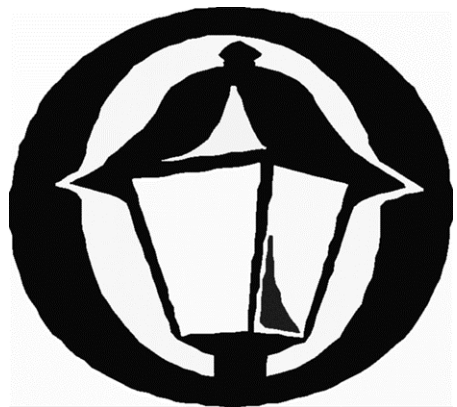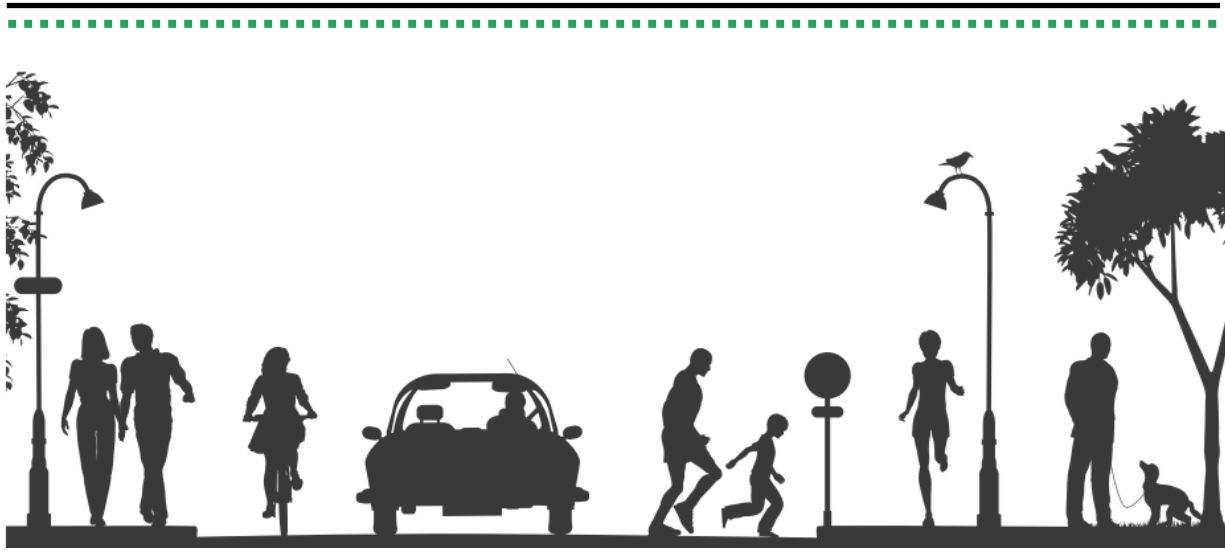# Old Town Moore

## Revitalization Plan
## &
## Parking Analysis

OLD TOWN

# ACKNOWLEDGEMENTS

Thank you to all who have participated in the preparation of this plan for the benefit of preserving the character of Old Town and the enjoyment of Moore residents and business owners.

# INTRODUCTION



Moore, Oklahoma

Old Town, located east of Interstate-35 and encompassing the arterial intersection of Main and Broadway Streets, was the site of the original settlement now known as Moore within Indian Territory prior to the legal open of the Land Run on April 22, 1889. The Atchison, Topeka & Santa Fe Railroad Co., now known as the Burlington Northern Santa Fe Railroad (BNSF), built a railroad across Oklahoma in 1887, running north-south, with "stops" along the railroad path for water, switching cars, and camps for workers. The railroad stop, originally known as "Verbeck" was later renamed after Al Moore, an employee of the railroad company. The town was incorporated in 1893 and the town name, Moore, was legalized. (Cosby 1997)

Originally Old Town developed as a bustling frontier downtown east of the railroad tracks along Main Street with wooden structures. A fire destroyed most of the original downtown, and the citizens began reconstruction on the west side of the railroad tracks along Main Street and Broadway to be closer to the interurban rail that terminated at present day I-35 and Main Street. However, with the construction of I-35 in the 1960's, commercial development was pulled to the west along Main Street, leaving Old Town east of the railroad as primarily residential.

Over the years, as Moore's population increased, residents and businesses began to expand outside of the original Old Town boundaries. New residential and commercial areas centered around I-35 to the north and south of Old Town. This development trend has led to an underutilized downtown. However, recent cultural and generational changes within Moore has begun to generate a demand for downtown living and a renewed interest in Old Town. The desire to preserve and revitalize the "small-town feel" is a priority for Moore residents and businesses; with other priorities being walkability, safety, interaction between residents and business owners in Old Town, and opportunities for civic and entertainment activities. This plan provides a framework for enhancements to Old Town that will help in transforming Old Town in a destination within Moore.

# PHOTOS OF HISTORICAL ARCHITECTURAL SIGNIFICANCE

**BRAND HOUSE**
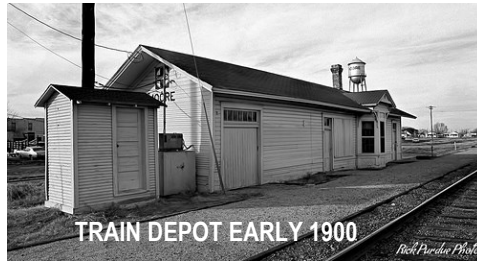
**TRAIN DEPOT EARLY 1900**
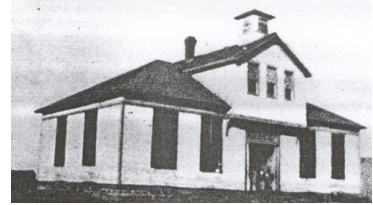
**1899 SCHOOL**

**FIRST PUBLIC LIBRARY**

**SMITH STORE 1912**
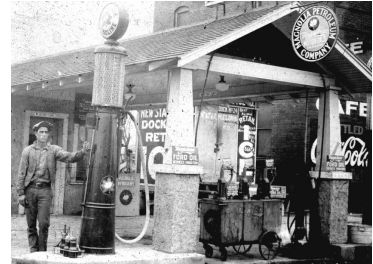
**GAS STATION**

**DREESEN STORE**

**EARLY BRICK BUILDING**

**HOUSE**

**BRITTAIN FARM**

**OLD SCHOOL BUILDING**

**SMITH STORE 1912**

**HOUSE**

**EARLY CHURCH**

**HOTEL & RESTAURANT**

# STUDY AREA & PURPOSE

The boundaries of Old Town are from N. 3rd St to S. 4th St and from I-35 to the east side of Turner Ave.

Primary Corridors are Main Street and Broadway Street, which connect to areas outside of Old Town. Moore High School is located to the east approximately 0.33 miles, The Station at Central Park is located 0.1 miles to the south, Central Junior High and Elementary Schools located along the north boundary, and I-35 runs along the west boundary of Old Town for the entire length of the district, approximately 0.57 miles.
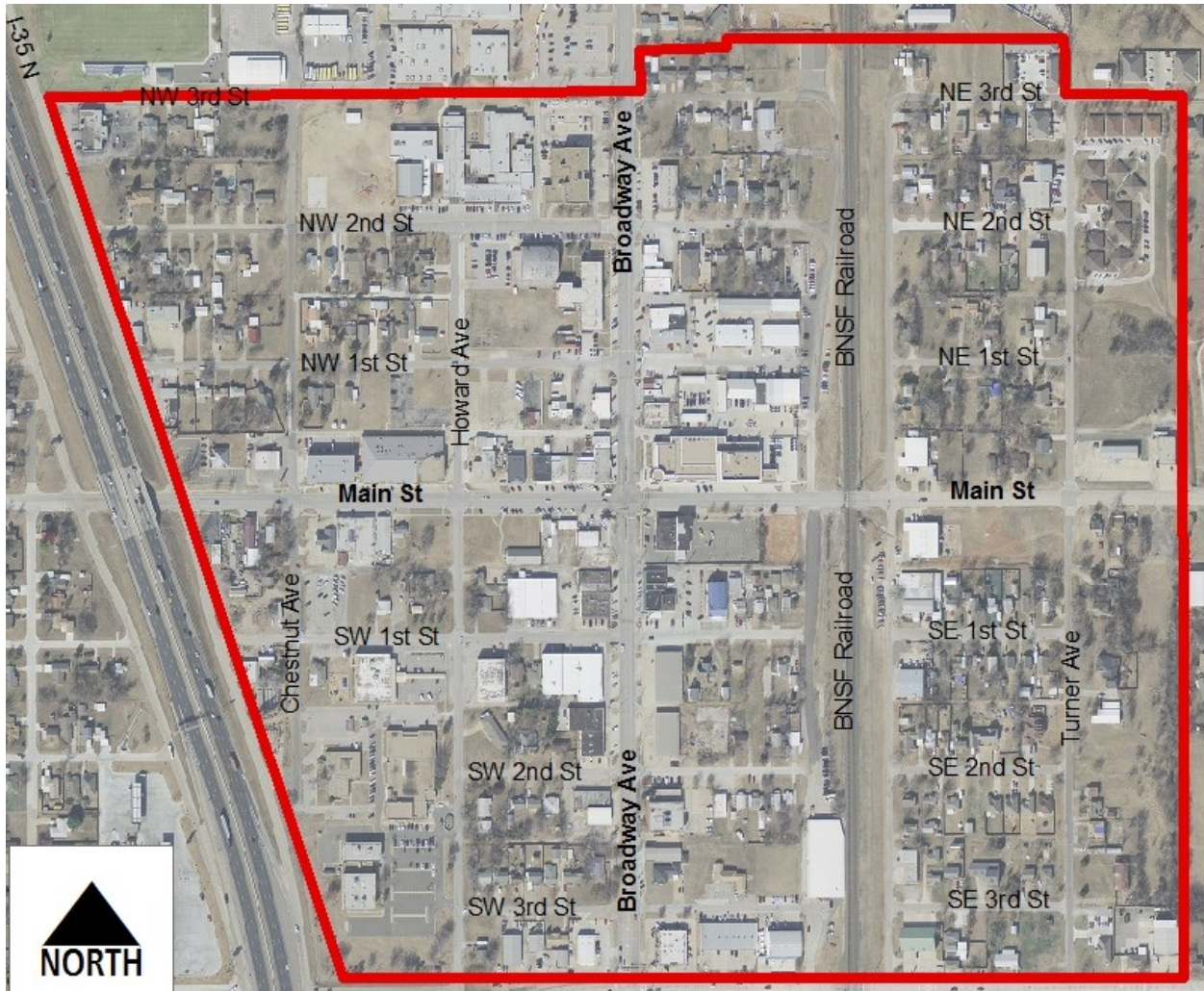


Old Town Boundary Map

This plan focuses on the original Old Town, while taking into consideration connections to surrounding areas outside of Old Town and gateways to and from these areas for place recognition. As mentioned in the Envision Moore 2040 Comprehensive Plan, revitalizing Old Town was a high priority for the public. Both young and old are becoming more invested in Old Town, and have renewed interest for living in the area. The comprehensive plan lays out many issues currently seen in Old Town, and addresses the critical nature of investing in its rehabilitation in order to attract consumers. When asked in the comprehensive plan survey questions, "What would you like to CHANGE about Moore?" , "create a vibrant Old Town" was one of the top responses.

## Survey Question: What would you like to CHANGE about Moore?





Citizen Engagement, Old Town Public Meeting #3

**Zoning Legend**

zoning
ZONING

- A1- Rural Agriculture
- A1/PU- " " Permissive Use
- A1/PUD
- A2- Suburban Agriculture
- C1- Office District
- C2- Neighborhood Commercial
- C2/PUD-" " Planned Unit Development
- C3- General Commercial
- C3/PU- " " Permissive Use
- C3/PUD- " " Planned Unit Development
- C4- Planned Shopping Center
- C5- Automotive and Commercial Recreation
- C5/PU
- C6- Central Business District
- C6/SUP
- CEM- Cemetary
- I1- Light Industrial
- I1/PU
- I1/PUD
- I2- Medium Industrial
- I3- Heavy Industrial
- I3/PUD- " " Planned Unit Development
- PK- Park
- R1- Single Family
- R1/PUD- " " Planned Unit Development
- R2- Two Family
- R2/PUD- " " Planned Unit Development
- R3- General Residential
- R3/PUD- " " Planned Unit Development
- R4- Multiple Family
- RE- Residential Estates
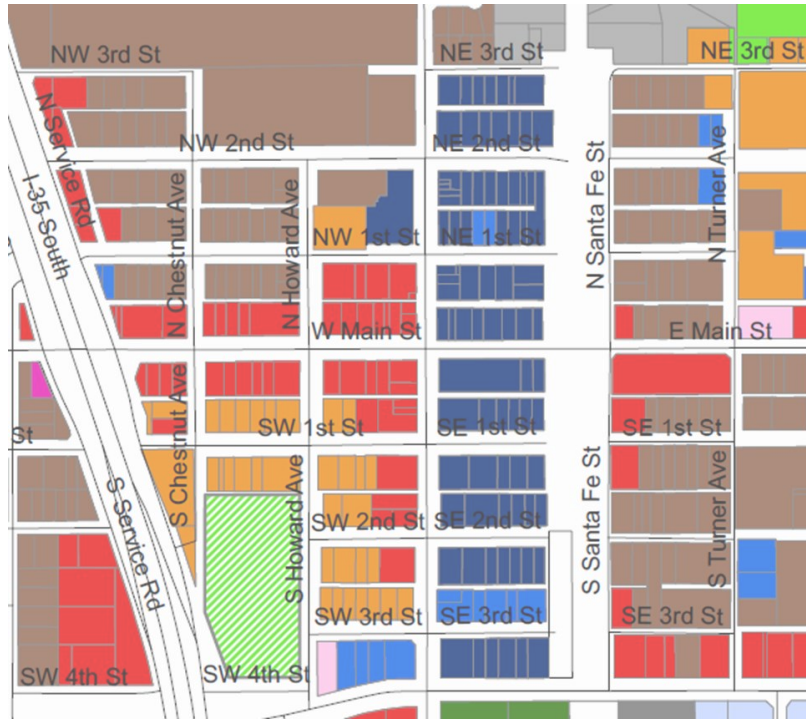
Current Zoning Map

## Current Zoning

The current land uses throughout Old Town are broad and varied, consisting of the zoning categories shown above. The City of Moore zoning code was originally adopted in the 1960's at a time when suburban subdivisions and shopping malls were becoming the predominant development type. As such, the zoning code only supports the prototypical suburban development, requiring large open spaces through minimum lot sizes and building setbacks, as well as large expanses of parking lots. As infill development and redevelopment take place in Old Town, there is no mechanism within the zoning code to require or allow the existing downtown development pattern.



- Institutional
- Vacant
- General Commercial
- Open Space
- Industrial/Flex Space
- Multifamily Residential
- Single Family Residential

Current Land Use Map

# Land Use Availability

Most of Old Town consists of single-family residential and general commercial land uses. Only a small amount of land is vacant and ready for development. Redevelopment of properties is a viable option, which would allow for greater opportunities to arise in the area.

The amount of new development or redevelopment seen in Old Town in the last ten years has been minimal. However, with increased development interest in the downtown of Moore's peer cities, it is likely that within the coming years, development interest in Old Town will grow.

| | Institutional | | Industrial/Flex Space |
|---|---|---|---|
| | General Commercial | | Multifamily Residential |
| | Park | | Single Family Residential |
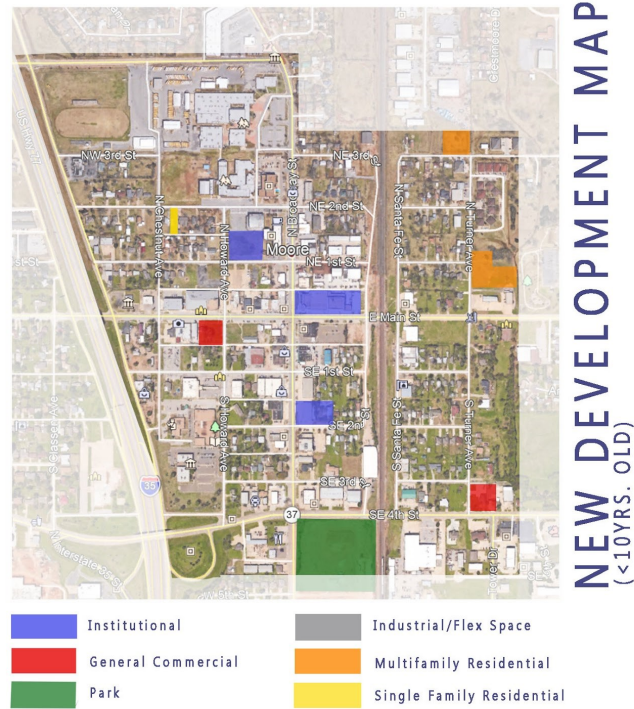
# Residential Density and Housing Analysis

Old Town consists of approximately 320 housing units on 212.32 acres. This is equal to approximately 1.5 units per acre. With 141 units located on the west side of the railroad and 179 units located on the east side. Out of the total land area in Old Town, residential uses takes up 49% of all land uses within the Old Town boundaries on either side of the railroad. This includes all types of housing, including single-family, multi-family, and accessory dwellings as well. The residential vacancy rate is less than 5%, including both rental and ownership properties. Though most all residences are occupied, the level of long-term maintenance varies greatly across Old Town. As Old Town makes gains in popularity, property maintenance will become more important.



Residential Property

# Connectivity

Being located in central Moore, Old Town is within walking distance to many places of interest. Within a 10-minute walk from the Main and Broadway Intersection, one can access the Brand Senior Center, Moore High School, Central Park, and Fairmoore Park.  With so many attractions in close proximity to Old Town, there is a lack of adequate and safe connections to and from each destination. Connectivity barriers include but are not limited to: railroad crossings, highway underpasses, block lengths, lack of bicycle and pedestrian facilities, dead ends, perceived safety, and lack of public awareness. These barriers can be overcome by establishing appropriate development standards in new infrastructure.

It should be noted that the City of Moore will play the primary role in creating these needed connections through public infrastructure projects. Since the 1990's, the City of Moore has completed three major street projects that resulted in additional sidewalks in Old Town:

- Main Street, from I-35 to BNSF Railroad

- Broadway Avenue, from S 3rd Street to N 5th Street

- Howard Avenue, from SW 3rd Street to NW 2nd Street (includes bike lanes)


The railroad creates a significant barrier to east-west connectivity. In order for the east and west sides of Old Town to function as a whole, sidewalk crossings will be needed at Main Street.
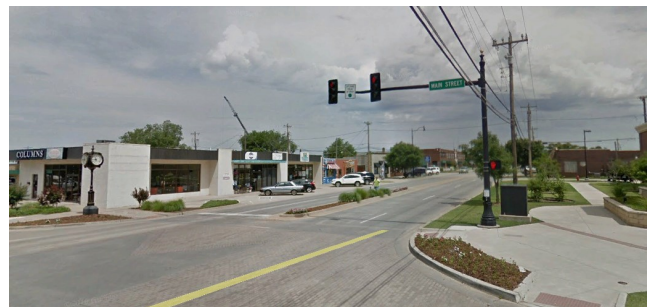


Railroad Crossing

**These photos represent a lack of bicycle or pedestrian crossing infrastructure in Old Town, in addition to real or perceived barriers to nearby destinations.**



Dark Highway Underpass



Street Crosswalk

# Streets and Alleyways

The street network in Old Town is characterized by the traditional grid-pattern network, with Main Street and Broadway Avenue being considered the main thoroughfares. Broadway Avenue has an average daily traffic count of 6,851 and Main street has an average daily traffic count of 5,189 on the west side of the railroad, and 4,543 on the east side of the railroad. In comparison to a street outside of Old Town such as Eastern Avenue which has an average daily traffic count of 18,324, even the busiest streets inside Old Town have comparatively low traffic.

Alleyways are currently an underutilized resource in Old Town, as they provide additional connectivity through blocks. Alleyways provide a unique opportunity in Old Town to establish back-door access to businesses and interior parking facilities. Alleyways can also be used as alternative connections for bicyclists and pedestrians, particularly when the parallel routes have high traffic volumes or are otherwise not ideal for walking and bicycling. A portion of the original alleyways in Old Town have been closed through the years, with residents fencing in the area to incorporate into backyards. Of the remaining open alleyways, many are gravel or unimproved and poorly maintained.
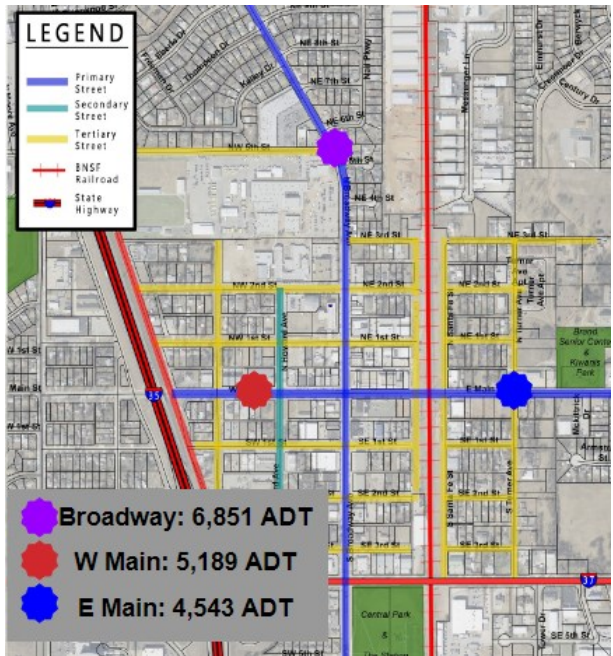
# Parking

There are more than 2,000 total parking spaces in Old Town, including all private lots, public lots and public on-street parking. The following is a break down of the spaces:

| Parking Type | Available Spaces |
|---|---|
| Public ROW | 510 |
| Public Lots | 443 |
| Private Lots | 1113 |
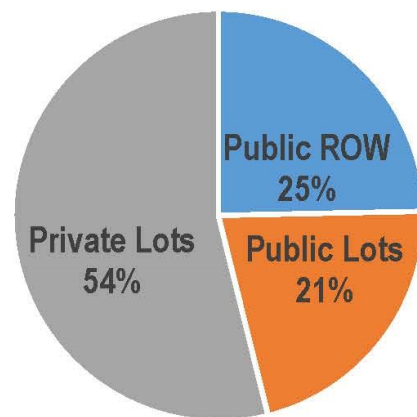
There are currently no parking meters, pay to park lots, or permit required parking lots in Old Town.

A parking utilization analysis was conducted in an effort to provide a greater understanding on how and where parking is used in Old Town, included in Appendix A. The Study was conducted over several months and counted the occupied parking spaces during regular business hours in the morning and afternoon, with the commercial corridors of Main and Broadway being counted in the morning and afternoon both when school was in session and when school was out of session.

In summary, only 25% of all parking spaces were occupied when counted, regardless of the time of day or if school was in session, although the parking occupancy rates were highest for the commercial corridor of Main and Broadway when school was in session in the afternoon.

Approximately 25% of all public ROW on-street parking was occupied on any given day or time. However, it should be noted that the public ROW on-street parking had the highest occupancy rate on Broadway north of Main Street. With a limited number of on-street parking available, if customers are not parking in private parking lots in this area, the closest parking spot to their destination may be up to a block away.



Parking Occupancy Rates
School Out of Session, AM



Area 5 Commercial Corridor
Parking Occupancy Rates
School in Session, pm
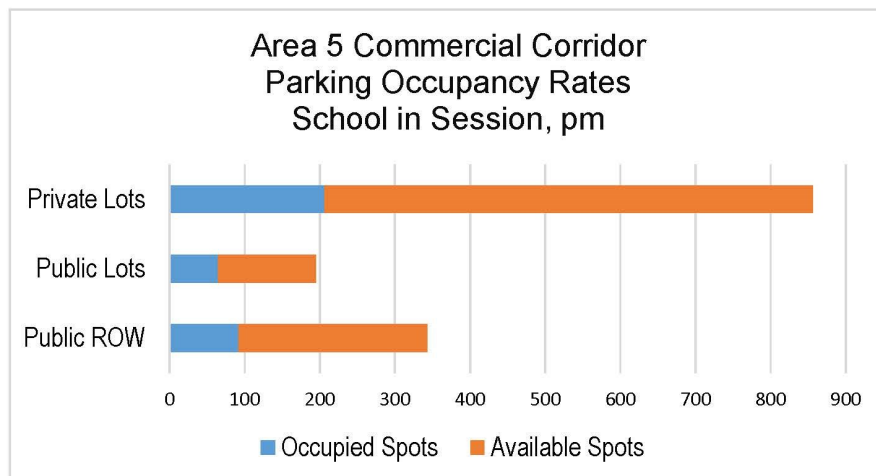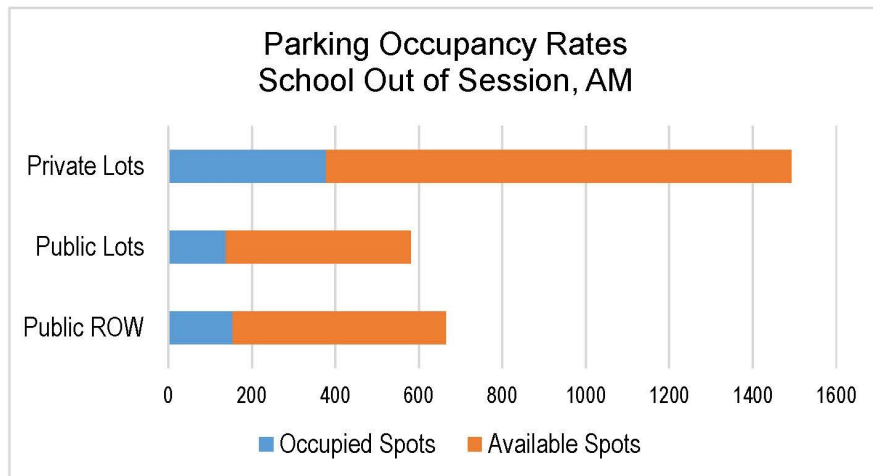
# Focal Points and Attractions
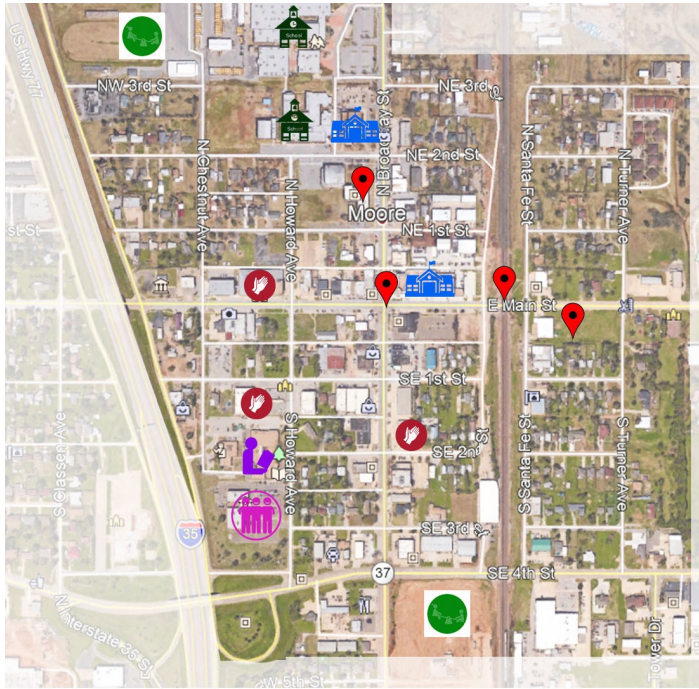


**Legend:**
- City Office/Services
- Community Center
- Public Library
- Park
- Church/Religious
- Historical Site
- School

The map to the left shows sites of current cultural significance to the residents and area. Many of these focal points generate significant traffic into and throughout Old Town. Of particular significance as traffic generators are the Central Elementary School at 123 NW 2nd Street and the Moore Public Library at 225 S. Howard. Other points on the map include three churches, Moore City Hall, and the Moore Emergency Operations Center/Police Department.

Currently, special events in Old Town such as the Homecoming Parade, Haunt Old Town, Old Town Christmas, and the most recent activity—Open Streets Moore, serve as the biggest attractions for the area. The streets are closed off and citizens from Old Town and the larger Moore community attend the family-friendly activities. These events are highly successful, bringing in thousands of visitors to Old Town annually.

# Economic Development

The businesses of Old Town serve to provide goods and services not only for the residents of Old Town, but also for the community of Moore and beyond. The businesses found within the area are the typical 'mom and pop' shops found in many small towns today. In contrast to the big box retailers found along I-35, these small businesses cater to specialized niches, such as firearms, homemade and boutique candy, and sewing equipment and notions. One industry sector lacking a strong presence in Old Town is food service. There are currently two restaurants located in Old Town. The Two Olives restaurant is a café open for lunch service and offers catering. Los Tacos is a carry-out only restaurant.  By comparison, the successful downtowns of Moore's peer communities have seen significant growth in food services driving their initial periods of revitalization.

There is currently very limited data on Economic Development in Old Town. This provides an opportunity to seek further investigation into current and potential services for residents and support for businesses in this area.

# Open Space and Natural Resources

As in most downtown areas, Old Town has limited open space amenities. The few areas of open space located in Old Town currently function as naturalized drainage infrastructure. However, in 2016 voters approved funding for a new facility, called Old Town Park. This park is currently in the planning stages, but will create approximately 2 acres of open space dedicated to passive recreation. Amenities planned for the park include a multi-use trail to connect Old Town Park to Central Park to the south along the BNSF Railroad corridor and a replica of the original train depot to serve as a community gathering spot.

# Drainage

Old Town has historically experienced drainage problems due to its flat terrain and limited drainage infrastructure. Most streets in Old Town are rural street sections with no underground storm sewer or curbs and gutters. Instead the streets have open bar ditches to carry stormwater. The open bar ditches exacerbate the poor drainage system with property owners installing undersized tin horns for driveways and filling in the bar ditches for easier on-going maintenance.

In 2018 the City of Moore completed a study for the Old Town area to identify needed stormwater infrastructure to ensure adequate street drainage. This study identified the far southwest corner as the outfall point for drainage. The City incorporated adequately sized storm sewer into the Howard Avenue reconstruction project to serve as the major stormwater collection line on the west side of Old Town.

Even with the recent drainage improvements, many drainage problems still exist. Future street and drainage improvements in Old Town will be needed to improve the overall drainage of the area.

Although stormwater drainage issues are a common concern raised by the residents of Old Town, the area does not have significant FEMA-regulated floodplains. A small number of large lots along the eastern boundary of Old Town lay in a FEMA 100-year floodplain; these lots may be developed if brought above the base flood elevation with fill as needed. Encroachment onto the floodway is not permitted.
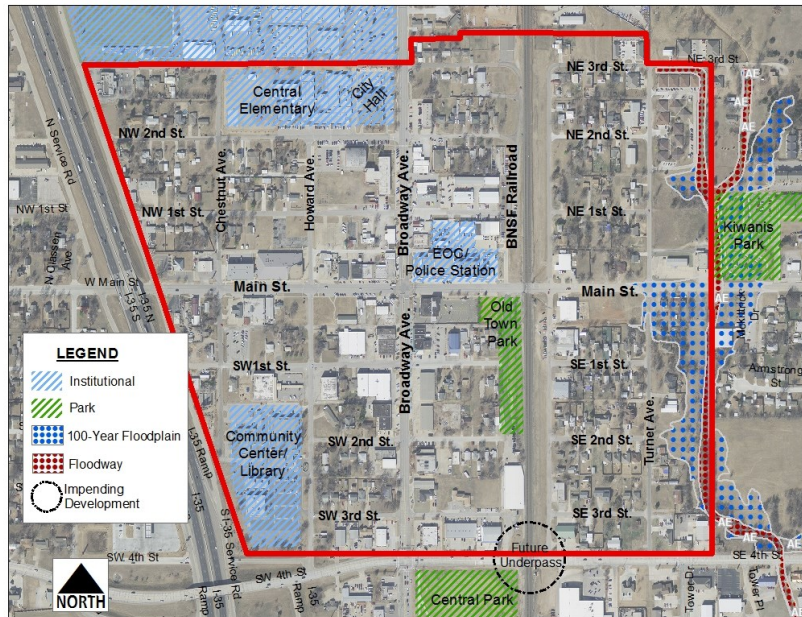


Floodplain Map

# Site Design & Aesthetics

## Residential

Within the residential areas of Old Town, there is no specific architectural style or development pattern. Although there are still some homes that date from the early 1900s, these structures have been altered over the years in an attempt at modernization so that little character is left. Most of the homes date anywhere from the 1940's to 2000's. The last home built in Old Town is located on NW 2nd street and was redeveloped from a dilapidated home that was demolished. The significance of this new home is its architectural style which replicates a traditional foursquare bungalow style from the 1920's and seamlessly co-exists with the surrounding neighborhood character.

## Commercial

The central business district within Old Town does follow a similar development pattern of building to the lot line to frame the street, but again, there are no discernable architectural styles that prevail. Building materials vary greatly from brick, concrete block, stucco, and metal siding. Outdoor storage is found throughout the commercial districts, some being used for business uses and some as property owner's personal storage.

The Envision Moore 2040 Comprehensive Plan placed a heavy emphasis on site design in Old Town. Recognizing that architectural designs found within the area were so varied, the plan identified the placement of the buildings as the most important element that could define Old Town. Bringing all new construction to a common build line creates a consistent street edge that promotes the walkability and interactions that Moore residents value.

Envision Moore 2040 Redevelopment Framework Plan

# COMMUNITY OUTREACH

The City of Moore made public outreach an integral part of the planning process. The City held four public meetings and published one online survey regarding the Old Town Revitalization Plan over a 12-month period. The public meetings were accompanied by an advisory committee who met on a regular basis, and multiple stakeholder interviews conducted throughout the duration of the plan. The results of the public input guided the preparation of the policies and recommendations outlined in the plan. A full listing of public comments can be found in Appendix B.

## Online Survey

A survey was formulated at the beginning of the planning process to gauge the public's interest and opinions of certain key issues raised in the Envision Moore 2040 Planning Process. The survey was posted online and made available in conjunction with Public Meeting #1. 195 online responses were submitted, with 31 paper surveys handed in to City Staff after the first public meeting. 75% of the responses were from Moore residents who live outside of the Old Town Boundaries. The survey questions focused on  the reasons respondents visit Old Town and their preferences for public improvements, housing, and walkability preferences.

**What brings you to Old Town?**

| Category | Value |
|---|---|
| Other | ~23 |
| Special Events (i.e. Haunt Old Town) | ~22 |
| Library | ~36 |
| Church | ~9 |
| Retail / Service Businesses | ~61 |
| City Hall / EOC | ~10 |
| School | ~16 |
| Work in Old Town | ~19 |
| Live in Old Town | ~13 |
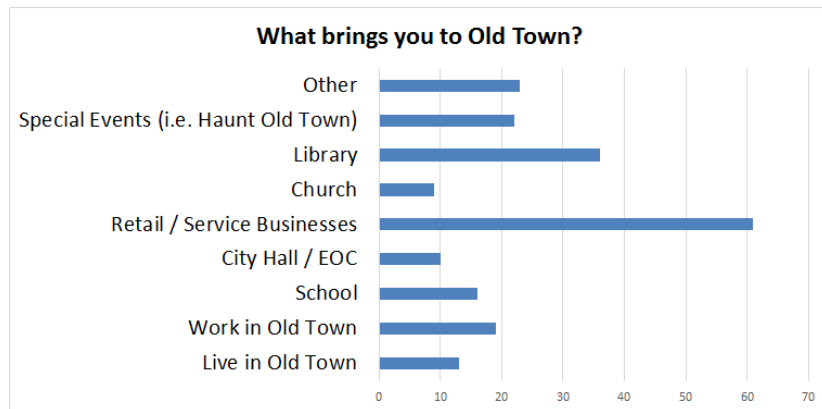
**Would you like to see improvements in Old Town?**

- Yes, Old Town needs a lot of work! — 56%
- Yes, but just in some areas — 36%
- I'm indifferent. — 8%
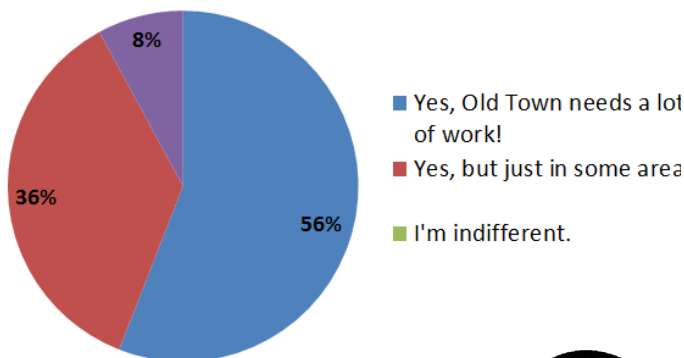
**Would consistent architecture improve your experience in Old Town?**

- Yes — 166
- No
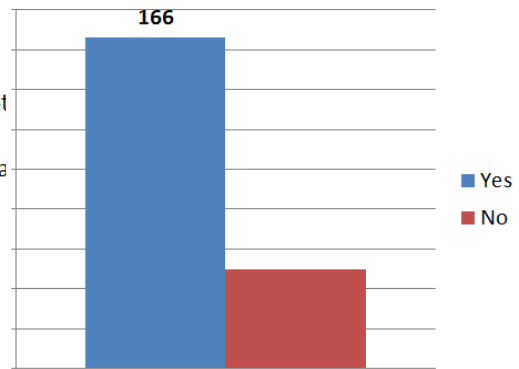
# Public Meeting Overviews

Four public meetings were held at strategic touchpoints throughout the planning process. Property owners within Old Town were notified via mailed notices. The public at-large were notified through postings at public buildings in the vicinity of Old Town as well as postings on the City's social media platforms. Each meeting was very well attended, with anywhere from 50-80 citizens in attendance at each meeting, representing the residents of Old Town, commercial and residential property owners, and business owners.

## Public Meeting #1: Existing Conditions

**Summary Material–** Public Meeting #1 focused on the existing conditions of Old Town and how they relate to the citizen's desire of a vibrant Old Town outlined in the Envision Moore 2040 Comprehensive Plan. With the potential for new development or re-development of properties within Old Town in the future, how does the community want Old Town to look and feel?

**Meeting Activities-** The citizens were asked to identify on separate activity boards with a detailed aerial view of Old Town what aspects of Old Town they like, what should change in Old Town, and what their vision for Old Town is for the future. This information was used to record and classify desired improvements and their locations.



Public Meeting #1 Activity: What Is Your Vision?

# Public Meeting #2: Zoning and Streets

**Summary Material–** Public Meeting #2 focused on the use of zoning and street improvements to benefit the future of Old Town. Code updates that create a simplified zoning district for Old Town and street standards were reviewed. Potential changes to the zoning code and development standards were outlined that could give way to new opportunities that would realize the vision of a vibrant Old Town. The 'Living Streets' concept was introduced as a way to increase activity in Old Town.

**Meeting Activities–** The citizens were asked to place stickers on a map of Old Town to identify their tolerances for different housing densities—everything from single family to mixed-use and high-rise. This exercise provided preliminary information on where citizens felt higher densities were most appropriate.
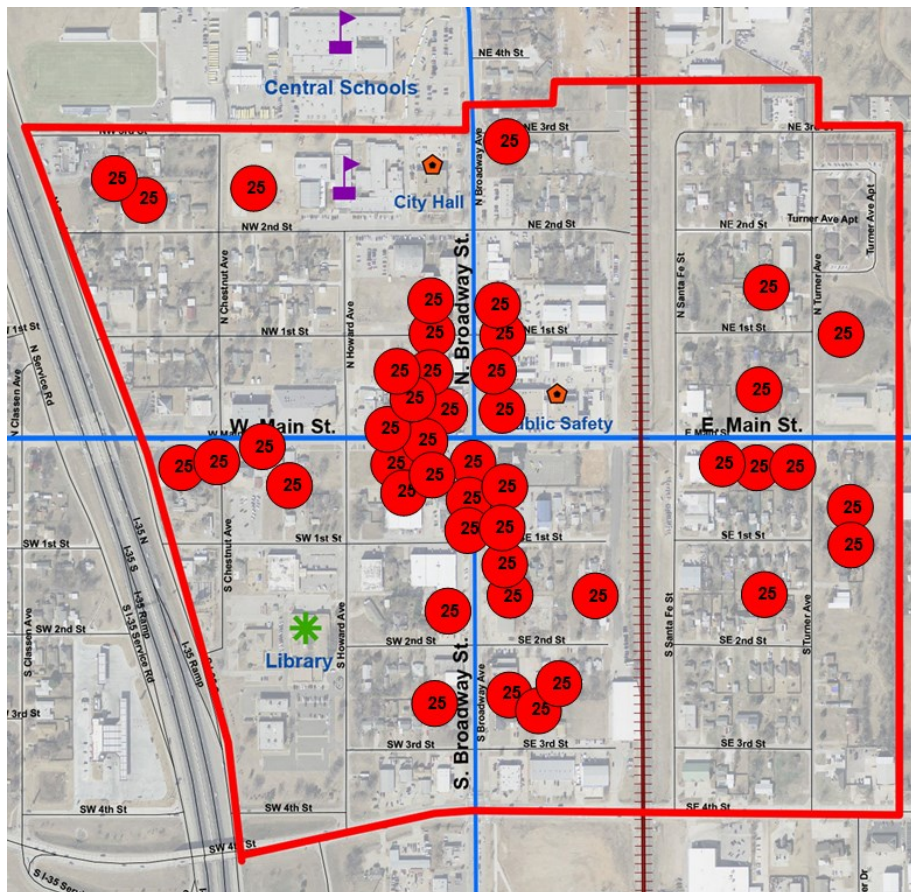


Public Meeting #2 Activity: Mixed-Use Residential Dwelling Densities

## Public Meeting #3: Visioning Session

**Summary Material–** Public Meeting #3 was focused on establishing the community's preferences prior to the creation of draft design standards for the area. The meeting was facilitated by members of the private consulting firm ADG, Inc.

**Meeting Activities–** The citizens were asked to give input on 2 activities. The first focused on the intensity and architectural style of development they would prefer in various parts of Old Town by cutting out building types and styles and pasting them on a map of Old Town where they felt the buildings would be most appropriate. The building types included Single-Family Residential, "Missing Middle" residential, Commercial, and Industrial/Storage buildings.

The second activity asked the participants to consider the various streets in the Old Town area and to classify them as Residential, Mixed-Use, or Urban. This activity further investigates the citizens desires for intensity of development in areas of Old Town.



Public Meeting #3 Activity: Preferred Residential Development



Public Meeting #3 Activity: Preferred Commercial Development

# Public Meeting #4: Policies and Recommendations

**Summary Material–** Public Meeting #4 recapped the public input received throughout the planning process and synthesized the information into policies and recommendations for improving Old Town. A Parking Utilization Study was presented that analyzed the capacity vs. utilization of private parking lots in Old Town. Consultants from ADG presented basic development design standards to receive public comments.

**Meeting Activities-** Posters with the plan recommendations were placed around the meeting room. The citizens were asked to write comments on the boards if they agreed, disagreed or thought recommendations should change or be added:

| | |
|---|---|
| **Walkability** | "Yay for sidewalks and bike lanes"<br><br>"Sidewalks and slowdowns are so important! Love this."<br><br>"Thank you for prioritizing and protecting pedestrians and bikes"<br><br>"This will hurt business"<br><br>"This is so great! Headed in the right direction."<br><br>"Love your plan! People will walk and access buildings when traffic slows down."<br><br>"Won't work. [Streets] already back up with 4-lanes especially with funerals, not to add train stops. Plus if you add more businesses and/or going to 2-3 stories, you will have more traffic.<br><br>"Yes! Walkability is so important! We need this. Thank you" |
| **Efficient Infrastructure** | "Excited about all the great plans!"<br><br>"Definitely!! Love drainage, sidewalk, access for all"<br><br>"Looking forward to this!" |
| **Transportation & Parking** | "Agreed"<br><br>"Love it!"<br><br>Yes, let's make it easier to come to Old Town!"<br><br>Love all this! Please include more lighting throughout all areas with parking."<br><br>"Flashing school zone light at 5th and Broadway needs to move south of 5th Street." |
| **Unique Identity** | "Great Plan"<br><br>"This is great!"<br><br>"Yes!"<br><br>"Love this! Headed in the right direction!"<br><br>"Love the ideas and goals and look forward to the proposed Old Town feel" |

# Advisory Committee

Throughout the revitalization plan process, the City invited a group of stakeholders in Old Town's future to serve on an advisory committee. The members consisted of Old Town business owners, property owners and residents; City Council and Planning Commission members; and at-large Moore residents. This committee met on a regular basis to monitor the progress on the plan and provide feedback on planning concepts.

# Stakeholder Interviews

The Planning Department conducted four separate stakeholder interviews at the beginning of the revitalization plan process. The stakeholders included Old Town residents and business owners, as well as at-large Moore residents; the goal of these interviews was to gain insight as to how people who live, work, or play in the area view Old Town, what challenges Old Town faces, and what could be done to improve Old Town.

# Public Input Summary

The results of the various public input methods show an overwhelming consensus of opinion that Old Town needs improvements. An over-arching theme emerged over all public input platforms– the desire to preserve the **"Small Town Feel"**. Most public input participants highly value the ideals of the proverbial small town– a slower and laid back lifestyle, mom and pop shops, personal relationships with neighbors, and low crime rates. The following topics were most prevalent in the public input received through the planning process.

- Bicycle and pedestrian safety
- Downtown amenities, such as street furniture, public spaces, and landscaping
- Mixed-use opportunities
- Slower traffic
- Consistent and complementary architecture
- Convenient parking
- Housing options to increase activity in Old Town
- More commercial businesses on the East side of the railroad

# VISION

Old Town has become a unique part of the greater Moore community. The desire to preserve the character of the historic buildings and sites while revitalizing areas that show promise, are reflected in this Plan. This Plan is intended to support businesses, developers, residents, and stakeholders by creating a development guideline that reflects the historic character of Old Town, while meeting current and future needs of the community. By providing a guideline for aesthetics, built-form, and public improvements, the identity and place-making ideals of Old Town can be realized and celebrated.

## *What is the Vision for Old Town?*

*A diverse community where individuals are valued and relationships flourish.*

*An urban economy supported by modern infrastructure.*

*A safe and healthy place whereby daily activities include year-round recreational and educational opportunities.*

To fully realize this vision for the future of Old Town, enhancements to the area must be made. The following sections of the plan are identified Enhancement Areas with specific policies and strategies that should be undertaken:

- **Walkability**
- **Interactive Community**
- **Unique Identity**
- **Efficient Infrastructure**

The half-mile size of Old Town provides many opportunities for active transportation such as walking and bicycling. Input from public meetings has shown a desire for comfortable walking and bicycling experiences that provide safety, visibility, and enjoyment. These active modes of transportation create a small-town feel and sense of community that residents in Moore have asked to preserve. Increased pedestrian traffic creates an environment that supports the many locally owned businesses, schools, and residential areas in Old Town.

# Prioritize Bicycle and Pedestrian Safety in Old Town

Currently Old Town's street infrastructure is limited to accommodating motor vehicles with few crosswalks, wayfinding signage, and narrow sidewalks. The City must create an environment where pedestrians and bicyclists can expect safe routes. This will become increasingly important as new development takes place increasing the population in Old Town.

## Strategies

**Enhance visibility of pedestrians and bicyclists to vehicular traffic.** Visibility of all users is critical for increasing safety. Providing additional lighting, signage and markings can draw attention to a pedestrians and cyclists. The Intersection Improvement Map provides an initial framework for prioritizing locations where known conflicts occur, and where future conflicts are likely with on-going development.
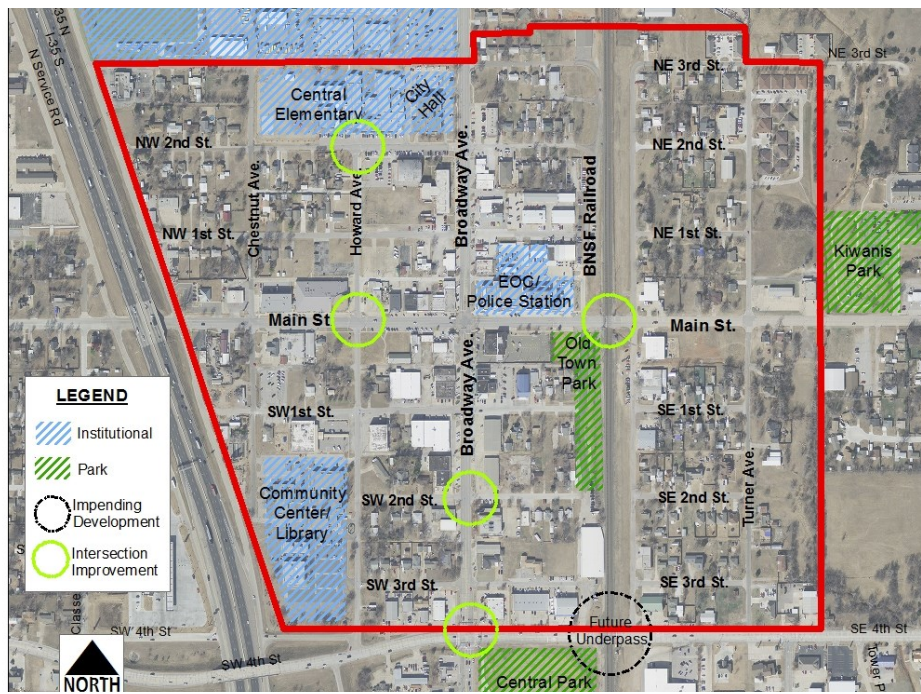
**Reduce Vehicular Traffic Speed in Old Town.** Reduced miles per hour increases awareness by drivers of adjacent businesses, other users in an area, and creates a safer pedestrian environment. By reducing speed limits on the main thoroughfares of Main Street and Broadway Avenue to 25 mph or below, the driver's field of vision dramatically increases and pedestrian fatalities are reduced. Reducing vehicular speed along these roads will require more than adjusting speed limit signage. Traffic calming measures should be implemented to change driving habits in Old Town.



HIT BY A VEHICLE TRAVELING AT:
**20 MPH**
**10% DEATH RISK**

HIT BY A VEHICLE TRAVELING AT:
**30 MPH**
**40% DEATH RISK**

HIT BY A VEHICLE TRAVELING AT:
**40 MPH**
**80% DEATH RISK**

Speed is especially lethal for vulnerable users like people walking or riding a bicycle. The risk of severe injury or death increases as a driver's field of vision narrows.

LADOT Vision Zero Report

**Create areas of refuge from vehicular traffic.** Crosswalk or Median Refuge Islands provide a stopping place for pedestrians before finishing crossing a road. These areas of refuge also provide opportunities for increased lighting, reduced crashes, are lesser expensive than paved medians, and provide space for landscaping within the right-of-way.

## Traffic Calming

The purpose of traffic calming is to reduce speeds, providing a safer environment for pedestrians and bicyclists, as well as to increase visibility of local store fronts and businesses. Although there are many different types of traffic calming techniques, not all may be suitable for downtown areas such as Old Town. Traffic calming solutions for Old Town may include rumble strips, modified speed humps, and crosswalk bump-outs.



A Pleasant Alternative to Obnoxious Speed Bumps

## Create a Convenient Pedestrian and Bicycle Network

Along with the desire for increased amenities in Old Town, the public has voiced a priority for pedestrian and biking connections between focal points such as the Moore Public Library, Central Elementary, and the future Old Town park. By connecting amenities and attractions, visitors and residents have the ability of traveling through Old Town without the need for a vehicle. These connections increase opportunities for passive and active recreation and create linkages to areas of interest outside of Old Town. Pedestrian connections provide the "livability" that historic Old Town once provided and strives to preserve.

## Strategies

**Provide connections between destinations.** Connections provide accessibility between land uses such as commercial uses, parking areas, recreation areas, and neighborhoods, as well as reduces travel time between destinations. Old Town has several points of interest that would benefit from formalized connections: Central Elementary, Moore Library, and Old Town Park.
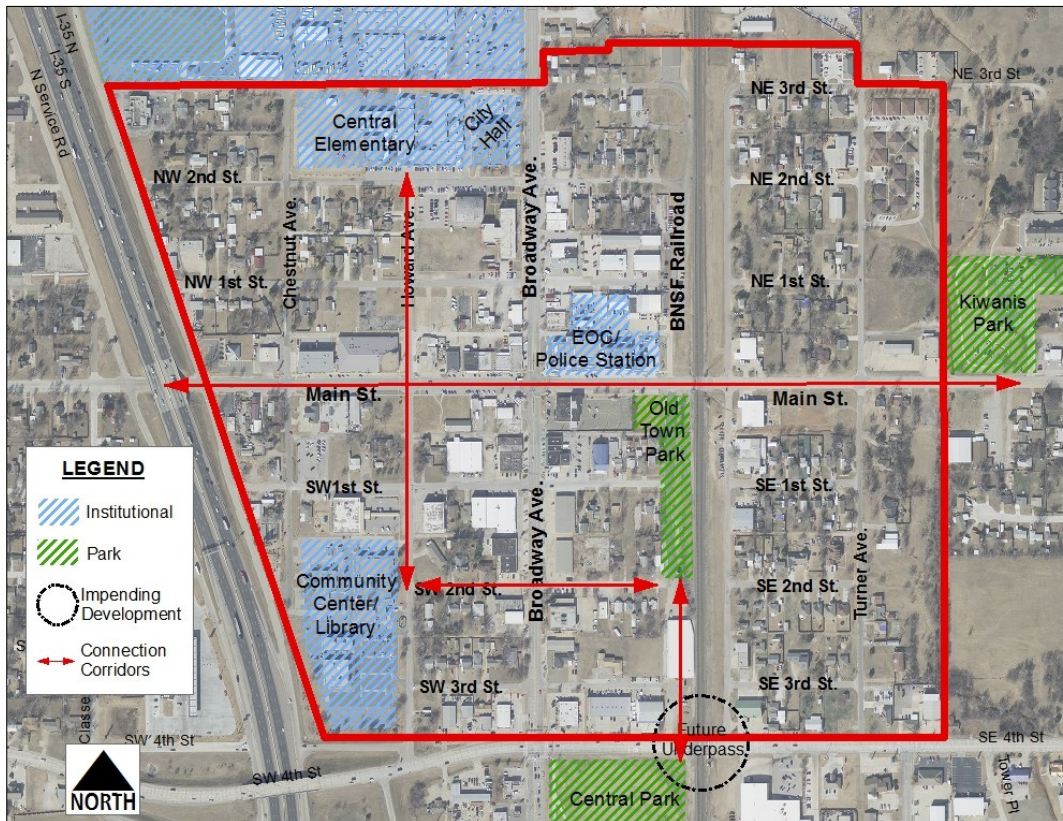
**Provide sidewalks and bike lanes in the most heavily-trafficked areas of Old Town.** Sidewalks should be required with all new development that takes place in Old Town. However, relying on the private market to provide such essential infrastructure could take decades. The City must invest in providing sidewalks and bike lanes whenever possible, but only on the most heavily-trafficked roads to reduce taxpayers burden.
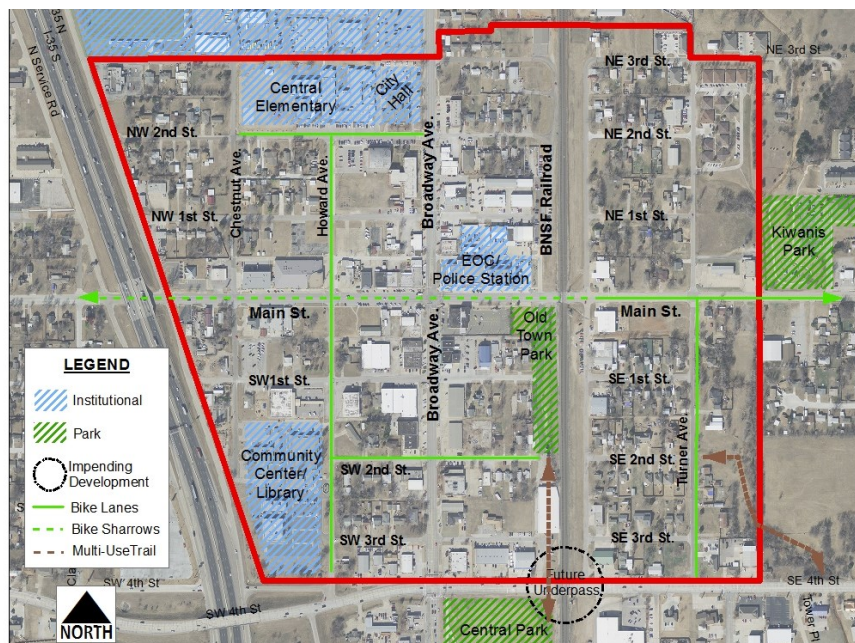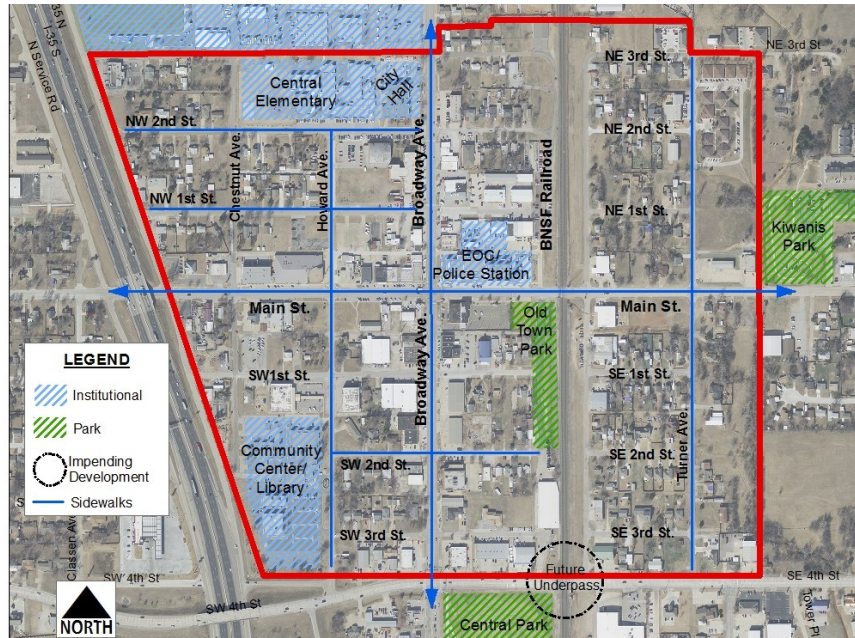
**Incorporate Pedestrian-Oriented Design into the built environment.** Old Town's small town feel can be enhanced by re-introducing small-town characteristics that generate pedestrian activity and interest. This can be accomplished with thoughtfully designed streetscapes, buildings and infrastructure designed to prioritize pedestrian comfort and utilization.  Some of the elements of pedestrian oriented design include:

- Buffering from traffic. Providing a physical barrier between traffic and the sidewalk increases pedestrians' safety and comfort. Buffers make pedestrians feel less exposed and provide protection. Buffers come in different forms and can include planting strips, street furniture, and on-street parking.

- Natural surveillance. Buildings with porches, balconies, and windows that face streets and parks help put more "eyes on the street." When people regularly keep a casual eye on public spaces, or even when building design makes it clear that people could be watching, crime goes down and pedestrians feel safe, not isolated.

- Mix of land uses. When a neighborhood has a mixture of uses, people can leave their home on foot and run errands and access different types of services. A good mix of land uses will promote walking, keep spending local, strengthen local economies, and reduce dependence on cars by creating neighborhoods with many different services in a small area.

- Reducing dead space. Dead spaces in the pedestrian landscape include large parking lots (empty or full), long blank walls, vacant lots, reflective glass facades, featureless open spaces, and garage doors lined up along the street.  "Dead spaces" like these lack visual interest, often feel oppressive to pedestrians, and can encourage crime.

- Street walls. A street wall consists of a continuous set of building façades with similar heights that are set back a short distance from the property line. For pedestrians, having a street wall on both sides of the street creates a feeling of comfort and enclosure. Buildings should not stand too far apart from each other, and driveways should be kept to a minimum, not only to preserve the continuity of the street wall, but also so that pedestrians do not have to dodge cars turning into or out of driveways.

Source: Change Lab Solutions, Pedestrian-Friendly Code Directory

Moore has a diverse history that includes social, civic, employment, and recreational activities. Old Town remains a small community of neighbors and business owners, although there are few opportunities for people to gather and get to know each other better. Areas such as parks, plazas, and naturalized areas are all potential opportunities for civic activity. The small-town feel and sense of place that these areas provide can enhance and sustain the historic character of Old Town. In order to increase public interaction within Old Town, a priority on engaging the public and providing opportunities for interaction rise in importance.



## Develop Social Gathering Spots

People tend to gather where there are places to sit, lean, walk around, and stand comfortably. Many times this includes providing a focal point such as artwork, historical features, passive recreation space, outdoor seating areas, open space, and other talking points that encourage public interaction. These interactions and experiences bring people to Old Town and keep them returning, which supports economic development in Old Town and brings life to a special area within the Moore community.

### Strategies

**Develop the Old Town Park.** The planned Old Town Park, located south of Main Street on the west side of the BNSF Railroad, will provide a formalized gathering space in Old Town. The park concept was developed with citizen input, and includes a replica of the Santa Fe Depot that originally stood at this location. The depot will house activities and events, while the outdoor space will provide multi-use trails that connect with not only Old Town, but eventually to Central Park to the south by way of a pedestrian bridge over 4th Street.



Old Town Park Conceptual Drawing

**Enhance Under-Utilized Areas.** Underutilized areas can be enhanced with decorative lighting and used as outdoor dining space, pocket parks, plazas, or rest areas for visitors and employees. Areas with potential for enhancement and utilization include undeveloped areas, front setbacks of commercial lots, bare walls, green spaces, alleyways and rear yards of commercial businesses.


Underutilized Commercial Rear Yards


Underutilized Parking Area


Underutilized Blank  Walls and Vacant Spaces

**Provide opportunities for public art, entertainment, and creativity.** Wall murals, sculpture, music, and street artists, are ways to increase activity and support businesses in Old Town. People are attracted to active and vibrant destinations with a range of amenities. Old Town has many underutilized areas on both public and private property that can provide a location for such amenities.

## Support Special Events through Infrastructure

Special events in Old Town are a community celebration. It is during these times where residents and merchants in Old Town welcome thousands of visitors each year to the area and block off streets, primarily Main and Broadway, to accommodate parades and activities. Although the special events are managed by other entities, such as the Old Town Association, the City of Moore should create an environment to support and enhance any special events in the area.

### Strategies:

**Provide public parking options for special events.** Special events and the visitors they bring in to Old Town lead to a lack of convenient parking, or parking that is difficult to locate for visitors. Parking lot signage, lighting, and landscaping can draw attention to available parking options. As redevelopment continues in Old Town, additional public parking lots may be needed, even as temporary overflow parking.
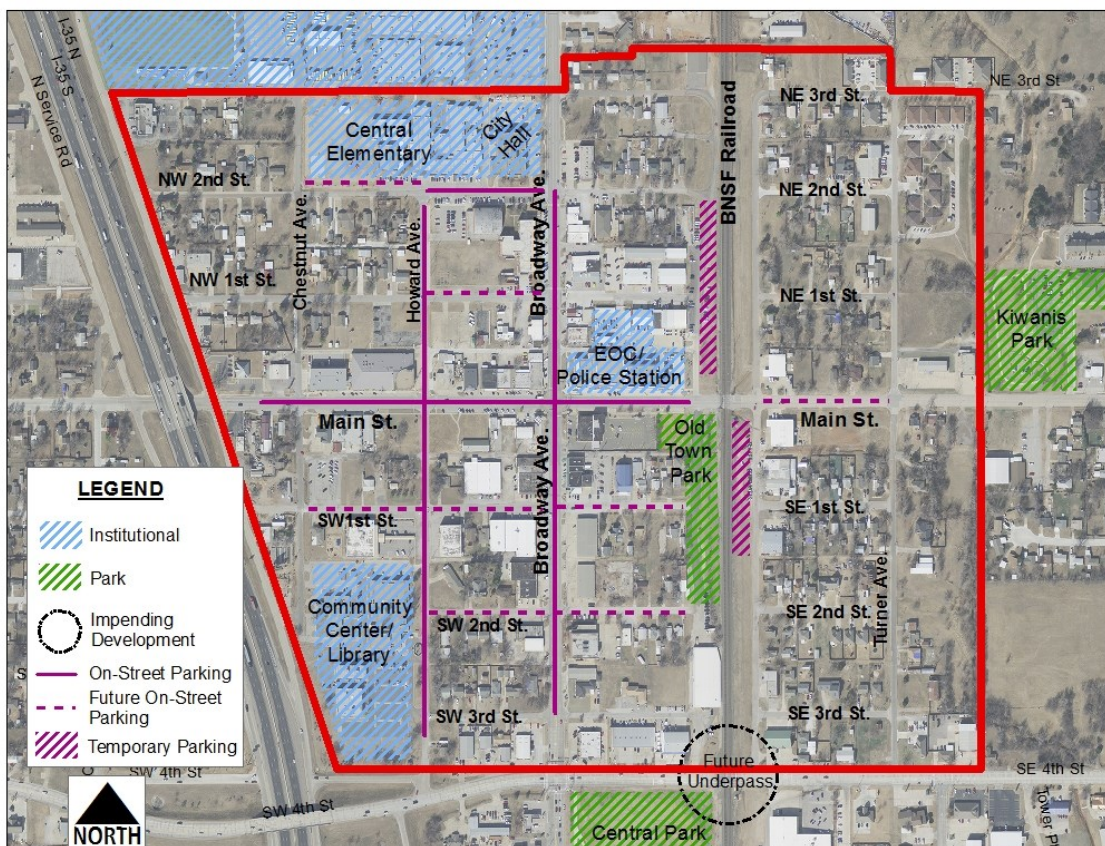
**Provide wayfinding signage for visitor convenience.** Although Old Town is not geographically large, for a visitor it can be difficult to find certain destinations within the area. Wayfinding signage for drivers and pedestrians, in addition to gateways signage, can brand Old Town as a unique district within the city. Informational signs may also provide the history and cultural background that the Old Town district values.
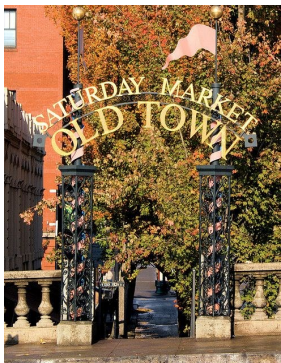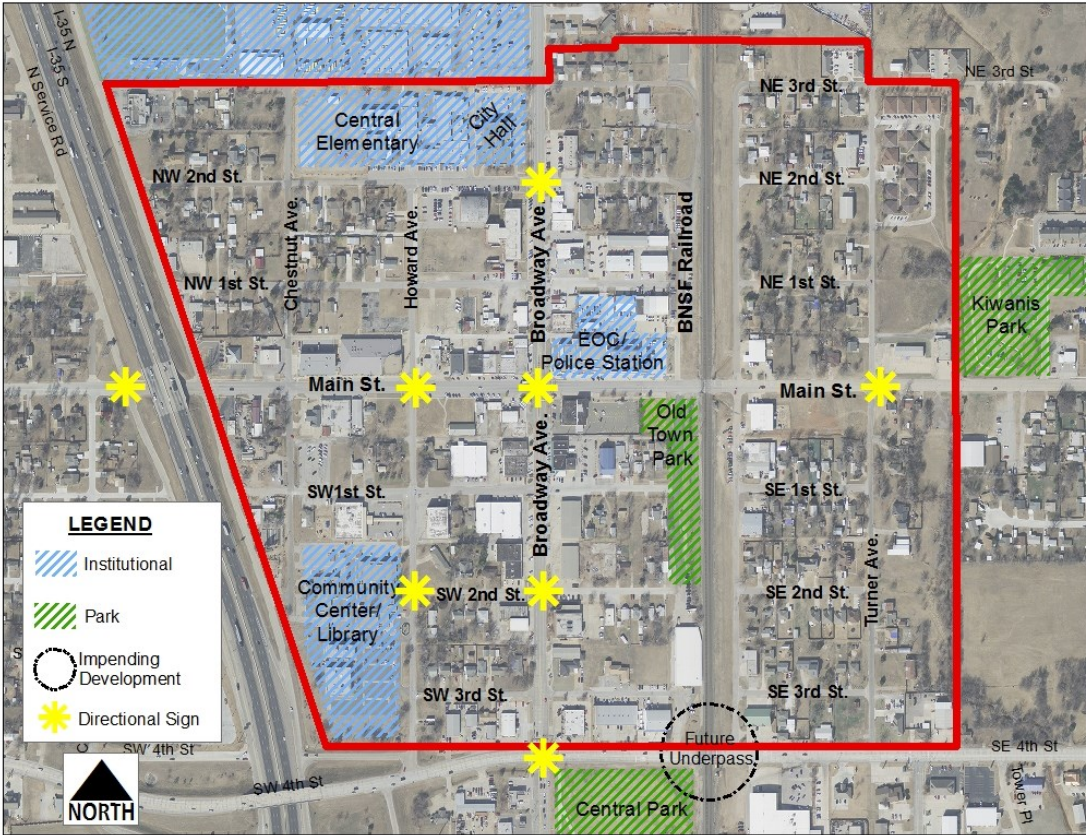
While Old Town is uniquely different than the rest of the surrounding community, residents believe that it has not realized it's full potential in celebrating the history of the area, nor does it meet current and future needs of the community. Although there are relatively few remaining historic buildings in Old Town, the area's character can be reinforced through new and redevelopment to create a sense of place that will make the area more memorable. This sense of place will be the reason people visit Old Town, and it can be the reason they come back.

# Require a built form that reflects the character of Old Town.

Old Town is different in both form and function than any other place in Moore. Moore residents want to preserve the small town feel while at the same time create a sense of place within Old Town that represents its place in history. This can be achieved over time as new buildings are built and the existing land uses change.

## Strategies

**Develop design standards for new commercial and residential development.** To build on the unique character of Old Town, it is vitally important for new and redevelopment to be treated differently than the current Zoning Code allows. An Old Town Overlay District should be established to regulate proper building placement, establish compatible land uses, and update the commercial parking, signage and landscaping requirements to provide flexibility.

### Desired Commercial Building Character

Through the public input process, it was determined that the most appropriate commercial buildings would be from 1 to 3-stories in height built to the property line with activated street fronts within the commercial areas of Old Town.

**Activate the ground floor environment.** To generate pedestrian activity, 'dead spaces' at the street frontage must be avoided. Dead spaces can be parking lots, empty lots, or buildings with no windows – any place that does not encourage activity. These elements not only lack interest and appeal for pedestrians, but they also create an unwelcoming atmosphere in which the pedestrian feels that the downtown is not theirs. Ground floor activation can be achieved by the following:

- Eliminate as many building vacancies as possible. Short-term 'Pop-Up Shops' in vacant storefronts can generate interest in Old Town.

- Require storefront windows along every street edge. Windows are a great way to create interest and pull the pedestrian inside. Where windows are not possible, create interest with murals or landscaping.

- Encourage outdoor patio dining and sidewalk sales if sufficient outdoor space exists. Always allow adequate space for the pedestrian that meets ADA standards.



1. **Frontage Zone:** an extension of the building

2. **Pedestrian Through Zone:** safe and adequate place for walking, five to seven feet wide in residential areas, eight to 12 feet in downtown or commercial settings

3. **Street Furniture/Curb Zone:** plants, trees, benches, lighting and bike parking to provide a protective barrier from motorized traffic

4. **Enhancement/Buffer Zone:** curb extensions, parklets, parking, bike riding, bike e-racks and bike stations

National Association of City Transportation Officials, Urban Street Design Guide, nacto.org
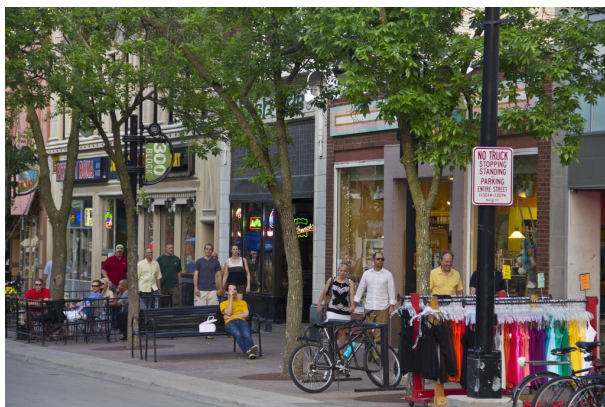
# Allow increased densities where appropriate.

Currently Old Town has a residential density of just 1.5 units per acre. This is far less than today's typical residential development. To create an active and dynamic downtown area, daytime and nighttime population must increase. Public input has supported a willingness to increase residential densities in some areas of Old Town. However, any increase in residential density must be sensitive to the character of Old Town and the resident's desire to preserve the 'small town' feel.

## Strategies

**Support the creation of "Missing Middle" housing.** Residential land use in Old Town today is characterized by single-family housing with a high renter-occupied rate. This oftentimes creates an attitude of disinvestment which in turns lowers property values for the area as a whole. By expanding housing opportunities for renters to include housing types historically found in downtown areas, resident population in Old Town would increase.

**Allow Accessory Dwelling Units in residential areas in Old Town.** Today's zoning code prohibits accessory dwelling units (ADU's), also known as granny flats. Historically ADU's were used as a way to accommodate the needs of the extended family. ADU's should be allowed in Old Town if certain requirements are met. Considerations for ADU's include parking, utilities, and setbacks.

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**Missing Middle Housing**

Public input provided perspective on current and future needs and opportunities for housing in Old Town. There is a strong interest in mixed-use housing, with commercial businesses located on the bottom floor and residential units on upper stories. Flats were supported in select locations near and along the Main St. and Broadway St. Townhomes and accessory dwellings were also well supported in several locations, representing a need for increased densities and housing options that are affordable and convenient to those living and working in Old Town.

## Old Town Zoning District Framework

Based on public input and a review of the City's current zoning code, it is recommended to update the zoning in Old Town into a unified district. The intent of updating the zoning regulations is to ensure that future development reinforces the existing urban form along Main Street and Broadway and protects the property values of those who have made substantial investments in the area from incompatible or undesirable buildings and land use. Features of any future zoning code may include is as follows:

- Limit metal & vinyl siding in new and redevelopment projects
- Create "build-to" lines to bring commercial and mixed-use buildings close to street
- Incorporate buffers between land uses
- Allow Accessory Dwelling Units in residential areas, with limits placed on size, parking, etc.
- Allow for residential units over commercial spaces, attached/detached, multifamily development in areas shown as mixed-use.
- Activate the ground floor environment by requiring windows on all street edges
- Limit outdoor storage

**Legend**

**Moore Old Town Regulating Plan 4 Categories V1 District**

- Low Residential
- Med Residential
- Res MU
- Town Center

Old Town Zoning District Concept Map
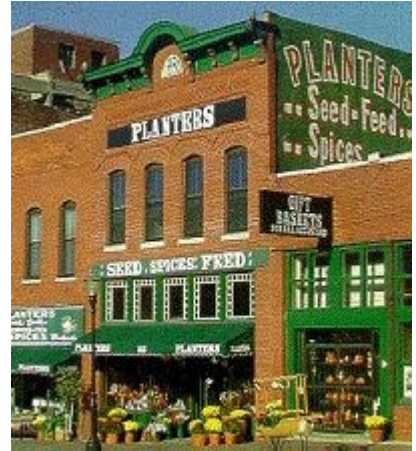
The Public Street Right-of-Way (ROW) in Old Town constitutes over 1/3 of the land area. Street ROWs are wider in Old Town than in any other area within Moore, from 80' wide to 100' wide for both the main thoroughfares of Main Street and Broadway, as well as the residential side streets. Even the BNSF Railroad ROW is wider in Old Town, measuring at just under 300' in width. The ROWs are reserved for public infrastructure use, yet only a fraction of the ROW width is currently being utilized. Public input throughout the planning process has strongly indicated the need for a different way managing the public ROW– one that provides needed infrastructure and amenities for all users.

# Right-Size City Streets For All Users

With the abundant ROW available throughout Old Town, careful thought and consideration should be given to how this asset should be used. Designing streets and infrastructure for vehicles only, discounts the needs and desires of those who can't drive and those who choose not to drive. Public ROWs should be designed to be used and enjoyed by everyone.

## Strategies

**Create Living Streets where feasible.** Living streets are designed with the interests of pedestrians and cyclists in mind and as a social space where people can meet. These roads are still available for use by motor vehicles, however their design aims to reduce both the speed and dominance of motorized transport. This is often achieved using the shared space approach, providing physical space for the following:

- Narrower Driving Lanes
- On-Street Parking
- Sidewalks
- Bike Lanes with buffers
- Amenity Zone
- Landscaped Medians
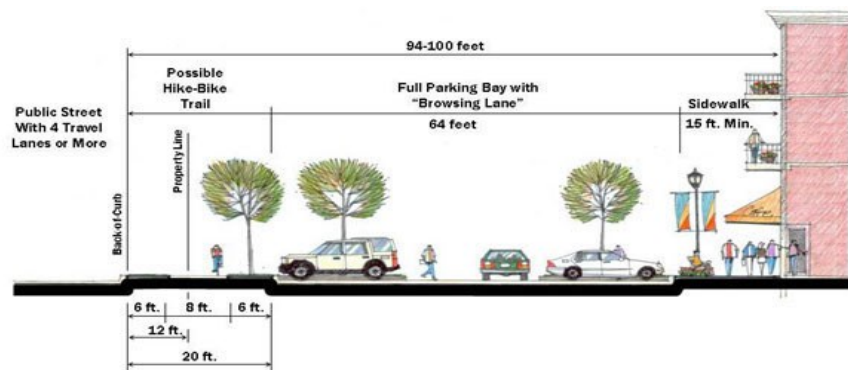
**Improve street design to include all users.** Although most streets in Old Town are currently designed for the ease of getting vehicular traffic through Old Town, future street design should focus on moving all users-autos, bicyclists, and pedestrians- throughout Old Town. The street sections shown below received the most favorable feedback from the public input process. Note that only streets identified on the Bicycle and Pedestrian Network Map will be targeted for bike lane construction as funding allows.
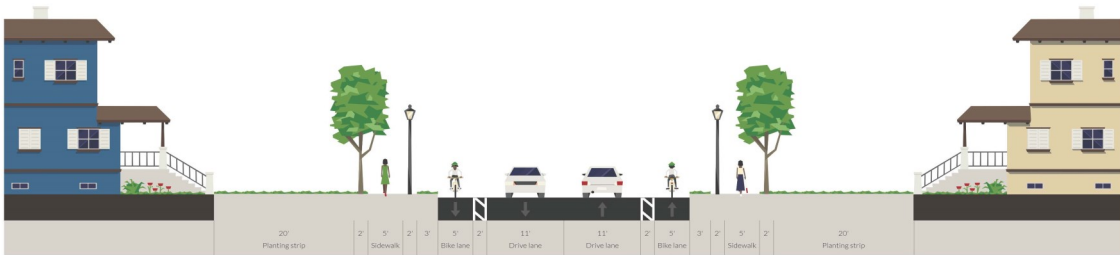
Local Residential Street
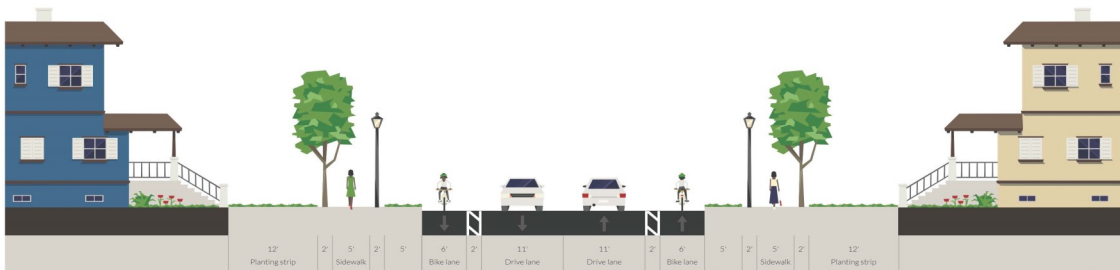
Collector Street

Main Street*

*Although public input selected a 3-lane road section for Main Street, there are no current plans to reconstruct Main Street at this time. No elimination of lanes along Main Street should be approved without a traffic analysis being conducted by a professional engineer.*

# Continue Drainage Infrastructure Improvements

Old Town was not developed with the benefit of an overall engineering and drainage plan. The result is extremely flat terrain with limited engineered drainage infrastructure. The majority of Old Town surface drains slowly to the low point of the drainage basin being at the southwest corner of Old Town. Over the years some of the drainage problems in the area have been resolved, however public input indicates that modern drainage infrastructure is necessary for the future growth of Old Town.

## Strategies

**Install public drainage infrastructure as budget allows.** As new development continues in Old Town, adequate stormwater conveyance is needed to protect the integrity of the area. The existing earthen bar ditches should be improved with stormsewer drainage with all street projects. Additionally, improving alleyways with inverted valley gutters to improve drainage should be considered whenever possible.

**Incorporate Low Impact Development techniques whenever possible.** Low Impact Development (LID) refers to systems and practices that use natural processes that result in the infiltration, evapotranspiration or use of stormwater in order to protect water quality. As part of the Lake Thunderbird Watershed, efforts should be undertaken to reduce pollutants released onto the storm drain system, including excess dirt, siltation, and fertilizers. LID techniques can also be used to mitigate specific drainage issues on private property. Some of the more popular LID techniques that can be incorporated into Old Town are as follows:

- Rain Gardens. For properties with poor drainage, rain gardens provide an opportunity to collect stormwater in a depression storage area and holds it for a short period of time to allow the rainwater to absorb into the ground. Rain gardens can also reduce the amount of pollution reaching creeks and streams by up to 30%.



- Bio-swales. On public properties and ROW, bio-swales offer suface drainage that can be seen as an amenity. They can consist of a grassy swale with gently sloped sides that slow water down as it drains. The vegetation or other materials within the swale, such as rip rap, landscaping rocks, and/or plantings aids in the collection and removal of pollutants, silt and debris.

# TRANSPORTATION & PARKING

## Increase parking options whenever possible

Parking lots in Old Town currently remain less than half full on a typical day, and in many cases, less than one-third full. Public input has provided that additional parking is needed near the Main St. and Broadway St. intersection. This is an important consideration as development and redevelopment occurs in the future in this area of Old Town as well as others.

## Strategies

**Provide on-street parking in commercial areas as part of scheduled roadway projects.** On-street parking provides both private and public benefits. By reducing the amount of required on-premise parking, property owners are able to maximize the building footprints and leasable space. The public benefit derives from the traffic calming measures provided by on-street parking, as well as additional parking spaces available during special events.
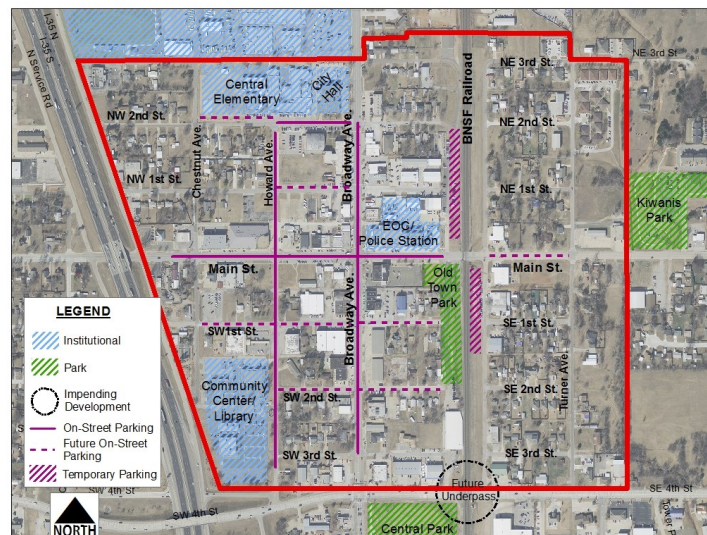


**Utilize alleyways to access business and multi-family parking.** Many of the private parking lots in Old Town are located in the rear of the businesses. In the downtown environment this is a preferred layout. All alleyways in Old Town should be preserved as public access points, improved as required for business and multi-family development.

**Encourage directional signage to customer parking.** Although ample parking may be available for customers, many of the businesses had no signage for rear-access on-premise parking. By providing adequate signage, the perception of limited parking in Old Town can be changed.

## Implementation Timeline

The needs as outlined in this plan are many. Full implementation of the plan will take many years and will be solely dependent on available funding sources. The Plan does not anticipate any specialized funding in the form of a Business Improvement District (BID), Tax Increment Financing (TIF) District or any other specialized area-specific tax or fee. Smaller-scale projects may be funded through either the Residential Street Sales Tax or General Fund, pending council approval. Larger projects would likely be funded through General Obligation Bond extensions, but only pending city council and voter approval.

## Additional Plans and Studies

Through the development of this Plan, some issues have been identified that necessitate further study. These projects are listed below and will be completed as funding allows.

**Conduct Study on Central Elementary Traffic Flow**
- Eliminate Vehicle Stacking on Broadway
- Increase parking and stacking options
- Prioritize Bike and Ped Safety

**Create Old Town Code Update Committee**
- Review and Recommend Old Town Design Standards, Parking and Landscaping requirements, and Zoning Regulations

**Create Integrated Wayfinding and Branding Plan**
- Create Branding & Gateways Design
- Identify best locations for wayfinding signage & gateways

## Funded Projects

The following projects are funded using existing funding sources and will be completed in the short term.

**Develop Old Town Park**

- Funded through existing ¼- cent sales tax
- Includes Depot replica as gathering spot
- Creates key trail connection in Old Town

**Rebuild Turner Ave, from SE 4th St to Main St**

- Funded through existing GO Bond
- Includes sidewalks, bike lanes & drainage
- Connection to planned greenway trail

**Adopt Design Standards & Simplified Zoning Regulations for Old Town**

- Funded through General Fund
- Focus on flexible development options & traditional downtown development patterns

## Priority Projects

The following projects are considered a high priority for the revitalization efforts in Old Town, however there is no identified funding source at this time. The projects will be completed as funding allows.

| | |
|---|---|
| **Rebuild NW 2nd St from I-35 to Broadway Ave as determined in the Central Elementary Traffic Study** | • Include sidewalks, bike lanes, drainage, parking, and traffic calming/safety measures |
| **Rebuild NW 1st St from I-35 to Broadway Ave as determined in the Central Elementary Traffic Study** | • Include sidewalks, drainage, parking, and traffic calming/safety measures |
| **Rebuild SW 1st St from Howard Ave to Old Town Park** | • Include sidewalks, drainage, parking, and traffic calming/safety measures |
| **Rebuild SW 2nd St from Howard Ave to Old Town Park** | • Include sidewalks, bike lanes, drainage, parking, and traffic calming/safety measures |
| **Ongoing Drainage Improvements** | • Drainage improvements as needed throughout Old Town |

## Unscheduled Projects

The following projects have been identified as needed improvements to Old Town, however there is no identified funding source for their implementation at this time. These projects involve complex coordination or are dependent upon other entities for their completion.

**Rebuild Santa Fe St, from Main St to SE 3rd St.**

- Include sidewalks & drainage
- Add formalized parking where needed
- Pending BNSF Approval

**Create Temporary Overflow Parking Along BNSF Railroad for Special Events**

- Pending BNSF Approval

**Rebuild SE 3rd St, from Turner to BNSF Railroad**

- Include sidewalks & drainage
- Evaluate need for additional on-street commercial parking

**Erect Wayfinding & Gateway Signs/Monuments as Determined in the Wayfinding Study**

## Main Street and Broadway Avenue

Although the Plan identifies needed roadway projects on Main Street and Broadway Avenue, the projects would be large and expensive and there is currently no funding source. It is likely that with the size and scope of these projects, GO Bonds would be required for funding.

| | |
|---|---|
| **Conduct Study on Adding Bicycle Infrastructure on Main St.** | • Conducted in conjunction with future GO Bond consideration |
| **Rebuild Main St. as Determined in Main St. Bike Lane Study** | • Include sidewalks, bike lanes, drainage, parking & traffic calming/safety measures <br> • Streetscape & beautification |
| **Rebuild Broadway Avenue** | • Include sidewalks, drainage, parking & traffic calming/safety measures <br> • Streetscape & beautification |
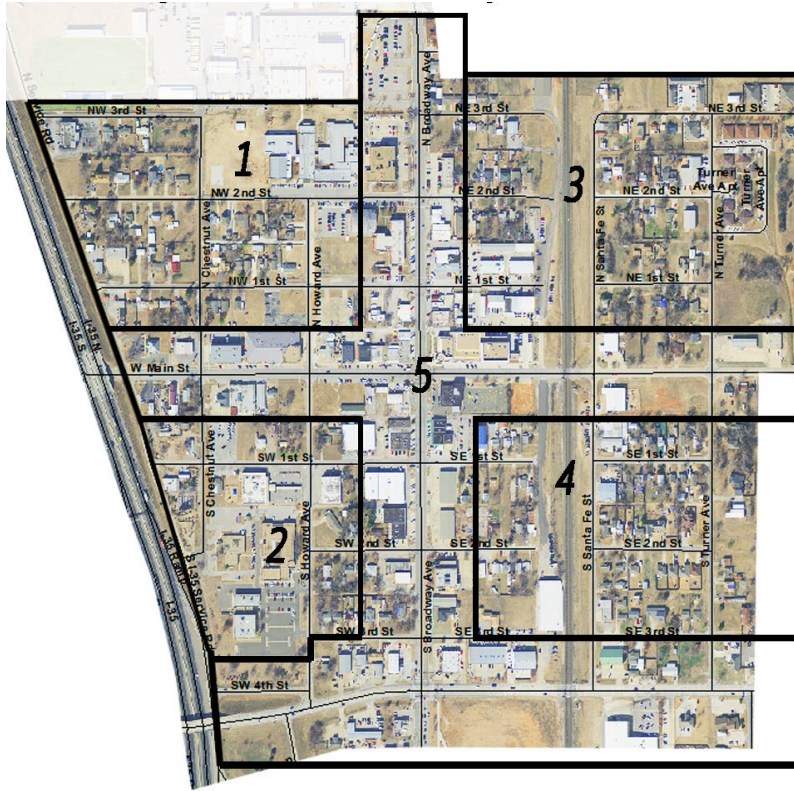
As a result of citizen input regarding concern for available parking in Old Town, a Parking Utilization Analysis was performed. The goal of this Parking Utilization Analysis is to determine which areas have a current need or a potential future need for additional public parking spaces.

Old Town was divided up into 5 sections, 4 of which consist primarily of residential areas and some commercial or community organizations. A 5th area depicts the primary commercial corridors, Main Street, Broadway Street, and S. 4th Street, consisting primarily of commercial uses with the highest visibility to through-traffic. Available Parking Spaces and Total Occupied Parking Spaces were counted for each section in mid-morning and mid-afternoon time periods to determine parking usage on a typical day in Old Town. Section 5, the commercial corridor was also counted while schools were in and out of session to compare daily counts at different times of year.

Many parking lots were only half of less than 1/3 full the majority of the count periods. On-street parking spaces were frequently utilized, and in several cases, left parking lots sparsely filled. In other areas, vehicles were parked in the railroad right-of-way and in undesignated parking areas, which may show a need for additional private or public parking spaces in those locations currently or in the future.

Current concerns for accessible parking in Old Town are likely due to poor location or convenience of available parking, employees parking in areas most convenient to potential customers, deterioration of parking areas, inaccessibility, or lack of wayfinding signage. Few parking lots contained signage for specific businesses so that visitors may feel a need for approval to park in those locations. Parking lots can be expensive, require routine maintenance, and increase stormwater runoff into streets and neighboring properties. Reducing required parking spaces in future development can reduce development costs as well as rent for businesses and property owners. Determining perceived need versus true need is imperative when planning for parking, as additional parking in areas where it isn't needed may create more problems than those they solve.
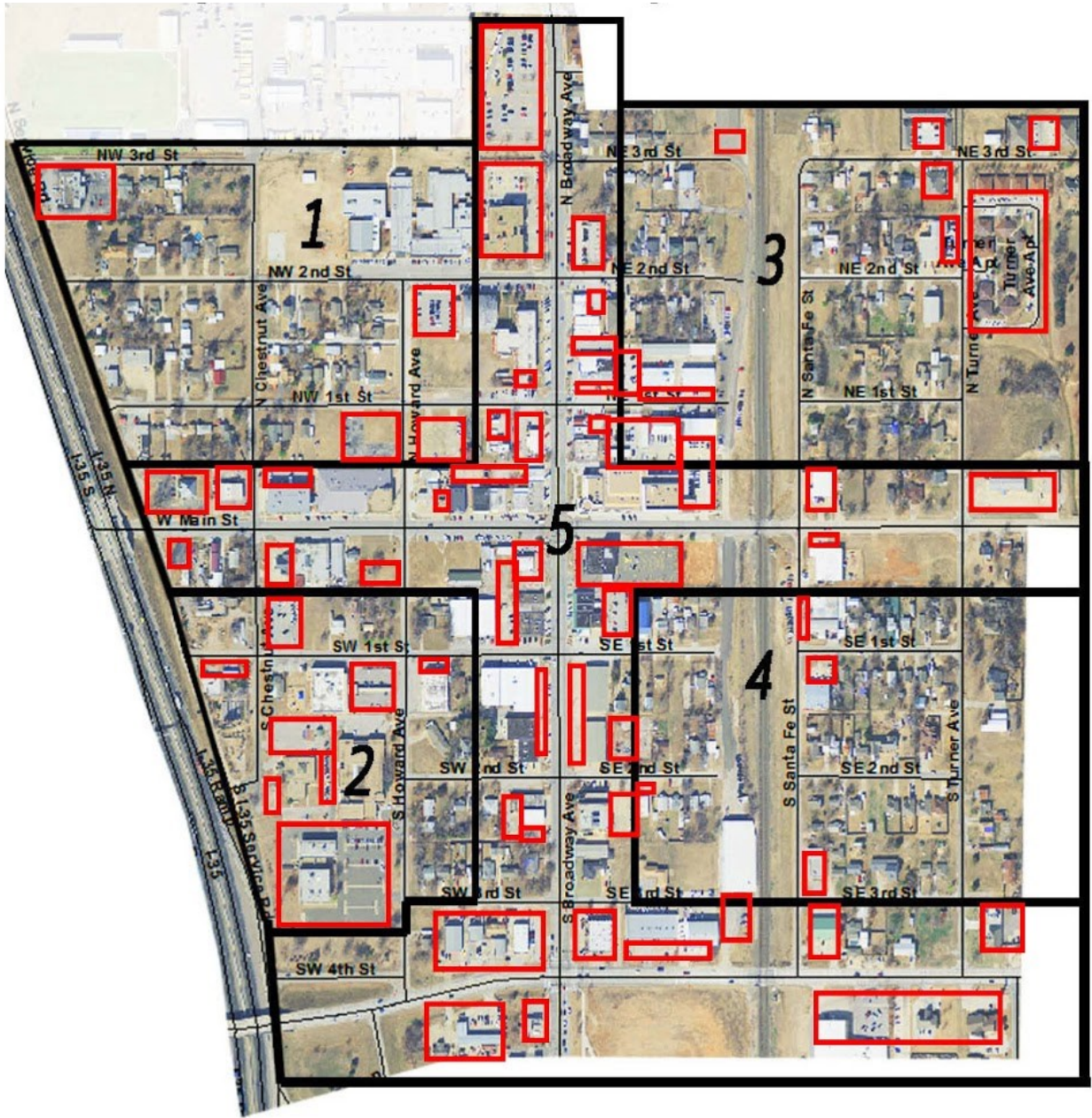
**Parking Lot Locations in Old Town**

## Area 1, July 12, 2018, 10:30-11:40 am

| Location | Signage | Total Parks | Occupied Parks | |
|---|---|---|---|---|
| ROW, NW 2nd St-Broadway to Howard | No | | 61 | 32 |
| ROW, Howard Ave-Main St to NW 2nd St | No | | 45 | N/A |
| Methodist Church, SE corner of NW 1st/Howard | Yes | | 75 | 16 |
| Methodist Church, SW corner of NW 1st/Howard | Yes | | 51 | 11 |
| Dycus Clinic | No | | 58 | 13 |
| **Totals** | | | **290** | **72** |

## Area 1, July 12, 2018, 3:00-3:50 pm

| Location | Signage | Total Parks | Occupied Parks | |
|---|---|---|---|---|
| ROW, NW 2nd St-Broadway to Howard | No | | 61 | 7 |
| ROW, Howard Ave-Main St to NW 2nd St | No | | 45 | N/A |
| Methodist Church, SE corner of NW 1st/Howard | Yes | | 75 | 16 |
| Methodist Church, SW corner of NW 1st/Howard | Yes | | 51 | 16 |
| Dycus Clinic | No | | 58 | 12 |
| **Totals** | | | **290** | **51** |

## Area 2, July 12, 2018, 10:45-11:45 am

| Location | Signage | Total Parks | Occupied Parks | |
|---|---|---|---|---|
| ROW, SW 1st St-Broadway to Howard | No | | 47 | 13 |
| ROW, Howard Ave-Main St to SW 4th St | No | | 70 | N/A |
| Community Renewal | No | | 109 | 6 |
| Library | No | | 29 | 18 |
| Community Center | No | | 175 | 45 |
| SW 1st and Chestnut | No | | 55 | 21 |
| Covenant Assembly Church | Yes | | 40 | 12 |
| Hoffman's Distribution | No | | 12 | 2 |
| **Totals** | | | **537** | **117** |

## Area 2, July 12, 2018, 3:00-3:50 pm

| Location | Signage | Total Parks | Occupied Parks | |
|---|---|---|---|---|
| ROW, SW 1st St-Broadway to Howard | No | | 47 | 13 |
| ROW, Howard Ave-Main St to SW 4th St | No | | 70 | N/A |
| Community Renewal | No | | 109 | 5 |
| Library | No | | 29 | 18 |
| Community Center | No | | 175 | 43 |
| SW 1st and Chestnut | No | | 55 | 22 |
| Covenant Assembly Church | Yes | | 40 | 11 |
| Hoffman's Distribution | No | | 12 | 2 |
| **Totals** | | | **537** | **114** |

### Area 3, July 12, 2018, 10:45-11:45 am

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| Tillison Storage | No | 10 | 0 |
| 231 N. Turner | No | 14 | 5 |
| Flairs | No | 43 | 20 |
| **Totals** | | **67** | **25** |

### Area 3, July 12, 2018, 3:005-3:50 pm

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| Tillison Storage | No | 10 | 0 |
| 231 N. Turner | No | 14 | 5 |
| Flairs | No | 43 | 16 |
| **Totals** | | **67** | **21** |

### Area 4, July 12, 2018, 10:45-11:45 am

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| ROW, SE 1st St- Broadway to RR Tracks | No | 16 | 5 |
| ROW, SE 2nd St- Broadway to RR Tracks | No | 8 | 2 |
| ROW, SE 3rd St-Broadway to RR Tracks | No | 12 | 12 |
| John Ireland Funer Home | No | 33 | 18 |
| Elevate Church | Yes | 26 | 6 |
| AT&T | No | 42 | 1 |
| Central Bark Grooming/Attitudes Salon | No | 10 | 5 |
| Hearth Shop | No | 9 | 2 |
| Pruitt Trucking | No | 15 | 5 |
| **Totals** | | **171** | **56** |

### Area 4, July 12, 2018, 3:00-3:50 pm

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| ROW, SE 1st St- Broadway to RR Tracks | No | 16 | 1 |
| ROW, SE 2nd St- Broadway to RR Tracks | No | 8 | 1 |
| ROW, SE 3rd St-Broadway to RR Tracks | No | 12 | 5 |
| John Ireland Funer Home | No | 33 | 12 |
| Elevate Church | Yes | 26 | 4 |
| AT&T | No | 42 | 4 |
| Central Bark Grooming/Attitudes Salon | No | 10 | 0 |
| Hearth Shop | No | 9 | 4 |
| Pruitt Trucking | No | 15 | 7 |
| **Totals** | | **171** | **38** |

## Area 5, August 17, 2018,10:00-11:03 am

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| ROW, Broadway Ave-N 3rd to S 4th | No | 117 | 64 |
| ROW, Main St- I-35 to RR Tracks | No | 134 | 28 |
| City Hall | Yes | 84 | 45 |
| Public Safety Building (public parking) | Yes | 46 | 20 |
| 200-328 N. Broadway | Yes | 46 | 26 |
| 124-100 N. Broadway; 101-127 W. Main | No | 42 | 40 |
| First Methodist Church/Diner/Chamber of Commerce | No | 57 | 28 |
| Quick Stop Gas/ Salon | Yes | 53 | 3 |
| 113-301 S. Broadway | No | 22 | 4 |
| 117-123 SW 4th St; 401 S. Broadway | No | 65 | 26 |
| 201-317 SE 4th Street | No | 22 | 16 |
| 101-131 SE 4th Street | No | 79 | 33 |
| 202-210 S Broadway | No | 35 | 2 |
| 100-120 S Broadway | No | 88 | 7 |
| 200 E Main | No | 10 | 5 |
| Work Activity Center | No | 9 | 5 |
| Masonic Lodge/Jem Glass | No | 43 | 3 |
| 216-316 W Main | No | 79 | 8 |
| **Totals** | | **1031** | **363** |

## Area 5, August 17, 2018, 2:00-3:15 pm

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| ROW, Broadway Ave-N 3rd to S 4th | No | 117 | 62 |
| ROW, Main St- I-35 to RR Tracks | No | 134 | 30 |
| City Hall | Yes | 84 | 40 |
| Public Safety Building (public parking) | Yes | 46 | 20 |
| 200-328 N. Broadway | Yes | 46 | 42 |
| 124-100 N. Broadway; 101-127 W. Main | No | 42 | 36 |
| First Methodist Church/Diner/Chamber of Commerce | No | 57 | 14 |
| Quick Stop Gas/ Salon | Yes | 53 | 6 |
| 113-301 S. Broadway | No | 22 | 1 |
| 117-123 SW 4th St; 401 S. Broadway | No | 65 | 34 |
| 201-317 SE 4th Street | No | 22 | 7 |
| 101-131 SE 4th Street | No | 79 | 36 |
| 202-210 S Broadway | No | 35 | 3 |
| 100-120 S Broadway | No | 88 | 6 |
| 200 E Main | No | 10 | 4 |
| Work Activity Center | No | 9 | 6 |
| Masonic Lodge/Jem Glass | No | 43 | 3 |
| 216-316 W Main | No | 79 | 4 |
| **Totals** | | **1031** | **354** |

## Area 5, June 6, 2018, 9:25-10:32 am

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| ROW, Broadway Ave-N 3rd to S 4th | No | 117 | 55 |
| ROW, Main St- I-35 to RR Tracks | No | 134 | 36 |
| City Hall | Yes | 84 | 52 |
| Public Safety Building (public parking) | Yes | 46 | 16 |
| 200-328 N. Broadway | Yes | 46 | 16 |
| 124-100 N. Broadway; 101-127 W. Main | No | 42 | 20 |
| First Methodist Church/Diner/Chamber of Commerce | No | 57 | 13 |
| Quick Stop Gas/ Salon | Yes | 53 | 8 |
| 113-301 S. Broadway | No | 22 | 6 |
| 117-123 SW 4th St; 401 S. Broadway | No | 65 | 30 |
| 201-317 SE 4th Street | No | 22 | 6 |
| 101-131 SE 4th Street | No | 79 | 46 |
| 202-210 S Broadway | No | 35 | 1 |
| 100-120 S Broadway | No | 88 | 26 |
| 200 E Main | No | 10 | 5 |
| Work Activity Center | No | 9 | 5 |
| Masonic Lodge/Jem Glass | No | 43 | 16 |
| 216-316 W Main | No | 79 | 44 |
| **Totals** | | **1031** | **401** |

## Area 5, June 6, 2018, 2:00-2:50 pm

| Location | Signage | Total Parks | Occupied Parks |
|---|---|---|---|
| ROW, Broadway Ave-N 3rd to S 4th | No | 117 | 65 |
| ROW, Main St- I-35 to RR Tracks | No | 134 | 45 |
| City Hall | Yes | 84 | 52 |
| Public Safety Building (public parking) | Yes | 46 | 11 |
| 200-328 N. Broadway | Yes | 46 | 27 |
| 124-100 N. Broadway; 101-127 W. Main | No | 42 | 24 |
| First Methodist Church/Diner/Chamber of Commerce | No | 57 | 1 |
| Quick Stop Gas/ Salon | Yes | 53 | 14 |
| 113-301 S. Broadway | No | 22 | 5 |
| 117-123 SW 4th St; 401 S. Broadway | No | 65 | 32 |
| 201-317 SE 4th Street | No | 22 | 21 |
| 101-131 SE 4th Street | No | 79 | 51 |
| 202-210 S Broadway | No | 35 | 1 |
| 100-120 S Broadway | No | 88 | 21 |
| 200 E Main | No | 10 | 6 |
| Work Activity Center | No | 9 | 6 |
| Masonic Lodge/Jem Glass | No | 43 | 3 |
| 216-316 W Main | No | 79 | 34 |
| **Totals** | | **1031** | **419** |

# APPENDIX B: PUBLIC COMMENTS

The following are specific public comments submitted throughout the planning process. Staff relied on the public comments in determining the specific enhancement areas needed for Old Town's revitalization, as well as developing all policies and strategies contained within this plan.

- Broken and/or lacking sidewalks near Central Elementary School/along NW 2nd St.
- Broken and/or lacking sidewalks along Chestnut Ave.
- Need landscaping, shade, and rest areas along Broadway St.
- Address pedestrian and vehicular conflicts at SE 4th St. and the Railroad.
- Reduced vehicular speed and visibility conflicts along Broadway St.
- Reduced vehicular speeds in residential areas.
- Make the intersection area of Main St. and Broadway St. an amenity.
- Need a rest area at the north end of the Old School building
- Make a quiet zone for the railroad through Old Town.
- Improve drainage in residential areas in NW part of Old Town.
- Increased trees and shade along Chestnut Ave.
- Improved visibility at N. Howard Ave. and NW 1st St.
- Retail establishments need a lot of work"
- Build curb appeal of Old School building and all commercial businesses.
- "Businesses need consistent and set business hours for customers to rely on."
- Need for increased vehicular and pedestrian visibility
- Need additional parking
- Intersection at Main St. and Broadway St.
- Need for increased safety and improvements near Central Elementary School.
- Crossing lanes to enter vehicular traffic becoming more difficult.
- Need for reduced traffic speeds
- Train stopping and blocking thru-traffic
- Rezoning of commercial properties may hurt businesses in Old Town.
- Taxes should not be raised to fund improvements in Old Town.
- Design standards will hurt growth in Old Town.
- Design standards for new construction is needed to preserve Old Town.
- Change in Old Town is not desired- leave it the way it is.
- More parking is needed
- More parking not needed.
- Increased density is not appropriate in Old Town.
- Inadequate water and sewer lines for new development.
- Traffic and crime will increase with proposed changes to Old Town.
- Unsafe infrastructure must be fixed in Old Town.
- Walkability is very important to grow businesses and provide safe environment.
- Attract Tourists to Old Town by making it unique.