

REDISCOVERING **ROSE LANE**

A Placemaking Action Plan for
Del City, Oklahoma

Del City Community Stakeholders

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Introduction

The City of Del City is embarking on an exciting journey to restore one of its most historically significant corridors – Rose Lane and Epperly Drive. Through the Community Economic Resiliency Initiative (CERI), administered by the Association of Central Oklahoma Governments (ACOG) in partnership with the University of Oklahoma's Institute for Quality Communities (IQC), Del City is developing a comprehensive, community-driven placemaking strategy to transform this area into a vibrant destination for residents, businesses, and visitors alike.

Rose Lane was one of the original streets constructed when Del City was founded in 1948, serving as the city's first "main street" as it grew under the Epperly family. Over the decades the lane was abandoned following the construction of SE 29th Street, functioning primarily as a parking lot for surrounding commercial properties. The City rediscovered its ownership of this land in the

late 2010s – and community enthusiasm for its potential has been building ever since.

Today, with the support of engaged residents, business owners, civic organizations, and city leadership, Del City is ready to write the next chapter for Rose Lane.

"The Rose Lane site has been a truly unpolished gem in the heart of our city. Our citizens, businesses, and leadership all feel this would be an incredible location that could serve as a draw for locals and tourists if it were revitalized. The goal is to return this area to a 'main street' vibe where citizens can gather, shop, and engage in various cultural events and activities."

– City of Del City CERI Application, 2025

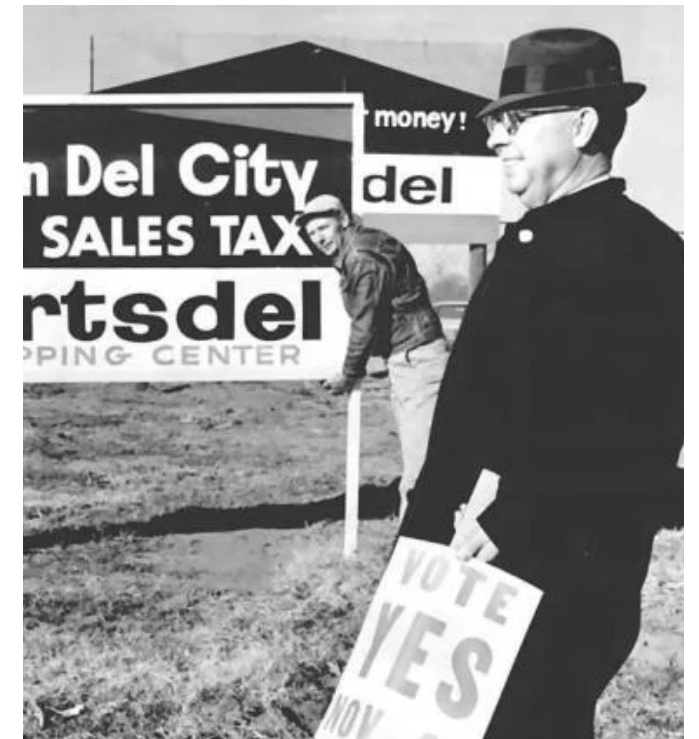


HISTORY & EXISTING CONDITIONS

History of Rose Lane

Though Rose Lane may not carry a formal historic designation, it holds deep cultural meaning for generations of Del City residents. This corridor was once the entertainment heart of the city – a place where community life happened, music was made, and memories were built.

Del City was founded in 1948 and grew rapidly under the influence of the Epperly family, who developed much of the early commercial and residential fabric of the city. Rose Lane was among the very first streets constructed, and for many years it functioned as the primary main street and commercial hub. The subsequent construction of SE 29th Street redirected traffic and commerce, and Rose Lane gradually transitioned into a back-of-house parking area for the surrounding shopping centers.





Rose Lane

Rose Lane functions largely as an auto-oriented corridor dominated by surface parking, with much of its frontage defined by parking lots rather than active building edges. While this provides convenient access, it also creates a fragmented and underutilized environment that lacks a strong sense of place or pedestrian appeal. Sidewalks and connections are inconsistent, and the overall experience is geared more toward moving through

than spending time. However, this condition represents a significant opportunity. With its ample space and visibility, Rose Lane has the potential to be reimagined over time as a more active, people-oriented environment—one that better connects to Epperly Drive and supports new development, gathering spaces, and a more cohesive district identity.



Epperly Drive

Epperly Drive serves as the primary north–south spine and the functional heart of the district, anchored by civic uses and established local businesses. The corridor already exhibits several characteristics of a central gathering place, including recognizable destinations and a steady flow of activity throughout the day. However, like

Rose Lane, it faces challenges related to building maintenance, inconsistent facades, and limited pedestrian amenities. Despite these conditions, Epperly Drive has strong potential due to its visibility, existing anchors, and concentration of uses, positioning it well to evolve into a more cohesive, active, and identity-driven corridor.

STAKEHOLDER ENGAGEMENT

Place Audit

In October 2025, the University of Oklahoma’s Institute for Quality Communities conducted a Place Audit—a detailed, on-the-ground assessment of the Rose Lane and Epperly Drive corridor. This effort included both observational analysis and direct input from local stakeholders through a structured WalkShop survey. Participants were asked to evaluate key aspects of the district such as comfort, connectivity, uses and activities, and sociability, while also providing open-ended feedback on strengths, immediate improvements, and long-term opportunities. Together, these insights helped identify the

corridor’s existing strengths—such as its visibility, established businesses, and civic anchors—while also highlighting important areas for improvement. Themes that emerged included enhancing walkability, improving building conditions and maintenance, strengthening signage and wayfinding, and creating more opportunities for activity and gathering. This combined approach provided a well-rounded understanding of both the physical environment and community priorities, helping to inform a clear and actionable framework for future investment and revitalization.

WALKSHOP

	POOR		GOOD	
COMFORT				
Overall attractiveness	1	2	3	4
Quality of maintenance	1	2	3	4
Choice of places to sit	1	2	3	4
CONNECTIVITY				
Visibility from a distance	1	2	3	4
Ease in walking to/around the place	1	2	3	4
Clarity of information/signage	1	2	3	4
USES & ACTIVITIES				
Mix of activities (spontaneous & programmed)	1	2	3	4
Frequency of community events	1	2	3	4
Overall activity level	1	2	3	4
SOCIABILITY				

WHAT DO YOU LIKE BEST ABOUT THIS PLACE?

WHAT ARE THINGS THAT COULD BE DONE TO IMPROVE THIS PLACE THAT COULD HAPPEN RIGHT AWAY AND WOULDN'T COST A LOT?

WHAT CHANGES COULD BE MADE OVER THE LONG TERM THAT WOULD HAVE THE BIGGEST IMPACT?

HOW COULD VISITORS BE BETTER ENCOURAGED TO VISIT HERE? WHAT CONNECTIONS ARE NEEDED BETWEEN THIS DISTRICT AND OTHER LOCAL DESTINATIONS?

Assets



Hometown Feel

Del City has a strong hometown feel and a deep sense of community identity, supported by dedicated, long-standing local business owners who are deeply rooted in the area.



Location

A well-positioned location that offers strong visibility and accessibility, making it easy to attract customers, while still benefiting from relatively low operating costs compared to surrounding areas.

Assets



Character

A distinctive mid-century architectural character that gives the area a unique visual identity, paired with strong potential for thoughtful redevelopment and adaptive reuse.



Anchors

Important civic anchors are already in place—including the Fire Station, Police Department, and Post Office—alongside beloved local staples like Honey Bee Donuts, which help reinforce the area's identity and daily activity.

Opportunities



Walkability

Enhancing walkability through improved sidewalk connectivity, safer pedestrian crossings, and better lighting can make the area more accessible, comfortable, and inviting for all users.



Connectivity & Infill

There is opportunity for infill development in vacant lots around Epperly Drive and Rose Lane. Future infill will increase better connectivity between the district and other nearby destinations.

Opportunities



Active Storefronts

Thoughtful streetscape and facade improvements, including reducing heavy window tinting, updating signage, adding shade trees and street furniture, and addressing overhead utility lines over time, can strengthen the corridor's visual appeal and long-term identity.



Shade

Street trees, umbrellas and shade sails can be utilized in various locations in the district to provide more comfort. Trees along the sidewalk would create a more walkable experience for pedestrians.

What We Heard

In December 2025, the project team gathered input from residents, business owners, and community stakeholders through engagement workshop sessions. Participants were asked to share their ideas, concerns, and aspirations for the Rose Lane and Epperly Drive district. The response was enthusiastic, with a clear vision emerging from the community.

CULTURE & HERITAGE

- Del City museum or heritage interpretive display
- Public murals celebrating local history and music
- Bob Wood's Music handprint exhibit
- Recognition of Del City's founding and the Epperly family history

EVENTS & PROGRAMMING

- Community nights and watch parties
- Seasonal markets and holiday events
- Alley activation for unique venue experiences
- First Friday monthly event series

DINING & NIGHT LIFE

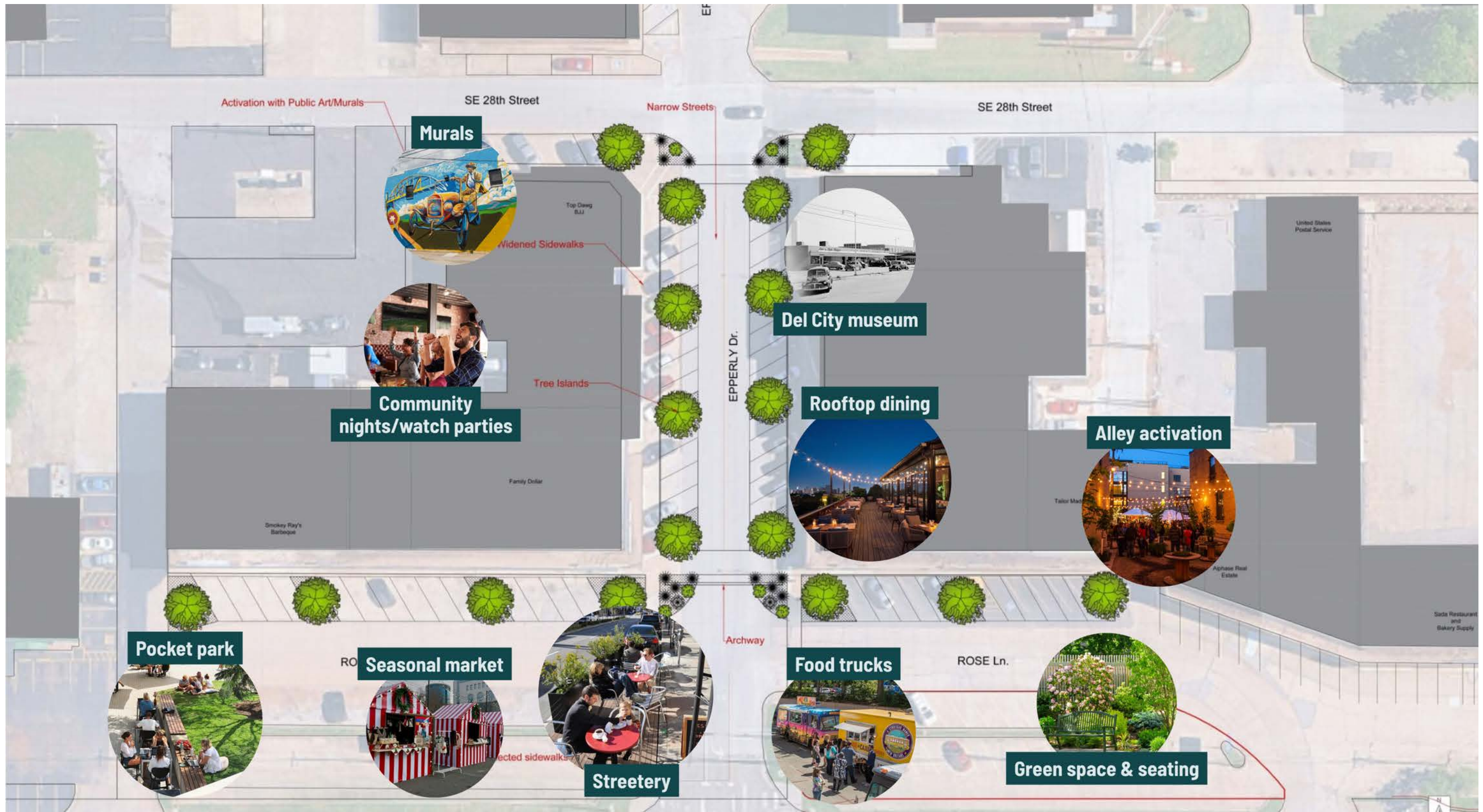
- Food trucks and pop-up food vendors
- Rooftop dining concept
- Streetery outdoor seating zones
- Beer garden with shade and seating

PUBLIC SPACES & STREETS

- Pocket park with green space and seating
- Improved evening lighting for safety and ambience
- Painted crosswalks connecting businesses
- Tree islands and landscaping along Epperly Drive

A consistent theme across all engagement: community members want Rose Lane and Epperly Drive to feel welcoming, lively, and uniquely Del City, not like a generic commercial strip. The area's history, existing business owners, and connection to Tinker Air Force Base and the surrounding neighborhoods all represent opportunities to build a district with a distinctive identity that cannot be replicated elsewhere.





PLACE IDENTITY

Naming the District

Establishing “Epperly Drive” as the primary name for the district helps create a clear and unified identity while reducing confusion associated with using multiple corridor names including Rose Lane. A single, recognizable name strengthens branding, improves wayfinding, and makes it easier for residents, visitors, and businesses to refer to and promote the area consistently.

Positioning the district around Epperly Drive also reinforces its role as the community’s central gathering place—a recognizable heart of activity and commerce—without relying on more generic or overused terms. This approach supports a stronger sense of place and helps the area stand out as a distinct destination within Del City.



EPPERLY DRIVE

 **EPPERLY DRIVE**

PRINCIPLES OF PLACEMAKING

Placemaking Triangulation

Creating Spaces People Want to Stay In

Placemaking triangulation is a simple but powerful concept in urban design. When multiple complementary elements are located close together, they reinforce each other and create a place where people naturally want to stay. Instead of a space serving just one purpose, it becomes a layered experience. A key version of this idea can be understood through three essential components: something to do, something to eat, and a comfortable place to sit.

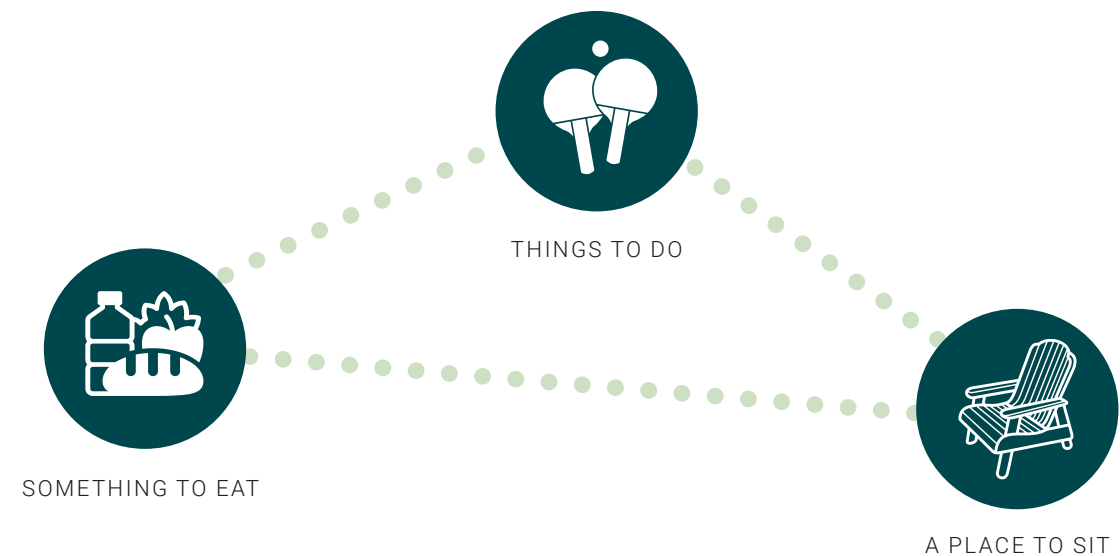
“Something to do” gives people a reason to come in the first place. This could be an event, live music, public art, shopping, or even just an interesting streetscape to explore. Activity creates energy, and energy attracts more people. Without it, a space can feel empty or forgettable.

“Something to eat” extends the visit. Food and drink are social anchors. They encourage people

to gather, linger, and return. Whether it is a coffee shop, food trucks, or local restaurants, having accessible food options turns a quick stop into a longer, more meaningful experience.

“A comfortable place to sit” is what allows everything else to work. Seating, especially if it is shaded, well-designed, and placed where people want to be, invites people to pause. When people sit, they stay longer, observe more, and contribute to a sense of life and safety in the space.

When all three elements are present and well-connected, they create a feedback loop. Activity draws people in, food keeps them there, and seating makes the experience enjoyable. This is the essence of placemaking triangulation. It transforms a corridor or public space from something people pass through into somewhere they choose to spend time.



Design Precedents:

Painted Crosswalks and Gateways

A quick and cost-effective intervention, painted crosswalks enhance pedestrian safety while also reinforcing district identity. These colorful elements can serve as visual gateways, clearly marking key entry points and signaling arrival into the district while creating a memorable sense of transition for visitors and residents alike. Paired with gateway signage, they can strengthen the sense of arrival by introducing the district's name, brand, or visual language at highly visible

thresholds. Strategically placed at prominent intersections, they help define the edges of the corridor, guide movement, and reinforce a cohesive sense of arrival and departure. By turning ordinary intersections into recognizable landmarks, they draw attention from nearby areas, strengthen wayfinding, and contribute to a more unified, welcoming environment that encourages exploration and repeat visits.



ARCHED GATEWAY (GOLDEN, CO)

Pop-Up Shops and Micro Retail

Small-scale retail doesn't have to come with a big price tag. Across the U.S., temporary and low-cost retail structures are activating vacant spaces and supporting emerging businesses. In Midtown Oklahoma City, the Holiday Pop-Up Shops transform an empty lot into a vibrant shopping village for over a month each year, drawing thousands of visitors. In Nashville's

Five Points Alley, micro-retailers lease compact spaces at affordable rates, creating a diverse and dynamic retail environment. Sitting somewhere between tents and permanent storefronts, many of these setups use shed-style structures—offering entrepreneurs a low-barrier, high-impact way to engage with the public and test new ideas.



POP-UP SHOPS AND MICRO-RETAIL (FIVE POINTS ALLEY SHOPS, NASHVILLE, TN; MIDTOWN HOLIDAY POP-UPS, OKC, OK)

Parklets

Small improvements to outdoor seating can have an outsized impact on how a street or corridor feels and functions, especially when they take the form of parklets and streeteries. By converting a few parking spaces or underused edges of the street into seating areas, these interventions create visible, active places where people can gather, relax, and spend time.

Comfort is key to their success. Shade structures, planters, and well-designed seating make these spaces usable throughout the day and across

seasons. Even modest additions like umbrellas, greenery, or simple barriers can transform a stretch of pavement into a destination.

These types of improvements are relatively low-cost and flexible, making them an effective early step in revitalization efforts. When paired with broader streetscape enhancements, parklets and streeteries can help establish a strong sense of place, increase foot traffic, and support local businesses by turning the street itself into an extension of the dining and social experience.



Food Truck Events

Food truck events like Heard on Hurd in downtown Edmond show how simple, well-organized programming can turn an ordinary street into a regional destination. By bringing together local food vendors, live music, and a walkable environment, these events create a lively atmosphere that draws people from across the community and beyond. They are easy to scale, relatively low-cost to launch, and highly visible, making them an effective tool for building momentum in emerging districts.

Beyond entertainment, these events support small businesses by giving food trucks, artisans, and local entrepreneurs a platform to reach new customers. They also increase foot traffic for nearby brick-and-mortar businesses, helping boost sales and awareness. Over time, consistent events can establish a strong identity for a corridor, encourage repeat visits, and demonstrate the long-term potential of the area to investors and stakeholders.

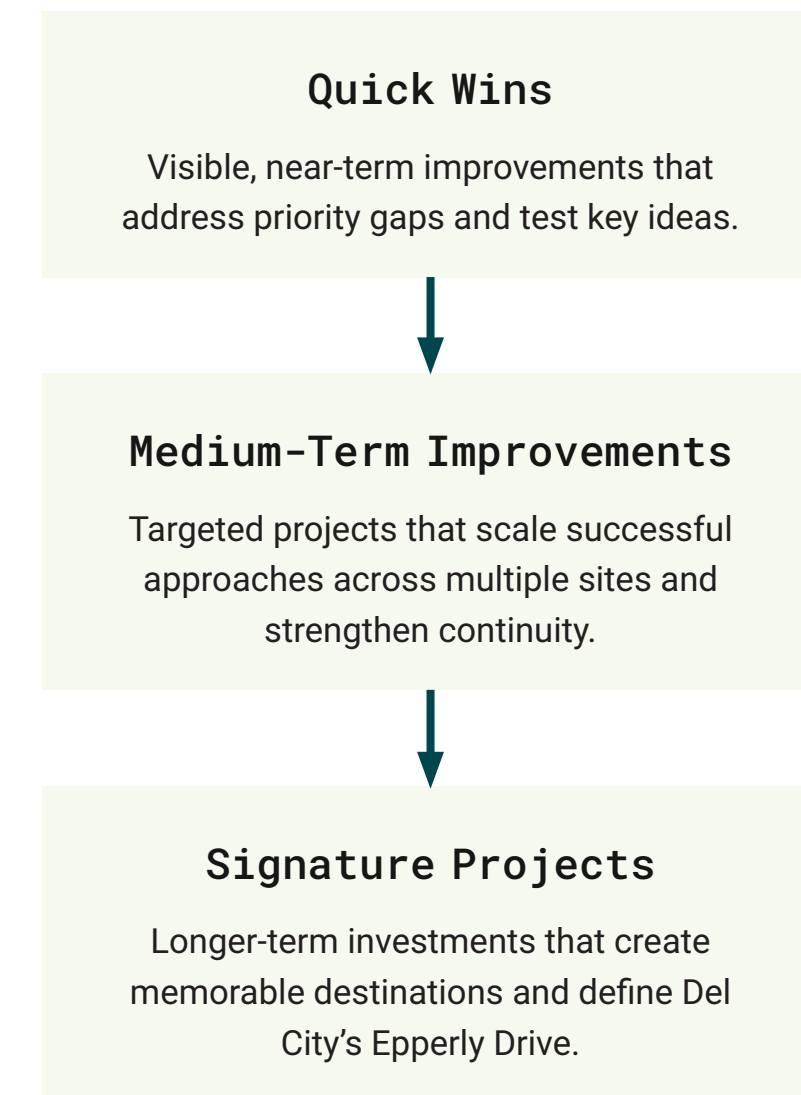


PLACEMAKING OPPORTUNITIES

A Phased Approach

The following placemaking opportunities reflect a range of strategies aimed at strengthening the corridor's identity, functionality, and overall experience. These ideas are intentionally layered—from quick, low-cost “wins” that can be implemented in the near term, to more substantial, long-term interventions that require planning

and investment. Together, they provide a flexible roadmap for incremental change, allowing the district to build momentum over time while working toward a more cohesive, vibrant, and people-oriented environment.



Streetscape Improvements

Install String Lights Along Epperly Drive

Overhead string lights are one of the fastest, most cost-effective ways to transform the feel of a commercial corridor. Strung between buildings or on temporary poles, they create evening ambience, signal that the district is "open for business" after dark, and significantly improve perceived safety. Prioritize Epperly Drive from SE 28th Street south to Rose Lane. Coordinate with building owners on attachment points.

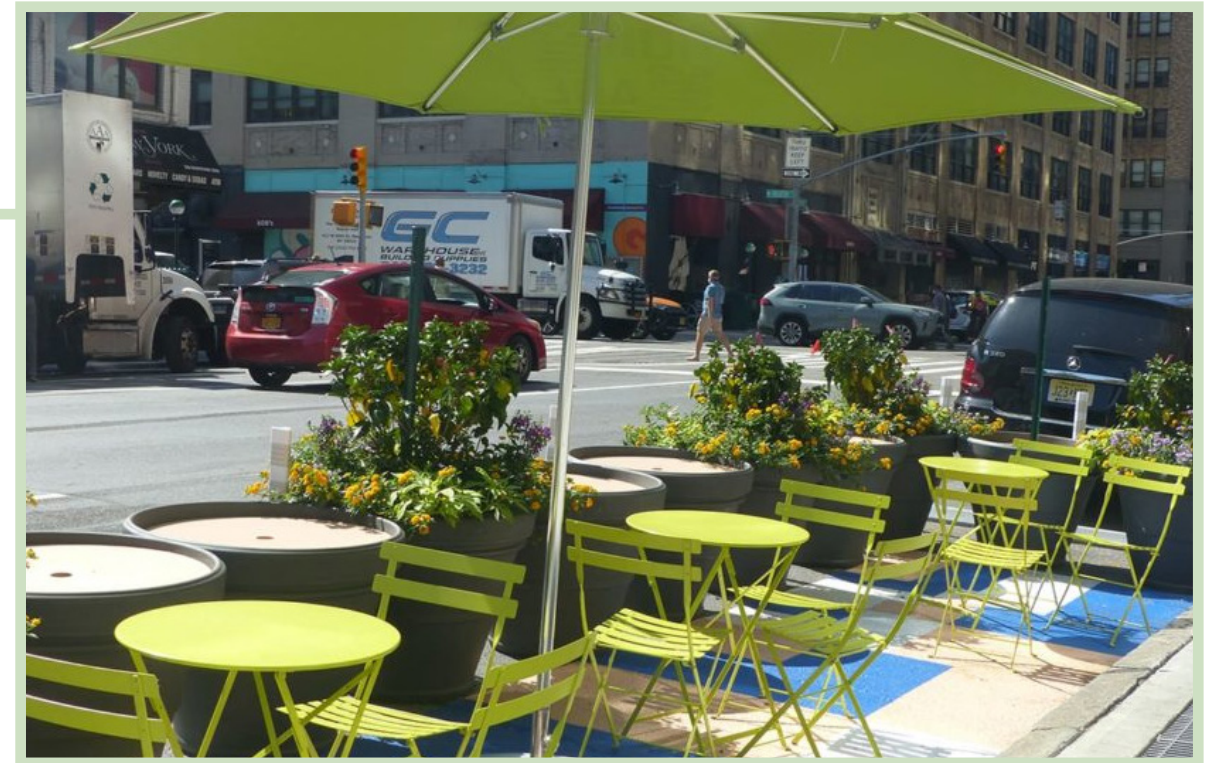
Establish a Streebery Zone Outside Honey Bee Donuts

Convert approximately three parking stalls immediately adjacent to Honey Bee Donuts into a semi-permanent outdoor seating area (streebery). This activates underused asphalt, extends the business's usable space, and creates a visible, inviting public gathering spot that signals the district is changing. Coordinate with Honey Bee Donuts ownership on design preferences and operational needs. Pre-fabricated parklet kits are available and can be installed in a single day.

Note: Determine whether the City will own and maintain the streebery structure, or whether Honey Bee Donuts will take ownership. Establish a clear policy for future streebery requests from other businesses in the corridor.

Power Wash Sidewalks

A thorough power washing of all sidewalks along Rose Lane, Epperly Drive, and the SE 28th Street frontages will have an immediate visual impact at very low cost. This should be completed before other streetscape improvements are installed to establish a clean baseline. The City's Public Works department can likely execute this with existing equipment.



Paint Decorative Crosswalks

Painted high-visibility crosswalks at two key pedestrian crossing points will improve safety, slow traffic, and create visual identity for the district. The City has identified a local artist for this project, which is an excellent opportunity to incorporate community art and local identity into functional infrastructure. Recommended crosswalk locations:

- Corner of Honey Bee Donuts to Family Dollar (west crossing at Epperly Drive)
- Corner of PJ's Flowers to Top Dawg BJJ (east crossing at Epperly Drive)

Note: Coordinate with the local artist early to finalize the design. Confirm with Public Works on approved crosswalk paint materials for durability and ODOT compliance. Consider a community event around the painting to generate buzz.

Repaint Curbs and Parking Lines

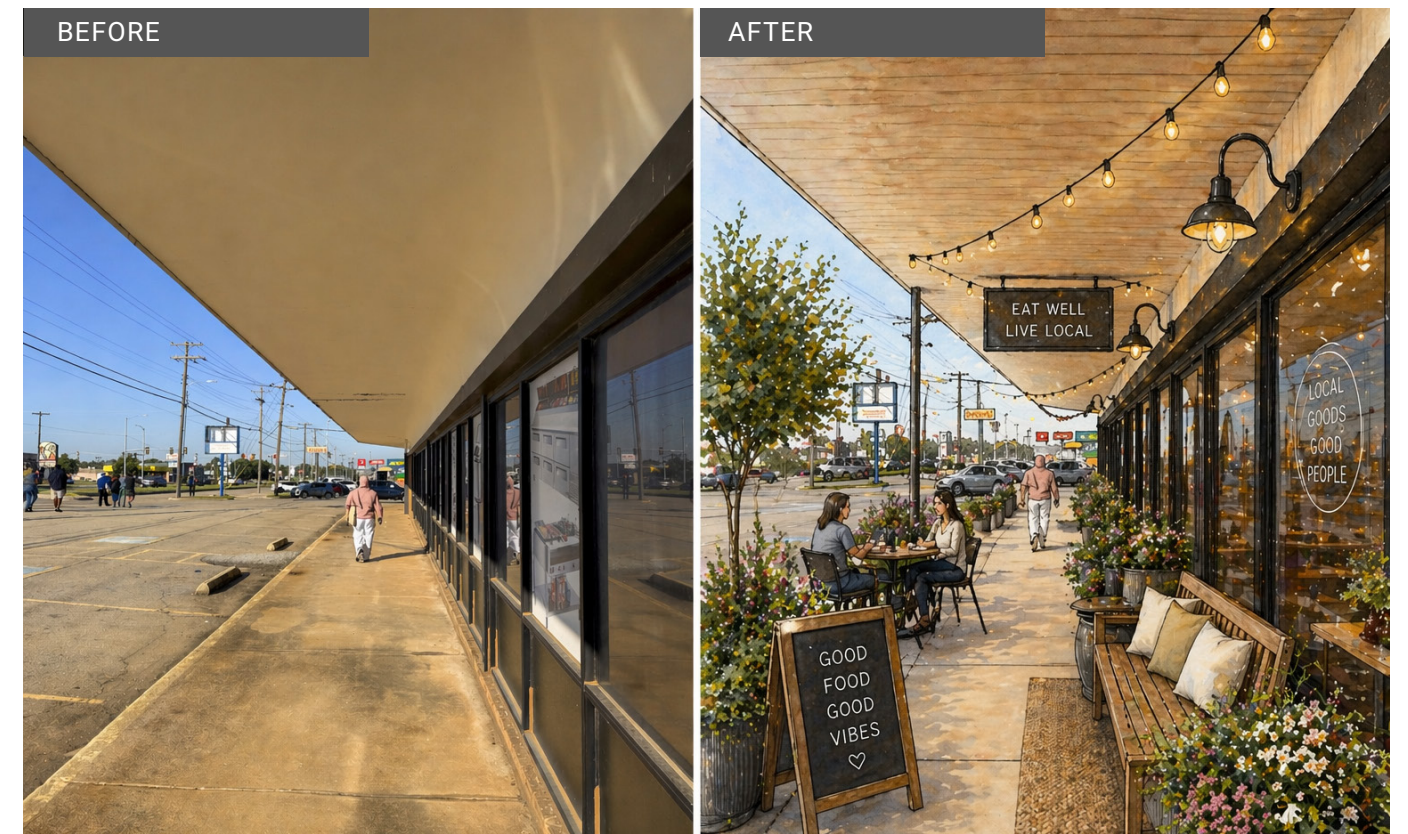
Faded curb paint and worn parking stall markings make a corridor feel neglected. Repainting all curbs, parking lines, and fire lane markings in the project area will sharpen the appearance of the corridor and reinforce the sense that the City is investing in the district. Coordinate with Public Works. Consider using a consistent color palette that complements the district's emerging identity.

Purchase and Install Trash Receptacles

Strategically placed, well-designed trash cans are essential for maintaining the cleanliness and perception of a public corridor. Install receptacles at key pedestrian activity points: near Honey Bee Donuts, PJ's Flowers, the Epperly Drive/Rose Lane intersection, and at both ends of the streetery zone. Choose receptacles with a design aesthetic that complements the mid-century character of the corridor.

Purchase and Install Benches, Activate the First 16 Feet

Seating is the single most important element in creating a pedestrian-friendly environment. Install benches along Rose Lane and at key gathering points on Epperly Drive. Prioritize shaded locations where possible. Select a style consistent with the district's character – consider classic metal benches with wood slats that echo a mid-century aesthetic.



Purchase and Install Planters

Large planters serve multiple purposes: they add greenery and color, define the edges of the streetery zone and pedestrian areas, and can serve as low-cost traffic calming elements. Choose planters that are durable, low-maintenance (self-watering options are worth considering), and visually consistent with other street furniture. Install at the ends of the streetery zone, at building corners, and at the Epperly Drive entry points from SE 29th Street.

Window Tinting Removal

Heavy window tinting on storefronts creates a closed-off, unwelcoming appearance and prevents passersby from seeing activity inside – a key driver of foot traffic. Work with business owners to identify which properties have removable tinting and develop an incentive or cost-sharing program to support removal. This may be a longer-term effort for some properties depending on lease agreements and building ownership.

Note: Confirm with each property owner whether window film is applied by the tenant or landlord, and whether removal is permitted under current leases. This may realistically be a medium-term action for some storefronts.



Programming Elements

Install Temporary Bollards for Event Street Closures

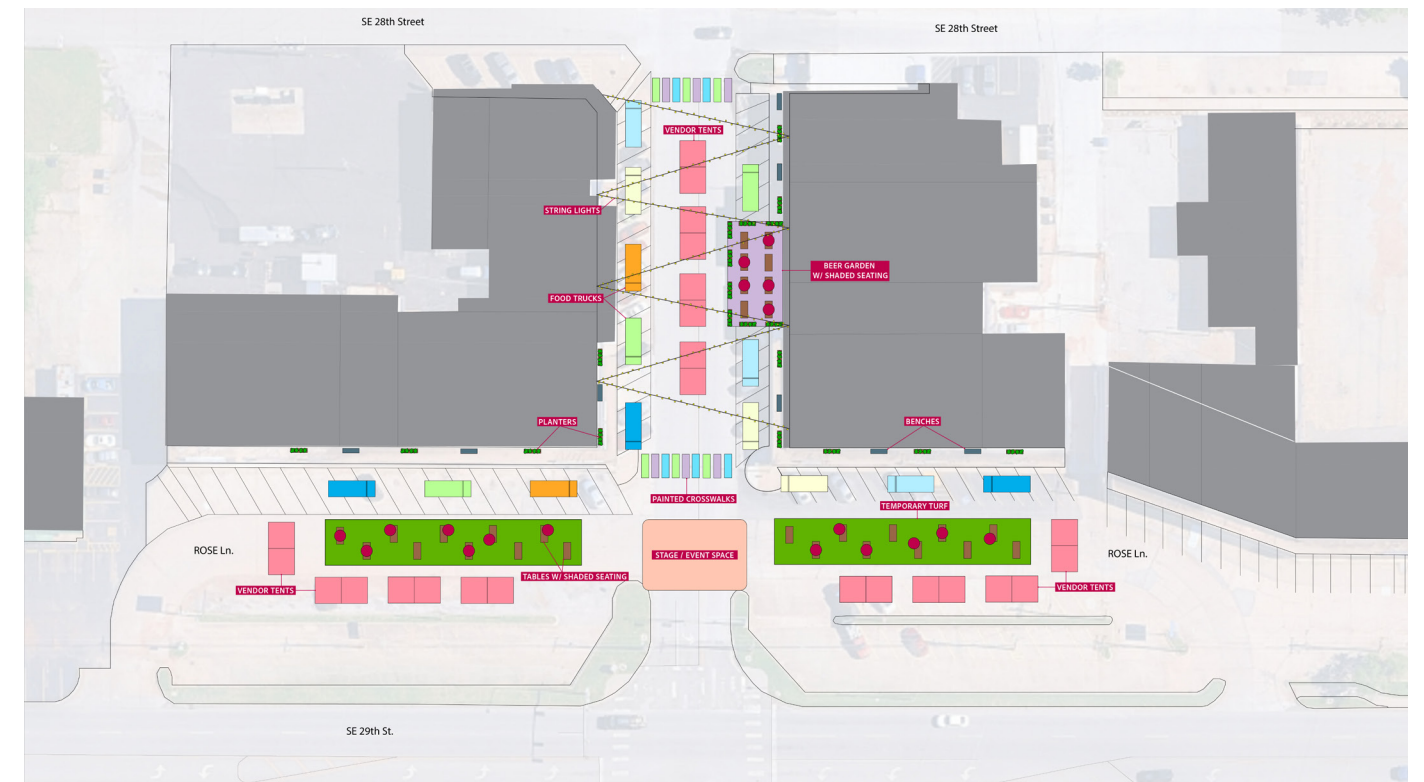
Flexible, removable bollards allow Epperly Drive to be safely closed to vehicle traffic during events and street festivals without requiring permanent infrastructure changes. Install bollard mounts at the top of Epperly Drive (at SE 28th Street) and at the bottom (at Rose Lane / SE 29th Street) so the street can be closed in minutes for events. This infrastructure is prerequisite to launching Epperly Eats and other street programming.

Note: Confirm traffic management requirements with the Del City Public Works and Police departments. Establish a written event permitting policy for street closures.

Launch Epperly Eats, Monthly Food Truck Nights

Epperly Eats is envisioned as a monthly First Friday food truck and vendor event that closes Epperly Drive to traffic, activates the street with food trucks, vendors, music, and community activities. This is the most powerful near-term tool for building foot traffic, establishing the district's identity, and demonstrating the potential of the corridor to property owners, investors, and the broader community.

Note: See Operations Recommendations section for detailed guidance on managing and sustaining Epperly Eats as an ongoing program. Begin event planning and food truck recruitment at least 8–10 weeks before the first event.



Streetscape Improvements

Design and Install Epperly Drive Identity Signage

Gateway signage at the north and south entrances of Epperly Drive will establish the district as a named destination and dramatically improve wayfinding from SE 29th Street and SE 28th Street. The IQC team has proposed vertical blade signs reading 'EPPERLY' and 'DRIVE' flanking the street entrance, accompanied by planters and string lights. Design should reference the mid-century architectural character of the corridor.

Note: Confirm with the Del City Planning and Public Works departments on sign placement, permitting, and right-of-way requirements before finalizing the design.

Design and Paint Murals

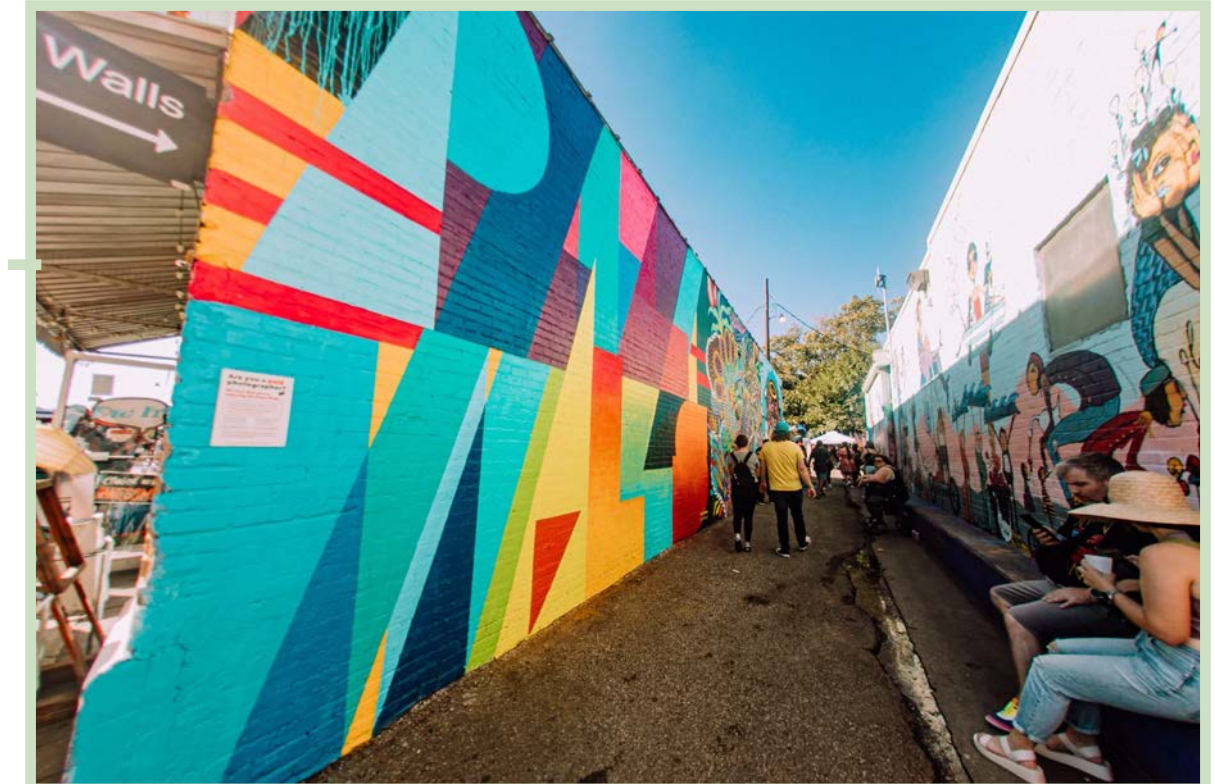
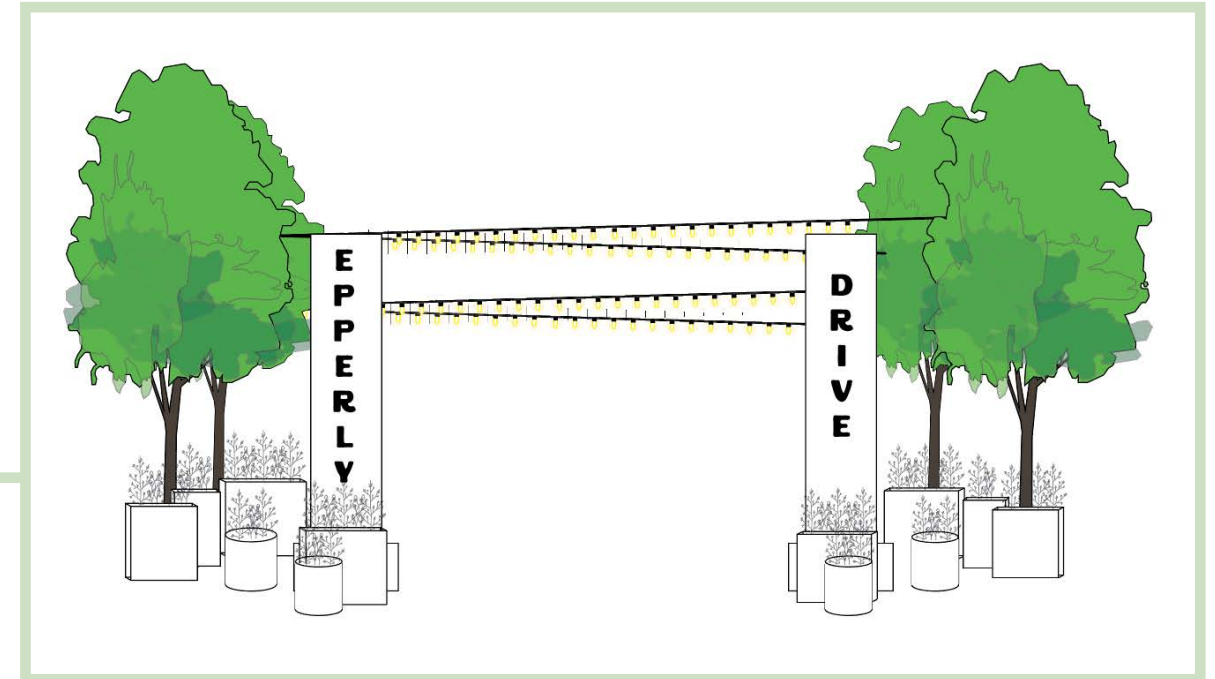
Large-scale murals on key building walls are one of the most effective and affordable ways to establish a distinctive district identity, attract social media attention, and celebrate Del City's history. Priority walls include building facades visible from SE 29th Street and the side walls of buildings facing Epperly Drive. Themes should draw on Del City's musical heritage, its founding history, and the Tinker Air Force Base connection. Consider organizing the mural painting as a community event to build engagement.

Note: Work with the Steering Committee to develop a mural design selection process that ensures community input. Explore partnerships with local schools, the Del City Chamber, and arts organizations to identify mural artists and funding.

Programming Elements

Launch Monthly Business Meetings for District Stakeholders

Establish a regular monthly meeting – potentially over lunch or at a corridor business – for all businesses in the Rose Lane / Epperly Drive area. These meetings serve multiple purposes: they build relationships among business owners, create a channel for city staff to share updates and gather feedback, allow collaborative planning of events and promotions, and help identify emerging issues before they become problems. The meeting should be facilitated by a consistent city staff contact or the Chamber of Commerce.



Standardize and Publish an Annual Events Calendar

A predictable, publicized events calendar is essential for building the district's reputation as a destination. By the end of Phase 2, the corridor should have two recurring event series firmly established:

- Monthly Lunchtime Events: smaller-scale midday activations targeting the Tinker Air Force Base lunch crowd and area workers. These could include food truck pop-ups, outdoor seating promotions, or themed lunch deals coordinated across corridor businesses. Military discounts should be a standard feature.
- Monthly Evening / Street Festival Events: the Epperly Eats First Friday series, expanded over time to include live music, seasonal themes, vendor markets, and community programming.

The calendar should be published at least one quarter in advance and promoted through city social media, the Chamber, local press, and on-site signage.



Create and Distribute Del City / Epperly Drive Merchandise

Branded merchandise — t-shirts, stickers, hats, tote bags — serves as both a revenue source and a marketing tool. A well-designed 'Epperly Drive' or 'Del City' brand that references the district's mid-century character can build civic pride, generate event revenue, and extend the district's reach beyond those who visit in person. Work with the Steering Committee to develop a brand identity, then partner with a local printer or online fulfillment service to produce initial merchandise for sale at events.

Note: Consider involving local artists or students in the brand design process to reinforce community ownership of the district's identity.



Streetscape Improvements

Widen Sidewalks Along Epperly Drive and Rose Lane

Wider sidewalks are the single most important long-term infrastructure investment for creating a walkable, vibrant corridor. Current sidewalks are too narrow to comfortably accommodate outdoor dining, vendor tables, pedestrians, and street furniture simultaneously. Widening the sidewalks along Epperly Drive – potentially by narrowing the travel lanes or reducing on-street parking – will unlock the street's full potential as a pedestrian-priority district. Rose Lane's expanded paved surface can be redesigned as a shared pedestrian and event space rather than a conventional vehicular roadway.

Note: This project will require engineering design, traffic studies, and coordination with ODOT if any state-maintained routes are affected. Pursue STBG or CMAQ federal transportation funding through ACOG to offset construction costs.

Add Tree Islands and Street Trees Along Epperly Drive

Trees are the most cost-effective long-term investment in pedestrian comfort, especially in Oklahoma's climate. Tree islands – raised planting beds within the travel lane or parking area – add greenery, provide shade, slow traffic, and dramatically improve the visual quality of the corridor. Plant heat-tolerant native or adapted species. Coordinate tree placement with underground utilities and future sidewalk widening plans.

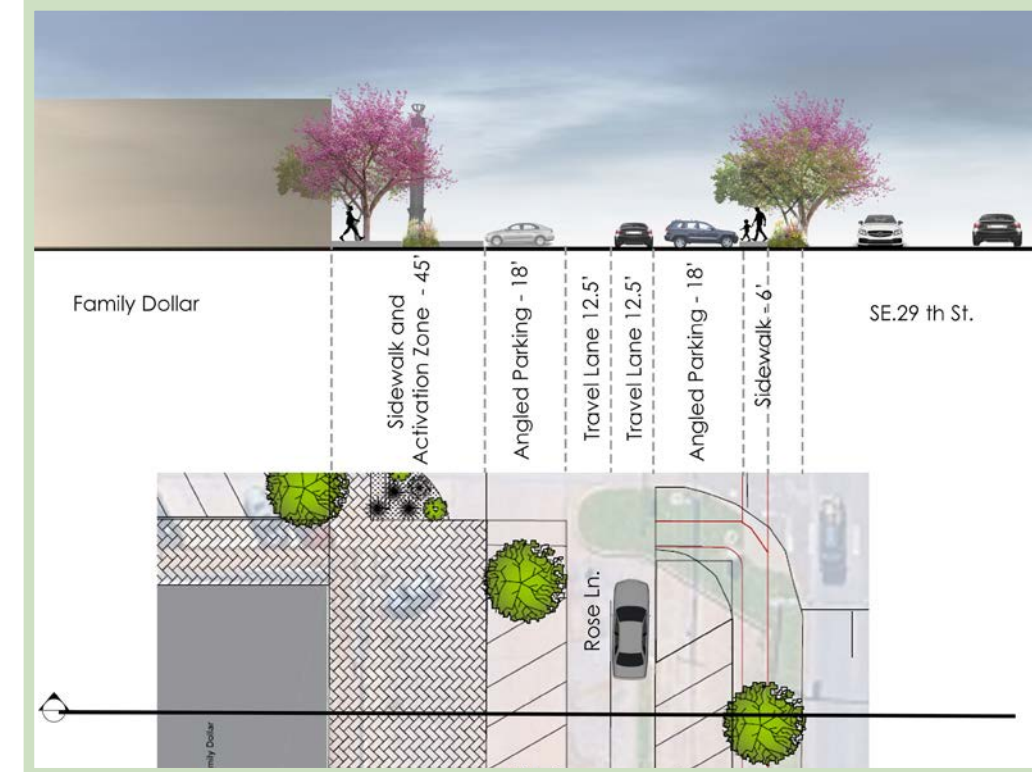
Note: Consult with the Del City Parks & Beautification Committee on species selection and maintenance responsibilities.

Add Permanent Landscaping at Key Corners and Entrances

Permanent landscaped beds at the SE 29th Street/Epperly Drive intersection and at the SE 28th Street/Epperly Drive entry will establish the district's visual boundaries and create memorable gateway moments. Low-maintenance native plantings combined with decorative boulders or low walls can provide year-round visual interest without excessive maintenance costs.



EPPERLY DRIVE
FUTURE STREET
SECTION



ROSE LANE
FUTURE STREET
SECTION

Long-Term Streetscape

SE 28th Street

SE 28th Street

Narrow Streets

Mural

Mural

Widened Sidewalks

Tree Islands

EPPELRY DR.

Benches

Planter boxes

Mural

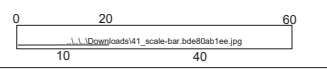
Open green spots with seating

Archway

ROSE Ln.

ROSE Ln.

SE 29th Street



Plantings for Epperly Drive

Street Trees



Eastern Redbud
Cercis canadensis



Chinese Pistache
Pistacia chinensis



Crape Myrtle
Lagerstromia indica



Serviceberry
Amelanchier spp.



Smoke tree
Cotinus obovatus

Evergreens



Boxwood
Buxus spp.



Taylor Juniper
Juniperus virginiana
'Taylor'



Yaupon Holly
Ilex vomitoria



Nandina
Nandina domestica

Seasonal Flowering natives



Purple Coneflower
Echinacea purpurea



Black eyed susan
Rudbeckia hirta



Coreopsis
Coreopsis spp.



Milkweed
Asclepias spp.



Blue wild indigo
Baptisia australis

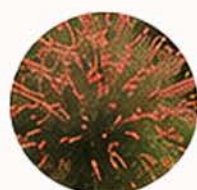
Shrubs



Viburnum
Viburnum spp.



Spirea
Spirea japonica



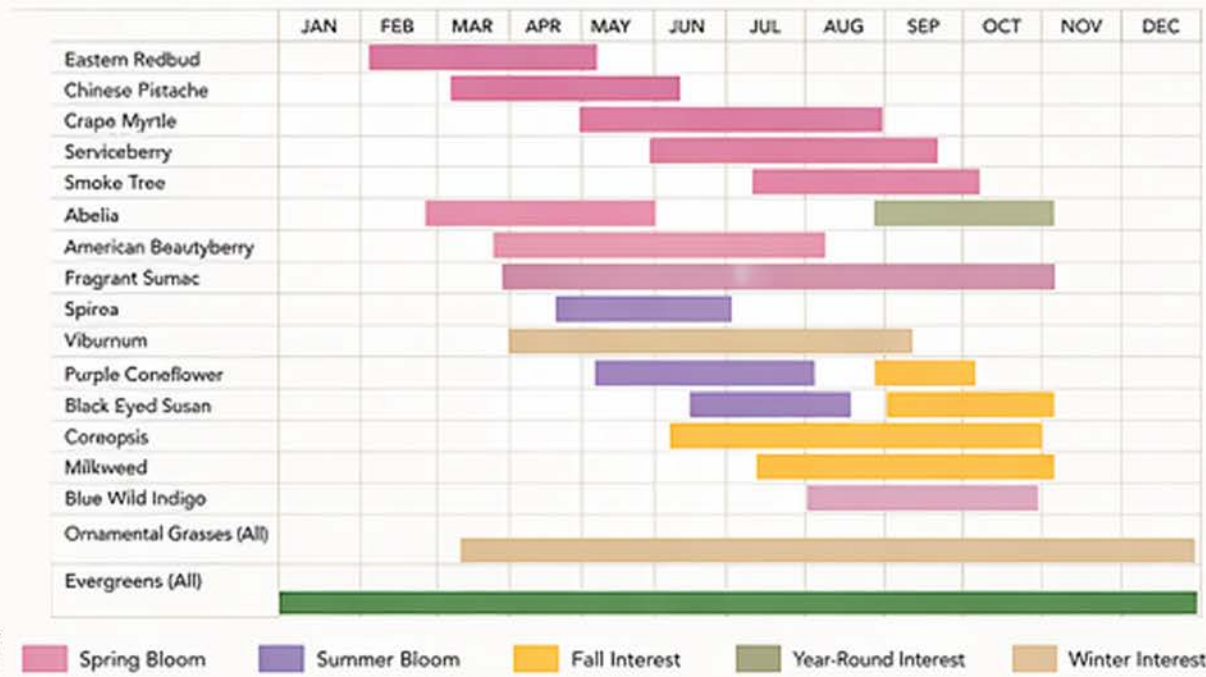
Fragrant Sumac
Rhus aromatica



Abelia
Abelia X grandiflora



American Beautyberry
Callicarpa americana



Ground covers



Creeping Juniper
Juniperus horizontalis



Sedum
Phlox subulata



Blue Grama Grass
Bouteloua dactyloides

Ornamental Grasses



Little bluestem
Schizachyrium scoparium



Switchgrass
Panicum virgatum



Heavy metal
Panicum virgatum
'Heavy Metal'



Prairie Dropseed
Sporobolus heterolepis

LIGHT CONDITION	BEST PLANTS
FULL SUN (6+ hours)	Pistache, Redbud, Crape Myrtle, Boxwood, Juniper, Yaupon Holly, Grasses, Coneflower, Black Eyed Susan, Coreopsis, Sedum, Juniper Groundcover
PARTIAL SHADE (3-6 hours)	Serviceberry, Abelia, Spirea, Oakleaf Hydrangea, Wax Myrtle, Milkweed, Blue Wild Indigo
FULL SHADE (<3 hours)	Oakleaf Hydrangea, Yaupon Holly, Abelia, Sedum (some varieties)

Programming Elements

By Phase 3, the core programming infrastructure: regular events, business partnerships, and an engaged community following, will be well-established from Phases 1 and 2. The programming focus in this horizon shifts from building the foundation to deepening and diversifying what already exists:

- Expand Epperly Eats and other recurring events to include larger-scale seasonal festivals (spring market, fall harvest, holiday lighting ceremony) that draw visitors from across the metro area.
- Develop a permanent outdoor stage or performance platform on Rose Lane to support concerts, community movie nights, and other amplified programming without temporary setup costs.
- Establish a pop-up retail incubator program along the south side of Rose Lane, providing low-cost, short-term retail space to new and emerging businesses as a pathway to permanent storefronts.
- Pursue a Del City heritage museum or interpretive exhibit, potentially housed in a renovated storefront, that tells the story of the city's founding, the Epperly family, and the Bob Wood's Music legacy.
- Develop a formal business attraction strategy targeting dining, entertainment, and specialty retail uses that complement the district's identity and fill vacant storefronts.



OPERATIONS RECOMMENDATIONS

Place Operations

Physical improvements and programming can help transform the Rose Lane and Epperly Drive corridor—but long-term success depends on having simple, reliable systems in place to support them. For Del City, this means focusing on clear responsibility, manageable coordination,

and consistent upkeep rather than complex or resource-intensive structures. The following recommendations outline a practical, right-sized approach to governance, programming, and maintenance.

Governance: Establishing Clear, Manageable Leadership

Currently, no single entity is responsible for day-to-day coordination of the district. Establishing a clear point of responsibility is the most important first step.

A **District Lead** should be designated from existing City staff—ideally within Planning or Economic Development—to serve as the primary coordinator. This role does not need to be full-time; even a small portion of staff capacity can be effective if responsibilities are clearly defined. The District

Lead would act as a central point of contact, help coordinate across departments, and keep efforts moving forward.

A **Steering Committee** can continue to play a supportive role, meeting periodically (quarterly or as needed) to review progress, share input, and help solve problems. This group does not need to be formal or staff-heavy, but should include a mix of local stakeholders who are invested in the district's success.



Programming Operations: Starting Small and Building Momentum

Regular programming can help bring energy and visibility to the district, but it should start at a scale that is easy to manage.

An event series like Epperly Eats can begin as a small, pilot effort—fewer vendors, simpler logistics, and a limited schedule (for example, seasonal or quarterly rather than monthly). An Event Lead—either a City staff member or partner organization like the Chamber—can coordinate vendors, permits, and basic logistics.

Vendor recruitment should focus on a manageable number of participants, with simple application

and fee structures. Over time, the event can grow as capacity and interest increase.

Coordination with Police and Public Works should aim to simplify processes wherever possible, such as establishing a standard setup or recurring permit approach. Promotion can remain straightforward, relying on social media, local partners, and word of mouth.

Basic tracking—such as rough attendance counts or vendor feedback—is enough to understand what’s working without creating unnecessary administrative burden.



Maintenance: Keeping It Simple and Consistent

Maintenance is one of the most important—and most achievable—ways to improve the district’s overall appearance.

Before adding new elements, the City should establish clear responsibility and simple schedules for routine upkeep. This includes:

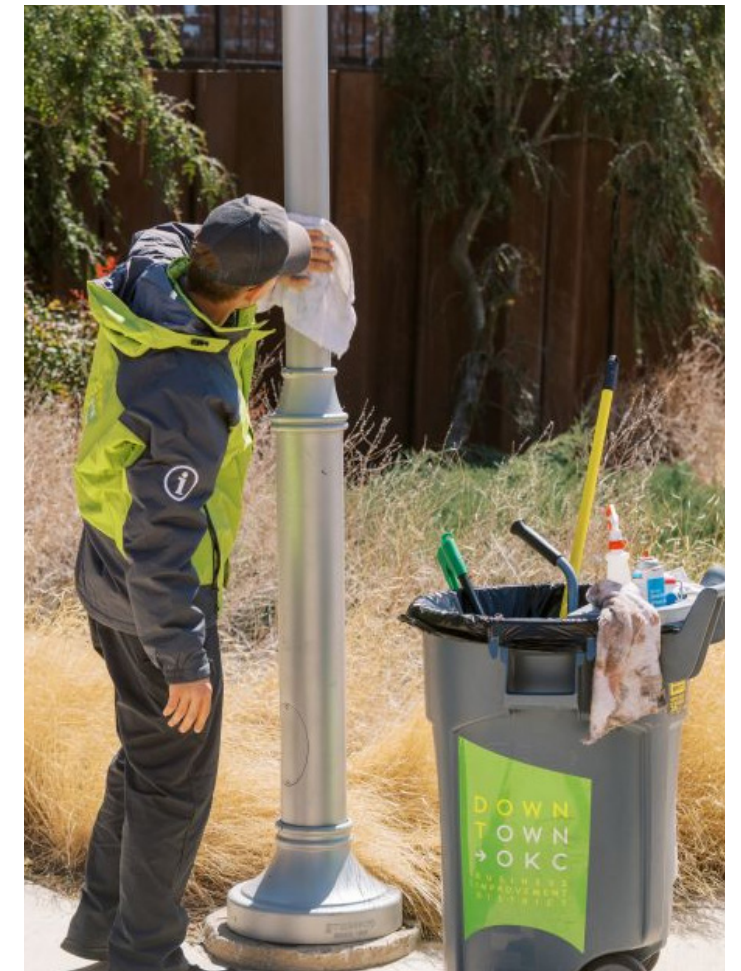
- Regular trash collection, especially around event times
- Periodic sidewalk cleaning or power washing
- Occasional repainting of crosswalks and touch-ups
- Basic upkeep of lighting, planters, and street furniture

Where improvements involve shared or private spaces (such as streeteries), maintenance expectations should be clearly assigned but kept straightforward.

Consistency matters more than perfection. Small, regular efforts will have a noticeable impact over time.

A Right-Sized, Phased Approach

These recommendations are intentionally designed to match Del City’s scale and available resources. The focus is on starting with simple, low-cost actions—assigning responsibility, piloting small events, and maintaining existing assets—before taking on more complex or resource-intensive projects.



As momentum builds and the district becomes more active, additional improvements can be layered in gradually. This approach allows the City to build confidence, demonstrate success, and grow the district in a way that is both realistic and sustainable over time.

FUNDING OPPORTUNITIES

FUNDING & RESOURCE GUIDE

Pedestrian, Cyclist, and Safety Traffic Safety Infrastructure

Oklahoma Department of Transportation (ODOT) Transportation Alternatives Set-Aside

Provides funding through a competitive application process for local projects that support additional transportation options, strengthen local economies, improve quality of life, protect the natural environment, and enhance transportation infrastructure. An 80/20 match is required for populations over 5,001.

American Association of Retired Persons (AARP) Community Challenge Program

The AARP Community Challenge program offers grants to fund projects focusing on making communities more livable for people of all ages. The Flagship Grant includes a category for projects creating vibrant public places and a category focused on increasing connectivity, walkability, and bikeability. The Capacity-Building Microgrants include opportunities for bike audits and walk audits.

Tobacco Settlement Endowment Trust (TSET)

Built Environment Grants

Built Environment Grants fund a variety of project types, including planning, design, and policy development, and construction implementation. Projects aligning with TSET's mission to improve Oklahoman's health and quality of life by achieving targeted improvements in the health of Oklahomans. Planning and policy grants are eligible for up to \$150,000 with no match required. Construction projects can receive up to \$500,000 for up to two years with a match based on population size.

US Department of Transportation (USDOT) DOT's Safe Streets for All (SS4A)

This program provides two types of grants: Planning and Demonstration Grants and Implementation Grants. Funding is provided to projects seeking to prevent roadway deaths and injuries and to create more complete street design.

FUNDING & RESOURCE GUIDE

Historic Preservation, Public Spaces, and Public Art

Project for Public Spaces

Project for Public Spaces Community Placemaking Grants are available for non-profits and local government agencies up to \$100,000 to transform public spaces or co-create new ones.

Oklahoma City Community Foundation (OCCF)

The OCCF Culture and Community Grant supports projects seeking to celebrate and preserve Oklahoma's cultural heritage. Grants can be up to \$40,000 and are available to projects within Canadian, Cleveland, Oklahoma, and Logan counties.

Independent Retail Community Initiatives

The Pop-Out Grant is available to independent shop owners in Oklahoma strengthening their communities, including through beautification efforts. Grants are up to \$1,500.

Oklahoma Arts Council

The Oklahoma Art in Public Places Act invests in public art in community spaces to support state capital improvements. The Program brings together governments, artists, and communities to create art representing Oklahoma values and history.



REDISCOVERING
ROSE LANE