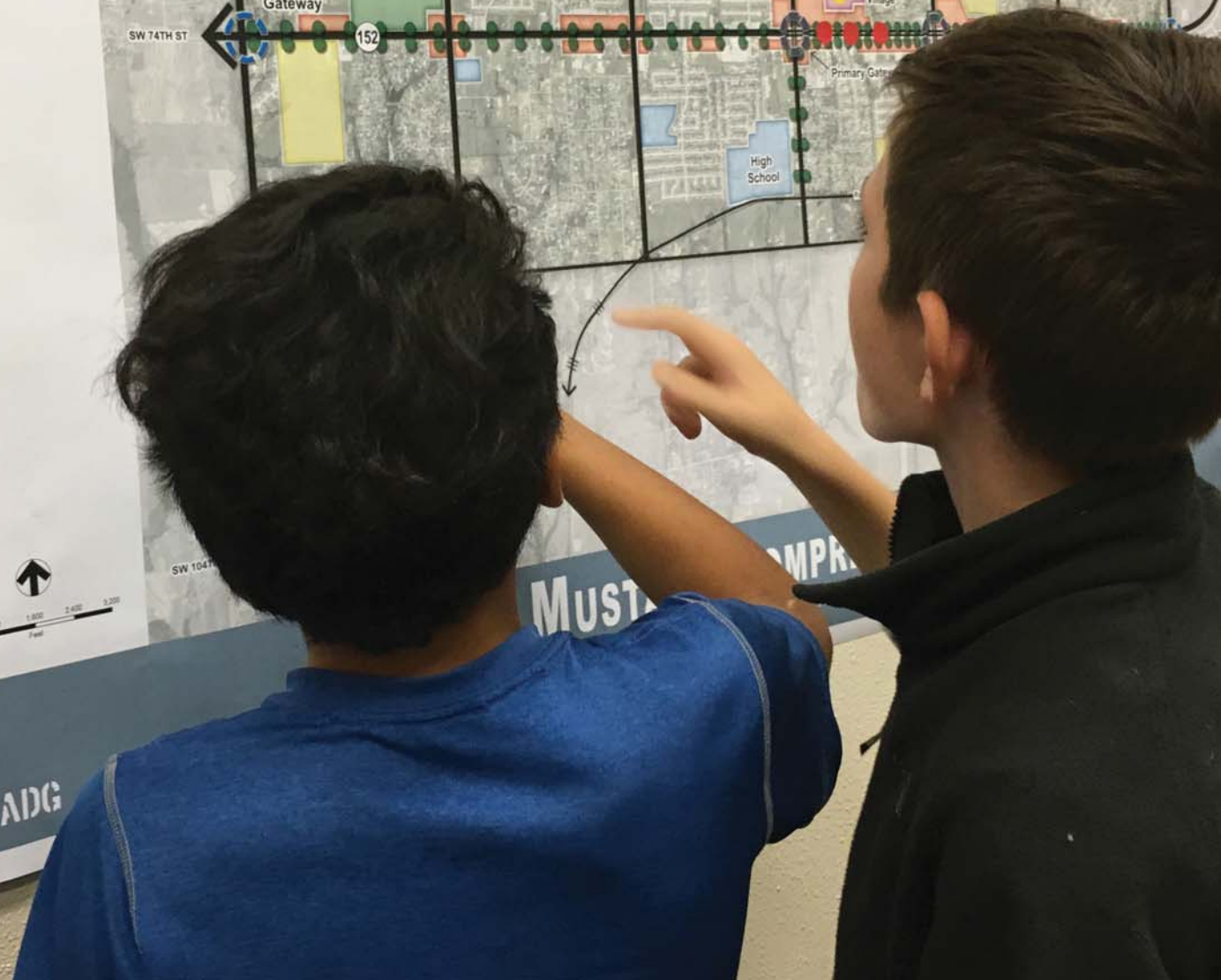
-  Urban Residential
-  Park Space
-  Commercial/Retail/Dining
-  Municipal
-  Main Street Vilage
-  Residential
-  Primary Streetscape
-  Secondary Streetscape
-  Primary Gateway
-  Secondary Gateway



1/4 Sq. Mi.  
160 Acres

0 800 1600 2400 3200  
Feet

November 2016







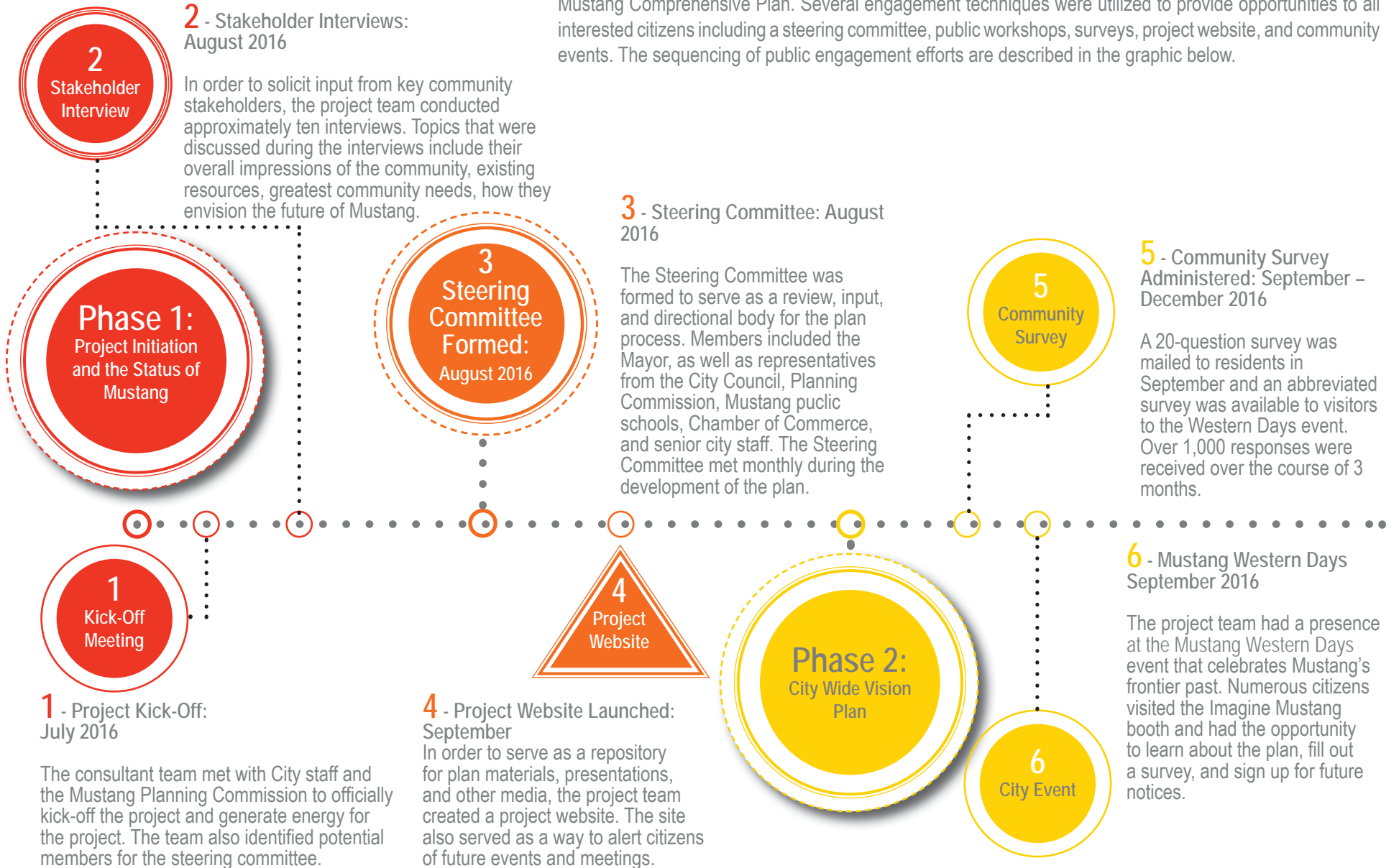
# VISION & GOALS

# 3

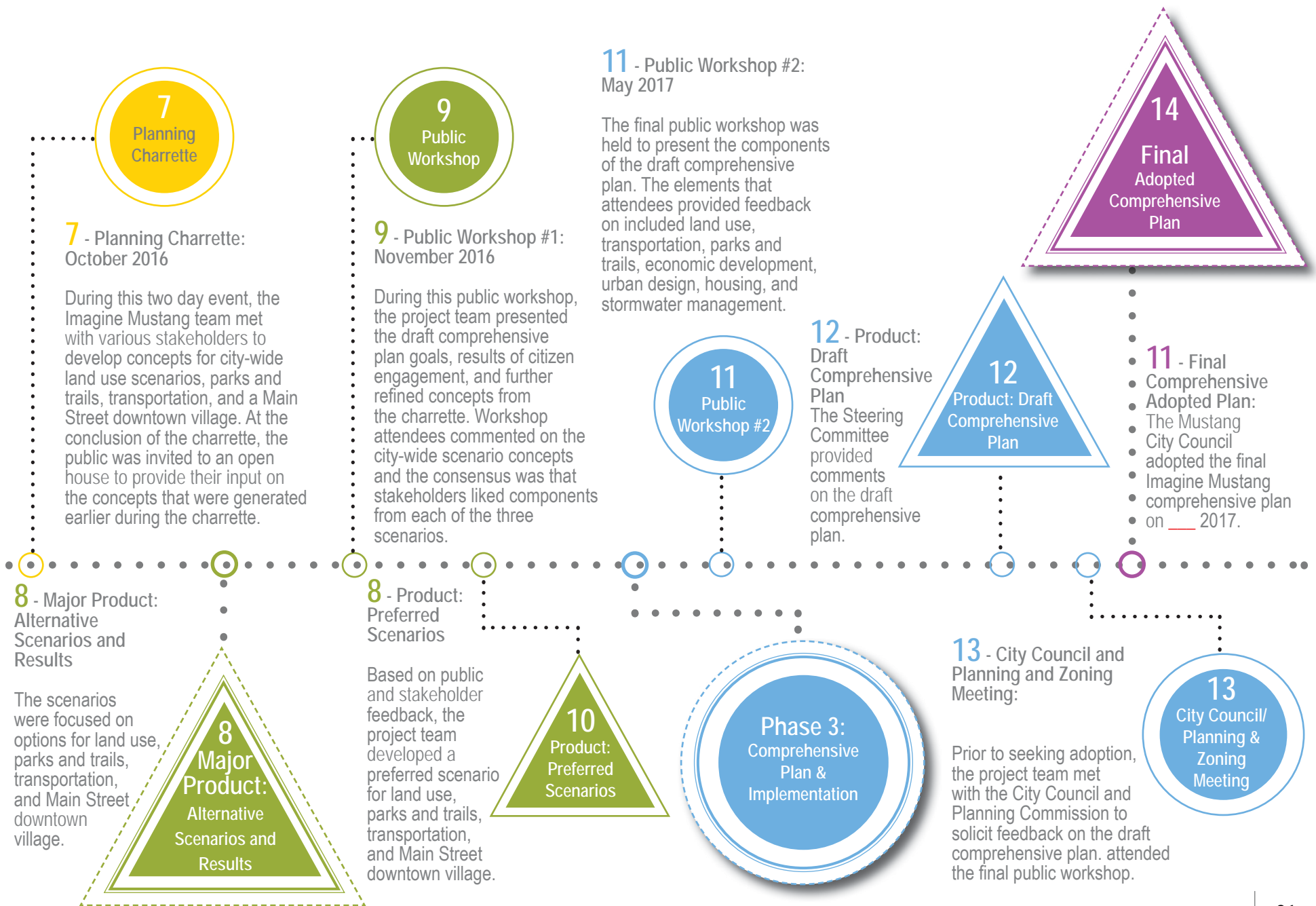
- PUBLIC ENGAGEMENT
- IMAGINE MUSTANG VISION

# PUBLIC ENGAGEMENT

One of the most critical aspects of a comprehensive plan development process is gaining public input that provides insight into the current and future needs of the citizens of Mustang. Public engagement and stakeholder input served as the driving force behind all decisions made during the development of the Imagine Mustang Comprehensive Plan. Several engagement techniques were utilized to provide opportunities to all interested citizens including a steering committee, public workshops, surveys, project website, and community events. The sequencing of public engagement efforts are described in the graphic below.







Key input that was received during these engagement efforts are described in the following sections.

### STAKEHOLDER INTERVIEWS:

Stakeholders perceived the current character of Mustang as a religious town with a small-town feel that serves as a bedroom community to the greater Oklahoma City region. Elements that stakeholders felt Mustang is lacking include higher education, quality retail, sidewalks, employment opportunities, cultural and entertainment opportunities, and a town center. When asked what they envision Mustang to look like in the future stakeholders described a community that is safe, clean, self-sustaining, aesthetically-pleasing, and maintains the small-town feel. Figure 3-1 depicts the most commonly used phrases that interviewees used when asked to describe how they envision Mustang in 20 years.

### PUBLIC CHARRETTE:

During the two-day public charrette, a planning and design 'studio' was set up for the project team to develop concepts for the city-wide land use scenarios, town center development, parks, trails & bikeways, roadway circulation, and stormwater management. Stakeholders and the public were able to stop in at any time to view the progress. Formal presentations were given throughout the two-day period. Key concepts that were developed include the three city-wide land use scenarios and the three potential locations for the new town center. The project team also identified locations for future parks, developed concepts for typical streetscape and gateway entry features, and assessed solutions that would help address flooding.



Figure 3-1: Commonly Used Descriptions of Mustang









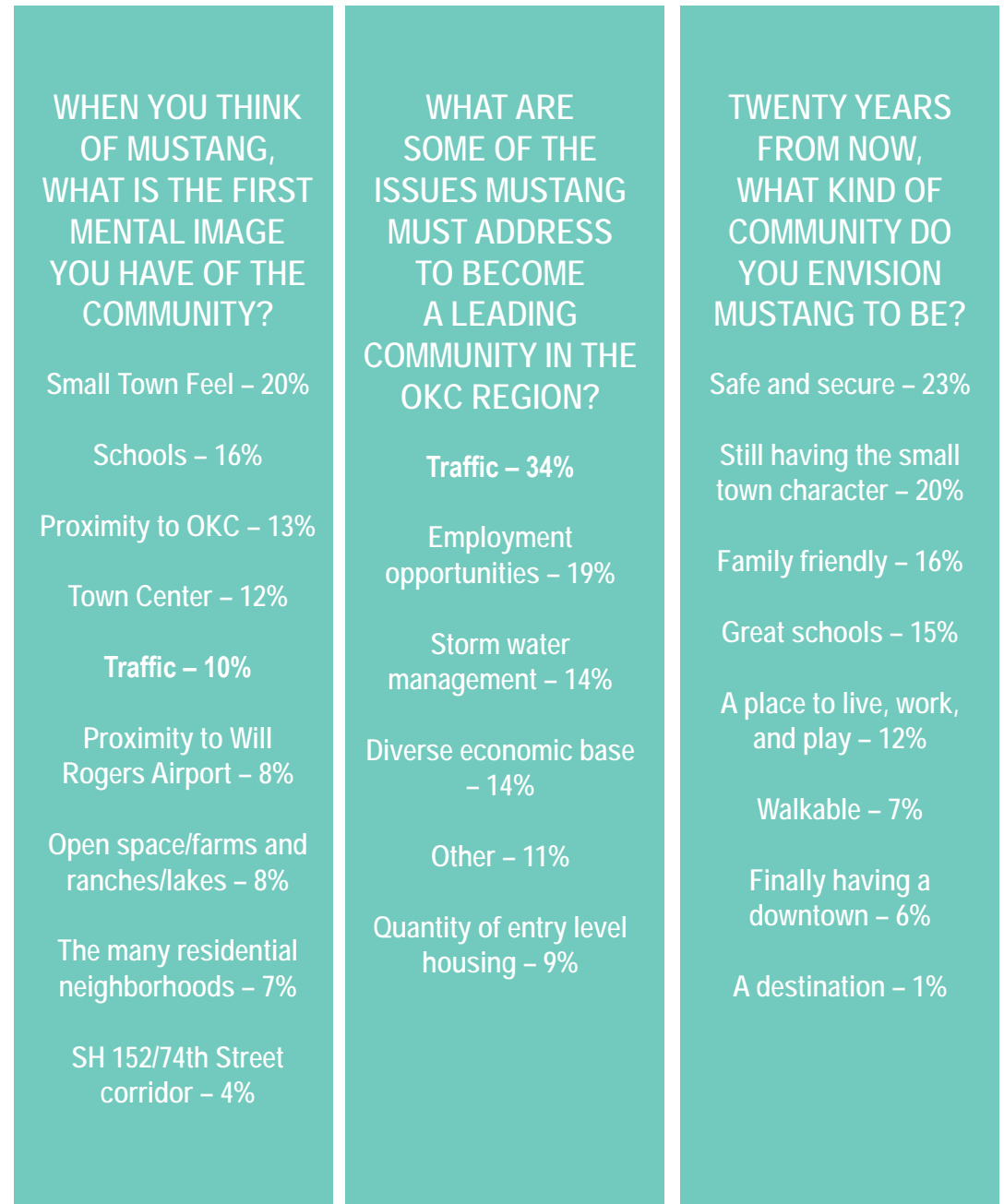


## COMMUNITY SURVEY:

Community Survey: The most positive responses from the survey were to questions about the city services Mustang provides, that Mustang is a high-quality community to raise a family, and that respondents are generally happy with the direction development has taken in the past few years. Additionally, the most important factors related to quality of life to respondents were the quality of public institutions and infrastructure as well as a safe, clean, and well-maintained residential neighborhoods. Alternatively, the least important factors related to quality of life to respondents were the variety of housing options and variety of employment opportunities. The complete survey results are included in Appendix page 162.



Figure 3-2: Community Survey Results



# IMAGINE MUSTANG VISION



The vision for Imagine Mustang was developed from input received at steering committee meetings, public workshops, community surveys, and discussions with city staff. The project team also reviewed vision statements from applicable departments to ensure that the Imagine Mustang vision does not conflict.

Mustang Community Development Department: 'effectively manage growth and change in Mustang to maintain a high quality of life and ensure a successful future for our community.'

Mustang Parks and Recreation Department: 'provide rewarding programs and service that enhance the quality of life for its residents and visitors.'

The overall vision statement for Imagine Mustang is to be a *safe community that is self-sustaining with a small town feel*. In order to achieve this vision, nine goal themes were developed that each have three sub-goals, for a total of 27 goals. These goals are listed below and goals that are relevant to each subsequent chapter are listed in the introduction.



## COMMUNITY CHARACTER (CC):

The experience one has of living, working, or visiting a community is in large part defined by the character of the community. Elements that can help give Mustang a more positive image, or character, include creating a sense of place and attracting quality economic development.

- **CC-1:** Promote quality new development & revitalization of some older commercial areas for the successful enjoyment of the community.
- **CC-2:** Look for opportunities to better define Mustang as a quality community outside of metro Oklahoma City.
- **CC-3:** 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.



## CITY GOVERNMENT (CG):

A transparent, financially-sound, and well-run municipal government is essential to achieving the vision of Imagine Mustang.

- **CG-1:** Ensure the long-term financial stability of Mustang with fiscally responsible policies and actions.
- **CG-2:** Establish and maintain a fiscally responsible revenue and expenditure balance.
- **CG-3:** Ensure that Mustang's neighborhoods are protected from hazards and equipped for disaster preparedness.



## COMMUNITY HEALTH (CH):

The overall health and safety of residents in a community is critical to attract and maintain residents that are invested in the success of the community.



- **CH-1:** Provide high-quality Police, Fire and EMS services to keep Mustang's citizens safe and healthy.
- **CH-2:** Promote the distribution of locally grown and produced food via a Farmers Market, neighborhood gardens, and other local operations.
- **CH-3:** Work with the Association of Central Oklahoma Governments (ACOG) and adjacent communities to support clear air, water, and stormwater initiatives.

## FUTURE DOWNTOWN (D):

The lack of a downtown in Mustang means that there is no central gathering place for shopping, dining, or new employment opportunities.



- **D-1:** Establish a quality pedestrian environment with streetscape amenities such as; decorative lighting, shade trees, landscaping, wayfinding signage, benches, bike racks and trash receptacles which create an economic development catalyst for Mustang.
- **D-2:** Create a business incubator for Downtown that is focused on technology and start-up companies.
- **D-3:** Establish a new Downtown as a complete neighborhood, which requires urban housing of several different types and densities, which supports our aging and empty-nester populations across the country.





## DESIGN & AESTHETICS (DA):

How a community is designed and subsequently how it looks has a great impact on the experience of residents and visitors.



- **DA-1:** 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).
- **DA-2:** Design our typical suburban developments for equally safe movement of pedestrians, bicycles and automobiles.
- **DA-3:** 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 grow a local tourism industry.

## ENVIRONMENTAL (E):

Protection of natural resources and the provision of quality parks, recreation, and trails enhances the quality of life in a community.



- **E-1:** Provide for the realistic preservation of Mustang's unique environmental resources.
- **E-2:** Promote a network of open space encompassing private and public developments within Mustang.
- **E-3:** Connect Mustang through a framework of parks, pedestrian trails and recreation facilities that respond to community needs and match population demographics.

## ECONOMIC DEVELOPMENT (ED):

Creating more job opportunities and attracting quality new development to increase sales tax will increase economic development within Mustang.



- **ED-1:** Promote and support white-collar business opportunities which will advance higher quality employment resulting in better pay and additional economic development.
- **ED-2:** Promote growth in logistics, technology and distribution types of businesses which may take advantage of Mustang's relationship to the Will Rogers World Airport.
- **ED-3:** Look to have residential housing in a new Downtown for Mustang which will then create supporting development, resulting in new employment opportunities.



## MOBILITY (M):

Improving mobility and accessibility of residents in Mustang is a priority for the community to ensure that traffic doesn't hamper future growth and economic development.



- **M-1:** Move people across and through Mustang with a variety of modal types as part of a comprehensive transportation network (automobiles, buses, bicycles, pedestrians, etc.).
- **M-2:** Maximize opportunities to enhance Mustang's locational advantage in the Oklahoma City metro area with the new Kilpatrick Turnpike expansion.
- **M-3:** Create quality pedestrian environments along primary walking/ biking corridors which includes: benches, lighting, trash receptacles and wayfinding signage.

## RESIDENTIAL NEIGHBORHOOD (RN):

The backbone of Mustang are the neighborhoods found throughout the city. Ensuring that the homes remain stable while also increasing the diversity of the housing mix found in the city is critical.



- **RN-1:** Create a program to improve the image of multi-family residential neighborhoods by building such items as: neighborhood entry features with a community name, pedestrian sidewalks, buffers and other items.
- **RN-2:** Work to get homes out of the danger of flooding and do not allow redevelopment in flood prone areas.
- **RN-3:** Establish Neighborhood Improvement Plans for older residential neighborhoods to create a comprehensive set of recommendations to support, upgrade and improve property values.











# LAND USE

# 4

- GOALS & OBJECTIVES
- EXISTING LAND USE
- SCENARIO DEVELOPMENT
- FUTURE LAND USE MAP
- ACTIONS

# GOALS & OBJECTIVE

## LAND USE GOALS:



CC1 – Promote quality new development & revitalization of some older commercial areas for the successful enjoyment of the community.



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 grow a local tourism industry.



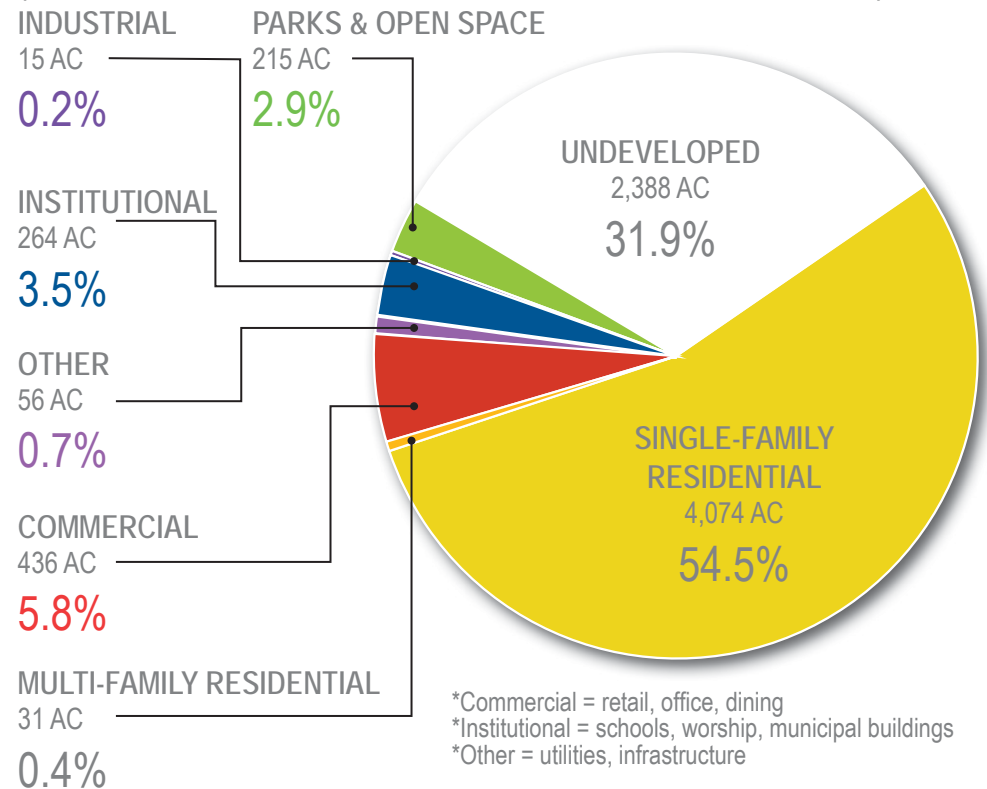
ED3 – Look to have residential housing in a new Downtown for Mustang which will then create supporting development resulting in new employment opportunities.

A key component of a comprehensive plan is a realistic and flexible future land use plan that provides a vision for what type of development and redevelopment should occur in different areas of a community. This chapter assess the existing land use within Mustang and presents a new future land use map and associated descriptions that should guide future development activity in the city.

## EXISTING LAND USE

Understanding the character of the existing land use in a community is a critical first step to making recommendations for a future land use plan. Currently 68% of land in Mustang is developed, leaving approximately 32% as undeveloped. Figure 4-1 depicts the breakdown of current land use in Mustang and Figure 4-2 is the existing land use map.

Table 4-1: Existing Land Use in Mustang (2010)





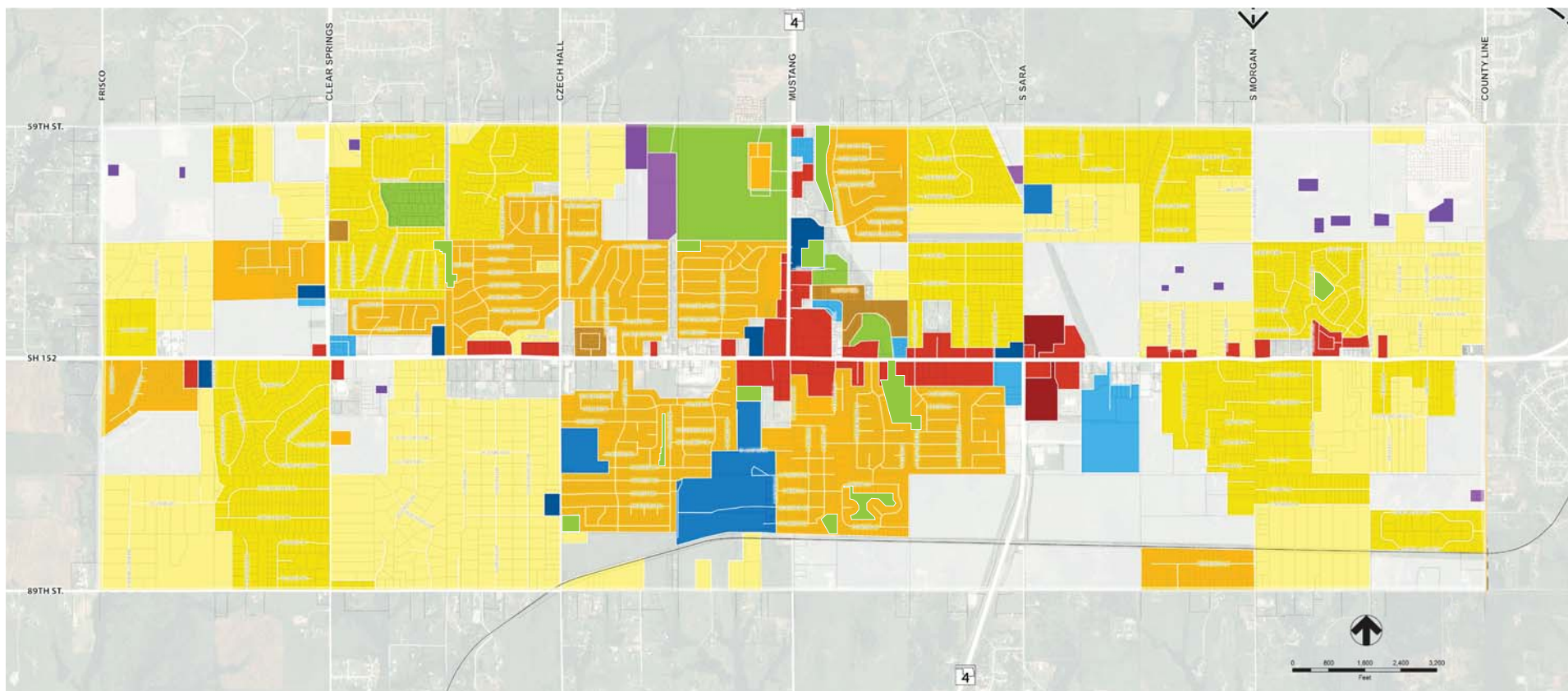


Figure 4-2: Existing Land Use in Mustang



**PUBLIC INPUT ON LAND USE**

- New land use development that stakeholders preferred include more office space, quality retail, mixed-use, and hotels.
- Survey respondents and public meeting participants overwhelmingly liked the idea of creating a new downtown for Mustang.
- Many residents wanted to preserve the rural or suburban feel of the existing single-family neighborhoods.

The majority of land area in Mustang is occupied by single-family homes spread throughout the city. There is a wide-range of single-family residential in the city – including residential estates with large houses, newer subdivisions on smaller lots, and small, older houses on large lots. The existing zoning code classifies the single-family uses into Rural Estates and Single-Family districts. Multi-family housing is fairly limited – there are only four apartment complexes and two senior living complexes within the city limits – but they are appropriately placed between single-family and more intensive, nonresidential uses.

Commercial uses are located exclusively along the major thoroughfares. The greatest concentration of retail or office space is along SH 152 and Mustang Road. Major regional retailers include Wal-Mart and Lowe’s. Restaurants include numerous fast food restaurants and some sit-down places. There is also a new medical center called St. Anthony’s Healthplex at SH 152 and Sara Road. What is missing in Mustang is a downtown space that can serve as a destination for both residents and visitors.

Institutional uses include schools and municipal buildings, such as city hall and the public library. The largest area of land is covered by Mustang High School just southwest of the center of town. Areas of worship are also significant in terms of land area; there are over 20 churches in the city limits which is a large number when compared to the number of residents.

Industrial uses in Mustang currently include only manufacturing businesses, but the zoning code allows more intensive uses. The existing industrial use on SW 59th St between Czech Hall Road and Mustang Road is adjacent to a residential estate neighborhood which is a conflict.

Most of the parks and open space acreage is covered by Wild Horse Park, which is a large community park that is the site of several softball fields, a dog park, and the city recreation center. There are six additional small neighborhood parks and ten acres of undeveloped parkland located throughout the city as part of the city parks system. There is also the Pebble Creek Golf Course which is a privately owned and operated nine-hole course located in the center of the city.

Land uses that are included in the ‘other’ category are utilities and oil and gas. These uses make up a very small percentage of Mustang. However, most of the oil and gas pad sites are located in the large swaths of undeveloped land in the city, so if these areas are developed in the future, oil and gas site remediation needs to be considered.

The second largest land use category is undeveloped land; approximately 32% of land within the current city limits is undeveloped. This means that the city is far from being built out yet and thoughtful analysis is needed to develop a vision for how these areas should be developed or preserved as open space.





## SCENARIO DEVELOPMENT

In order to develop a city-wide future land use map, the project team first worked to create scenarios that established preferred land uses within currently undeveloped or vacant land in the city. Scenarios help graphically depict how a community can shape their future. Three city-wide scenarios were developed with stakeholder input during the public visioning charrettes held in October 2016. These scenarios were then used to develop the future land use plan which is discussed later in the Land Use chapter.

## SCENARIO CONCEPT DEFINITIONS

**RESIDENTIAL:** Additional single-family residential areas will likely be warranted with the expected population growth.

**URBAN RESIDENTIAL:** As Mustang continues to grow, the need for a more diverse mix of housing will increase as well. The intent of 'urban residential' areas is to incorporate higher density homes near commercial areas that would be walkable and near public amenities.

**MAIN STREET VILLAGE:** Mustang lacks a downtown area that could serve as a retail and cultural destination for residents and visitors. The Main Street Village is meant to fill this void by creating a central destination in the community for entertainment, dining, shopping, and socializing. This village would help create a sense of place and enhance Mustang's identity. The different options for the location of a Main Street Village are discussed more fully in Chapter 8: Urban Design.

**COMMERCIAL/RETAIL/DINING:** Based on the recent market study, there is demand in Mustang for additional retail and dining so residents don't have to travel outside the city for these needs. The intent of this category is to provide additional stores and restaurant establishments that meet the demographics of Mustang.

**MUNICIPAL:** Uses such as schools and municipal buildings will not be changed.

**PARK SPACE:** Additional parks and open space are warranted to provide natural relief and limit the amount of impervious cover that is added to the city. These parks could be programmed with amenities over time or remain as open space preserves.

## SCENARIO CONCEPT DEFINITIONS

**STREETSCAPE IMPROVEMENTS** are infrastructure and aesthetic enhancements made to roadways. The infrastructure enhancements can include adding sidewalks, adjusting driveways, and installing traffic calming devices. The aesthetic enhancements can include installing site furniture, planting attractive landscaping, adding lighting, and adding unique pavement treatment on sidewalks or at intersections.

*Primary Streetscape:* Aesthetic elements are placed closer together on corridors with primary streetscape improvements to mimic the intensity of the surrounding land uses.

*Secondary Streetscape:* Aesthetic elements are placed further apart on corridors with secondary streetscape improvements to highlight the importance of the roadway at a lesser scale.

**GATEWAYS** are used to demarcate entry points and to highlight important features or areas in a community. They also present cities with opportunities to incorporate branding and create a unique identity in a city. Gateways can be entry signs, monument features, or landmarks.

*Primary Gateway:* Larger, more prominent gateways are installed at intersections near the Main Street Village to signify the central core of Mustang.

*Secondary Gateway:* Smaller gateways are installed at entrances to the city to alert motorists that they are entering Mustang.


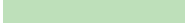

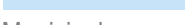






# CITY-WIDE SCENARIO

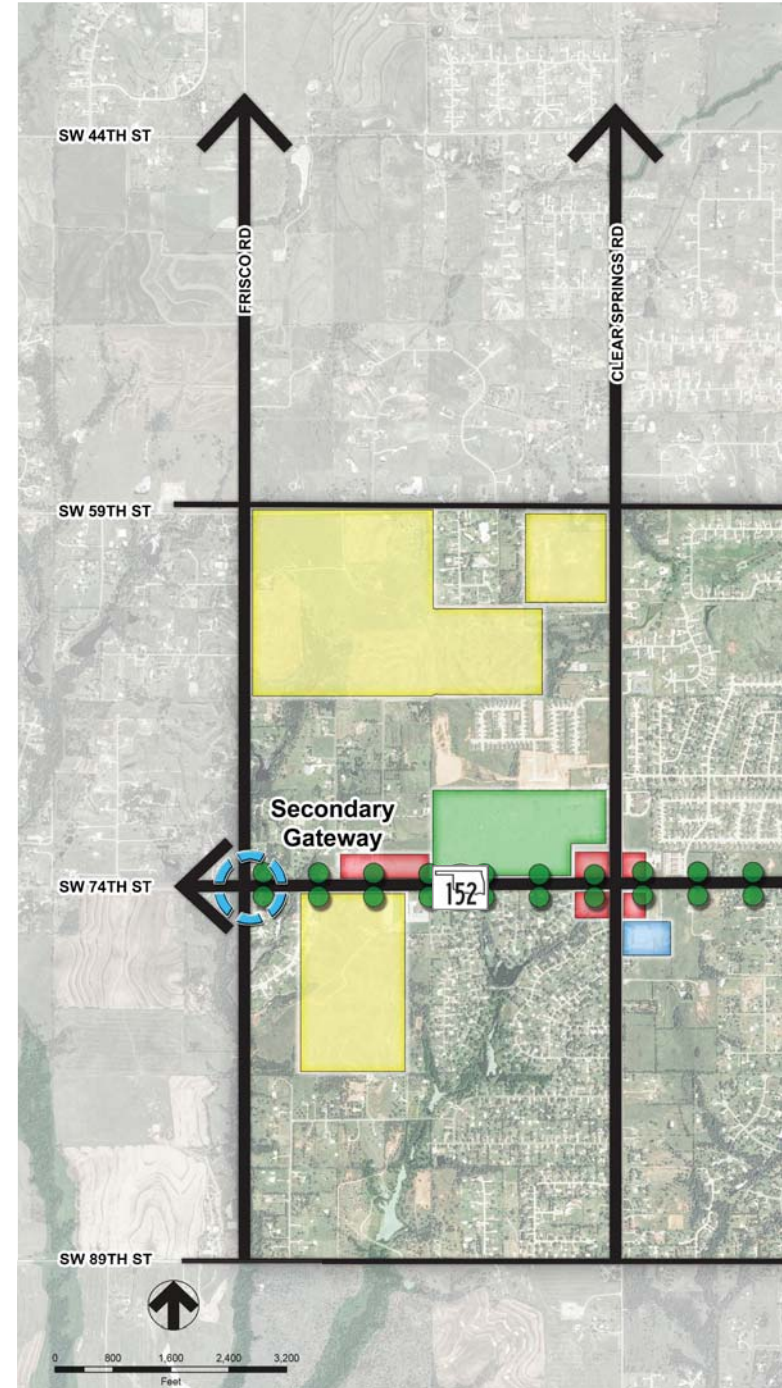
The first scenario fills in existing undeveloped land on the edges of town with single-family residential and quality parkland. The greatest changes occur along SH 152 as the primary artery through town. New commercial development fills in vacant lots along the roadway and the Main Street Village is developed on the site of the existing Pebble Creek golf course that will include multi-use buildings, quality public open spaces, pedestrian linkages, shopping, and dining. Urban residential will be added to the north of the new Main Street Village within an easy walking distance. The scenario also allows for additional big-box retailers to develop stores along Sara Road and SH 152.

Primary gateways will be added on SH 152 at Mustang Road and Sara Road to signify the new Main Street Village area. Smaller, secondary gateways will be added at the major entry points into the city: Mustang Road and SW 59th St, SH 152 and County Line Road, SH 4 and SW 89th St, and Frisco Road and SW 74th St. Streetscape improvements will be added to the entire stretch of SH 152 in the city, with denser aesthetic elements from the eastern city boundary to Mustang Road. Additional secondary streetscape improvements will be added along Mustang Road from the railroad to the northern city boundaries and on Sara Road from the railroad to just north of SH 152.

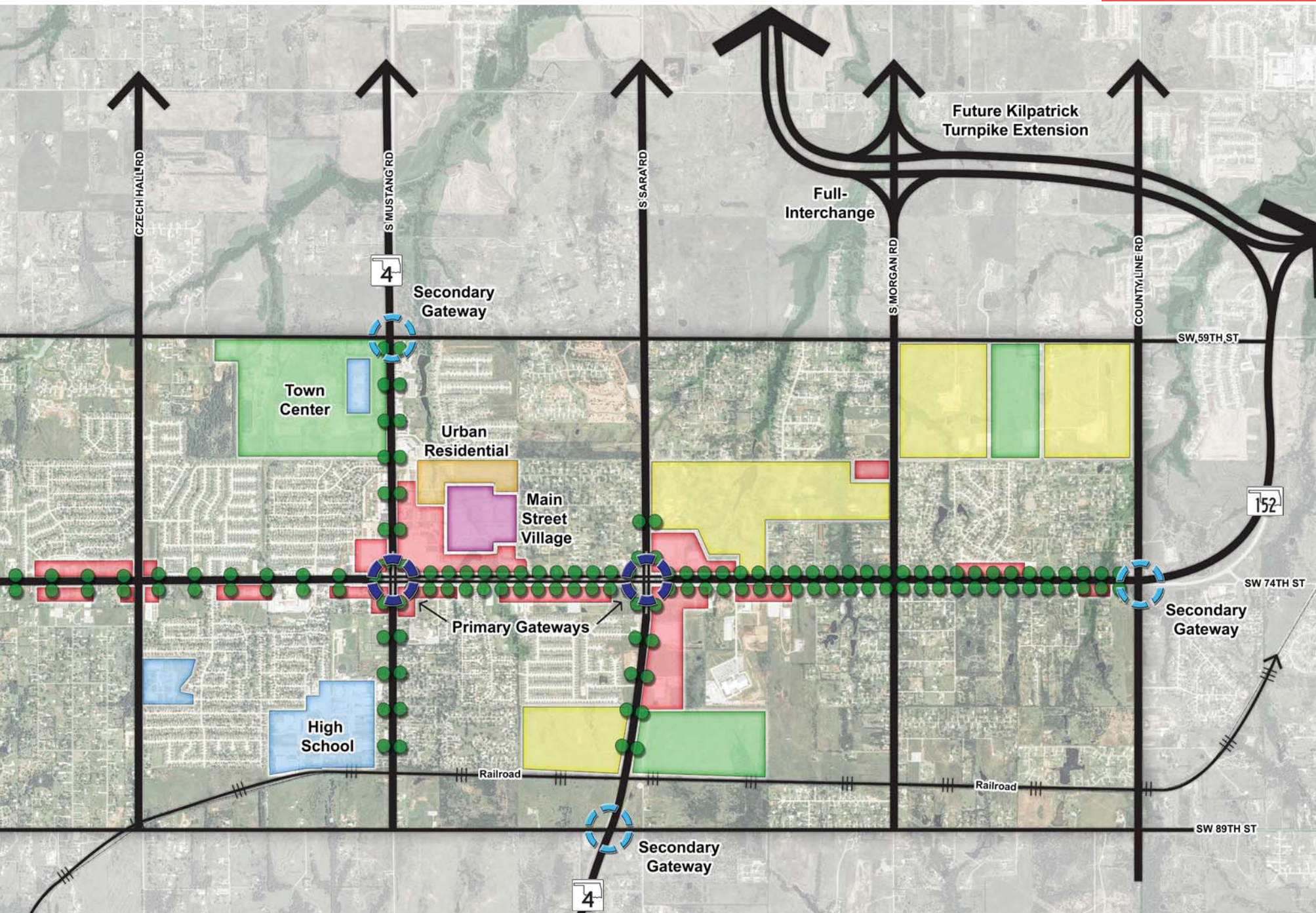
# SCENARIO #1

## LEGEND

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









# TOWN CENTER SCENARIO #1



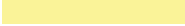





Most stakeholders, in the absence of a traditional downtown, identified the intersection of Mustang and State Highway 152 (SW 74th St) as the heart of the community. The past condition of the strip retail centers on the northwest and northeast corners of the intersection has been a concern for some stakeholders and, as such, recent renovations on both corners have been viewed as an overall positive event for the community. However, parking ratios on the site are still high compared to actual usage, which makes the intersection a prime candidate for infill development, often identified in New Urbanist circles as sprawl repair. Redevelopment of the site is further bolstered by the presence of Pebble Creek Golf Course directly to the east. If redeveloped, the golf course has one of the strongest concentrations of multifamily housing in the entire city. If designed correctly, these developments could be a major bonus for any attempts to create a more walkable environment in this particular area.

The benefits of placing the village here is that it would activate the existing apartments by the golf course with walkable options, create more trail connectivity, add more commercial, and make use of the existing green space. This option is also the closest to the municipal Town Center, so together these two sites would create a true downtown area.

The drawbacks of this location is that the village wouldn't be located directly off of a major thoroughfare so visibility might be a concern. Additionally, in order for this site to work, the golf course would need to be permanently closed, which would take away this amenity within the city. There are also existing single-family home neighborhoods adjacent to parts of the site which may be perceived negatively.

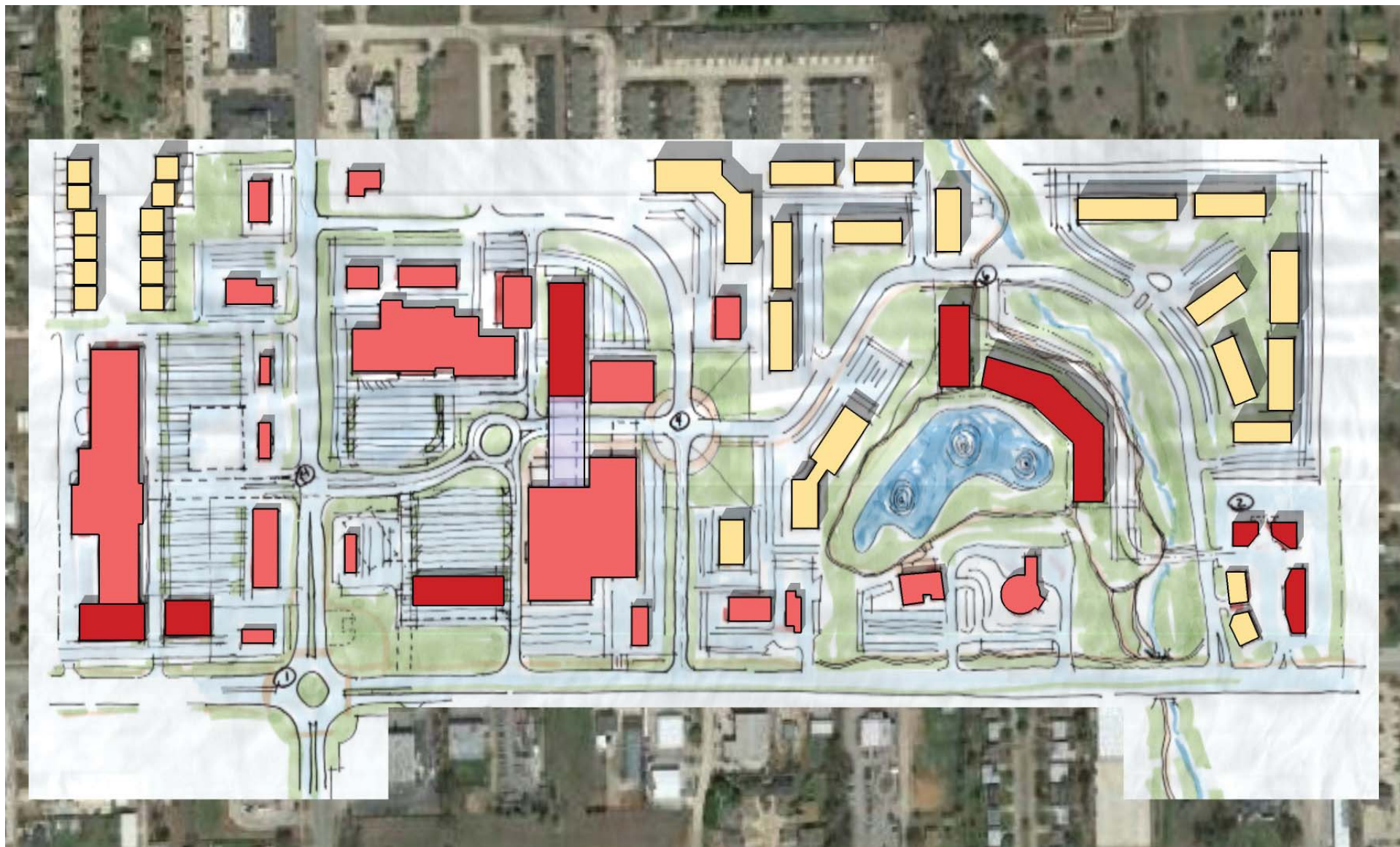
## INTERSECTION OF MUSTANG ROAD AND STATE HIGHWAY 152

### LEGEND

-  Mixed Use Commercial/ Retail/Dining/Office/ Residential
-  Multi-Family Residential
-  Residential - Low Density
-  Residential - Medium Density
-  Residential - High Density
-  Water
-  Green Belt
-  Trail System












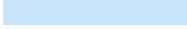




# CITY-WIDE SCENARIO

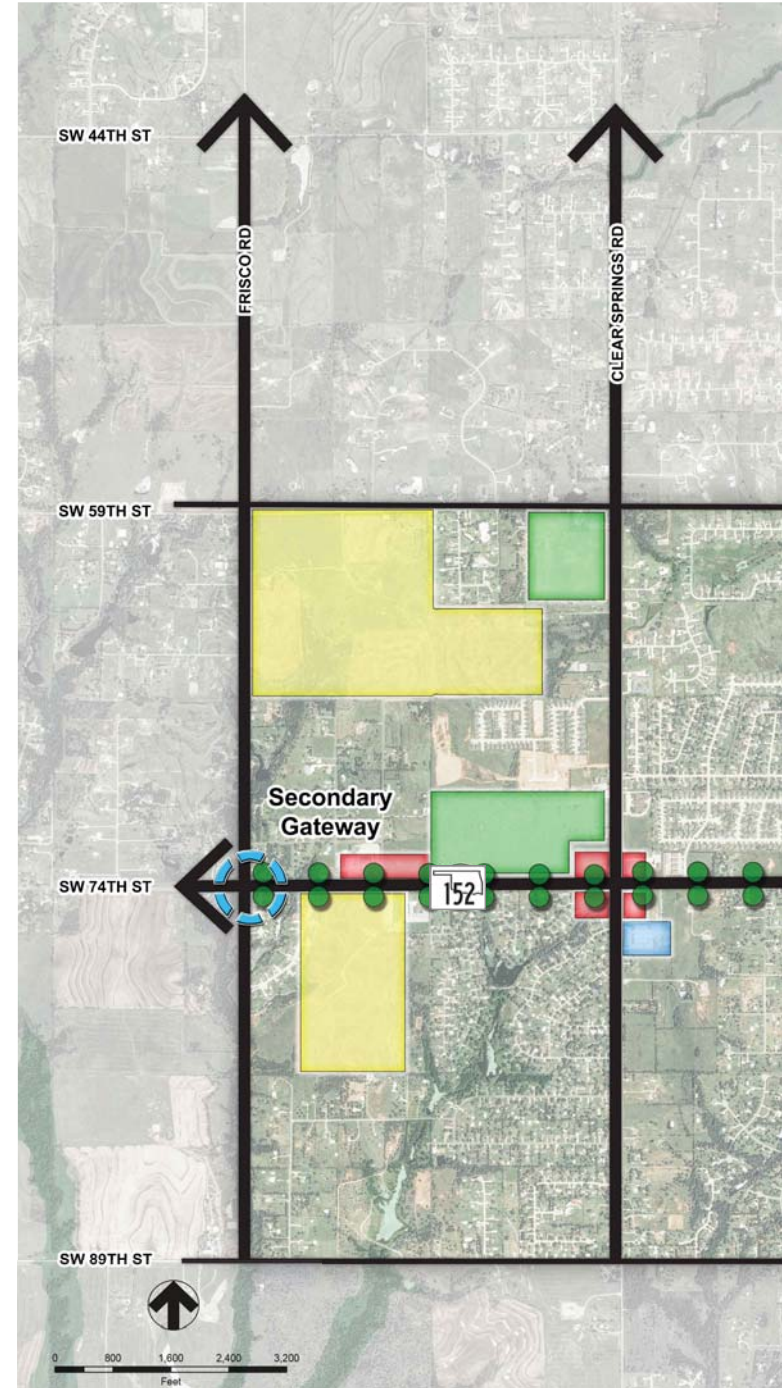
City-wide Scenario Two: The second scenario fills in more undeveloped land with single-family residential and parkland on the edges of the city. Similar to the first scenario, vacant lots along SH 152 and also Mustang Road will be filled in with new commercial development. In this scenario, the Main Street Village is placed on the northwest corner of SH 152 and Morgan Road to be closer to the planned Kilpatrick Turnpike extensions just outside the city limits. The Main Street Village will focus on quality public open spaces, mixed-use buildings, townhouse residential, pedestrian linkages, and shared parking for employees and visitors. Urban residential is incorporated adjacent to the Main Street Village and to the northeast of the intersection of Sara Road and the railroad.

Primary gateways are recommended for SH 152 at Mustang Road and Morgan Road. Smaller, secondary gateways will be added at major entry points into the city: Mustang Road and SW 59th St, Morgan Road and SW 59th St, SH 152 and County Line Road, SH 4 and SW 89th St, and Frisco Road and SW 74th St. Streetscape improvements will again be added to the entire stretch of SH 152, with denser aesthetic elements from the eastern city boundary to Sara Road. Primary streetscape improvements will also be added on Morgan Road from the northern city boundary to SH 152. Additional secondary streetscape improvements will be added to Mustang Road from the railroad to the northern city boundary and on Sara Road from the railroad to the northern city boundary.

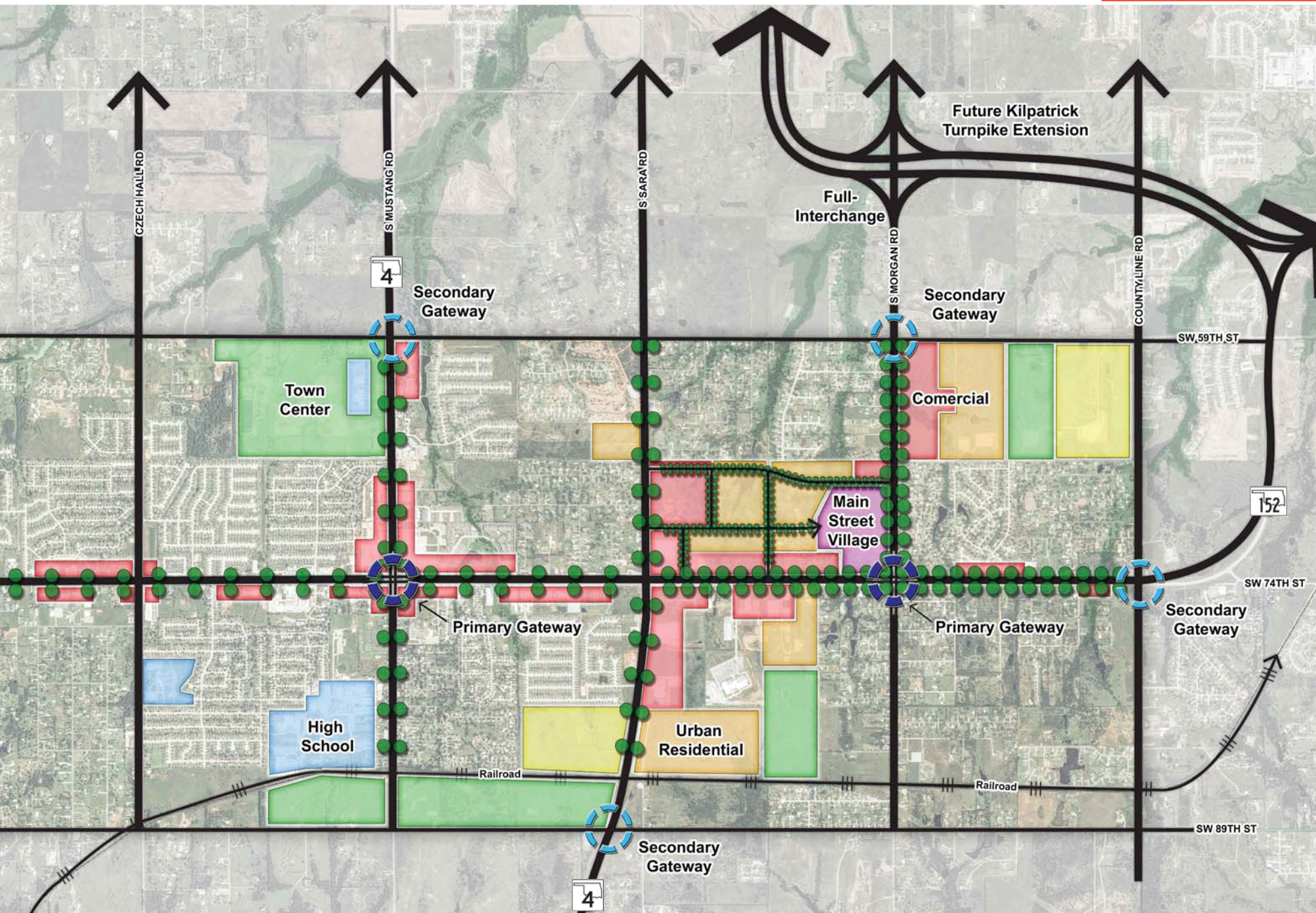
# SCENARIO #2

## LEGEND

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









## TOWN CENTER SCENARIO #2

Stakeholders recognize that the extension of the Kilpatrick Turnpike and its new interchanges will drastically change traffic patterns on major north-south arterials running through the community. In particular, stakeholders view Morgan Road as having a great deal of potential for future higher density development. The northwest corner of this intersection remains largely undeveloped and even includes a fairly significant stand of trees that could act as a resource in the development of a town center concept oriented around a town green.

The concept for this site was inspired by the recent development of an entirely new town center in the suburban Atlanta community of Suwanee, Georgia. Rather than attempting to develop a project on both sides of a major arterial, which would have forced pedestrians to cross a state highway to enjoy the entire project, civic leaders in Suwanee developed their town center to radiate back from a single corner of their town's largest intersection. The project includes commercial and civic uses around a modern public green space. Residential buildings were then developed behind this first ring of buildings with residential densities slowly decreasing as the distance from the public space increases. Similarly in this proposed development concept, commercial and multi-family buildings line a new public green for Mustang, with lower density residential appearing further into the development site.

The main benefit of this site is that it's the closest option to the Kilpatrick Turnpike extension. Additionally, the site has street frontage off of Morgan Road. and SH 152, so it will be very visible. The existing greenbelt on the site provides the opportunity to construct trails. Finally, since this site is in the eastern part of the city, visitors driving through Mustang from Oklahoma City will see this site soon after they cross into the community.

### NORTHWEST CORNER OF MORGAN ROAD AND STATE HIGHWAY 152

#### LEGEND

- Mixed Use Commercial/ Retail/Dining/Office/ Residential
- Multi-Family Residential
- Residential - Low Density
- Residential - Medium Density
- Residential - High Density
- Water
- Green Belt
- Trail System







While the site is primarily undeveloped, there are some existing structures that may need to be relocated so they wouldn't detract from the overall character of the village site. Additionally, the site isn't as centrally located as other options so residents living in the western side would have to travel a good distance.



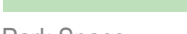







# CITY-WIDE SCENARIO

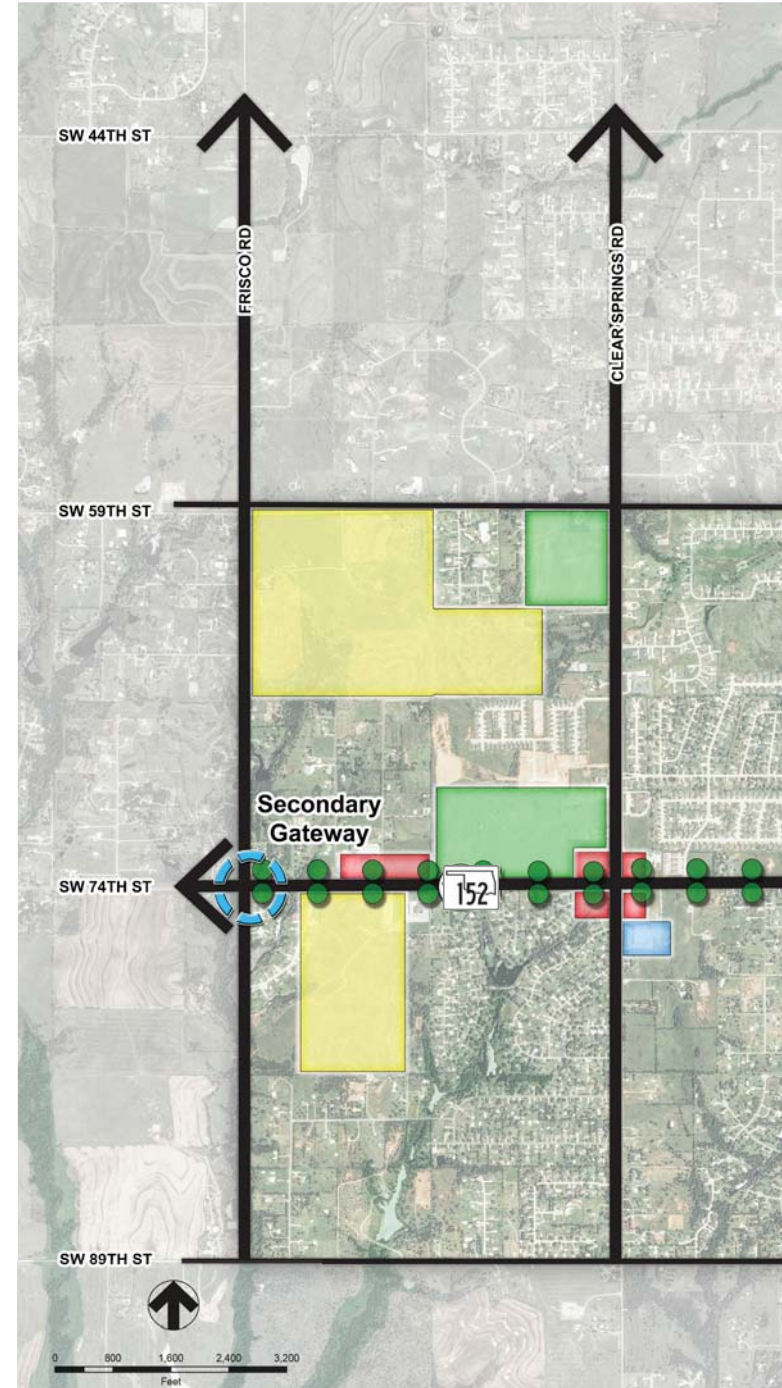
City-wide Scenario Three: The third scenario fills in virtually all of the existing undeveloped land on the outskirts of the city with either single-family residential or additional parkland to serve these new residents. Commercial uses fill in vacant land along SH 152 and Mustang Road. In this scenario, the Main Street Village is located in the northeast corner of Sara Road and the railroad and the site will include mixed-use buildings, quality public open spaces, employment options, townhouse residential, and shared parking. The location next to the railroad presents the opportunity to tie into the history of the Mustang's founding right around the time when the railroad was constructed. Additional urban residential is clustered around the Main Street Village and to the west of Sara Road near the railroad.

Primary gateways will be added to SH 152 at Sara Road and Morgan Road to signify the new urban village to the south. Secondary gateways will be added at major entry points into the city: SW 59th St at Mustang Road, Sara Road, and Morgan Road; SH 152 and County Line Road; SH 4 and SW 89th St; and, Frisco Road and SW 74th St. Streetscape beautification elements will be added to the entire SH 152 corridor in the city, with denser aesthetic elements between Morgan Road and Mustang Road. Primary streetscape improvements will also be added to Sara Road between the railroad and SH 152. Additionally, secondary streetscape improvements will be added to Mustang Road from the railroad to the northern city boundary, Sara Road from SH 152 to the northern city boundary, and Morgan Road from SH 152 to the northern city boundary.

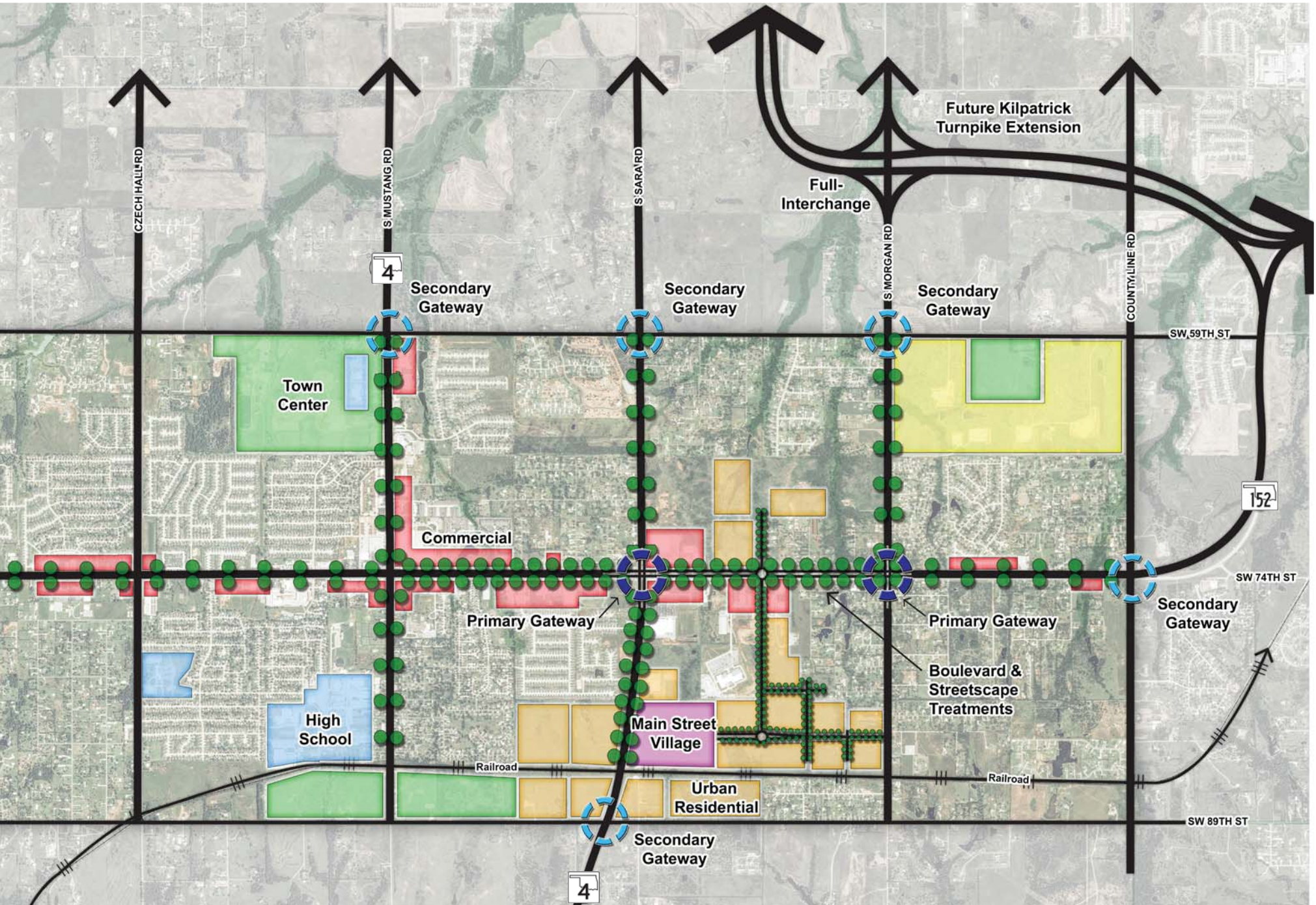
# SCENARIO #3

## LEGEND

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









# TOWN CENTER SCENARIO #3

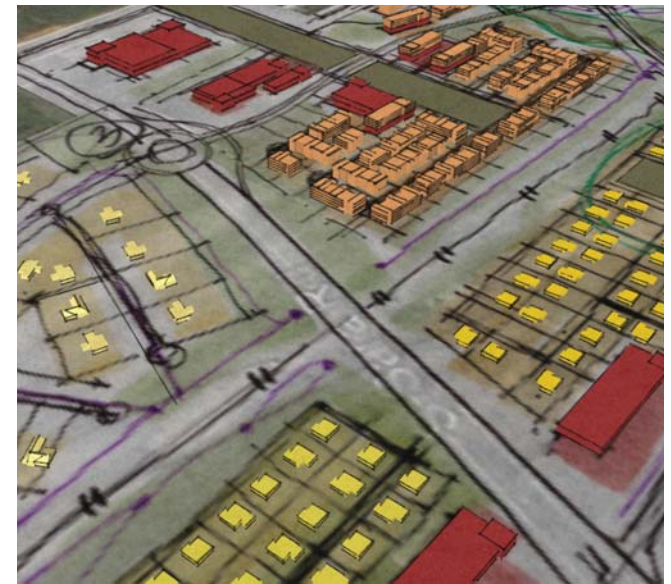
This portion of land, while not located in a portion of the community that is currently heavily trafficked, represents one of the largest contiguous development sites left in Mustang's current city limits. On the site's west side, Highway 4 acts as the primary route connecting Mustang to its southern neighbors and the increased traffic from the extension of the Kilpatrick Turnpike has the potential to shift the community's hub of activity. A large overhead power line runs through a portion of this site, eliminating those portions beneath it from being developed beyond land uses such as green space and public trails. This site also suffers from accessibility challenges – the railroad track that runs east-west through the site will likely limit the number of north-south connections that can be made to SW 89th St and the Highway 9 bridge over the tracks limits possible connections into the site from Sara Road. For this town center site to remain feasible, these challenges require the City of Mustang to remain focused on maximizing accessibility to this site from Morgan Road on the east and State Highway 152 on the north.

With those limitations in mind, the development concept for this site centers on a new major intersection internal to the square mile. This new intersection would become the focal point for new high density development and new high-amenity green space for the community. New opportunities for retail would extend north from the town center, taking advantage of the high traffic counts on State Highway 152. The new east-west road would include multi-family housing developments with residential densities decreasing as the project moved west, potentially even to the property west of Sara Road.

## SW 89TH STREET BETWEEN SARA ROAD AND MORGAN ROAD

### LEGEND

- Mixed Use Commercial/ Retail/Dining/Office/ Residential
- Multi-Family Residential
- Residential - Low Density
- Residential - Medium Density
- Residential - High Density
- Water
- Green Belt
- Trail System







Benefits of this location include vitalizing an area of town that is currently undeveloped with carefully planned development. The proximity of the site to the railroad provides the opportunity to tie in the history of Mustang into the village. There is also an existing stock of mature trees that would be preserved to provide natural relief in open space areas.

Drawbacks of the location include having to plan the development around major power lines which can detract from the overall aesthetics of the area. Additionally, this option is in the far southern portion of the city, so it is not as easily accessible to all residents.





## RESIDENTIAL ESTATE

Single-family residential with large lots. Suggested density is 2 acres or greater per lot. This category helps to preserve the more rural character of Mustang. Proposed primary uses are single-family dwellings; proposed secondary uses are recreation, religious, and education facilities that support the residential area.

Current zoning districts that are appropriate to implement the residential real estate classification include R-E.



## RESIDENTIAL MEDIUM

Single-family detached homes with smaller lots. Suggested density is 1 dwelling units per 1 acre. This category helps to preserve the suburban character of Mustang. Proposed primary uses are single family dwellings; proposed secondary uses are recreation, religious, and education facilities that support the residential area.

Current zoning districts that are appropriate to implement the residential medium classification include R-2.



## RESIDENTIAL SMALL

Small, single-family detached homes. Suggested density is approximately 3 dwelling units per acre. The resulting character of this category is slightly denser neighborhoods. Proposed primary uses are single-family dwellings; proposed secondary uses are recreation, religious, and education facilities that support the residential area.

Current zoning districts that are appropriate to implement the residential small classification include R-3.





## MULTI-FAMILY

This residential housing category includes products with attached units. The resulting physical character can be urban with street frontage or a garden style with buildings set in a park environment. Typical densities should range from ten to twenty-four units per acre.

Current zoning districts that are appropriate to implement this residential type is R-4.



## URBAN RESIDENTIAL

All attached residential structures including townhomes, patio homes, duplexes, and apartment complexes. This category helps to provide additional housing types to sustain growth. Proposed primary uses are residential and secondary uses are retail neighborhood, recreation, religious, and education facilities that support the residential area.

Current zoning districts that are appropriate to implement the urban residential classification include R-2, R-3, R-4, R-MH-1, and R-MH-2.



## MAIN STREET VILLAGE (OVERLAY)

Allows for a mix of uses that is denser and walkable. This development pattern and land use allows for a mix of uses that is more dense and walkable than most typical suburban retail centers. Uses can be mixed vertically in this category with ground floor retail and housing or office above. Typically the development is organized with narrow streets and parking defining walkable blocks.

Current zoning districts that are appropriate to implement the Main Street Village classification include R-4 and C-3, with modifications to both.



## RETAIL NEIGHBORHOOD

Commercial uses that are compatible with and support surrounding residential neighborhoods. These service area is generally defined by local neighborhoods. Types of commercial that are considered retail neighborhood can include restaurants, convenience stores, and personal services.

Current zoning districts that are appropriate to implement the retail neighborhood classification include C-2 and C-3.



## RETAIL REGIONAL

Larger commercial uses such as big-box retailers that attract patrons from a larger region. This development pattern and land use allows for typical big-box retailers that serve a regional area. Types of regional serving retail include large footprint retailers, hardware, hotels and automobile dealerships.

Current zoning districts that are appropriate to implement the retail regional classification include C-3, C-4, and C-5.



## OFFICE/MEDICAL

Professional offices and medical uses. This development pattern and land use allows for a mix of uses supporting general office business and medical health care. These uses also have a solid following of support businesses that local near the prime medical facility.

Current zoning districts that are appropriate to implement the office/medical classification include C-1 and C-2.





## INSTITUTIONAL

Schools, civic buildings, or areas of worship. This future land use classification is not intended to be implemented using specific zoning districts, but should meet the minimum nonresidential requirements for new development.

All current zoning districts can allow institutional uses.

## UTILITY

Electricity, telecommunications, water and sewer, gas, and other utilities. This future land use classification is not intended to be implemented using specific zoning districts, but should support existing and future development.

All current zoning districts can allow utility uses.



## OIL AND GAS

Extraction of oil, minerals, rock and gravel from the earth. Current zoning districts that are appropriate to implement the oil and gas classification include A-1.

## MANUFACTURING

Industrial uses that generate nuisances but provide employment opportunities within the city.

Current zoning districts that are appropriate to implement the manufacture classification include I-1, I-2, and I-3.



## PARKS/OPEN SPACE

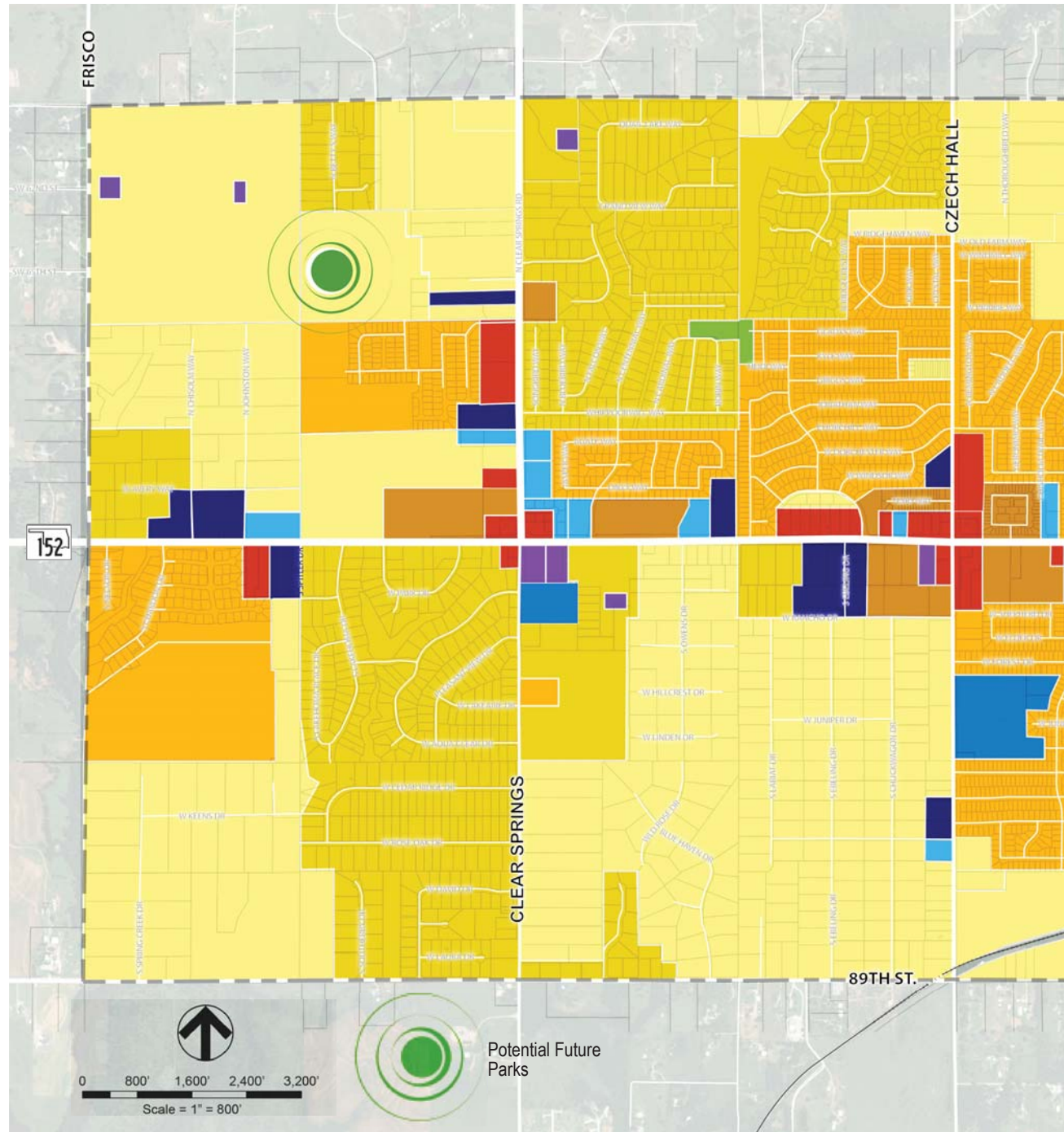
Developed and undeveloped parkland, trails, and open space areas for public enjoyment and recreation. This future land use classification is not intended to be implemented using specific zoning districts, but the zoning regulations should specify minimum amounts of parkland that is required for new neighborhoods.

All current zoning districts can allow park/open space uses.

# FUTURE LAND USE PLAN

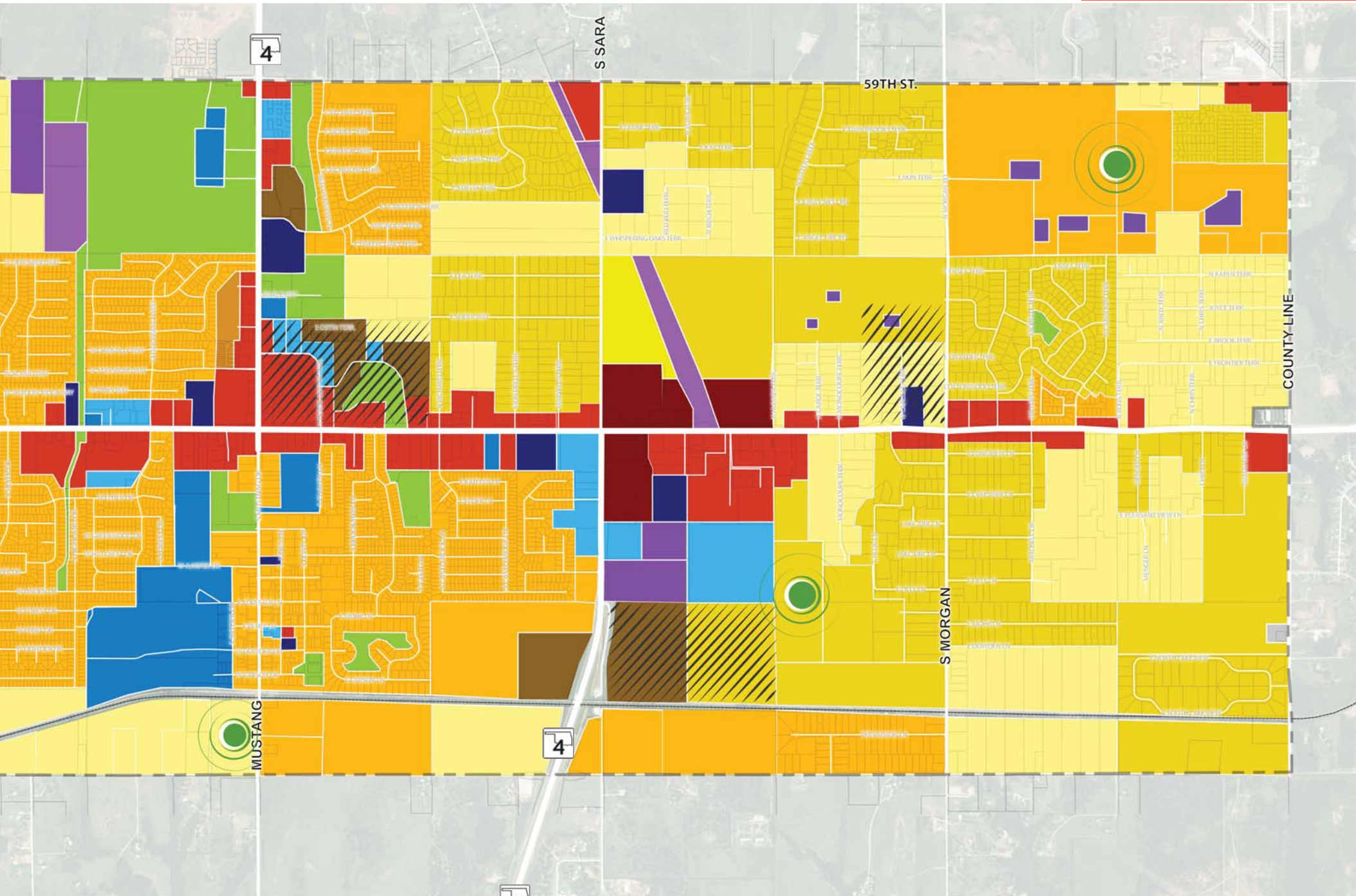
Table 4.3: Future Land Use Classification Acreage and Percentage Breakdown

Map Color & Symbol	Future Land Use Classification	Acres	Percent
	Residential Estate	+/- 2,197	29%
	Residential Medium	+/- 2,222	29%
	Residential Small	+/- 1,847	24%
	Multi-family	+/- 106	1%
	Urban Residential	+/- 105	1%
	Retail Neighborhood	+/- 399	5%
	Retail Regional	+/- 73	1%
	Office/Medical	+/- 140	2%
	Institutional	+/- 188	2%
	Religious	+/- 109	1%
	Utility	+/- 60	1%
	Oil and Gas	+/- 24	>1%
	Manufacturing	+/- 39	1%
	Parks/Open Space	+/- 130	2%
	Main Street Village Overlay	+/- 269*	4%
<b>TOTAL</b>		<b>+/- 7639</b>	



NOTE: Main Street Village Overlay is not counted toward total





# ACTIONS

4.1.1: Use the Future Land Use Plan to guide development decisions and subsequent planning efforts. The plan should be used with corresponding regulatory tools to guide decisions regarding proposed new development and redevelopment. The plan should also be used to inform recommendations of small area plans, development master plans, and future budget improvements.

**4.1.2: Develop policies and incentives that encourage infill development.** Policies and incentives could include developing infill development standards related to density and intensity and incentives such as density bonuses if certain objectives are met.

4.1.3: Promote green building practices for new development. The city should support private developer efforts to incorporate energy efficient building practices to be used as marketing efforts for the city.

4.1.4: Work with developers to incentivize development of the urban villages. Develop promotional materials to share with developers. Consider strategies such as tax abatements or density bonuses to encourage quality mixed-use development

4.1.5: Update the city's zoning regulations to incorporate the quality and character intent of each future land use designation. Based on the proposed quality and character of each future land use designation, incorporate these descriptions into the existing zoning regulations.











*Welcome to*

**MUSTAN**

*A City with a View*





TRANSPORTATION  
MOBILITY

5

# GOALS & OBJECTIVES >>>

## TRANSPORTATION | MOBILITY GOALS:



### MOBILITY

M1- Move people across and through Mustang with a variety of modal types as part of a comprehensive transportation network (automobiles, buses, bicycles, pedestrians, etc.).

M2 – Maximize opportunities to enhance Mustang’s locational advantage in the OKC metro area with the new Kilpatrick Turnpike expansion.

M3 – Create quality pedestrian environments along primary walking/biking corridors which includes: benches, lighting, trash receptacles and wayfinding signage.

## PUBLIC INPUT ON TRANSPORTATION | MOBILITY

Traffic congestion, along major roads and within neighborhoods, is a concern. Provide strategies to improve traffic flow within the community and maintain short travel time to Oklahoma City.

Incorporate streetscape and beautification improvements along key transportation corridors in the community, including Highway 152 and Sara Road.

Develop sidewalks to improve connectivity and make Mustang more walkable.

A city’s transportation system has an important influence on the quality of life, economic vitality, and growth potential of a community. Population growth and economic development can put new pressures on the local transportation system—sometimes resulting in increased traffic volumes, slowed movement, traffic delays, and user frustration. A well-coordinated, maintained, and planned local transportation system is essential to ensure residents, visitors, and commerce can move safely and easily through a community and that future residential growth and economic development can properly flourish.

Beyond movement, many municipalities are also taking concerted efforts to enhance the visual appearance of their primary corridors. Design treatments and visual enhancements of these primary roads have become important tools in enhancing community image, creating walkable places and districts, better connecting portions of the community divided by roadways, and encouraging economic development.

This chapter provides an assessment of Mustang’s current transportation system and a policy framework for its future advancement in consideration of local priorities and anticipated growth. This chapter also compliments [Chapter 4: Land Use](#), as it is important that roadways are appropriately scaled to adequately serve adjacent developments and land uses.





# EXISTING TRANSPORTATION SYSTEM

## EXISTING ROADWAY NETWORK

The City of Mustang, located in the southwestern section of the Oklahoma City Metropolitan Area, is 12-square miles and laid out in a grid of section line roads spaced in 1-mile segments. The City is well-connected to the region via two state highways: State Highway 152 (SH-152) running east/west and State Highway 4 (SH-4) running north/south. The highways, which perpendicularly intersect in Mustang, form the primary axis of transportation facilities in the community. Two-lane arterials connect to the highways and are located at the mile-section lines

north and south of SH-152 and east and west of SH-4. These arterials typically continue into adjacent communities and unincorporated Canadian County. See Figure 5-1 for a base map of the current Mustang street network (base map, include directional arrows from Mustang to turnpike, Will Rogers World Airport and OKC via SH-152, I-40 and Yukon via SH-4 north, and Tuttle I-44 and Hwy 9 via SH-4 south).

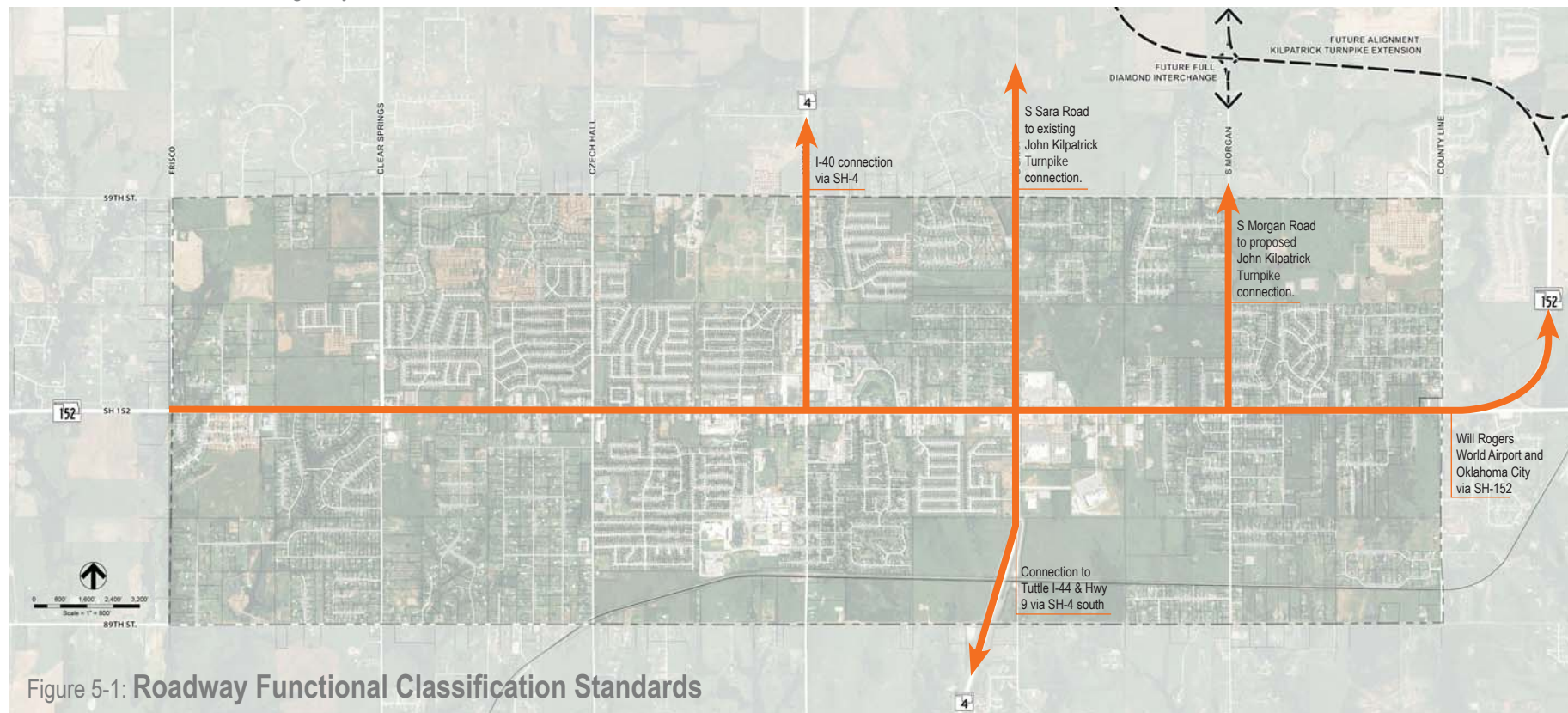


Figure 5-1: Roadway Functional Classification Standards

## STATE HIGHWAYS/MAJOR ARTERIALS

Following are general descriptions of the primary thoroughfares in Mustang

### OKLAHOMA STATE HIGHWAY 152

SH-152 is a five-lane roadway, with a center turn lane, that runs 5.1 miles east to west across Mustang. The road is also known as SW 74th Street per its section line designation in adjacent Oklahoma City. SH-152 is a 149-mile facility in Oklahoma that begins in western Oklahoma and ends at I-44 in Oklahoma City. For Mustang residents, SH-152 provides quick and direct travel to and from Will Rogers Airport (10-minute drive from Mustang) and downtown Oklahoma City via I-44 and I-40 (30-minute drive).

### OKLAHOMA STATE HIGHWAY 4

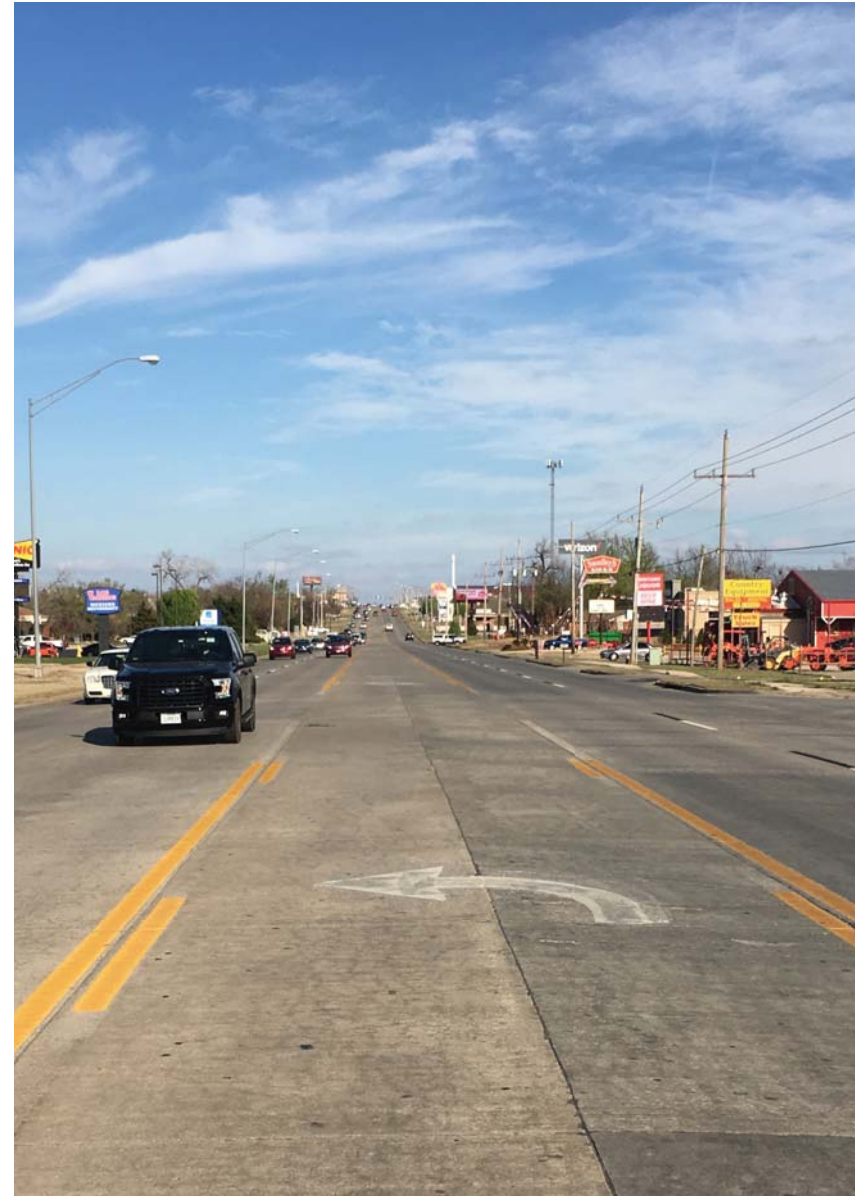
SH-4, a four and five lane facility with left turn lanes in some area, that runs north to south across Mustang via Mustang Road, SH-152 (between Mustang Road and Sara Road), and Sara Road. SH-4 provides Mustang residents with direct travel to I-40 and I-44, allowing for convenient access to the western part of the region, downtown Oklahoma City, and the southwest part of the state. North of SH-152 via Mustang Road, SH-4 connects to I-40, Yukon, the Northwest Expressway (SH-3), and Piedmont. South of SH-152 via Sara Road, SH-4 travels across the Canadian River to SH-37/Tuttle and the I-44 HE Bailey Turnpike, offering Mustang its only path to cross the Canadian River and travel south into Grady County.

### EAST-WEST MINOR ARTERIALS

Southwest 59th Street: Located one-mile north of SH-152, Southwest 59th Street is a two-lane arterial and serves as Mustang's northern municipal boundary with Oklahoma City. Southwest 59th continues east into Oklahoma City and connects with various north-south arterials, I-44, and I-35.

### SOUTHWEST 89TH STREET

Southwest 89th Street, located one-mile south of SH-152, is a two-lane arterial and functions as Mustang's southern municipal boundary with Oklahoma City. Southwest 89th also continues east into Oklahoma City and intersects with various north-south arterials, I-44, and I-35.





## NORTH-SOUTH MINOR ARTERIALS

### FRISCO ROAD

Located three miles west of Mustang Road, Frisco Road is a two-lane arterial that serves as Mustang's western municipal boundary and runs north to Yukon and I-40.

### CLEAR SPRINGS ROAD

Clear Springs Road, formerly SH-92, is a two-lane arterial located two miles west of Mustang Road that travels north to Yukon and I-40. The road is known as Cemetery Road in Oklahoma City and Garth Brooks Boulevard in Yukon.

### CZECH HALL ROAD

Czech Hall Road is a two-lane arterial, situated one-mile west of Mustang Road. It provides a direct travel option north to Yukon and I-40.

### MUSTANG ROAD

North of SH-152, Mustang Road is a four-lane facility also known as SH-4 (see description above). South of SH-152, Mustang Road functions as a two-lane arterial (soon to be a three-lane arterial with left turn lanes).

### SARA ROAD

One-mile east of Mustang Road, Sara Road is a two-lane arterial that extends north into Oklahoma City and to I-40. Sara Road will provide critical access to the John Kilpatrick Turnpike southwest extension which will have access ramps at Southwest 44th Street. Turnpike construction is expected to be completed in the next three years (soon to be a four-lane arterial).

### MORGAN ROAD

Morgan Road, two-miles west of Mustang Road, is also a two-lane arterial that extends north to Oklahoma City and I-40. Like Sara Road, Morgan Road will also provide direct access to the Kilpatrick Turnpike extension, with access ramps planned on Morgan Road between Southwest 44th and Southwest 59th Streets.

### COUNTY LINE ROAD

County Line Road is three-miles east of Mustang Road, and serves as Mustang's eastern municipal boundary and the boundary between Canadian County and Oklahoma County. It is a two-lane arterial that travels north to Southwest 15th Street in Oklahoma City and south to Southwest 89th Street.



# FUNCTIONAL CLASSIFICATION OF ROADS

An important step in determining the improvements needed to improve Mustang's thoroughfare system is to understand how the hierarchal system of roadways function and work together to move people in and around the City. Following are descriptions of the general classification of roads found in Mustang:

## MAJOR ARTERIALS

Major arterials provide significant through traffic, roadside parking is rarely provided, and driveway access is rare, except occasionally in urban areas (e.g., downtowns). Speeds are medium to high. Major arterials typically receive traffic from minor arterials and major collectors. Commercial development is attracted to the visibility offered along major arterials, and tends to cluster at intersections. Signalized interruptions should be minimized and coordinated to optimize traffic flow. Examples of major arterials in Mustang includes State Highway 152 and State Highway 4.

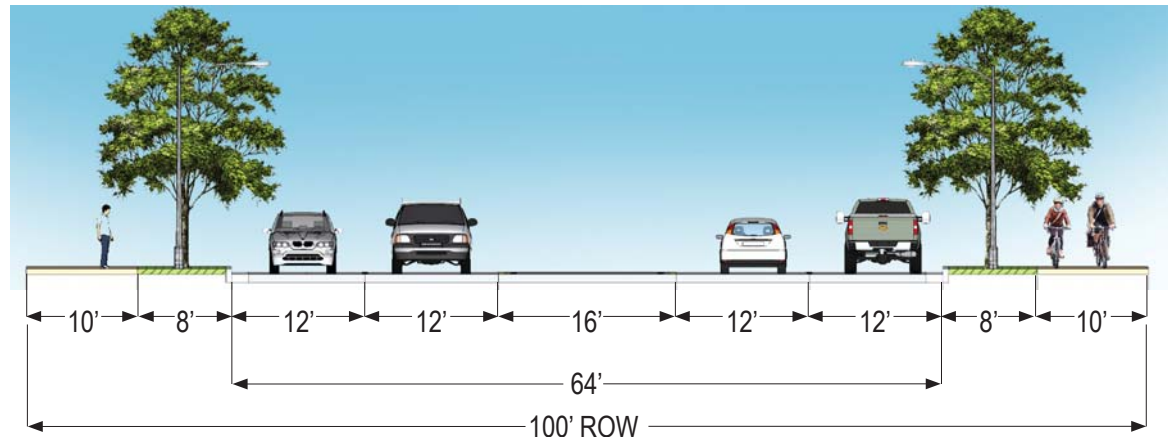


Figure 5-2: Typical Major Arterial Section

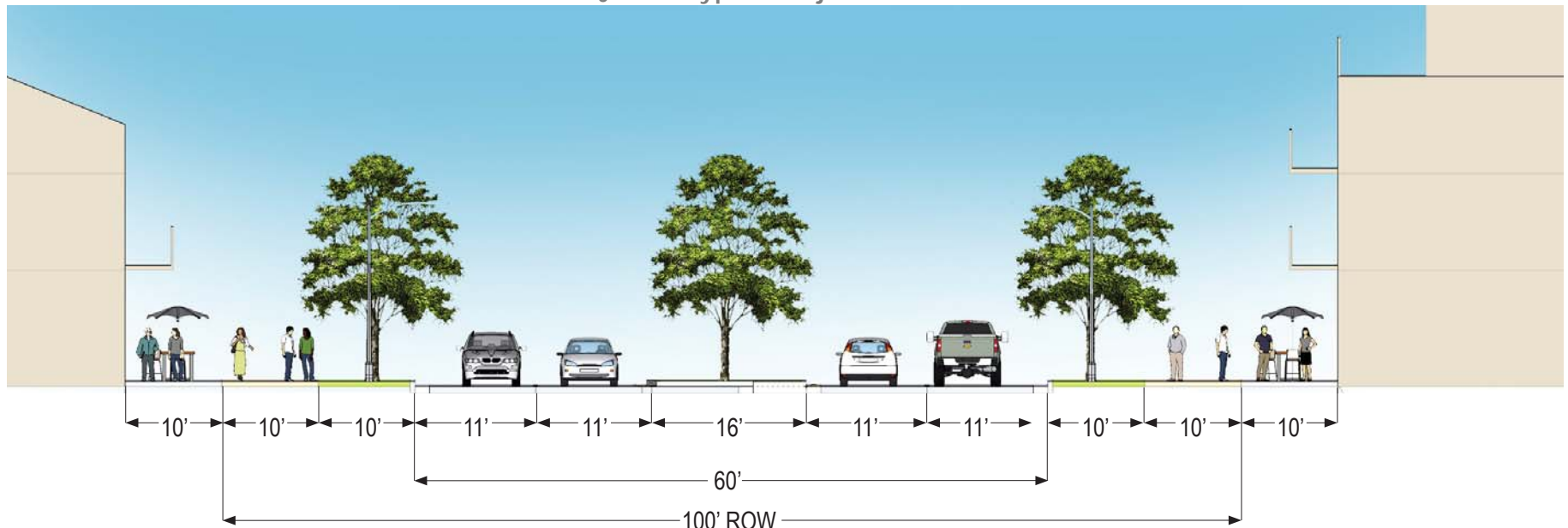


Figure 5-3: Urban Major Arterial Section



**MINOR ARTERIALS**

Minor arterials provide connections between adjacent cities and cross-town connectivity, and create significant intersections with the major arterials, typically warranting signalization, as they also create an attractive location for business development. Minor arterials receive traffic via minor collectors and local streets, and occasionally parking lanes may be provided for roadside parking adjacent to the central core. Driveway access directly onto minor arterials is minimal, except in rural areas. Examples of minor arterials in Mustang include Southwest 59th Street and Sara Road.

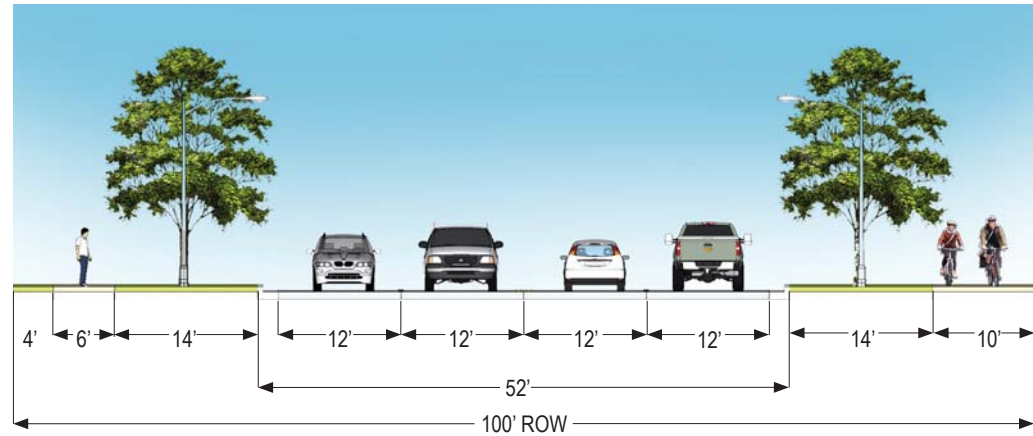


Figure 5-4: Minor Arterial Section

**LOCAL COLLECTORS**

Local collectors provide localized connectivity between residential and commercial development, feeding traffic to major and minor arterials and creating significant intersections with the major arterials typically warranting signalization. Local collectors receive traffic via local streets, and occasionally parking lanes may be provided for roadside parking where appropriate. Driveway access directly onto local collectors is allowed. Examples of neighborhood collectors in Mustang include N. Cedar Branch Way, S. Heights Drive, W. Juniper Drive, and E. Plantation Terrace.

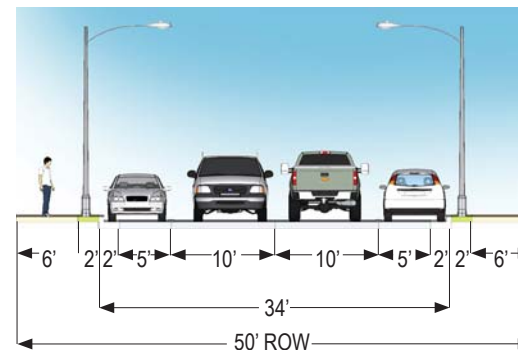


Figure 5-5: Local Collector Section

**LOCAL STREETS**

Local streets provide direct driveway access to adjacent properties and often allow roadside parking.

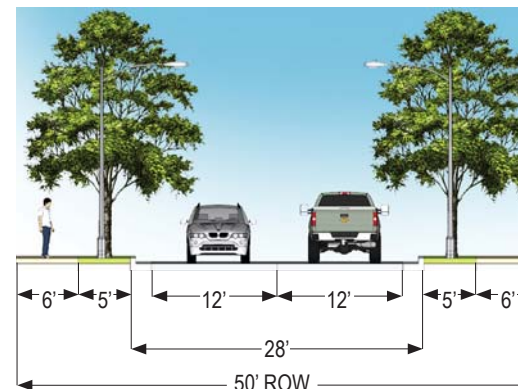


Figure 5-6: Local Street Section

Table 5-7: Roadway Functional Classification Standards

CRITERION	PURPOSE	FUNCTIONAL ROLE	NUMBER OF LANES
MAJOR ARTERIAL	Mobility is primary; access is secondary. Connects primarily to other arterials.	Serves the highest volumes of long-distance mobility and connects activity centers.	4 to 6 lanes; may include a center turning lane with or without landscaped
MINOR ARTERIAL	Connects primarily to major arterials and lower classification roadways. Access is secondary.	Serves high volumes of long- distance mobility and connects activity centers to major arterials.	3 to 5 lanes; may include a center turning lane with or without landscaped islands
LOCAL COLLECTOR	Collects traffic destined for the arterial network. Connects arterials to local streets; and sometimes for access.	Serves local-area mobility needs connecting local land uses to the regional system.	Either 2 lanes or 2 with a center turn lane
LOCAL STREET	Provides direct access to properties. Intended to carry traffic to collector streets. Designed for slower speeds.	Provides the highest level of access to abutting land.	2 lanes

\*Actual right-of-way requirements are determined in the subdivision regulations.

For further reference, Table 5-7, Roadway Functional Classification Characteristics, provides a listing of typical characteristics per each type of existing or planned roadway in the City. The described characteristics include a roadway’s purpose, functional role in the overall system, the appropriate number of lanes, typical roadway length and needed right-of-way, traffic volume design

capacity, desirable spacing between each classification, access management needs, relationships to residential neighborhoods, and whether or not the roadway should or should not allow on- street parking, heavy or hazardous truck traffic, sidewalks, or bikeways.



ROADWAY LENGTH	ROW	TRAFFIC VOLUMES (VPD = VEHICLES PER DAY)	DESIRABLE SPACING	POSTED SPEED	ON-STREET PARKING	NEIGHBORHOOD RELATIONSHIP	TRUCK ROUTES	BIKEWAYS	SIDEWALKS	CRITERION
Typically > 5 miles	+/- 150 – 100 ft.	20,000 to 60,000 VPD	Generally 5 miles or more	55 to 65 mph	Restricted	Defines neighborhood boundaries	Yes	Permitted	Yes	MAJOR ARTERIAL
3 + miles	+/- 100 – 90 ft.	5,000 to 30,000 VPD	2 – 4 miles	40 to 55 mph	Restricted	Defines and traverses neighborhood boundaries	Permitted	Permitted	Yes	MINOR ARTERIAL
2 + miles	+/- 70 – 60 ft.	1,000 to 10,000 VPD	1/2 to 2 miles	25 to 40 mph	May be permitted	Internal	No	Yes	Yes	LOCAL COLLECTOR
< 1 mile	+/- 60 – 50 ft.	100 to 3,000 VPD	Varies, at least 125 feet; grid pattern	15 to 25 mph	Permitted	Internal	No	Yes	Yes	LOCAL STREET

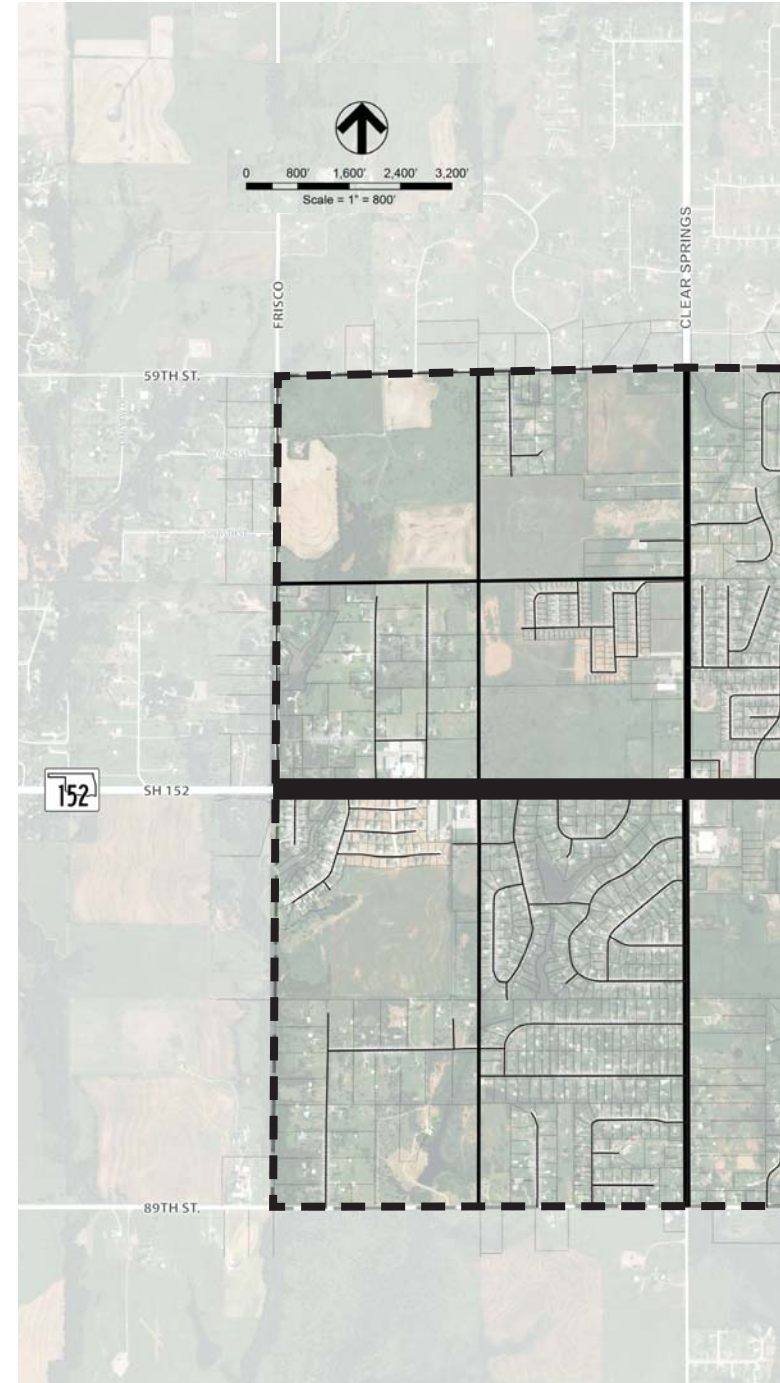
Having and employing a roadway functional classification system helps in establishing and implementing consistent roadway designs and developing quantitative measurements to accurately compare the function and performance of different roadways. See Image Figure 5-8 for a map of Mustang's functional classification network.



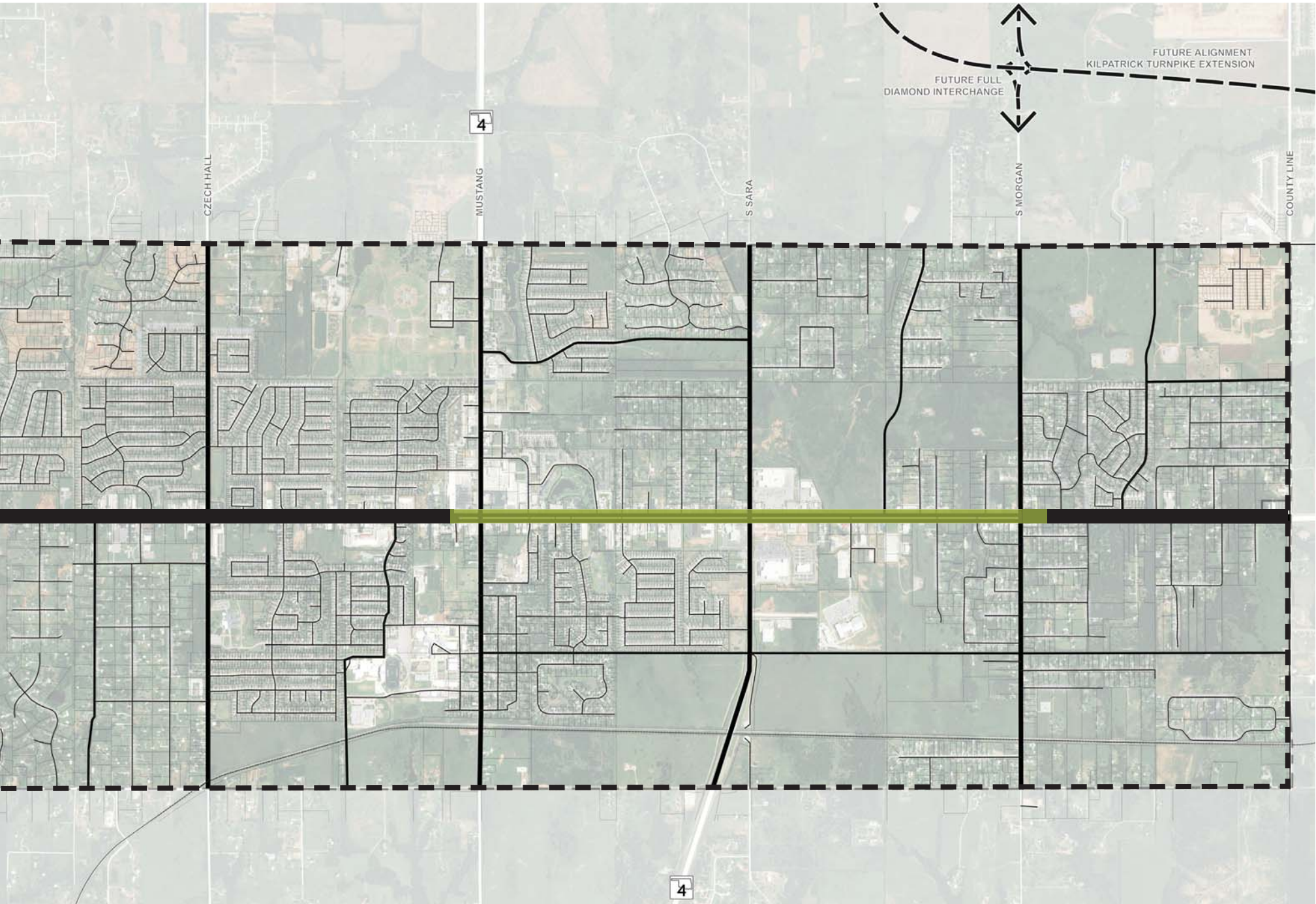
Figure 5-8: **Street Classification (Future Street Expansion)**

LEGEND

- Major Arterial - Typical
- Major Arterial - Urban
- Minor Arterial
- Future Minor Arterial
- Local Connector
- Local Street







## PUBLIC TRANSPORTATION

At present time, the City of Mustang does not have public transportation services. The nearest services are operated by EMBARK in Oklahoma City.

## ACTIVE TRANSPORTATION

As typical with many suburban communities in the region, sidewalks were not installed with initial waves of community development. Yet in recent years, sidewalks have become a local priority and incorporated into community design standards for new developments. Sidewalks have come online in Mustang accompanying various new land developments, including new commercial centers and new residential subdivisions. As a result, the Mustang sidewalk network is incrementally growing with new developments but has many gaps along corridors featuring older development and undeveloped parcels.

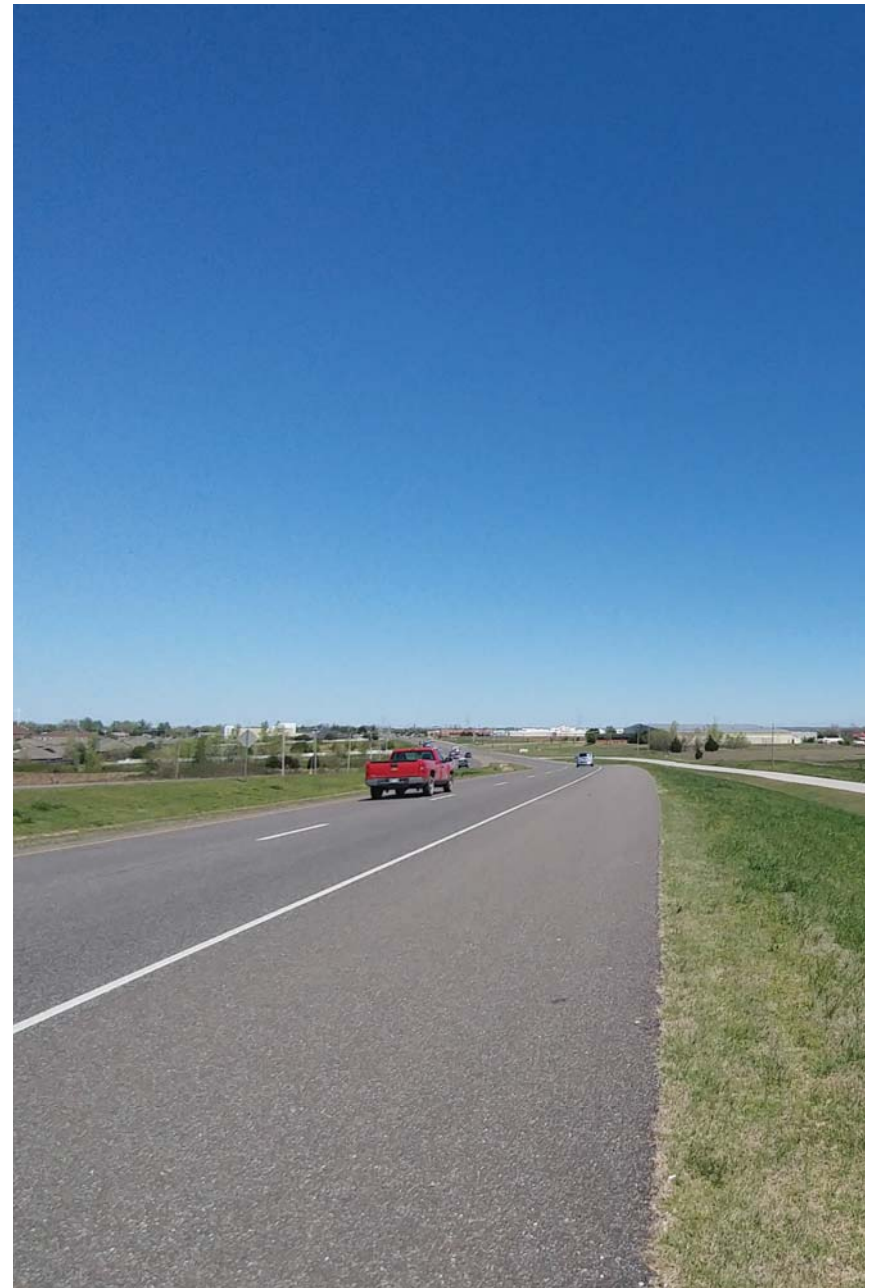
As further detailed in Chapter 6 “Parks & Trails,” the City has a network of signed on-street bike routes and paved walking trails within Centennial, Elliot, Meadows, and Wild Horse parks. Planned trails, including a funded connection between SH-152 and Wild Horse Park and a future connection to Oklahoma City’s planned greenway north of Wild Horse Park, will provide the community with additional mobility options. Opportunities exist to develop a formal trail plan and bicycle plan to advance a network of local pedestrian and bicycle facilities with critical regional connections.

## AIR TRANSPORTATION

Mustang is conveniently located just west of Will Rogers World Airport, the busiest commercial airport in Oklahoma with direct flights serving 23 cities. The airport is accessible from Mustang via a direct 20-minute drive on SH-152.

## RAIL TRANSPORTATION

The Stillwater Central Railroad, operated by Watco, runs west-to-east-across Mustang in the southern portion of the city. The railroad connects Lawton, Oklahoma City, and Tulsa with daily freight train service typically consisting of 1-2 trains per day. According to Watco, currently there are no rail customers in Mustang and trains are running through the community without service stops. Sidings in Mustang are sometimes used to store rail cars awaiting later delivery.





## EXISTING PLANS

### ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS: ENCOMPASS 2040 – METROPOLITAN TRANSPORTATION PLAN

The City of Mustang is a member community of the Association of Central Oklahoma Governments (ACOG), the metropolitan planning organization (MPO) for the region. ACOG approves the use of federal transportation funds within the region and produces both the long-range Metropolitan Transportation Plan (MTP) and the short-range Transportation Improvement Program (TIP). In developing the long-range plan and regional transportation funding programs, ACOG coordinates regional transportation planning with area cities and counties, the Central Oklahoma Transit and Parking Authority (dba EMBARK), Cleveland Area Rapid Transit (CART), the Oklahoma Department of Transportation (ODOT), the Federal Transit Administration (FTA), and the Federal Highway Administration (FHWA).

The latest MTP, Encompass 2040, was adopted in October 2016 and provides guidance regarding multi-modal transportation enhancements and investments over the next 25 years for Central Oklahoma to address anticipated growth and travel trends. Projects listed in the MTP are eligible to compete for federal transportation funding administered through ACOG, including the following transportation projects in Mustang:

- Mustang Road, from SH-152 to the Stillwater Central Railroad crossing – widen from 2 to 3 lanes
- Sara Road, from Southwest 59th Street to SH-152, widen from 2 to 4 lanes
- Southwest 89th East (SH4 to west Mustang Rd) from 2 to 4 lanes

Additionally, the following transportation improvement projects are planned in Oklahoma City corridors adjacent to Mustang and will bring improved transportation capacity to the area:

- Sara Road, from Northwest 39th Street Expressway to Southwest 15th Street, widen from 2 to 4 lanes and include pedestrian and bicycle facilities

- Sara Road, from Southwest 15th Street to Southwest 59th Street, widen from 2 to 4 lanes and include bicycle facilities
- Morgan Road, from Southwest 44th Street to Southwest 59th Street, widen from 2 to 4 lanes and include pedestrian facilities
- Southwest 59th Street, from County Line Road to Regina Avenue, widen from 2 to 4 lanes and include pedestrian and bicycle facilities

Plan amendments can be requested to the ACOG Encompass 2040 by local entities, provided the project meets ACOG's project selection criteria and the project fits within the total financial constraints of the plan.

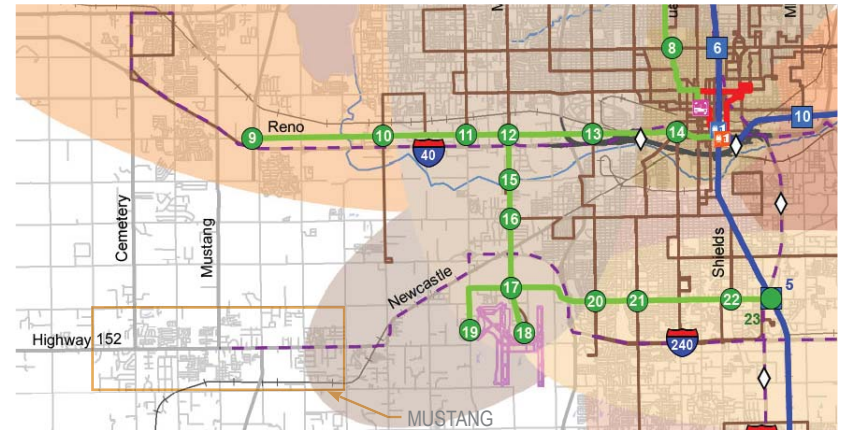
We hear ODOT and Canadian County Commissioners have a plan for making SH 152 a super 2 lane from Clear Springs Road to Union City. This includes one mile in Mustang City limits, but this is not included in our plan.



## SOUTHWEST KILPATRICK TURNPIKE EXTENSION PLAN

In October 2015, the Oklahoma Turnpike Authority (OTA) announced plans to program \$892-million on six turnpike expansion, modernization, and safety projects across the state. Included in the project list is the Southwest Kilpatrick Turnpike expansion, providing a new highway in southwestern Oklahoma City—just north of Mustang—to address growing travel demand in the region. The estimated \$200-million extension will be a 7-mile extension from its current terminus at I-40 and Sara Road to SH-152/Airport Road, with entry and exit points just north of Mustang on Sara Road and Morgan Road. With this extension, the Kilpatrick Turnpike will allow outer regional travel between the I-35/I-44 Turner Turnpike (To Tulsa) interchange, the Edmond area, northwest Oklahoma City, Yukon, southwest Oklahoma City, Will Rogers World Airport, and I-44 to Lawton. Construction is anticipated in the next three years.

This improvement will bring Mustang residents new highway options that will reduce congestion on SH-152 and SH-4 and provide an alternative route to reach other parts of the region without traveling through downtown Oklahoma City. Plans to widen Sara Road and Morgan Road north of Mustang in Oklahoma City (as discussed above) are intended to facilitate traffic to and from the turnpike's access points. Population growth and economic development has followed the Kilpatrick Turnpike expansion throughout its development, and it is expected that more will come to the southwest part of the region, including Mustang, with this expansion project.



Source: COPTA, 2005

## COTPA 2030 FIXED GUIDEWAY STUDY

In 2005, the Central Oklahoma Transportation and Parking Authority (COTPA dba EMBARK), developed a long-range multimodal transit plan for Central Oklahoma. Included in that conceptual plan is a recommendation for express bus service between Mustang and Oklahoma City via SH-152. Express bus service is typically designed to provide journey-to-work weekday trips during the morning and evening commute hours with coach buses, and it typically operates between suburban community and regional employment centers (such as a downtown). The proposed route alignment serves Mustang via SH-152 and connects to Will Rogers World Airport with options to travel to downtown Oklahoma City, south Oklahoma City, and Tinker Air Force base.

The COTPA 2030 Fixed Guideway Study has helped guide community discussion and interest in developing and funding a regional transit system for the future. For Mustang, the study provides an opportunity to participate in the regional transit discussion with ACOG and EMBARK and to begin planning and developing activity nodes and transit oriented development along SH-152 that would support and benefit from regional transit services.



## TRAFFIC COUNT DATA

ODOT conducts semi-annual traffic counts on its facilities to track usage and plan for maintenance and future system expansion. The counts, known as Annual Average Daily Traffic (AADT) volumes, are typically conducted along critical segments of the state highway system. Compared and studied over time, the traffic counts can provide valuable context on community growth and perceived and reported traffic congestion. In Mustang vicinity, ODOT conducts annual traffic counts at the following locations:

- SH-4/Mustang Road, north of SW 59th Street
- SH-152, between Czech Hall Road and Mustang Road
- SH-152, between Mustang Road and Sara Road
- SH-4, south of Southwest 89th Street

Following are the historical traffic trends and 2035 projections for these count locations, based upon ODOT’s 20 year growth factor per location:

SEGMENT	SH-4   MUSTANG ROAD	SH-152		SH-4   SARA ROAD
From	SW 44th Street	Czech Hall Road	Mustang Road	SH-152
To	SW 59th Street	Mustang Rd	Sara Road	SW 89th Street
2005 AADT	15,070	17,631	15,489	5,254
2015 AADT	17,600	18,915	23,100	12,200
2035 Projection	27,262	23,890	29,291	23,973
2005-2015 Percent Change	17%	7%	49%	132%
2015-2035 Projected Change	55%	26%	27%	97%

Table 5-9: Traffic Trends and Projections

Traffic volumes have increased on these highway corridors in Mustang over time, mirroring the population growth in the community and surrounding area. ODOT currently considers these transportation facilities in Mustang as “Adequate” based upon their AADT volumes and design capacities.

Continued traffic increases are projected in the future, particularly along SH-4 both north and south of Mustang where future residential growth is expected in the region. It will be important to continue monitoring these volumes over time to best manage travel entering, traveling through, and leaving Mustang.

### KEY ISSUES – TRANSPORTATION AND MOBILITY

Traffic congestion and delay

Opportunities for community gateways and enhanced road design to foster place making and town center development

Opportunities to improve the community’s visual appearance through roadway enhancements

Community interest for more multimodal facilities, especially sidewalks, trails, and bicycle facilities - Safe pedestrian crossings for SH-152 and SH-4

Opportunities to enhance regional connections and economic development with the Southwest Kilpatrick Turnpike extension

Access management and drainage along key commercial corridors, specifically SH-4 and State Highway 152

# ACTIONS

M1- Move people across and through Mustang with a variety of modal types as part of a comprehensive transportation network (automobiles, buses, bicycles, pedestrians, etc.).

**Action 5.1.1: Develop a Local Multimodal Transportation Plan to support funding requests for transportation improvement projects.** Local transportation plans are often a very effective tool for demonstrating local transportation needs and aligning them with regional and state transportation plans to secure project funding. These local transportation plans typically include an inventory of local transportation assets, identification of system gaps, system maintenance and expansion costs, and a priority list of multimodal transportation improvement projects for future programming and funding opportunities. The plan should also include coordinated multimodal elements, including local pedestrian, bicycle, and transit priorities.

**Action 5.1.2: Continue to actively participate in state and regional transportation planning activities to advance funding and other improvements that benefit Mustang.** Mustang's continued leadership and participation in ACOG's regional transportation planning committees and processes is important to support the funding and advancement of local, nearby, and regional transportation priorities and projects—including those listed in the Encompass 2040 long-range plan—that will directly benefit the community.

**Action 5.1.3: Proactively pursue mutually beneficial transportation projects with area partners and municipal neighbors.** Transportation corridors, travel patterns, and

mobility issues typically do not end at city limits and often cross into multiple jurisdictions. This is the case in Mustang, where its arterial roads connect with and continue into Oklahoma City and beyond. Local transportation issues are also often experienced by municipal and area neighbors and may be best and most cost-effectively addressed through coordination and partnerships. Opportunities for partnership on shared transportation projects could include road maintenance, traffic counts, corridor improvements, coordinated traffic signals, wayfinding signage, sidewalk and trail network connections, and new transit services.

**Action 5.1.4: Implement and encourage traffic management strategies throughout the City to improve system flow and efficiencies.** Considering community concerns about current traffic issues and the projected population increases in the community and area that will bring more traffic, it would be appropriate to develop a set of traffic management strategies to monitor travel trends and optimize mobility. Traffic management strategies could include annually tracking transportation system performance statistics (such as traffic counts, average speeds, and crashes) to program maintenance and design improvements, developing a local intelligent transportation system (ITS) to monitor transportation patterns and coordinate traffic signals for efficient movements, and consider implementing an access management plan to strategically locate and limit driveways and access points on arterials.

**Action 5.1.5: Proactively develop and improve an alternative local connector system to provide additional transportation choices for the citizens of Mustang.** While the major and minor arterials serve both regional and local transportation needs, the development and improvement of certain local streets is recommended to establish a series of local connectors that can provide alternative routes between arterials and within and across sections as allowed by development patterns.



M2 – Maximize opportunities to enhance Mustang’s locational advantage in the OKC metro area with the new Kilpatrick Turnpike expansion.

**Action 5.2.1: Coordinate with local partners to improve corridors across municipal boundaries that will directly access the turnpike.** With the turnpike expansion being sited just north of Mustang in Oklahoma City, direct access between Mustang and the turnpike will be provided via arterials that are shared with Oklahoma City and ODOT—specifically Mustang Road, Sara Road, Morgan Road, and State Highway 152/Airport Road. Coordinating traffic improvements, including traffic signal timings and road capacity increases, with these partners is critical to effectively and efficiently direct the continued development and increased traffic anticipated in Mustang and the area with the turnpike expansion. Furthermore, partnering with Oklahoma City and ODOT on shared projects could provide competitive leverage for securing federal transportation funds and economy of scale cost benefits for these regionally significant projects.

**Action 5.2.2: Develop gateway enhancements and wayfinding elements to further promote Mustang’s community identity and attract economic development and turnpike traffic to Mustang.** The turnpike expansion and Mustang’s locational proximity provide a critical opportunity to capitalize on increased traffic and economic development in the area. Attractive gateway enhancements at city limit lines and special districts, such as the future Main Street Village, and intuitive wayfinding signage throughout the community provide opportunities to uniquely brand and sell Mustang as a great community for visitors, residents, and businesses.

**Action 5.2.3: Design and implement roadway treatments to support place making and economic development, including along corridors with direct**

**access to the turnpike and potential corridors for the future Main Street Village location(s).** A community’s streets are its assets and platforms for place making and economic development, and strategic roadway design treatments are critical to attracting and ensuring the type of development desired by the community at specific locations and along corridors. Through implementing design guidelines specific to the local functional classification system, consistent designs can be implemented along major and minor arterials, neighborhood collectors, and local streets to best compliment the adjacent current and future land uses. This will be particularly critical for attracting and guiding development along arterials with direct access to the turnpike and to ensure the Main Street Village has the necessary treatments to foster place making, mixed-use development, and walkability.

**Action 5.2.4: Consider adopting a local freight plan to direct anticipated increased truck traffic from the turnpike expansion to preferred travel paths through Mustang.** At the crossroads of State Highway 4 and State Highway 152 and with future connections to the expanded turnpike, Mustang thoroughfares will likely see increased truck traffic moving through the community—especially considering the community’s proximity to the growing industrial areas eastward along State Highway 152/Airport Road. Increased truck traffic can disrupt traffic flows, cause increased local road maintenance, and negatively impact community quality of life. Developing a local freight plan on locally-preferred routes—such as along Mustang

Road, Morgan Road, and State Highway 152—would allow Mustang to efficiently direct truck traffic, plan and budget for targeted roadway improvements and maintenance, plan sites for future industrial and commercial land use developments, and safeguard community quality of life especially in residential areas.

**Action 5.2.5: Routinely track traffic volumes on arterials that will be connected to the turnpike to measure and understand the turnpike’s local traffic impacts and the related market opportunities.** Annually measuring traffic counts on arterials that will be connected to the turnpike—specifically Mustang Road, Sara Road, Morgan Road, and State Highway 152—before and after its construction will provide quantitative data to assess and plan for transportation system maintenance and necessary improvements. This will also provide critical data and insight for identifying and marketing economic development opportunities and attracting community desired developments to Mustang.

M3 - Create quality pedestrian environments along primary walking/biking corridors which includes: benches, lighting, trash receptacles and wayfinding signage.

**Action 5.3.1: Complete a detailed inventory of the existing sidewalk network throughout the City.** Compile and map a detailed inventory of all existing sidewalk and crosswalk segments in the City. The inventory should include the type of

construction materials used (e.g., asphalt/concrete, etc.), width, presence or absence of a landscape buffer between back of curb and sidewalk, the presence of impediments to travel (e.g., utility poles, landscaping, etc.), compliance with American with Disabilities Act (ADA) accommodations and a condition assessment. This information should be mapped in Geographic Information System (GIS) mapping software and should be used to facilitate the creation of a prioritized improvement program.

**Action 5.3.2: Develop a Sidewalk Master Plan separately or in conjunction with the Citywide Trails Master Plan recommended in Chapter 6, “Parks & Trails.”** Using the detailed inventory compiled in Action 5.3.1, identify and prioritize key sidewalk segments along arterial and collector roadways which create the greatest potential to improve pedestrian connectivity to key destinations within the City. These key pedestrian destinations include Downtown, parks, trails, and schools. As part of a Sidewalk Master Plan, or in conjunction with a Trails Master Plan, the City should identify certain sidewalk and/or crosswalk projects which could be included in a future Capital Improvement Plan.

**Action 5.3.3: Develop uniform design standards, deployment guidelines, and an installation plan for street furniture and amenities to compliment pedestrian and bicycle facilities.** Street furniture and amenities—such as benches, lighting, trash receptacles, bike racks, and wayfinding signage—can greatly enhance the pedestrian and cycling environment while providing aesthetic elements to compliment streetscapes. Whether at a district or along a corridor, amenities and street furniture offer great tools to compliment place-making efforts. In order to maximize the community benefit of such an investment, it is important to employ design standards and installation guidelines to ensure the amenities present an attractive and uniform image across the community and to locate the amenities at locations where they will be actively used by pedestrians and cyclists.

**Action 5.3.4: Adopt and ensure implementation of a “Complete Streets” policy.** Consider developing and adopting a “Complete Streets” policy and commit to designing and constructing streets that accommodate multiple modes—including vehicular, pedestrian, bicycle, and transit—in the remaining areas of new development and along corridors being reconstructed during maintenance cycles or with road improvement projects. This will provide expanded



mobility choices, designed for safety, for users of the transportation system.

**Action 5.3.5: Implement sidewalk infrastructure as part of street improvement projects.** Integrate sidewalk improvements as part of street improvement or redevelopment projects where appropriate. This should include implementation of Complete Street accommodations particularly as it relates to connecting the community to a greater network of arterial or collector roadways, an on-street bicycle network, and the Citywide trail network (see also Chapter 6, Parks & Trails). It is important for the City to stay vigilant with implementation of sidewalk and Complete Street improvements as they provide for community wellness, improved connectivity, and establish an improved standard for future developments.











# PARKS & TRAILS

# 6

Power at the speed of life.

YNE  
MONTANA BANK  
VIRGINIA HILL  
BANK

WILL ROGERS  
BANK

AGRICULTURE



# GOALS & OBJECTIVES >>

## PARKS, RECREATION, AND TRAILS GOALS:



### MOBILITY

M3 – Create quality pedestrian environments along primary walking/biking corridors which includes: benches, lighting, trash receptacles and wayfinding signage.



### ENVIRONMENT

E2 – Promote a network of open space encompassing private and public developments within Mustang.

E3 – Connect Mustang through a framework of parks, pedestrian trails and recreation facilities that respond to community needs and match population demographics.

The provision of quality parks, recreation facilities, and trails in a community improves quality of life and can help attract new residents and businesses to an area. Studies have shown that well-maintained, high-quality parks and trails can also raise property values of adjacent homes or businesses. Therefore, these elements are critical components to the vision of Mustang and efforts should be made to improve existing facilities as well as expand the system as the city continues to grow.

Past planning initiatives related to parks and recreation are limited to the previous comprehensive plan completed in 2003. In this earlier plan, Wild Horse Park is discussed in detail and an inventory of the existing parks is provided, but no detailed recommendations are made.

This chapter provides an action framework for further development of the City's parks, recreation facilities, and trails.

## EXISTING PARKS & TRAILS SYSTEM >>

### PARKS

The Mustang Parks and Recreation Department maintains approximately 221 acres of parkland within the city. The existing system includes two community parks, six neighborhood parks, two undeveloped parks, and one recreation center. Neighborhood parks typically serve one large or several small neighborhoods and are generally 5 to 10 acres in size, while community parks typically serve a group of neighborhoods or portion of a city and are generally 10 to 50 acres in size.

The existing parks in Mustang are located primarily in the central part of the community, except for Elliot and Centennial parks which are located closer to the eastern and western edges, respectively. Figure 6-1 (on page 84) shows the location of the existing parks within the city. Also under the purview of the Parks and Recreation Department are the Mustang Conference Center, Mustang Aquatic Center, and Senior Center.



## PUBLIC INPUT ON PARKS, RECREATION, AND TRAILS

Residents consider the parks and recreation facilities in Mustang as one of the greatest existing assets in the community.

Residents would like to see a continued investment in facilities and equipment within the park system.

Stakeholders want to have trails in the city to connect to key destinations, especially within and to Town Center and Wild Horse Park.

Specific facilities that residents would like added include an indoor swimming pool, more tennis courts, and more playgrounds.



The existing parks range in size from 1.8 acres to 158 acres and offer a variety of passive and active recreation amenities. Active Recreation activities are those that involve exercise and promote healthy lifestyles. Examples of active recreation activities that are found in Mustang's existing parks include:

- |   |   |
|---|---|
|  Baseball fields   |  Volleyball court          |
|  Softball fields   |  Swimming Pool             |
|  Soccer complex    |  Frisbee Golf              |
|  Basketball courts |  Rodeo Arena (Curtis Park) |
|  Tennis courts     |   |

Passive Recreation activities are those that provide relaxation and the opportunity to enjoy nature. In Mustang, the following passive recreation activities are offered in city parks:





- |  |  |
|--|--|
|  Picnic areas |  Walking trails |
|  Pavilions    |  Ponds          |
|  Open fields  |  |

Figure 6-1: Existing Parks in Mustang

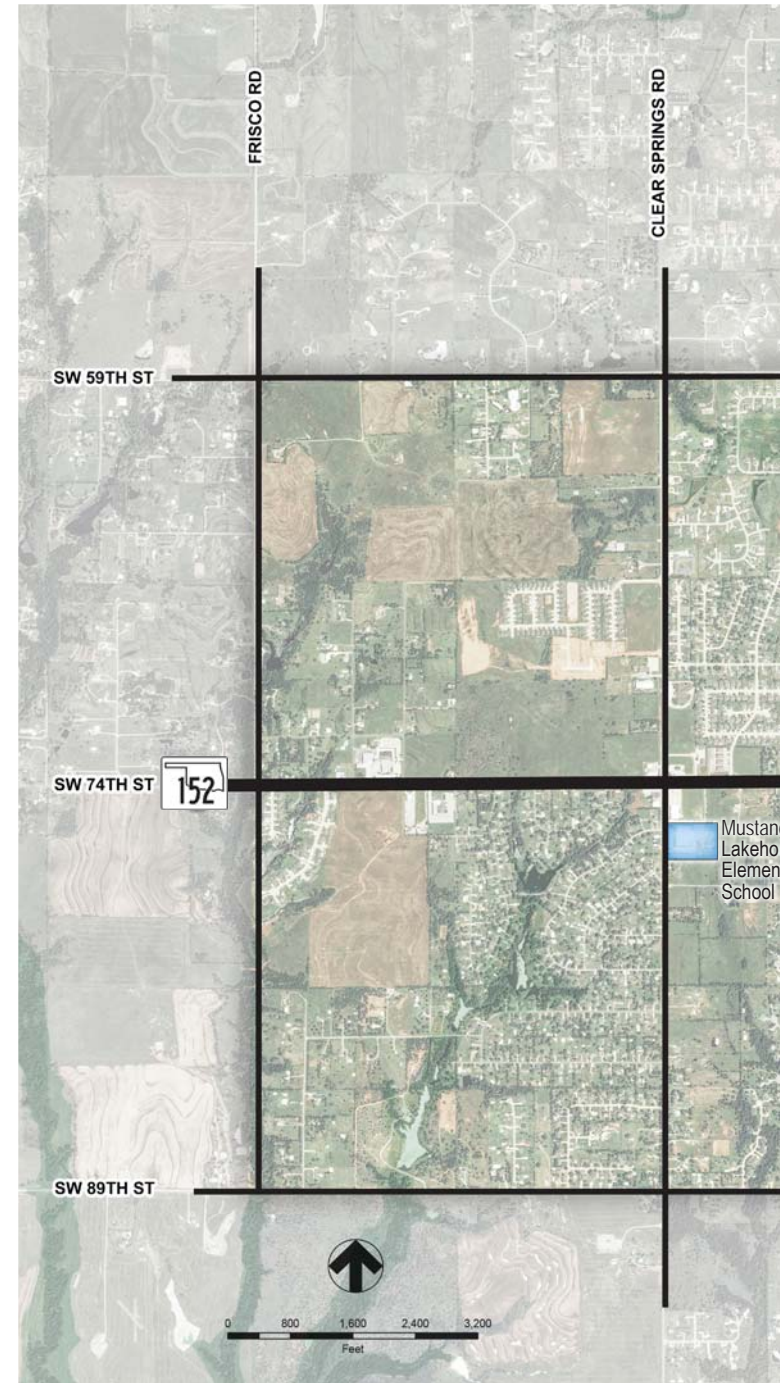
LEGEND



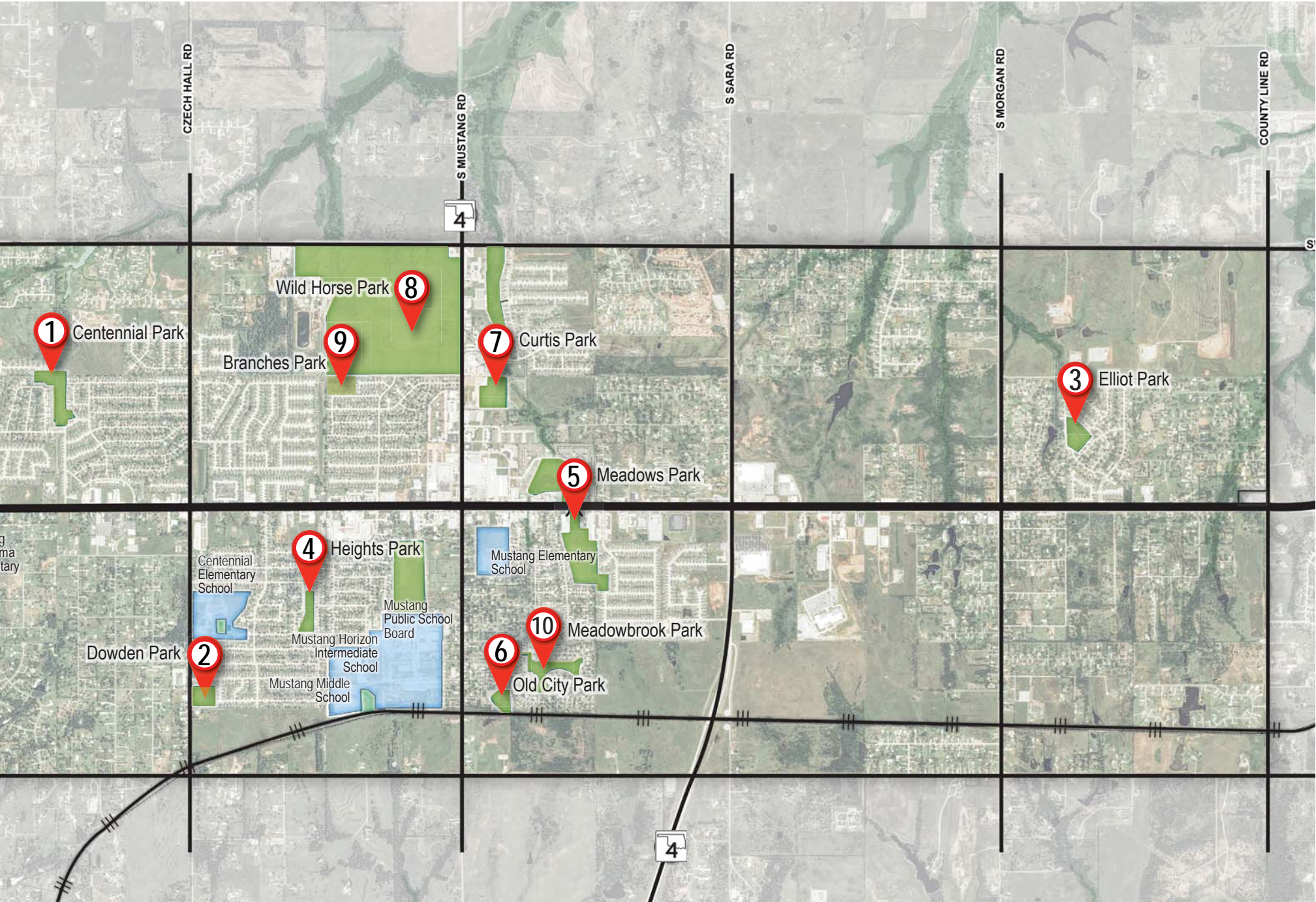
Parks



Schools







## EXISTING PARK AMENITIES

Overall, parks in Mustang are well-maintained but have some outdated elements. During the public input process, stakeholders noted that they wanted to see continued investments made to existing parks, including more playgrounds in the city.

National trends in parks and recreation show that amenities park-goers are now seeking include splash pads, Wi-Fi access, skate parks, and fields for emerging sports like cricket, pickle ball, and lacrosse. The city has made progress in keeping up with trends; there are plans to construct a splash pad in 2018, Wi-Fi access is available in Wild Horse Park, and pickle ball is offered at the Rec Center. An issue with many existing parks is accessibility for all users. Several playground manufacturers now make all-inclusive playground structures that kids with special needs can enjoy.

A non-profit organization called the Mustang Parks Foundation was recently created to support the Parks and Recreation Department and help preserve and enhance the parks system in Mustang. The organization's website notes that their first project is to create a more inclusive park system for the special needs community. The first all-inclusive playground structure in the city is scheduled to open in June 2017. Partnerships with the Foundation should be capitalized on to help enhance the existing system.

Figure 6-2 depicts the current amenities at parks in Mustang. All of the developed parks have a playground and most have a pavilion and picnic tables. The community parks and larger neighborhood parks also have athletic fields. The largest park – Wild Horse Park – serves as the city's destination park with several amenities not found in other city parks including a dog park, soccer complex, inclusive playground and softball fields. Mustang Town Center is located on the same property and the complex houses the library, recreation center, senior center, and banquet facilities.

Figure 6-2: Existing Park Amenities

PARK NAME	SIZE	AMENITIES
<b>NEIGHBORHOOD</b>		
1 Centennial Park	7.5 ac	Playground, Trail, Pavilion, Picnic Tables, Frisbee Golf
2 Dowden Park	3.15 ac	Playground, Pavilion, Picnic Tables, Frisbee Golf
3 Elliot Park	3 ac	Playground, Trail, Picnic Tables
4 Heights Park	1.8 ac	Playground, Basketball Fields
5 Meadows Park	10 ac	Playground, Trail, Pavilion, Picnic Tables, Basketball Fields, Tennis Court
6 Old City Park	3.5 ac	Playground, Pavilion, Picnic Tables, Frisbee Golf
<b>COMMUNITY</b>		
7 Curtis Park	25 ac	Playground, Pavilion, Picnic Tables, Frisbee Golf
8 Wild Horse Park	158 ac	Playground, Trail, Pavilion, Picnic Tables, Frisbee Golf, Soccer Complex, Softball Fields, Dog Park
<b>PROPOSED</b>		
9 Branches Park	2 ac	Soccer Complex, Picnic Tables, Frisbee Golf
10 Meadowbrook Park	8 ac	Baseball Fields, Softball Fields, Basketball Fields, Tennis Court, Soccer Complex, Pond
<b>Total</b>		<b>221.95</b>





## RECREATION

The recreation center located in Mustang Town Center is currently 20,000 SF and offers strength and conditioning space, cardio rooms, an indoor track, a multi-purpose gymnasium, space for group fitness classes, a game room, and an indoor rock climbing wall. Membership fees are lower for those that live within the Mustang Public Schools attendance boundary and seniors get a large discount. Non-residents can also purchase a recreation center membership, but the fees are higher.

Recreation programming that the city offers include a variety of aerobic and fitness classes for all ages and the prices for these classes depend on the membership rate. Youth sports leagues in Mustang are also very popular – there are existing leagues for baseball, basketball, football, softball, and soccer. Since Mustang has a high percentage of children, the emphasis on youth sports should be continued. Adult sport leagues offered include flag football, softball, and basketball. Both the adult and youth sports leagues are administered by the Parks and Recreation Department. Staffing for recreation include a sports coordinator, youth programs supervisor, and room rental coordinator.

Another facility operated by the Parks and Recreation Department is the senior center, which is open to adults 55 and over. Amenities at the center include sitting areas, television and gaming area, board games, and dining room for special events. The center is supported by a volunteer board called the Senior Supporters that assist with activities and fundraising for the center.

During the public input process, stakeholders noted that they wanted indoor aquatic facilities and more tennis courts. Currently the only tennis courts in Mustang are located at Meadows Park.



### KEY ISSUES: PARKS, RECREATION, AND TRAILS IN MUSTANG

- The City is keeping up with parks and recreation trends at some parks but not system-wide.
- Wild Horse Park is a great signature amenity, and smaller neighborhood parks need to continue to develop.
- As the population continues to grow, the city should consider developing additional parks to ensure all residents have equal access.
- Trail connectivity is a need identified by both public stakeholders and staff.
- The city needs to develop a comprehensive Parks, Recreation, Trails, and Open Space Master Plan that will prioritize specific improvements.

## TRAILS

Within the city there are no dedicated bike lanes or signed routes on the roadways. There are also no trails that connect different parts of the city. However there are paved walking trails within Centennial, Elliot, Meadows, and Wild Horse parks. There is one funded trail located in the creek corridor north of SH 152 between Czech Hall Road and Mustang Road which, when completed, will provide trail connectivity to the edge of Wild Horse Park.

During the public input process, 78% of survey respondents said that they would like to have more pedestrian walkways, trails, and bike paths linking the community. Stakeholders also noted that they wanted to have a continuous trail at Town Center and bike trails that connect to Town Center from other parts of the city. The development of shared-use trails and bicycle facilities should be a priority for the city to connect key destinations and provide active transportation opportunities.



## PARKS & TRAILS RECOMMENDATIONS

A comprehensive park system is one that offers a balance of passive and active recreational activities, provides bicycle and pedestrian linkages between the parks, and serves residents of all ages in the city. Today, the park system in Mustang is not comprehensive – although there are both passive and active recreational activities, there are areas of the city that aren't served by an existing park and no trail connections are provided.

During the public charrette held in October 2016, designers worked with stakeholders to identify additional park sites and potential trail connections in the city. These concepts need to be further analyzed in a future Parks and Trails Master Plan, but they are described below to serve as a starting point for future park system enhancements.

**Potential Park Sites:** Based on the existing population of Mustang, there are currently 11.6 acres of parkland per 1,000 residents. This is slightly above the National Recreation and Parks Association (NRPA) average of 9.5 acres per 1,000 residents, but as the city continues to grow, additional parks and amenities should be considered. According to the charrette discussions, land could be acquired for four additional parks in Mustang. These sites were identified based on their proximity to potential trails, the overall spatial distribution of parks throughout the city, and the availability of sizable, vacant tracts of land.

**Potential Trail Connections:** Areas that could serve as trail corridors include railroad Rights-of-Way (ROW), creeks, utility easements, and roadway ROW. In Mustang, a trail could be developed in the Frisco railroad ROW to connect the southeastern parts of the city to commercial uses on Mustang Road. Additionally, the existing parks along Pebble Creek could be connected by a greenway trail that would provide a connection to Wild Horse Park and up to the proposed greenway that continues to Oklahoma City. Furthermore, an off-street sidepath could be added on either side of SH 152 in the existing ROW to provide alternative transportation options on this busy corridor. Sidepaths could also be added to SW 59th Street and County Line Road to connect the northeastern part of the city to the trail in the rail corridor. Additionally, Oklahoma City has plans to put a trail along Newcastle Road, so consideration should be given to how that trail could tie into the future system in



Figure 6-3: Trail and Bikeway Definitions

Mustang. Early consideration should be given to utility obstructions, coordination with ODOT and Oklahoma City, and public input.

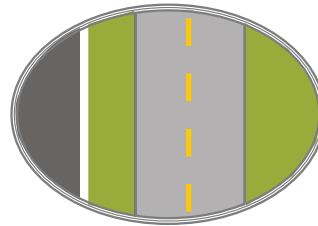
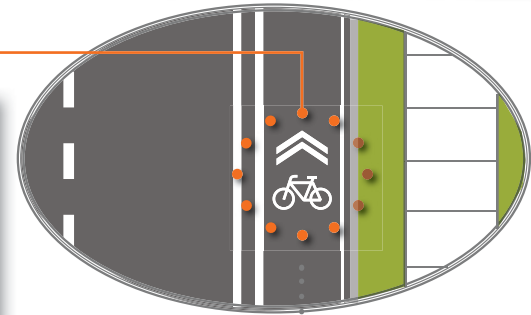
**Potential On-Street Bicycle Routes:** In addition to greenway trails and sidepaths, on-street bicycle routes are an important element of a comprehensive bicycle/pedestrian system. One on-street bicycle facility type that could be incorporated in Mustang is a sharrow, which is a street marking indicating that the lane is meant to be shared by vehicles and bicycles. Bike sharrows could be added to connect portions of the trail system where it's not feasible to construct an off-street trail or sidepath.

These potential park and trail system enhancements are depicted on Figure 6-4.



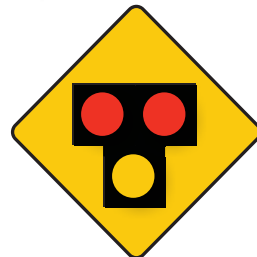
**BIKE SHARROW:** Pavement markings that are applied to roadways to increase awareness of the presence of bicyclists. Sharrows ideally are not a standalone signage type.

**BIKE LANE:** designates space for the exclusive use of bicyclists on a roadway through use of pavements striping and accompanying signage. Standard bike lanes are typically 5 feet wide.



**SIDEPATH:** a paved shared-use path located along a roadway. Sidepaths are often used when the roadway volumes or speeds are too high to make on-street bikeways practical. Efforts should be made to minimize the number of driveway and intersection crossings sidepath users have to cross. The standard minimum width for sidepaths is 8 feet.

**TRAIL:** A paved trail, also known as a shared-use path, is typically located away from a street and in the right-of-way of a creek or river, wooded greenway, utility corridor, or railroad corridor. The existing standard minimum for paved trails is 10 feet. Short loop trails in parks may be as narrow as 8 feet.










**HAWK SIGNAL:** a High-Intensity Activated Crosswalk signal used by pedestrians and cyclists to stop traffic in order to safely cross a roadway.



Figure 6-4: Potential Parks & Trails in Mustang

LEGEND

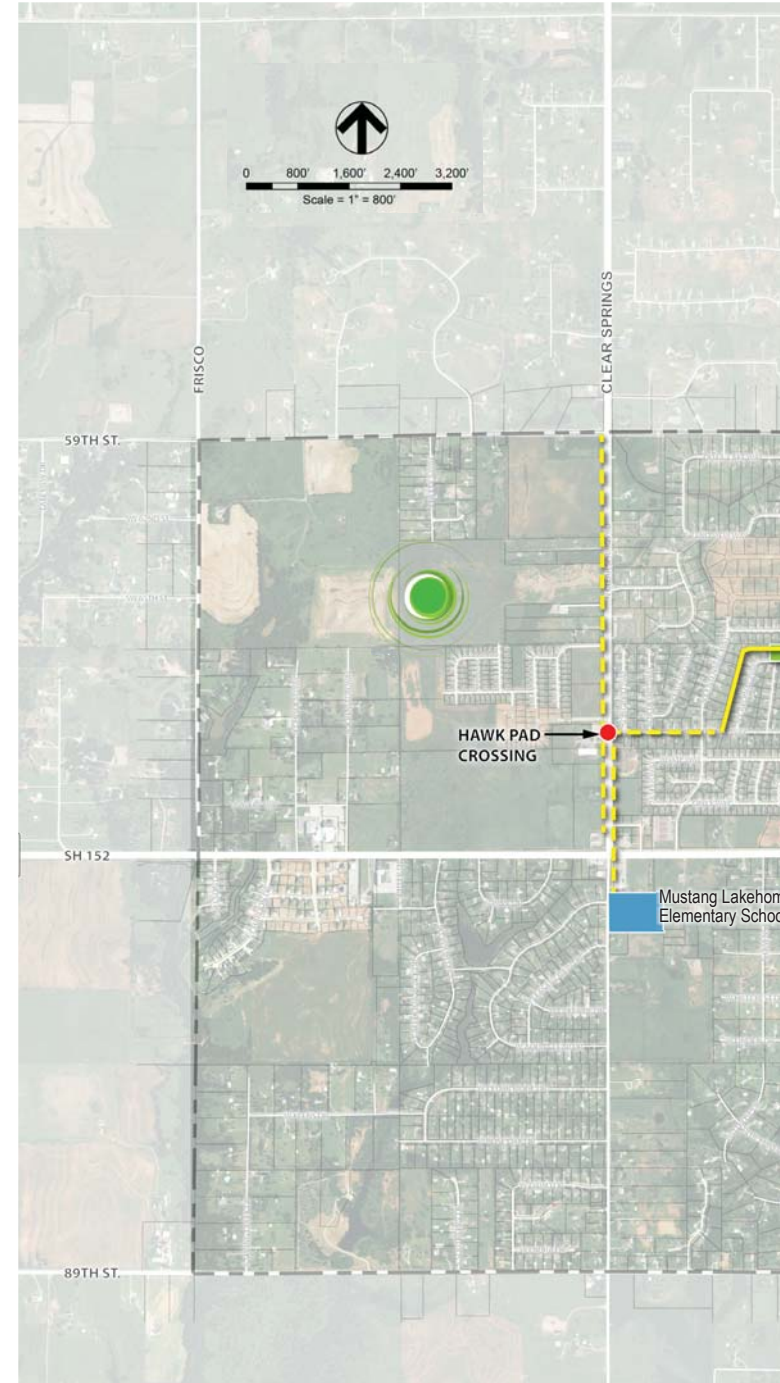
-  Potential Future Parks
-  Bike Sharrows/On-Street Route
-  Funded Trail
-  10'-12' Sidepath
-  Paved Trails
-  Oklahoma City Greenway Trails
-  HAWK Ped Crossing



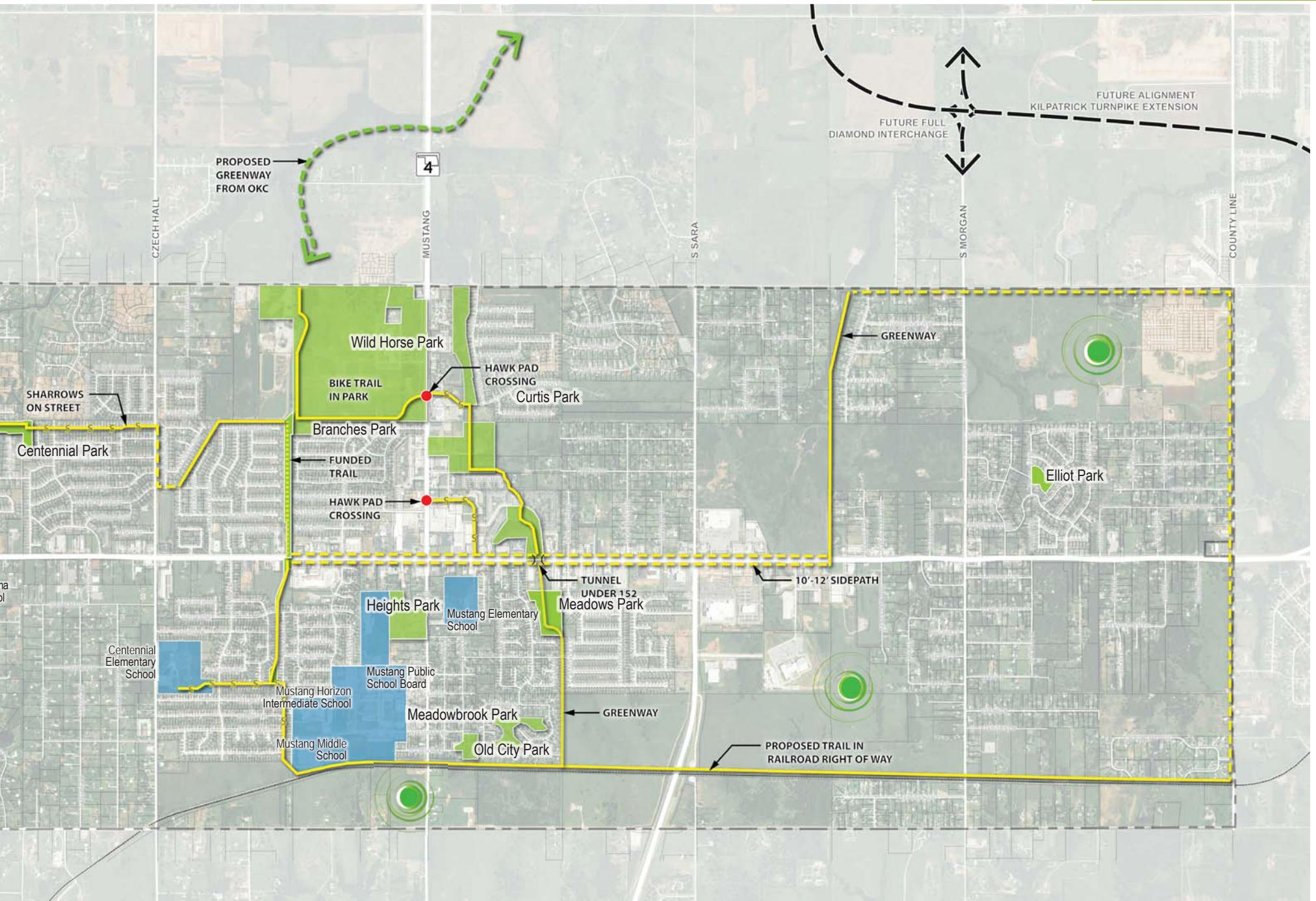
Parks



Schools







## ACTIONS

**Action 6.1.1: Develop a Parks, Recreation, Trails, and Open Space Master Plan.** As of this writing, Mustang has not developed a parks master plan, which is critical to prioritize improvements and to be prepared when funding opportunities arise. This plan should comprehensively assess the existing parks, recreation, trails, and open space system and provide prioritized recommendations for improvements and additional facilities based on projected growth. The plan should also include the potential annexation area in the study limits.

**Action 6.1.2: Review the existing parkland dedication ordinance and other subdivision design ordinances as necessary to ensure that adequate parkland and open space remains available as the City continues to grow.** Since Mustang is not built-out yet, the City should periodically review the requirements for developers to provide land area or amenities for parks when new development occurs.

**Action 6.1.3: Evaluate current Parks and Recreation Department staffing levels to ensure that there is adequate staff.** Currently, the Parks and Recreation Department is made up of 6 full-time staff that oversee the upkeep of parks, Recreation Center, and the Senior Center. Staffing and resources should be evaluated periodically to determine if existing levels are adequate to support additional programming.

**Action 6.1.4: Make improvements to existing parks and recreation facilities.** Determine priorities for improvements to the existing system and conduct routine safety inspections of equipment to ensure the parks remain up-to-date.

**Action 6.1.5: Provide and maintain high-quality parks.** Ensure that adequate funding and staffing is available to maintain an appealing and safe park system. This includes elements such as routine maintenance and repairs as well as implementing improved landscaping.

**Action 6.1.6: Pursue partnerships with Mustang Public Schools.** Pursue joint agreements in order to avoid duplication of services and to provide high-quality parks and recreation services where possible and appropriate. This could also include joint pursuit of land acquisition.

**Action 6.1.7: Pursue partnerships with other public and private organizations to leverage park and recreation investments.** Develop agreements for joint use of facilities and shared maintenance agreements with public and private organizations where possible and appropriate. Such organizations could include the Chamber of Commerce, religious institutions, and major employers.

**Action 6.1.8: Establish design standards for community and neighborhood parks.** Standards for each park classification would help ensure that the parks system as a whole consistently provides for the needs of the community.



## TRAILS

**Action 6.2.1:** Incorporate a trail component into the Parks, Recreation, Trails, and Open Space Master Plan. This plan component should comprehensively analyze trail connectivity in the city and make prioritized recommendations for implementation.

**Action 6.2.2:** Incorporate bicycle recommendations into future updates of applicable transportation plans. Ensure bicycle and pedestrian facilities are considered in future transportation planning documents developed by Mustang, ACOG, and ODOT.

**Action 6.2.3:** Design and implement connections to the proposed Greenway in Oklahoma City. Retain professional services to assist with planning, design, environmental clearance, utilities, and construction activities for the proposed trail to connect to the planned Greenway in Oklahoma City in order to provide a regional connection.

**Action 6.2.4:** Work with developers and property owners to develop multi-use trails on greenways and other linear open spaces. Where possible and appropriate, the City should create open space corridors along drainage ways and major creeks to eventually develop trails.

**Action 6.2.5:** Create trail connectivity within the city and to the surrounding region. As the trail network is developed, the City should prioritize connections to Town Center since this was noted by several residents in the survey as a priority.

## RECREATION FACILITIES

**Action 6.3.1:** Conduct a recreational programming assessment as part of the Parks, Recreation, Trails, and Open Space Master Plan. This plan should consider the recreational needs of Mustang today and how these needs will change as growth occurs and demographics shift.

**Action 6.3.2:** Evaluate the city's fee structures every 3-5 years to determine if they are competitive with peer cities. Since Mustang is part of a larger metropolitan region, recreation fees should be regularly evaluated to determine if they are on par with competing cities.

**Action 6.3.3:** Continue to hold regularly scheduled and special activities and events in parks to encourage community-wide usage of the parks system. Additional programs could include events such as monthly movie nights during warmer months, concerts, and races.

 **Pizza Hut**

**cricket**

**ESSIE NAIL**



Connect to MEXICO CANADA & COSTA RICA  
More 4G LTE  
cricket  
FREE US Service

141

101





# ECONOMIC DEVELOPMENT

# 7

- GOALS & OBJECTIVES
- EXISTING MARKET
- ECONOMIC DEVELOPMENT STRATEGY
- ACTIONS

# GOALS & OBJECTIVES >>

## ECONOMIC DEVELOPMENT GOALS:



### ECONOMIC DEVELOPMENT

ED1 – Promote and support white-collar business opportunities which will advance higher quality employment resulting in better pay and additional economic development.

ED2 – Promote growth in logistics, technology and distribution types of businesses which may take advantage of Mustang's excellent locational relationship to the OKC Will Rodgers World Airport.

ED3 – Look to have residential housing in a new Future Downtown for Mustang which will then create supporting development resulting in new employment opportunities.



### COMMUNITY HEALTH

CC1 – Promote quality new development & revitalization of some older commercial areas for the successful enjoyment of the community.



### DESIGN AESTHETICS

D2 – Create a business incubator for Mustang's Future Downtown that is focused on technology and start-up companies.

Communities thrive when economic development helps to create a self-sustaining and prosperous city. Fostering economic development can be achieved through active business recruiting efforts, expansion of employment opportunities, and provision of workforce development services. In Mustang, the Economic Development Authority is an organization tasked with financing, operating, developing, marketing, and administering development projects.

This chapter assesses the existing market and develops strategies for enhancing economic development in Mustang.





## EXISTING MARKET



An analysis of the existing market in Mustang involves an assessment of the current employment make-up, review of market demand, and a discussion of the existing organizations that deal with economic development efforts.

In 2015, approximately 9,850 Mustang residents aged 16 and over were employed and 69.6% of the civilian population was in the workforce. The unemployment rate was 3%, which is lower than the state and national averages. The median commute travel time in 2015 was 23 minutes, indicating that the majority of residents are traveling outside of the city for work. One unique factor about Mustang is that 93% of residents 25 or older have at least a high school diploma. This is higher than regional and national averages and is likely the reason why so many residents leave Mustang to go to work in higher-skilled jobs elsewhere. Additionally, the median household income in 2015 was \$67,719, again higher than the regional and state averages of \$51,461 and \$46,879, respectively.

As shown in Figure 7-1, the greatest number of residents are employed in management, business, sciences, and art occupations, followed by sales and office occupations. This is consistent with the education levels and household income averages.

Additionally, the top five industries that Mustang residents represent include: education services, health care, and social assistance; retail trade; public administration; manufacturing; and, professional, scientific, management, administrative, and waste management services. Finally, only 4.5% of Mustang residents are self-employed.

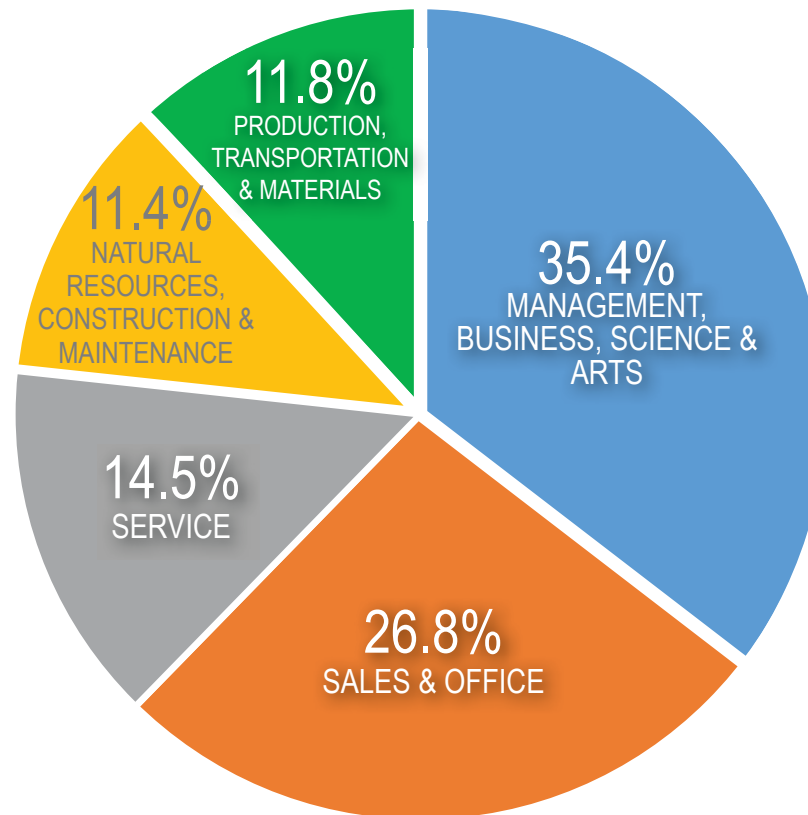


Figure 7-1: Mustang Employment Data

## PUBLIC INPUT ON ECONOMIC DEVELOPMENT

Make Mustang more self-sufficient so residents don't have to travel outside the city to shop.

Attract non-residents to Mustang for shopping and entertainment.

Focus business recruitment efforts on entertainment venues, full-service restaurants, grocery stores, clothing stores, and lodging.

Attract employers that require a more highly-educated workforce.



## 2014 MARKET ANALYSIS

In order to comprehensively assess existing conditions and identify demand for new retail, the City of Mustang conducted a strategic retail plan that was completed in 2014. The plan incorporates trade area delineation, market analysis, demographic analysis, property analysis, and target area redevelopment strategies. Key findings from the report are listed below:

- Common thoughts heard during the stakeholder interviews include the presence of too many fast food retailers, demand for entertainment uses, size of Mustang as a constraint, need for sit-down restaurants, and lack of hotels.
- The primary trade area for Mustang represents the area from which retailers in Mustang would be able to draw customers and covers an area of over 70 miles.
- Mustang's daytime population is just 3,963. However, the daytime population of the primary trade area is 16,551.
- The densest concentration of retail currently in Mustang is located near the intersection of SH 152 and Mustang Road where the Mustang Trade Center is located.
- Many residents report driving to Yukon for shopping purposes, but Mustang may be able to replicate some retailers that Yukon has to serve a customer base further to the south and west.
- Market data showed that underserved retail categories in Mustang are consumer electronics retail, home furnishings, household appliances, and movie theatres.
- It is estimated that the city has the potential to support approximately 309,000 additional square feet of retail space.
- The two developments that were targeted as areas for potential redevelopment were the Silver City Town Center (northwest corner of Mustang Road. and SH 152) and the Mustang Trade Center (northeast corner of Mustang Road. and SH 152).
- 26 vacant properties along four major retail corridors were assessed in terms of how many square feet of retail space could be accommodated at each site.

As a result of the 2014 Market Analysis, city staff are actively recruiting new furniture retailers, hotel developments, entertainment-related businesses, automobile dealer, and sit-down eateries.



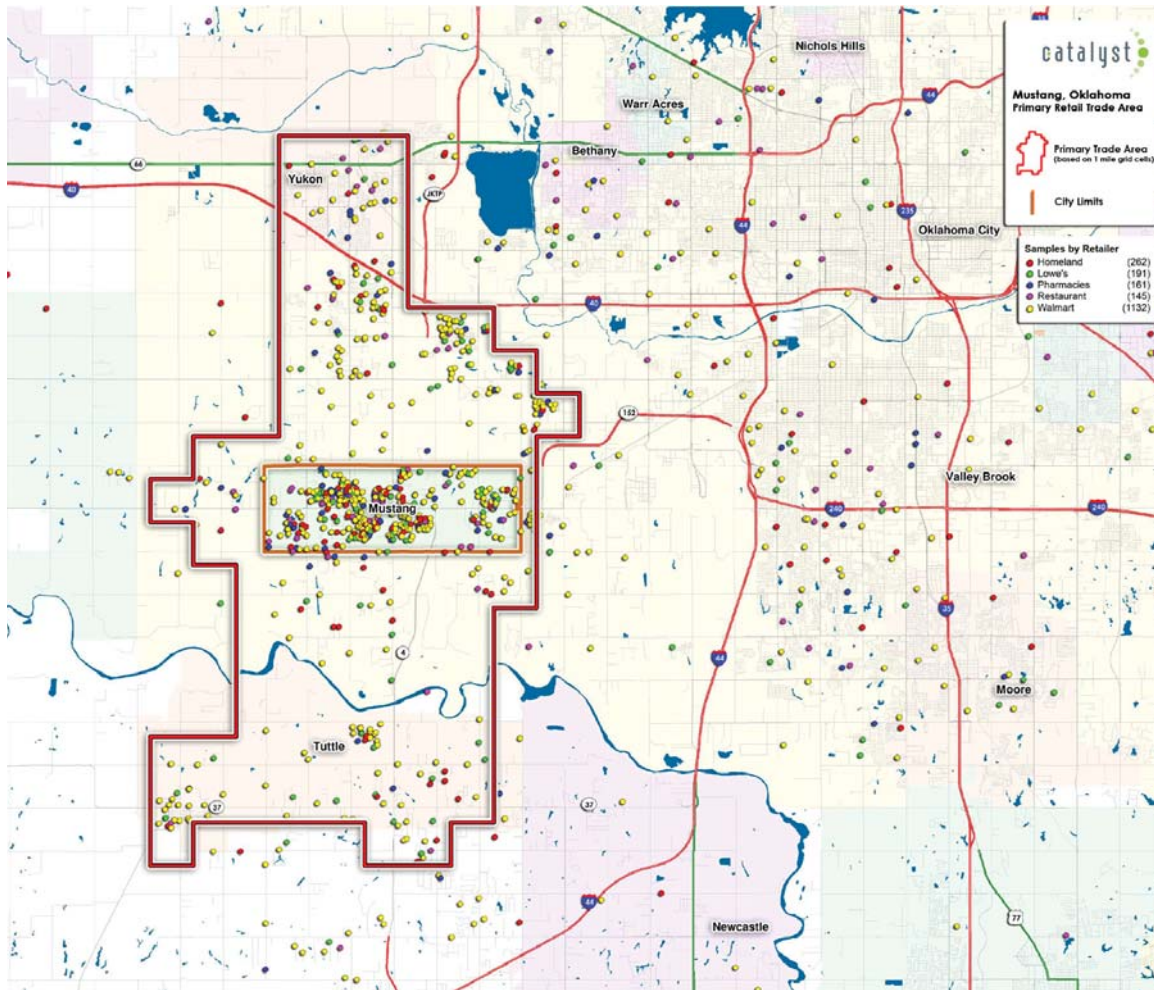


Figure 7-2: Mustang Primary Retail Trade Area

## EXISTING INSTITUTIONS

Additionally, the Community Development department administers the Mustang Business Development Center, which is an online resource for businesses looking to build and/or relocate in the city. Website visitors can preview resources related to available buildings, square footage, local properties, construction guidance, licensing information, and contact information. It is apparent that businesses recruitment is a key priority of the city and these online resources help facilitate the process.

The Chamber of Commerce also plays a large role in business development in Mustang. Over 300 businesses are members of the Chamber and the group provides networking opportunities as well as resources to help with small business development. The Chamber also puts on the annual Western Days event, which attracts about 30,000 visitors each year and is a tremendous opportunity for business development and marketing.

# ECONOMIC DEVELOPMENT STRATEGY

Based on the stakeholder feedback, findings from the 2014 market analysis, and assessment of the existing business market, the economic development strategy for Mustang should be two-fold: attract new, quality development and provide support to existing businesses. Together, these overarching priorities should help to reduce the number of residents from residents going to other cities to shop and work and also bring in more sales tax for the community.

## ATTRACT NEW DEVELOPMENT

Mustang has a lot of existing assets that are attractive to national retailers and businesses. First, Mustang is a short 15 minute drive from the Will Rogers World Airport in Oklahoma City. Access to airports is attractive to visitors and business travelers and Mustang should capitalize on this proximity by purchasing ad space near the airport and recruiting hotels. Additionally, while some stakeholders noted that retail is hard to attract due to the lack of a major highway in the city, the extension of the Kilpatrick Turnpike just to the northeast of the city limits should have economic development spill-off effects. City leaders should work with the Oklahoma Turnpike Authority to ensure that proper wayfinding signage is included to direct motorists to Mustang. The community could also capitalize on pass-through traffic that occurs as travelers pass through from the south and west of Mustang by installing wayfinding signage and developing pad sites along key arterials.

Mustang High School also presents a great opportunity to capture a more robust lunch crowd; there are nearly 3,000 students at the school that could go off-campus to eat in the community. With the athletic field amenities at Wild Horse Park, there is also an opportunity to host more sports league tournaments and benefit from the associated spin-off revenue. The City of Plano, TX brought in \$2,000,000 in revenue in a single year from hosting sports tournaments at their facilities.

Additionally, the residents of Mustang are educated and relatively affluent, which often attracts higher-end retailers. With a pro-business community and reasonable land prices, community leaders in Mustang should continue or begin focus marketing and recruiting efforts on the following types of development, preferably in a centralized location to start to develop Mustang's downtown:

- Entertainment Options: since Mustang prides itself on being family-oriented, entertainment options should be focused on activities that all ages can enjoy, such as a movie theatre or indoor skating rink.
- Lodging: proximity to Will Rogers Airport and sports league tournaments translate into demand for lodging. Adding a quality hotel or motel in Mustang should be another priority for the city to market.
- National Franchises: attracting national franchises is a common desire for stakeholders in Mustang and the market report noted that these categories were underserved. Efforts should focus on grocery stores, clothing stores, and sit-down restaurants.







## SUPPORT AND MAINTAIN EXISTING BUSINESSES

The City of Mustang supports existing businesses currently through the annual Western Days event during which local business gain exposure. Other communities in the greater Oklahoma City region have programs that Mustang can emulate to bolster economic development. Yukon has centered the majority of its economic development efforts on its Route 66 Main Street and sponsors several events throughout the year along the Main Street. The city of El Reno has a tourism page online as well as a travel guide that visitors can download. Mustang could capitalize on the historic Chisholm Trail that ran through the community by having more events throughout the year centered on the historic trail. These types of events bring visitors to town that may be looking for a new home or place to open a business. Additionally, existing businesses can have a booth or exhibit at these events to market their services.



# ACTIONS



## ATTRACT NEW DEVELOPMENT

Action 7.1.1: Develop a long-term business attraction strategy, with priority on implementation action items **for the next three to five years**. This should be a joint effort involving Community Development staff, members of the Economic Development Authority, and representatives from the Chamber of Commerce.

Action 7.1.2: Market Mustang to underserved markets, including: consumer electronics retail; home furnishings; household appliances; and, movie theatres. Create marketing materials with information on available sites, meet with developers, and maintain the Mustang Business Development Center website.

Action 7.1.3: Purchase ads in and around Will Rogers Airport to market the proximity of Mustang. Ads should focus on the proximity of Mustang to the airport and greater Oklahoma City area.

Action 7.1.4: Hold annual joint meetings with the Economic Development Authority and Chamber of Commerce to coordinate and avoid duplicating efforts. Both of these groups are responsible for similar efforts, so a joint meeting with the two groups would be beneficial to coordinate efforts.

Action 7.1.5: Intensify marketing to regional sports leagues to host tournaments at the facilities at Wild Horse Park and include local business information to all tournament participants. Sports tournaments can have high returns and generate lots of spin-off revenue as result of visitors shopping, eating, and staying in the host community. Mustang should

focus efforts on drawing regional sports leagues to play at the city facilities.

Action 7.1.6: Conduct a study to determine the feasibility of constructing a convention center in Mustang. With the proximity of Will Rogers Airport, it may be feasible to have a small convention center site in Mustang. A feasibility study should consider a cost-benefit analysis, potential sites, and long-term operating and maintenance costs.

## SUPPORT AND MAINTAIN BUSINESSES

Action 7.2.1: Focus marketing efforts on the Mustang Business Development Center by creating brochures and holding luncheons to provide support to existing and potential businesses. The existing website is a helpful resource but could be expanded to include face-to-face luncheons and take-away materials like brochures.

Action 7.2.2: Hire a full-time staff person to administer the Business Development Center operations. In order to further bolster the Business Development Center, it may be worthwhile to hire a full-time staff person to administer it and meet with potential developers.

Action 7.2.3: Join or maintain memberships in regional business attraction groups such as the Greater Oklahoma City Chamber and State Chamber of Oklahoma. These groups provide resources to existing businesses and could be a partner to the local Mustang Chamber of Commerce.

Action 7.2.4: Create a youth entrepreneurship program in the City. Since the school system in Mustang is one of the greatest assets to the community, they would be a great partner to teach and provide resources to young entrepreneurs and encourage students to invest in Mustang later on.

Action 7.2.5: Consider establishing a revolving loan fund to support existing business expansion. This would require the Economic Development Authority to work with the city to identify funds for the loan. Providing assistance to existing businesses should be a priority.

Action 7.2.6: Consider opening a small business incubator site to provide flexible workspace for emerging companies. Many small businesses don't have enough capital to have a stand-alone office space, so having a flexible business space would likely be well-used by local businesses.







MUSTANG HIGH SCHOOL

MAIN  
OFFICE

23







# URBAN DESIGN

# 8

- GOALS & OBJECTIVES
- EXISTING CHARACTER
- URBAN DESIGN STRATEGY
- ACTIONS

# 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

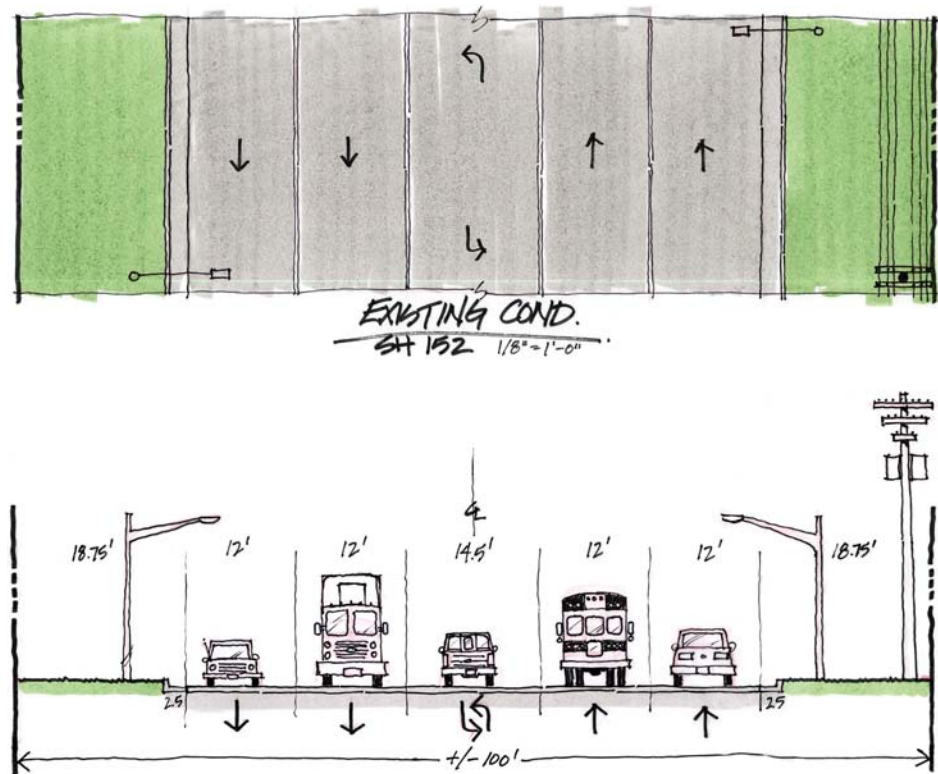


Quality urban design can help create a sense of place; in other words, how buildings, streets, and public spaces interact can provide comfort, highlight history of a community, and increase public and private investment. The strategies included in this section can be applied to various parts of Mustang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



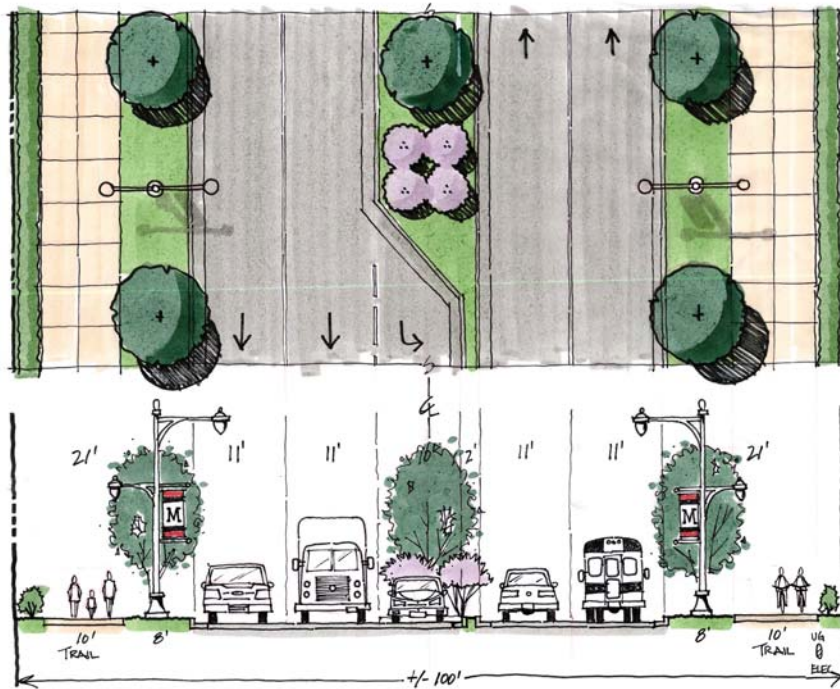
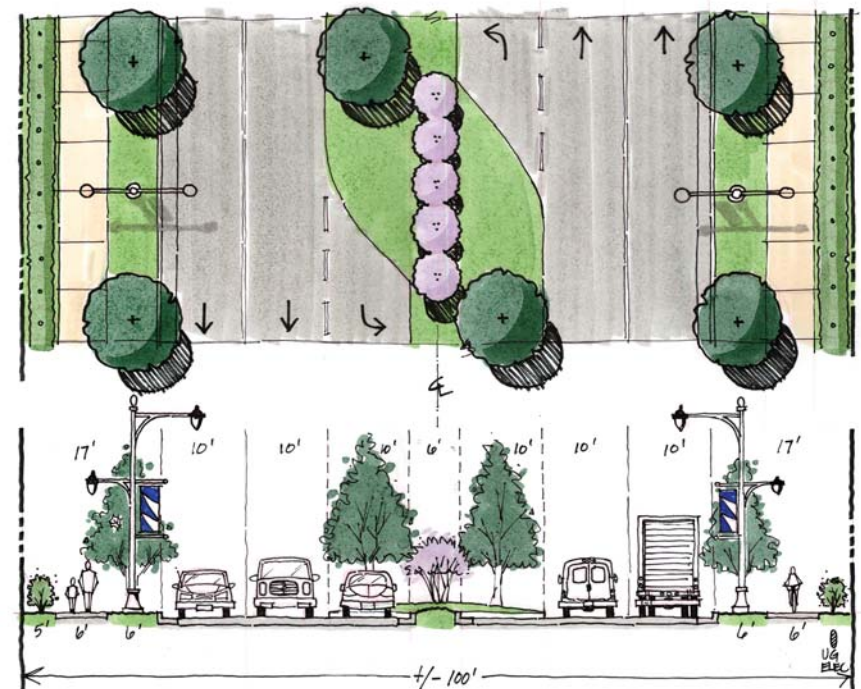
STREETSCAPE CONCEPT  $\frac{1}{8}'' = 1'-0''$ STREETSCAPE CONCEPT  $\frac{1}{8}'' = 1'-0''$ 

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.

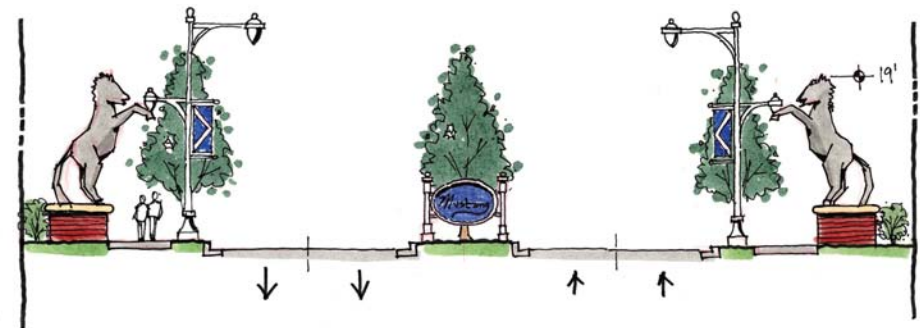
In order to make these improvements to SH 152 a reality, early coordination needs to occur with ODOT since this is a state highway corridor. Potential funding sources for these improvements could be from various ODOT funding sources. Finally, any of these streetscape elements could be applied to other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

# GATEWAY FEATURES

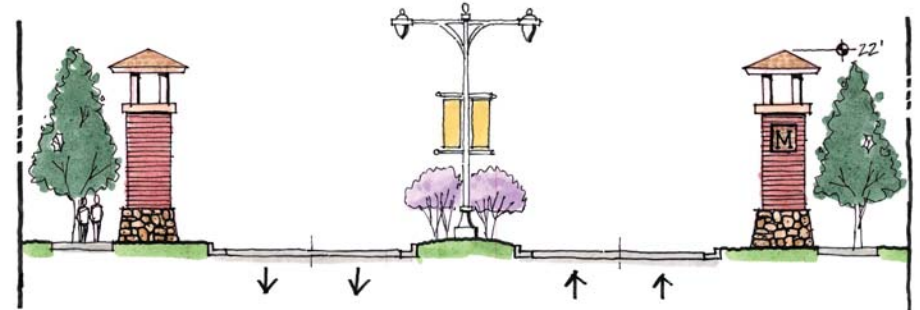
Gateway features can signify an entrance to an entire community, specific area, or even a neighborhood and highlight important features or landmarks. Well-designed gateways create interest and draw attention to a particular location. Examples of gateways include monuments, entry signs, and structures. 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.

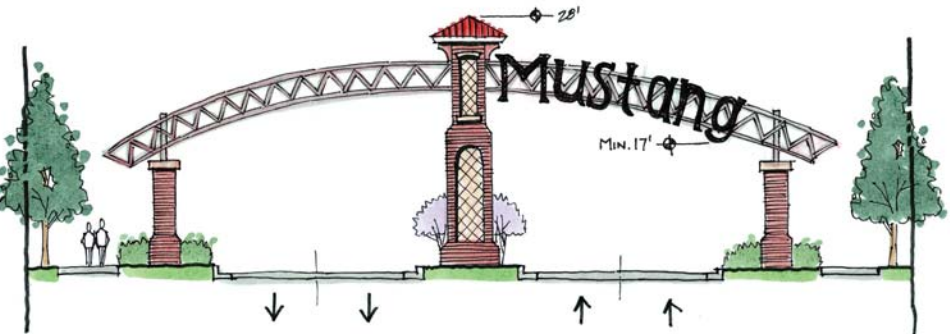
The smallest gateway concept developed is the mustang statues; the statues are recommended to be about 19' to match the height of the surrounding trees but not completely dwarf pedestrians. This concept evokes the character of the city and could be added to primary gateways. The second gateway feature 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.

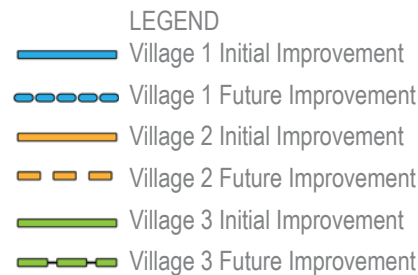
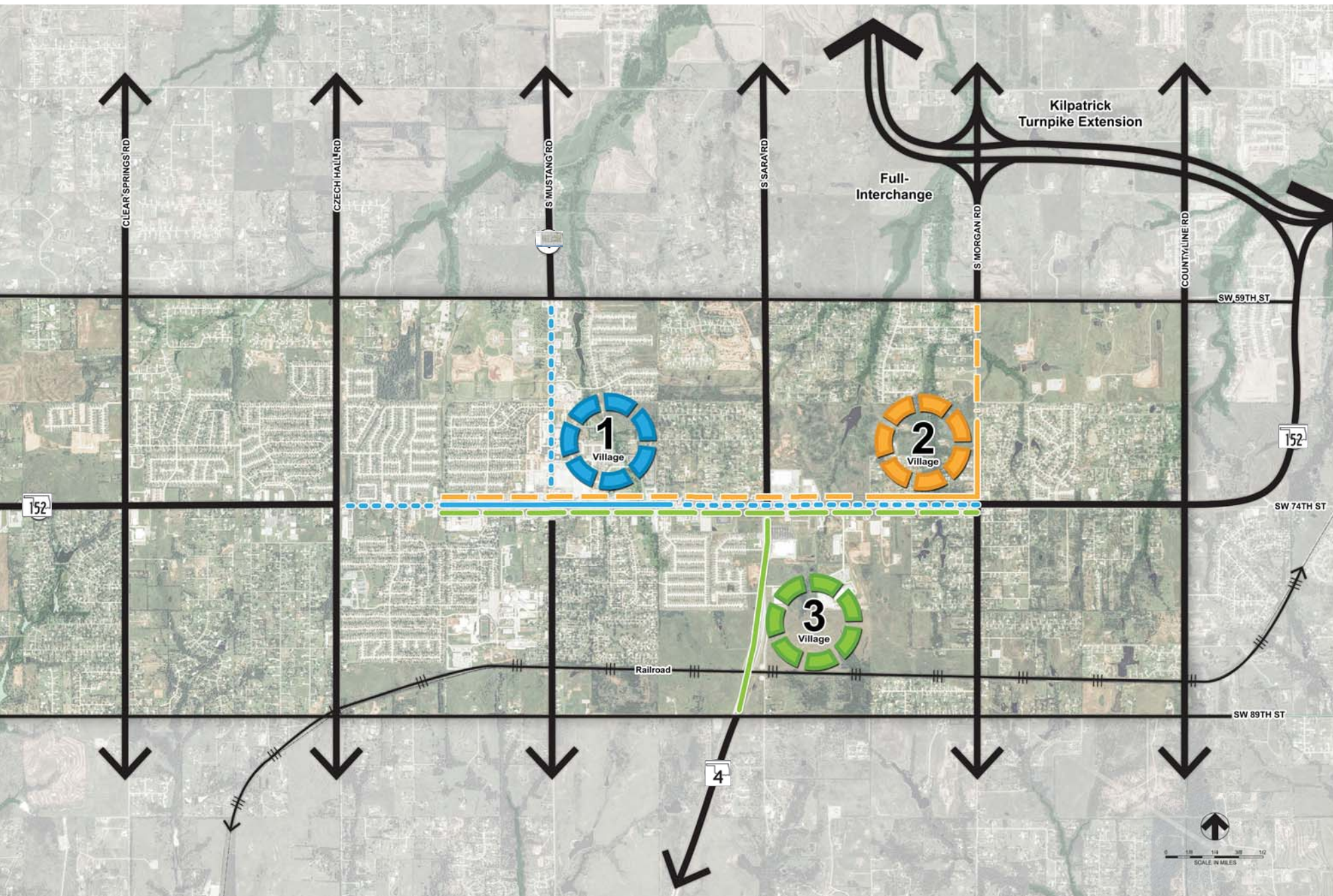


Figure 8-4: Mustang Town Center Improvements Opportunities





# 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.













# HOUSING

# 9

*Peach Tree*  
VILLAGE

- GOALS & OBJECTIVES
- EXISTING HOUSING MARKET
- HOUSING STRATEGIES
- ACTIONS

# GOALS & OBJECTIVES >>

## HOUSING GOALS:



### ECONOMIC DEVELOPMENT

ED3 – Look to have residential housing in a new Downtown for Mustang which will then create supporting development resulting in new employment opportunities.



### CITY GOVERNMENT

CG3 – Ensure that Mustang's neighborhoods are protected from hazards and equipped for disaster preparedness.



### DOWNTOWN

D3 – Establish a new Downtown as a complete neighborhood, which requires urban housing of several different types and densities, which supports our aging and empty-nester populations across the country.



### RESIDENTIAL NEIGHBORHOODS

RN1 – Create a program to improve the image of MF residential neighborhoods by building such items as: neighborhood entry features with a community name, pedestrian sidewalks, buffers and other items.

RN2 – Work to get homes out of the danger of flooding and do not allow redevelopment in flood prone areas.

RN3 – Establish Neighborhood Improvement Plans for older residential neighborhoods to create a comprehensive set of recommendations to support upgrade and improve property values.

## PUBLIC INPUT ON HOUSING

Some stakeholders wished to see more upper-end housing incorporated into the housing mix.

Many residents wanted to preserve the rural or suburban feel of the existing single-family neighborhoods.

Code enforcement can be an issue in some areas of Mustang.



An appropriately diverse and quality housing mix is critical to both preserving existing neighborhoods and providing quality housing for new residents. The right mix of housing types can increase economic development, promote families, and increase safety.

This chapter provides an action framework for providing quality and diverse housing to support existing residents and to accommodate future growth in Mustang. Additional studies such as neighborhood plans and detailed housing market studies can provide a more comprehensive analysis for these elements.

## EXISTING HOUSING MARKET

### HOUSEHOLD CHARACTERISTICS

From 1990 to 2010, the total number of housing units in Mustang doubled; this outpaces the population growth that occurred during that same time indicating that the housing supply kept up with the demand. The majority of housing units in Mustang are currently occupied by owners (76% in 2015), but the percentage of renters has increased since 2000. Families account for 76% percent of households in Mustang and have an average household size of 3.25 persons, which is larger than the 2.84 person average size of non-family households.

The number of vacant units in Mustang is fluctuating; the vacancy rate fell from 4.2% in 2000 to 3.8% in 2010 and then rose slightly to 4.6% in 2015. Finally, the median household income in Mustang is \$67,719, which is a 35% increase from 2000. 64% of households have an income between \$25,000 and \$99,999. Tables 9-1 and 9-2 depict these characteristics over time.



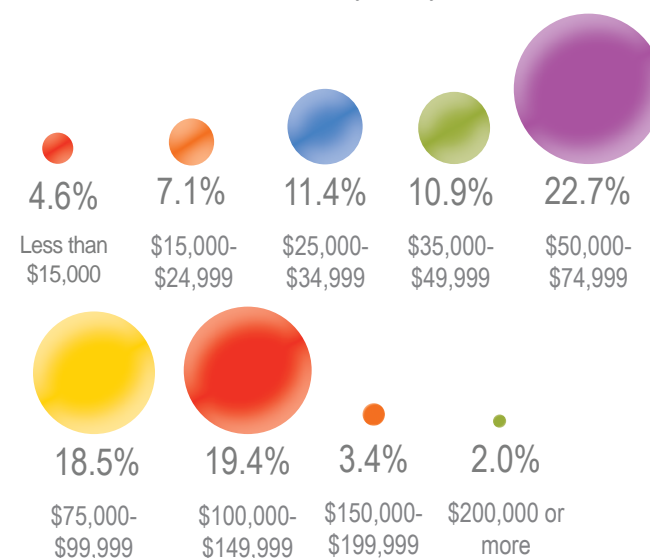
Table 9.1: Mustang Household Characteristics

	2000	2010	2015
Total Housing Units	4,930	6,851	7,058
% Occupied	95.8%	96.2%	95.4%
% Owner Occupied	78.9%	75.6%	76.0%
% Renter Occupied	21.1%	24.4%	24.0%
% Vacant	4.2%	3.8%	4.6%
Total Households	4,721	6,589	6,733
Family Households	65.5%	75.4%	75.7%
Non-Family Households	34.5%	24.6%	24.3%
Single-Person Households	16.3%	20.9%	20.4%
Average Household Size	2.76	2.64	2.84
Average Family Size	3.09	3.04	3.25
Median Household Income	\$50,301	\$58,672*	\$67,719

Source: 2015 American Community Survey, 2010 and 2000 U.S. Decennial Census.  
\*2006-2010 American Community Survey 5-Year Estimates

Table 9.2: Total Households by Household Income (2015)

Source: 2015 American Community Survey 5-Year Estimates



# HOUSING STOCK

In addition to the number of housing units and occupancy rates, the type of housing in a community is also an important characteristic to consider. In 2015, 87% of homes in Mustang were detached single-family homes; 10% were multi-family units; 1.5% were duplexes; 1.3% were attached single-family homes; and 0.4% were mobile homes. Since the overwhelming majority of homes are detached single-family units, this creates a gap in the housing mix that should be filled to attract young families and professionals. As the housing stock in a community becomes more diverse, families and residents have more choices and will be enabled to stay in their community as their housing needs change. Table 9-3 shows the housing stock breakdown from 2000-2015.

The year housing units were built can also help planners and developers determine if newer housing is needed. In Mustang, 29% of the existing housing stock was built from 1960-1979 during the initial population boom, 36% was built from 1980-1999, and 30% was built after 2000. The majority of multi-family units were built between 1980-1999, which indicates that those units are probably in need of renovation or replacement. Table 9-4 provides this breakdown of housing stock age in tabular form.



Table 9-3: Housing Stock Breakdown

Unit Type	2000 Number	2000 Percent	2010 Number	2010 Percent	2015 Number	2015 Percent
Single-family, detached	4322	87.69	5313	83.52%	6116	86.65%
Single-family, attached	50	1.01%	148	2.33%	93	1.32%
Duplex	40	0.81%	33	0.52%	106	1.5%
Multi-family (3+ units)	496	10.06%	826	12.99%	718	10.17%
Mobile Home	21	0.43%	41	0.64%	25	0.35%
Total	4929	-	6361	-	7058	-

Source: 2015 American Community Survey 5-Year Estimates, 2010 American Community Survey 5-Year Estimates, and 2000 Decennial Census.

Table 9-4: Age of Housing Stock by Unit Type

Unit Type	Total	Built 1939 or earlier	Built 1940 - 1959	Built 1960 - 1979	Built 1980 - 1999	Built 2000 or later
Single-family (attached & detached)	6015	13	267	1897	2059	2059
Duplex   Triplex   Quadraplex	170	0	24	49	0	97
Multi-family (5+ units)	523	0	0	28	330	165
Mobile Home	25	0	0	0	25	0
All Housing Types	6733	13	291	1974	2414	2041

Source: 2015 American Community Survey 5-Year Estimates.





## COST OF HOUSING

Housing prices are a major determinant of how attractive a community is. There should be enough diversity in prices to attract residents and families of all incomes. Median home values and rents can give an indication of what the housing prices are in a community. In Mustang, the median home value has increased 68% from 2000 to 2015 and the median contract rent has increased 69% during that same time period. Median household incomes, however, have only increased 35% from 2000-2015. Therefore, the cost of housing may be outpacing what residents are able to pay which makes it difficult for new residents to enter the market. Table 9-5 depicts these cost characteristics.

The U.S. Department of Housing and Urban Development (HUD) has established an affordability threshold that housing costs should not exceed 30 percent of a home owner's income or 25% of a renter's income. In Mustang, based on a median household income in 2015 of \$67,719, residents should not expect to spend more than \$1,693 on housing each month, including mortgage, rent, insurance, utilities, and regular maintenance. In 2015, 17.5 percent of households in Mustang spent more than 30% on housing costs and 5 percent were considered severely cost burdened since they spent more than 50% of their income on housing costs. Although the overall number of cost burdened households in Mustang is low, the majority of households that spend more than 30% of their income on housing costs have a total household income of less than \$35,000. This indicates that there is a lack of affordable housing for residents in Mustang with low household incomes.

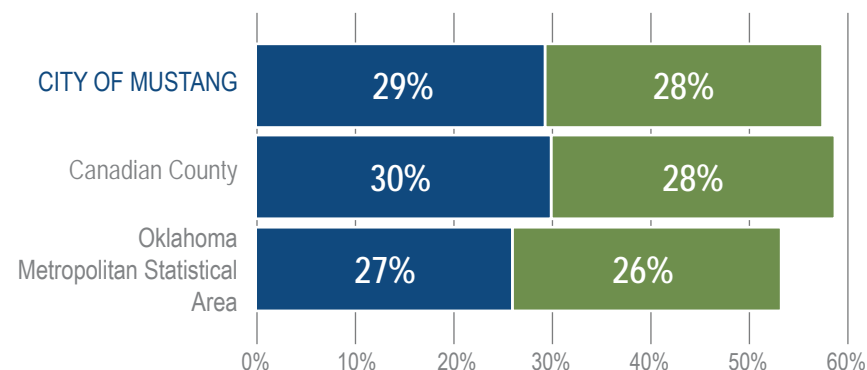
An analysis of the cost burdens placed on households wouldn't be complete without considering transportation costs. Since Mustang is primarily auto-oriented, residents spend a lot of time in their car, which amounts to additional income going towards gas, insurance, and vehicle maintenance each year. The Center for Neighborhood Technology has developed a Housing and Transportation Affordability Index which calculates both the cost of transportation and housing in geographic areas. Generally, the cost of housing and transportation combined should not exceed 45% of one's income to be considered affordable.

Table 9-5 Housing Cost Characteristics

	1990	2000	2010	2015
Median Home Value	\$54,600	\$82,900	\$125,700	\$139,100
Median Contract Rent	\$333	\$459	\$673	\$775
Median Household Income	\$36,512	\$50,301	\$58,672	\$67,719
Percent living in poverty	n/a	5.6%	6.1%	5.7%

Source: American Community Survey Five-Year Estimates (2015, 2010), U.S. Decennial Census (2000) and NHGIS Data Finder (1990).

Figure 9-6: Housing and Transportation Costs



Source: Center for Neighborhood Technology, Housing and Transportation Affordability Index. 2013-2017.

As shown in Figure 9.6, in Mustang housing accounts for 29% of one's income and transportation accounts for 28%. The combined costs of housing and transportation is 57%, which exceeds the affordability figure of 45%. Mustang's combined figure is comparable to Canadian County and slightly higher than the entire Oklahoma City Metropolitan Statistical Area.

# HOUSING DEMAND

If the projected population in 2040 of 25,412 people is realized, there will also be a demand for more housing in Mustang. Based on housing characteristics in 2015, this anticipated population growth will require an additional 2,016 housing units in 2040. It is important to note that this figure does not include aging homes that will need to be replaced in the next 40 years. Table 9-7 includes the projected demand for various housing types with the assumption that the occupancy rate and average household size remains the same as it does today.

Since there is a limited amount of vacant land in Mustang, it is likely not feasible to add an additional 2,016 housing units, especially not single-family homes. Therefore, a balanced housing mix should be a goal moving forward as limited housing types tend to force people to leave a community when their housing needs change.

Table 9-7: Projected Demand for Housing

Projection of Housing Units	Total Population	Housing Units (Total)	Housing Units (Occupied)	Occupancy Rate	Average Household Size	
2000	13,156	4,930	4,723	95.8%	2.76	
2010	17,395	6,851	6,591	96.2%	2.64	
2015	19,112	7,058	6,733	95.4%	2.84	
2040	25,412	9,384	8,952	95.4%	2.84	
Projection of Housing Types	Single-Family Detached	Single-Family Attached	Duplex	Multi-family (3 + units)	Other	Total
2015	6,116	93	106	718	25	7,058
	86.65%	1.32%	1.5%	10.17%	0.35%	100%
2040	8,132	124	141	955	33	9,384
Additional Demand	2,016	31	35	237	8	2,326







## RESIDENTIAL ZONING

The zoning code defines which types of housing units are allowable in different areas of the city. This means that the diversity of housing in a community can be limited based on what is allowed in the zoning code. The current code in Mustang has seven residential zoning districts in the city:

**Rural Estates District (R-E):** single-family residential housing with rural amenities. Minimum lot area is 0.75 acre.

**Single-Family District (R-1):** single-family dwellings and related recreational, religious, and educational facilities to support a balanced and attractive residential area. Minimum lot area is 7,200 square feet.

**Two-Family District (R-2):** slightly higher population density but with basic restrictions similar to R-1 district. Minimum lot area for two-family dwelling is 4,200 square feet per unit.

**Low Density Multiple-Family District (R-3):** principal use is for townhomes and multiple-family dwelling units. Minimum lot area for townhouses and multiple-family units is 5,445 square feet per unit. Maximum building height is 2½ stories or 35 feet.

**Multiple-Family District (R-4):** higher density residential district which encourages multiple-family residential developments representing a broad variety of housing types and densities. Minimum lot area is 43,560 square feet (1 acre) for up to ten units. Maximum building height is 2 ½ stories or 35 feet.

**Manufactured Housing District (R-MH-1):** freestanding manufactured home used as a single residence. The district provides for individual lots which allow the manufactured home owner to own the property on which their home is situated. Minimum lot area is 6,600 square feet.

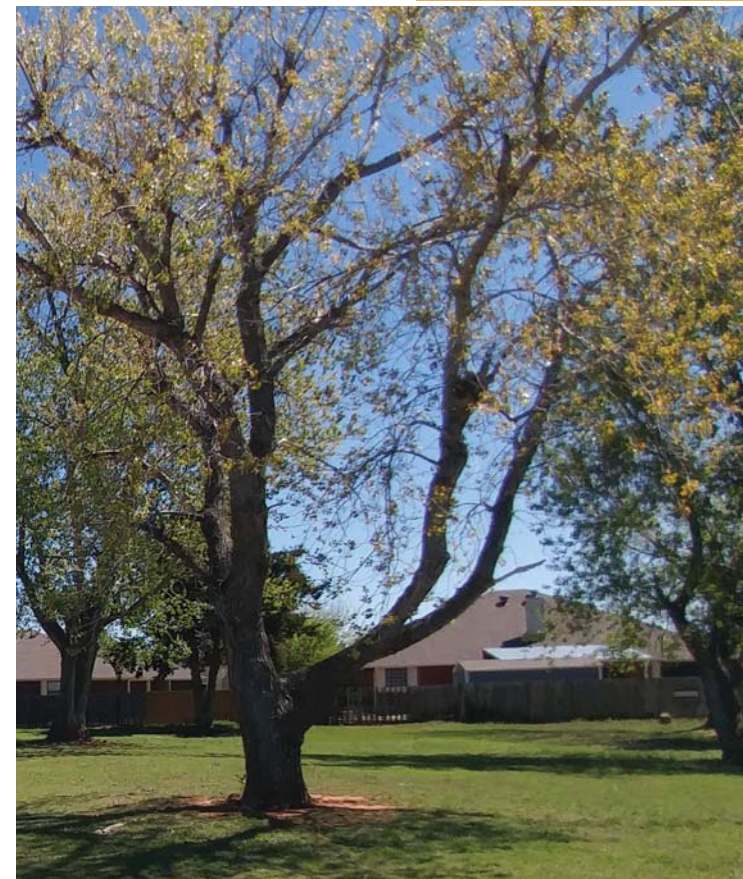
**Mobile Home Park District (R-MH-2):** permits locations for mobile home parks and are generally not compatible with other residential developments. Minimum lot area is 4,000 square feet.

The majority of R-2, R-3, and R-4 zoning districts are located in areas that already have existing multi-family units. However, there are a few areas that are zoned for multi-family that do not currently support any residential uses. These areas present opportunities for denser development to accommodate the expected future growth. The current zoning code also limits the height of all residential structures to 2 ½ stories, or 35 feet, so multi-family developers that want to develop a taller structure have to apply for a Planned Unit Development (PUD).

PUD is a designation given to tracts of land that don't follow the conventional land use controls. Development is required to be based on a master development plan and ultimately these districts allow for more flexibility in development.







#### KEY ISSUES: HOUSING IN MUSTANG

- Housing types and costs are not diverse.
- Average home values and rents are increasing at a faster rate than household incomes.
- A negative perception of multi-family housing exists and may pose a barrier to future development.
- There is currently limited interaction between neighborhood associations and city staff.
- Code enforcement staff is limited.
- Neighborhoods are not connected to other areas of the city via trails or sidewalks.



# HOUSING STRATEGIES

## RESIDENTIAL ASSESSMENT







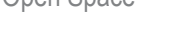
According to Figure 9-8, the majority of land in Mustang is residential. There are a few neighborhoods in the northern part of the city that have average home values of over \$400,000, but the range of home values that is most common is between \$125,000 to \$250,000. This is a good base for middle to upper middle class residents. Single-family neighborhoods in Mustang are well-established and are supported by various neighborhood associations. Existing neighborhoods should be preserved and improvements should be identified during a neighborhood planning process and communicated through neighborhood associations.

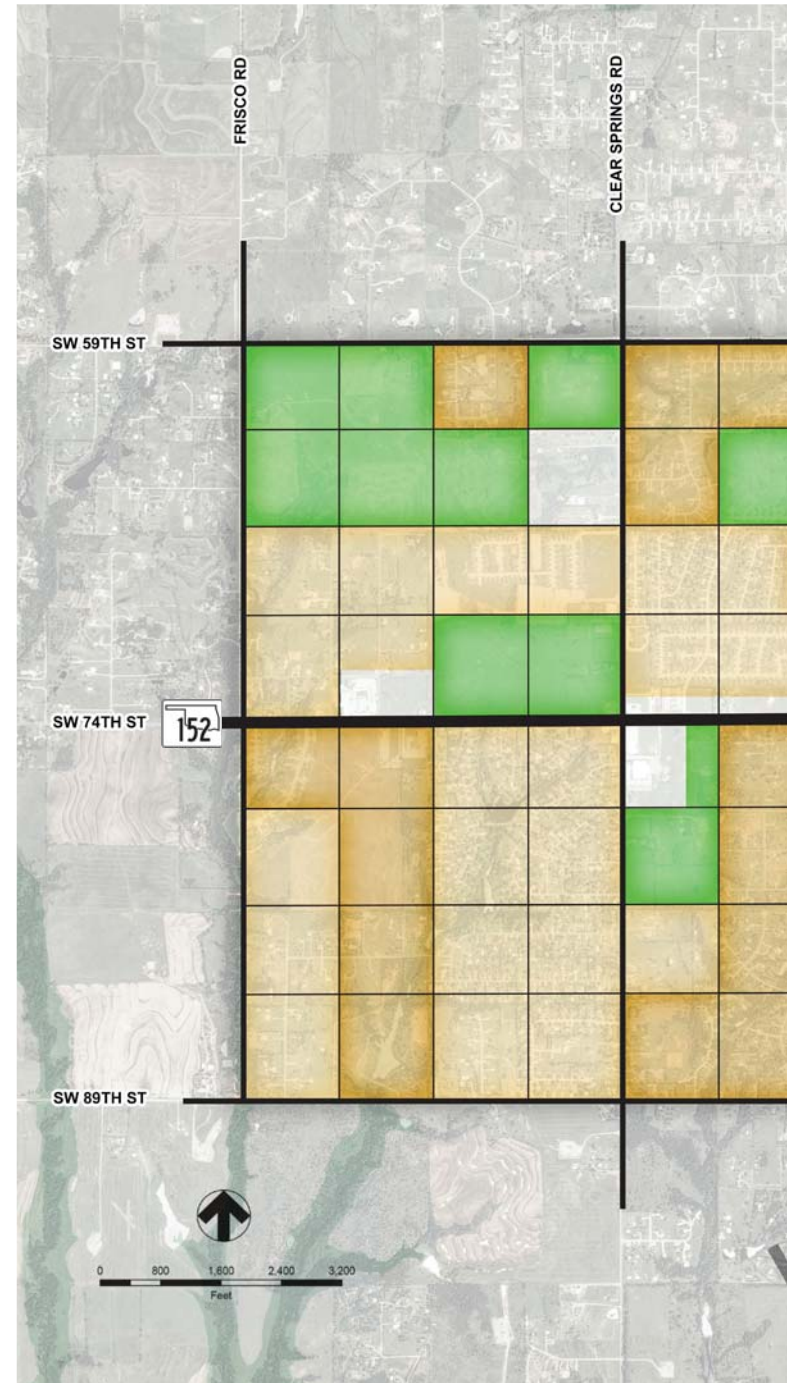
What is missing from the Mustang residential housing market is multi-family housing. National trends show that young professionals are getting married later and remaining renters longer; these same young professionals often choose walkable environments over auto-centric areas when deciding where to live. If Mustang wants to attract young professionals to the community, there needs to be more diversity in housing. Future urban residential developments could include townhomes, patio homes, duplexes, and apartment complexes. Developments that include apartment complexes should have a mixture of uses, including residential, retail, and dining to provide a benefit to all residents in the community.

There are four apartment complexes in the city currently: Fieldstone, Landing at Pebble Creek, Peach Tree Village, and Pebble Creek. Some of these apartments provide good examples of quality multi-family development, while the others are older and may not give a positive impression of what apartment complexes could look like in Mustang.

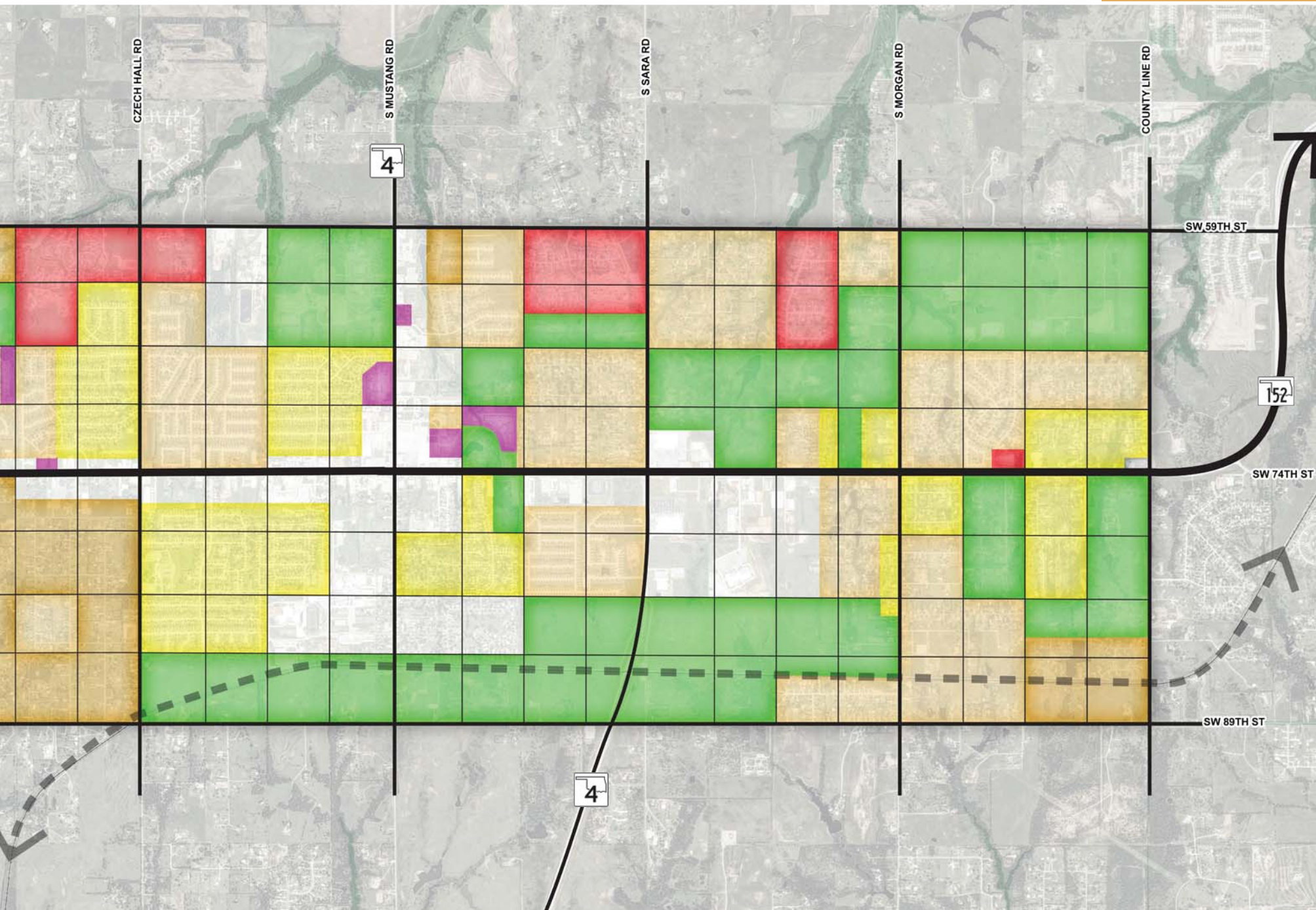
Figure 9-8: Residential Value Assessment Map

LEGEND

-  Single Family > \$400k
-  Single Family \$250-400k
-  Single Family \$125-400k
-  Single Family <\$125k
-  Duplex/Multi-Family
-  Non-Residential
-  Open Space







# RESIDENTIAL LAND USE DESIGNATIONS

The overall future land use map is presented in [Chapter 4: Land Use](#). This map designates four general types of residential areas. The following is an in-depth description of each residential land use designation in the Mustang future land use plan and a discussion about the character of each. This section is intended to provide planners and developers guidance when proposing or reviewing new housing units in the community.



## RESIDENTIAL ESTATE

*Description:* This residential category includes areas with single-family detached homes with large lots and setbacks. The suggested density for this future land use category is one dwelling unit per 2 acres, which is larger than the existing zoning ordinance that states a minimum lot size of 0.75 acres. Parts of the community that fall into the residential estate category include neighborhoods between Czech Hall Road and Clear Springs Road south of SH 152.

*Character:* This category helps preserve the more rural character of Mustang. Appropriate buffers should be placed between residential estate areas and non-residential areas. Provisions for sidewalks, trails, and open space should also be considered when proposing or reviewing new housing in areas designated as residential estate.

## RESIDENTIAL MEDIUM

*Description:* This category includes single-family detached homes in a neighborhood setting. The suggested density for this future land use category is three dwelling units per 2 acres. Parts of the community that fall into this category include neighborhoods just south of SW 59th St between Czech Hall Road and Clear Springs Road as well as homes just to the west of Clear Springs Road south of SH 152.

*Character:* This category preserves the suburban character of Mustang, which was noted by many participants in the visioning process as important. Again, appropriate buffers such as other residential uses should be placed between residential medium areas and non-residential areas, but connectivity to commercial areas should be considered to create a more walkable community. Sidewalks, trails, and open space are vital to creating a connected neighborhood.

## RESIDENTIAL SMALL

*Description:* This category includes smaller, detached homes that have smaller lots for a slightly denser neighborhood. The suggested density for this future land category is three dwelling units per 1 acre. Areas of Mustang that fall into this category include existing neighborhoods just past the commercial areas on SH 152 between Czech Hall Road and Sara Road.

*Character:* This category is responsive to growing trends among young families and empty nesters that seek home ownership but don't wish to care for a large house and yard. The resulting character of these neighborhoods will be slightly more dense and urban. These neighborhoods can serve as a buffer between less dense residential areas and multi-family areas. Connectivity to commercial areas should be a priority to encourage walkability.



## URBAN RESIDENTIAL

*Description:* This future land use category includes all attached residential structures such as townhomes, patio homes, duplexes, and apartment complexes. The suggested density will vary based on the unit type. Areas of Mustang that fall into this category include existing multi-family units along SH 152 and areas around the future urban village locations discussed in [Chapter 8: Urban Design](#).

*Character:* As noted in the Residential Assessment section, a gap in the existing housing market is quality multi-family units. In order to provide more choices for existing and future residents, multi-family units of varying density should be encouraged. The character of homes in this category should be appropriate to the surrounding context; lower-density garden-style apartments could be placed closer to other residential, while denser apartment communities should only be in commercial or urban village areas.



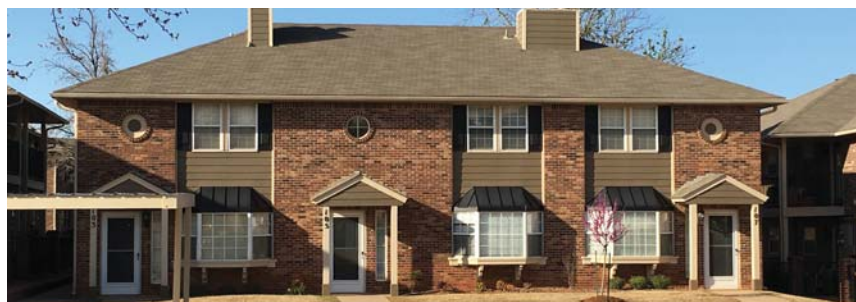
*Apartments:* multiple units in one building for rent only. Shared amenities can include exercise room, pool, and community center.



*Townhomes:* often a narrow structure on 2-3 floors that is attached to other townhouse units. Townhome residents have minimal to no yard to manage and is often accompanied by communal amenities provided through an association fee.



*Patio homes:* several houses attached to each other in a row. Patio home residents often have exterior maintenance and landscaping provided through an association fee.



*Duplexes:* two attached single-family homes that have separate entrances and parking.

# ACTIONS



## PRESERVING NEIGHBORHOODS

Action 9.1.1: Identify partnerships to improve the existing housing stock. Potential partners that may be interested in helping improve the existing housing stock could include nonprofit organizations like Habitat for Humanity, Mustang Chamber of Commerce, or local religious organizations.

Action 9.1.2: Develop a neighborhood association online database that includes district maps, contact information, and meeting information. Existing and potential residents that are interested in being involved in neighborhood or homeowner associations would have a single website to refer to for official information.

Action 9.1.3: Consider an advocacy program to aid code compliance. In addition to traditional code enforcement, the City could create informational brochures and other marketing materials for common code enforcement issues.

Action 9.1.4: Conduct small-area plans for neighborhoods to **address challenges and identify a specific action agenda**. A proactive and comprehensive solution to improve neighborhoods is to conduct small-area plans to engage citizens and develop specific improvements for implementation.

Action 9.1.5: Establish a neighborhood outreach program to encourage involvement of residents in decisions affecting their neighborhood. Direct contact between the city and neighborhood leaders can lead to a more transparent relationship and improve overall communication.



## INCREASING HOUSING DIVERSITY

**Action 9.2.1:** Develop a task force to assess how new urban residential units could be incorporated into the community. Invite community leaders and developers to participate in a task force focused on developing strategies to incorporate urban residential into the community in the most context-sensitive manner.

**Action 9.2.2:** Identify a range of incentives for attracting quality multi-family development. Incentives may include multi-family tax exemptions, inclusionary zoning, or density bonuses.

**Action 9.2.3:** Create a mixed-use zoning district or overlay to encourage new multi-family residential and to allow for a town village to be created. Amend the current zoning ordinance and map to include a mixed-use designation with applicable standards to allow for urban villages by right instead of through the Planned Unit Development process.

## UPDATING STANDARDS

**Action 9.3.1:** Consider adoption of the current International Property Maintenance Code to ensure compliance with maintenance standards. This model code presents a streamlined way to regulate minimum maintenance requirements for basic equipment, light, ventilation, heating, sanitation, and fire safety.

**Action 9.3.2:** Hire another codes officer to assist with code enforcement. Another full-time code enforcement official would facilitate more code enforcement coordination.

**Action 9.3.3:** Create a housing palette that complements the zoning ordinance and directs the character and design of new residential development. The existing zoning code has little discussion on the design quality of residential development. In order to provide more consistency in the review process, a housing palette that describes minimum and maximum dimensional standards for each housing type should be established to allow multiple housing options within the same district.

**Action 9.3.4:** Review and incorporate more comprehensive standards on building materials into the existing zoning code. As more of Mustang continues to develop, there should be review of building materials allowed in each zoning district to ensure a cohesive design.









# STORMWATER MANAGEMENT

# 10

- EXISTING STORMWATER MANAGEMENT SYSTEM
- STORMWATER MANAGEMENT STRATEGIES
- STORMWATER MANAGEMENT BMPS
- STORMWATER MANAGEMENT PLAN EXAMPLE
- ACTIONS



## STORMWATER MANAGEMENT GOALS:

Imagine Mustang goals relevant to reducing flooding and better management of stormwater are included below:

M3 – Create quality pedestrian environments along primary walking/biking corridors which includes: benches, lighting, trash receptacles and wayfinding signage.

E2 – Promote a network of open space encompassing private and public developments within Mustang.

E3 – Connect Mustang through a framework of parks, pedestrian trails and recreation facilities that respond to community needs and match population demographics.

### PUBLIC INPUT ON STORMWATER

Water issues in general are very important.

Flooding seems to be an issue with every rainstorm.

Better infrastructure should come before more development.

Survey respondents (14%) noted that stormwater management needs to be addressed in order for Mustang to become more prominent community in the Oklahoma City area.

Community leaders and residents both noted their concerns about flooding during the Imagine Mustang planning process. Stormwater originates during rain and either soaks into the soil, evaporates, or ends up in nearby bodies or water. If stormwater isn't properly managed, stormwater runoff can cause drainage issues in roadways and flooding in creeks and the surrounding area. There are several best management practices related to effective stormwater management to reduce the chance of flooding after rain events. This chapter assesses the existing stormwater management conditions in Mustang and offers strategies to reduce the chance of flooding.

## EXISTING STORMWATER MANAGEMENT SYSTEM

Since Mustang is not along a river, flood events are caused by inadequate drainage facilities that have not been able to handle the increased stormwater runoff as more urbanization occurs in the city. Flash flooding is also common in the Oklahoma City area given the climate conditions, so this also exacerbates the drainage issues in Mustang. Figure 10-1 depicts what areas are in the existing floodplain as defined by FEMA's Special Flood Hazard Area floodplain maps and standards. Areas that are in the 100-year floodplain follow creeks and water bodies in Mustang and covers approximately 270 acres of the city.

Additionally, in 2012, Canadian County led a Multi-Hazard Mitigation Plan update that assessed numerous hazards including, but not limited to, flooding, tornadoes, drought, fires, and transportation events, as well as strategies to mitigate these hazards. Natural and man-made hazards that the county as a whole faces were discussed as well as threats specific to Mustang. The plan stated that Mustang's flooding problems come from issues with local storm runoff and storm drains. Additionally, as urbanization increases and more impervious surfaces cover the land area, stormwater issues have increased. However, this can be avoided if new development is planned in conjunction with stormwater management best practices.

The 2012 plan concluded that Mustang has a moderate vulnerability to and high probability of flood hazard. This statement is evident as several high water rescues have occurred in the past decade. The primary recommendation that was made was that floodplain areas should be completely avoided and remain as open space.



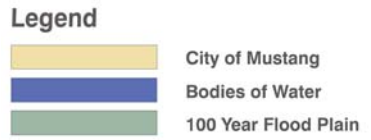
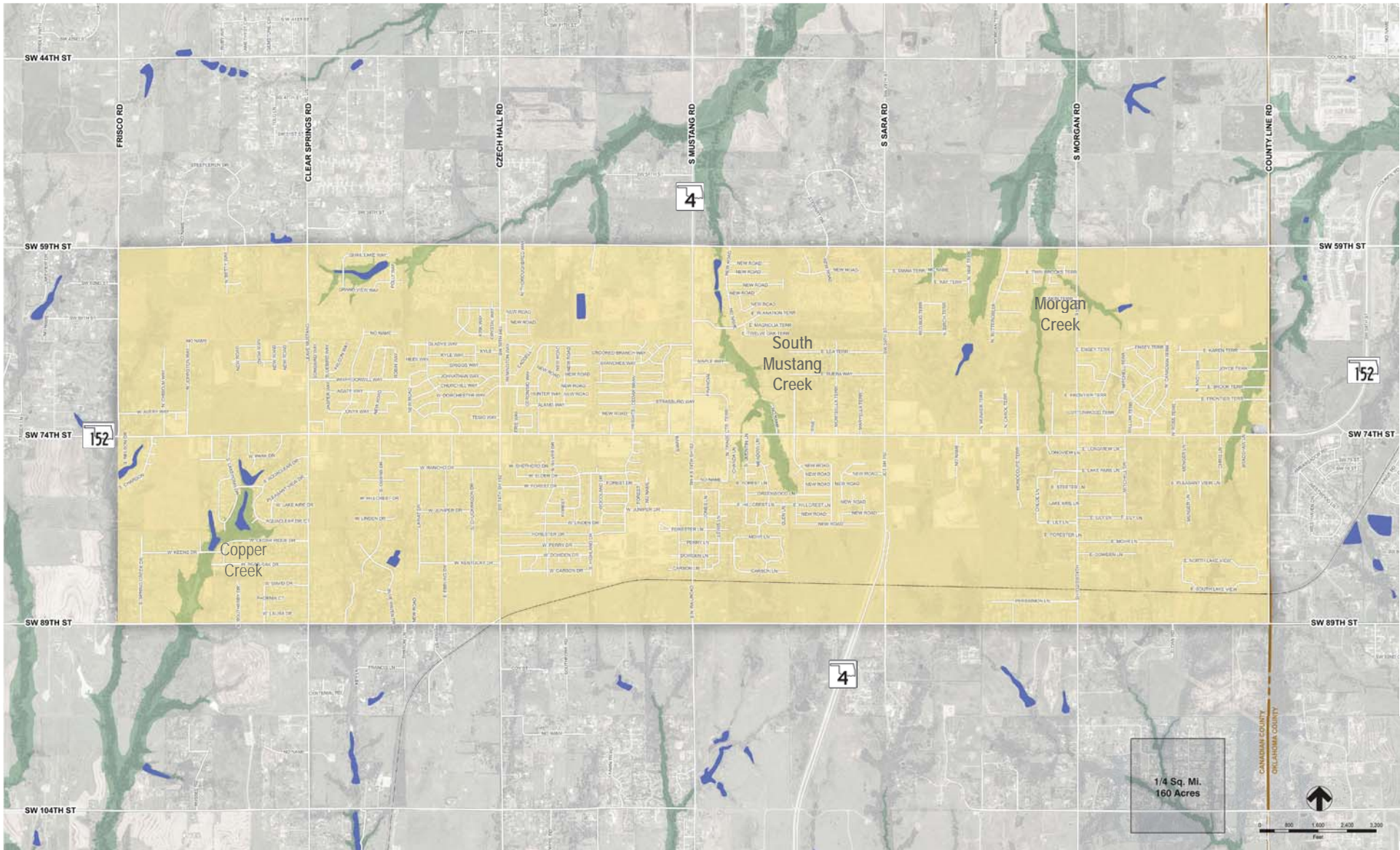


Figure 10-1: Mustang Creeks & Floodplain

# STORMWATER MANAGEMENT STRATEGIES

## CHARRETTE RESULTS:

Stormwater was discussed during the design charrette in November and two main solutions were presented as ways to reduce the size of the 100-year floodplain: up-stream retention lakes and street stormwater pipe network.

**Retention Lakes:** When Mustang experiences a heavy rain event, the existing creeks can't handle the sudden influx of stormwater that comes from larger creeks and rivers upstream from the city. One solution to this would be to construct retention lakes upstream of Mustang that would store more stormwater instead of travelling downstream to small, vulnerable creek beds in Mustang. Figure 10-2 depicts this concept. If this solution were realized, retention lakes to the north of Mustang would actually decrease the size of the floodplain in Mustang. This option would involve coordination with the U.S. Army Corps of Engineers (USACE), Canadian County, and other applicable resource agencies.

**Stormwater Pipe Network:** Another solution would be to install a more robust network of street stormwater pipes that can better handle rain events. Many of the streets within subdivisions in Mustang don't have curb and gutters, which exacerbates flooding when heavy rain occurs. While this is a significant endeavor, the cost of installing adequate stormwater drainage within neighborhoods is a worthwhile expenditure because it can help protect lives and also prevent property damage.

# STORMWATER MANAGEMENT BMPs

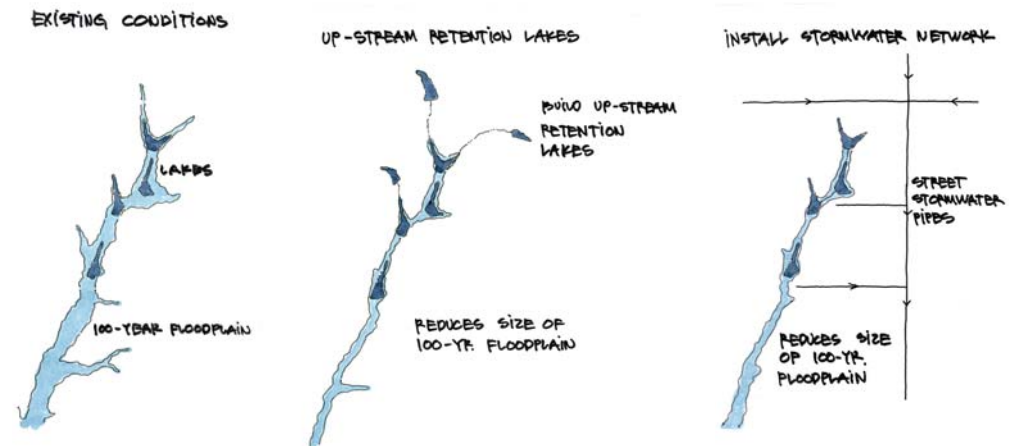


Oklahoma Department of Transportation: ODOT uses best management practices to control and manage stormwater. Some of these strategies include detention ponds, catch basins, culverts, and pollution prevention practices during road construction.

Environmental Protection Agency: The EPA is concerned with stormwater because of pollutants that can be carried into bodies of water. In order to provide guidance, the EPA has developed a Stormwater Compliance Assistance Guide that helps entities to comply with the Stormwater Phase II final rule, which regulates stormwater discharges from construction activity and certain storm sewer systems. Additionally, EPA's website provides resources on sustainable stormwater management strategies including, but not limited to: green roofs; rail barrels; permeable pavements; bio-retention areas; vegetated swales; and, riparian buffers.

City of Yukon: The city has a Stormwater Quality Program that provides resources intended as guidance for incorporating stormwater BMPs into construction activity in Yukon.

Table 10.2: Stormwater Retention Options





# STORMWATER MANAGEMENT PLAN EXAMPLE

This plan will include recommended elements to enable Mustang to better manage the impact of stormwater on the receiving waters from proposed and existing development. Every plan should include an introduction to identify why the plan is being prepared and a summary of the contents of the plan.

The plan addresses groundwater recharge, stormwater quantity, and stormwater quality impacts by incorporating stormwater design and performance standards for new major development, defined as projects that disturb one or more acre of land. These standards are intended to minimize the adverse impact of stormwater runoff on water quality and water quantity and the loss of groundwater recharge that provides baseflow in receiving water bodies. The plan describes long-term operation and maintenance measures for existing and future stormwater facilities. The final component of this plan can be a mitigation strategy for when a variance or exemption of the design and performance standards is sought. As part of the mitigation section of the stormwater plan, specific stormwater management measures are identified to lessen the impact (flooding) of existing development.

The goals of this Stormwater Management Plan can be the following:

- Reduce flood damage, including damage to life and property;
- Minimize, to the extent practical, any increase in stormwater runoff from any new development;
- Reduce soil erosion from any development or construction project;
- Assure the adequacy of existing and proposed culverts, bridges, and other in-stream structures;
- Maintain groundwater recharge;
- Prevent, to the greatest extent feasible, an increase in nonpoint pollution;
- Maintain the integrity of stream channels for their biological functions, as well as for drainage;

The simplest method to address the need to incorporate design and performance standards is to adopt the language in the Stormwater Management Rules and model ordinance. However, the Mustang may adjust these standards. For example, certain municipalities have designated entities required to assume maintenance

responsibility. In some cases, Mustang may choose to assume this responsibility. The municipality may choose to revise land use and zoning ordinances to prescribe how nonstructural stormwater management measures must be addressed.

In addition to the design and performance standards for nonstructural strategies discussed above, the municipal stormwater management plan must be evaluated to determine how the municipal plan and ordinances should be amended to implement the principles of nonstructural stormwater management. Mustang may require to evaluate the municipal master plan, and land use and zoning ordinances to determine what adjustments need to be made to allow the implementation of nonstructural stormwater management techniques, also called low impact development techniques. Some of these techniques use the following tools and development options:

Cluster Development provides for a cluster development option to preserve land for public and agricultural purposes, to prevent development on environmentally sensitive areas, and to aid in reducing the cost of providing streets, utilities and services in residential developments. This cluster option is an excellent tool for reducing impervious roads and driveways. The option allows for smaller lots with smaller front and side yard setbacks than traditional development options. It also minimizes the disturbance of large tracts of land, which is a key nonstructural stormwater management strategy. The cluster option is being amended to require that [insert percentage here] of the total tract be preserved as common open space for residential area.

Natural Features requires that natural features, such as trees, brooks, swamps, hilltops, and views, be preserved whenever possible, and that care be taken to preserve selected trees to enhance soil stability and landscaped treatment of the area.

Off-site and Off-tract Improvements describes essential off-site and off-tract improvements.

# ACTIONS



Action 10.1.1: Develop new Stormwater Management Plan for Mustang. This plan will include a [stormwater management fee](#) to assist in implementation of stormwater improvements. Fees will be required for residential and commercial properties.

Action 10.1.2: Become a member of the National Weather Service's 'StormReady' Program. This program provides resources to better prepare communities before, during, and after a severe weather event and focuses on communication and safety skills needed to protect both lives and property. Within the Oklahoma City area, there are twelve communities that are part of the program, including Del City, Midwest City, Moore, and Yukon.

Action 10.1.3: Provide resources on stormwater BMPs resources on the city website. Add additional links on BMPs from other agencies to the existing 'Stormwater Management' page on the city website.

Action 10.1.4: Meet with the USACE, Canadian County, and other applicable partners to discuss the possibility of constructing retention lakes up-stream of Mustang. Establishing partnerships early with these organizations will be vital to realizing this strategy.

Action 10.1.5: Codify feasible Best Management Practices (BMPs) into developer requirements. Consider incorporating feasible BMPs described by EPA and ODOT into existing requirements for developers and construction activity. This would give these strategies more teeth instead of just listing them as ideal strategies.

Action 10.1.6: Prioritize stormwater improvements in areas of Mustang that do not currently have a storm drainage system. Consider what areas of the city are most prone to flooding events and have had high-water rescues in the past.







Town Center  
with Parking  
Lot for Car  
Shows

Trails to  
Connect  
Parks

please!  
→

I live on  
89th - please  
maintain  
rural character!

I like 'Village'  
idea on Morook  
Rd.  

---

---

Not at Sara  
or Mustang Rd  
162

MORE  
PEOPLE  
PLACES

Use Town  
Center  
land only  
for recreation  
purposes.

Tennis  
Courts  
at current  
or new  
park.

Traffic  
Fix-it!  
TRAFFIC!

elevated  
walkway  
across Mustang  
Road @ the  
Park ☺ ☺

# Mustang Citizen



fitness  
stations  
long park  
walking trail

KATE  
PARK



# IMPLEMENTATION STRATEGY

# 11

- PRIORITIES
- PARTNERSHIPS
- FUNDING MECHANISMS
- PLAN ADMINISTRATION
- MEASURING PROGRESS
- ACTION TABLE



The Imagine Mustang vision can't be realized without clearly defined implementation actions. The rest of the plan described current conditions and future visions for land use, transportation, economic development, urban design, housing, and stormwater management, while this chapter identifies priorities, responsible entities, and costs for implementation. Through the implementation process, actions are translated into policies, financial investments, operational changes, additional studies, and new regulations.

## PRIORITIES

The implementation action plan is prioritized by recommended timeframe. For example, actions with a 'short-term' priority are recommended to occur prior to actions with mid-term and long-term priority.

**SHORT-TERM:** actions that should be implemented in the next 1-2 years. These are either lower-cost or easy to implement items or high-priority items that need to be implemented soon.

**MID-TERM:** actions that should be implemented in the next 3-10 years. These are potentially higher-cost or harder to achieve items that may not be as important to implement in the immediate future.

**LONG-TERM:** actions that should be implemented in the next 10-20 years. Long-term items are usually the highest-cost and need the most time to implement.

**ONGOING:** actions that do not have a specific priority, rather they should be implemented in an ongoing fashion.

## PARTNERSHIPS

Although the bulk of the recommendations in this plan are meant to be implemented by the city, partnerships with other entities are critical to realizing the full plan vision. At a minimum, this includes:

### City Departments

Community Development  
Building Official  
Public Works  
Utilities  
Finance  
Fire Department  
Police Department  
Parks and Recreation  
Floodplain Manager

### Elected/Appointed Officials

City Council  
Planning & Zoning Commission  
Economic Development Authority

### Other Public Sector Entities

Mustang Public Schools  
ACOG  
ODOT  
USACE  
Oklahoma City  
Canadian County

### Private Entities

Mustang Chamber of Commerce  
Professional Consultant



## FUNDING MECHANISMS

Funding for the implementation of Imagine Mustang should come from a variety of sources. Traditional funding sources could include the city's general fund, bonds that are approved by voters, and grants. Additionally, there are other types of funding mechanisms that cities can adopt to provide additional income.

Tax Increment Finance (TIF)/Tax Increment Reinvestment Zone (TIRZ): an area where a specified portion of the property tax that is generated in the area is reinvested back into the area through the development of infrastructure.

Business Improvement District (BID): public/private partnership in which property owners pay a special assessment for maintenance, development, and promotion of the district. Services common in a BID include maintenance and sanitation, public safety, marketing and promotion, capital improvements, and landscaping/beautification.

Public Improvement Districts (PID): A Public Improvement District is a defined geographical area established to provide specific types of improvements or maintenance which are financed by assessments against the property owners within the area. PIDs provide a development tool that allocates costs according to the benefits received. A PID can provide a means to fund supplemental services and improvements to meet community needs which could not otherwise be constructed or provided. Local Government Code authorizes the creation of PIDs by cities. The owners of the properties in the defined area can request the City to form a PID through a petition, which may include the establishment of an Advisory Body. With the establishment of an advisory body, the property owners within the PID have control over the types of improvements, level of maintenance, and amount of assessments to be levied against the property owners.

Municipal Management Districts (MMD): Municipal management districts are political subdivisions of the state created to promote, develop, encourage, and maintain employment, commerce, transportation, housing tourism, recreation, arts, entertainment, economic development, safety, and the public welfare within a defined area.

## PLAN ADMINISTRATION

Typically the Community Development and/or Planning Department of a city takes ownership of the Comprehensive Plan. But, it is not just that department that is in charge of implementation --- it is all departments. The key time for detailed review is during the CIP (capital improvement planning process) which occurs yearly in all cities. Each year the primary departments (Community Development, Public Works, Parks and Recreation and City Manager) should review the plan and its implementation items and prioritize them as needs of the community. This plan should be used as a blueprint for the City of Mustang for at least the next ten years.

## MEASURING PROGRESS

In order to track the status of various implementation action items, the city should develop an annual progress report for discussion with City Council. Items to include in a progress report include significant milestones and accomplishments as well as recommendations for actions to pursue the next year. The annual progress report can also be used to identify budget items during the annual budget development process.

# ACTION TABLE

The following implementation action table incorporates all of the actions identified in the previous chapters and assigns a priority, responsible entities, and estimated cost. For the purposes of this plan:

- Short-term actions are those that should be completed in the next 1-2 years;
- Mid-term actions are those should be completed in the next 3-10 years; and
- Long-term actions should be completed in the next 10-20 years.

Table 11.1: Implementation Recommendation Table					
Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>LAND USE</b>					
4.1.1	Use the Future Land Use Plan to guide development decisions and subsequent planning efforts.	Community Development, P&Z Commission & City Council	Ongoing	-	-
4.1.2	Develop policies and incentives that encourage infill development.	Community Development	Short-Term	-	Yes
4.1.3	Promote green building practices for new development.	Community Development & Building Official	Mid-Term	-	-
4.1.4	Work with developers to incentivize development of the urban villages.	Community Development	Short-Term	-	Yes
4.1.5	Update the city's zoning regulations to incorporate the quality and character intent of each future land use designation.	Community Development & Consultant	Short-Term	\$50K	-



Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>TRANSPORTATION   MOBILITY</b>					
5.1.1	Develop a Mustang Multimodal Transportation Plan to support funding requests for transportation improvement projects.	Public Works & Consultant	Short-Term	\$100K	Yes
5.1.2	Continue to actively participate in state and regional transportation planning activities to advance funding and other improvements that benefit Mustang.	Public Works & Community Development	Ongoing	-	-
5.1.3	Proactively pursue mutually beneficial transportation projects with area partners and municipal neighbors.	Public Works, ACOG, ODOT, Community Development	Ongoing	-	-
5.1.4	Implement and encourage traffic management strategies throughout the City to improve system flow and efficiencies.	Public Works & Community Development	Ongoing	-	-
5.1.5	Proactively develop and improve an alternative local connector system to provide additional transportation choices for the citizens of Mustang.	Public Works & Community Development	Short-Term	-	-
5.2.1	Coordinate with local partners to improve corridors across municipal boundaries that will directly access the turnpike.	Public Works & Community Development	Short-Term	-	-
5.2.2	Develop gateway enhancements and wayfinding elements to further promote Mustang's community identity and attract economic development and turnpike traffic to Mustang.	Public Works, Community Development, Mustang Chamber & Consultant	Short-Term	\$100K	Yes
5.2.3	Design and implement roadway treatments to support place making and economic development, including along corridors with direct access to the turnpike and potential corridors for the future Main Street Village location(s).	Public Works, Community Development, ODOT & Mustang Chamber	Short-Term	-	-
5.2.4	Consider adopting a local freight plan to direct anticipated increased truck traffic from the turnpike expansion to preferred travel paths through Mustang.	Public Works	Mid-Term	-	-
5.2.5	Routinely track traffic volumes on arterials that will be connected to the turnpike to measure and understand the turnpike's local traffic impacts and the related market opportunities.	Public Works	Short-Term	-	-

Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>TRANSPORTATION   MOBILITY</b>					
5.3.1	Complete a detailed inventory of the existing sidewalk network throughout the City.	Public Works & Community Development	Long-Term	-	-
5.3.2	Develop a Sidewalk Master Plan separately or in conjunction with the Citywide Trails Master Plan recommended in Chapter 6, "Parks & Trails."	Public Works & Community Development	Long-Term	-	-
5.3.3	Develop uniform design standards, deployment guidelines, and an installation plan for street furniture and amenities to compliment pedestrian and bicycle facilities.	Public Works, Community Development & Consultant	Short-Term	\$50K	Yes
5.3.4	Adopt a "Complete Streets" policy which will aid funding for pedestrian and bicycle mobility improvements.	Public Works, Community Development & Consultant	Short-Term	\$75K	Yes
5.3.5	Implement sidewalk infrastructure as part of street improvement projects.	Public Works & Community Development	Short-Term	-	Yes
<b>PARKS</b>					
6.1.1	Develop a Parks, Recreation, Trails, and Open Space Master Plan.	Parks and Recreation & Consultant	Short-Term	\$90K	Yes
6.1.2	Review the existing parkland dedication ordinance and other subdivision design ordinances as necessary to ensure that adequate parkland and open space remains available as the City continues to grow.	Parks and Recreation, Community Development & Consultants	Short-Term	\$25K	Yes
6.1.3	Evaluate current Parks and Recreation Department staffing levels to ensure that there is adequate staff.	Parks and Recreation	Short-Term	-	-
6.1.4	Make recommendations for improvements to existing parks and recreation facilities.	Parks and Recreation	Ongoing	-	-
6.1.5	Provide and maintain high-quality parks.	Parks and Recreation, Maintenance Staff	Ongoing	-	-
6.1.6	Pursue partnerships with Mustang Public Schools	Parks and Recreation, Mustang Public Schools	Ongoing	-	-
6.1.7	Pursue partnerships with other public and private organizations to leverage park and recreation investments.	Parks and Recreation & ACOG	Mid-Term	-	-



Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>PARKS</b>					
6.1.8	Establish design standards for community and neighborhood parks.	Parks and Recreation & Consultant	Mid-Term	\$50K	-
<b>RECREATION</b>					
6.2.1	Conduct a recreational programming assessment as part of the Parks, Recreation, and Open Space Master plan.	Parks and Recreation & Consultant	Short-Term	\$25K	Yes
6.2.2	Evaluate the city's fee structures every 3-5 years to determine if they are competitive with peer cities.	Parks and Recreation	Mid-Term	-	-
6.2.3	Continue to hold regularly scheduled and special activities and events in parks to encourage community-wide usage of the parks system.	Parks and Recreation	Ongoing	-	-
<b>TRAILS</b>					
6.3.1	Incorporate a trails component into the Parks, Recreation, Trails, and Open Space Master Plan.	Parks and Recreation & Consultant	Short-Term	\$25K	Yes
6.3.2	Incorporate bicycle recommendations into future updates of applicable transportation plans.	Community Development, Public Works, ACOG, ODOT	Mid-Term	-	Yes
6.3.3	Design and implement connections to the proposed Greenway from Oklahoma City.	Consultant	Mid-Term	-	-
6.3.4	Work with developers and property owners to develop multi-use trails on greenways and other linear open spaces.	Parks and Recreation, Community Development	Ongoing	-	-
6.3.5	Create trail connectivity within the city and to the surrounding region.	Parks and Recreation, Community Development	Long-Term	-	-

Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>ATTRACT NEW DEVELOPMENT</b>					
7.1.1	Develop a long-term business attraction strategy, with priority on implementation action items for the next three to five years.	Community Development, Economic Development Authority	Short-Term	-	Yes
7.1.2	Market Mustang to underserved markets, including: consumer electronics retail; home furnishings; household appliances; and, movie theatres.	Community Development, Economic Development Authority	Short-Term	-	-
7.1.3	Purchase ads in and around Will Rogers Airport to market the proximity of Mustang.		Short-Term	-	Yes
7.1.4	Hold annual joint meetings with the Economic Development Authority and Chamber of Commerce to coordinate and avoid duplicating efforts.	Economic Development Authority, Chamber of Commerce	Ongoing	-	-
7.1.5	Intensify marketing to regional sports leagues to host tournaments at the facilities at Wild Horse Park and include local business information to all tournament participants.	Economic Development Authority, Chamber of Commerce	Mid-Term	-	Yes
7.1.6	Conduct a study to determine the feasibility of constructing a convention center in Mustang.	Community Development & Consultant	Mid-Term	\$50K	Yes
<b>SUPPORT SMALL BUSINESS</b>					
7.2.1	Focus marketing efforts on the Mustang Business Development Center by creating brochures and holding luncheons to provide support to existing and potential businesses.	Community Development	Short-Term	-	-
7.2.2	Hire a full-time staff person to administer the Business Development Center operations.	Community Development	Short-Term	-	-
7.2.3	Join or maintain memberships in regional business attraction groups such as the Greater Oklahoma City Chamber and State Chamber of Oklahoma.	Community Development	Short-Term	-	-
7.2.4	Create a youth Entrepreneurship & Technology program in the City.	Economic Development Authority	Mid-Term	-	-
7.2.5	Consider establishing a revolving loan fund to support existing business expansion.	Economic Development Authority	Mid-Term	-	-



Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>SUPPORT AND MAINTAIN BUSINESS</b>					
7.2.6	Consider opening a small business incubator site to provide flexible workspace for emerging companies.	Economic Development Authority & Chamber	Long-Term	-	Yes
<b>GATEWAY AND STREETScape FEATURES</b>					
8.1.1	Coordinate with ODOT to analyze options and identify potential funding sources for the redesign of SH 152.	Public Works	Short-Term	-	Yes
8.1.2	Develop schematic drawings of the SH 152 street and streetscape concepts to move the design forward with ODOT.	Public Works, Community Development & Consultant	Short-Term	TBD	Yes
8.1.3	Retain professional services to develop refined gateway structure designs to help define a quality image for the community.	Public Works, Community Development & Consultant	Short-Term	TBD	Yes
8.1.4	Modify the existing thoroughfare plan to include minimum 5' wide sidewalks on major thoroughfares.	Public Works	Mid-Term	-	-
8.1.5	Require all new streets to have minimum 5', fully ADA-compliant sidewalks on both sides to promote walkability.	Public Works	Mid-Term	-	-
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.	Public Works & Consultant	Mid-Term	\$50K	Yes
<b>MAIN STREET VILLAGE</b>					
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.	Community Development	Short-Term	-	Yes
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 in Main Street Village.	Community Development	Short-Term	-	Yes
8.2.3	Conduct a Main Street Village study to further define concepts created during this comprehensive planning effort and define development potential and fill the gap toward implementation.	Community Development & Consultant	Short-Term	\$90K	Yes

Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>PRESERVING NEIGHBORHOODS</b>					
9.1.1	Identify partnerships to improve the existing housing stock.	Community Development	Short-Term	-	-
9.1.2	Develop a neighborhood association online database that includes district maps, contact information, and meeting information.	Community Development	Short-Term	-	-
9.1.3	Consider an advocacy program to aid in code compliance and community clean up.	Building Official	Mid-Term	-	-
9.1.4	Conduct small-area plans for neighborhoods to address challenges and identify a specific action agenda.	Community Development & Consultant	Mid-Term	\$50K	-
9.1.5	Establish a neighborhood outreach program to encourage involvement of residents in decisions affecting their neighborhood.	Community Development	Mid-Term	-	-
<b>INCREASING HOUSING DIVERSITY</b>					
9.2.1	Develop a task force to assess how new urban residential units could be incorporated into the community.	Community Development	Short-Term	-	-
9.2.2	Identify a range of incentives for attracting quality multi-family development.	Community Development	Mid-Term	-	-
9.2.3	Create a mixed-use zoning district or overlay to encourage new multi-family residential and to allow for a town village to be created.	Community Development & Consultant	Short-Term	\$35K	Yes
<b>UPDATING STANDARDS</b>					
9.3.1	Consider adoption of the current International Property Maintenance Code to ensure compliance with maintenance standards.	Building Official	Short-Term	-	-
9.3.2	Hire another code officer to assist with code enforcement.	Building Official	Short-Term	-	-
9.3.3	Create a housing palette that complements the zoning ordinance and directs the character and design of new residential development.	Community Development & Consultant	Short-Term	\$50K	Yes
9.3.4	Review and incorporate more comprehensive standards on building materials into the existing zoning code.	Community Development, Building Official	Short-Term	-	Yes



Reference #	Recommendation	Involved Agency	Priority	Cost	Catalyst Project
<b>STORMWATER MANAGEMENT</b>					
10.1.1	Establish a Stormwater Management Plan with fees for all land uses.	Public Works, Floodplain Manager, Community Development & Consultant	Short-Term	TBD	Yes
10.1.2	Become a member of the National Weather Service's 'StormReady' Program	Community Development, Public Works	Short-Term	-	-
10.1.3	Provide resources on stormwater BMPs resources on the city website.	Community Development	Short-Term	-	-
10.1.4	Meet with the USACE, Canadian County, and other applicable partners to discuss the possibility of constructing retention lakes up-stream of Mustang.	Community Development, Floodplain Manager	Mid-Term	-	-
10.1.5	Codify feasible Best Management Practices (BMPs) into developer requirements.	Community Development	Mid-Term	-	-
10.1.6	Prioritize stormwater improvements in areas of Mustang that do not currently have a storm drainage system.	Community Development, Floodplain Manager, Public Works	Mid-Term	-	-

IMAGINE  
**MUSTANG**  
COMPREHENSIVE PLAN

Land Use







# 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 \_\_\_ Somewhat Agree \_\_\_ Somewhat Disagree \_\_\_ Disagree \_\_\_ Not sure  
 (61/73%) (22/26%) (0%) (0%) (1/1%)
2. Is Mustang an economically attractive city for starting or locating a business?  
 \_\_\_ Agree \_\_\_ Somewhat Agree \_\_\_ Somewhat Disagree \_\_\_ Disagree \_\_\_ Not sure  
 (42/56%) (34/40%) (1/1%) (0%) (2/2%)
3. Would you like to have more pedestrian walkways, trails & bike paths linking the community together?  
 \_\_\_ Yes \_\_\_ No \_\_\_ Not sure  
 (65/77%) (12/14%) (7/8%)
4. What is your area of greatest concern about Mustang? (*check only one*)  
 (3/4%) Need for higher quality housing  
 (7/9%) Need for wider range of retail shopping  
 (18/22%) Need for more family entertainment/recreational things to do  
 (2/2%) Need for safer environment  
 (44/54%) Need for less traffic congestion  
 (8/10%) Multiple Answers
5. If Mustang could develop a Downtown, with shops, dining and quality walkable environments would you be supportive?  
 (68/82%) Yes (3/4%) No (12/14%) Not sure

**Thank You!**

Any general comments?

---



---



---





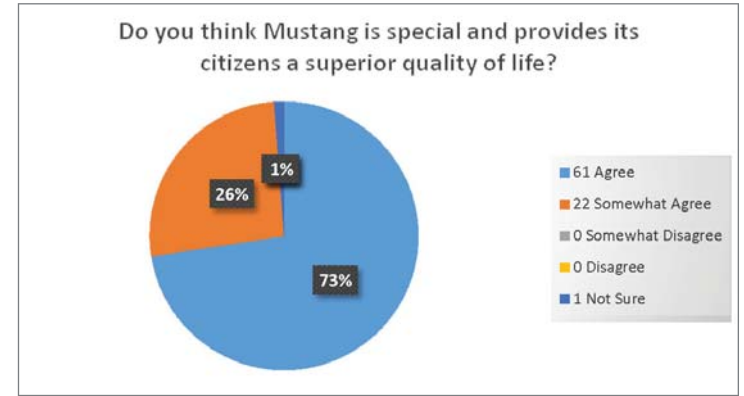


# WESTERN DAY QUESTIONNAIRE RESULTS

## Mustang Info

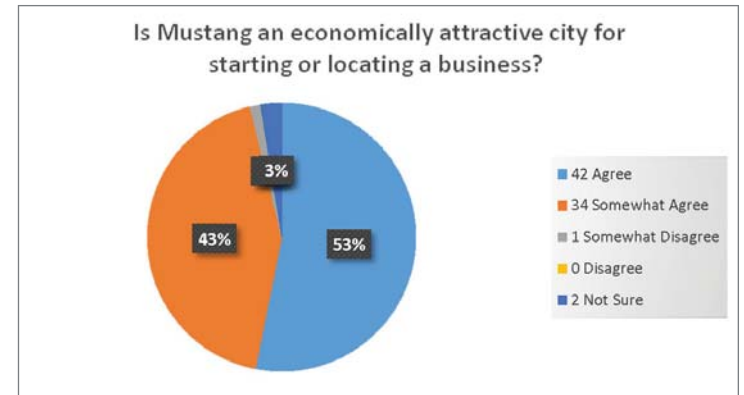
1. Do you think Mustang is special and provides its citizens a superior quality of life?

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



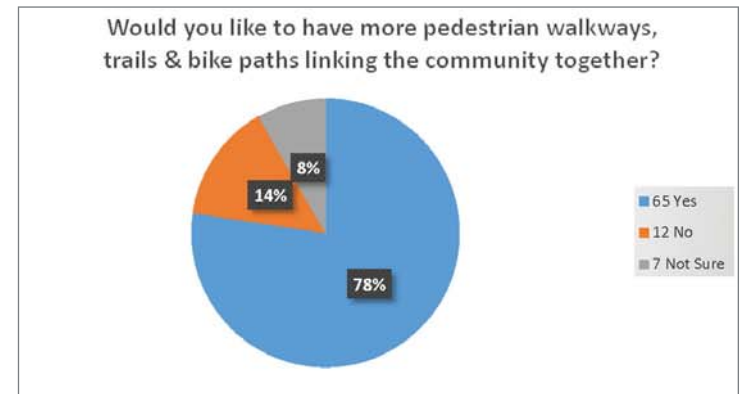
2. Is Mustang an economically attractive city for starting or locating a business?

- 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?

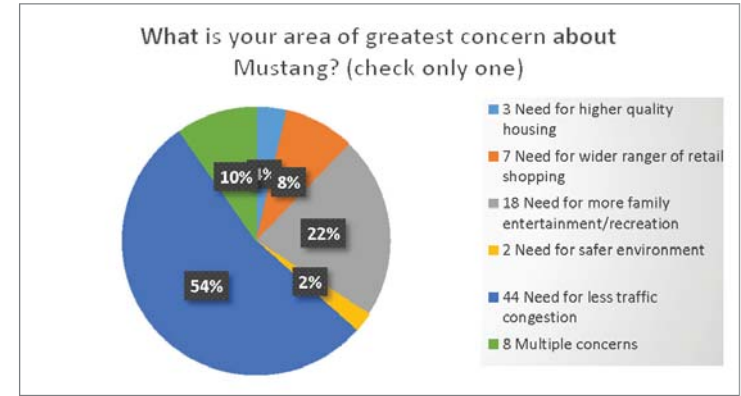
- 65 Yes
- 12 No
- 7 Not Sure





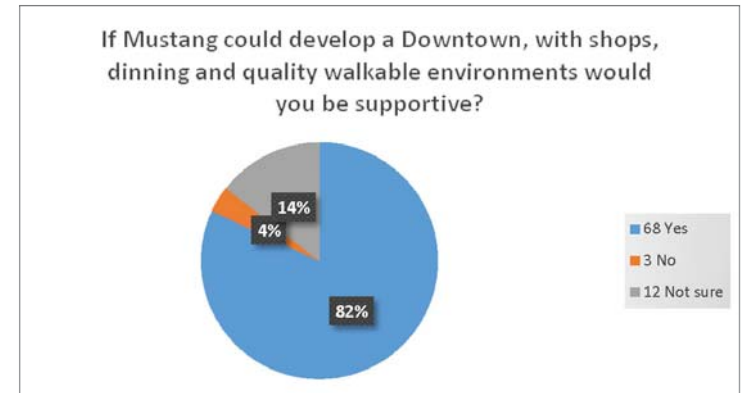
4. What is your area of greatest concern about Mustang? (check only one)

- 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



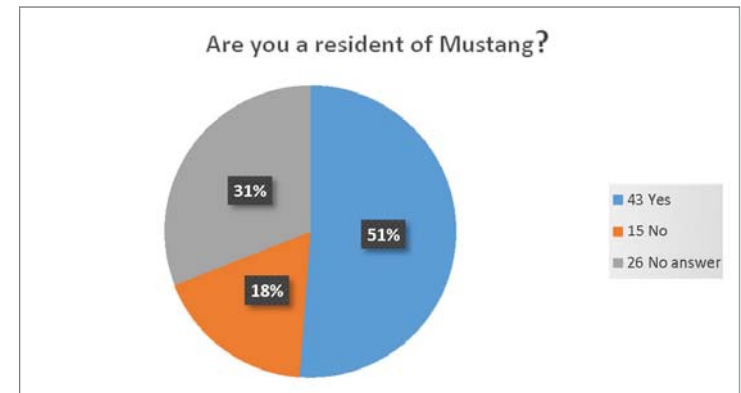
5. If Mustang could develop a Downtown, with shops, dinning and quality walkable environments would you be supportive?

- 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, it's 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  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  SH 152 / 74<sup>th</sup> 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  Somewhat Disagree  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!



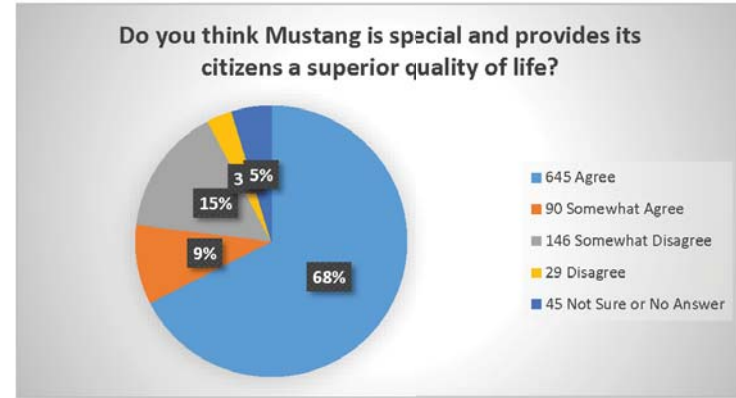


# MUSTANG RESIDENT RESULTS

## Mustang Info

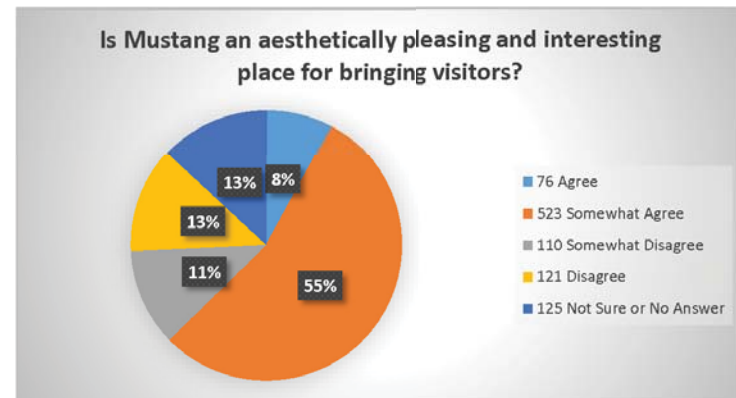
1. Do you think Mustang is special and provides its citizens a superior quality of life?

- 645 Agree
- 90 Somewhat Agree
- 146 Somewhat Disagree
- 29 Disagree
- 45 Not Sure or No Answer



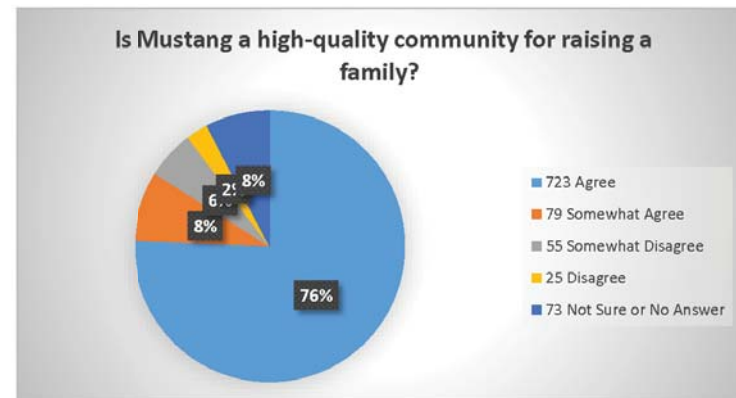
2. Is Mustang an aesthetically pleasing and interesting place for bringing visitors?

- 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?

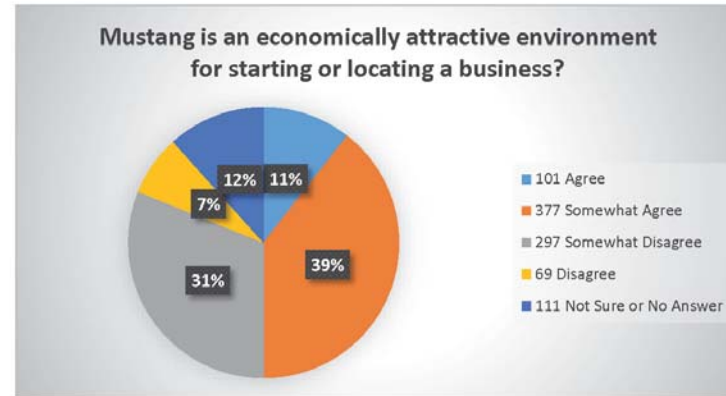
- 723 Agree
- 79 Somewhat Agree
- 55 Somewhat Disagree
- 25 Disagree
- 73 Not Sure or No Answer



# MUSTANG RESIDENT RESULTS

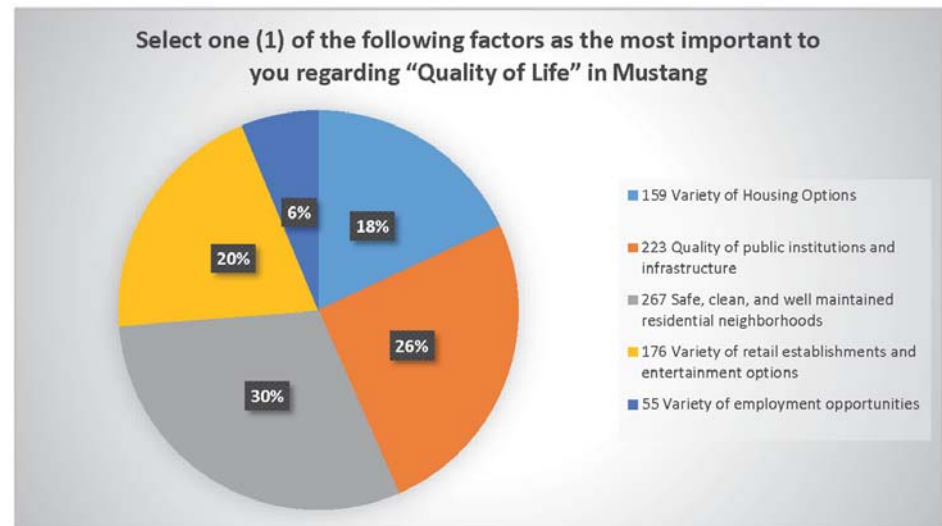
5. Mustang is an economically attractive environment for starting or locating a business?

- 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

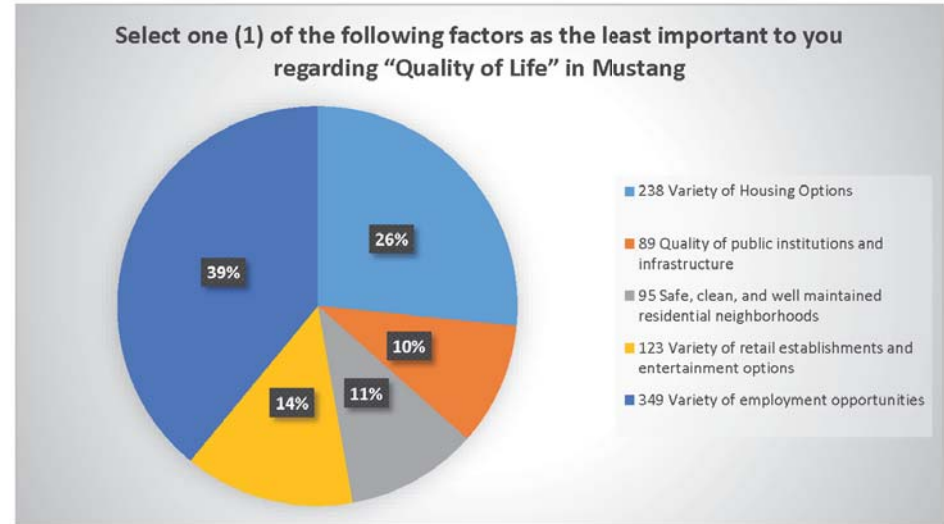
- 159 Variety of Housing Options
- 223 Quality of public institutions and infrastructure
- 267 Safe, clean, and well maintained residential neighborhoods
- 176 Variety of retail establishments and entertainment options
- 55 Variety of employment opportunities
- 75 Not Sure or No Answer





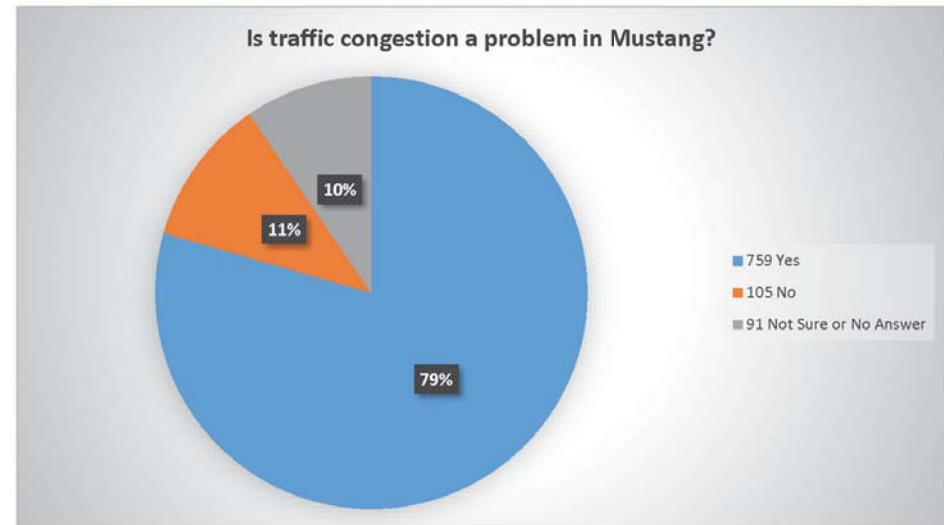
10. Select one (1) of the following factors as the least important to you regarding "Quality of Life" in Mustang

- 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?

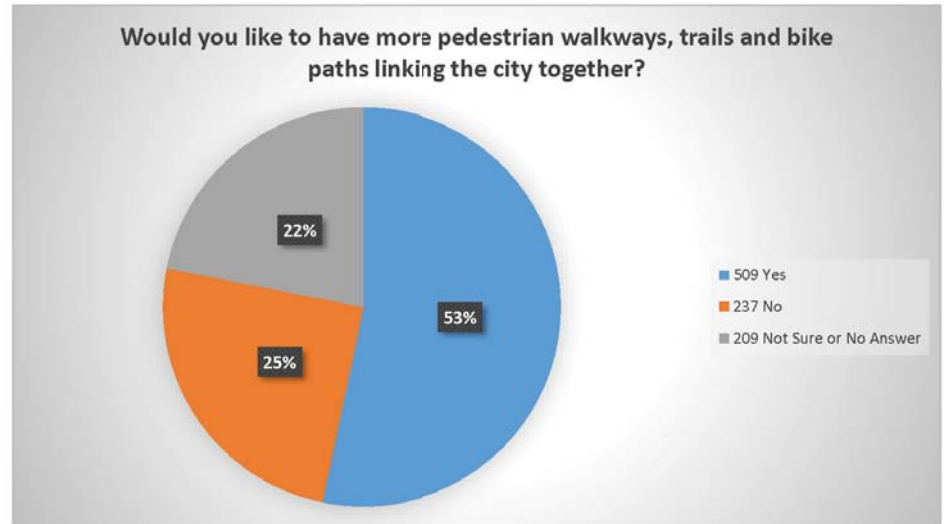
- 759 Yes
- 105 No
- 91 Not Sure or No Answer



# MUSTANG RESIDENT RESULTS

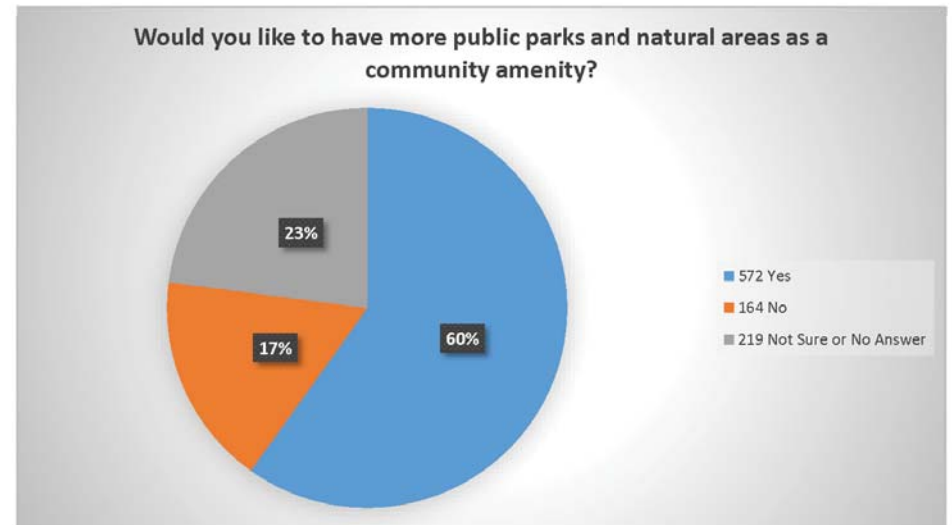
14. Would you like to have more pedestrian walkways, trails and bike paths linking the city together?

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?

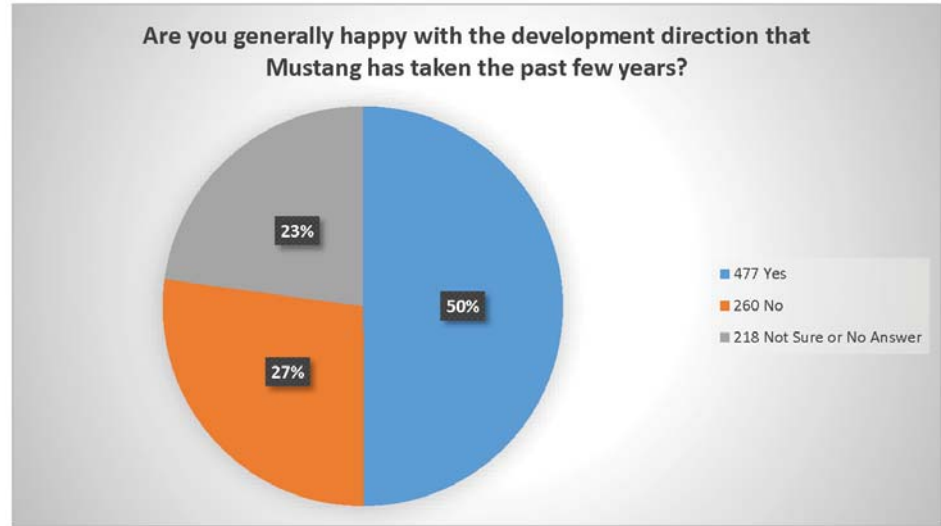
572 Yes  
164 No  
219 Not Sure or No Answer





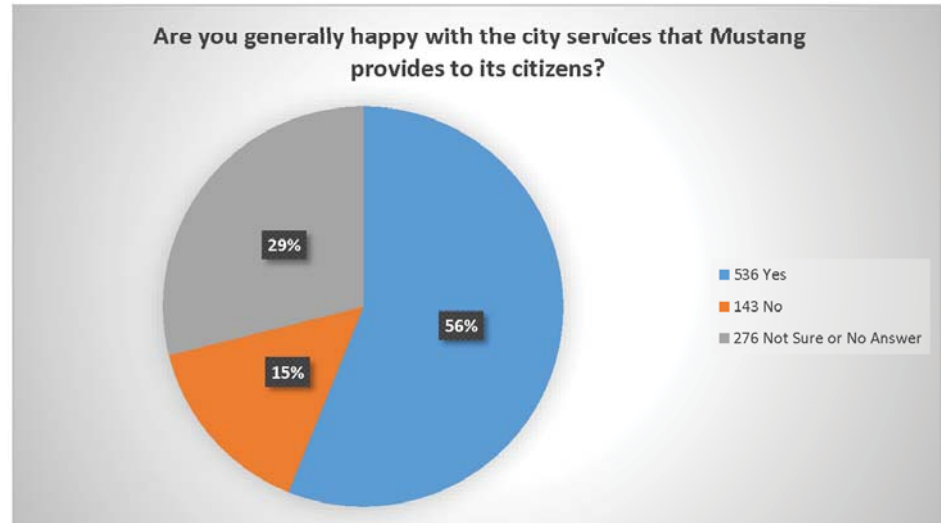
18. Are you generally happy with the development direction that Mustang has taken the past few years?

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

Interview of: \_\_\_\_\_ Card: (Tape/ list contact information)

Interviewed by: \_\_\_\_\_

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

Halff/ADG Team

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

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

Halff/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 LACKMEYER  
Business Writer  
slackmeyer@oklahoman.com

Oklahoma City is implementing an unprecedented series of actions to slow sprawl, require developers to help pay for costs associated with growth and even potentially de-annex far-flung areas of the city to end what Mayor Mick Cornett and others see as an unsustainable status quo.

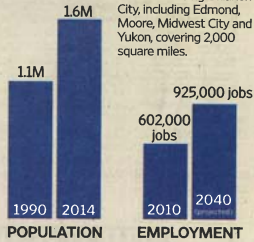
At 621 square miles, Oklahoma City is geographically bigger than any city in Texas. Excluding

sparingly populated large towns in Alaska and Montana, Oklahoma City ranks fourth in the nation in size.

The strain is evident with each pothole-riddled street, the demand for new fire stations and a backlog of requests for traffic signals, road improvements and water lines needed to keep up with a population that has in the past 25 years grown from 403,040 to 581,688 and is expected to hit 810,883 by 2040.

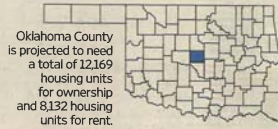
SEE GROWTH, PAGE 14A

### REGIONAL GROWTH



These numbers include the 47 municipalities within and surrounding Oklahoma City, including Edmond, Moore, Midwest City and Yukon, covering 2,000 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.



SOURCE: ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS

## UNSUSTAINABLE

Can OKC grow smarter?

INSIDE: More coverage starting on Page 14A.

IN BUSINESS: Apartment complex growth continues in Oklahoma City, Page 1C.

Top left: Neighborhoods like this one near NW 122 and Council Road continue to grow westward along with the path of the Kipatrick Turnpike. (PHOTO PROVIDED BY CLOUDDECK MEDIA) Top right: The Broadway Extension has undergone reconstruction and widening since the 1990s, a job that is ongoing. (PHOTO BY BRIAN TERRELL FOR THE OKLAHOMAN) Below: The intersection of NW 39th Expressway and May Avenue was on the fringe of the city when this photo was taken in 1953. (PHOTO COURTESY OF THE OKLAHOMA HISTORICAL SOCIETY)



# 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 photos by Traci Chapman

Mustang celebrated its 40th annual Western Days Festival on Friday and Saturday. The festivities included a big parade, a rodeo on both nights, chili cook-off, a car show and more. See FESTIVAL, page 5A



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 Jon Watje  
Managing 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

future of our community," said Mayor Jay Adams.

Earlier this year, the City hired a team comprised of Half Associates and ADG to receive surveys from citizens and put together future city scenarios and maps to get the ball rolling on the new Comprehensive Plan, which was named 'Imagine Mustang.'

A two-day planning and 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.



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 surveys that were sent out with their utility bills," said Dennis Blind, 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 at possibly connecting that to Town Center," Blind said. "We

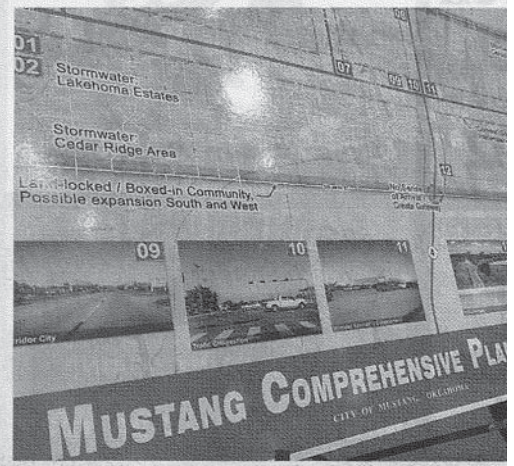
might be able to connect the two." Blind said his firm received plenty of input from citizens regarding parks. "Many said we needed an indoor swimming pool, tennis courts and a continuous trail at Town Center," he said. "We also looked at separate bike trails, more playgrounds and improving the existing 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' feel in Mustang, the planning session produced several different maps that included street trees down the center of State Highway 152 and boulevards and medians. The medians would eliminate the center turn lane and provide different access points for businesses along the highway.

**CREATING A 'DOWNTOWN'**  
Unlike many other cities 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 Kirkpatrick, 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," Kirkpatrick

*"There isn't a place in town people identify Mustang with."*

-AJ Kirkpatrick, Planner



A variety of maps were on display during a two-day planning week. A firm collected input from citizens regarding the city's r

Associates lakes to d a widely-c is also co

**PREPAR GROWT**  
The John Turnpike south and north of 1 limits in 1 "This is for Musta it will bri developm increase in the city's. said. "We four city-with one develop a State

Associates lakes to d a widely-c is also co

**PREPAR GROWT**  
The John Turnpike south and north of 1 limits in 1 "This is for Musta it will bri developm increase in the city's. said. "We four city-with one develop a State

**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 Leisner, Project Manager at Half



## 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 Helsel, Director of Planning & Community



Development; or Dennis Blind, Director of Planning for Half Associates, Inc.

Development; or Dennis Blind, Director of Planning for Half Associates, Inc.

### Comp plan gets more tweaking

By Traci 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

See PLAN, page 6A



—Staff photo by Traci Chapman

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.

Page 6A • November 23, 2016

Mustang Times • [www.mustangpaper.com](http://www.mustangpaper.com)

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

From Page 1A  
meetings.

Project Director Rick Leisner and Nate Clair, 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.

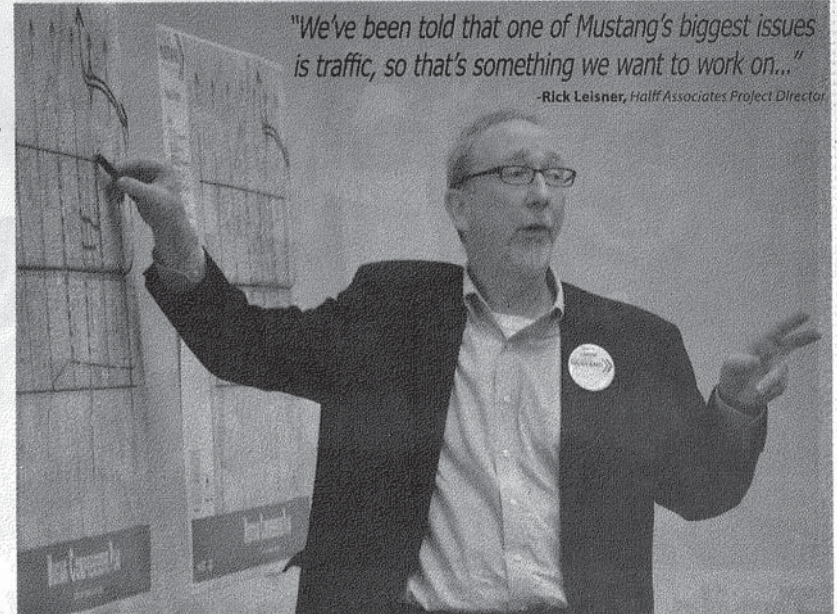
"We also have been working in response to more than 400 surveys already received from citizens – and we're told we have more coming in," Leisner said.

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, Leisner

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, Leisner 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



"We've been told that one of Mustang's biggest issues is traffic, so that's something we want to work on..."

—Rick Leisner, Half Associates Project Director





## 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?

Oklahoma Legislature. *Oklahoma Statutes, Title 11, Section 43*. <http://www.oklegislature.gov/osStatuesTitle.html>.

### 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](http://www.nhgis.org)

##### Future Growth Projections:

ACOG. *Encompass 2035*. 2005. [http://www.acogok.org/wp-content/uploads/2015/09/2035\\_Plan\\_Report.pdf](http://www.acogok.org/wp-content/uploads/2015/09/2035_Plan_Report.pdf)

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](http://okcommerce.gov/wp-content/uploads/2015/06/Population_Projections_Report-2012.pdf).

##### Tapestry Segments:

ESRI. *Tapestry Segmentation*. 2016. <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

##### Age and Gender Characteristics:



U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table S0101. 2015.

#### Racial and Ethnic Characteristics:

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table B02001. 2015.

U.S. Census Bureau. *Summary File 1*. 2010.

U.S. Census Bureau. *Summary File 1*. 2000.

Minnesota Population Center. *National Historical Geographic Information System: Version 2.0*. Minneapolis, MN: University of Minnesota 2011. [www.nhgis.org](http://www.nhgis.org)

#### Household Characteristics:

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Various Tables. 2015.

U.S. Census Bureau. *Summary File 3*. 2010.

U.S. Census Bureau. *Summary File 3*. 2000.

#### Employment Characteristics:

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table DP03. 2015.

Bureau of Labor Statistics. *Labor Force Statistics from the Current Population Survey*. 2017. <https://data.bls.gov/timeseries/LNS14000000>

Oklahoma Employment Security Commission. *Seasonally Adjusted Unemployment Rate*.  
[https://www.ok.gov/oesc\\_web/Services/Find\\_Labor\\_Market\\_Statistics/lmihp/lmihp82109.html](https://www.ok.gov/oesc_web/Services/Find_Labor_Market_Statistics/lmihp/lmihp82109.html)

#### Other Population Considerations:

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table S1701. 2015.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table S1501. 2015.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table S1501. 2010.

U.S. Census Bureau. Table P037. 2000.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table B16005. 2015.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table B08201. 2015.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table B08201. 2010.

#### Natural and Cultural Resources

Oklahoma Forestry Services. *The Ecoregions of Oklahoma*.

<http://www.forestry.ok.gov/Websites/forestry/Images/OK%20Ecoregions%2011x17.pdf>

U.S. Environmental Protection Agency. *Surf Your Watershed*. [https://cfpub.epa.gov/surf/county.cfm?fips\\_code=40017](https://cfpub.epa.gov/surf/county.cfm?fips_code=40017).

National Register of Historic Places. *National Register Digital Assets*. <https://npgallery.nps.gov/NRHP/AssetDetail?assetID=92556e03-7c07-4342-9eca-91aea09407d4>

Oklahoma Department of Transportation. *Tribal Jurisdictions in Oklahoma*. 2009. <http://www.okladot.state.ok.us/hqdiv/p-r-div/maps/tribal/2008/tribaljurisdictions300.pdf>

#### Existing Plans and Studies:

City of Mustang. *Mustang 2020 Comprehensive Plan*. 2003.

[http://www.cityofmustang.org/sites/default/files/fileattachments/community\\_development/page/1429/city\\_of\\_mustang\\_comprehensive\\_plan.pdf](http://www.cityofmustang.org/sites/default/files/fileattachments/community_development/page/1429/city_of_mustang_comprehensive_plan.pdf)

City of Mustang. *Market Analysis Report*. 2014.

Canadian County. *Canadian County Hazard Mitigation Plan*. 2013.

[http://www.cityofmustang.org/sites/default/files/fileattachments/community\\_development/page/1429/city\\_of\\_mustang\\_comprehensive\\_plan.pdf](http://www.cityofmustang.org/sites/default/files/fileattachments/community_development/page/1429/city_of_mustang_comprehensive_plan.pdf)

#### **Chapter 4: Land Use**

#### **Chapter 6: Parks, Recreation, and Trails**



City of Mustang. *Parks*. <http://www.cityofmustang.org/parksites>.

## **Chapter 7: Economic Development**

### Existing Market

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table DP03. 2015.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table S1501. 2015.

City of Mustang. *Market Analysis Report*. 2014.

## **Chapter 8: Urban Design**

### Signage Regulations

City of Mustang. *Code of Ordinances: Chapter 94 – Signs*.

[https://www.municode.com/library/ok/mustang/codes/code\\_of\\_ordinances?nodeId=PTIICOOR\\_CH94SI](https://www.municode.com/library/ok/mustang/codes/code_of_ordinances?nodeId=PTIICOOR_CH94SI).

## **Chapter 9: Housing**

### Existing Housing Market

#### Household Characteristics:

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Various tables. 2015.

U.S. Census Bureau. *Summary File 1*. 2010.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Various tables. 2010.

U.S. Census Bureau. *Summary File 1*. 2000.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table S1901. 2015.

#### Housing Stock:

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table DP04. 2015.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table B25024. 2010.

U.S. Census Bureau. *Summary File 3*. 2000.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table B25127. 2015.

#### Cost of Housing:

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Various tables. 2015.

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Various tables. 2010.

U.S. Census Bureau. *Summary File 3*. 2000.

Minnesota Population Center. *National Historical Geographic Information System: Version 2.0*. Minneapolis, MN: University of Minnesota 2011. [www.nhgis.org](http://www.nhgis.org)

U.S. Census Bureau. *American Community Survey Five-Year Estimates*. Table B25095. 2015.

Center for Neighborhood Technology. *Housing and Transportation Affordability Index*.

## Chapter 10: Stormwater Management

#### Existing Conditions:

Canadian County. *Canadian County Hazard Mitigation Plan*. 2013.

[http://www.cityofmustang.org/sites/default/files/fileattachments/community\\_development/page/1429/city\\_of\\_mustang\\_comprehensive\\_plan.pdf](http://www.cityofmustang.org/sites/default/files/fileattachments/community_development/page/1429/city_of_mustang_comprehensive_plan.pdf)

#### Stormwater Management Strategies:

City of Yukon. *Best Management Practices*. <http://www.cityofyukonok.gov/city-departments/stormwater/best-management-practices>.



Environmental Protection Agency. *Stormwater Management Practices at EPA Facilities*. <https://www.epa.gov/greeningepa/stormwater-management-practices-epa-facilities>.

National Weather Service. *NWS StormReady Program*. <http://www.weather.gov/stormready/>.

Oklahoma Department of Transportation. *Environmental Programs: Operations – Stormwater*. <http://www.okladot.state.ok.us/env-programs/stormwater/index.htm>.

# IMAGINE **MUSTANG**

COMPREHENSIVE  
PLAN