

# The Lake District

## Action Plan

**Plan Team: Mr. Lawrence McAtee, Mr. Jerry Appleby,  
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Mr. Jerry Shipley, Mr. Cody Parr, Ms. Charlotte Bell,  
Ms. Jeri Poplin, Mr. Bob Helsel, Ms. Jennifer Couchman,  
Mr. Kenneth Couchman, Mr. Denzle Shafer.**

# NW 10<sup>TH</sup> CORRIDOR PLAN

**THE OKLAHOMA CITY PLANNING COMMISSION**

**ADOPTED BY THE PLANNING COMMISSION August 10, 2006**

**RECEIVED BY COUNCIL August 29, 2006**

# BEGINNING

The NW 10<sup>th</sup> Corridor Plan was initiated at the request of Mr. Lawrence McAtee, Councilman, Ward 3. Mr. Jerry Appleby was instrumental in the undertaking. Ms. Teresa Shuffield of Intrust Bank was also particularly helpful and dedicated to the effort. The purpose was to develop strategies strengthening the economic environment and improving the quality of the neighborhoods. The staff was guided by a wonderful Plan Team, a highly motivated and capable group of citizens freely sharing their time and their ideas. Special thanks to Mr. Jerry Appleby and Ms. Teresa Shuffield.

## Plan Team

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The Plan Team, providing representation from commercial, residential and non-profit interests, generally met on a monthly basis with Community Meetings held to reach consensus throughout the entire Planning Area.

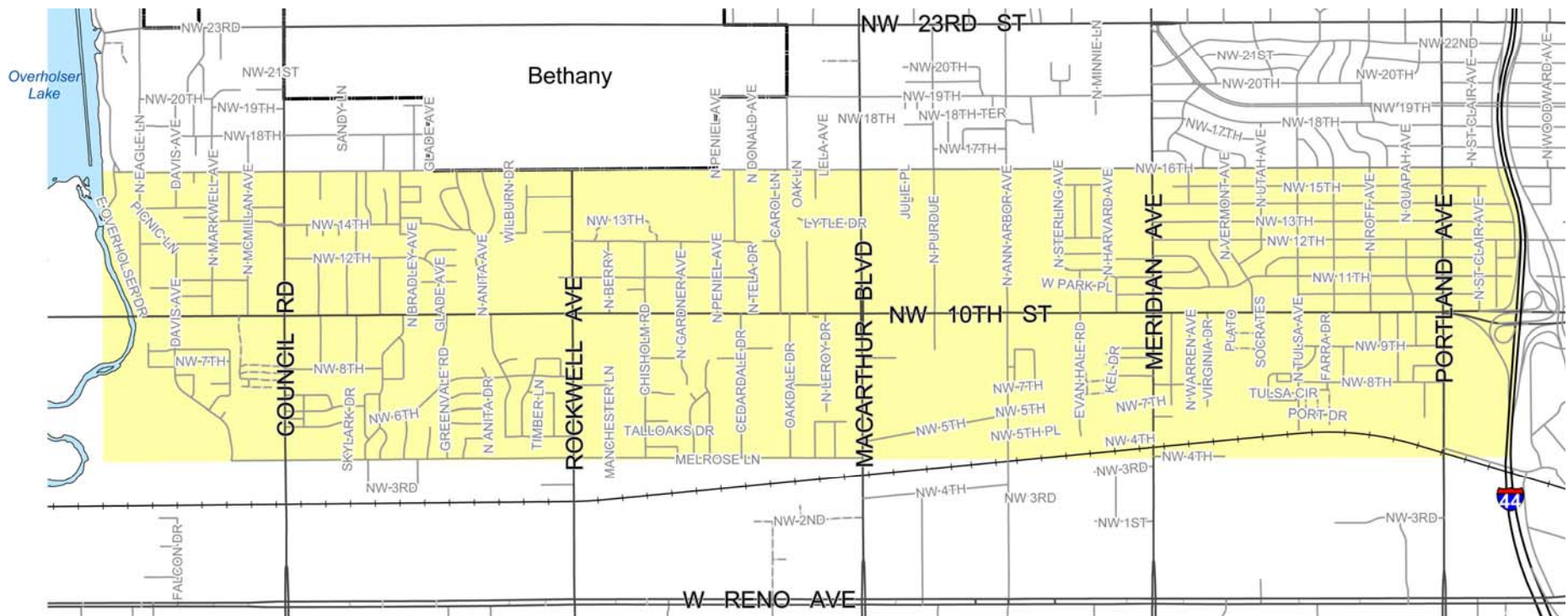


# BOUNDARIES

Generally, one-half mile on each side of NW 10th Street from Interstate 44 to Lake Overholser Drive.

# TOTAL AREA

Approximately, 4.5 square miles (Lake Overholser, that extends beyond the Planning Area boundaries, is an estimated 1.7 square miles)



# GOALS

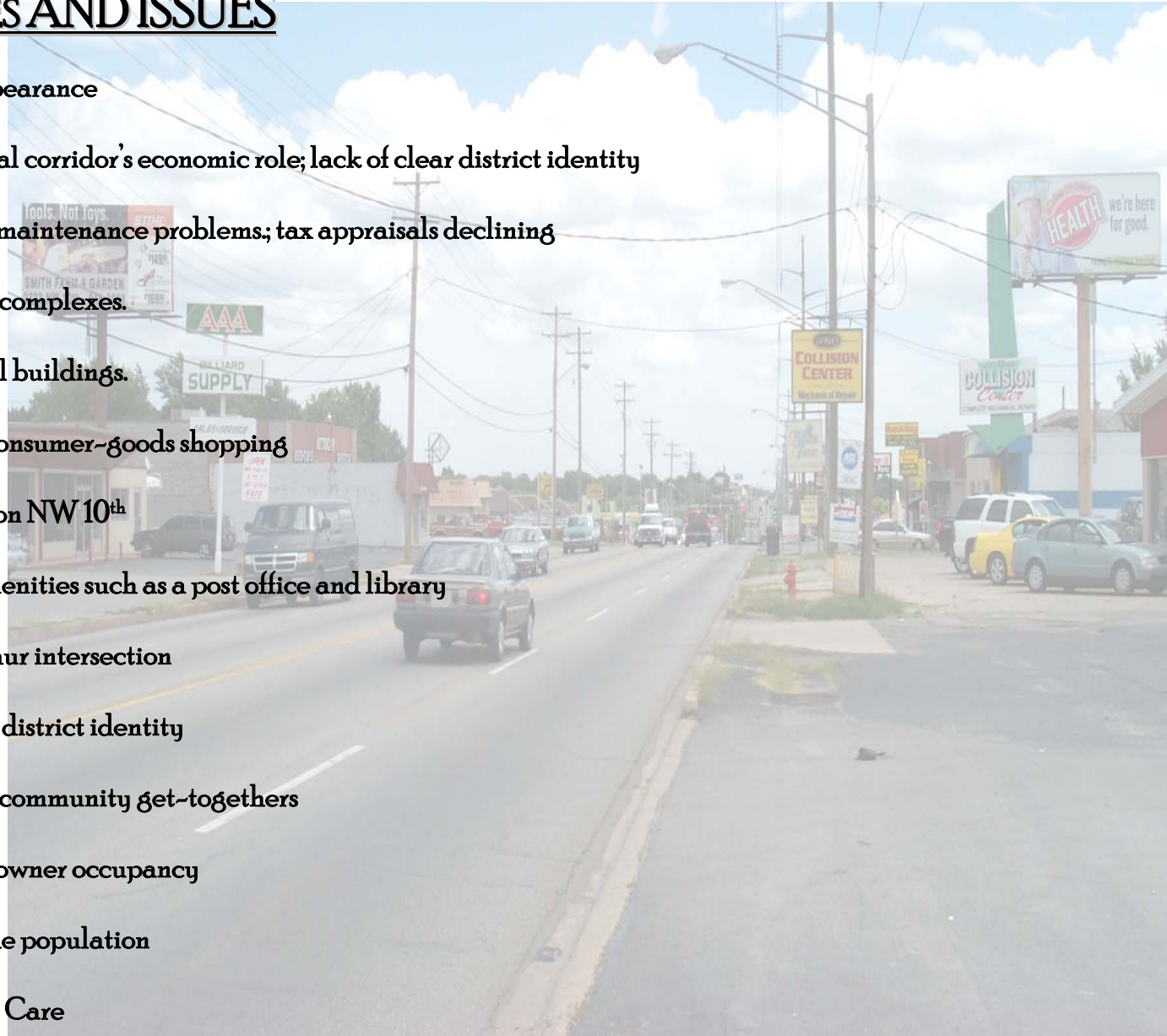
- I. Improve the quality of life for everyone in the district.
- II. Strengthen the economic environment of the Corridor-- expanding the number of businesses, providing more goods and services to area residents and improving its appearance.
- III. Increase the desirability of the residential areas and raise the level of homeownership.



# CONDITIONS

## WEAKNESSES AND ISSUES

1. NW 10<sup>th</sup> Street appearance
2. NW 10<sup>th</sup> commercial corridor's economic role; lack of clear district identity
3. Housing/business maintenance problems; tax appraisals declining
4. Vacant apartment complexes.
5. Vacant commercial buildings.
6. Shortage of basic consumer-goods shopping
7. Demolition debris on NW 10<sup>th</sup>
8. Need for public amenities such as a post office and library
9. NW 10<sup>th</sup>/MacArthur intersection
10. Need for a positive district identity
11. Need for festivals/community get-togethers
12. Slightly declining owner occupancy
13. Social welfare of the population
14. Shortage of Health Care



## STRENGTHS AND OPPORTUNITIES

1. Lake Overholser; Route 66 Park under construction.
2. Reaching Our City.
3. Planned Spray Pool.
4. Intrust Bank.
5. Proactive Code Enforcement.
6. DHS Building.
7. City-County Health Department.
8. Heartland Baptist Bible College.
9. Accessibility to highway, major shopping, Downtown, Airport, medical care.
10. Railroad lines.
11. Diversity.
12. Schools, including OSU Tech and Extension Service and Francis Tuttle
13. Longstanding businesses.
14. Utility extensions commonly required for new development

# STRATEGIES

I. Clarify the NW 10<sup>th</sup> Street Corridor's economic roles. Marketing and land use patterns need to be developed to support those economic roles.

**Action #1. Create a Business Improvement Organization with membership from the commercial property owners and tenants in the Corridor.**

**Responsibility:** Business Organization Committee

**Time Line:**

**Action #2. Adjust the Zoning Regulations to fit the land use patterns in existence.** For those sections of NW 10<sup>th</sup> Street without outside sales, warehousing, or manufacturing, change the Zoning Ordinance to prevent them from being started, and reserve them for neighborhood and community commercial and office. Additionally, encourage a residential density level more in keeping with that for the city, at large.

**Responsibility:** City Staff (Planning Department)

**Time Line:**

II. Establish a positive district identity and image that would strengthen the desirability of the residential areas and improve the economic performance of the commercial districts.

**Action #3. Organize periodic Clean-Up Campaigns and report Code Violations when they surface.** Be sure to let the Media know about the Clean-up Campaigns.

**Responsibility:** Business Organization Committee

**Assistance:** OKC Beautiful organizes a yearly city-wide clean-up effort.

**Time Line:**

**Action #4. Plant street trees along NW 10<sup>th</sup> Street.** The spacing of the trees will affect the traffic speed and different species of tree can be used to change the themes along the varied portions of the Corridor. The street trees, inexpensive to purchase and plant, signal improvement in the district and can encourage membership in the business organization and other property owners to better maintain their property.

**Responsibility:** Business Organization Committee

**Assistance:** Community Foundation  
Tree Bank  
OKC Beautiful

**Time Line:**

**Action #5. Develop landscaped entranceways for the Neighborhood abutting NW 10<sup>th</sup> Street.**

**Responsibility:** Neighborhood Network Committee

**Assistance:** City Staff (Neighborhood Services Department) and Community Foundation for grants.

**Time Line:**



**Action #6. Put in place Corridor identification signage.** Signs with the Corridor's name, similar in size and style to the street name signs could be added to those signs (done in Asian District).

**Responsibility:** Business Improvement Committee.

**Time Line:**

**Action #7. Propose a Streetscape Improvement Project, adding sidewalks, human-scale streetlights, landscaping and intersection improvements** (Modern Roundabouts reduce the number of accidents and injuries compared with Signalized Intersections; and they can save on electricity costs). Attention will be given to the means of improving the safety of the streets, particularly the NW 10<sup>th</sup>/MacArthur intersection and the NW 10<sup>th</sup>/Evan Hale intersection.

**Responsibility:** City Staff (Planning Department)

**Time Line:** Now.

III. Market the Neighborhoods; make sure they are known throughout the metropolitan area. The tree stands are unparalleled on the western side of the city, the schools are highly regarded and Route 66 Park (\$1+ Million) is a great addition to Lake Overholser. Research has shown that homeownership is correlated with better housing maintenance, more civic involvement, and even better student achievement and behavior

**Action #8. Agree upon a name for the Corridor** (we've discussed "Lake District" and relying upon historical reference, such as Council Grove. If we are not proactively positive negatives will fill the vacuum.

**Responsibility:** Neighborhood Network Committee and Business Improvement Committee

**Time Line:**

**Action #9. Invite Realtors to neighborhood tours to better acquaint them with the neighborhoods and their assets.**

**Responsibility:** Neighborhood Network Committee

**Time Line:**

**IV. Highlight and rely upon quality public resources to create a positive image for the area and increase the enjoyment of living there.**

OSU Tech  
Lake Overholser/Route 66 Park  
Neighborhood Parks  
Public Schools

**Actions #10. Discourage damaging rezoning in the vicinity of schools, the Police-Fire Training Center and the parks (outside sales and storage should be avoided).**

**Responsibility:** City Staff (Planning Department) and Neighborhood Network Committee

**Time Line:**

**Action #11. Work with OSU Tech and Oklahoma Department of Transportation for a landscape treatment (including removing a portion of the cyclone fencing) at the southeast corner of NW 10<sup>th</sup>/Portland/I-44 entrance.**

**Responsibility:** City Staff (Planning Department) with the assistance of the Community Foundation.

**Time Line:**

**Action #12. Erect a Lake Overholser sign at the NW 10<sup>th</sup> entrance.**

**Responsibility:** City Staff (Parks and Recreation Department, Water/Wastewater Utilities, and Planning Department)

**Time Line:**

**Action #13. Examine the feasibility of getting library and postal service in the area.**

**Responsibility:** Neighborhood Network Committee

**Time Line:**

## **V. Use City and Community resources better.**

For example:

Crime Free Multi Family Housing Program

Proactive Code Enforcement

Neighborhood grants

Housing assistance programs

Community Action Agency programs

City-County Health Department help

Community Foundation beautification programs

**Action #14. Encourage involvement by apartment complexes in the Police Department's excellent Crime Free Multi family Housing Program, which has enjoyed**

**significant reductions in crime in apartment complexes across the country, as well as here in Oklahoma City.**

**Responsibility:** City Staff (Police Department) and Business Improvement Committee

**Time Line:** Now

**Action #15. Take action on the long-vacant apartment complexes and uncompleted building demolition projects.**

**Responsibility:** City Staff (Neighborhood Services, Planning Department)

**Time Line:** Now

**Action #16. Provide bus shelters at the bus stops.**

**Responsibility:** Central Oklahoma Transportation and Parking Authority.

**Time Line:** Over the next two years.

## **VI. Address the economic and social welfare needs of the residents.**

**Action #17. Reaching Our City (ROC), a social service agency, and Community Action Agency, with their expertise could provide the direction on what is needed and how to accomplish it.**

**Action #18.** To encourage development along NW 10<sup>th</sup>, identify potential sites, promote the opportunities to commercial interests and examine the feasibility of a tax increment finance district.

**Responsibility:** Neighborhood Network Committee, Business Improvement Committee and City Staff (Planning Department)

**Timing:**

## VII. Strengthen the feelings of Community for both the Business and Residential groups.

**Action #19.** Organize community-strengthening activities, such as festivals, celebrations, and holiday district decorations.

**Responsibility:** Business Improvement Committee and Neighborhood Network Committee.

**Time Line:**

**Action #20.** Establish adopt-a-school programs to help the schools in the area.

**Responsibility:** Neighborhood Network Committee

**Time Line:**

