

Chapter 2:  
Goals & Objectives



MIDWEST CITY, OKLAHOMA  
*Comprehensive Plan 2008*

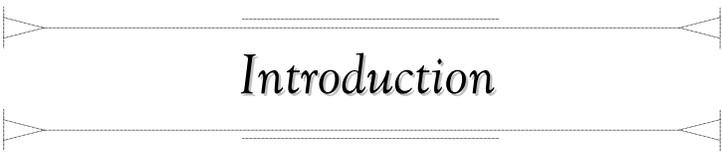


# Table of Contents

## Chapter 2

Introduction.....	2-1
Purpose.....	2-1
Definitions .....	2-1
Goals & Objectives .....	2-3
Areas of Concentration.....	2-3
Goals & Objectives .....	2-3

This page intentionally left blank.



## Introduction

### Purpose

Midwest City has taken an important step in guiding its future with the decision to undertake this comprehensive planning process. The purpose of the Goals & Objectives chapter of the Comprehensive Plan is to state clear goals for the City and to identify clear directions that should be taken to achieve such goals. It is the goals and objectives established herein that will determine the focus of the Comprehensive Plan recommendations contained within subsequent chapters. In essence, Midwest City's Comprehensive Plan should reflect:

*...public decision-making, which emphasizes explicit goal-choice and rational goals-means determination, so that decisions can be based on the goals people are seeking and on the most effective programs to achieve them.*

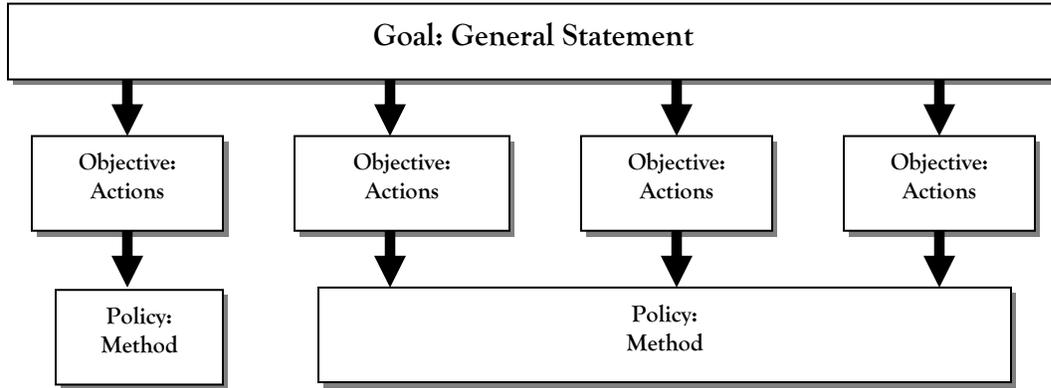
People and Plans: Essays on Urban Problems and Solutions, Herbert J. Gans, Preface, pg. vii

### Definitions

It is important to establish the respective definitions of goals, objectives, and policies. The term goal is a general statement used to represent a broad idea or value. Goals help to establish the larger framework upon which objectives and policies are based. Then, objectives are ways or actions to reach or accomplish a goal. Objectives do not assign responsibility to any specific actions but are considered more tangible ideas upon which to base a policy or implementation step. Finally, policies are the ways objectives are placed into practice. In other words, policies can be viewed as methods used to implement objectives. Policies will clarify the specific position of the City regarding an objective and will encourage specific courses of action for the community to undertake to achieve the applicable stated objective. These policies or recommendations to meet the goals and objectives will be specified in later chapters. The following is a brief summary of the definitions with a visual illustration (**Illustration 2-1**) of the overall concept:

GOAL: General statement used to represent a broad idea or value  
 OBJECTIVE: Way or action to reach or accomplish a goal  
 POLICY: Specific method used to implement objectives

Illustration 2-1  
Goals and Objectives Hierarchical Diagram



## Goals & Objectives

### Areas of Concentration

The goals and objectives formulated through the comprehensive planning process apply to the following areas of concentration:

- |  |                                 |
|--|---------------------------------|
| 1) Parks   | 10) Citizen Involvement         |
| 2) Transportation                                | 11) Downtown                    |
| 3) Community Image/Impression                    | 12) Economic Development        |
| 4) Land Use                                      | 13) Sidewalks                   |
| 5) Housing                                       | 14) Landscaping                 |
| 6) Tinker AFB                                    | 15) School District Realignment |
| 7) Quality of Life                               | 16) Regionalism                 |
| 8) Redevelopment                                 | 17) Stormwater                  |
| 9) Development of Vacant Properties<br>and Areas |                                 |

### Goals & Objectives (\*Indicates goal from the Millennium Plan)

**Goal 1: Provide a high-quality park system that (1) maximizes the potential of existing parks, (2) increases the amount or length of the current trail system, and (3) efficiently manages the City's resources.**

- |               |  |
|---------------|--|
| Objective 1.1 | Maintain and enhance the City park system.   |
| Objective 1.2 | Develop a <i>Trails Master Plan</i> to help provide for a more extensive trail system. |
| Objective 1.3 | Investigate potential park uses within the Tinker Clearance Zone.                      |
| Objective 1.4 | Develop a first class indoor family recreation center.*                                |
| Objective 1.5 | Investigate the need for an additional large park.                                     |

- Objective 1.6 Investigate revising the charter and Parkland Dedication Ordinance in order to prohibit the inclusion of small parks and detention ponds as contributing to the required amount of open space and establish minimum standards for park sizes, amenities, and trails.

**Goal 2: Provide a transportation system that will effectively and economically serve the community's existing and projected travel needs, while creating a safe and enjoyable driving environment.**

- Objective 2.1 Provide an efficient, safe and connective transportation system that is coordinated with existing needs and with plans for future growth. This system should be economical and responsive to adjacent land uses.
- Objective 2.2 Establish a roadway corridor image.
- Objective 2.3 Maintain and enhance the City's traffic corridors.
- Objective 2.4 Consider the recommendations of the 2006/2007 Landscape Plan, (developed by the Midwest City Tree Board) including the recommended tree list, when landscaping rights-of-way.
- Objective 2.5 Investigate opportunities to improve the image of the City's thoroughfares with the use of benches, planters, and other similar streetscape amenities.
- Objective 2.6 Investigate opportunities to construct raised medians on major thoroughfares for safety and aesthetic reasons.
- Objective 2.7 Establish a requirement to reserve an additional ten feet of land for utilities along arterial roadways.
- Objective 2.8 Investigate placing utility lines underground or in the rear of properties along arterials.

**Goal 3: Promote a community image (community impression) of excellence that distinguishes Midwest City as a visually attractive community.**

- Objective 3.1      Encourage the use of the City’s transfer station for waste disposal with “free use” days for residents.
  
- Objective 3.2      Continue, and increase levels of, proactive code enforcement.\*
  
- Objective 3.3      Develop and enhance entryways/markers.
  - 3.3.1      Focus on improving the appearance of arterial roads.
  
  - 3.3.2      Review the concept of developing a NE 23<sup>rd</sup> Street entryway.
  
- Objective 3.4      Reinforce the City’s image through quality urban design practices throughout the City.
  
- Objective 3.5      Sponsor/coordinate clean up efforts in defined neighborhoods.

**Goal 4: Provide opportunities for coordinated, well-planned growth and development.**

- Objective 4.1      Encourage the most desirable and efficient use of land while enhancing the physical and economic environment of the City.
  
- Objective 4.2      Ensure that current development-related ordinances are reflective of the type and quality of development that the City desires.
  
- Objective 4.3      Cooperate with surrounding cities regarding adjacent land uses.

## **Goal 5: Encourage a quality housing environment within the City that meets the needs of a variety of people.**

- Objective 5.1      Develop specific strategies for blighted homes/areas.
- Objective 5.2      Continue with existing housing programs and attempt to add additional funding.
- Objective 5.3      Increase home ownership rates (tenure).
- Objective 5.4      Provide housing diversity throughout the City with:
  - 5.4.1      A diversity in housing type, and
  - 5.4.2      A diversity in housing value.
- Objective 5.5      Protect the integrity of existing and future neighborhoods by ensuring 1) that existing neighborhoods are maintained to a high standard and 2) that new neighborhoods are initially developed to a high standard.
- Objective 5.6      Encourage development of quality residential housing throughout the City that is responsive to the diverse housing market needs of the community.
- Objective 5.7      Promote rehabilitation and reconstruction of substandard housing.
- Objective 5.8      Investigate adding additional residential zoning districts to accommodate various minimum lot and dwelling sizes.
- Objective 5.9      Ensure that new developments are appropriately buffered from existing developments.

**Goal 6: Target methods or ways by which Midwest City can support Tinker Air Force Base (AFB) and its personnel.**

- Objective 6.1 Be the leading service community for Tinker AFB.
- Objective 6.2 Continually review methods to support and capitalize on the City's relationship with Tinker AFB.
- Objective 6.3 Target businesses that can provide goods and services to Tinker AFB.

**Goal 7: Establish a quality of life within Midwest City that is among the best in the region and State.**

- Objective 7.1 Promote regional and community awareness of the City as a great place to live.
- Objective 7.2 Encourage pride through beautification projects and bold urban design practices.
- Objective 7.3 Advance the City's image and identity as a "community of excellence."
- Objective 7.4 Promote Midwest City as a leader in the Oklahoma region for quality development standards.
- Objective 7.5 Promote events (e.g., sporting events, tournaments, academic competitions, conventions, meetings, trade shows, exhibits, etc.) in cooperation with Rose State and other City facilities.

**Goal 8: Promote the redevelopment and improvement of properties (both residential and nonresidential) that are abandoned, blighted, or greatly underutilized.**

- Objective 8.1 Encourage growth, quality development, and redevelopment within the existing City limits in order to utilize existing infrastructure.
- Objective 8.2 Provide a stable, high quality economic environment that encourages high employment levels in order to utilize the region's human and educational resources.
- Objective 8.3 Build upon the developments of the overlay district and the Rose State College/Hospitality District.\*
- Objective 8.4 Develop strategies for underutilized intersections/shopping centers.
- Objective 8.5 Develop programs/strategies to encourage businesses and owners of vacant buildings to improve building façades/appearances.
- Objective 8.6 Promote the reuse of vacant buildings to viable land uses, such as medical, office, or other non-residential uses.
- Objective 8.7 Encourage the redevelopment of low density, older residential areas along arterials to appropriate re-uses, such as offices and high-density residential.
- Objective 8.8 Develop programs/strategies to encourage the redevelopment of retail areas of the Reno Avenue corridor between Sooner Road and Douglas Boulevard to become one of the focal points of the community.

**Goal 9: Promote the development of vacant properties and areas within the City.**

- Objective 9.1      Promote the development of existing vacant properties (mainly infill parcels).
- Objective 9.2      Promote quality development along NE 23<sup>rd</sup> Street and the eastern section of the City.

**Goal 10: Promote the involvement of citizens in the comprehensive planning process and in other policy developments within the City.**

- Objective 10.1      Foster a positive, interactive relationship with the public and encourage citizen involvement.
- Objective 10.2      Formalize a regular review of the Comprehensive Plan by the Planning Commission.
- Objective 10.3      Educate City staff and the community about the Comprehensive Plan.

**Goal 11: Establish Downtown as one of the most important areas of the community and support the continued growth and development within this area.**

- Objective 11.1      Establish and promote Downtown Midwest City as a shopping destination.

**Goal 12: Provide a stable, high quality economic environment that focuses on providing current and future residents of the City a high quality of life.**

- Objective 12.1 Be a “business advocate” to assist developers and/or business owners with navigating the development review process or other City processes.
- Objective 12.2 Establish high standards for the development of non-residential uses. Such standards should be responsive to the market and economic development needs of the community.
- Objective 12.3 Identify specific areas of the City where key image enhancement should occur.
- Objective 12.4 Promote the creation of primary jobs (defined as jobs that export goods and services outside the region and in turn bring money into the local/regional economy).
- Objective 12.5 Increase the amount of high-paying jobs within the City.
- Objective 12.6 Develop a target business list.\*
- Objective 12.7 Develop business retention strategies.\*
- Objective 12.8 Promote the continued use and further development of both the Tinker Business and Industrial Park and the NE 23<sup>rd</sup> Street Technology and Industrial Park.
- Objective 12.9 Promote the use of the Hospitality District.

**Goal 13: Provide sidewalks to increase pedestrian safety.\***

- Objective 13.1 Establish/construct sidewalks in accordance to the most recent Sidewalk Committee Report.

**Goal 14: Promote landscaping as a key development feature within the City.\***

Objective 14.1     Investigate opportunities to improve landscaping throughout the City and amend the existing ordinance if necessary.

Objective 14.2     Investigate tree preservation concepts for the City.

**Goal 15: Investigate whether one school district or multiple school districts better serves the needs of students and the City itself.**

Objective 15.1     Investigate the feasibility and potential advantages and disadvantages of realigning the current school district boundaries to allow for the entire City to be served by one school district.

**Goal 16: Promote the City's involvement in the quality, well-planned development of the Central Oklahoma region.**

Objective 16.1     Promote regional cooperation in planning between Midwest City, local municipalities, and various regional authorities.

Objective 16.2     Promote the involvement of Midwest City as a leader in regional transportation initiatives (e.g., multimodal).

## **Goal 17: Ensure quality stormwater and development practices are used throughout the City.**

- Objective 17.1 Encourage low impact development (LID) methods and techniques to reduce runoff coefficient and improve water quality on all new construction and redevelopment.
- 17.1.1 Investigate options for incentives for the implementation of low impact development (LID) such as porous pavement, pavers, rain gardens, bio retention, green roofs, etc., with a greater incentives attached to higher degrees of LID.
- Objective 17.2 Preserve existing vegetation and minimize clearing and grading on construction sites and new subdivisions.
- Objective 17.3 Investigate requiring maintenance agreements and bonds from developers for a five to ten year period after completion of detention ponds, retention ponds, etc.
- Objective 17.4 Investigate requiring the phasing of construction site and subdivision to minimize the length of time disturbed areas are exposed.
- Objective 17.5 Investigate requiring areas to be stabilized with seed and mulch within 14 days after initial grading is finished.
- Objective 17.6 Investigate requiring a 50 foot vegetative buffer between construction sites and water resources, such as creeks, streams, and ponds.