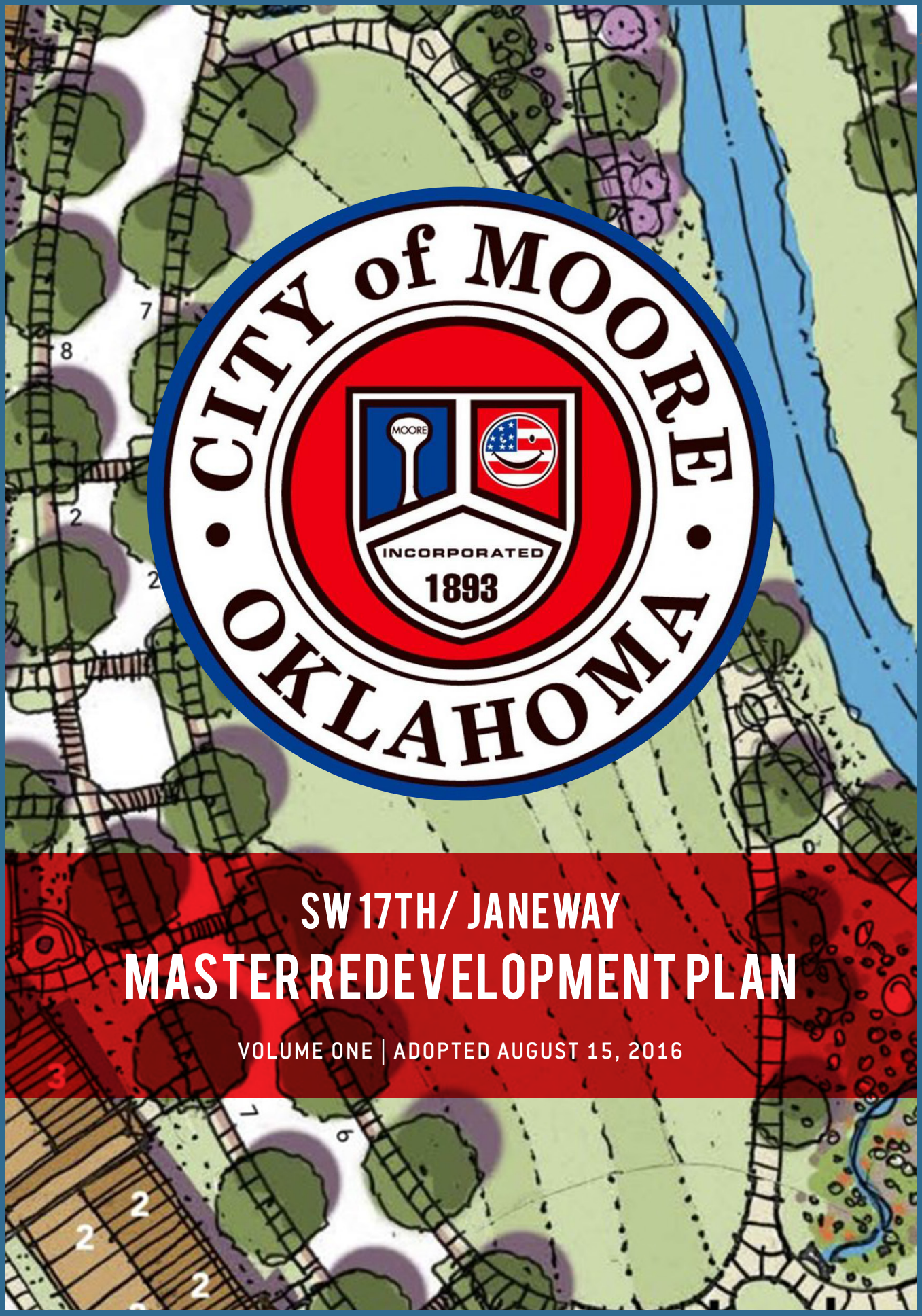


SW 17TH/ JANEWAY
MASTER REDEVELOPMENT PLAN

VOLUME ONE | ADOPTED AUGUST 15, 2016

ACKNOWLEDGEMENTS

PROJECT STEERING COMMITTEE

Melissa Hunt
Jason Blair
Ralph Sherrard
Louie Williams
Jeff Arvin
Kelly Mattocks
Greg McAlister
Marlene Wood
Dr. Robert Romines
Michelle McNear
Ben Gaddy
Lance Maxwell
Rose Morgan
Leanne Moore
Sheridan Broderick

CITY STAFF

Elizabeth Jones, AICP *Community Development Director*
Steve Eddy, *City Manager*
Stan Drake, *Assistant City Manager*
Todd Jenson, *Assistant City Manager*

CITY COUNCIL

Glenn Lewis, *Mayor*
Robert Krows, Ward 1 (Resigned Office-Dec 2015) Danielle McKenzie, Ward 1
David Roberts, Ward 1 (Term Expired-April 2016) Adam Webb, Ward 1
Mark Hamm, Ward 2
Melissa Hunt, Ward 2
Jason Blair, Ward 3
Terry Cavnar, Ward 3

PLANNING COMMISSION

Ralph Sherrard, *Chairman*
Don Snow
Randy Tarlton
Kent Graham
Louie Williams
Gary Lunow
Kenneth Jarema (Appointed August - 2016)
Dana Moffatt
Chris Rickman
Danielle McKenzie (Appointed to City Council - July 2016)

ACKNOWLEDGEMENTS

PARKS BOARD
Eddie Vickers, Chairman
Robert Washington
Sid Porter
Jeff Arvin
Janie Milum
Charles Payne
Kelley Mattocks

CDBG ADVISORY COMMITTEE
Louie Williams, Chairman
Mark Hamm
Jeff Peters
Nick Shiplett
Leslie Van Buskirk
Janie Milum
Ralph Sherrard
Kelley Mattocks
Damon Smuzynski
Sara Ashmore
Gilbert Jordan
Sean Evans
Adam Shahan

CONSULTANT TEAM
Meshek & Associates | Tulsa, OK
Ben Fletcher, *Contract Manager, Hydrology Engineer*

TAP Architecture | OKC, OK
Anthony McDermid, *Project Manager, Urban Design*
Corbin Campbell, *Project Assistant*

Olsson Associates | OKC, OK
Brett Lauritsen, *Civil/Traffic Engineering*
Todd Brawley, *Civil/Traffic Engineering*

Ochsner/Hare & Hare | KC, MO
Ken Boone, *Site and Landscape Design*
Darren Varner, *3D Visualization*

CEDL | OKC, OK
Jeff Sabin, *Zoning and Planning Attorney*

frontstreet | OKC, OK
Ian Colgan, *Development Analyst*

CRS | BUFFALO, NY
Eric Lander, *Market Analyst*

Funding provided by **US Department of Housing and Urban Development**

CONTENTS

1.1
PREFACE

1.1 PREFACE

The City of Moore is located in the central region of the State of Oklahoma in the heart of the Oklahoma City Metropolitan Statistical Area. The city is bisected by Interstate 35 (I-35), a major interstate corridor which extends from the Gulf Coast to the Great Lakes. Moore is mostly "land locked" with the City of Norman along the southern boundary of Moore and the City of Oklahoma City along Moore's northern, western, and eastern boundaries.

Moore began as a small town in 1893 with a population of 100, and has grown to a community of over 60,000 with approximately 22,000 households. Throughout its history, Moore has enjoyed a robust population growth rate. During the 1960s through the mid-1980s, the population grew by 964% due in part by the "white flight" of middle class families out of Oklahoma City and the Oil Boom in the early 1980s. After the 1980s Oil Bust, Moore experienced a period of economic stagnation. By the late 1990s, Moore began to see renewed interest from housing developers eager to capitalize on low interest rates and affordable land, spurring a decade of tremendous residential and commercial growth. This growth continues today, with the addition of approximately 800 single-family dwelling units and 800 multi-family units, the majority of which are located in the southern half of the city, over the past 5 years. The high growth rate is due in part to its location along I-35, making it easily accessible from major employment centers in Oklahoma City and Tinker Air Force Base and because the Moore lies within the sought-after Moore Public School District.

On May 20, 2013, an EF5 Tornado destroyed approximately 1,200 homes in Moore. The SW 17th/Janeway Study Area is located within the 2013 tornado area.

The U.S. Department of Housing and Urban Development (HUD) awarded the City of Moore a Community Development Block Grant Disaster Recovery (CDBG-DR) grant to assist in rebuilding the community after the 2013 tornado. The City plans to invest approximately $19.2 million in the SW 17th Street/Janeway Redevelopment Plan. This strategy serves as the cornerstone of the City's efforts to meet HUD's requirement to supply a certain number of housing units for low- to moderate-income households. The Redevelopment Plan must meet HUD's requirements to achieve Green Building Standards, provide a minimum of 179 affordable housing units, and be designed to incorporate sustainable design, water and energy efficiency, and resiliency to mitigate future disasters. In addition, the plan achieves several of HUD's goals to locate housing proximate to hospitals, doctors, dentists, medical clinics and retail, which is made accessible by the highly-connected and walkable design.

The City's intent is to base the design of the redevelopment on New Urbanist principals to create a healthy, walkable, well-functioning "village center" that creates a unique identity and sense of place within the community.

Market research and economic indicators support the development of a mixed income housing community that must be designed to interact with and support the employment, public facilities, recreational opportunities, shopping and transportation needs of the area and the city as a whole.

The SW 17th Street/Janeway Redevelopment Plan presents a "blueprint" to guide the City and other stakeholders in their efforts to reinvent this area. The Plan will be adopted by the City's Boards and Commissions as the official policy guide for future redevelopment and design improvements along Janeway Creek. It sets forth goals, analyzes existing conditions and trends, and illustrates a long-range vision for the physical, social and economic characteristics of this area.

1.2 REDEVELOPMENT AREA

1.2 REDEVELOPMENT AREA

The Redevelopment Area ('study area') is located north of SW 17th Street and west of S. Janeway Avenue, approximately 1/4 mile north of the SW 19th Street Commercial Corridor in Moore, Oklahoma. In the 1970's, the study area was developed as a high-density mobile home park on the southern edge of urbanized Moore. Over the years, commercial and residential development has occurred around the mobile home park. Due to the commercialization of SW 19th Street, the southern half of the mobile home park has transitioned to commercial property. The northern half of the park has remained as low-moderate income housing until the park was closed after the May 20, 2013 tornado. **See Exhibit A.**

The study area is presently zoned R-3 General Residential District and is shown on the Moore Vision 20/20 Land Use Plan as High Density Residential. The Janeway Creek borders on the east side. This drainage feature has been used in the recent past as an extension of the Little River Park located north of the study area, developed with a multi-use trail and picnic tables. The 2013 Tornado destroyed the picnic tables and the many of the natural trees; the multi-use trail has sustained major damage from subsequent flooding and erosion stemming from the tornadic event. Janeway Creek is greatly underutilized in its present condition and configuration, and the City desires to re-imagine this feature as a neighborhood amenity with a stronger connection to the Little River Park.

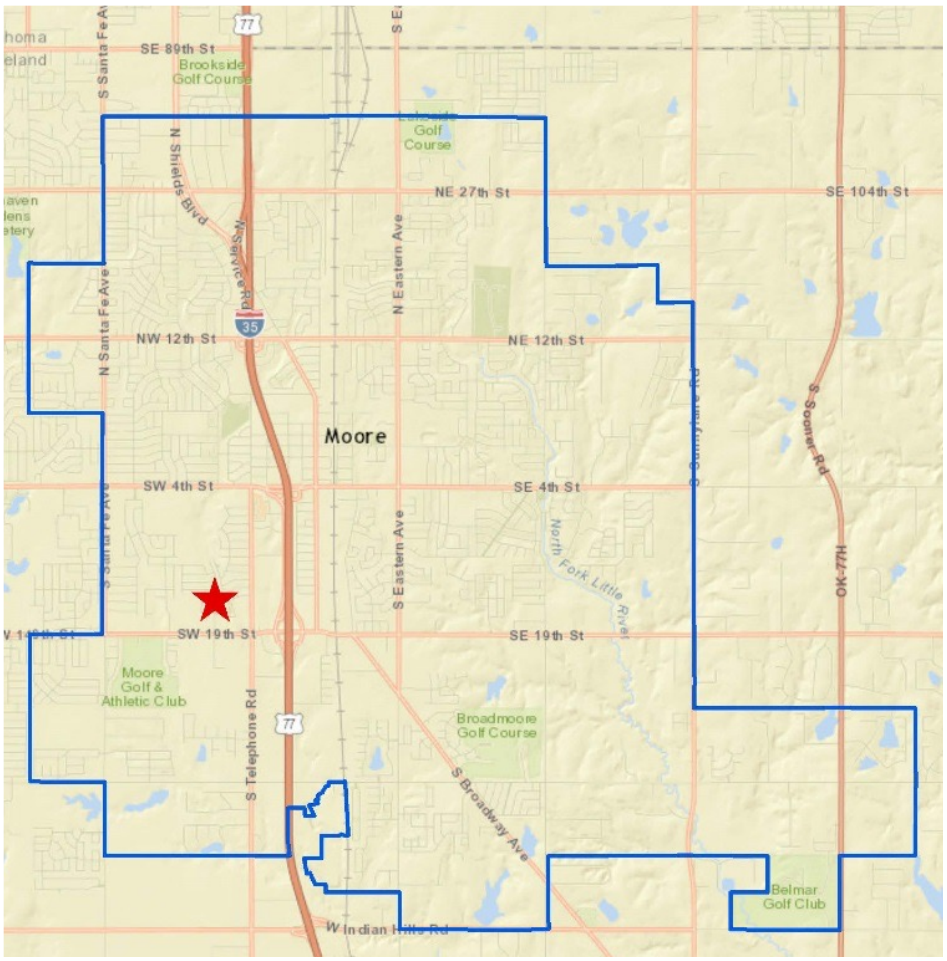
The study area is bordered on the south by SW 17th Street, abutting the northern limits of the Royal Rock commercial development that fronts the SW 19th Street Commercial Corridor. This area is a burgeoning commercial district with national big-box retailers such as Super Wal-Mart, Home Depot, Dick's Sporting Goods and Target and numerous national and regional eateries and businesses. The relationship between the study area and the surrounding commercial development is anticipated to be symbiotic- the high density residential development will grow the commercial area to the south while the same commercial area will provide demand for a quality walkable community for both area employees and those who seek the convenience of the close commercial proximity.

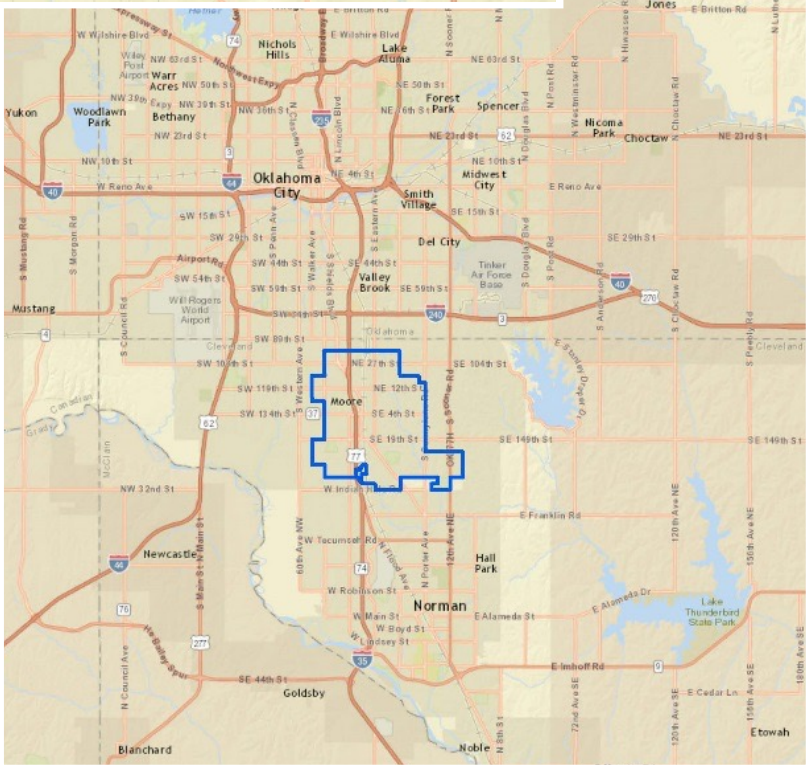
To the north and east of the Study Area are single-family homes in the Bonnie Brae subdivision. This is an older addition that was developed in the 1960's. While most homes are modest, some of the area's homes have seen significant reinvestment after the 2013 tornado.

Additional high-density uses are located to the west of the study area. The 35-West Apartments are luxury market-rate apartments that were constructed after the 2013 tornado. It was new development of a previously vacant tract and the first major investment in multi-family housing on the west side of I-35 in more than a decade. The Plaza Terrace Addition is a developing duplex and townhome neighborhood located on SW 13th Street and SW 14th Street. This addition is a redevelopment project stemming from the 2013 Tornado, and includes 75 townhome units and the remainder of the site. SW 13th Street, previously a through street connecting with the study area, has been rebuilt as a cul-de-sac. SW 14th Street has been maintained as a through street connecting with the site and is one of only two access points to the Plaza Terrace neighborhood.

1.2 REDEVELOPMENT AREA

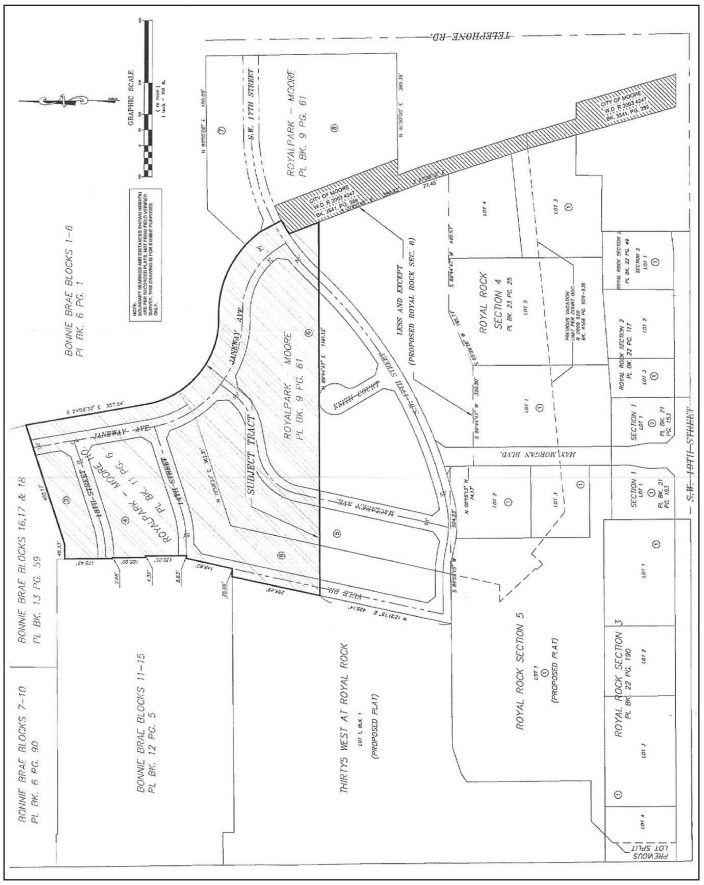
EXHIBIT A LOCATION MAPS

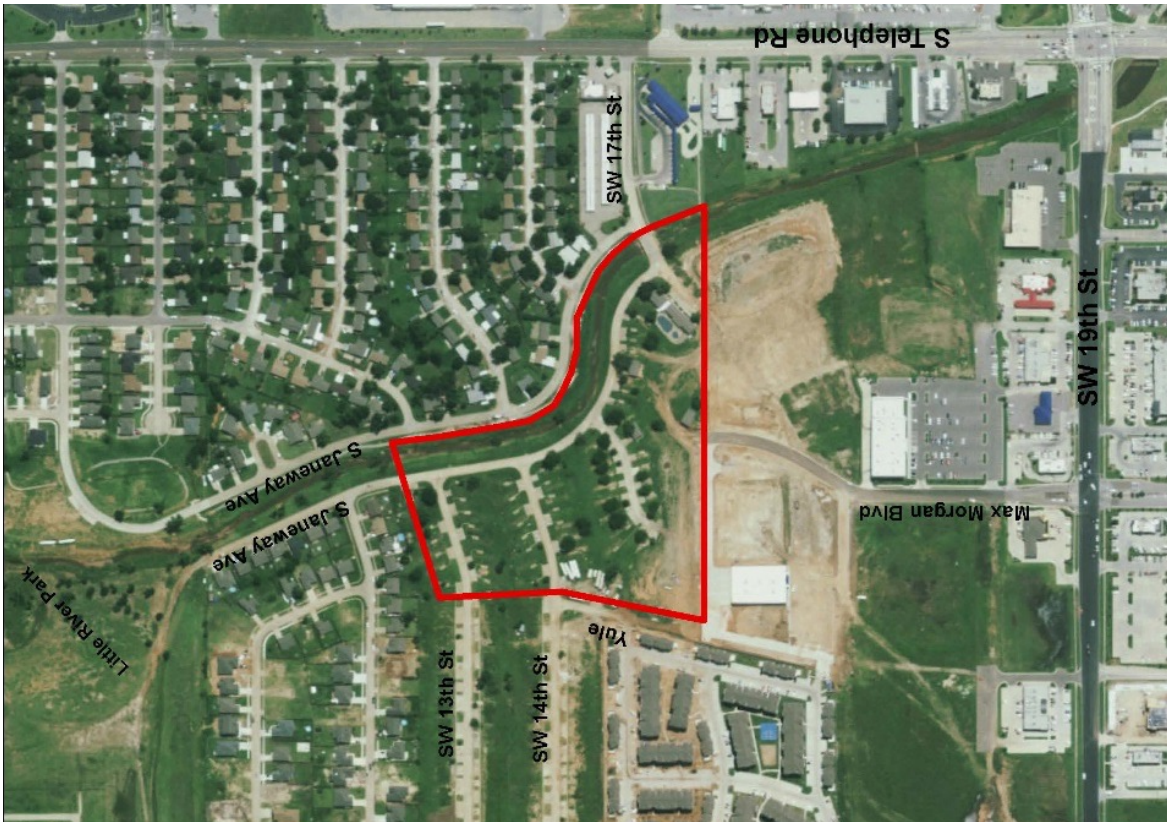




1.2 REDEVELOPMENT AREA

EXHIBIT A REDEVELOPMENT AREA





1.3 EXISTING CONDITIONS ANALYSIS

1.3 EXISTING CONDITIONS ANALYSIS

The Existing Conditions Analysis establishes the basis of understanding to better facilitate the development of the vision, goals, and objectives contained within the Redevelopment Plan.

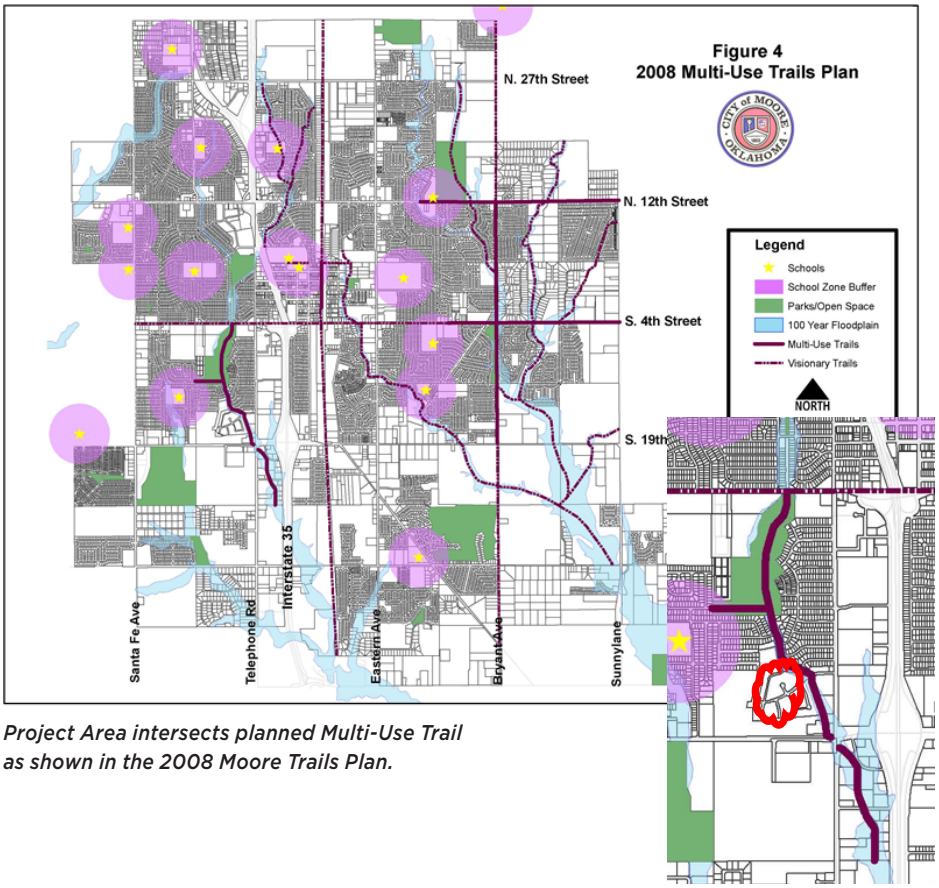
PAST PLANS & STUDIES

An assessment of past plans and studies was conducted to gain a better understanding of initiatives, assessments and objectives previously undertaken by the City of Moore in the general area. Understanding the intentions and results of these documents provides insight into the neighborhoods and community and is important in identifying the potential of the study area. As conditions change over time, the relevance of some of these documents is lessened, while components of other documents continue to provide direction and remain representative of community aspirations.

2006 Comprehensive Plan
The City of Moore's Comprehensive Plan, Moore Vision 20/20, was adopted in 2006 and provides specific recommendations for the City's land development over the next 20 years and beyond. At the time of the comprehensive plan adoption, the Study Area was in operation as the Royal Park Mobile Home Park. Due to its location near the SW 19th Street Commercial Corridor, the comprehensive plan designated all land south of SW 17th Street as Medium Commercial. The area north of SW 17th Street was identified as High Density Residential to accommodate the existing mobile home park. This land use designation allowed the mobile home park owner to slowly transition the property south of SW 17th Street into retail and service uses.

2008 Master Trails Plan

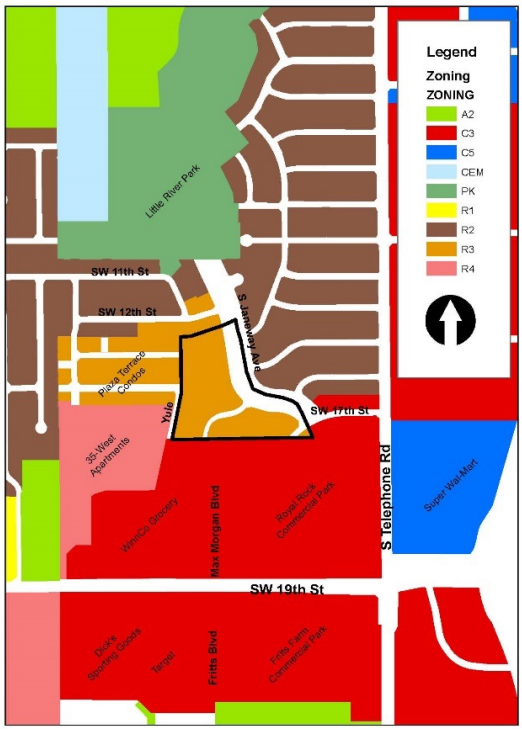
The City of Moore's Master Trails Plan was adopted in 2008 and provides specific recommendations for the development of bicycle and pedestrian 'active transportation' connections. At the time of the trails plan adoption, the transition of the Study Area from a mobile home park to a retail and commercial center was well under way. The trails plan capitalizes on the existing recreational trails in the Little River Park to the north and the Riverwalk trail to the south and recommends a multi-use trail connection between the existing trails. This connection is shown to parallel the Janeway Creek on the east side of the Study Area. Although the trails plan does not have conceptual plans for this multi-use trail, it is a vital link in the active transportation trails network that any redevelopment along Janeway Creek must take into consideration.



Project Area intersects planned Multi-Use Trail as shown in the 2008 Moore Trails Plan.

2014 Comprehensive Housing Market Analysis

The city-wide Comprehensive Housing Market Analysis was prepared immediately following the 2013 Tornado in order to determine housing market trends, needs, and projections in all areas of the housing sector, including an affordability analysis. The analysis found that 18% of Moore households are considered to be low-income, with very low income households at 10%, and extremely low at 7% of all households in Moore; for the low-income households and below, home ownership is becoming increasingly out of reach. However, an overabundance of affordable single-family rental housing is available, making up more than half of the renter occupied units in Moore. This is in part due to a lack of purpose-built apartment or rental housing. The analysis found that the introduction of additional new apartments may take some of the market pressure off of single family rentals, inducing absentee owners to improve and otherwise responsibly maintain their properties.



MOORE LAND DEVELOPMENT CODE

The Moore Land Development Code is a comprehensive code that includes all ordinances pertaining to land development, including zoning, subdivision, and drainage. Within the study area, land is zoned R-3 General Residential Dwelling District. Although this zoning district does not permit a mobile home park, the study area was 'grandfathered in' after its initial development. To accommodate future multi-family land use, the zoning must be changed to R-4 Multi-Family Residential District to allow for higher densities. Furthermore, Land Development Code as currently written does not provide a New Urbanist option for land development. In order to accomplish a redevelopment based on New Urbanist goals, the zoning of the study area must be accomplished through a Planned Unit Development (PUD) in order to codify the New Urbanist elements as PUD amenities.

CDBG-DR Action Plan

The City of Moore was required to submit an Action Plan for the CDBG-DR program to the U.S. Department of Housing and Urban Development as a condition to its receipt of $26,300,000 of federal funding to respond to needs spurred from the 2013 tornado. This Action Plan describes the activities that will be funded under the program, including providing housing assistance to Low-Moderate Income individuals.

At the time of the tornado, the Royal Park mobile home community had 173-mobile home units providing housing for LMI residents. The closure of the mobile home park was a big loss of affordable housing for the City's LMI residents, as there were no plans for the private housing industry to replace those affordable units. The Action Plan identified the need to replace those lost affordable units as a priority for the City and HUD.

Moore Mayor Glenn Lewis** (left) **tours 2013 Tornado Damage with** (from left to right) **OKC Mayor Mick Cornett, President Barack Obama, US Representative Tom Cole, and Governor Mary Fallin.

The May 20, 2013 Tornado destroyed or damaged approximately 200 mobile home units on the project site, known as the Royal Park mobile home community. Soon after the tornado, Royal Park relocated any remaining mobile homes and permanently closed for business.

ENVIRONMENTAL FEATURES

The parks, open space and environmental features in a community contribute to the community's overall quality of life, image, character and aesthetics. They provide places for residents and visitors to play, relax and enjoy nature. The study area is fortunate to be located in close proximity to a variety of environmental features that can be seen as amenities in which to further develop as both passive and active opportunities for recreation and exposure to nature in the urban environment.

Little River Park

Little River Park has approximately 50 acres and is owned and operated by the City of Moore. It is a community park situated north of the study area with the Janeway Creek outflowing from the park. Amenities at this park include large retention ponds; pavilions; playground equipment; open play areas; restrooms; trails; and a planned spray ground. Several special events are held at the park each year.

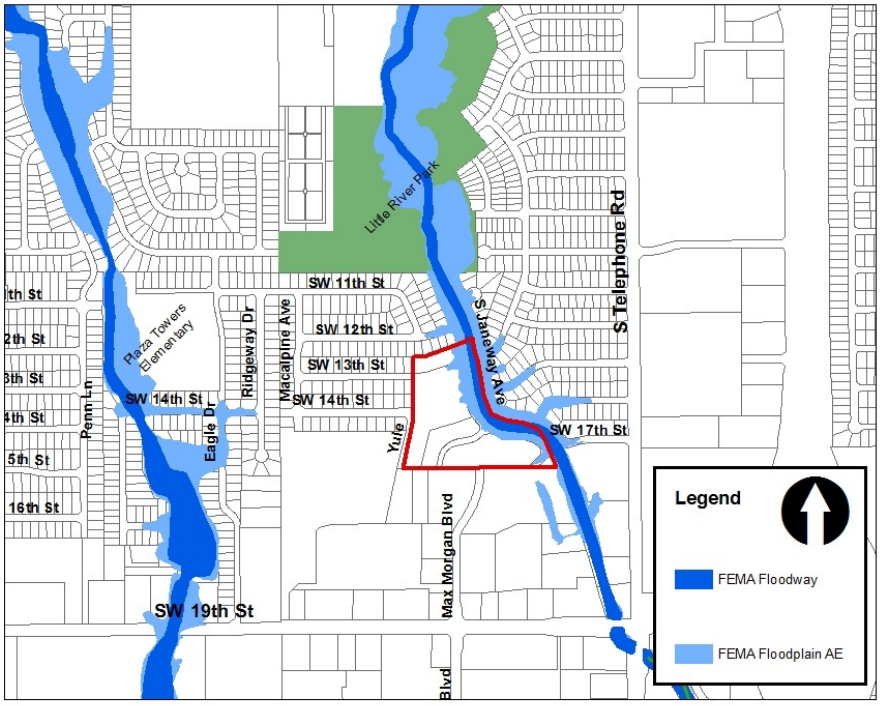
Janeway Creek

The Janeway Creek is located abutting the study area to the east and is a minor tributary of the Little River. It extends from the northern portion of Moore south to the Little River before outflowing into Lake Thunderbird. Although locally termed a 'creek', the channel is little more than a drainage way through the city, carrying very little water in dry periods unless engineered to be a wet detention or siltation facility. This creek carries stormwater from areas north and the project site south, running under SW 19th Street and Telephone Road intersection in a bridge box. In the late 2000's the City created a series of low dams to create standing water from the Telephone Road/SW 19th Street intersection to I-35 as both a visual amenity and siltation ponds with walking trails, locally known as 'the Riverwalk'. The Janeway Creek provides tremendous opportunities as an amenity, a trail connection, and possible detention for the redevelopment area.

Floodplains

A floodplain is an area near a water course that has a history of flooding or has been identified as an area that is prone to flooding. A 100-year floodplain indicates that the level of flood water is expected to be equaled or exceeded every 100 years on average, meaning there is a 1% chance of a 100-year flood occurring in any single year. A 500-year flood has a 0.2% chance of occurring in any single year.

In the Study Area, the western portion of land along the Janeway Creek is within the 100-year floodplain. Generally, parks and open space areas are considered suitable uses within a floodplain, while development is oftentimes limited. It is not recommended that a permanent structure be built in a flood zone; however, it may be desirable that the floodplain be reduced rather than preserved. Upon redevelopment, the creek area could potentially be built up with fill and a retaining wall to accommodate a waterfront development.

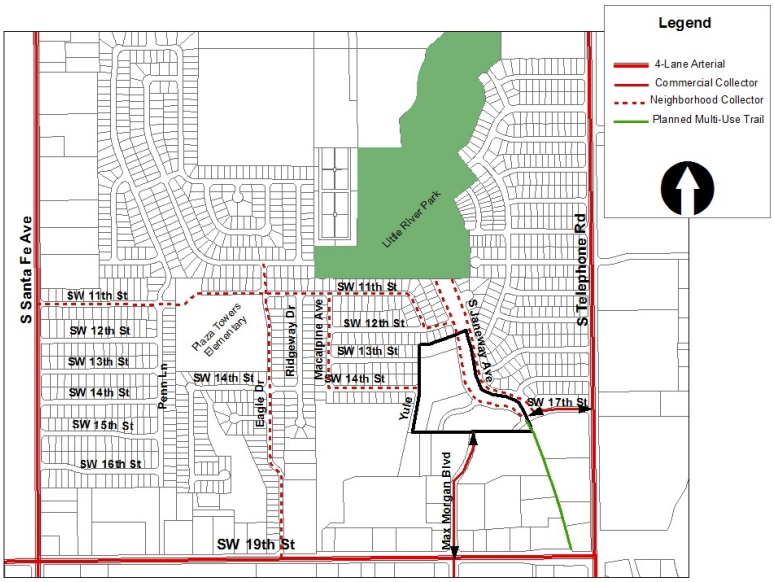


TRANSPORTATION

Access and Circulation Overview

Access and circulation to the study area is influenced by a hierarchy of arterial, collector and local streets that provide access to major commercial corridors of SW 19th Street to the south and Telephone Road to the east.

Although the study area does not have direct access to an arterial roadway, it lies at the convergence of two collector roads- Max Morgan Boulevard providing access to SW 19th Street through the Royal Rock Commercial Development and SW 17th Street providing access to Telephone Road. With recent construction activities, the Max Morgan connection to SW 17th Street was severed. This connection is vital to provide adequate connections for both commercial and residential traffic and should be re-established as soon as practical.



The project site is accessed by two Commercial Collector roadways, SW 17th Street and Max Morgan Blvd.

Active Transportation

Overall, walkability and bike-ability in the general area is lacking. While Max Morgan Boulevard provides sidewalk connections to the commercial area, the placement of the sidewalk adjacent to the roadway curb and the traffic volume and speed make walking in this area generally undesirable. There are no sidewalk connections to the surrounding neighborhoods or to the Little River Park to the north. Providing a trail connection to the north and south to connect the study area to the Little River Park and the SW 19th Street Corridor is an opportunity. Additionally, any development within the study area should be cognizant of walkability and bike-ability in terms of both infrastructure and amenities.

Transit

Moore does not have local bus service. In addition, no regional transit service, such as Greyhound bus or Amtrak trains are currently available. Although a regional commuter rail service is currently being studied for the Central Oklahoma region, Moore's proposed rail stop is anticipated to be approximately 1 mile to the east at S. 4th Street and Broadway Avenue.

EXISTING SITE CONDITIONS

A boundary and topographic site survey was completed in February 2016. This survey reflected the entire 14.7 acre parcel as identified for redevelopment. Data regarding existing utilities, topography and other physical features on the site were identified for cost and design purposes. Of particular interest were the topography and utilities abandoned after the Royal Park Mobile Home neighborhood was demolished.

In addition to below grade utilities, the only remaining infrastructure on the parcel includes concrete pads where homes stood, concrete roadway, and five building structures in the southeast corner of the property (including the former mobile home park communi-ty building and pool amenity). **See Exhibit B.**

UTILITIES & INFRASTRUCTURE

Members of the design team met with City of Moore officials, the City of Moore utility management company, and the City-approved contractor in April 2015 at City Hall. Discussion during the meeting focused on site design considerations and project feasibility, from an infrastructure standpoint. See additional to information below.

ROADWAY NETWORK

No existing roadways are anticipated to be maintained during the redevelopment. Janeway Avenue, 17th Street, and remaining con-crete will be demolished. New connections to Janeway, 17th Street, 14th Street and Max Morgan will be constructed. The City of Moore has recently commissioned a more detailed traffic study to examine traffic impacts of the redevelopment.

SANITARY SEWER

The entire redevelopment area will be serviced by public gravity sewer system. Select main lines have been abandoned, and others added since the survey was completed. If possible, connections for multi-family residential buildings and the commercial development should connect to a new sewer main, to allow existing aerial crossings to be removed. See also accompanying survey exhibit 1.

WATER

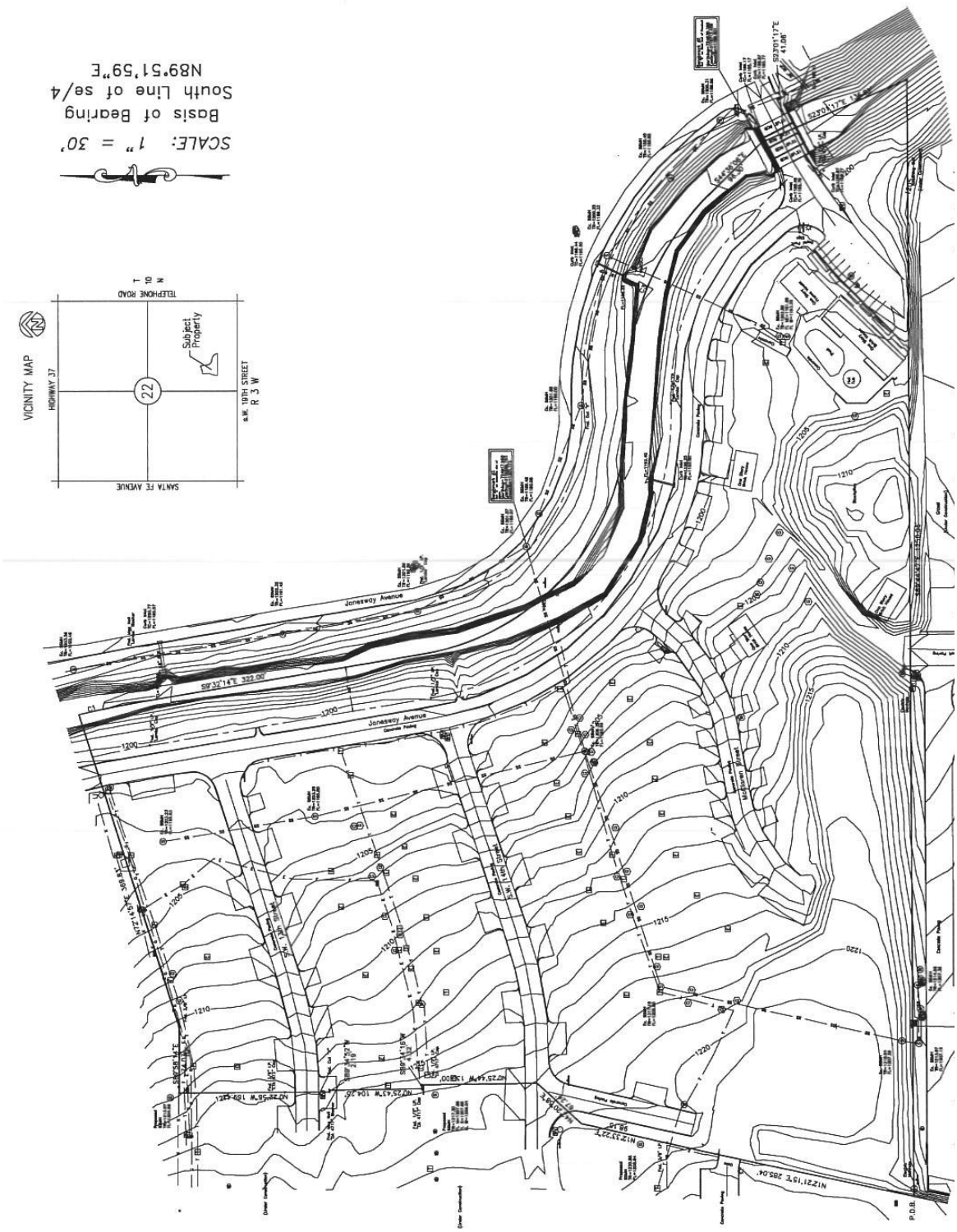
Water and fire services are readily available to the redevelopment. During final design the pressure, flow, and hydrant information should be verified to determine any need for boosters and finalize hydrant locations. Connectivity with recent water system improvements to the south and west in a loop configuration should be emphasized.

ELECTRIC & GAS

Electricity and gas service is available to the property. The final design should incorporate utility provider specifications and determined loads in order to finalize routing. *See also accompanying survey exhibit 1.*

1.3 EXISTING CONDITIONS ANALYSIS

EXHIBIT B - SURVEY



TOPOGRAPHY

Topography on this site generally slopes 2.5% west to east towards the creek adjacent to Janeway Avenue (some locations are more flat, some more steep). The general slope of the property is fairly uniform.

However, steeper slopes exist in the southwest region of the property at a ridge line, and naturally at the banks of the existing channel adjacent Janeway Avenue. Geotechnical information was not available to the design team at the time of due diligence; investigation will need to be completed prior to design and construction.

PROPOSED BUILDINGS & PARKING

No official preliminary grading plan has been developed at this point. However, it is probable the proposed site will follow the existing topography fairly closely. Along 14th Street, building finished floor elevations (FFEs) are anticipated to be stepped to accommodate fall in elevation (west to east). Due 14th Street's connection with Janeway, retaining walls may be necessary near the west property line to adequately accommodate access, building, and accessibility challenges for both pedestrians and motorists. FFEs for buildings fronting Janeway will be set according to grade established for the new roadway adjacent the primary park area, which has not been finalized. Surface parking lots west of the multi-family residential buildings will be sloped west to east.

PROPOSED PARK AMENITY

The park feature should be relatively flat (approximately 2% sloping west to east) in order to provide usable pedestrian activity areas. If necessary, smaller retaining walls should be used as seat walls to accomplish both grade change and seating amenities. Dependent on the final design of the adjacent storm water channel section, pedestrian accessibility may require ramps, switch-back sidewalks, and handrails to accommodate access to a proposed trail network.

PROPOSED COMMERCIAL AREA

Topography design in the southeast region of the property where commercial or office uses are anticipated should reflect cohesiveness with the storm water channel design. Proposed conditions will situate the buildings and parking above the water surface elevation of the 100- year storm per the channel design. It is anticipated that the buildings will have a patio or building feature to expose pedestrians to the natural view of the adjacent channel in order to maximize both property value and overall aesthetics and experience.

TRAFFIC GENERATION & CIRCULATION

Basic Review

The design team reviewed traffic, roadway and operations of the proposed redevelopment in relation to a traffic impact study com-pleted by Traffic Engineering Consultants, Inc. (TEC) dated July 2014 for the property.

1.3 EXISTING CONDITIONS ANALYSIS

High-level trip generations and comparisons for potential redevelopment were also completed. A trip generation comparison was developed for comparison of the redevelopment and former trailer park traffic for a typical weekday during the AM and PM peak hours. Detailed traffic operations for individual traffic movements at intersections were not completed. Initial plans for the 14-acre redevelopment master plan included approximately 250 apartments, a community park adjacent an existing drainage way, and up to 36,000 square feet of independent neighborhood retail shopping space. Since initial concepts, both have been reduced (now less than 200 apartment units and 15,000 square feet of commercial).

Office space is also being discussed for the area instead of commercial. The proposed roadway network within the area connects Janeway Avenue to adjacent development to the west via 14th Street, Telephone Road to the east via 17th Street, residential neighborhoods to the north and 19th Street to the south. Pedestrian connectivity will primarily connect Little River Park (to the north) with this redevelopment. Surface parking is proposed at this time.

TRIP GENERATION CALCULATIONS

Trip generation was developed following the procedures outlined in the Institute of Transportation Engineers (ITE) Trip Generation Manual (9th Edition). Mobile Home Park (240), Apartment (220), Specialty Retail Center (826) and City Park (411) were the land uses selected for preliminary comparisons. See Tables in the accompanying exhibit 2 for previous land use trip generation, the proposed master plan land use trip generation, and the respective comparisons.

TRAFFIC CONCLUSIONS

No trip distribution mapping, capacity analysis, or Synchro models were completed in this overview. All conclusions are intended to be high-level in nature using common traffic and planning industry practices.

» Based on the results of the trip generation comparison the masterplan's trip generation is expected to experience an increase in weekday daily trips, PM peak hour trips, and AM peak hour trips when com-pared to the former land use. These additional forecasted trips may decrease levels of service at select intersections. Further study of adjacent intersections (considering full build-out in the vicinity) is recommended.

» Max Morgan, from 19th Street to the proposed intersection with 17th Street, should be a threelane section to include separate left and right turns for northbound traffic through the redevelopmentin either direction.

» Signal timings at the Max Morgan and 19th Street intersection should be reviewed after redevelopment is completed and adjusted accordingly to improve operations.

» The 17th Street and Telephone Road intersection should be studied further and potentially signalized. The intersection should also include appropriate turn lane configuration and queue storage as recommended in the 2014 study.

PEDESTRIAN CONNECTIVITY

Pedestrian connectivity is a concern in the immediate area of the redevelopment, and no connectivity exists from the proposed rede-velopment to either 19th Street or Little River Park. The proposed redevelopment for the parcel should include a pedestrian system which connects Little River Park to 14th, 17th and 19th Streets, through the redevelopment. See accompanying exhibit 3 illustrating current pedestrian connectivity networks in the area, as well as gaps in connectivity.

STORMWATER MANAGEMENT & SUSTAINABILITY

The parcel currently directs storm water runoff from the west to the channel adjacent Janeway Avenue. Drainage patterns should not change in proposed conditions, with proposed parking lots and buildings draining to a storm sewer system routed to the drainage channel. Enclosed systems should be adequately sized to carry the 100-year event safely to the channel. Detention of storm water from this property has been accounted for in design of the adjacent channel and upstream pond facility.

Sustainable design and water quality features should be incorporated into a storm sewer system. There are several effective options to improve water quality such as bio-swales, raingardens, storm-interceptors, and native vegetation. The current master plan indicates bio-swales on either side of the park amenity. See accompanying exhibit 4 for typical bio-swale applications.

1.4
MARKET ANALYSIS STUDY

COMPLETE MARKET ANALYSIS APRIL 2016
INCLUDED IN VOLUME 2 OF THIS REPORT

1.4 MARKET ANALYSIS STUDY

To assist in the master planning process, Canyon Research Southwest was contracted to conduct a Market Feasibility Study that evaluated the future residential, retail, and office development opportunities for the subject property in order to determine the market potential and development opportunities for the site. The study included a Demographic Analysis of the surrounding market area as well as a Market Analysis examining the directly competitive residential, retail, and office market trends.

DEMOGRAPHIC ANALYSIS

Demographic factors within a 1-, 3- and 5-mile radius of the subject property were examined to identify their impact on prospective development opportunities. Demographic characteristics included in the analysis are population growth trends and projections, household composition, age distribution, household income distribution, and educational attainment. Market area demographics were provided by Esri Business Analyst, a national demographic research firm. Quantifying these demographic characteristics will assist in projecting the future demand for commercial space and housing units. Market area demographic characteristics are summarized in **Table 1**.

TABLE 1: 1-, 3- and 5-Mile Radius Market Area Demographic Trends			
Demographic Characteristic	**1-Mile Radius**	**3-Mile Radius**	**5-Mile Radius**
Population			
2000	7,278	49,279	86,594
2010	8,877	68,618	116,677
2015	7,859	71,153	123,636
2020	7,760	75,472	132,402
Households by Type (2010)			
Total Households	3,511	25,570	44,456
Family Households	69.9%	73.5%	42.1%
Married Couple Family	48.7%	54.9%	55.4%
With Own Children	23.9%	27.4%	26.1%
Other Family (No Spouse Present)	21.2%	18.7%	16.7%
With Own Children	15.1%	12.9%	11.2%
Nonfamily Households	6.3%	5.3%	5.1%
Distribution of Population by Age (2015)			
0-14 Years	1,751	16,434	26,833
15-19 Years	523	4,479	7,719
20-34 Years	2,028	16,297	26,506
35-44 Years	1,100	10,701	17,713
45-64 Years	1,695	15,923	29,935
65+ Years	760	7,318	14,931
Distribution in Household Income			
Less than $15,000	6.6%	6.3%	6.0%
$15,000 - $24,999	8.0%	6.8%	6.8%
$25,000 - $34,999	10.9%	7.9%	8.4%
$35,000 - $49,999	19.9%	17.4%	16.3%
$50,000 - $74,999	25.6%	26.7%	24.7%
$75,000 - $99,999	15.1%	15.9%	15.7%
$100,000 - $149,999	11.0%	13.2%	14.3%
$150,000 - $199,999	1.8%	3.7%	4.7%
$200,000+	1.0%	2.0%	3.3%
Median Household Income	$52,865	$57,998	$59,998
Educational Attainment for Residents 25+ Years			
Total	5,025	46,023	81,763
Less than 9th Grade	2.2%	2.4%	2.5%
9th - 12th Grade, No Diploma	8.5%	6.4%	6.1%
High School Graduate	24.8%	24.9%	23.3%
GED/Alternative Credential	6.2%	5.1%	4.3%
Some College, No Degree	27.4%	27.2%	26.8%
Associate Degree	8.7%	9.5%	9.4%
Bachelor's Degree	17.4%	18.3%	19.5%
Graduate/Professional Degree	5.0%	6.2%	8.0%

1.4 MARKET ANALYSIS STUDY

Population Growth Trends
From 2000 to 2010 the 1-mile radius market area population increased by 22.0 percent to 8,877 residents. As a result of the May 2013 tornado the 2015 population declined by 11.5 percent to 7,859 residents. This population base is sufficient to support neighborhood retail goods and personal services. The construction of the 314-unit 35 West Apartments and active single family home construction in the area suggest the population will actually grow through 2020.

TABLE 2: 1-, 3- and 5-Mile Radius Population Growth Trends

	1-Mile Radius	3-Mile Radius	5-Mile Radius
2000	7,278	49,279	86,594
2010	8,877	68,618	116,677
2015	7,859	71,153	123,636
2020	7,760	75,472	132,402
Population Growth 2015-2020	-99	4,319	8,766
Growth Rate	-1.26%	6.07%	7.09%

Source: Esri Business Analyst.

The primary market area for most major and junior anchor retailers is approximately a 5-mile radius. The current population within a 5-mile radius of the subject property is 123,636, up 42.8 percent since 2000. By 2020 the population is projected to increase by 7.1 percent to 132,402 residents. This population base is sufficient to support a diverse retail market and is the principal supporter of the major retail district at 19th Street and Interstate 35. The continued population growth will fuel additional demand for retail goods, services and commercial space.

Household Composition
During 2010, 44,456 households resided in the 5-mile radius market area with an average household size of 2.60 persons. Households with one person accounted for 22.8 percent of all households with 37.8 percent of households having children present. Married couple families accounted for 55.4 percent of all households, of which 26.1 percent had related children. When compared to statewide averages, the 5-mile radius population possesses a below average number of one person households and above average number of married couple households with children present. These household composition characteristics would suggest a propensity for detached single family housing and above average retail expenditures for household furnishings, food, clothing and accessories, sporting goods, books and other family-related goods and services.

Population Age Distribution
The market area populations are segmented by six primary age groups, including children (0-14 years), adolescent (15-19 years), young adults (20 to 34 years), family/working adults (35-44 years); empty nesters (45-64 years) and elderly (65+ years).

From 2015 through 2020, the 3-mile radius market area population is forecast to grow by 6.1 percent, adding 4,319 new residents. The principal shifts in age distribution over the next five years are the decline in the young adult population of 1,041 residents along with the strong population growth in family/working adults, elderly, and children. The net effect of the retail industry will be increased expenditures for apparel and accessories, groceries, consumer electronics, home improvements, furniture and home furnishings, eating and drinking places, and healthcare goods and services. The impact of the shifts in age distribution on the housing market will be a continued strong demand for rental housing and escalating demand for for-sale single family homes and senior housing.

From 2015 through 2020, the 5-mile radius market area population is forecast to grow by 7.1 percent, adding 8,766 new residents. Over the five year timeframe the trends in age distribution within the 5-mile radius are forecast to mirror that of the 3-mile radius market area. The number of young adults ages 20 to 34 years is forecast to decline by 1,002 residents with gains in all other age groups, led by family/working adults (3,185 residents), elderly (3,160 residents), children (1,704 residents), adolescents (868 residents), and empty nesters (850 residents). **See Table 3.**

TABLE 3: 1-, 3- and 5-Mile Radius Market Areas Distribution of Population by Age

Age Group	2015 Estimate	% of Total	2020 Forecast	% of Total	2010-2020 Change	% of Change
1-Mile Radius						
0-14 Years	1,751	22.3%	1,723	22.2%	-28	-1.6%
15-19 Years	523	6.7%	524	6.8%	1	0.2%
20-34 Years	2,028	25.8%	1,871	24.1%	-157	-7.7%
35-44 Years	1,100	14.0%	1,228	15.8%	128	11.6%
45-64 Years	1,695	21.6%	1,585	20.4%	-110	-6.5%
65+ Years	760	9.7%	829	10.7%	69	9.1%
3-Mile Radius						
0-14 Years	16,434	23.1%	17,535	23.2%	1,101	6.7%
15-19 Years	4,479	6.3%	4,953	6.6%	474	10.6%
20-34 Years	16,297	22.9%	15,256	20.2%	-1,041	-6.4%
35-44 Years	10,701	15.0%	13,053	17.3%	2,352	22.0%
45-64 Years	15,923	22.4%	16,022	21.2%	99	0.6%
65+ Years	7,318	10.3%	8,652	11.5%	1,334	18.2%
5-Mile Radius						
0-14 Years	26,833	21.7%	28,537	21.6%	1,704	6.4%
15-19 Years	7,719	6.2%	8,587	6.5%	868	11.2%
20-34 Years	26,506	21.4%	25,504	19.3%	-1,002	-3.8%
35-44 Years	17,713	14.3%	20,898	15.8%	3,185	18.0%
45-64 Years	29,935	24.2%	30,785	23.3%	850	2.8%
65+ Years	14,931	12.1%	18,091	13.7%	3,160	21.2%

Source: Esri Business Analyst.

Household Income Distribution

The 1-, 3- and 5-mile radius market areas possess similar income levels and income distribution. Over one-third of all households within a 3- and 5-mile radius possess annual incomes of $75,000 or more and the ability to support above average retail expenditure levels. These households support above average expenditures on such consumer items as food, personal services, apparel, household furnishings, entertainment, automobiles and healthcare.

APARTMENT MARKET ANALYSIS

Given the existing housing stock, adjacent land uses and site characteristics, multi-family rental housing is the most suitable housing type for future development on the 14.4-acre subject property. Prospective renters include young professionals and empty nesters. These prospective renters seek convenient access to shopping, restaurants, and entertainment.

The subject property is located within the Moore/Norman submarket which at year-end 2015 maintained 10,597 rental apartments accounting for 15.7 percent of the Oklahoma City MSA inventory. At year-end 2015 the Moore/Norman apartment market was operating at an overall occupancy rate of 95 percent which compared favorably to the metro-wide average of 91 percent. Class A apartment properties were operating at an average occupancy rate of 94 percent. Average rents for the Moore/Norman submarket outpaced the metro norms.

TABLE 4: Moore/Norman Apartment Submarket Conditions Year-End 2015

		Average Monthly Rent			
Product Class	**Rate**	**Studio**	**1 Bedroom**	**2 Bedroom**	**3 Bedroom**
Class A	94%		$1.12	$0.98	$1.01
Class B	96%	$1.18	$1.06	$0.88	$0.83
Class C	94%	$0.90	$0.80	$0.71	$0.72
Submarket Averages	95%	$1.04	$0.92	$0.79	$0.76
Metro Averages	91%	$1.04	$0.89	$0.78	$0.76

Source: Price Edwards & Company.

1.4 MARKET ANALYSIS STUDY

Nine competitive apartment properties in Moore maintain a total inventory of 2,526 dwelling units. The apartment properties in Moore are generally older with all but four properties built prior to 2000. Given the age of Moore's apartment stock all but the two newest properties lack community amenities and apartment features found in modern Class A apartment properties.

Moore's rental apartment market is very healthy. Despite the addition of 680 new apartment units in 2015, at year-end 2015 the nine apartment properties in Moore were operating at a healthy average occupancy rate of 94.1 percent, exceeding the Oklahoma City MSA rate of 91 percent. Moore's average per square foot rents for 1-, 2- and 3-bedroom floor plans also exceeded the Oklahoma City MSA averages.

The average rent in Moore is $883 per month. **Table 5** outlines calculations of general-occupancy new housing absorption in Moore, Oklahoma from 2015 through 2020. During the next five years demand for new rental housing in Moore is estimated to total 530 to 565 dwelling units. An estimated 57 percent of the demand would be for units renting for $875 per month or less.

TABLE 5: Moore, OK Competitive Apartment Properties; Average Monthly Rents by Unit Type A

			Average Rent	
Unit Type	**Average Unit Size**	**Rental Rate Range**	**Monthly**	**Sq. Ft.**
1 Bedroom / 1 Bath	728	$575 - $1,210	$775	$1.06
2 Bedroom / 1 Bath	904	$605 - $690	$660	$0.73
2 Bedroom / 2 Bath	1,048	$685 - $1,400	$925	$0.88
3 Bedroom / 2 Bath	1,106	$859 - $995	$920	$0.83
Totals	908		$833	$0.92

The Mission Pointe Apartments have many of the amenities that are found in Class A Apartments, including quality outdoor gathering spaces, high-end clubhouses, and modern work-out rooms.

The subject property possesses the location and site characteristics necessary to facilitate construction of a large-scale apartment community, including the parcel size, infrastructure, access, visibility, and proximity to existing apartment communities, shopping, dining, entertainment and employment.

RETAIL MARKET ANALYSIS

The Moore/Norman submarket is a highly desirable location for retailers boasting above average household income, continued population growth and Interstate 35 access and visibility. Over the past five years this submarket has outperformed the overall Oklahoma City market. The Moore/Norman submarket now supports 5.26 million square feet of shopping center space operating at a healthy 7.08 percent vacancy rate. Fourteen shopping centers totaling 1.74 million square feet of space were surveyed in Moore, operating at a healthy average vacancy rate of 5.09 percent. Rental rates range from $9.00 to $26.00 pre square foot triple-net, averaging $17.56 per square foot. The Moore/Norman submarket reported net absorption of shopping center space totaling approximately 150,000 square feet in 2014 and 50,000 square feet in 2015.

Within a 5-mile radius of the subject property a retail gap of approximately $85 million is estimated with those categories providing the greatest opportunity for capturing additional retail sales including gasoline stations, clothing stores, full-service restaurants, book and music stores, office supplies, lawn and garden supplies, home furnishings, and furniture stores. Capture of the current retail gap within a 5-mile radius of the subject property could result in the absorption of approximately 380,000 square feet of additional retail space. Based on population and income growth projections, by 2020 the trade area is forecast to support an additional 444,000 square feet of retail space. **See Table 6.**

1.4 MARKET ANALYSIS STUDY

TABLE 6: Opportunity Gap by Retail Category (2015)			
	1-Mile Radius	**3-Mile Radius**	**5-Mile Radius**
Retail Sales Potential	$77,934,883	$747,051,004	$1,433,825,241
Actual Retail Sales	$237,379,955	$571,580,754	$1,348,831,193
Retail Gap	-$159,445,072	$175,470,250	$84,994,048
Industry Group (Leakage/Surplus)			
Furniture	$456,108	$1,657,466	$9,434,932
Home Furnishings	$280,265	-$1,199,853	$1,305,990
Electronics & Appliances	-$10,056,705	-$13,703,762	-$4,035,321
Building Materials	-$17,301,218	-$9,597,151	-$25,495,214
Lawn & Garden	$75,328	$2,804,114	$2,777,002
Grocery Stores	-$20,016,696	-$15,683,213	-$7,494,134
Beer, Wine & Liquor	-$149,719	$2,549,762	$2,270,101
Health & Personal Care	-$1,950,396	-$3,680,991	-$11,967,343
Clothing	-$3,604,593	$8,660,883	$25,105,290
Shoes	-$4,190,773	-$7,403,933	-$8,390,552
Jewelry & Luggage	-$1,841,355	-$1,087,807	$1,620,902
Books & Music	$320,066	$2,457,524	$4,362,180
Department Stores	-$37,153,657	-$10,860,981	-$16,872,489
Florists	-$19,027	$279,233	$182,765
Office Supplies	-$784,405	$2,977,949	-$4,783,213
Full Service Restaurants	-$4,382,039	$7,880,899	$25,442,486
Limited Service Restaurants	-$6,658,482	-$8,746,447	$3,587,196

Source: Retail MarketPlace Profile, Esri Business Analyst.

With the proposed SW 17th Street/ Max Morgan Boulevard connection servicing Telephone Road and 19th Streets, the subject property will offer the necessary site characteristics to support retail uses. Favorable site characteristics include the necessary parcel size and orientation, excellent visibility and exposure, proximity to adjacent retail uses, and favorable trade area demographics. Prospective retail development formats include strip centers and freestanding retailers.

All three trade areas are forecast to support additional retail sales for several categories. Within the 1-mile radius area those retail categories forecast to support additional sales include furniture, home furnishings, lawn and garden, and books and music. Again, the strong retail pull factor this trade area yields well above average retail sales volumes the potential to support additional retail sales and development.

With the 3-mile radius trade area those retail categories with the greatest opportunity to support additional sales and retail businesses include furniture stores; lawn and garden supplies; beer, wine and liquor stores; clothing stores; book stores; office supplies; and full service restaurants.

With the 5-mile radius trade area those retail categories with the greatest opportunity to support additional sales and retail businesses include furniture stores; home furnishing stores; lawn and garden supplies; beer, wine and liquor stores; clothing stores; jewelry and luggage stores; book stores; and full service restaurants.

OFFICE MARKET ANALYSIS

Moore is located within Oklahoma City's Southwest submarket which currently supports 1.18 million square feet of professional office space, or just 7.4 percent of the MSA total. With nearly 210,000 square feet available for lease the overall vacancy rate of 17.7 percent exceeds the metro average. The average gross rent of $12.25 per square foot is 24 percent below the metro average of $16.07 per square foot. Net space absorption during the first half of 2015 totaled just 13,823 square feet with 50,000 square feet of space under construction.

Moore's professional office market is very small, lacking a notable inventory of Class A product. Existing professional office buildings are primarily old, small and classified as Class "B" and "C" properties.

From 2004 through 2013 office-related sectors in Cleveland County added 3,331 new jobs. Based on historic employment trends, forecast population growth and demographic characteristics, from 2015 through 2024 office-related job growth in Cleveland County is projected to support the demand for approximately 610,000 to 692,000 square feet of both owner-occupied and speculative office space. Through 2024, Moore is forecast to capture a modest rate of net office space absorption in Cleveland County, estimated at 15 to 20 percent, or approximately 91,500 to 138,400 square feet.

TABLE 7: Professional Office Space Demand Forecasts 2015 to 2024

		Moderate Scenario	Optimistic Scenario
Cleveland County			
Employment Growth 2015-2024	13,848		
Office-Related Employment Growth		3,050	3,460
Net Office Space Demand (Sq. Ft.)		610,000	692,000
City of Moore			
Net Office Space Demand (Sq. Ft.)		91,500	138,400

A feasible professional office development site possesses the following characteristics: excellent location and access; access to a large and diverse labor pool; proximity to customers; appropriate parcel size and shape; and compatibility with surrounding land uses. Suburban office development tends to gravitate to convenient freeway locations and/or mixed-use environments that provide the needed support services (i.e., restaurants, retail goods, lodging and entertainment) and prestigious business image. With the proposed SW 17th Street/ Max Morgan Boulevard connection servicing Telephone Road and 19th Streets, the subject property will offer the necessary site characteristics to support a modest inventory of garden office space.

The scheduled opening of the Moore Medical Center at 4th Street and Telephone Road will generate demand for medical office space in the immediate area that the subject property might be able to capture a share.

1.4 MARKET ANALYSIS STUDY

RECOMMENDED LAND USE

Realignment of 17th Street through the subject property would provide the opportunity for commercial land uses along both sides of the road. Prospective commercial land uses include a strip center, out parcel supporting shops or a restaurant, and garden professional and medical office. Envisioned is 2 to 4 acres of commercial land. At an average yield of 9,000 square feet of building area per acre, the designated commercial land could accommodate an estimated 18,000 to 36,000 square feet of building area.

The balance of the property is envisioned for rental apartments at an average density of 24 dwelling units per acre, yielding a maximum of approximately 330 rental units. The CDBG Disaster Relief funding requires that a minimum of 179 affordable housing units be built on the subject property. The balance of the apartment inventory can be market-rate rental units.

An alternative development plan would be to incorporate ground floor commercial space and rental apartments into the same building(s). By doing the inventory of commercial space would be reduced as the neighborhood lacks the necessary density and a walkable environment. This concept would yield an increase in housing units. Either surface parking or structured parking could be incorporated into the development plan.

Based on housing needs the unit mix for the income-based and market-rate apartments would differ. Given that approximately half of renter households in Moore have children the recommended unit mix would be predominantly two and three bedroom models. One bedroom units would comprise approximately 10 percent of the unit inventory with two bedrooms at 40 percent and three bedrooms at 50 percent.

ACHIEVABLE RENTS

Achievable rents for the commercial component would be $16.00 to $18.00 per square foot triple-net for inline shop space, $20.00 to $22.00 per square foot triple-net for out parcels, and $16.00 to $18.00 per square foot modified gross for the professional and medical office space.

HUD establishes a Fair Market Rent (FMR) each year for each Metropolitan Statistical Area in the country. This rent standard is used to establish maximum rents in HOME financed rental projects. Current monthly FMR limits in Moore are $484 for a studio, $487 for a 1-bedroom, $627 for a 2-bedroom, and $843 for a 3-bedroom.

Achievable monthly rents for the market-rate apartments range from $850 to $1,150 for the 1-bedroom units and $1,200 to $1,350 for the 2-bedroom units.

PROJECTED ABSORPTION

Renter households comprise 26.6 percent of all households in Moore, or 5,506 households. Considerable pent-up demand exists in Moore for affordable rental housing with 43 percent of renters overburdened and just 574 federally assisted rental housing units. The subject property will accommodate at least 179 income-based rental units. According to Esri Business Analyst, 13.1 percent of households within a 3-mile radius of the subject property possess annual incomes of less than $25,000, suggesting considerable demand exists for affordable rental housing. Stabilized occupancy for the income-based apartments is estimated to require four to six months from project completion.

ESTIMATED LAND VALUES

Land values for the subject property assumed all off- and on-site improvements are complete. Based on location, parcel size and use, land values for the subject property are estimated at $10.00 to $12.00 per square foot for a 1+ acre commercial out parcel and $7.00 to $9.00 per square foot for a 1- to 2-acre strip center/office building site. As a bulk sale the entire commercial site is valued at $6.00 to $7.00 per square foot depending on the ultimate size of the parcel. At an average density of 24 dwelling units per acre the apartment site is valued at $6,000 to $7,000 per dwelling unit.

1.5
VISION, GOALS AND OBJECTIVES

1.5 VISION GOALS AND OBJECTIVES

The Redevelopment Plan is not a set of strict "rules", but instead is intended as a flexible framework intended to guide decisions about new development within the study area. The plan addresses both public infrastructure and private redevelopment initiatives. It supports and shapes regulations, establishes aspirations and recognizes reality. The Redevelopment Plan holds private developers and property owners, as well as public policy and decision-makers, accountable to the community's desired outcomes.

The vision for this project defines what the study area is to become. It provides a basis from which the plan and supporting strategic actions can be identified. The Vision was developed by incorporating ideas and themes expressed by residents, business owners, stakeholders, and City officials throughout the planning process.

Vision Statement

The City of Moore desires to create a sustainable, mixed-income community that uses concepts of New Urbanism to create a 'village center' on the west side of Moore that establishes a sense of place for both the residents of the community and the City as a whole.

GOALS AND OBJECTIVES

There are eight fundamental goals of the SW 17th Street/Janeway Redevelopment Plan aimed at providing opportunities for living, business, recreation and recreation.

GOAL #1- Revitalize the study area with an appropriate mixture of redevelopment and public improvements.

Objective 1- Implement Design and Development Guidelines to assist in promoting and guiding high quality redevelopment of the SW 17th Street/Janeway Site.

Objective 2- Establish zoning and development codes that encourage appropriate land uses and built form.

Objective 3- Require new development to be constructed at, or near, the sidewalk to reinforce the traditional 'downtown' development pattern and provide a pedestrian-friendly atmosphere.

Objective 4- Require buildings adjacent to Janeway Creek to actively engage the water with building form and function.

Framing the public space with buildings at the property line encourages pedestrian activity.

1.5 VISION GOALS AND OBJECTIVES

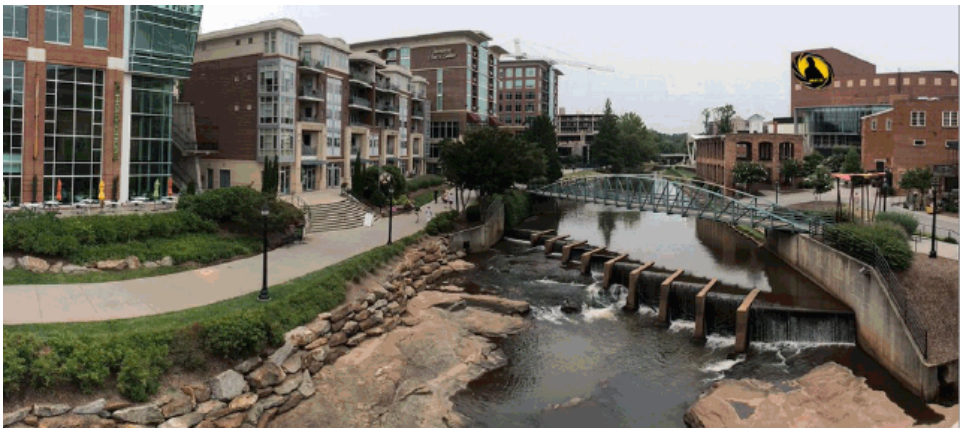
GOAL #2- Transform Janeway Creek into a neighborhood amenity by providing recreational, aesthetic, and economic opportunities.

Objective 1- Explore and encourage opportunities for recreation on Janeway Creek, including flooding the creek to provide a 'wet' creek.

Objective 2- Incorporate scenic overlooks to Janeway Creek into redevelopment projects.

Objective 3- Promote the addition of new public gathering spaces and/or plazas along Janeway Creek.

Objective 4- Where applicable, require the design of new developments to incorporate public amenities such as parks, plazas, arcades and connections to existing or proposed trails.



Orienting buildings and active transportation to a waterway creates a unique destination.

GOAL #3- Improve the overall image and character of the area, creating a distinctive urban district.

Objective 1- Encourage the redevelopment of quality affordable housing at higher densities.

Objective 2- Ensure the Zoning Ordinance and other regulatory tools are updated appropriately to foster the desired development within the study area by including elements of New Urbanism.

Objective 3- Explore opportunities for public art or iconic landmarks within the study area to enhance the sense of place.

Objective 4- Consistently administer and enforce residential development regulations, including compliance with design and development guidelines, landscaping, bulk, density and other development regulations.

GOAL #4- Create and enhance linkages between surrounding land uses and the study area.

Objective 1- Incorporate new streestscapes with redevelopment to improve the overall appearance, character and attractiveness of the study area and to create an environment more appealing to developers, business owners, and residents.

Objective 2- Re-create connections to collector roadways to include Max Morgan Boulevard, SW 17th Street, SW 14th Street, and Janeway Avenue.

Objective 3- Implement a consistent, attractive gateway and wayfinding signage system that connects the study area to Little River Park, SW 19th Street Commercial Corridor, SW 17th Street, and other area destination points.

Objective 4- Build on the existing trails system and expand off-road multi-use paths within the Study Area, including along Janeway Creek.

The Wheeler District in OKC uses a Ferris Wheel as a vertical element to create a sense of place.

1.5 VISION GOALS AND OBJECTIVES

GOAL #5- Work with surrounding neighborhoods and future developers and owners to implement the goals and recommendations of the SW 17th Street/Janeway Redevelopment Plan.

Objective 1- Facilitate alternative federal, state, and private funding sources where possible, including grants, loans and other funding sources, to benefit the long-term redevelopment of the Study Area.

Objective 2- Coordinate the review and input of redevelopment proposals with all affected public agencies and departments such as the Fire Department and the Moore Public School District.

Objective 3- Accommodate redevelopment through a consistent, expedient and thorough permitting process.

Objective 4- Enforce buffering, landscaping, screening and lighting requirements to minimize the negative impacts of commercial and multi-family development on single-family residential uses.

GOAL #6- Create a neighborhood that achieves comprehensive resiliency through energy savings, environmental protections, and disaster mitigation.

Objective 1- Encourage all buildings and site work meet LEED requirements.

Objective 2- Utilize Low Impact Development (LID) features to minimize stormwater degradation.

Objective 3- Develop and enforce high-wind resistance standards for all building construction and provide storm shelters for residents.

Objective 4- Enforce FEMA requirements for development within a floodplain.

Bioswales work to filter out stormwater pollutants.

1.6 PUBLIC PARTICIPATION

The Redevelopment Plan is the product of a multi-step, community-driven planning process. The planning process engaged both the community at-large and the surrounding neighborhoods, analyzed existing conditions, identified opportunities and constraints, and established a community vision, goals and objectives for the area.

STAKEHOLDER INTERVIEWS

Before the project design commenced a series of 14 interviews with 20 project stakeholders were conducted to gauge expectations for the project and to identify perceived project challenges. The stakeholders included elected officials, City staff, public safety officials, public utilities managers, Moore Public Schools superintendent, local business leaders and development professionals.

Within these interviews, the need for a different kind of development was expressed. Stakeholders believe that development in Moore has typically 'played it safe', sometimes with un-inspiring outcomes. To become a focal point on the west side of Moore, a sense of identity or place needs to be established. Other examples in the region can be looked to for inspiration, such as Deep Deuce or Midtown in Oklahoma City. A tall iconic landmark could be used to brand the area. All stakeholders identified the Janeway Creek as an opportunity to incorporate recreational and aesthetic elements into the development.

The stakeholders viewed the redevelopment project as an opportunity to attract young professionals to the area with high-quality multi-family housing that feels uniquely urban in nature and builds a great quality of life in the general area. With the SW 19th Street Commercial Corridor to the south and other multi-family projects to the west, commercial uses could be incorporated into the overall project.

REDEVELOPMENT PLANNING ADVISORY COMMITTEE

A Redevelopment Planning Advisory Committee (PAC) was established to work with the Consultant Team throughout the course of the study. The PAC was appointed by the Mayor and consisted of City staff, elected and appointed officials, and volunteer residents. The group met 5 times to learn more about the HUD requirements and stakeholder desires, review results of various analysis and guide and inform the overall planning process. From these meetings emerged concepts of a neighborhood that were further refined in the subsequent design charrette.

COMMUNITY MEETINGS

Aside from presentations to City Council, Boards and Commissions, a total of five meetings were held in development of the plan including four specifically open to the community at-large attended by an average of 40 citizens each. The four meetings dedicated to community input were intended to introduce the project, help inform and guide the project, then finally to comment on the draft plan.

Visioning Meetings were used to test ideas, options and opportunities for this redevelopment project. Popular concepts and preferences were advanced in a Community Meeting through participatory exercises. The material generated through this process was subsequently used as the programming guide for design ideas forwarded by the design team during the Design Charrette. In subsequent Community Meetings the ideas generated during the Charrette were vetted for their conformance to the visioning process.

A list of presentations, meetings and dates appears on the following schedule along with a graphic representation of the plan's evolution through the visioning and charrette meetings.

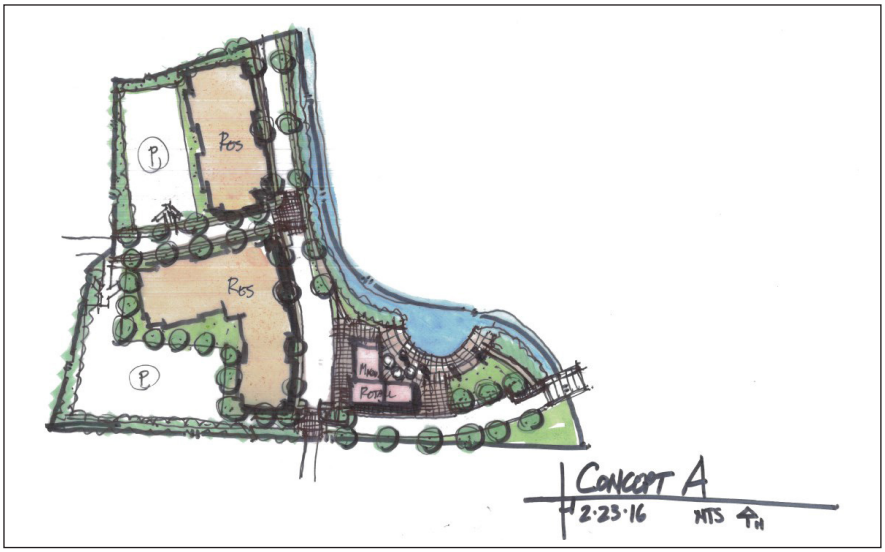
A more complete documentation of all interviews and events can be found in Volume 2 of this report.

1.6 PUBLIC PARTICIPATION

PRESENTATION AND MEETING SCHEDULE 2016

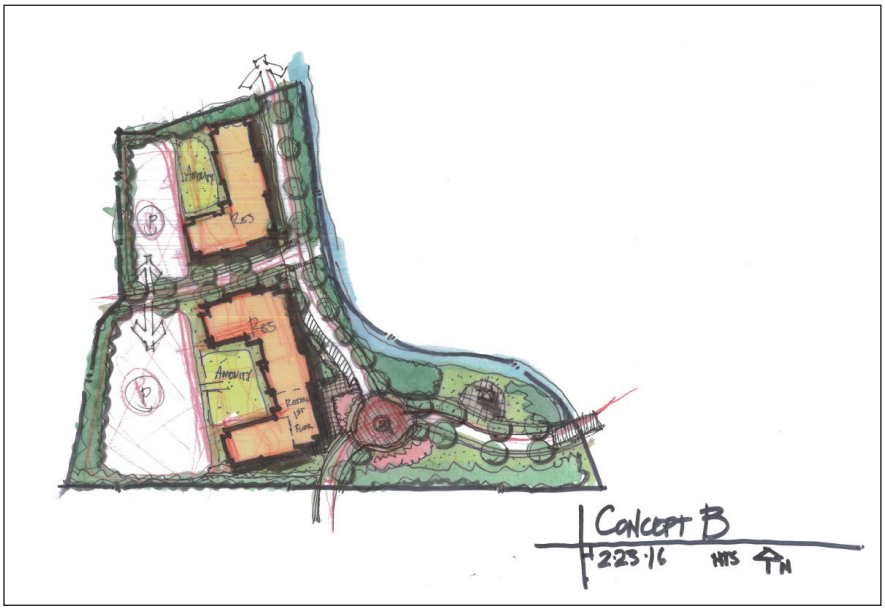
Kickoff Meeting Community	January 28
Kickoff Meeting Boards and Commissions	January 12
Visioning Meeting with PAC and Community	February 23
Design Charrette with PAC and Community	March 1
Presentation of DRAFT plan to City Council and Community prior to Study Sessions with CC, Planning Commission, Parks Board, PAC and CDBG Advisory Board	City Council April 18 Community May 3 Study Session May 26
Presentation of FINAL plan to City Council, Parks Board, Planning Commissions/ Community and CDGB Advisory Board	Parks and CDBG August 2 PC August 9 CC August 15

VISIONING 02.23.16

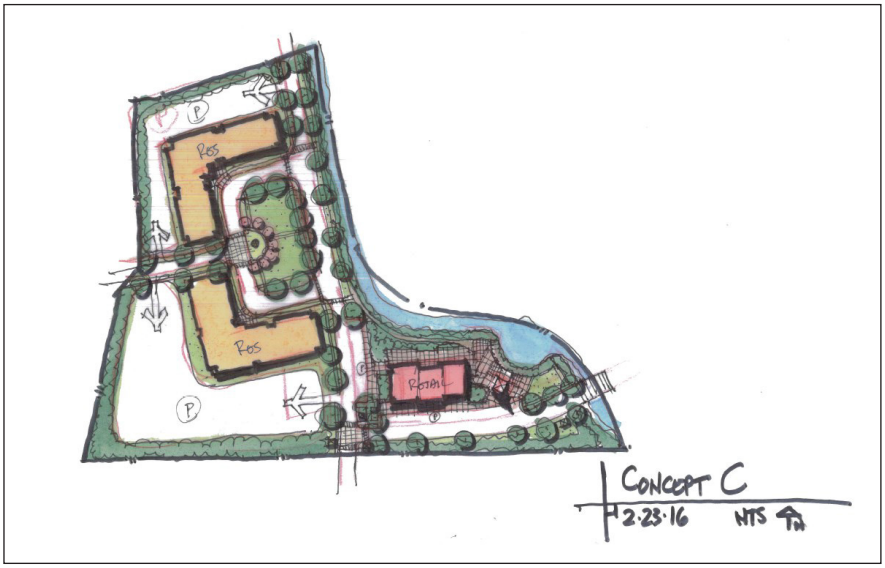


The Visioning Meeting produced three distinct directions from conversations with the Community:

A – fulfilled the requirements for number of homes but was criticized for creating a through street with potentially hazardous vehicle speeds and failure to create a meaningful community open space. The general location of the commercial development met universal approval.



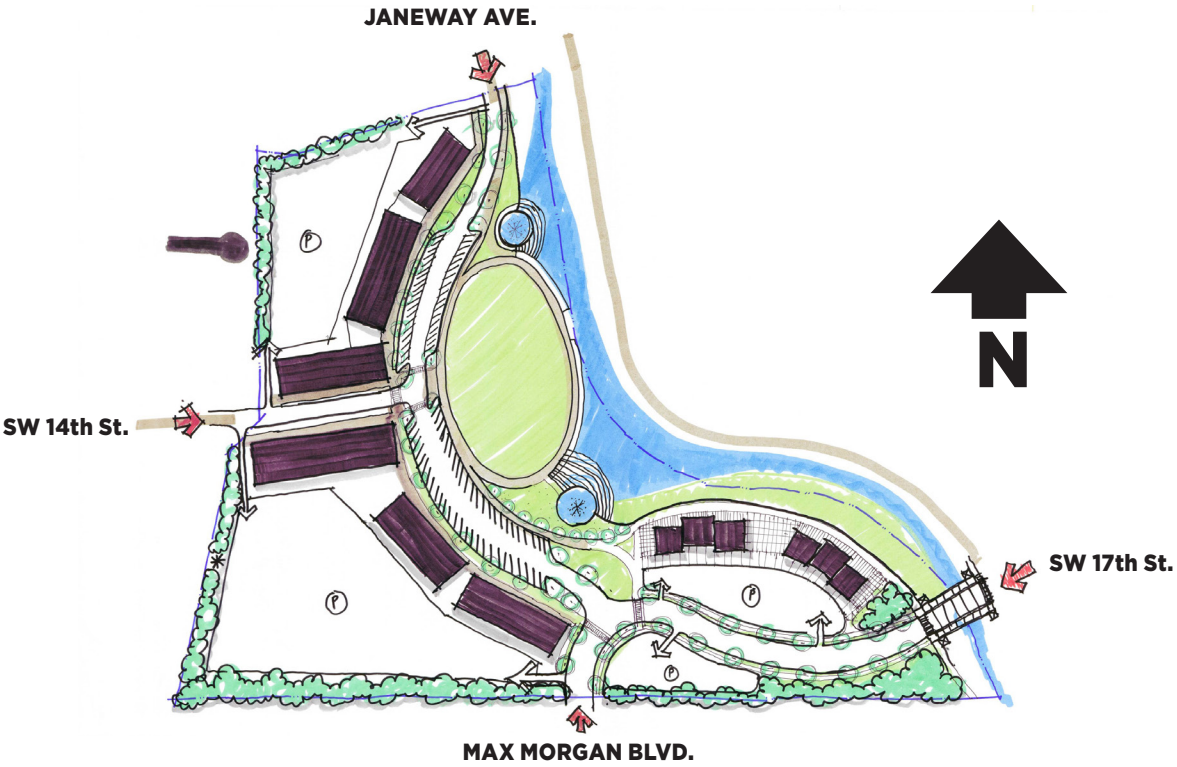
B – addressed the straight street issue with curving and "calming" streets and though it did provide open space it was divided and lacked "identity and character."



C – provided a larger and cohesive open space but it "felt" to our participants as though belonged to the new homes and not the community at large. The through street was also criticized as not addressing vehicle speed and safety.
The visioning conversations and preferences were recorded by the Design Team and used as the point of departure for the subsequent Design Charrette.

1.6 PUBLIC PARTICIPATION

PREFERRED CONCEPT | CHARRETTE 03.01.16



The Design Charrette on March 1st used the knowledge and direction from the Visioning Meeting to guide efforts of the Design Team during a one day exercise that produced many sketch plans. The sketch concepts were tested and voted on by weighing ideas against the vision created a week before. Two further refinements were made before the Preferred Concept was generated as the consensus response to the following criteria: a signature open space to serve the redevelopment and community, a strong connection north to Little River Park along an improved creek, housing that formed a street edge with parking lots screened from the street view, neighborhood scale commercial development overlooking the open space and creek, street parking for visitors, strong intuitive street connections at low vehicle design speeds with generous shaded, lighted sidewalks and safe crossings for pedestrian connections in and out of the new neighborhood.

1.7
LAND USE & DEVELOPMENT PLAN

NEW URBANISM

CONCEPT PLAN

LAND USE

SUSTAINABILITY

RENDERINGS

While the vision statement, goals, and objectives of the Redevelopment Plan suggests a way of thinking about a final outcome for the neighborhood, guiding principles can be used on an ongoing basis as a yardstick - a primary filter for determining what is appropriate. Together with the vision statement, goals, and objectives, the guiding principles become the critical tools for evaluation of proposals, projects, ideas and future directions.

NEW URBANISM

The vision and goals for this plan embrace the principles of New Urbanism that are expressed in the following guiding principles:

Walkability
Most needs are within a 10-minute walk of home and work. Street design is friendly to pedestrians, because buildings are close to the street and have porches, windows, and doors. Streets have lots of trees and on-street parking, with parking lots and garages placed behind buildings and houses, often connected to alleys. Streets are narrow, which slows traffic dramatically.

Connectivity
An interconnected street grid disperses traffic and encourages walking.

Mixed-Use and Diversity
Neighborhoods, blocks, and buildings offer a mix of shops, offices, apartments, and homes. The neighborhoods welcome people of all ages, income levels, cultures, and races.

Mixed Housing
Zoning allows the close proximity of a wide range of housing types, sizes, and prices.

Quality Architecture and Urban Design
Buildings emphasize beauty, aesthetics, and comfort and establish a sense of place; public spaces function as civic art, establishing an attractive, quality public realm.

Traditional Neighborhood Structure
Neighborhoods have definite centers and edges, with public spaces near the center. Each neighborhood contains a range of uses and densities within a 10-minute walk.

Increased Density
Buildings, residences, shops, and services are close together to make walking more convenient, services and resources more efficient, and living areas more enjoyable.

Smart Transportation
A network of high-quality public transit connects cities, towns, and neighborhoods, while pedestrian-friendly design encourages more use of bicycles, rollerblades, scooters, and walking as daily transportation.

Sustainability
The community uses respect for natural systems and eco-friendly technologies like energy efficiency to minimize effects on the environment. The community connects strongly with surrounding farmland, encouraging land preservation and local food consumption.

Quality of Life
These design principles produce a life that is well worth living by providing places that enrich, uplift, and inspire the human spirit.

1.7 LAND USE AND DEVELOPMENT PLAN

THE APPROACH TO REDEVELOPMENT

In applying the guiding principles to the study area, several key elements were determined by the PAC to be of such importance that they should create the backbone of the concept plan:

- Develop quality high-density housing;
- Create commercial/office opportunities along SW 17th Street;
- Establish a traditional 'downtown' development pattern and pedestrian-friendly atmosphere;
- Provide an iconic landmark to create a sense of 'place';
- Activate Janeway Creek through trail extensions and building interactions; and
- Include sustainable elements to lessen environmental impacts

Residential
Residential uses are focused on the west half of the study area with multi-storied apartment buildings. The buildings should be brought to the street with a mandatory 'build-to' line to create a strong street edge. Parking should be in the rear screened from the street as much as possible. Midblock pass-throughs from the parking to the street should be encouraged, as this reinforces the pedestrian-orientation of the development.

Although the study area will be decidedly urban in feel, the adjacent single-family neighborhood should be protected from encroachments. Along the north property line abutting single-family residential homes, a transitional buffer should be established by increased setbacks, landscaping, and/or a building height limitation.

Commercial and Office/ Mixed-Use
The frontage along SW 17th Street east of Max Morgan Boulevard is reserved for new commercial or office development; mixed-use buildings would also be appropriate with residential on the upper floor(s). Most of the businesses within the study area are anticipated to be smaller in scale with approximately 15,000 sf of building space.

To assist with quality business recruitment and retention, the Redevelopment Plan includes pedestrian connections, enhanced streetscapes, open space amenities. Storwmater detention is provided within the open space.

Public Open Space
With the PAC and the community identifying the importance of Janeway Creek in any future redevelopment, the Redevelopment Plan includes a large area of public open space which takes in the Janeway Creek and includes most of the 100-year floodplain east of the creek. This un-programmed public space is anticipated to provide the necessary open space for adjacent residential development, enhance property values, and add to the quality of life for all Moore residents.

The public open space is intended to be a transformative placemaking element for the study area and may likely be a key amenity feature to attract housing and commercial redevelopment. Having a designated recreational space for prospective residents is a key advantage for housing developers. Being approximately five-acres in size, the open space is intended to be un-programmed, featuring a 'Great Lawn' as flexible un-programmed recreational space. The open space should feel safe and be well lit with pedestrian scaled lighting and numerous pedestrian amenities. Surrounding residential development should face onto the park to create a strong edge and reinforce the space as a public gathering spot for all neighborhood residents. The adjacent commercial development should interact with Janeway Creek and the multi-use trail in both form and function, including patios, secondary rear entries, rear façade windows, or other elements that invites interactions between the public open space and the commercial buildings.

Strategic locations for on-site stormwater features provide yet another opportunity to enhance the public open space. The combination of the bio-swales and possible siltation ponds along Janeway Creek provide a tremendous opportunity to showcase creative and attractive stormwater treatment techniques.

EXHIBIT C LAND USE PLAN

1.7 LAND USE AND DEVELOPMENT PLAN

1

Street view looking south from Janeway Ave.

2

Bird's eye view looking south from Janeway Ave.

3

Street view looking east from SW 14th St.

4

View looking northwest from Max Morgan Blvd.

5

Bird's eye view looking northwest over site redevelopment.

1.8
SUSTAINABILITY

Under the criteria of the CDBG Disaster Recovery Grant the development must meet HUD requirements for the Green Building Standard for New Construction of Residential Housing which is most commonly referred to as LEED certification through the US Green Building Council.

The certification process for design teams is made up of two consecutive applications: one including design credits, and one including construction credits. All of the LEED credits in each rating system are assigned to either the design application or the construction application. The design credits include those that are the purview of the architect and the engineer, and are documented in the official construction drawings. The construction credits include those that are predominantly under the purview of the contractor, and are documented during the construction and commissioning of the building.

Certified: 40–49 points
Silver: 50–59 points
Gold: 60–79 points
Platinum: 80 points and above

SUSTAINABLE OPEN SPACE

At this time it is contemplated that the City will design and develop the area designated as Open Space on the Redevelopment Plan. In keeping with the CDBG-DR criteria for the vertical development to meet Green Standards, the area designated to be in the public realm will also be considered for SITES certification.

SITES is a sustainability-focused framework that encourages landscape architects, engineers and others toward practices that protect ecosystems and enhance the benefits they continuously provide our communities, such as climate regulation, carbon storage and flood mitigation. SITES-certified landscapes help reduce water demand, filter and reduce storm water runoff, provide wildlife habitat, reduce energy consumption, improve air quality, improve human health and increase outdoor recreation opportunities.

The location of Open Space in this plan, between buildings and parking lots and Janeway Creek, avails itself the opportunity to adopt principles of SITES-certification.

Similar in concept to its building counterpart, SITES certification is administered by Green Business Certification Inc. (GBCI) and based on a point system. The number of points that a project earns determines the certification level it receives.

STORMWATER

There are both issues and opportunities for stormwater management that should be considered by the City as a part of the redevelopment planning efforts. The following provides an overview of the anticipated storwater treatment network, identifies potential issues and highlights the opportunities to utilize stormwater treatment techniques to enhance the overall aesthetic of the neighborhood.

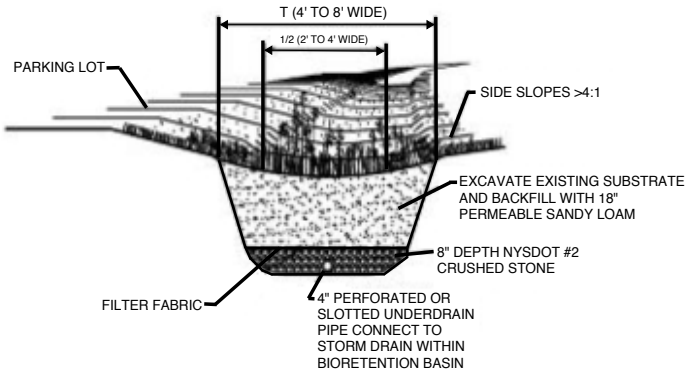
1.8 SUSTAINABILITY

Floodplain
Janeway Creek is identified as a studied FEMA-Floodway. The area just to the west of Janeway Creek is identified as variable width 100-year floodplain, generally 50' from the creek edge up to 175' from the creek edge. Although the proposed residential structures appear to be outside of the floodplain, the commercial area may encroach on the 100-year floodplain. Development within the floodplain may occur under certain circumstances if all FEMA requirements are met and such development does not cause a rise in upstream or downstream base flood elevation.

Detention
As a high-density development, the multi-family lots of the Redevelopment Plan are not expected to have the available land to provide on-site stormwater detention as part of the redevelopment. The City is currently investigating the possibility of regional detention in the Little River Park that will accommodate the study area's required detention. Additionally, the redevelopment of Janeway Creek into a 'wet creek' by creating siltation ponds may provide some detention benefits. However, it is intended for the City to provide required detention for all private redevelopment activities within the Little River Park.

Stormwater Quality
The City of Moore is a Phase II MS4 community. The majority of the City's stormwater drains to Lake Thunderbird, which is listed as an impaired water body. A Total Maximum Daily Load of stormwater pollutants has been established for the City of Moore, and any redevelopment efforts must offer opportunities to improve the water quality of stormwater runoff. These may include, but are not limited to:

- Bioswales
- Streetscapes
- Rain Gardens
- Pervious pavement
- Green Roofs



1/B BIOSWALE DETAIL (VEGETATED DRY SWALE)
DETAIL PROPORTIONAL, BUT NOT TO SCALE

1.9
TRAFFIC STREETS UTILITIES

TRAFFIC STUDY AND RECOMMENDATIONS

STREET PLAN

RIGHT OF WAY SECTION AND STREETSCAPE

PARKING PLAN

UTILITIES

1.9 TRAFFIC STREETS UTILITIES

TRAFFIC STUDY

The City of Moore contracted with Traffic Engineering Consultants to perform a traffic study and analysis of the consensus plan. The traffic study built upon previous studies within the general area conducted in 2014 that focused on the projected traffic volumes in an area bounded by SW 19th Street to the south, Eagle Drive to the west, Telephone Road to the east and the residential neighborhood to the north.

Since 2014, more information has become available about proposed developments in the area and some of the vacant parcels have been developed with commercial businesses. **Figure 1** separates land uses by zones and includes the redevelopment plan area as a fully-developed site with the highest possible unit number.

The individual areas indicated on **Figure 1** either directly or indirectly have access to SW 17th Street. In order to project traffic that would be utilizing SW 17th Street in the future, traffic was generated based on the classification and size of each development. **Zones 1-8** show the traffic projected for each parcel.

Additionally, a portion of SW 17th Street currently serves as access to the residential area located to the north. It was estimated that approximately 100 homes will regularly utilize SW 17th Street as primary access. The anticipated traffic volumes at full build-out is shown in this table.

Street Segment	Vehicles per Day
Max Morgan Blvd	16,300
SW 17th Street	7,600
Janeway (north of development)	1,500
Janeway (within the development)	6,800

Capacity Analysis
SW 17th Street-TEC analyzed both a three-lane cross section and a two-lane cross-section as it relates to the anticipated Level of Service (LOS). For this analysis, TEC utilized the LOS standards as developed by the Association of Central Oklahoma Governments (ACOG). As established by ACOG the threshold for a LOS “C” is 10,000 vehicles per day for a two-lane facility and 14,000 vehicles a day for a three-lane facility. With a projected volume of 7,600 vehicles per day, SW 17th Street is anticipated to operate at or above a LOS “C” for either a 2-lane or 3-lane street cross-section.

Janeway Avenue/Max Morgan Intersection- TEC analyzed two intersection configurations at this intersection- a one-way stop-controlled “T” intersection and a roundabout. Although either intersection configuration provides an acceptable LOS, the roundabout layout would require more right-of-way and are generally more expensive to construct.

FIGURE 1 | TRAFFIC STUDY

Land Uses By Zone

1 - 280 Res. Units/35,000 SF Retail

2 - 70,000 SF Retail (Goodwill + 3lots)

3 - 30,000 SF Supermarket

4 - 23,500 SF Gym

5 - 40,000 SF Discount Store

6 - 70,000 SF Retail (similar to #2)

7 - 314 MF Res. Units

8 - 75 Townhomes

1.9 TRAFFIC STREETS UTILITIES

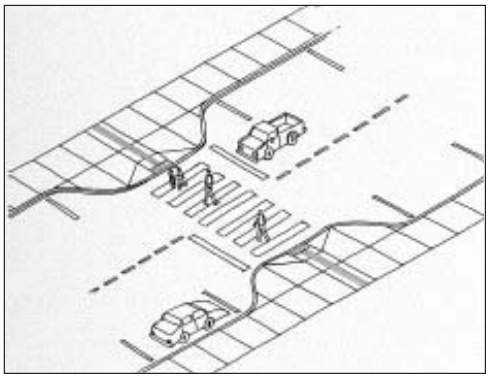
Walkability
Using the concepts of New Urbanism, walkability is a high priority within the redevelopment area and should inform all aspects of the project, including the traffic analysis. Design elements that improve the walkability and pedestrian experience include:

- Width of the sidewalk
- Speed and volume of vehicles on the roadway
- Distance of the sidewalk from the roadway
- Buffer (on-street parking, street trees, etc.) between the sidewalk and roadway
- Roadway crossing distances

From a walkability standpoint, the two-lane roadway could provide a better pedestrian experience, allowing for wider sidewalks that are set back further from the road. At the same time, a two-lane roadway with narrow lanes would provide a traffic calming effect, lowering the speed of the vehicles. However, the narrower roadway could hinder truck traffic, making the turning movement to/from Max Morgan Blvd difficult and impeding traffic.

To meet the walkability requirement for the redevelopment area and accommodate traffic needs, a two-lane cross section with a median is recommended. This cross-section would provide the opportunity for left-turn bays at high volume driveways, additional space for truck traffic, refuge areas for pedestrian cross-walks, and the opportunity for beautification of the area.

Raised Pedestrian Crossing slows traffic at a potential pedestrian conflict point.



Pedestrian Bump-Outs are a natural companion to on-street parking. They reduce the length of the street crossing for the pedestrian.

STREETS

The design of streets and streetscapes are critical elements to placemaking. Not all streets are created equal. Streets and the uses that front them become unique environments that are a product of the necessary vehicular and pedestrian function as well as the overall design aesthetic and character. For the study area, the design of streets are very important; they are intended to provide the area residents and the larger community a gathering interface to take advantage of the public investment. The proposed streets within the Study Area are extensions of the neighboring street networks, but re-imagined to elevate the experience for both autos and pedestrians.

Commercial Collector Streets – SW 17th Street and Max Morgan Boulevard
A key element that is required for the Redevelopment Plan is the re-establishment of the SW 17th Street/Max Morgan Boulevard connection. These two street segments are classified as commercial collector streets and should be three-lane (2-lanes through traffic each way with a center turn lane), but also include enhanced landscaping, street trees and pedestrian scaled lighting separating the roadway from the sidewalk for pedestrians.

Although these street sections should not have on-street parking to encourage continuous traffic flow, traffic calming measures should be incorporated to reinforce the pedestrian-oriented design of the area.

Urban Residential Collector Street- Janeway Avenue and SW 14th Street
The concept plan relocates the existing Janeway Avenue to the west of of the creek, thereby creating useable space on both sides of the roadway. Because of the adjacency of the proposed multi-family apartment housing, these streets will take on a more urban 'downtown' feel from the Max Morgan intersection through the Study Area to the northern limits and western limits, where Janeway and SW 14th Street will transition back to their existing alignments. These streets should have a high level of pedestrian amenities including wide sidewalks, benches and site furnishings like waste receptacles, bicycle racks and/or newspaper corals. The streetscape zone should include street trees and pedestrian scale lighting separating the roadway from the sidewalk for pedestrians.

This street section is intended to have on-street parking to both supplement the required multi-family parking and to calm traffic. Ample pedestrian crossing opportunities should be provided to encourage interactions between the public open space and residential land use. **See Exhibit D, E, F & G**.

UTILITIES

All public utilities are available to serve the site. With the original plat vacated, new utilities must be installed to serve individual buildings during redevelopment. It is recommended that the existing sewer aerial crossings over Janeway Creek to be removed. Recent water system improvements to the south and west should be connected in a loop configuration to increase water flow and reliability. During final redevelopment design, the water pressure, flow, and hydrant information should be verified to determine any need for boosters and finalize hydrant locations. **See Exhibit H.**

1.9 TRAFFIC STREETS UTILITIES

EXHIBIT D | STREETS

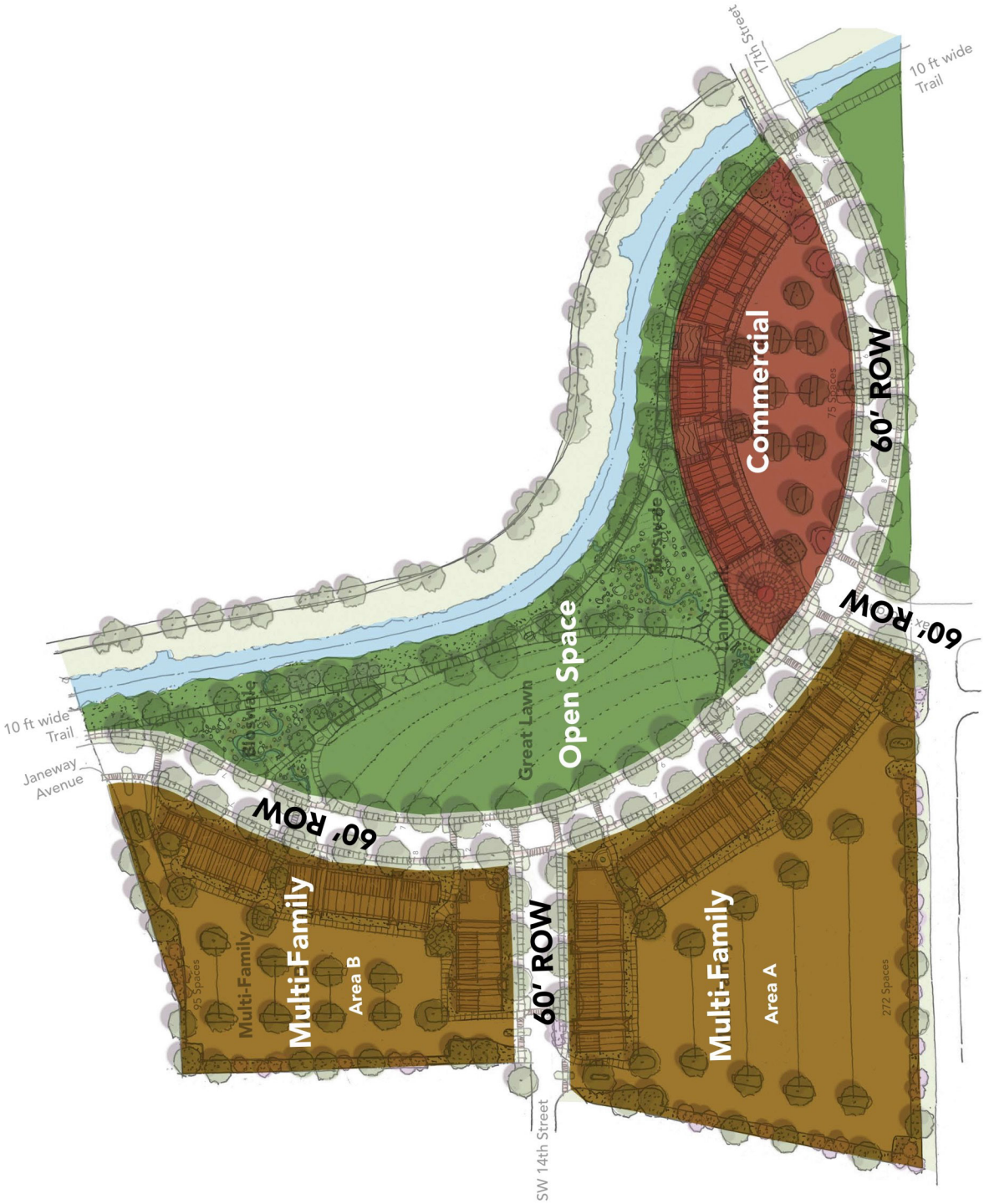


EXHIBIT E | RIGHT OF WAY SECTION WITH STREETSCAPE

1.9 TRAFFIC STREETS UTILITIES

EXHIBIT F | STREET LAYOUT

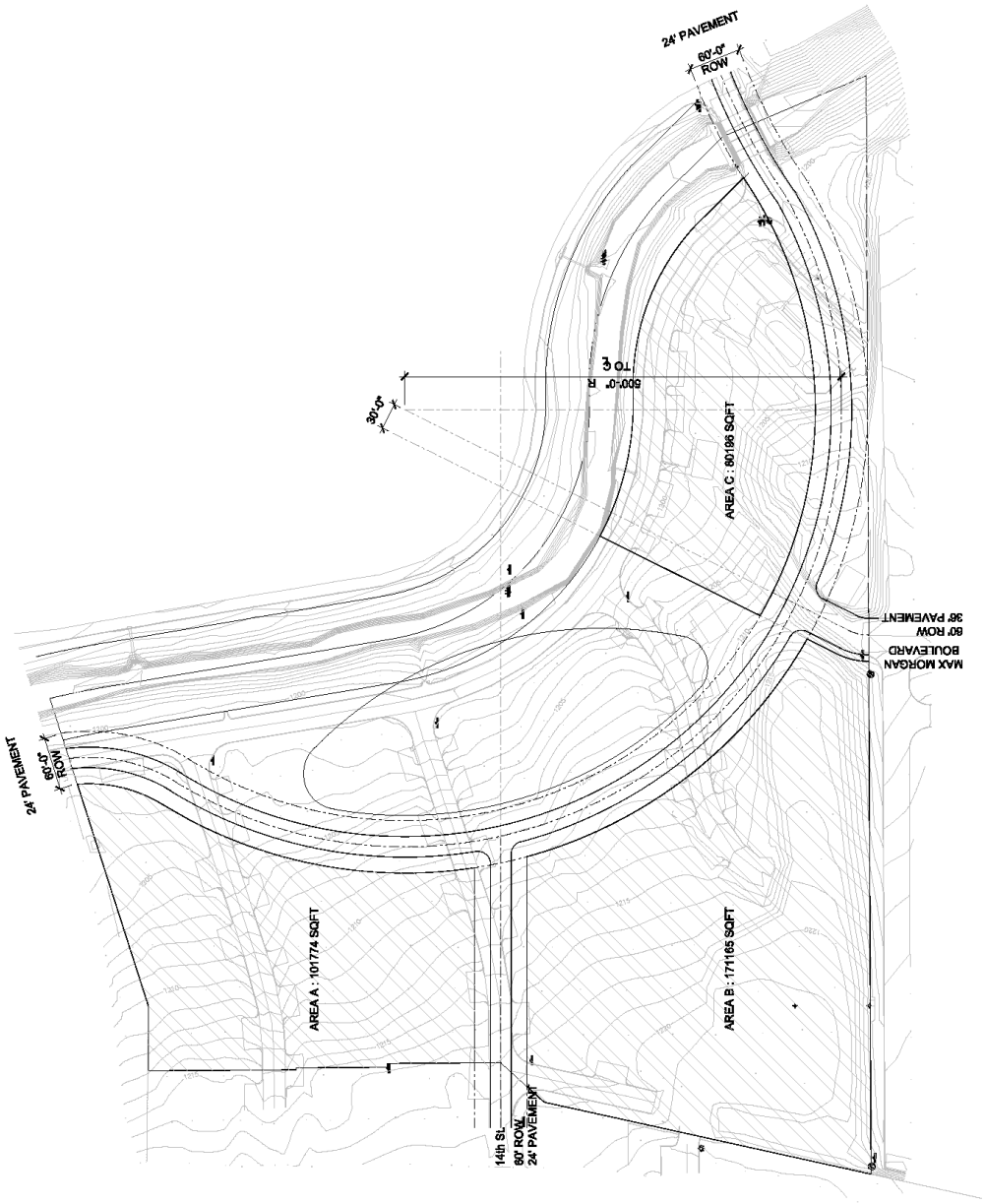
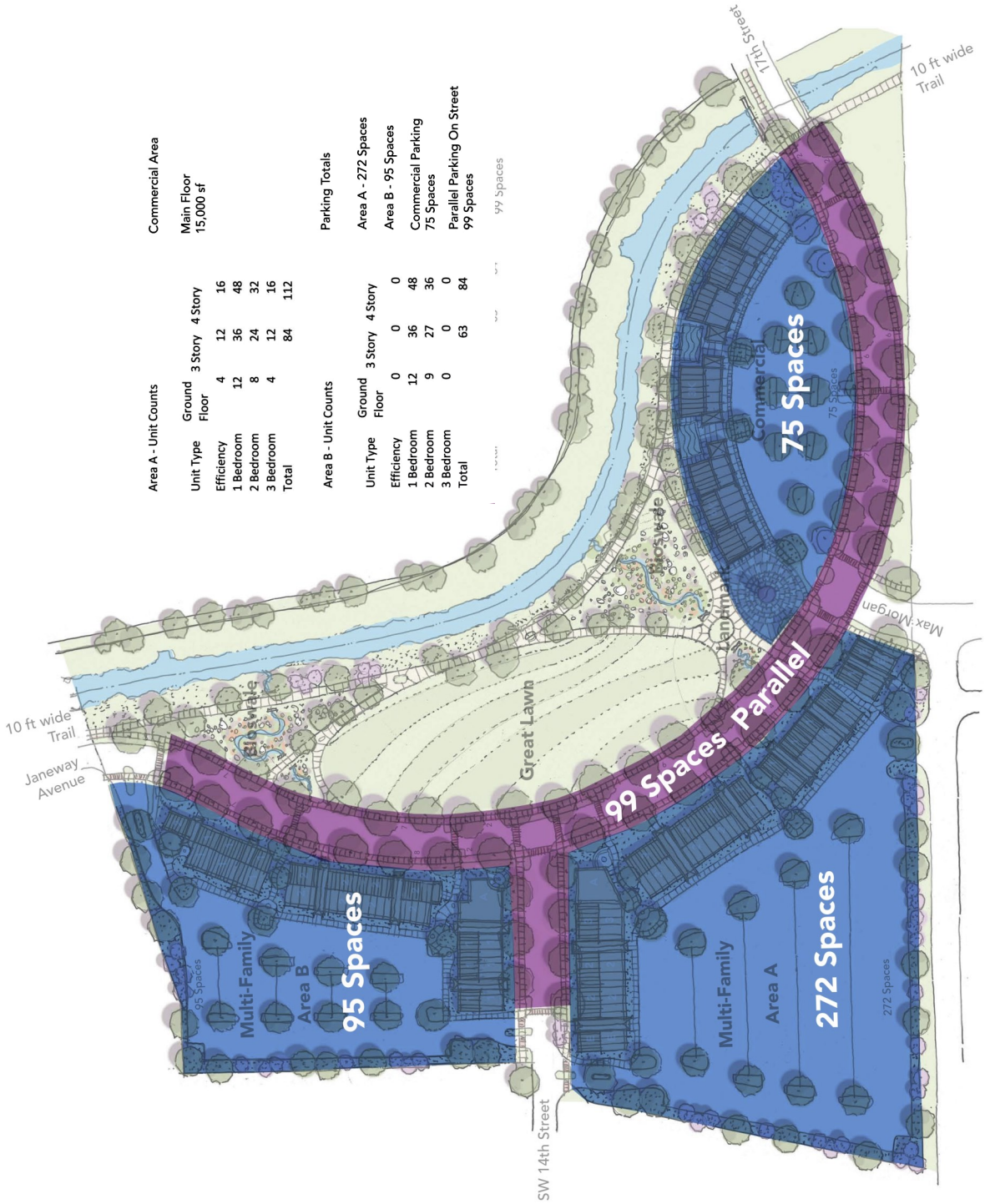
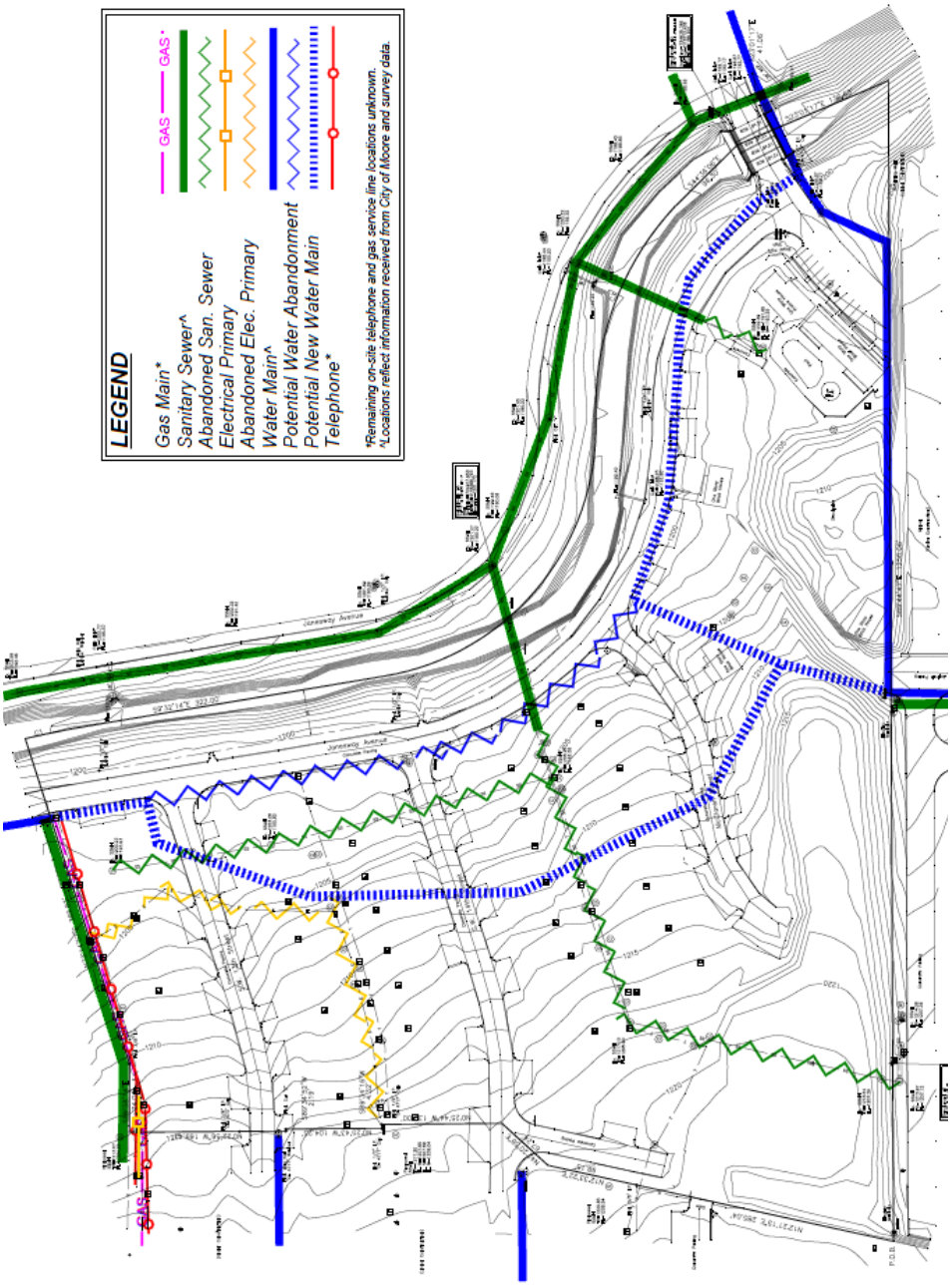


EXHIBIT G | PARKING LAYOUT



1.9 TRAFFIC STREETS UTILITIES

EXHIBIT H | SITE UTILITIES



1.10
JANEWAY CREEK AND TRAIL

LOCATION PLAN

CHANNEL PLAN

CHANNEL SECTION

CHANNEL CONCEPT

1.10 JANEWAY CREEK AND TRAIL

A key element in the Redevelopment Plan is the improvement of the Janeway Creek and construction of a multi-use trail along the west creek edge. Being commonly referred to as a 'drainage ditch', Janeway Creek is an unimproved creek that carries stormwater runoff from the Little River Park to the Riverwalk development to the south. It is considered to be an extension of Little River Park with an existing underutilized multi-use trail on the east side of the creek extending from the park to SW 17th Street.

In the mid-2000's, the Little River tributary located within the Riverwalk commercial development was improved by constructing siltation dams creating a 'wet' creek and installing a multi-use trail as an amenity to the area. This is known as the Riverwalk Trail and extends from just north of I-35 to just south of the SW 19th Street/Telephone Road intersection. The 2008 Master Trails Plan calls for the trail extension from the northern limits of the Riverwalk Trail to the Little River Park via the Janeway Creek.

The Redevelopment Plan calls for the Janeway Creek and Public Open Space to be connected to the Little River Park to the north with a 10' multi-use trail, with long-range plans to extend the trail south to the SW 19th Street/Telephone Road intersection. The creek is proposed to be improved to a 'wet' creek by the creation of siltation dams. Creating this water feature is a key amenity to both the study area and the adjacent existing neighborhoods. The Redevelopment Plan recommends providing natural elements at the creek edge to compliment the adjacent public open space. **See Exhibit J.**

Moore's Riverwalk Trail south of SW 19th Street is a 'wet' creek that includes pedestrian trails, scenic overlooks and landscaping.

The plan envisions Janeway Creek to be a 'wet' creek with multi-use trails and natural terrain.

1.10 JANEWAY CREEK AND TRAIL

EXHIBIT J | LITTLE RIVER PARK MASTER PLAN - JAN 2017

* ALL LOCATIONS / LAYOUTS FOR FUTURE IMPROVEMENTS SHOWN IN RENDERING ARE APPROXIMATE.

1.10 JANEWAY CREEK AND TRAIL

LOCATION PLAN

1.11 IMPLEMENTATION STRATEGY

ZONING

COMPREHENSIVE PLAN

PLAN AMENDMENTS/UPDATES

REQUEST FOR PROPOSAL (RFP)

1.11 IMPLEMENTATION STRATEGY

Several factors will be crucial in successfully realizing the vision set forth by the community, stakeholders, and the City Council within the Redevelopment Plan:

» Commitment to Vision. Commitment to the plan and patience go hand-in-hand. This plan does more than simply seek to attract new development to shovel ready sites in Moore; it provides a road map to move the area toward its vision. Commitment to the plan means the willingness to actively promote public and private investments that align with the objectives of the master plan. It also requires the willingness by decision makers to deter developments which do not meet the objectives of the plan. Not all of these decisions will be easy or will they occur exactly as analyzed in this master plan.

» Strategic Investments. With limited funds, every expenditure is crucial. It is not possible to immediately undertake all of the initiatives described in this plan. Needs and opportunities not contemplated in the plan may arise in the future. Every investment must be evaluated for its impact.

» Public & Private Partnerships. Removal of the physical and economic barriers to redevelopment will require public financial assistance. The complexity of redevelopment envisioned for the area clearly demonstrates the need for public financial participation. Private investment will not be sufficient to pay for all costs associated with every redevelopment project. Strong public/private partnerships will make redevelopment projects more financially feasible, promote the desired types of development and build momentum in the area. The needs established in this plan do not make public financial assistance an entitlement; on-going planning will de ne the nature of assistance and amount available for each step throughout the implementation process. This approach ensures that public monies are used to achieve desired public outcomes and not simply make development more affordable (or profitable) for the developer.

ZONING

The Redevelopment Plan sets forth policies regarding the use of land within the study area and establishes guidelines for the quality, character and intensity of new development to be promoted in the years ahead. Zoning establishes the types of uses to be allowed on specific properties, and prescribes the overall character and intensity of development to be permitted.

Currently, the City's Zoning Ordinance does not permit the types of New Urbanist development desired within the study area. Due to time constraints the City must use zoning tools already available within the Zoning Ordinance to successfully implement the vision of the plan. The City will request to change the zoning of the study area from its current zoning of R-3 General Residential District to a Planned Unit Development (PUD). A PUD is intended to maximize flexibility and innovation by utilizing site planning and design to achieve a desirable mixture of compatible land use patterns. Typically a PUD is used to increase the allowable densities as prescribed under a zoning district while requiring amenities not normally provided with development.

The proposed PUD zoning for the study area will provide a regulatory framework that fosters outcomes in accordance with the Redevelopment Plan. The PUD will regulate the building form, streetscapes, and public open space amenities to create the community's vision and desired sense of place.

COMPREHENSIVE PLAN

A major obstacle to achieving the goals of this plan is the inherent short-comings to conventional zoning, as it does not provide the City with the ability to control the built form of the new development. Conventional zoning defines a building envelope for where a building could be, not must be. This is an important distinction as conventional zoning does not yield a predictable outcome. To achieve more control over the built form of new development in the future, the City should explore opportunities to implement the Smart Code to encourage New Urbanism design for infill and redevelopment projects.

Through the Comprehensive Planning process, options for Smart Code implementation should be explored:

» Overlay Districts build on the zoning regulations already in place. An Overlay District could be used to require infill and/or redevelopment to adhere to additional design guidelines. In exchange for creating new development within these more prescriptive regulations, the City could allow for potential bonuses such as increased densities.

» The Smart Code could be incorporated into a new zoning district that regulates development based on building form, rather than focusing on underlying land use, and emphasize neighborhood scale, pedestrian access, and the integration of public space. This is achieved by specifying development standards that more tightly regulate the "building envelope" and prescribe a range of complementary building types that create diversity within the built environment. The focus of the Smart Code is on consciously shaping the public realm and creating opportunities for both social interaction and interaction between pedestrians and the natural and built environment.

PLAN AMENDMENTS/UPDATES

It is important that the Redevelopment Plan not be a static document. If local attitudes change or new issues arise which are beyond the scope of the current plan, it should be revised and updated accordingly. Although a proposal to amend the plan can be brought forth by petition at any time, the City should regularly undertake a systematic review of the plan. Any significant variance to the plan that is determined by the Community Development Director to impact the overall vision or goals as stated in this document must go through a public hearing process with proper advance citizen notification.

REQUEST FOR PROPOSAL [RFP]

The final step in the implementation process will be the solicitation for a master developer or team of developers to execute the plan. By Federal mandate the process is required to be open and fair and leave enough room for flexibility to develop within the guidelines and requirements of the Master Redevelopment Plan. The RFP will be prepared by the City of Moore for distribution nationwide and locally. To reach prospects in Oklahoma the industry standard is to post notice in the Journal Record which has statewide print and online distribution and to reach the development community nationwide the RFP will be published nationally online and in print.

The Urban Land Institute [ULI] hosts a website with links to City's development RFP's and is a nationally recognized marketplace for similar invitations.

http://uli.org/programs/marketplace/

The two volumes of the Master Plan Report will be made available as part of the RFP in addition to the financial structure of the project and other relevant information. The disposition of design, financing and construction of the public improvements and open space is undetermined at this time but will be addressed in the RFP. Responses to the RFP will be evaluated by a City appointed team according to the same predetermined criteria. Unless there is a clear choice for the designated developer[s] the usual process for selection would be a shortlist of preferred respondents who would be asked to present their proposals.