



Case Study

Downtown Edmond Plan Downtown Plan/ Catalyst Projects



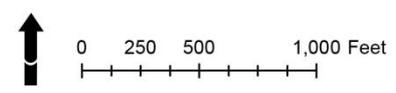
STUDY AREA



EDMOND
OKLAHOMA



Downtown Study Boundary





VISION

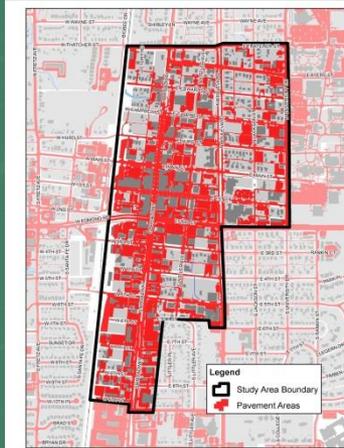
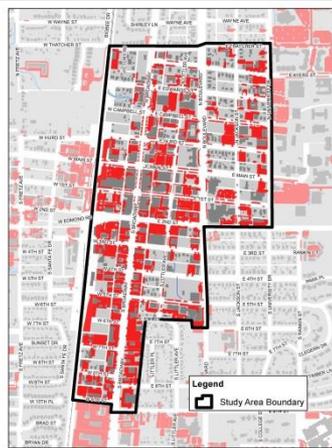
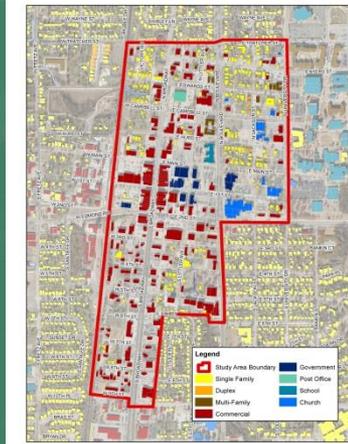
Downtown Edmond is the center of our community. It is a vibrant urban place for businesses, residents, students and visitors. Downtown Edmond offers a unique blend of housing, entertainment, shopping, restaurant, public and education uses.





PHYSICAL ASSESSMENT

Planning Lenses



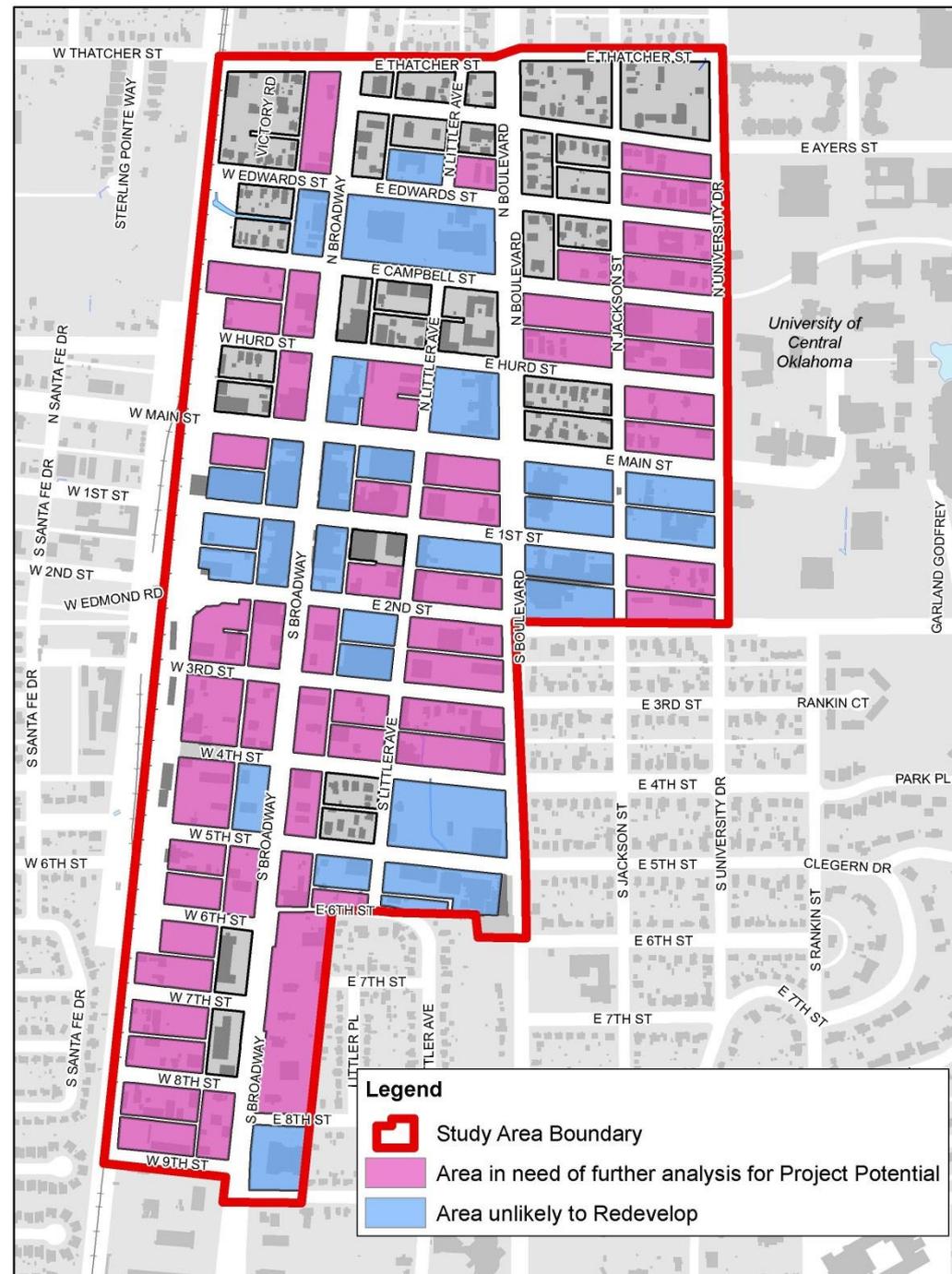


OPPORTUNITY BLOCKS

Based on site observations and physical assessment:

- Pink blocks and areas reflect sites that should be further analyzed for project potential
- Blue blocks and areas reflect sites that are unlikely to redevelop due to new development

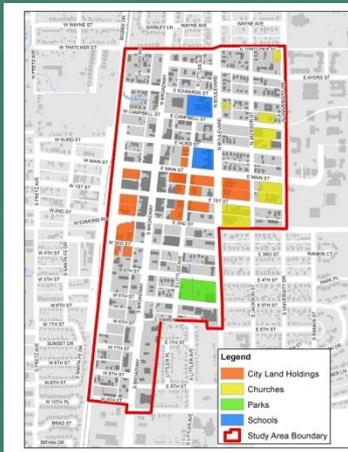
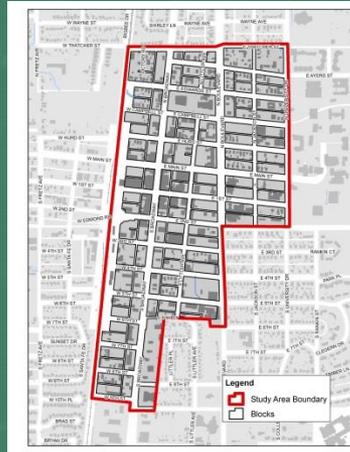
These are not absolutes, but rather a starting point, as location and programming strategies may point to redevelopment or renovations on other blocks





PHYSICAL ASSESSMENT-

Market Lenses





COMPOSITE

Based on site observations and physical assessment:

- Green blocks represent areas most likely positioned for infill development or redevelopment
- Blue blocks represent areas most likely positioned for reinvestment of existing stock

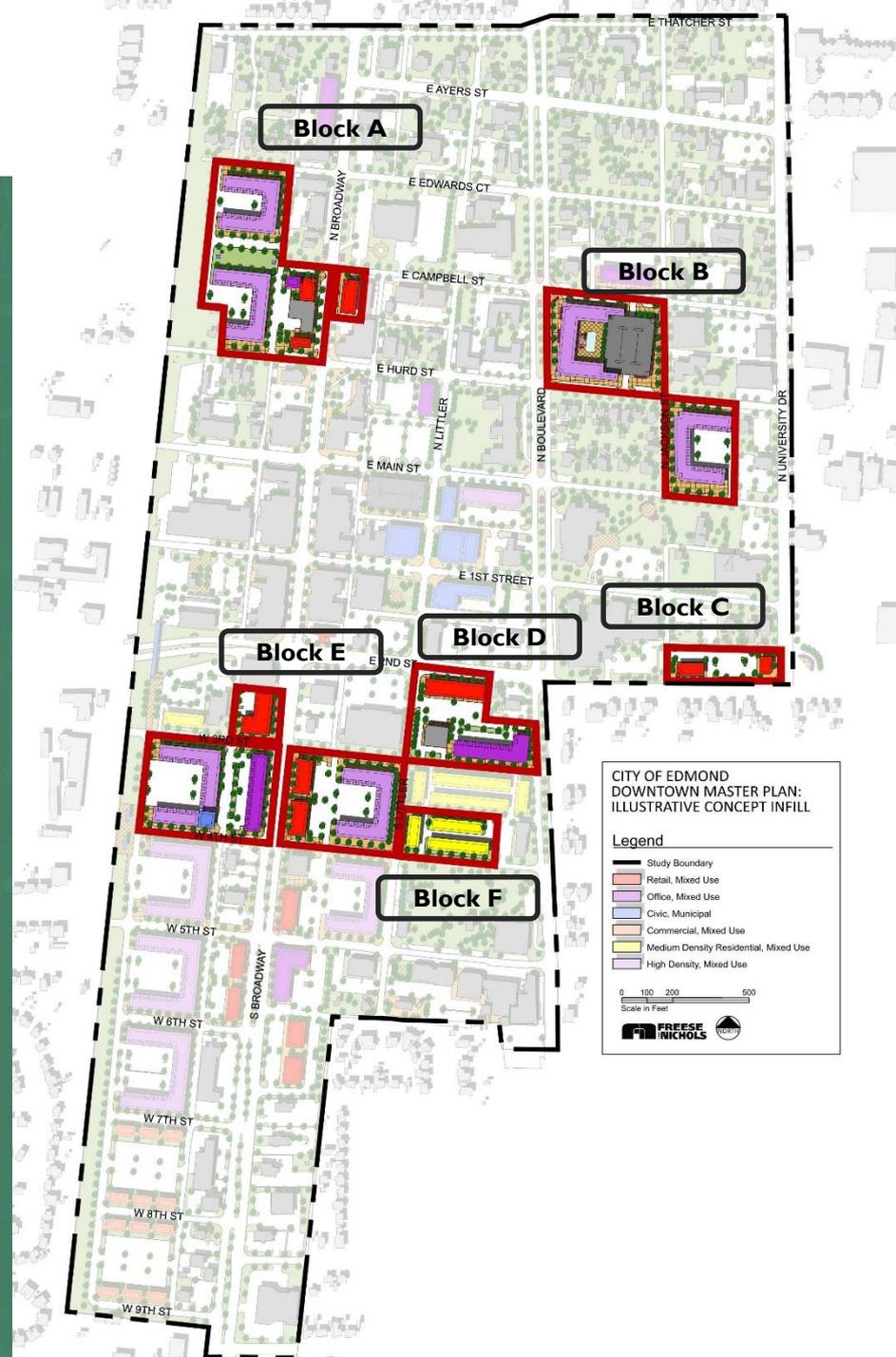
Blocks shown in purple have highest (potential) opportunity for redevelopment





MASTER PLAN

After consolidating the results of the market analysis and physical assessment, the following priority redevelopment blocks represent initial catalytic opportunities for new development in Downtown Edmond. These targeted locations were assembled to create opportunity recommendations, representing real potential for new projects in Downtown Edmond. As the market embraces new development concepts in the area, small modifications to programming and basic site approach will likely occur. The general concepts outlined in this section have been devised to induce a stronger sense of identity in Downtown Edmond.





BLOCK A

Mixed-Use Residential Infill

Potential Program Estimate

Mixed-Use Residential Infill:

- 180 MF Units
- 4,000 SF Loft Office
- 4,000 SF Retail



Block A Character



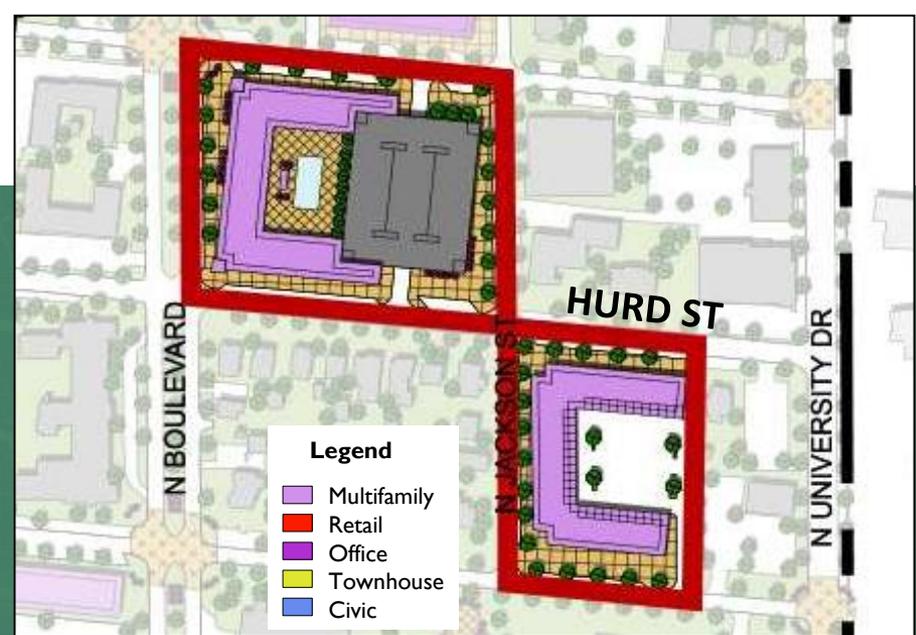


BLOCK B

University Related Housing & Shared Parking Garage for Existing Church

Potential Program Estimate

- 25,000 SF Bookstore
- 3,500 SF Infill Retail
- 160 Units (441 beds University-style Housing)



Block B Character



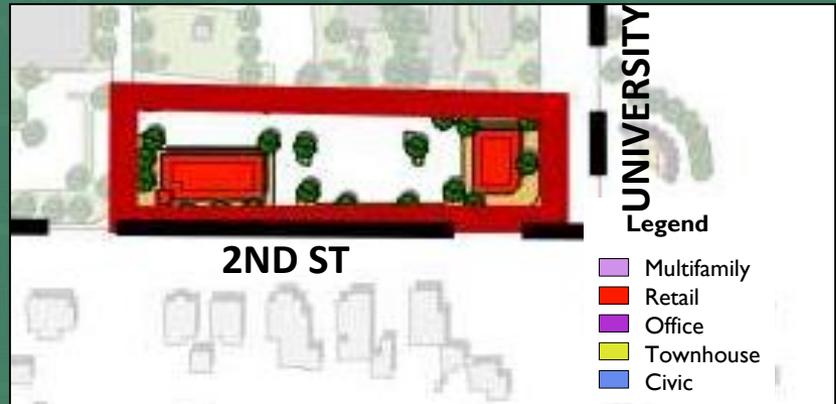


BLOCK C

University Related Retail

Potential Program Estimate

- 6,000 SF Retail / Restaurants



Block C Character





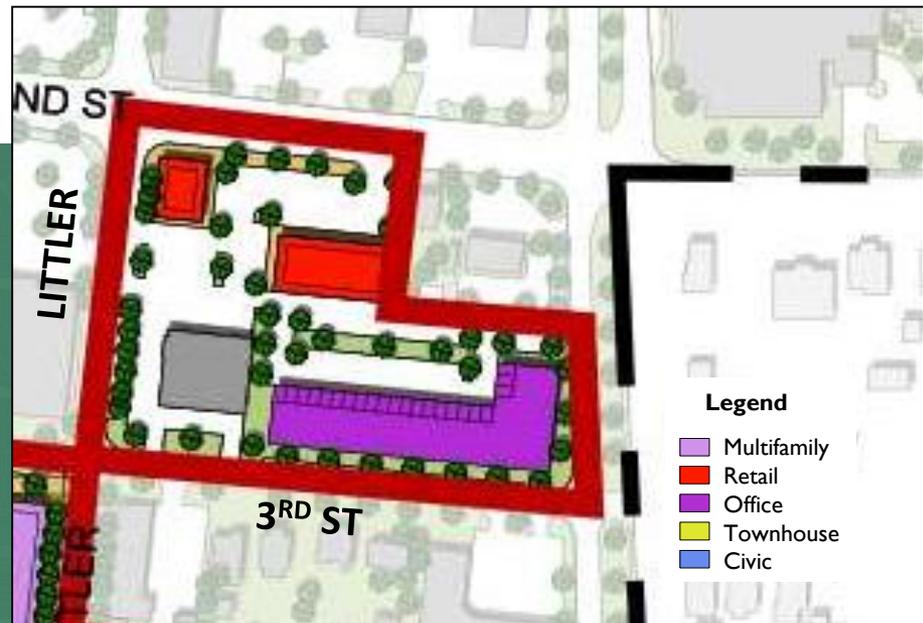
BLOCK D

Retail & Loft Office Development

At the southeast corner of Littler Avenue and East 2nd Street, a corner pad would add retail space to an existing suburban-style shopping center and provide a strong corner condition for this redevelopment block. The office building proposed in the southeast corner of the block would replace an existing single-story medical office building. A more urban-style building form that fronts along both East 3rd Street and South Boulevard Street would help mark the land use shift occurring across Boulevard, transitioning from single family residential to more mixed-use commercial moving westward. On the whole, this block and its proposed design starts to function as a mixed-use complex where office users and visitors can easily walk to access retail both on Block D and proposed Blocks E and F.

Potential Program Estimate

- 5,000 SF Retail / Restaurants
- 12,000 SF Office



Block D Character



Photo Credit: Sun Trust Plaza, Winter Park, FL.

Sources: I RTKL



BLOCK E

Mixed-Use Infill

Redevelopment on Block E should establish a hard commercial edge on the west side of South Broadway, directly across from the retail redevelopment proposed in Block F. Functioning together, Blocks E and F will provide a commercial core, or concentration of activity, along the primary arterial South Broadway. Stepping back from the arterial, residential uses are introduced to contribute to a mixed-use environment where residents might walk to work or retail uses in an urban-style environment where street trees provide shade coverage along wide sidewalks and cars can park both in designated surface lots and along the street edge.

Potential Program Estimate

- 90 MF Units
- 30,000 SF Loft Office
- 8,000 SF Retail



Block E Character



Photo Credit: Clay Terrace, IN

Sources: ESRI, EASI, Catalyst.



BLOCK F

Mixed-Use Residential Development

On the east side of South Broadway, directly across from the development proposed in Block E, Block F supports a concentration of retail along South Broadway. Stepping back from the arterial, both multifamily apartments and townhomes are integrated into a pocket neighborhood setting where residents of different housing types can all take advantage of a walkable network of sidewalks landscaped with grasses and street trees to provide shade coverage and pedestrian refuges. Parking along the street edge is convenient for residents and visitors and supports a safe walking environment in the Downtown District.

Potential Program Estimate

Mixed-Use Residential Infill:

- 90 MF Units
- 15,000 SF Loft Office
- 12 Townhomes



Block F Character

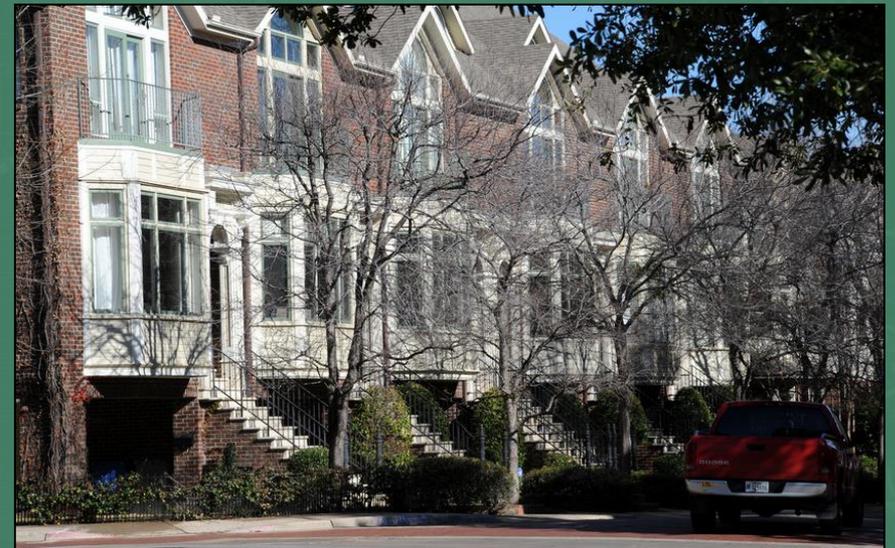


Photo Credit: State Thomas, Dallas, TX

Sources: RTKL



TRAFFIC ENHANCEMENTS

Transit Center & Future Rail Station

Relocated
Transit Center

Potential
Rail Station

Local Bus
Circulation



NEW SIGNALS



PARKING MANAGEMENT PLAN

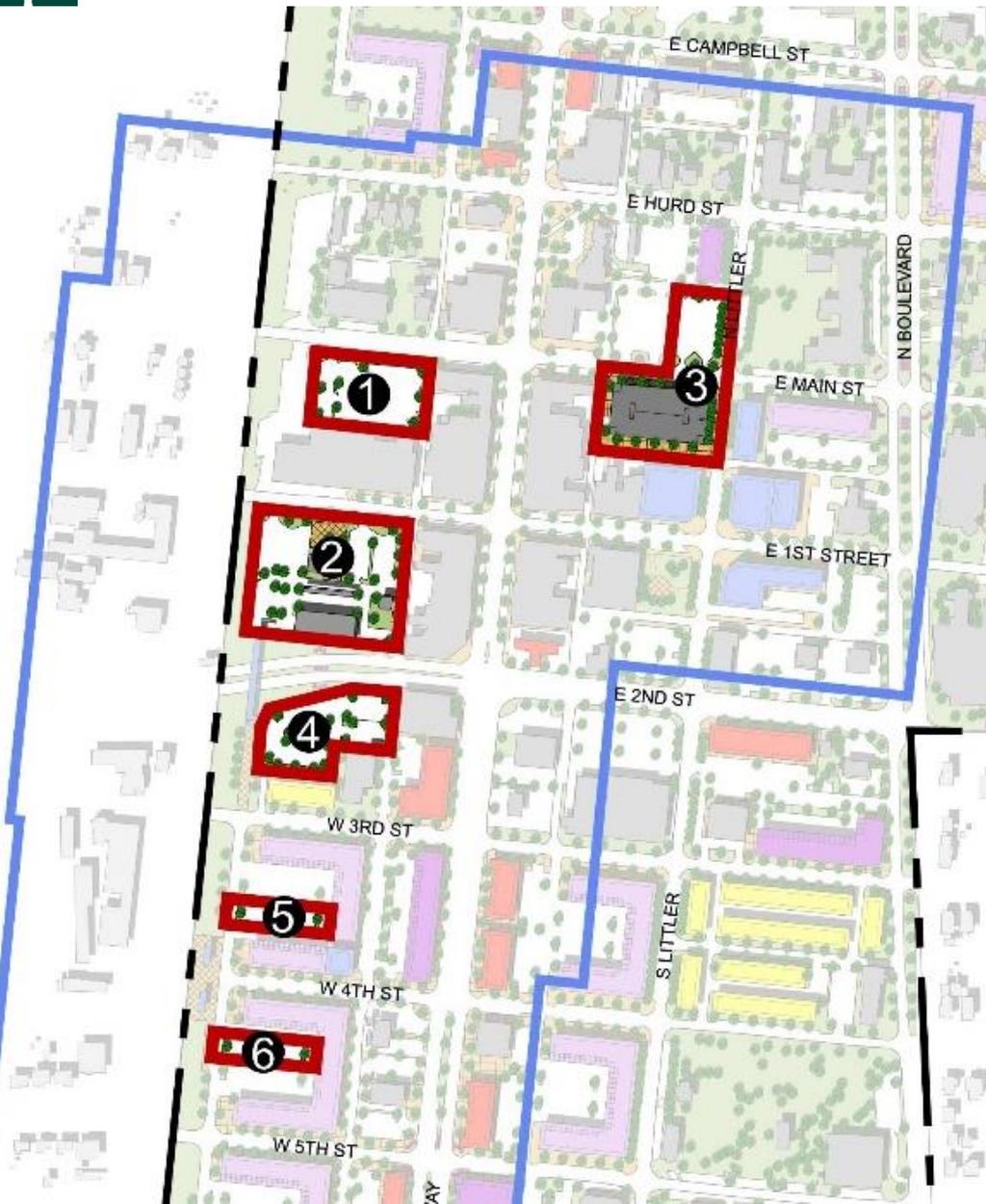
Best practices to meet current and future demands

1. Reduce unnecessary parking requirements
2. Promote Alternative modes of transit
3. Establish parking maximums
4. On-street parking
5. Price on-street and off-street parking
6. Allow shared parking
7. Buy-in to central parking in lieu of spaces
8. Improve user information
9. Parking placement
10. Public parking facilities





PARKING MANAGEMENT PLAN



PROPOSED OFF-STREET PUBLIC PARKING

Legend

-  Study Boundary
-  500' Offset From Parking Facilities

1. 90 Stalls, Existing Public Lot
2. 95 Stalls, Existing Public Lot
3. 300 Stalls, Existing Parking Lot and Future Public Garage (could include stalls for City employees, visitors and for lease spaces)
4. 94 Stalls, Future Public Lot
5. 38 Stalls, Future Transit Station Lot
6. 38 Stalls, Future Transit Station Lot

Approximately 655 Total Public Stalls
(470 Proposed Public Stalls)

Note: Does not include existing or proposed on-street parking and existing stalls are approximate based on aerial images



BRANDING, DISTRICT, PUBLIC SPACE

Critical **principles** moving forward:

1. Reinforce district identity with **family of repeating elements**
1. Create place, use something **dynamic features and create nightlife**
2. Achieve better interest and scale with the use of **pulse points** (not necessarily about symmetry, more bang for the buck)
3. **Focus on urban** not suburban





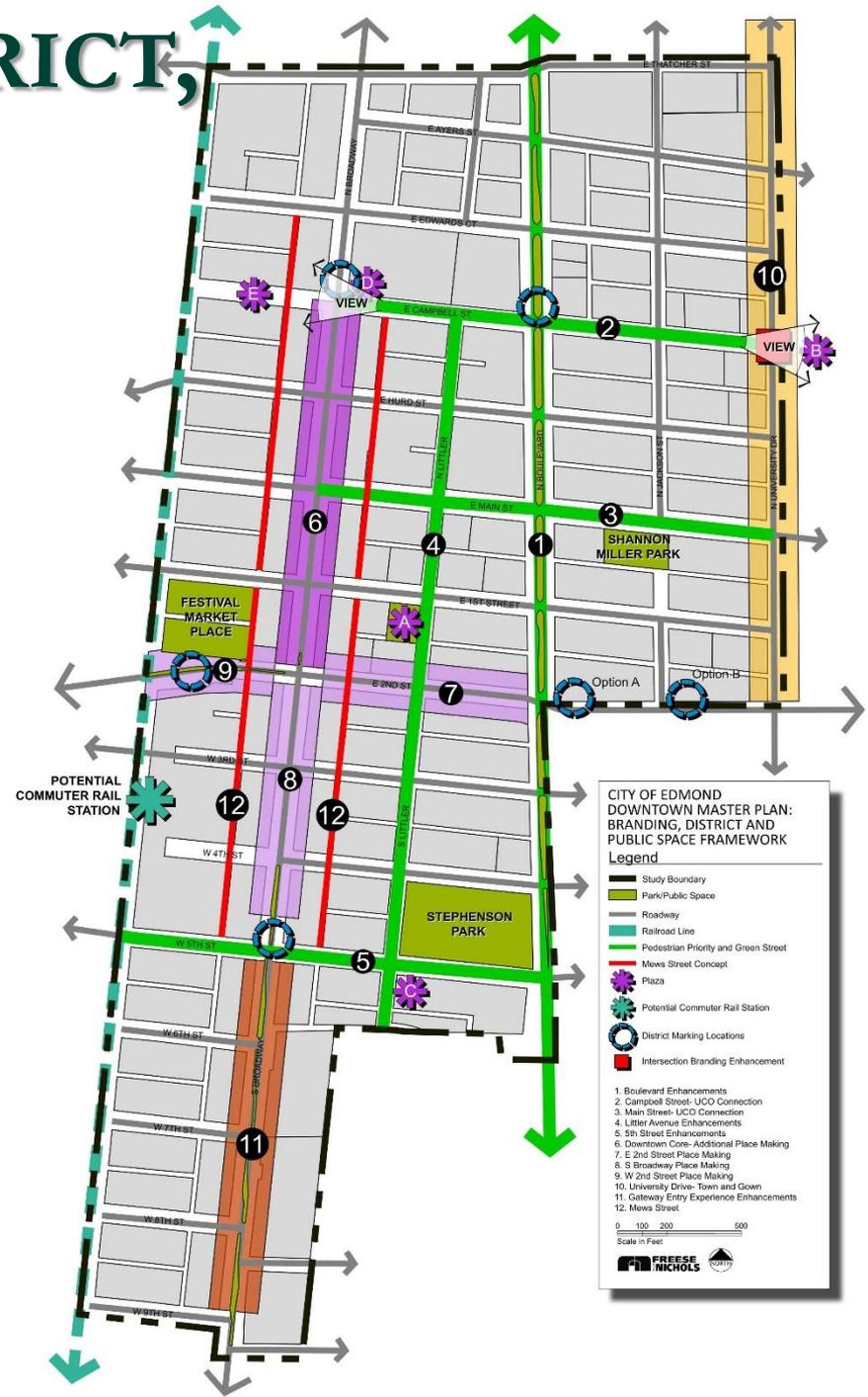
BRANDING, DISTRICT, PUBLIC SPACE

CITY OF EDMOND DOWNTOWN MASTER PLAN: BRANDING AND DISTRICT FRAMEWORK

Legend

- Study Boundary
- Park/Plaza
- Roadway
- Railroad Line
- Pedestrian Priority and Green Street
- Mews Street Concept
- Future Plaza
- Potential Commuter Rail Station
- District Markings
- Intersection Branding Enhancement

1. Boulevard- Art and Green Street
2. Campbell Street- UCO Connection
3. Main Street- UCO Connection
4. Littler Avenue- Green Street
5. 5th Street- Transit Connection
6. Downtown Core Additional Place Making
7. E 2nd Street Place Making
8. Boulevard Place Making
9. W 2nd Street Place Making
10. University Drive- Town and Gown
11. Gateway Entry Experience Enhancements
12. Mews Street



**CITY OF EDMOND
DOWNTOWN MASTER PLAN:
BRANDING, DISTRICT AND
PUBLIC SPACE FRAMEWORK**

Legend

- Study Boundary
- Park/Public Space
- Roadway
- Railroad Line
- Pedestrian Priority and Green Street
- Mews Street Concept
- Plaza
- Potential Commuter Rail Station
- District Marking Locations
- Intersection Branding Enhancement

1. Boulevard Enhancements
2. Campbell Street- UCO Connection
3. Main Street- UCO Connection
4. Littler Avenue Enhancements
5. 5th Street Enhancements
6. Downtown Core- Additional Place Making
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9. W 2nd Street Place Making
10. University Drive- Town and Gown
11. Gateway Entry Experience Enhancements
12. Mews Street

0 100 200 500
Scale in Feet

FRESSE WICKS



DISTRICT IDENTITY





TOWN AND GOWN

Critical ideas moving forward:

1. **Everything is campus corner**
2. **University Drive streetscape**
3. **Student housing**

in University Village area

4. Additional infill increases walkable connection to core, **East-west experience**
5. Continue to explore feasibility for **Performing Arts Center**





TOWN AND GOWN

University Drive streetscape and
Signature gateway entry at
University Drive and Campbell Street





BRANDING AND DISTRICT



Campbell & University

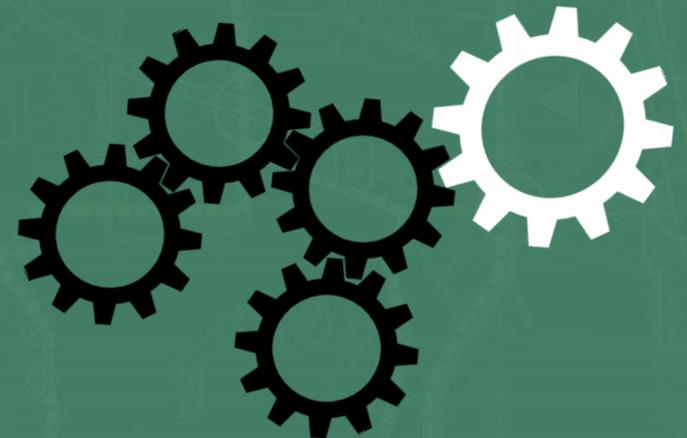


IMPLEMENTATION APPROACH

The Master Plan is a living document and items will likely need to evolve over time

Four equally important categories of Implementation:

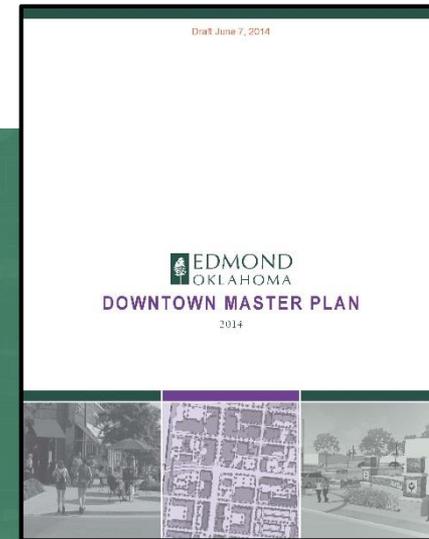
1. Regulations
2. Economic and Financing Strategies
3. Communication and Marketing
4. Projects
 - Private Investment
 - Capital Improvements





1. REGULATIONS

1. Approve the Downtown Master Plan as an amendment to the Comprehensive Plan
2. Update zoning and thoroughfare plan according to recommendations
 - DRD to CDB
3. Revise the Downtown Design Guidelines to clearly separate guidelines from requirements





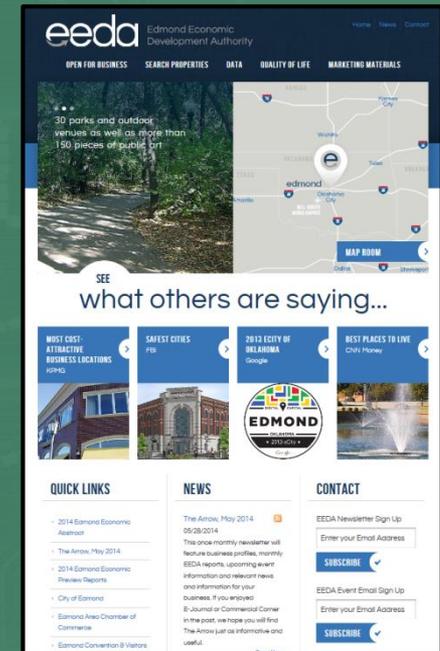
2. ECONOMIC AND FINANCING

Consider three types of economic development and incentive mechanisms:

1. **Public-born actions** to help prepare larger development landscape for private investment (i.e. the capital projects in advance of private investment)
2. **Public actions simultaneous with private investment** to induce the desired development form, pattern and density shown throughout the Master Plan (i.e. creating TIRZ for infrastructure and site improvements or applying for new market tax credit allocation if in approved zone)
3. **Incentives** to reduce the risk of project development itself (i.e. tax abatements or other development incentives).

3. COMMUNICATION/MARKETING

1. Prepare marketing collateral for the study area
 - Should be simple summary of overall plan, concept and projects with supporting marketing material
 - Highly graphic
2. Coordinate with public agencies, key property owners and developers
3. Market to developers that do the type of work
4. Recruit specific types of users (restaurants, retail, office)
5. Communicate the story of Downtown Edmond





4. PROJECTS

PRIVATE INVESTMENT:

What are the key ingredients that a developer will look for?

1. There exists **market demand** for new construction
2. There is **property** than can be put under control
3. There exists **infrastructure** that will support the project
4. There is **community support and entitlement** to allow the project

Must look through a private lens when making decisions



4. PROJECTS

CAPITAL IMPROVEMENTS:

What are intelligent public improvements to make in advance of private investment?

1. Public improvements that are driven by private investment
2. Catalytic projects that bring people to the area
3. Infrastructure improvements that would lessen the burden for developers
4. Improvements that make development opportunities more obvious



PRIORITY ACTIONS

PUBLIC IMPROVEMENTS:

1. Regulatory updates
2. Zoning and standards amendments
3. Update, prepare and maintain marketing and incentive packages
4. Tax Increment Financing
5. Annual reviews





PRIORITY ACTIONS

Update Capital Improvement Project Database

1. Edmond Road pedestrian bridge
2. Public parking lots
3. Main Street parking garage
4. Public parking signage improvements
5. 2nd and 3rd Street one-way couplet
6. Boulevard pedestrian crossing improvements
7. Branding and district projects





Value Added by Planner Involvement

- Defining IMPLEMENTABLE projects
- Brought unity to various boards
- Solved simple, yet major issues with parking
- Coordinated with developer community to bring interest and consensus