

INTRODUCTION

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.

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.

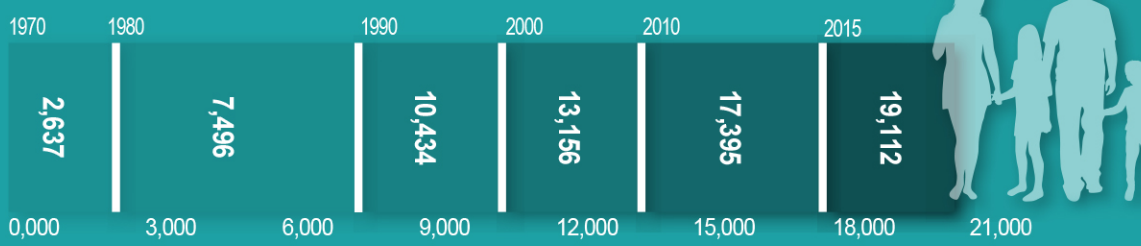
2
City-Wide Vision Plan

During the second phase, community needs were identified, goals and objectives were refined and a preferred city-wide vision was established. Goals and objectives were refined and a preferred city-wide vision was established.

3
Comprehensive Plan & Implementation

During this final phase, an implementation plan was 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.

COMMUNITY PROFILE



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.

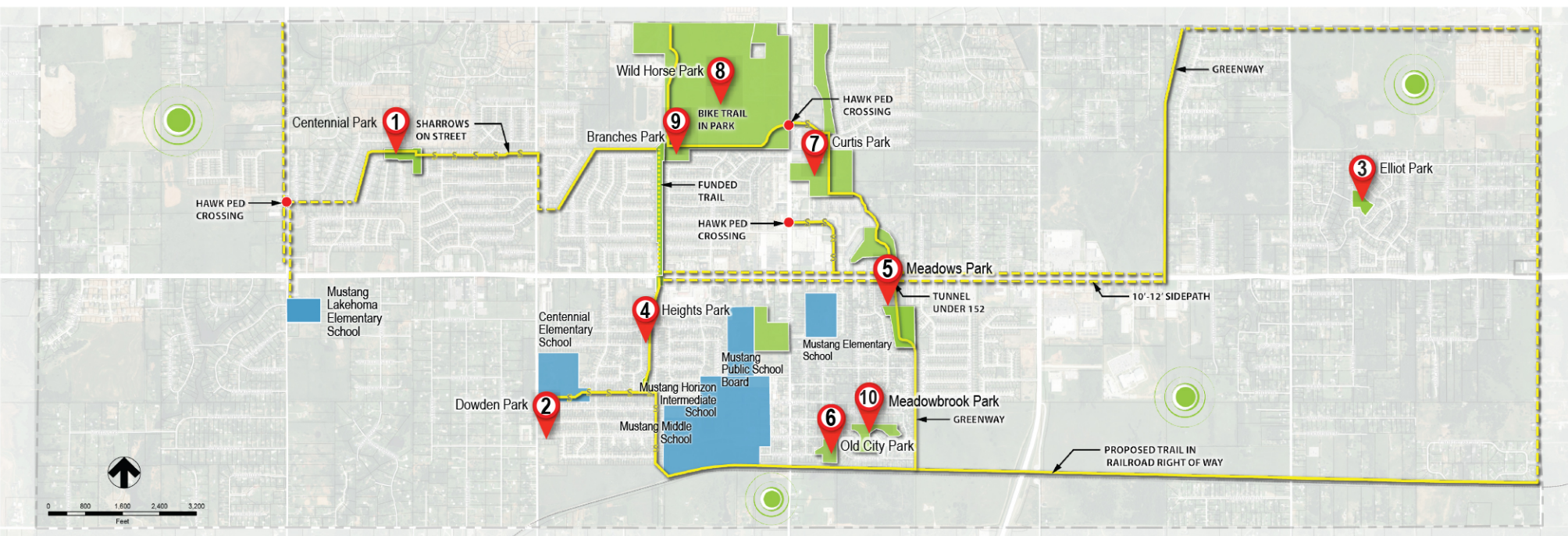
VISION & GOALS

- 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.
- CITY GOVERNMENT (CG)**
A transparent, financially-sound, and well-run municipal government is essential to achieving the vision of Imagine Mustang.
- 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.
- 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.
- ECONOMIC DEVELOPMENT (ED)**
Creating more job opportunities and attracting quality new development to increase sales tax will increase economic development within Mustang.
- ENVIRONMENTAL (E)**
Protection of natural resources and the provision of quality parks, recreation, and trails enhances the quality of life in a community.
- 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.
- 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.
- DESIGN & AESTHETICS (DA)**
How a community is designed and subsequently how it looks has a great impact on the experience of residents and visitors.

PARKS & TRAILS



POTENTIAL PARKS & TRAILS IN MUSTANG



PARKS & TRAILS GOALS & OBJECTIVES

ENVIRONMENTAL (E)
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.

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

NEIGHBORHOOD	Park Name	Area (ac)	Icons
1	Centennial Park	7.5 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]
2	Dowden Park	3.15 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]
3	Elliot Park	3 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]
4	Heights Park	1.8 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]
5	Meadows Park	10 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment, Tennis Court, Soccer Complex]
6	Old City Park	3.5 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]
COMMUNITY	Park Name	Area (ac)	Icons
7	Curtis Park	25 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]
8	Wild Horse Park	158 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment, Tennis Court, Soccer Complex]
PROPOSED	Park Name	Area (ac)	Icons
9	Branches Park	2 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]
10	Meadowbrook Park	8 ac	[Icons: Park, Trail, Picnic Tables, Dog Park, Fitness Equipment]



ADOPTED DATE: 05 SEPTEMBER 2017

IMAGINE MUSTANG COMPREHENSIVE PLAN

ECONOMIC DEVELOPMENT

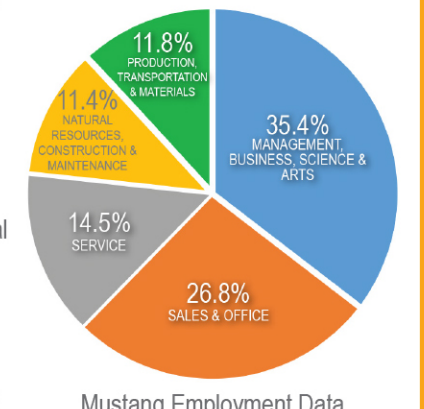
ECONOMIC DEVELOPMENT GOALS & OBJECTIVES

COMMUNITY CHARACTER (CC)
CC1 – Promote quality new development & revitalization of some older commercial areas for the successful enjoyment of the community.

DESIGN & AESTHETICS (DA)
How a community is designed and subsequently how it looks has a great impact on the experience of residents and visitors.

ECONOMIC DEVELOPMENT (ED)
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.

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. 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.

IMPLEMENTATION

The Imagine Mustang vision can't be realized without clearly defined implementation actions. Through the implementation process, actions are translated into policies, financial investments, operational changes, additional studies, and new regulations.

The following items listed below are the categories within the implementation plan along with a brief explanation of a few action items within each category.

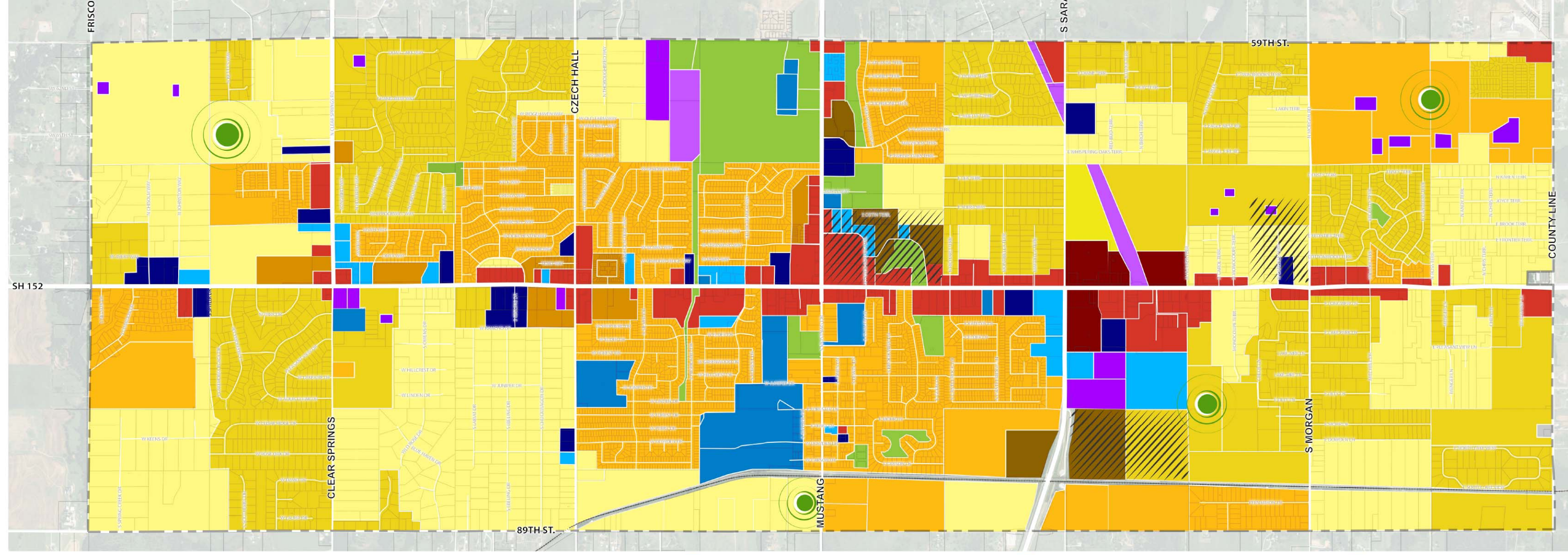
LANDUSE	TRANSPORTATION MOBILITY
4.1.1: Use the Future Land Use Plan to guide development decisions and subsequent planning efforts.	5.3.3: Develop uniform design standards, deployment guidelines, and an installation plan for street furniture and amenities to compliment pedestrian and bicycle facilities.
4.1.5: Update the city's zoning regulations to incorporate the quality and character intent of each future land use designation.	5.3.4: Adopt a "Complete Streets" policy which will aid funding for pedestrian and bicycle mobility improvements.
PARKS	RECREATION
6.1.1: Develop a Parks, Recreation, Trails, and Open Space Master Plan.	6.2.1: Conduct a recreational programming assessment as part of the Parks, Recreation, and Open Space Master plan.
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.	6.2.3: Continue to hold regularly scheduled and special activities and events in parks to encourage community-wide usage of the parks system.
TRAILS	SUPPORT SMALL BUSINESS
6.3.2: Incorporate bicycle recommendations into future updates of applicable transportation plans.	7.2.4: Create a youth Entrepreneurship & Technology program in the City.
6.3.3: Design and implement connections to the proposed Greenway from Oklahoma City.	7.2.5: Consider establishing a revolving loan fund to support existing business expansion.
ATTRACT NEW DEVELOPMENT	GATEWAY & STREETScape FEATURES
7.1.1: Develop a long-term business attraction strategy, with priority on implementation action items for the next three to five years.	8.1.1: Coordinate with ODOT to analyze options and identify potential funding sources for the redesign of SH 152.
MAIN STREET VILLAGE	PRESERVING NEIGHBORHOODS
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.	9.1.1: Identify partnerships to improve the existing housing stock. 9.1.4: Conduct small-area plans for neighborhoods to address challenges and identify a specific action agenda.
INCREASING HOUSING DIVERSITY	UPDATING STANDARDS
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.	9.3.4: Review and incorporate more comprehensive standards on building materials into the existing zoning code.
STORMWATER MANAGEMENT	
10.1.1: Establish a Stormwater Management Plan with fees for all land uses.	

LAND USE

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.

LAND USE GOALS & OBJECTIVES

- COMMUNITY CHARACTER (CC)**
CC1 – Promote quality new development & revitalization of some older commercial areas for the successful enjoyment of the community.
- DESIGN & AESTHETICS (DA)**
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.
- ECONOMIC DEVELOPMENT (ED)**
ED3 – Look to have residential housing in a new Downtown for Mustang which will then create supporting development resulting in new employment opportunities.



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.

RESIDENTIAL MEDIUM
Single-family detached homes with smaller lots. Suggested density is approximately 1 dwelling units per 1 acres.

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.

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.

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.

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.

NEIGHBORHOOD RETAIL
Commercial uses that are compatible with and support surrounding residential neighborhoods. These service area is generally defined by local neighborhoods.

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.

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.

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.

RELIGIOUS
Includes major religious facilities and other religious activities that are of a different type and scale than surrounding uses.

PARKS | OPEN SPACE
Developed and undeveloped parkland, trails, and open space areas for public enjoyment and recreation.

TRANSPORTATION

STREET CLASSIFICATION (FUTURE STREET EXPANSION)



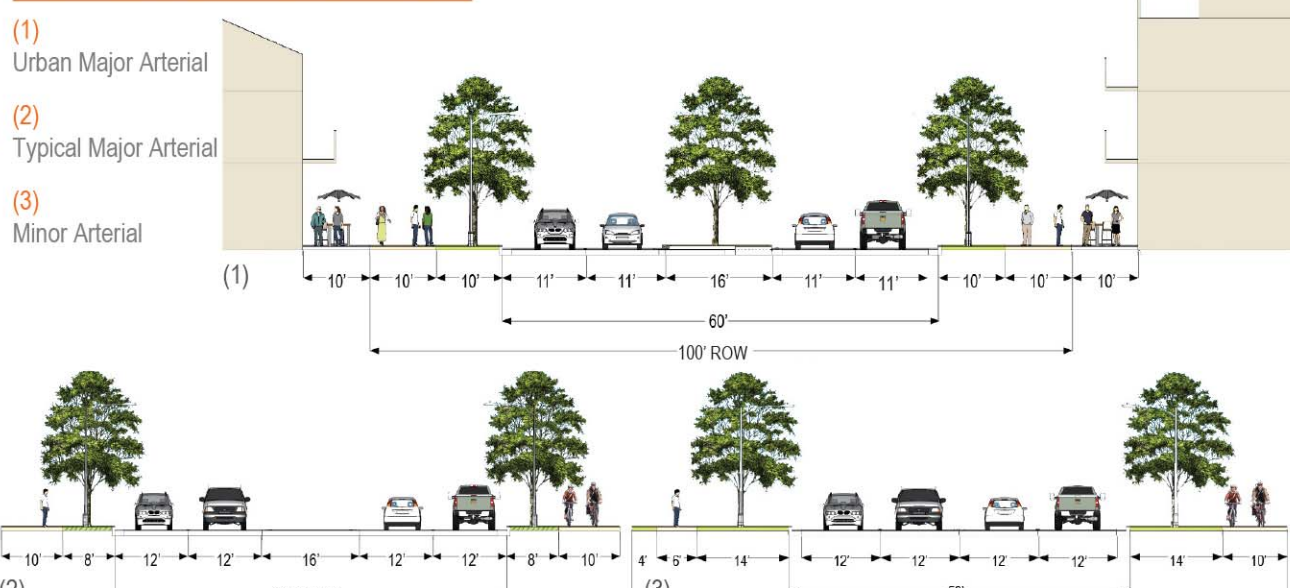
TRANSPORTATION GOALS & OBJECTIVES

- MOBILITY (M)**
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.

LEGEND

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

FUNCTIONAL CLASSIFICATION OF ROADS



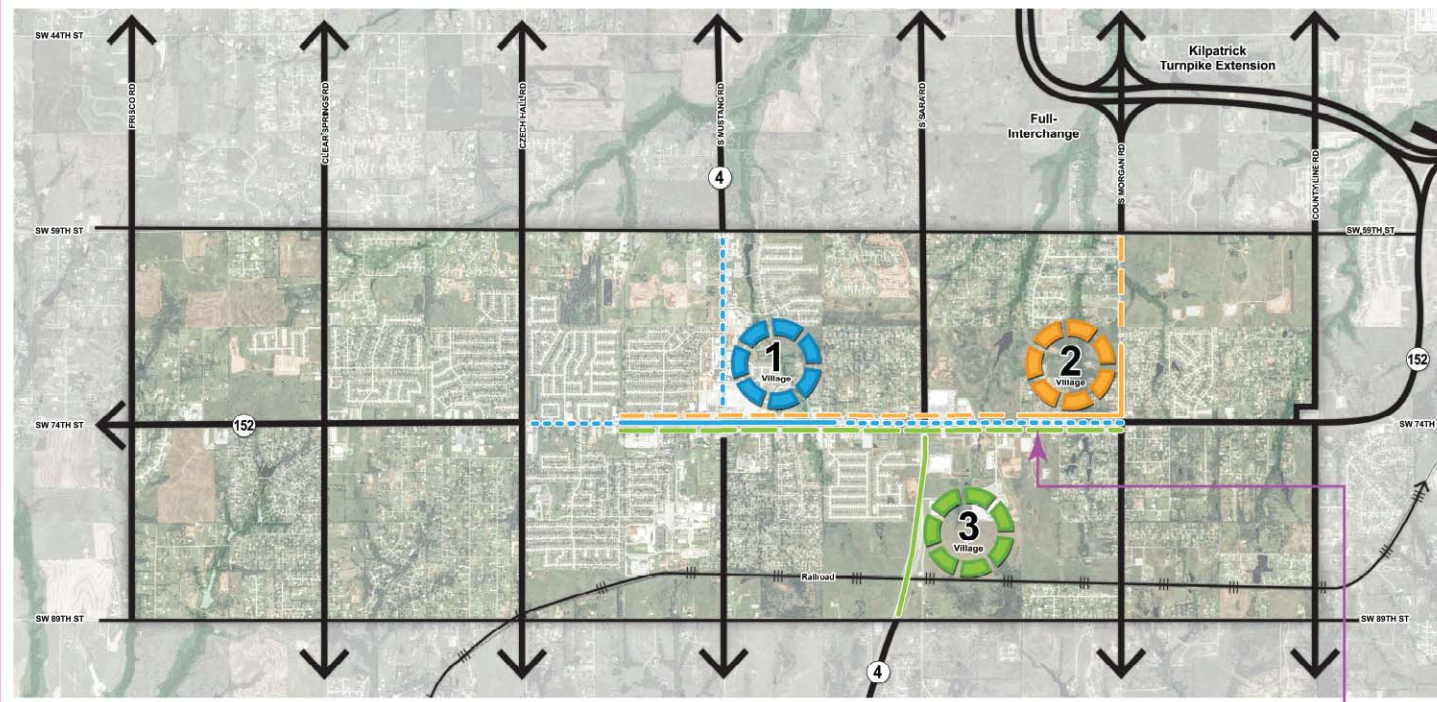
URBAN DESIGN

URBAN DESIGN GOALS & OBJECTIVES

- COMMUNITY CHARACTER (CC)**
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.
- DESIGN & AESTHETICS (DA)**
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.

- ENVIRONMENTAL (E)**
E1 – Provide for the realistic preservation of Mustang's unique environmental resources.
- FUTURE DOWNTOWN (D)**
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.

MUSTANG TOWN CENTER IMPROVEMENTS OPPORTUNITIES



LEGEND

	Village 1 Initial Improvements
	Village 1 Future Improvements
	Village 2 Initial Improvements
	Village 2 Future Improvements
	Village 3 Initial Improvements
	Village 3 Future Improvements

- MAJOR SITE ELEMENTS AT THE TOWN CENTER TO 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.

