

<http://www.okc.gov/planning/okcdowntown/>

Downtown Strategic Initiative

P L A N N I N G



The Downtown Strategic Initiative (DSI) is a public planning process to ensure the continued momentum for downtown redevelopment and revitalization.

The DSI process began with a status check of all plans and policies in effect downtown. The recommendations from existing plans were then organized into five priorities, which form the basis of our citizen committees:

- **Movin' Around:** Transit/Transportation, Walk/Bike-ability, Connectivity, Parking
- **Doin' Business:** Real Estate/Vacancy, Incentives, Creative Business, Infrastructure
- **Dressin' It Up:** Design and Appearance, Land Use, Street-Level Activity
- **Stayin' Around:** Housing, Education, Sustainability, Safety
- **Playin' Around:** Arts/Cultural/Entertainment, Parks/Recreation

Committee members are tasked with helping us identify gaps in existing plans and develop steps to become a vibrant 24/7 urban neighborhood.

Each committee meets for six months to produce a detailed implementation plan, including stepwise tasks that include responsible parties and timelines.

The Downtown Coordination Group, representatives of Downtown Oklahoma City Inc, the Greater Oklahoma City Chamber of Commerce, Urban Renewal, City Manager's Office, Public Works and the Planning Department, oversees implementation of the plan.

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Movin' around

The Movin' Around committee will focus on the various ways of traveling into and within downtown as well as between the different districts. We have divided this multifaceted topic into four sub-committees. Each subcommittee will evaluate the extent to which existing transportation policies have been implemented, make recommendations to further these implementation processes and develop additional initiatives to continue enhancing multi-modal transportation, parking and connectivity in and around downtown.

Transportation will consider how cars, buses and other motorized vehicles are able to traverse downtown and how access and connections can be improved. This

committee will also consider existing and future opportunities for mass transit and how inter-modal transportation can be accommodated downtown.

Walk/Bike-Ability will assess how to make biking and walking viable transportation modes to and within downtown.

Parking will evaluate current and future parking needs and challenges in downtown and the best ways to address these issues.

Connectivity will consider, broadly, how to improve the physical as well as psychological connections within downtown as well as connections between downtown's various districts.

Doin' business

The Doin' Business committee will focus on the downtown business environment. We have divided this complex topic into five sub-committees. Each subcommittee will evaluate the extent to which existing policies affecting downtown businesses and development have been implemented, make recommendations to further these implementation processes and propose additional initiatives to continue improving the downtown business environment.

Financial Tools will examine current and potential incentives and other financial tools that could be employed to assist existing and future businesses and development projects.

Real Estate Product will assess downtown real estate, including how to increase the demand for Class A office space.

Vacancy will evaluate the current downtown vacancy rates and consider opportunities for reducing vacancy through such options as conversion of Class C office space to other uses.

Creative Businesses will investigate opportunities to encourage and assist creative businesses in locating and thriving downtown.

Infrastructure will evaluate the capability of existing systems and identify what is needed to meet current and projected needs for businesses and development projects.

Dressin' it up

The Dressin' It Up Committee will focus on the design and appearance of downtown as well as opportunities to implement land use tools that would continue the momentum of redevelopment in downtown and the surrounding districts.

Design And Appearance will evaluate our existing means and methods of promoting high urban design and an overall quality appearance in and around downtown and consider whether additional proactive approaches and safeguards are needed.

Land Use will examine how specific techniques and mechanisms, such as adaptive reuse, a rehab code, and transit ready development could be used to augment redevelopment efforts in and around downtown.

Street Level Activity will consider what can be done to attract more people out onto the streets of downtown to bring greater vitality as well as safety to downtown and its districts. Committee members will address such ideas as sidewalk cafes, vendors, street performers, benches, and public spaces.

Stayin' around

The Stayin' Around committee will focus on a variety of elements essential to quality of life in downtown including attracting people to visit and live downtown. We have divided this broad topic into four subcommittees that will evaluate the extent to which existing policies related to housing, education, sustainability, and safety have been implemented in downtown. The subcommittees will make recommendations to further these implementation processes and propose additional initiatives to continue improve the quality of life for downtown residents and visitors alike.

Housing: will examine drivers and barriers to residents choosing to live downtown as well as obstacles and incentives for builders to develop downtown housing, as well as employers interested in using downtown housing as a recruitment and retention tool.

Education: will evaluate the importance of primary and secondary schools to the success of downtown, appropriate locations for schools (adaptive reuse of class C office space), and other opportunities and constraints related to schools and children in an urban environment.

Sustainability: will consider the current economic, environment, and social health of downtown and develop initiatives to maintain and improve that health. This subcommittee will also help ensure that other DSI initiatives do not detract from the sustainability of downtown.

Safety: will assess actual and perceived safety issues and how the City and other public agencies, individuals, businesses, nonprofits, etc. can address them.

Playin' around

The Playin' Around Committee will address the diverse array of existing and potential recreational opportunities for visitors to and residents of downtown.

Parks and Recreation will examine existing opportunities for active as well as passive recreation and gathering spaces as well as the growing and changing needs and demands of visitors to and residents of downtown.

Arts, Culture, and Entertainment will have a similar mission as the Parks and Recreation subcommittee and will evaluate what arts, cultural, and entertainment venues and activities are currently being offered, assess changes in demand, and determine what other events and activities are being sought by visitor and resident populations. In addition, this subcommittee will evaluate current communication and marketing programs to better ensure the public is aware of all of the cultural and entertainment events and opportunities in and around downtown.