



Rendering of the future, "Bethany Public Library"

BETHANY OKLAHOMA

Comprehensive Plan 2030

FINAL DRAFT | MAY 2016



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Acknowledgements

The Bethany 2030 Comprehensive Plan is the result of extensive hard work and collaboration among a range of stakeholders, community and business leaders, elected officials and members of the public who care deeply about the future of the City of Bethany. In particular, the following people are recognized for their contributions to this effort:

Steering Committee

Gilbert Carlson, Chairman and P&Z Commissioner
Kent Shellenberger, Bethany Public Schools
Loren Gresham, Southern Nazarene University
Phillip Suarez, Bethany Improvement Foundation
Susan Martin, Bethany Improvement Foundation
Suzi Epps, Downtown Merchants Association
Lori Boyd, Children’s Center Rehabilitation Hospital
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Cecil Bowles, Putnam City Schools
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Steve Allen, Sears / Allen Style Homes
Kathi Holloway, Bethany City Council
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Jeff Knapp, Bethany City Council
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Curtis Moore, Ward I
Kathi Holloway, Ward II
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Executive Summary

The century-old City of Bethany, Oklahoma is a small town bordered by Oklahoma City and Warr Acres. This once thriving community situated on the historic Route 66 / 39th Expressway is experiencing a stagnant financial and development growth outlook, requiring **a comprehensive plan that will inspire community-driven pride and investment.**

The Bethany 2030 Comprehensive Plan is intended to establish **a new vision for the City** by:

- Identifying Bethany's assets and a strategic approach to areas of opportunity;
- Identifying four key objectives to create a thriving and vibrant commercial environment;
- Providing options and recommendations for the six core issues the City is facing that need to be addressed to restore vitality, stability and positive future expectations to the community;
- Addressing and providing financial, development and design options and recommendations; and
- Helping community members, stakeholders, developers, City staff and representative officials align in the goals and vision for Bethany.

Guided by the Vision Framework achieved through community and stakeholder engagement, this Comprehensive Plan articulates the vision, goals, guiding principles and strategies that will promote future development, identify public realm improvements and cultivate the critical partnerships to keep Bethany's progress on track for growth. This Plan's recommended improvements build upon this charming town's unique features to create strong revitalized neighborhoods, vibrant mixed use areas and distinctive places **where people want to be, live, shop and work.**

Throughout the planning process for this Plan, multiple stakeholders, key community members and the general public expressed strong support for Bethany to adopt a more walkable, mixed use approach to future development in Bethany. **These types of improvements can be viewed as opportunities for potential investors and developers** to help create the type of environment Bethany's target market is seeking.

Market pressures are driving changes to Bethany's competing neighboring cities and investors, and businesses and residents are taking notice. Bethany is experiencing some momentum that it must be harnessed for future success. Gaining a competitive advantage requires Bethany to make public realm and general aesthetic improvements as well incorporate new development with the ideal mix of uses and homes the City's target market desires. These **enhancements will help activate the town and create a place** that is welcoming to all, **as well as financially support** the City's development and ongoing maintenance.

The time has come for Bethany to **listen to what its community and the target market have expressed** to realize its potential and return to the bustling community it once was. The desired transformation and reinvigoration of this once busy town into a more pedestrian and business-friendly place will take time, but the patience and perseverance will pay off.

Plan Organization

Chapter 1: Bethany Plans outlines the purpose for the Bethany 2030 Comprehensive Plan, the planning process and the Plan organization.

Chapter 2: Bethany Then and Today provides a brief history of Bethany, the regional context of where Bethany is located, recent accomplishments to build upon and key issues that the community will need to overcome to help sustain Bethany into the future.

Chapter 3: Bethany Moving Forward presents the community vision, the three guiding principles to success and the Comprehensive Plan's overall strategy diagram.

Chapter 4: Bethany Lives! addresses the overall livability of Bethany. It includes strategies for revitalizing strong neighborhoods through housing, circulation, parks and recreation, schools and libraries, police and fire, garbage and recycling, historic preservation, the arts and culture and on-going infrastructure needs.

Chapter 5: Bethany Innovates identifies key strategies for catalyzing redevelopment and upgrading Bethany's regional image. Key aspects include targeting future opportunities through designating specific mixed use districts, and through public investment in upgrading the community presence along Route 66 and at other key thresholds along Bethany's border.

Chapter 6: Bethany Sustains focuses on the City's goals for preserving the best of Bethany for future generations. These goals can be achieved through specific finance initiatives and leadership.

Chapter 7: Bethany Implements organizes and prioritizes the implementation of objective and action steps within the Comprehensive Plan. This chapter identifies time frames for implementation, and the responsible entity(ies) for implementation.

Chapter 1: Bethany Plans

Purpose of the Comprehensive Plan

A **comprehensive plan** is an advisory document that offers a community’s collective vision for how they would like future development of the city or town to occur. Cities and towns periodically develop comprehensive plans to help their communities evolve in response to growth, market, demographics or other changes. A successful plan assesses what’s “working” (**assets**), what’s “not working” (**challenges**) and what they would like to see happen into the future (what **opportunities** could be capitalized upon to achieve a **new vision**).

Unlike zoning that entitles property owners with certain development rights, **the advisory role of a comprehensive plan** addresses everything holistically — from how a community envisions land use, transportation, economic development, housing and health, to special districts, natural and historic resources, and utilities and services. Ultimately, a comprehensive plan should set the foundation for all other city plans, codes and regulations.

The City of Bethany could face a stagnant financial and development growth outlook, requiring a comprehensive plan that will **inspire community-driven pride and investment**. The **Bethany 2030 Comprehensive Plan establishes a new vision** for the City by: addressing the key elements described above; addressing the biggest challenges facing the community; and assisting community members, stakeholders, developers, City staff and representative officials to align in the goals and vision for Bethany. In addition to clarifying priorities and offering suggestions to help catalyze the City’s new vision, the Plan is intended to inform potential investors and the community about the desired future of Bethany.

Planning Process

The Bethany 2030 Comprehensive Plan involved a 14-month process, organized into the following three phases:

- Phase 1: Background and Vision
- Phase 2: Concepts and Recommendations
- Phase 3: Documentation and Adoption
- Phase 4: Implementation

Phase 1 of the planning process involved stakeholder interviews, a City tour and creating an Existing Conditions report. The report (included in the Appendix of this Plan) included assessments of Bethany’s commercial and retail sector, the condition of housing, all public facilities, land use, zoning, and transportation and infrastructure.

Phase 2 included research, concept development, testing and refinement of recommendations.

Phase 3 included the documentation, writing and delivering of the final report-- this Comprehensive Plan.

Phase 4 is the implementation of the plan and will be the charge of Staff, the Planning and Zoning Board, City Council and the citizens of Bethany to work together and promote the Plan’s vision through every decision relating to the City’s future.

Community Engagement

Multiple forms of community outreach and engagement were utilized throughout all phases of the planning process to ensure strong community involvement, including:

- Stakeholder Interviews
- July 4th Freedom Festival Intercept Survey
- Kitchen Table Conversations
- Technical Advisory Committee Meetings (5)
- Steering Committee Meetings (7)
- City Council Meetings (5)
- Planning and Zoning Board Sessions (2)
- Online and Mailer Surveys (2)
- Town Hall Meetings (2)



Two community workshops were well attended and the community showed strong interest and support for the Comprehensive Plan.

BETHANY OK STEERING COMMITTEE #1
JUNE 17, 2015

WHAT'S WORKING?

- ▶ DESIRABLE UNIQUE QUALITY
- ▶ NOSTALGIC CONNECTIONS
 - SNU BETHANY PUBLIC SCHOOLS
 - SCU BETHANY SCHOOLS
- ▶ 23RD STREET
- ▶ ROUTE 66

CITY'S COMPETE!

- SCHOOLS
- RETAIL
- CHURCHES
- BUSINESS RELATIONSHIPS
- HOUSING/HOMEOWNERSHIP
- STRONG FAMILIES
- CULTURE/CHURCHES
- EVENTS
- DEMAND/IMAGE
- TARGETED MARKETS

WHAT'S NOT WORKING?

- ▶ LOSS OF COMPETITION W/ YUKON
- ▶ LACK OF VARIETY OF HOMES - HOMES NOT BIG ENOUGH
- ▶ UNCLEAR PATH TO BETHANY - HOME OWNERSHIP / ACCESS TO SCHOOLS
- ▶ FACILITIES/SERVICES ARE FAR APART
- ▶ CREEP OF CRIME - SOUTH BETHANY - NORTH (AIRPORT) BETHANY - LACK OF SAFETY
- ▶ DENSITY RESTRICTIONS - POPULATION STAGNATION - 12 D.U./ACRE CITY CHARTER
- ▶ 23RD STREET - URBAN REVITALIZATION "RE-IMAGINE"
- ▶ RESISTANCE TO CHANGE
- ▶ ACCOMMODATING VISITORS - SNU - SCU - BPS
- ▶ CITY & BUSINESS RELATIONSHIPS NEED WORK
- ▶ WHAT'S THE "IT FACTOR"? - SHORT TERM vs LONG TERM STRATEGIES

CHAIR: GILBERT CARLSON
FUTURE MEETINGS: THURSDAYS BEFORE CITY COUNCIL 5pm-7pm

Aerial BETHANY COMPREHENSIVE PLAN 2030
CITY OF BETHANY

The Steering Committee for the Bethany Oklahoma Comprehensive Plan 2030 contributed to and substantially guided all thoughts conveyed in the Plan. Wallgraphics were used throughout the planning process to record the thoughts and ideas of participating members.

Chapter 2: Bethany Then and Today



History

The City of Bethany was founded in July 1909 with a signed dedication of platted land for the establishment of three institutions to serve a growing Nazarene community. Founders of the Oklahoma Holiness College, now Southern Nazarene University (SNU), Mattie Mallory's Oklahoma Orphanage (now the Children's Center) and the Nazarene Rescue Home for unwed mothers all took part in establishing the town.

In 1926, Route 66 was established. Often referred to as the "Main Street" of America, Route 66 / 39th Expressway played a critical role in the early growth of Bethany.

Bethany's growth could be seen along the eastern edge of town by 1960 with built-out residential neighborhoods north of the SNU campus and south of Route 66 from 36th to 16th Street.

In 1958, I-40 of the Interstate Highway System opened, bypassing Route 66 just outside of Bethany's border and 3 miles south of Route 66/ 39th Expressway. For Bethany, this meant an eventual decline that did not take effect for another 20 years.

From 1960 to 1970, momentum for the town continued, peaking in 1970 and continuing through the decade with more residential neighborhoods filling in the southwestern edges of town.

Bethany adopted its most recent Comprehensive Plan over 40 years ago in 1972. Despite that effort to establish a coordinated new direction for growth, the City allowed for a succession of independent public and private decisions to lead to a somewhat haphazard development pattern that departed significantly from the intentions of the 1972 Plan. This change can be seen when comparing the 1972 Comprehensive Plan Map to Bethany's Existing Land Uses (see Figure 2-1 and Figure 2-2 on the following pages).

Bethany's most recent population estimated 19,563 (2013), a slight (2%) increase from the 2010 census of 19,051. However, the prior decade (2000-2010) showed a 6.2% decline (from 20,307).

The result of the slowed growth that began around 1980 has been a gradual decline in reinvestment in homes, neighborhoods, businesses and overall public appearance that is seen in Bethany today.

THE 1972 COMPREHENSIVE PLAN BETHANY, OKLAHOMA

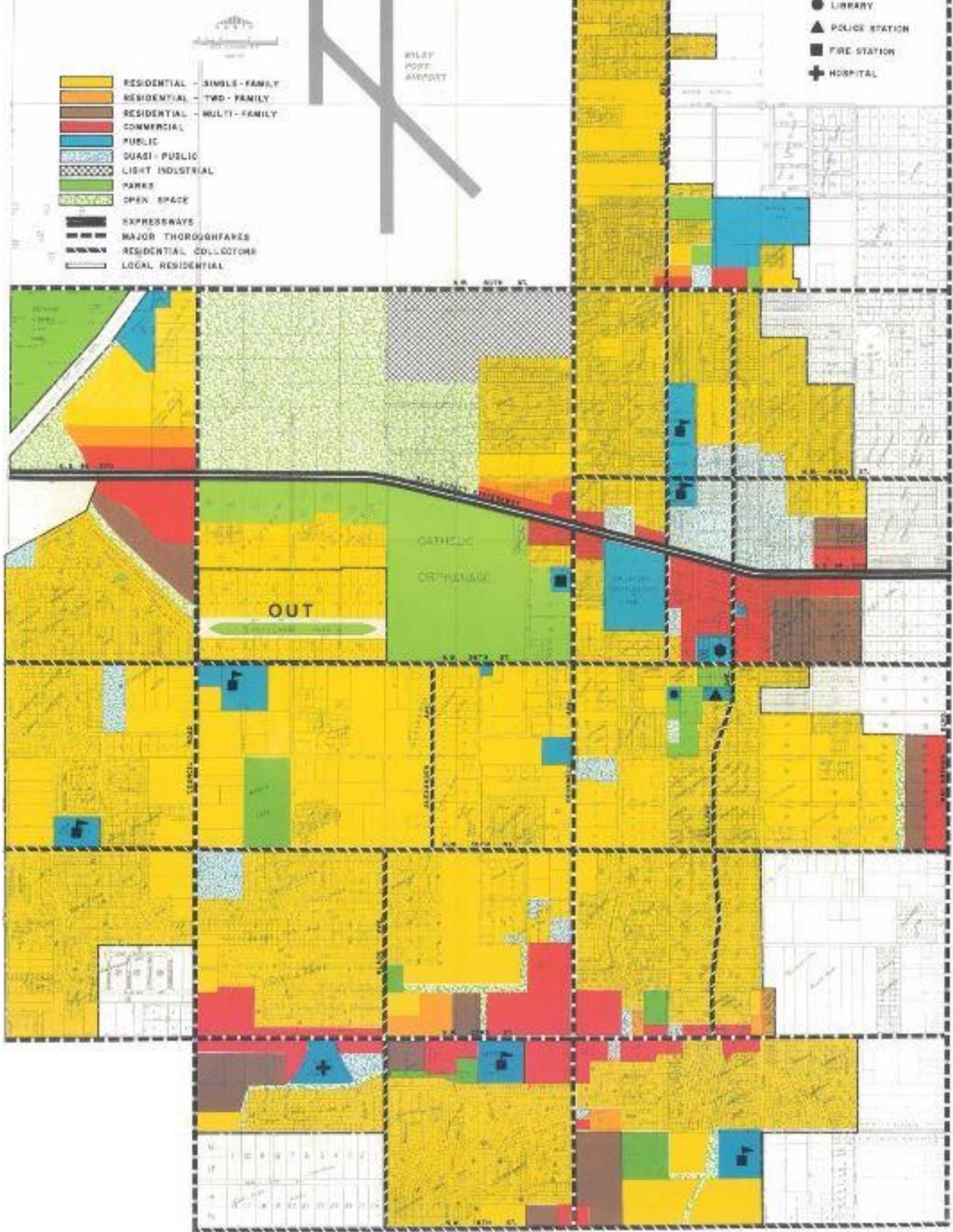
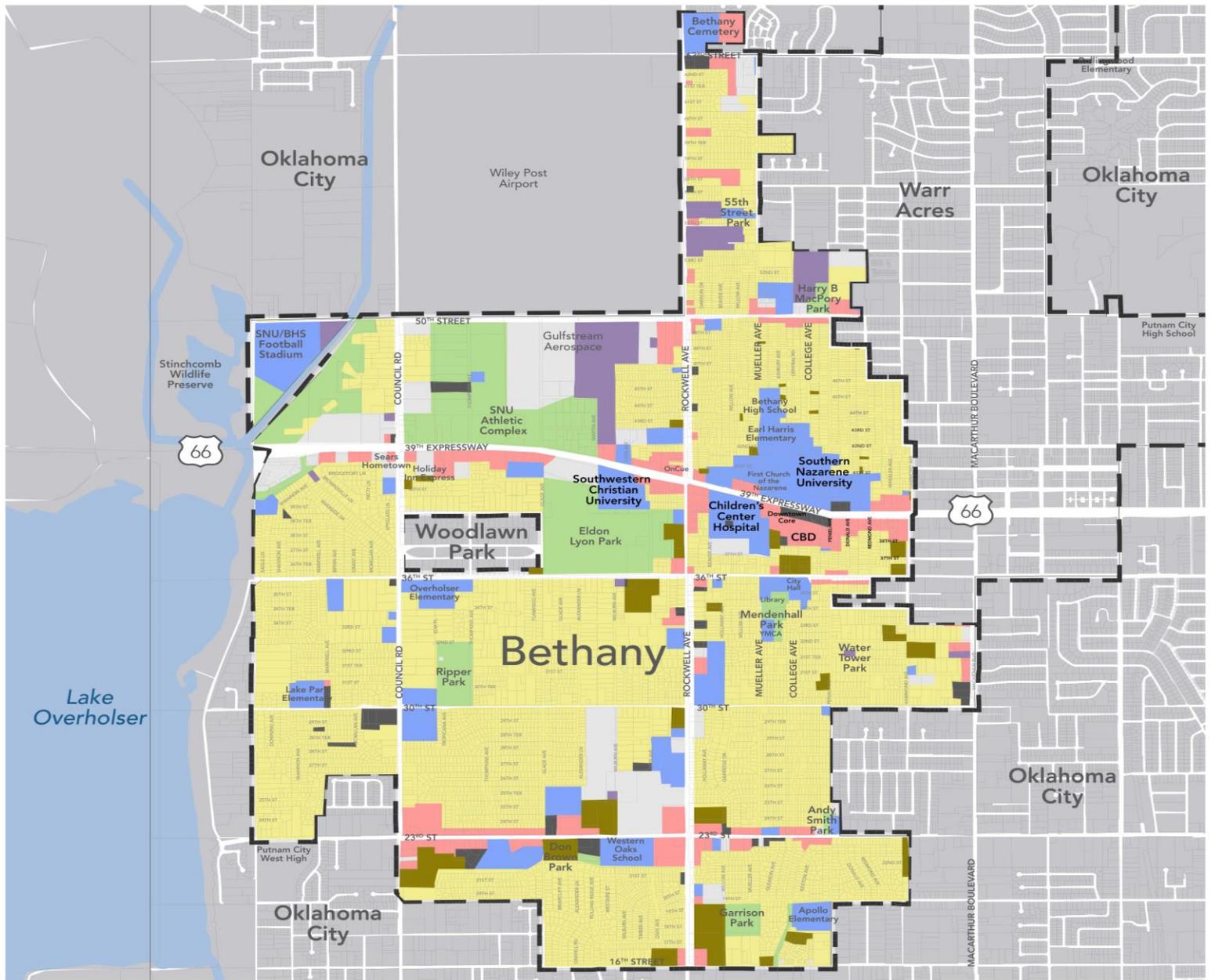
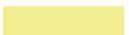
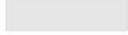


Figure 2-1: 1972 Comprehensive Plan



Legend

	City Boundary		Single Family Residential		Public / Institutional
	Parcel		Multi Family Residential		Industrial
	Surface Water		Commercial / Mixed Use		Unknown / Underutilized
	Parks / Open Space		Office		

Existing Land Use 2016



0 750 1,500 3,000 Feet

BETHANY COMPREHENSIVE PLAN 2030



CITY OF BETHANY
OKLAHOMA

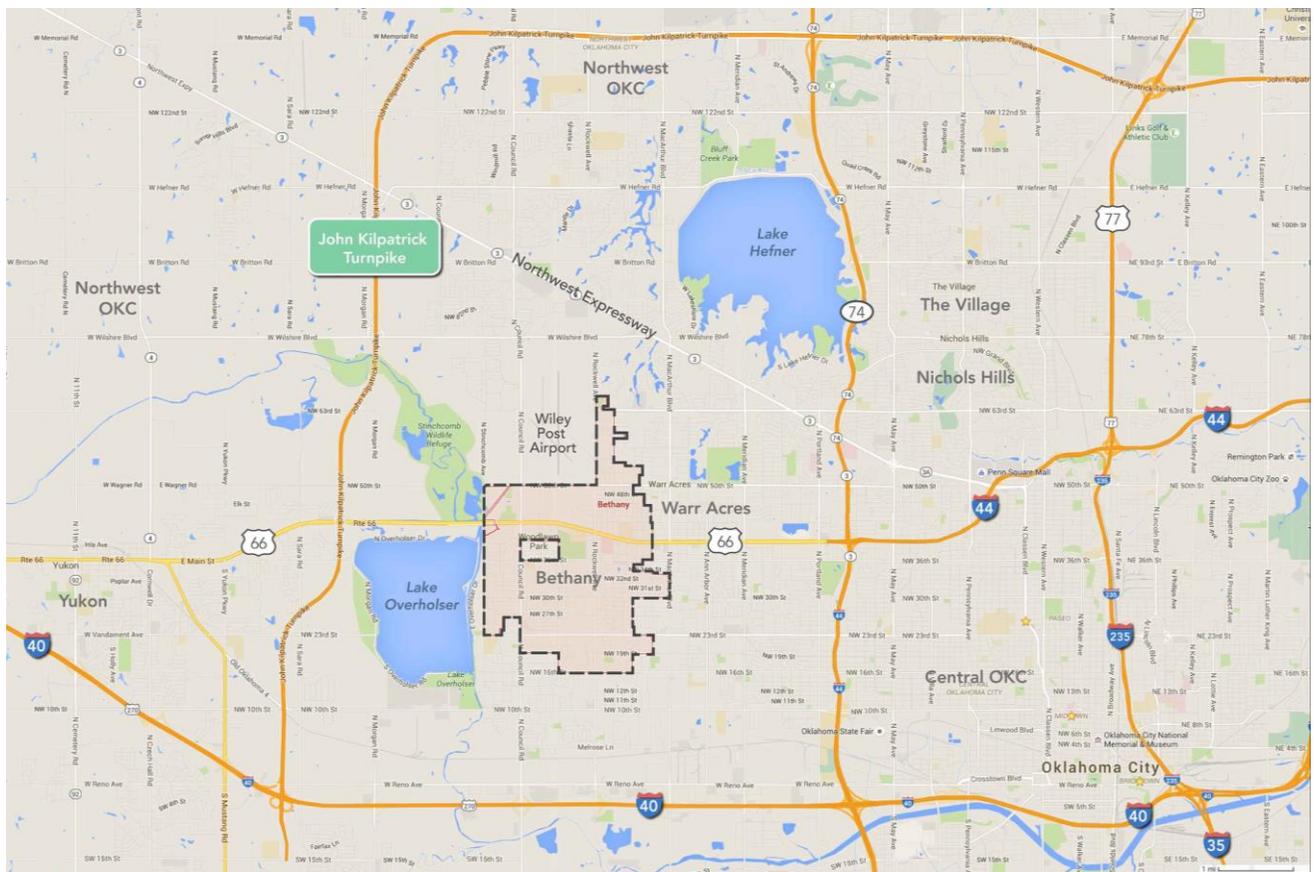


Regional Context and Setting

Originally established in rural Oklahoma County, Bethany has gradually become surrounded by urbanization. Today, it is bordered on the east side by Warr Acres and on the west, north and south by Oklahoma City. This landlocked setting is both an asset and a challenge. As part of the Oklahoma City Metropolitan Area, Bethany residents and businesses have the benefit of ready access to the resources and attractions of an urban area. However, being surrounded on four sides means that Bethany has no opportunity for outward expansion.

The City has a total land area of 5.2 square miles. Of that amount, approximately 100 acres remain that are considered developable — which means that Bethany is approaching “full build out”. This means that significant future development will need to be achieved by infill and redevelopment.

As a result of these cumulative conditions, Bethany is facing six significant core issues that must be addressed to restore vitality, stability and positive future expectations to the community.

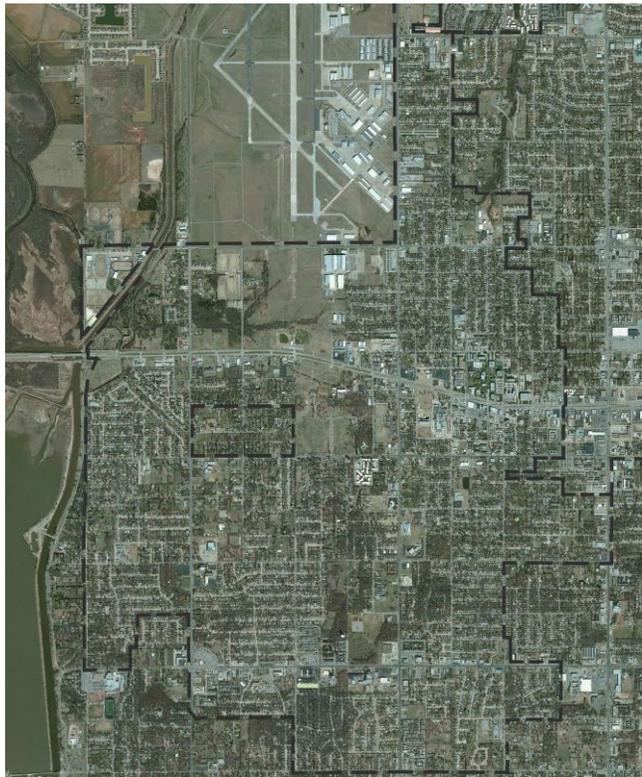


Regional Context

Bethany's Six Core Issues

40 years of stagnant growth and finances - resulting from the lack of implementation of the 1972 Comprehensive Plan and private development dominating the available land - have left Bethany with several challenges today and in the future. The following six core issues must be addressed if the City wants to preserve and engage its community values for future generations.

1. Full Build-Out. Bethany's landlocked setting leaves little to no room for expansion. Aside from approximately eight assorted vacant properties scattered throughout town, all of Bethany's available land has been developed. In addition, there is a low diversity of stores that do not meet all the needs of the community (addressed further in Chapter 5). To overcome these issues, **Bethany will need to redevelop to grow.**



Aerial of Bethany

2. Remarkable assets, daunting challenges. The most cherished of assets include the City's "small town feel", public services, schools, parks and institutions. Locals have the privilege of knowing that the Downtown, restaurants and Oklahoma City's Lake Overholser offer a lot of amenities and help give Bethany its sense of place. These key assets and hidden gems make Bethany a great place to live. Despite these assets, **significant challenges limit Bethany's ability to flourish:** recent failed business development; a lack of general upkeep and appearance of residential and commercial areas; stagnation in growth of any housing or commercial space; an inability to find compromise in governance; and continual costs with aging infrastructure.



Top 5 Strengths

1. Small Town Feel
2. Public Services
3. Schools
4. Parks
5. Institutions



Top 5 Challenges

1. Business Environment
2. Appearance and Upkeep
3. Growth Potential
4. Governance
5. Infrastructure

Note: Data shown here represents results from online and mailer surveys that were administered to the public during this planning process.

3. Lack of Sustainability. Fiscally, the city’s operating costs are approaching its revenues. Since 1994, increasing water fees have been used to supplement sales tax revenues. Cost reductions have been maximized. **To be financially sound, Bethany must find ways to increase revenues.** The City’s primary source of income is sales tax. However, many residents shop elsewhere due to a low diversity of stores and by zig-zag boundaries, especially along the eastern edge of the City. These characteristics make it difficult to “shop local” even if one wanted to. Capturing more sales tax will require more varied stores, attracting customers from outside the City and distinguishing Bethany in the region. Social sustainability is also important. Distrust and polarized factions have made it difficult to reach consensus and consistency. **Making good decisions** on the difficult choices ahead **will require citizens and leaders to find mutual respect and common ground among differing parties.**

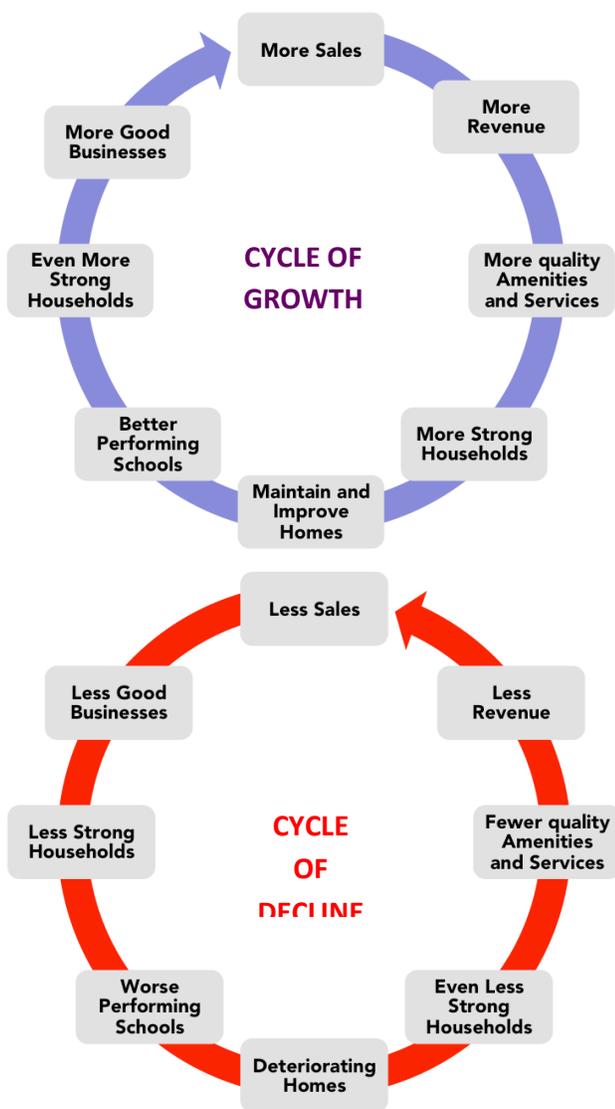
4. Bethany is not competing effectively with its neighboring cities. Just as businesses compete, so do cities. Cities compete for strong households and strong businesses; they compete with schools, neighborhood quality, parks, local shopping and services. Today, Bethany is being outcompeted by Yukon, Edmond, Warr Acres, the Village and Oklahoma City. **Gaining a competitive advantage requires Bethany to learn from the past and change its current direction towards its community’s new vision and future.**



Data shown here represents results from online and mailer surveys that were administered to the public during this planning process.

5. Bethany resembles a city in a cycle of decline.

All cities eventually find themselves in a cycle of growth or decline. These cycles mirror each other—amenities attract businesses that generate sales tax dollars that make more revenue-generating amenities possible, and the reverse. In a cycle of decline, a community must invest in itself to reverse the trajectory. With its many recent accomplishments, **Bethany could catalyze that momentum with self-funded investment and push itself back into a cycle of growth.**



6. Lack of Target Market. Attracting businesses or households requires either providing economic incentives or offering amenities. These market segments vary (e.g., blue collar businesses vs. tech companies, seniors vs. young professionals, etc.).

Bethany, like many communities, cannot afford to appeal to every market at the same time. Therefore, choices must be made and priorities established. Identifying and focusing on a “target market” requires thoughtful strategies and discipline.

The following chapters represent the concerted and collaborative effort by Bethany’s citizens and appointed and elected officials to update the Bethany Comprehensive Plan. This effort included developing a vision, strategies and priorities to address these six core issues.

What are your first and second choice for specific **target markets** to draw to Bethany?



Data shown here represents results from on-line and mailer surveys that were administered to the public during this planning process.

Recent Accomplishments

CITY SUCCESSES

The City of Bethany has made substantial progress in the recent years towards a number of planned and completed improvements to existing structures and new development. The following examples of this progress have afforded Bethany the opportunity to harness the momentum achieved to help catalyze further development and growth.

Renovated Hospital

In 2015, the City of Bethany utilized available funds from a trust set aside for the local hospital to renovate the facility, which sat vacant for two years. In early 2016, the City leased the Bethany Hospital building on 23rd Street to Universal Health Services for use as a public mental health facility. Plans for future diversification with additional health services are anticipated.



New Library

The existing library was built in 1962 and needs significant renovations to bring the building up to current codes. A special election was held in April 2016 for issuance of general obligation bonds to fund the new public library. The \$8.18 million bond passed with 72 percent of the vote. Conceptual plans include a children’s programming area, new park and playground, community meeting room space for up to 300 people, group study rooms, added computers, a quiet reading room and screened-in reading porches.

Awarded Grants

In September 2014, Bethany was awarded a \$250,000 grant from the Oklahoma Department of Transportation (ODOT) **Transportation Enhancement Program** to identify, design and build new sidewalks along key commercial roads in Bethany.

To build on this momentum, the City of Bethany plans to apply for a Federal Department of Transportation, **“Safe Routes to School” grant** in late 2016 or early 2017 to seek additional funding for 23rd Street improvements, sidewalks to area schools and necessary repairs and improvements for the parking lot in Downtown Bethany.

Both the newly renovated Bethany Hospital (top left) and the proposed new library (bottom) showcases the City’s dedication to improvement.

COMMERCIAL SUCCESSES

A New Commercial Center

In late 2015, a new Sears Hometown opened in Bethany at the southwest corner of 39th Expressway and Council Road. The new strip retail development includes tenants: Subway, Aloha Shaved Ice, AllenStyle Homes Design Center, Edward Jones and Tiger Massage, leaving only a few remaining vacancies that will soon be filled.



Children's Center Expansion

The Children's Center, located just west of the CBD on 39th Expressway, has been a strong institution in Bethany for close to 100 years. Today, the Center employs over 475 people and provides a wide range of medical, rehabilitation and social services for children with complex medical needs.

In January 2016, the Center was approved for a campus expansion that will include a new 4-story multi-use building with two floors for inpatient care with 40 beds. The expansion will also include an Activities of Daily Living Center for rehabilitation services and an Education Center to help facilitate continuing education. This much-needed expansion will add up to 100 additional employees in faculty and staff, generating support of local businesses and bringing opportunities to build new homes.

The new 39th and Council Shopping Center will be a strong commercial presence in Bethany, while the new Children's Center Expansion builds on over 100 years of a strong Bethany.

PUBLIC SCHOOLS SUCCESSES

Bethany Public Schools

Bethany Public Schools (BPS) is a distinguished school district and for many years has held a top district rating within the State of Oklahoma. Due to its success, BPS is sought out for many young families to ensure their children receive a top -quality education.

In 2015, voters in the Bethany Public School District passed a \$5 million bond proposal to expand both their elementary school and middle school media center and auditorium. The bond also covered classroom expansions for the high school, land acquisitions for needed parking, gateway features for the campus and upgrades for technology and campus security.

Through a recent collaborative partnership between the City and the School District, Bethany was able to make cosmetic improvements to one of its public water tanks located near the Bethany Public School’s football stadium with only a \$5,000 commitment. A fresh coat of paint and the addition of the BPS logo and recent championship titles have enhanced the water tank’s appearance for visitors and helped it to become a symbol of pride for the community.

Putnam City Schools

Putnam City Schools serve much of the western and southern portions of Bethany along with the surrounding north OKC population. In 2014, voters in the Putnam City school district approved a \$120 million bond proposal to increase student safety, maintain and improve school buildings, ensure that

students attend classes in well-equipped learning environments and strengthen school communities. As a result, funds will be available to allow Putnam City Schools to undertake 170 projects across the district. For Bethany, this includes construction projects at Putnam City West High (PCWH) that include a new separate public entrance to the gym, the addition of bleachers and restrooms and other improvements. These additions will allow PCWH to host varsity football games at their existing field. Other multiple improvements will also be underway for all elementary and middle schools in Bethany.

HIGHER EDUCATION SUCCESSES

Southern Nazarene University (SNU)

The SNU campus accommodates over 2,000 students, faculty and staff and offers over 80 undergraduate, graduate and professional programs. In 1999, SNU opened a new senior housing complex — Southern Plaza Retirement Community — at the northwest corner of 36th Street and College. Future expansions are currently underway that will double the facility in size and new student housing expansions are anticipated for the SNU campus.

Southwest Christian University (SCU)

SCU recently gained “university” status in 2008. With a student, faculty and staff population of 1,500, the University is seeking to expand campus facilities to accommodate further growth in population and curriculum. This expansion will include off-campus opportunities for administration, an online presence and a desire to expand a limited sports program to include more diverse facilities.

Chapter 3: Bethany Moving Forward

Vision Framework

The Vision Framework is a compilation of the community’s goals and aspirations for Bethany. It reflects community input collected throughout the planning and design process, as well as previous plans and existing policies that help shape the neighborhood and its surrounding context. Guided by this framework, the remainder of this Comprehensive Plan articulates the vision, goals, guiding principles and strategies that will: promote future development; identify public realm improvements; and cultivate the critical partnerships to keep Bethany’s progress on track. This chapter includes four major components: the Community Vision; Guiding Principles; Plan Goals; and the Comprehensive Plan Strategy Diagram.

Community Vision

Bethany, Oklahoma is **Central Oklahoma’s hometown** – strong families, thriving businesses and a vibrant community.

Guiding Principles

The following principles establish a higher level decision-making framework for Bethany:

- Strong Revitalized Neighborhoods
- Vibrant (Commercial) Mixed Use Areas
- Unique and Interesting “Places” and Design

Plan Goals

Through the planning process, stakeholders helped to develop a set of three goals that provide a more specific direction for Bethany’s future:

1. Bethany will be **an attractive community**, with family-friendly, safe, healthy, diverse and unique neighborhoods. This goal focuses on new strategies for Bethany to address housing and neighborhoods, parks, and circulation needs and is further explored in **Chapter 4**.
2. Bethany will invest in its future by proactively pursuing a **thriving and sustainable economy** with a variety of employment, investment and mixed-use opportunities. This goal focuses on new strategies for Bethany to address commercial, new housing, educational and other local institutional needs and is further explored in **Chapter 5**.
3. Bethany will sustain itself for the next generation through the support of **community-led investment** and city-led improvements. This goal focuses on strategies for Bethany to raise the necessary funds for placemaking improvements (see Chapter 5), on-going infrastructure needs and City services. This goal is further explored in **Chapter 6**.

WHO IS BETHANY'S TARGET MARKET?

During the planning process, community members and stakeholders were asked at various times who they think their target market should be. In the world of marketing, there is a broad spectrum of varying target market profiles that can be defined. For the purposes of this Plan, the community was asked to pick among six general target market categories including students, young professionals, young families, middle-aged families, empty nesters and seniors. The top three markets identified for Bethany included:

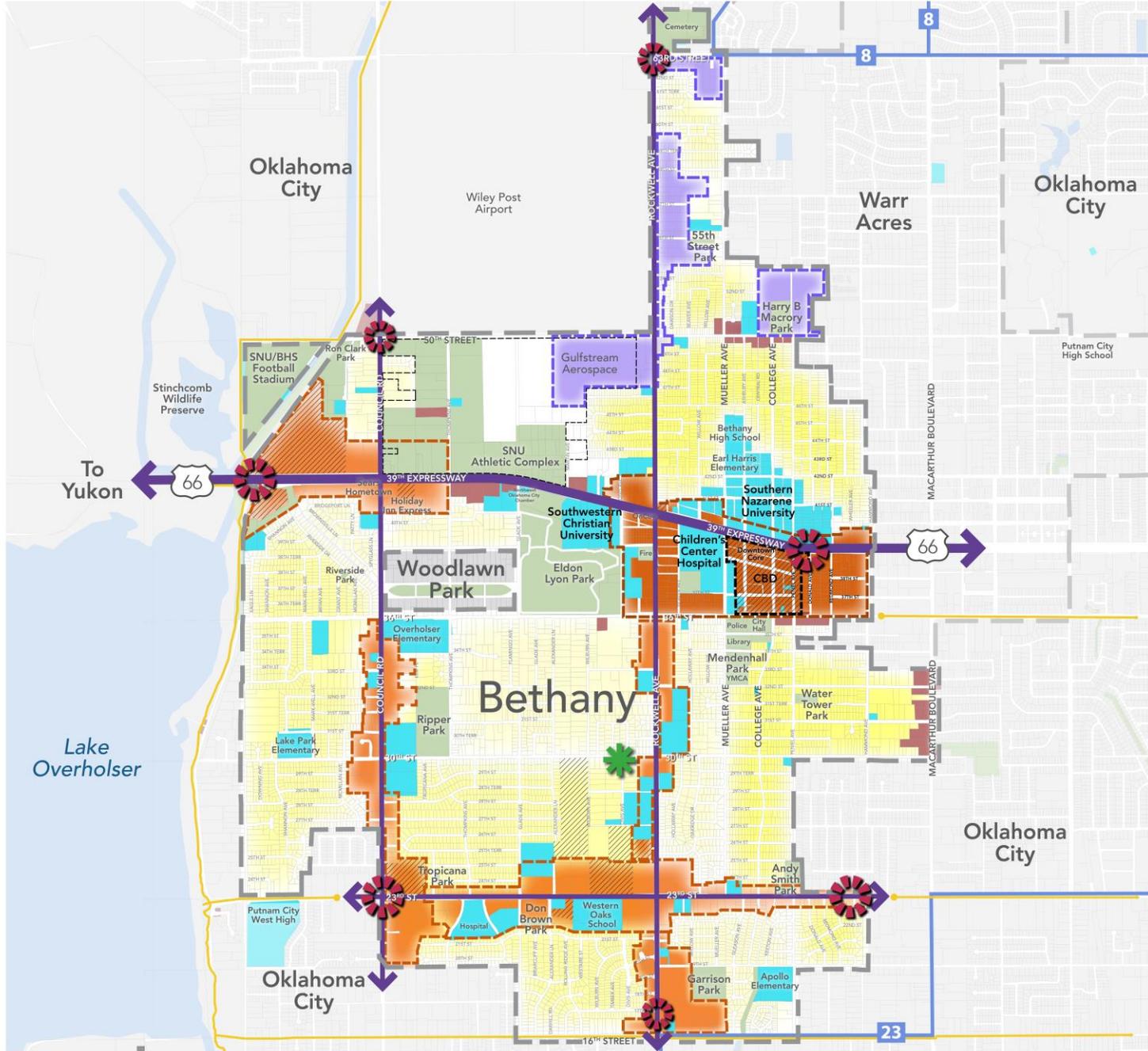
- Young families
- Middle-aged families
- Young professionals

What Do These Markets Desire?

- Attractive homes and neighborhoods
- Affordable mix of housing types
- Great schools
- Convenient variety of stores/restaurants
- Good jobs
- Quality places to walk, jog, bike, play
- Obvious community pride

Comprehensive Plan Strategy Map

The Comprehensive Plan Strategy map (see Figure 3-1) illustrates the physical concepts and strategies that will continue Bethany's evolution. This one-stop "plan on a page" shows the key building blocks of the Bethany Comprehensive Plan and includes three major components that will bolster Bethany as a vital, healthy city and bring about tangible change. The City already has numerous assets, including SNU and SCU campuses, the Children's Center, Eldon Lyon Park, great public schools and a notable downtown along historic Route 66. The improvements in the Strategy Diagram build upon these unique features to create strong revitalized neighborhoods, vibrant mixed use areas and unique interesting places and design.



Legend

- | | | | |
|---|--|--|--|
| <p>Existing Constraints</p> <ul style="list-style-type: none"> City Boundary WPA Trust Land Parcels <p>Key Assets</p> <ul style="list-style-type: none"> Hospitals, Universities, Schools, and Churches Parks, City Services, and Shared Facilities Other Commercial Areas (Retail/Office/Services) Potential Development Areas CBD | <p>Strong Revitalized Neighborhoods</p> <ul style="list-style-type: none"> A East Neighborhoods (Pre-1960 Homes) B Southwest Neighborhoods (1960-1980 Homes) C Central Neighborhoods (1980-2015 Homes) Potential Park <p>Existing Mobility Connections</p> <ul style="list-style-type: none"> Connection to OKC Bike Trail Network Connection to OKC/Embark Mass Transit | <p>Vibrant Mixed Use Districts</p> <ul style="list-style-type: none"> Downtown Mixed Use (Proposed CBD Expansion) Commercial Mixed Use Industrial Mixed Use | <p>Urban Design and Placemaking</p> <ul style="list-style-type: none"> Route 66 Commercial Corridor Major Gateway Secondary Gateway |
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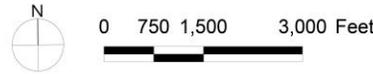


Figure 3-1: Comprehensive Plan Strategy Map

Chapter 4: Bethany Lives!

Guiding Principle: Strong Revitalized Neighborhoods

Goal 1: Bethany will be an attractive community, with family-friendly, safe, healthy, diverse and unique neighborhoods.

Homes and Neighborhoods

Communities that are in a cycle of growth exercise behavior that catalyzes interest and action that materializes into physical improvements and tangible community pride. Bethany is currently in a cycle of decline that is being perpetuated primarily by the current state of housing, sidewalks, parks, libraries, infrastructure and public safety. Below is a list of objectives to which Bethany should aspire to return to a cycle of growth.

OBJECTIVES

Explore strategies for housing and block-level rehabilitation that improve the general appearance of existing housing and renovate/redevelop apartments to support wards, neighborhoods and homeowners.

Encourage a market-driven mix of new housing types: condominiums; townhomes; live-work units; and larger square foot homes to meet the needs of desired and potential segments of the community.

Cultivate civic pride through empowerment of a volunteer corps for community clean up and maintenance through neighborhood groups, churches, universities, individual citizens and other private organizations to save on cost and build community.

Existing homes in Bethany that are all in need of attention through maintenance and repair could benefit from volunteer support.



CURRENT STANDARD OF CARE

Bethany's existing homes and neighborhoods are mostly in decent shape, but there are some neighborhoods that should be targeted for varying levels of reinvestment.

During Phase 1 of the planning process, it became apparent that **a large number of homes in Bethany have not been improved or well-maintained, and are less appealing than homes in competing neighboring communities.**

A two-part evaluation of Bethany homes was conducted including a **windshield survey** of every home in Bethany to assess overall maintenance standards ("curb appeal"), and existing **assessor data** (bedrooms, sizes, etc.) to understand how Bethany homes compare with regional market demand.

As a result, four significant conclusions were reached:

Many neighborhoods have homes lacking what the market wants, modern or low-maintenance dwellings in neighborhoods with a mix of uses.

Undesired quality of care is degrading home values as suggested by poor appearances.

There is little to no land to build new housing.

There is a lack of maintenance/reinvestment in rental single-family and multi-family units, often related to absentee ownership.

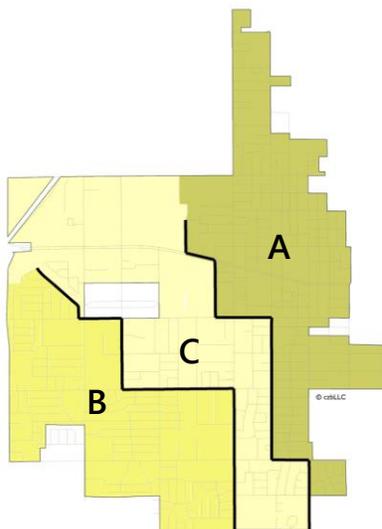


Figure 4-1: Bethany's Housing Segments

Return on Investment

A critical question all homeowners should ask themselves is, **"When I sell, will I get more for my home than I paid for it?"** For many areas of Bethany, the answer is, "No".

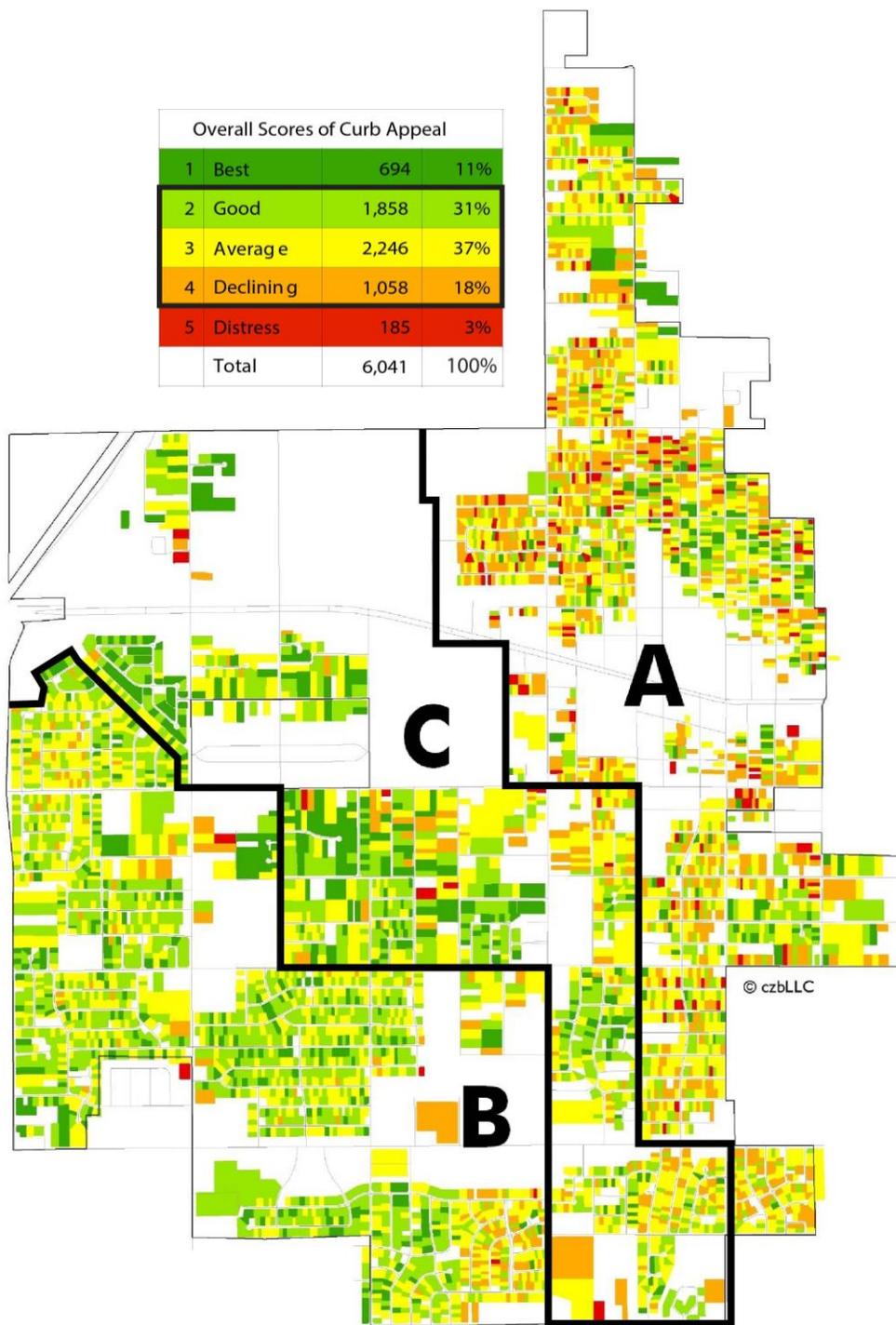
Age vs. Condition

Not surprisingly, the condition of neighborhoods in Bethany can generally be correlated with the age of the home. The following describes the three stages of home development in Bethany. These three distinct neighborhood segments are geo-graphically depicted in Figures 4-1 and 4-2.

A. East Neighborhoods. These homes represent 30 percent of Bethany's housing stock and were built prior to 1960. More than half are less than 1,500 square feet in size, half of those are less than 1,000 square feet. Most only have 1-2 bedrooms and 1 bathroom. Many of the single-family homes in these neighborhoods are rental properties.

B. Southwest Neighborhoods. Homes in these neighborhoods were built between 1960 and 1979. These 25-35-year-old single and multi-family residences make up 60 percent of Bethany's housing stock. The majority of these homes are less than 2,000 square feet with 3 bedrooms and 2.5 bathrooms.

C. Central Neighborhoods. Bethany's newest homes can be found in the central area of town and were built between 1980 and 2015, half of which were built before 1990. These homes comprise the remaining 10 percent of Bethany's housing stock. The majority of homes in this neighborhood are more than 2,000 square feet with 3 to 4 bedrooms and 2 to 2.5 bathrooms.



The Windshield Survey

In the Windshield Survey, homes were ranked on a graduated scale of 1 through 5 with 1 equaling “best” and 5 equaling “distressed” (see Figure 4-2).

How should the problems identified be addressed? A common mistake is to focus on the worst or “distressed” properties with a 5 ranking. This approach would be too costly and actually yields a low return on investment.

A more cost-effective approach would be to focus on homes ranked 2 to 4 in appearance.

These homes are on the “tipping point.” The investment needed to improve these homes is relatively modest. Once their neighborhoods are stabilized, they will bring up property values of adjacent properties – an effect that has great potential to be felt at a block and neighborhood level.

Figure 4-2: Windshield Survey

Proposed Actions

There are multiple strategies Bethany can take action on to improve the overall appearance of its homes and neighborhoods. Listed below are a number of **action items** with descriptive text that include a mix of code enforcement “sticks” and incentive programs “carrots.” Table 4-1 below depicts what action items would be utilized for each housing segment.

Table 4-1: “Carrots” and “Sticks” Application			
Segment	A.	B.	C.
Hard Code Enforcement	⊗ Single-family	⊗ Multi-Family	∅
Code Compliance	∅	∅	⊗
Small Loan Program	⊗	⊗	⊗
Encouragement Grants	∅	∅	∅
Volunteer Corp	⊗	⊗	⊗

⊗ = Strong Focus ∅ = Lighter Focus



Examples of exterior improvements that Bethany could support for homeowners improving the overall appearance of their homes.

Code Enforcement “Sticks”

Action Item 1: Hard code enforcement should be used to target segments A and B most heavily with a focus on single-family rentals in segment A, and multi-family rentals in segment B.

Action Item 2: Code compliance assistance is a “softer” approach that should be used by City staff to support property owners who need assistance bringing their properties up to code.

Although code enforcement has the weight of the law on its side, it typically only addresses the “worst” conditions and will only bring bare minimum results. It is not a tool that will instill community pride.

Incentive Programs “Carrots”

The following includes programs the City could implement to incentivize individual homeowners to improve the appearance of the homes:

Action Item 3: Volunteer assistance could be used to empower neighborhood organizations, church groups, university-sponsored student groups, and other community organizations to partner with the City and apply to be volunteer corps for needed housing projects. These volunteer corps could be available to support projects associated with individual homeowners who have been awarded loans to improve the appearance of their home.

Table 4-2: City Funded Small Loan Matching Program Approach

Improvements	Sweat Equity <i>(Volunteering Corps)</i>	Cash <i>(Committed by Owner)</i>	Loan from City/ Non-Profit Partnership <i>(for paint, doorknobs, mailboxes, flags, rakes, burgers/dogs, flowers/pots)</i>	Distributed Loans <i>490 Loans (163 per season)</i>			Total Cost \$100,000
				Spring	Summer	Fall	
Exterior Cleanups	Four 4-hour Saturdays		\$500	24	24	24	\$36,000
Gutters/ Downspouts		\$500	\$500	12	12	12	\$18,000
Front Doors		\$300	\$200	15	15	15	\$9,000
Driveway Patch/Paving		\$600	\$400	12	12	12	\$14,400
Flowers	Two 2-hour Saturdays		\$75	100	100	100	\$22,500

Action Item 4: Small Loan Matching Program is a strategy offering a low-dollar investment approach for the City utilizing small \$500-\$1,000 low and no-interest loans for individual homeowners to improve their home’s appearance. Loans would be available on a competitive basis and could be available to homeowners in all three neighborhood segments.

Action Item 5: Encouragement grants (Segments A and B) could be provided in larger monetary amounts such as \$25,000 to assist in financing highly visible exterior improvements that would bring a quick return on investment by positively affecting adjacent property values, if not entire blocks.

These programs will need assistance to implement. City’s cannot administer money to the community and Bethany has limited City staff capacity to oversee such a program. However, this program could be administered through a non-profit/City partnership, such as contracting with Neighborhood Housing Services of OKC.

Regardless of *how* they are funded, these strategies are important to position Bethany well for when the funding *is* available. With strategies in place, Bethany can quickly take advantage of a variety of revenue sources.

Table 4-2 shows how this program and volunteer assistance could work together to upgrade Bethany homes.

MULTI-FAMILY HOUSING AND THE CITY CHARTER

Bethany's multi-family housing was also assessed during the windshield survey exercise. In general, curb appeal rankings for multi-family housing developments fell within the 3 "average" to 5 "distressed" ranges; building evidence of low reinvestment (see "Windshield Survey").

Reinvestment Challenges

There are some significant reasons why Bethany's current multi-family housing is in poor shape and on a steady decline.

Bethany's City Charter dictates that Bethany is not to be developed beyond a density of 12 dwelling units per acre. This is a matter of City policy and the current code. For this reason, little reinvestment is occurring with multi-family housing in Bethany. Much of Bethany's Downtown is zoned CBD (Central Business District). The CBD zone and any student housing development built in Bethany are the only exceptions to the Charter density rule (see "Downtown Bethany Mixed-Use District" Chapter 5).

Most apartment complexes in Bethany are identified as "legally non-conforming" uses because they are more than 12 dwelling units/acre in density. According to City Code, if non-conforming uses are damaged more than 60%, they are not allowed to be rebuilt to the same density and must meet the 12 dwelling unit-per-acre limit. Therefore, owners and lenders do not invest in upgrading apartment buildings due to the anticipated loss of return on investment.

Many of the "worst" offending apartments welcome undesired activity in Bethany, which impacts public services and safety by taxing the local police and fire departments. If Bethany wants to shift the current dynamics around multi-family housing, there will need to be a discussion regarding an amendment to the City Charter.

Proposed Actions

The following are two broad alternative **action items** Bethany could pursue to address the multi-family housing issue.

Action Item 6, Option A: Keep the Charter density cap as is. For some community members, the Charter intent to keep Bethany's density capped is working, and new apartments are not being built in town. **If the community decides the Charter should remain as is, they are accepting anticipated and continued disinvestment** until the apartment buildings are eventually condemned and redeveloped for a different use.

Action Item 6, Option B: Amend the City Charter. This option should be strongly considered. Amending the Charter to allow higher densities supports the target market and promotes a development framework necessary to create viability for many of the concepts presented in both this Chapter and Chapter 5. Amending the Charter could be accomplished in one or several ways:

AI.6.B1 – Increase (or remove) density cap.

AI.6.B2 – Exempt existing apartment properties from density cap.

AI.6.B3 – Change the language in the Charter to allow other areas to be rezoned to CBD.



Rental properties are dated, poorly maintained, and are close to losing their last remaining value, their cash flow.

THE “MISSING MIDDLE” HOMES

Like many communities, Bethany has a large supply of single-family homes and multi-family apartments but lacks a variety of other “middle scale” housing types such as duplexes, townhomes, garden apartments or condominiums.

Missing Middle Challenges

A lack of housing choices creates roadblocks for Bethany’s appeal to potential markets and is a symptom of policy and code that has limited Bethany’s ability to diversify its housing stock. The following includes challenges that Bethany is facing due to a lack of “missing middle” housing.

Bethany’s target market wants and needs this “middle” range of housing types that include desired amenities - more square footage, bedrooms, bathrooms, new furnishings and appliances. The target market wants a home that requires less maintenance such as new construction and a small or no yard. They also need it to be affordable so that young professionals and young families can buy into the housing market.

The density threshold for the missing middle housing ranges from 16 to 50 dwelling units per acre. This threshold is enough to support more lively, connected, pedestrian neighborhoods, where fewer people use the car to get around. Housing types like small “garden apartments”, in particular, require a density of 16 to 20 dwelling units per acre.



Bungalow courts (left) and duplex/quadplex housing (right) are both a type of missing middle housing.

Bethany’s zoning codes are limited in permitted housing types and building height. They do not allow certain middle-type housing, and have building height limits that restrict the ability to build up to an optimum level of three stories. For example, Zone R-2 (Residential Two-Family) only allows single-family and duplexes; Zone R-M (Residential Multifamily) only allows R-2 uses and multi-family apartments. The 35’ building height restrictions in both zone districts also restrict development up to a two-story maximum.

Only the CBD allows the density, building height, and a mix of land uses possible to allow middle-type housing such as attached homes (townhomes) and live-work housing units. Other commercial zones do not allow residential at all.

Four-lane roads are not desirable settings for single-family homes. Wide, busy roads like Council Road and Rockwell Avenue, which are zoned primarily for residential uses, pose a challenge for residential development. Often, residential properties that are accessed along busy four-lane roadways lose value, can create traffic congestion and eventually convert to other uses. This can be seen today along portions of Council Road and Rockwell Avenue.

Proposed Actions

Fortunately, Bethany has potential **action items** beyond density that could also help Bethany attract more “middle” type development. These include:

Action Item 7: Amend the Zoning Code. Bethany could allow for middle housing types (e.g., triplexes, townhomes, garden apartments and condominiums) in both the R-2 and R-M zoning codes, and allow these residential uses within other commercial zones.

Action Item 8: Utilize PUD Provisions (planned urban development). Bethany could promote mixed use development identified in this Comprehensive Plan along commercial frontages of major roadways. Focusing mixed use development in key transition areas (districts) could create more intensive and walkable environments that mix commercial and residential development together.



Townhomes (above) and multi-storied condominium developments are missing middle type housing that would help diversify Bethany’s housing options, but are limited due to existing zoning and development standards.

Circulation and Mobility

Bethany is presently a car-oriented community. This preference can be seen as you approach the City from any of its main arterial roads – Council Road, Rockwell Avenue, 23rd Street – and from Bethany’s main drag 39th Expressway / US Route 66. There are very few, if any, sidewalks, crosswalks, adequate street lighting, or bike routes in town and existing bus routes only touch Bethany at its border. Despite this reality, people still walk and bike along these vehicle-filled routes.

Many cities like OKC strive to develop a green network of trails throughout their community connecting housing, parks, schools, and commercial nodes through bike routes, sidewalks and other pedestrian pathways. Often these trails are built in parks, along wider multi-use sidewalks as shared and designated lanes in streets, and as green pedestrian ways through private development.

Whether it be to get to school, pick up a small bag of groceries, take a ride to the city for a job or get outside for some exercise, adding sidewalks, bicycle amenities and bus transit will help to make Bethany a more livable, multimodal place in the future. See Figure 4-3 to see where proposed bike/pedestrian connections and potential bus connections could occur in Bethany.

OBJECTIVES

Prioritize the need for sidewalks in key areas of town by connecting schools to neighborhoods and completing existing sidewalks along commercial corridors.

Integrate bike connections through Bethany to improve local and regional connectivity.

Invest in street lighting along key pedestrian and bicycle corridors to improve pedestrian and bicycle safety.

Explore future transit connections with Embark/OKC Lines 8 and 23 to broaden Bethany’s transportation choices and connect Bethany to a growing regional transit system.



OKC and other municipalities around the nation see real value in developing trail networks throughout their communities to achieve property value and health benefits.



Bethany’s 23rd Street is auto-oriented with excessive driveways, wide travel lanes and no shade trees making for an unsafe pedestrian and bicycle environment.

Challenges

Bethany's financial difficulties are compounded by other pressing issues that consume resources that could be used for making Bethany more walkable and bikable.

Bethany's target market craves a more pedestrian- and bike-friendly community and environment that Bethany does not currently have.

Opportunities

Bethany is seeking financial assistance for bike and pedestrian improvements through State and Federal grant programs (see "Recent Accomplishments" in Chapter 2). By including intentions for bike, sidewalk and transit connections in this Plan, Bethany will better position the City for various potential funding sources with state and federal programs.

Bethany community members desire to improve pedestrian and bicycle facilities throughout town and have shared this desire throughout the planning process with support for increased taxes and fees.

Oklahoma City's broad network of bike trails start and end along Bethany's city limits. With east to west bike routes on 16th, 23rd and 36th Street(s), and north to south bike routes along Lake Overholser, Bethany has many reasons to complete broken linkages in Oklahoma City's bike network and connect the City regionally by bike.

Embark/OKC, the OKC Region's mass transit system, anticipates that Route 23 will expand to include an additional bus to accommodate demand. Route 23 is the Region's highest rider count route in the entire transit system. As OKC plans for future growth along 23rd street, Bethany should position the City to take advantage of future expansions along 23rd to diversify transportation options and regionally connect Bethany.

Proposed Actions

The following **action items** are proposed to achieve an interconnected system of sidewalks and bike routes.

Action Item 9: Locate sidewalks along major commercial corridors to help foster a more walkable environment for future mixed use development.

Action Item 10: Locate sidewalks near schools and parks to increase safe routes for Bethany children who walk to school and need access to community parks.

Action Item 11: Install ADA-compliant two-directional crosswalks on every corner where major intersections occur.

Action Item 12: Define and implement a bike route network over time and along less busy streets throughout Bethany to offer safe and healthy alternatives to driving for the community.

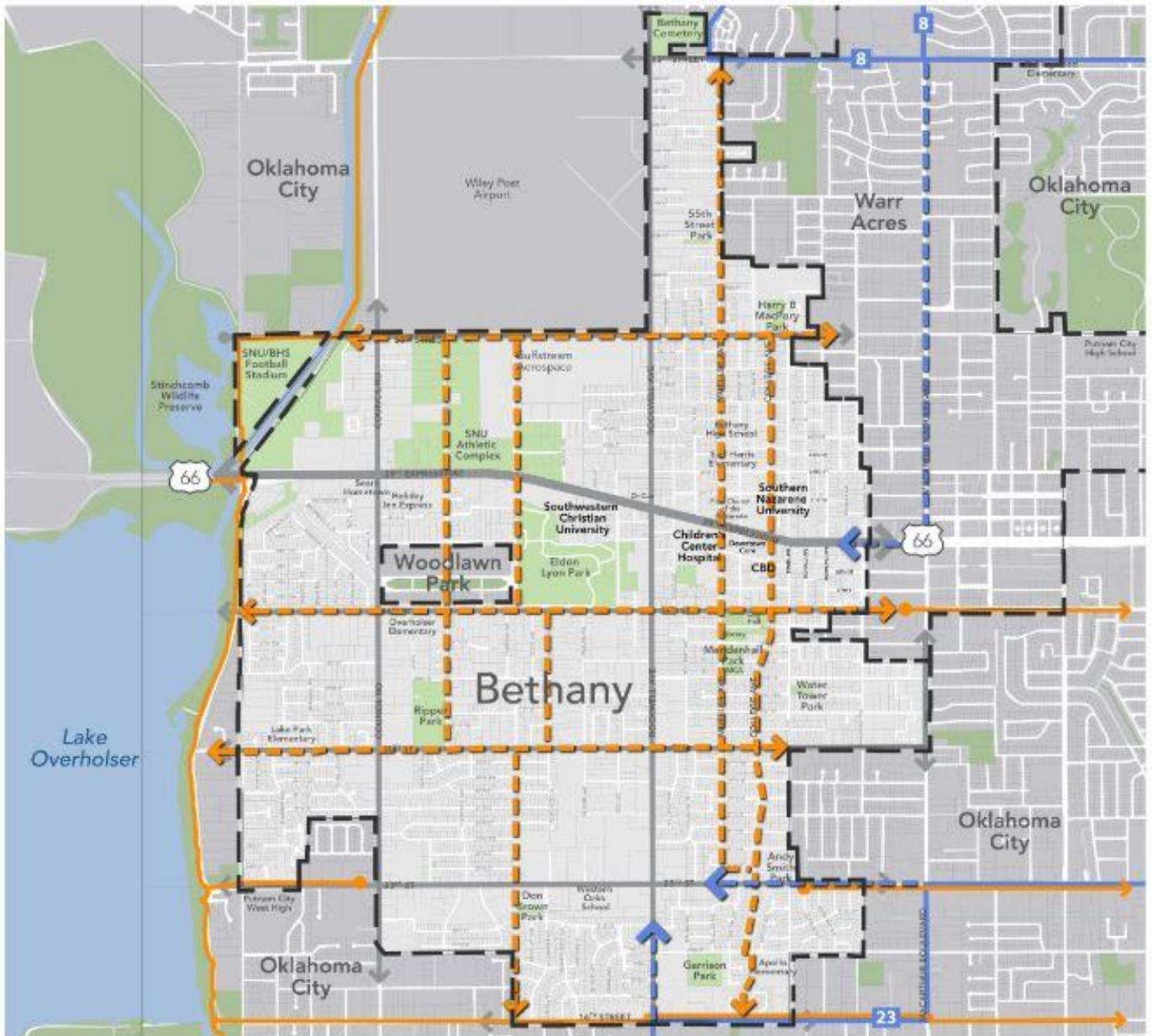
Action Item 13: Install signage, painted street markings (sharrows) and bicycle racks along identified routes to help communicate to bikers and drivers where the routes are in Bethany.

Action Item 14: Consider creating a bike and pedestrian trails master plan.

Action Item 15: Explore bus transit options with Embark/OKC to bring transit through Bethany with expansions to Route 23 and Route 8.



Embark/OKC anticipates expansion of the Route 23 in the future as the 23rd Street corridor intensifies with population growth.



Legend

- City Boundary
- Parcel
- Arterial
- Collector
- Embark/OKC Route
- Bike Route
- Proposed Bike Route
- Potential Bus Route Connection

Circulation and Mobility Strategies

BETHANY COMPREHENSIVE PLAN 2030

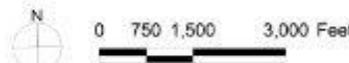


Figure 4-3: Circulation and Mobility Strategies

Parks, Public Facilities and City Services

OBJECTIVES

Invest in renovations of existing parks to help sustain and elevate Bethany's overall quality of life.

Promote Eldon Lyon Park as a major attraction - Bethany's Central Park.

Explore opportunities for sharing existing open spaces to allow for additional organized sport facilities and to recapture loss of day/night use of SNU Athletic Complex.

Explore expansion of trash service to include recycling.

Amenities provided to communities through public facilities and services also play a large role in making a community livable. In Bethany, these amenities include parks and recreation, schools and libraries, police and fire and trash service.

Existing Conditions

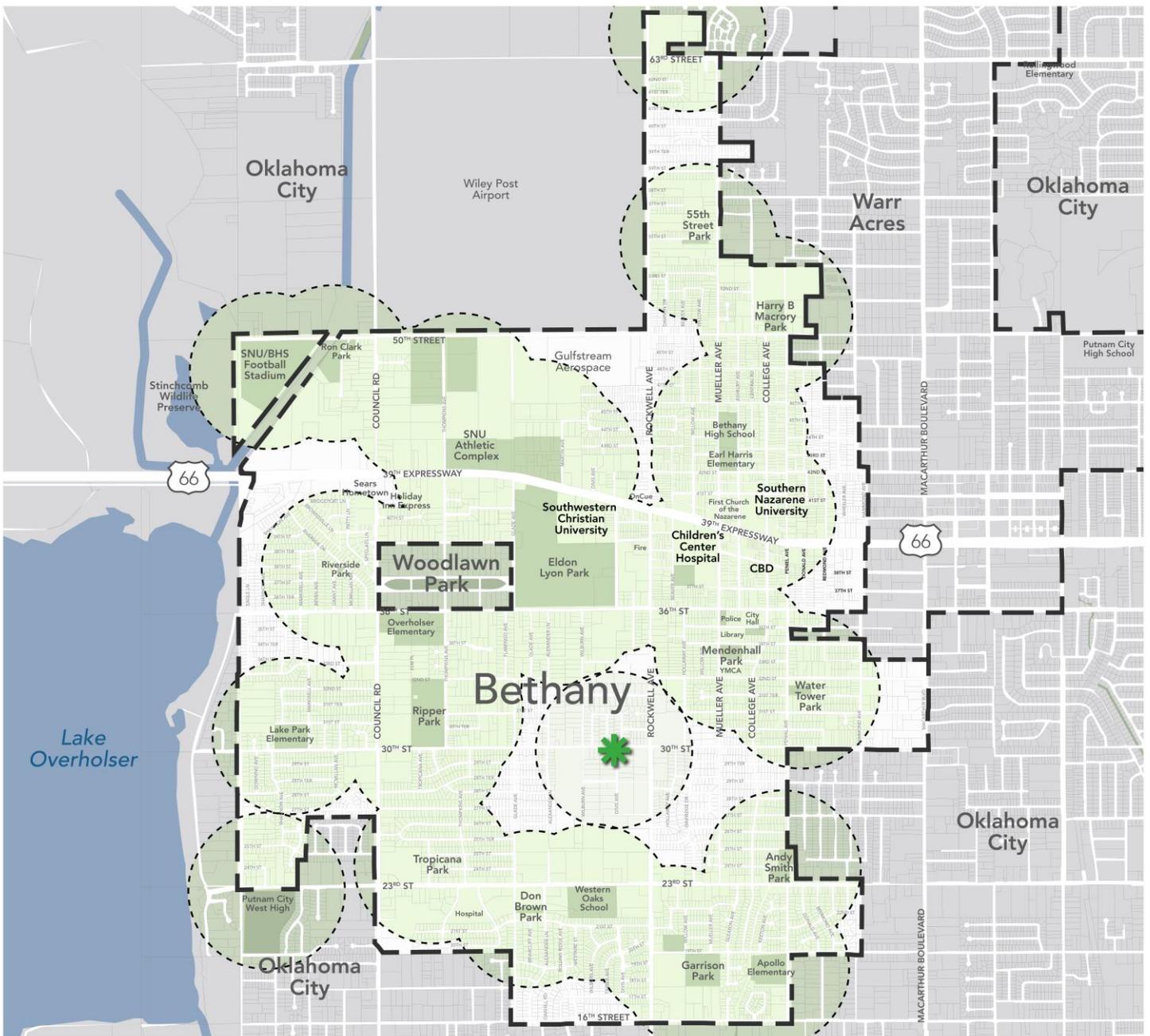
Existing Parks. Bethany has 12 parks that offer an array of amenities: shelters with picnic tables, bathrooms, tennis courts, walking trails, swimming facilities, playground equipment and sport fields (soccer, softball and volleyball). Some are smaller neighborhood parks, others are larger community- and city-scale parks that serve broader areas of the City. Many are in disrepair and in need of refurbishing or replacing old equipment and general maintenance. Bethany currently does not have a parks department. To help reduce staffing costs, all parks related tasks have been managed by the public works department. By design, such costs for park maintenance have fallen below streets, sewers and trash services in priority.

Shared Facilities. On several occasions in Bethany's history, the City has opted to partner with local schools and universities to help curb maintenance costs. The sharing of facilities however, has come with some tradeoffs. Expanded sports facilities have often been included in the sharing of park land, and since the universities and local schools take on the maintenance of such facilities, general access by the public has been limited for use.

New Parks. The proposed library mentioned in the "Recent Accomplishments" Chapter 1 anticipates the addition of a new community park to be built on site. This new community park will be a nice addition to the existing park network, but there are still some areas in Bethany where a park or other open spaces, land or schools, are not within a quarter-mile walk from home or work (see map (Figure 4-4) on the next page).

Police and Fire. All target markets want safe communities to live in. Bethany provides quality services through its police and fire departments that boast quick response times and are active in the community. Both departments utilize a variety of expensive equipment that eventually needs to be replaced.

Trash Services. Bethany's local trash service is a coveted amenity for the community with two scheduled pick-ups weekly and door-to-truck service. With a heightened sense to be more environmentally conscious, many community members have requested the service be changed to handle recycling.



Legend

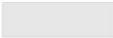
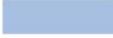
-  City Boundary
-  Parcel
-  Surface Water
-  Parks/Open Space/Public Schools
-  Existing Park 1/4mile Walking Radius
-  Potential Park 1/4mile Walking Radius
-  Potential Park



Figure 4-4: Potential Park Expansion

Proposed Actions

The following **action items** are proposed to achieve a more robust parks and recreation system:

Action Item 16: Designate new park categories to help prioritize improvements and classify each park for a specific community purpose.

Action Item 17: Create a parks and recreation department with its own staff, designated funding source and responsibilities.

Action Item 18: Consider continuing partnering opportunities and related tradeoffs with local institutions to share maintenance costs and manage overall use.

Action Item 19: Explore locations for a “future park” in areas of Bethany where parks are not attainable within a quarter-mile walk to ensure everyone in Bethany can live and work within walking distance of a park or usable open space.

Action Item 20: Plan for future equipment needs through the establishment of an annual capital improvements budget.

Action Item 21: Explore opportunities for changing trash services to include recycling through increased water fees and/or contract services from a private service provider.

Infrastructure

OBJECTIVES

- Mitigate potable water contamination.
- Seek new potable water sources.
- Improve existing stormwater and sewer infrastructure incrementally.
- Address on-going surface drainage issues.
- Explore opportunities for incremental street improvements.
- Plan for unanticipated events through a Hazard Contingency for Bethany as a whole, including infrastructure and any other disasters.
- Anticipate Future Service Equipment Replacement.

Existing Conditions

Bethany's infrastructure, at the time this Plan was written, is in reasonably good shape. The existing sanitary sewer and storm drainage systems both have adequate capacity for any future development that could be built. Even though the stormwater and sewer systems have capacity, some parts of the system have yet to be replaced and are older. Eventually these portions will need upgrade replacement.

As would any 100-year-old small town, Bethany has some infrastructure challenges that need attention. Much of the older residential streets are in poor shape and are in need of repair. Drainage in some areas of town still function as they were originally intended, but the community's perception of how these areas function during heavy rain and flash-floods has made these areas "problem areas".

Potable Water

One of Bethany's most pressing issues is water. In 2008, groundwater pollution was discovered just west of the former aircraft plant in the old Gulfstream site. Low-level plumes of pollution from solvents commonly used to degrease metal parts during manufacturing have migrated to the groundwater. Fortunately, the public water supply of Bethany has no detectible amount of any of the volatile organic compounds that are migrating from the former aircraft facility. The City of Bethany has taken appropriate measures to keep any detectible level of these contaminants from the public water supply.

The Oklahoma Department of Environmental Quality found that treated City water shows no measurable traces of the pollutants and is safe for consumption. This discovery of groundwater pollution sparked numerous studies to better understand the direction that the plumes are heading, how Bethany can manage the problem and where alternative sources of water may be found if needed in the future.

Proposed Actions

The following action items are proposed strategies for sustaining public services:

Water

Action Item 22: Continue with on-going study of contamination plume to determine direction of flow and take corrective action.

Action Item 23: Explore alternate water supply options beyond existing OKC water connections for future use if wells are out of service.

Sanitary Sewer

Action Item 24: Perform a detailed capacity analysis of sanitary sewer for future development in the Central Business District.

Action Item 25: Continue the current CIP program to rehabilitate existing lines.

Streets

Action Item 26: Implement crack sealing and maintenance program to slow degradation of pavements.

Action Item 27: Update ADA Transition Plan and develop program to address pedestrian access issues.

Action Item 28: Rehabilitate or Reconstruct arterial streets showing signs of base failure.

Action Item 29: Resurface aging local streets to prevent further deterioration of pavement.

Storm Drainage

Action Item 30: Implement improvements suggested in the East Basin Study to alleviate ponding.

Action Item 31: Replace undersized drainage structures to meet current industry design standards.

Chapter 5: Bethany Innovates

Guiding Principle: Vibrant (Commercial) Mixed Use Areas

Goal 2: Bethany will invest in its future by proactively pursuing a **thriving and sustainable economy** with a variety of employment, investment, and mixed use opportunities.

Existing Commercial Uses and Bethany's Sales Tax

The current commercial landscape in Bethany does not draw enough retail sales to generate an adequate amount of sales tax revenue to support City services. The following pages include a list of objectives, challenges, assets and opportunities Bethany should utilize to transform their current commercial land use situation and generate more apt sales tax.

OBJECTIVES

- **Increase capacity** for additional retail in different formats and varying scales.
- **Incorporate a mixed use approach** to development that incorporates residential with commercial use.
- **Identify specific districts** to concentrate future mixed use development.

CHALLENGES

Location. Access to Bethany from major freeways has diminished. At one time, Route 66 was the main commercial artery for Bethany and gave the City a competitive advantage over other nearby communities. But with the advent of the United States Interstate Highway System, Route 66 was downgraded to 39th Expressway. As a result, much of the future commercial investment was relocated along the major intersections of I-44, I-40, NW Expressway and the John Kilpatrick Turnpike — all outside of Bethany's borders and reducing visitors and passersby.

Capacity. Bethany's existing square footage in available commercial spaces is very low. Downtown is virtually built-out, and most of the remaining land elsewhere in town is occupied by decaying structures that are in need of significant re-investment.

Public realm. Bethany's commercial corridors are currently unappealing in general appearance. Most do not have street trees or landscaping, street lights are sparse and many of the existing buildings have exteriors in disrepair. These shortcomings are apparent to potential investors and developers as well and provide them little confidence to risk an investment. Instead, they will go to Bethany's neighboring cities to do business.

Auto-oriented development. Bethany has very **few sidewalks**. Some can be seen along 39th Expressway, north of downtown around SNU and along Rockwell and 23rd Streets. In all cases, these existing sidewalks are incomplete and disconnected — ending abruptly or not connecting to any significant destination. On 23rd Street in particular, there is also an **excess of driveways** that divide the street edge, making it difficult to walk along, regardless of sidewalks.

ASSETS

It is important to note that, despite these challenges, Bethany has some valuable assets that offer some competitive advantages over its neighbors. These key assets include:

Authenticity. One of Bethany's strongest assets is its charm as a small town. Many people in the community identify with Bethany for this small-town feel. A big part of that is Bethany's Downtown. Bethany has a real downtown — *and it's full!* In fact, competing **communities like Yukon often try to emulate this enduring quality** for their own communities.

Zoning. Downtown is zoned CBD (Central Business District), which entitles land owners to much freedom for redevelopment. The CBD is free of any density cap, and with 90-foot height limits, zero setbacks, and a mix of permitted land uses, potential developers have a “blank canvas” to create urban environments that are appealing to Bethany's target market.

History. Bethany is over 100 years old and contains the Nation's most famous highway, historic Route 66 / 39th Expressway. There is a lot of momentum to designate the original highway corridor as a National Historic Trail with the National Park Service. The impact of these designations could mean uniform signage, promotion, tourism and a positive economic effect that would be felt on Bethany's Main Street. The current Route 66 Corridor Preservation Program concludes in 2019.

Existing Sales Tax. Sales tax is Bethany's largest single source of revenue. The total sales tax generation is made up of many different small stores, each one of which generates a small percentage of the total. **In general, there are four commercial concentrations in Bethany: the 39th Expressway and 23rd Street corridors and the Council Road and Rockwell Avenue corridors.** 39th Expressway and 23rd Street are the sales tax "backbones." For example, the largest sales tax category, groceries, generates 11% of the overall sales tax. Most of this comes from the 23rd Street grocery stores. **39th Expressway** is blessed with two distinct areas for commercial opportunities: One is Bethany's "**Downtown**." It is fully occupied but ready for infill, upgrading and redevelopment. The other opportunity includes the intersection of **39th and Council Road**, which is relatively untapped, with its many vacant and underutilized parcels. **Council Road** in OKC is being upgraded to a major corridor status, from which Bethany's portion could also benefit. **23rd Street** has aging stores and large parking areas that are prime redevelopment candidates. **Rockwell Avenue** is a secondary commercial presence, but has potential through gradual conversion of other land uses.

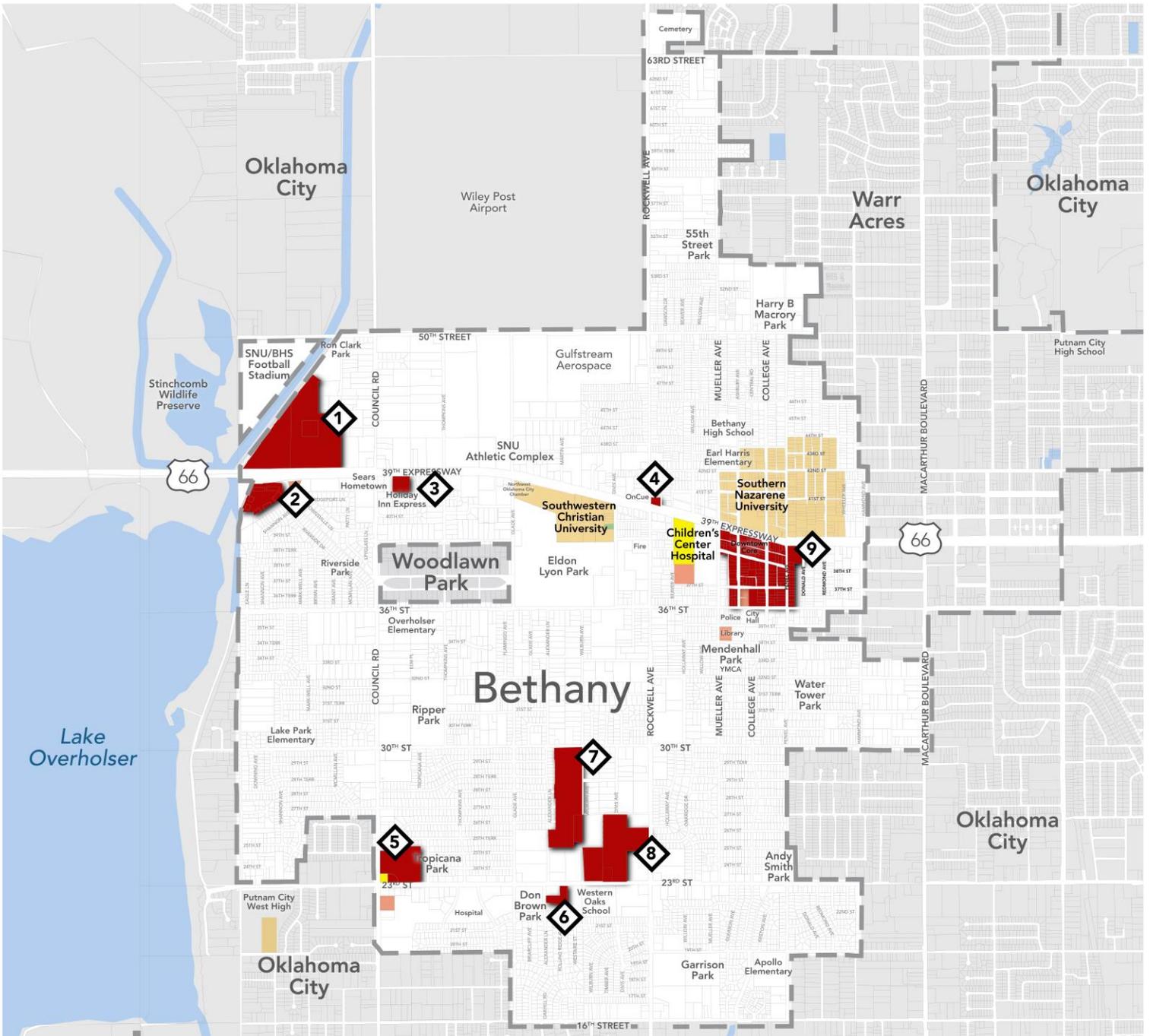
OPPORTUNITIES

Bethany can leverage several key opportunities to build upon strong assets and overcome the aforementioned daunting challenges. These opportunities can be found in areas of transition and in the multiple vacant and underutilized sites throughout town that have potential for future development.

Areas of Transition. Council Road and Rockwell Avenue are four-lane north-south corridors that extend beyond Bethany's borders and connect the City to more active commercial hubs along major freeway interchanges. OKC has slated Council Road for major infrastructural upgrades that will need to be carried through Bethany in the future. As wider corridors that carry commercial traffic, both **Council and Rockwell are moving away from single-family residential uses towards a mix of commercial and residential uses.** Industrial uses are also occurring towards the northern end of Rockwell. Market pressures that are driving these changes of uses provide a signal that Bethany needs to evolve as well.

Potential Development Sites. Bethany has a number of vacant and underutilized properties throughout town that are varying in size and zoning that are ideal for development. Location, size of the parcel and the existing zoning all play a role in the amount of opportunity each site can currently offer. Figure 5-1 provides the geographic location for each property along with their size and zoning (the City's existing zoning map can be seen in the Appendix).

Potential to Increase Development Intensity. Bethany could expand its CBD zone and create opportunities for additional mixed use development around the existing CDB designation (see Figure 5-1).



Legend

-  City Boundary
-  Projects Under Construction
-  Planned Projects
-  Proposed Projects
-  Potential Opportunities

- | | |
|--|---|
| 1. 39th Expressway 45 acres
Zoned: C-G, C-S, R-1 | 5. DeVille 11 acres
Zoned: C-G |
| 2. 39th Expressway 12 acres
Zoned: C-G | 6. Western Oaks Tower 2 acres
Zoned: C-G |
| 3. Holiday Inn 2 acres
Zoned: C-G | 7. 30th and Wilburn 20 Acres
Zoned: R-1 |
| 4. 39th and Rockwell 3 acres
Zoned: C-G, C-H, C-R | 8. 23rd and Rockwell 20 acres
Zoned: C-G |
| | 9. Downtown Bethany 40 acres
Zoned: CBD |

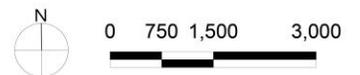


Figure 5-1: Potential Development Sites

Mixed Use Economics

Throughout the planning process for the Bethany Comprehensive Plan, multiple stakeholders, key community members and the general public expressed strong support for Bethany to adopt a more walkable, mixed use approach to future development in Bethany.

Mixed use development is, in a broad sense, any urban, suburban or village development that blends a combination of residential, commercial, cultural, institutional or industrial uses - where those functions are physically and functionally integrated- and provide pedestrian connections. These developments can be **horizontal mixed use** (multiple uses in close proximity) and/or **vertical mixed use** (multiple uses within a single building). Encouraging mixed use development has many advantages, including creating the abilities to:

- **Introduce new housing types**, like the “missing middle” housing types mentioned in Chapter 4 that Bethany’s target market is seeking.
- **Diversify the potential tenant mix** for developers who are looking for ways to hedge against investment risks.
- **Expand commercial space capacity** for more commercial businesses like entrepreneurial start-ups, regional retailers and other neighborhood serving retail stores.
- **Create a walkable, livable, vibrant environment** in Downtown and other targeted areas around Bethany that would foster community, create a new image for Bethany regionally and generate more tax dollars to support City services.
- **Catalyze redevelopment** through a mix of uses that include residential with commercial, which have catalyzed development elsewhere.

Commercial development is typically speculated on the “retail mix” and how many customers can be captured within a certain area (e.g., rooftops). From a city’s perspective, available commercial square footage (e.g., storefronts) can be translated into potential sales tax dollars. Mixed use development can play a role in helping to break down the amount of retail square footage needed by allowing for more efficient development, such as rooftops over storefronts.

Bethany is currently running a deficit of \$2 million annually in sales tax, which is equivalent to \$60 million in annual gross sales. Bethany needs 250-300,000 square feet of retail space (two to three big-box stores) to generate the \$60 million in revenue in a year required to bridge the deficit.

In the OKC region, 60 square feet of retail space per capita is a good rule of thumb for determining the number of customers needed to support commercial development. For Bethany, this means **4,500 new residents are needed** within the commercial trade areas to support the necessary retail. This assumes new residents make 100% of their retail expenditures within Bethany.

Most consumers in Bethany only spend 10 percent within the City borders. This means **Bethany, in time, will need 45,000** (4,500 x 10) **new buying customers** for the necessary amount of retail. **New retail designed with the appropriate mix of uses could turn Bethany into a shopping destination for the OKC region.** The increase in visitation could allow for the import of retail expenditures from beyond Bethany, making the 45,000 new customers needed more achievable. In addition, that number of customers needed can be lowered with addition of a key anchor, such as a regional wholesale club or a premium grocer. Meanwhile, Bethany will need to take a diversified approach to new development to help build the momentum needed to attract its target market of residence, businesses and visiting shoppers.

Mixed Use Districts

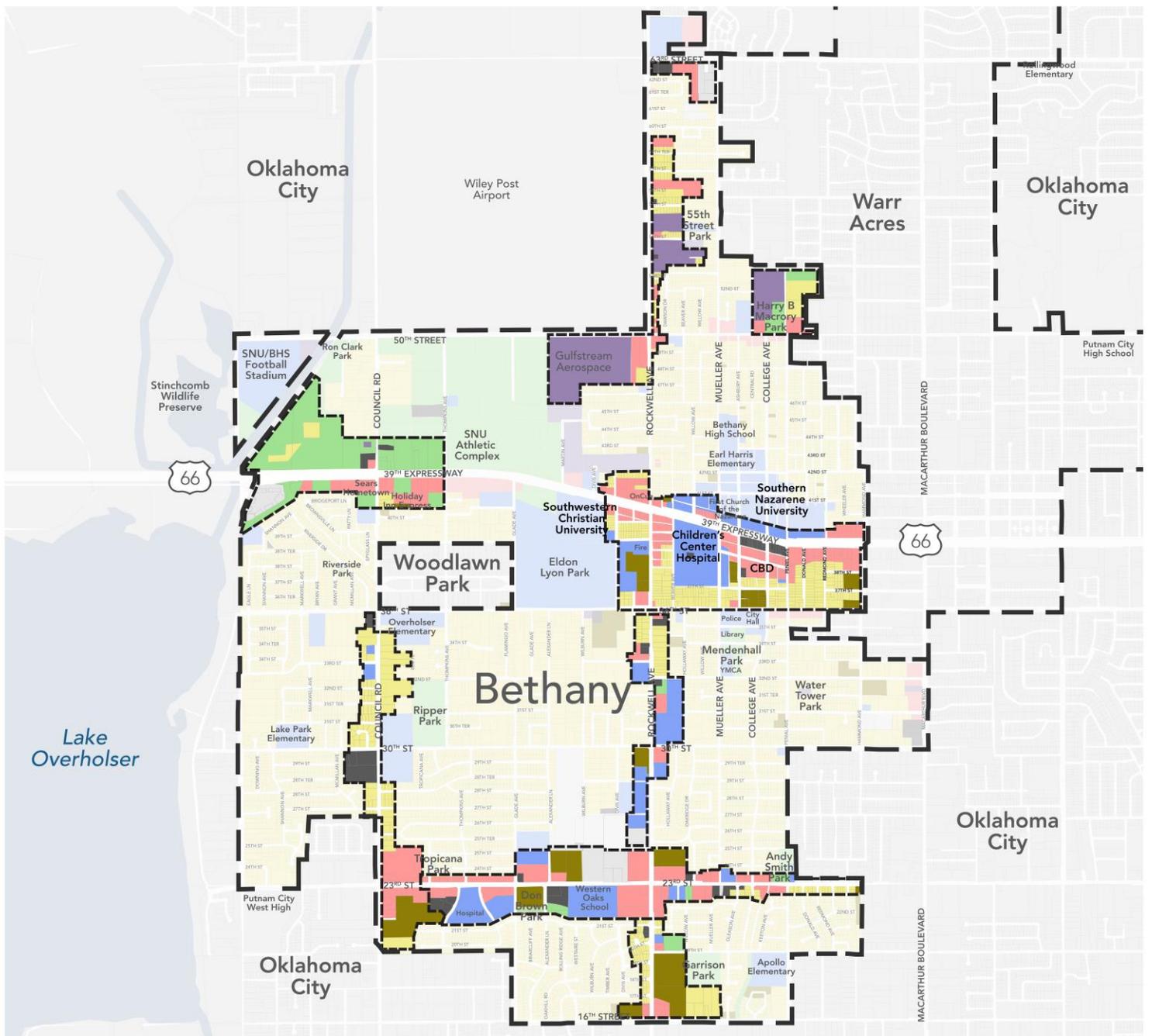
There are **six specific areas in Bethany where future mixed use development should be focused in districts**. The criteria for each area are varied and are further explained on the following pages. In general, the criteria are built from the key assets, which include: existing zoning, existing sales tax, areas in transition, and areas with identified potential development sites. The specific areas targeted for mixed use districts can be seen in Figure 5-2 include:

4. **Downtown Bethany** and the area currently zoned CBD
5. **23rd Street** from Council to Hammond
6. **Council Road** from 20th Street to 36th Street
7. **Rockwell Avenue (south)** from 16th Street to 36th Street
8. **Rockwell Avenue (north)** from 47th Street to 63rd Street
9. **39th Expressway and Council Road** from the City's west border to Thompkins Avenue

GENERAL OBJECTIVES

The overall mixed use district approach has many overarching “general” objectives for helping Bethany move in a more fiscally sound direction. Below is a list of those objectives:

- **Cultivate an entrepreneurial environment** that fosters a diverse and growing local economy and community.
- **Create a vibrant atmosphere** through a critical mass of retail, restaurants and other specialty shops.
- **Offer quality experiences** for dining, shopping, living and working.
- **Expand the diversity** of retail-based community services.
- **Develop distinct, walkable mixed use districts** for the various commercial areas throughout town.
- **Allow for mixed use residential infill** development along all commercial corridors.
- **Create gateways** that are both monumental and secondary to help give presence along key corridors.



Legend

- City Boundary
- Parcel
- Surface Water
- Parks / Open Space
- Public / Institutional
- Single Family Residential
- Multi Family Residential
- Commercial / Mixed Use
- Office
- Industrial
- Underutilized

District Boundary

Target Districts

1. Downtown Bethany Mixed Use District
2. 23rd Street Mixed Use Corridor
3. Council Road Mixed Use Corridor
4. 39th Expressway West Gateway District
5. Rockwell Avenue Mixed Use Corridor
6. Rockwell Avenue Industrial Mixed Use

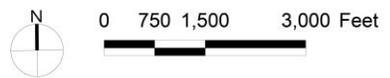


Figure 5-2: Targeted Districts

DOWNTOWN BETHANY MIXED USE DISTRICT

Existing Conditions

Downtown Bethany and the surrounding area zoned CBD can already accommodate a walkable, mixed-used development without any changes to current zoning. This zoning means **Downtown is a good “testing ground” for future mixed use development** that could occur elsewhere in Bethany. CBD zoning offers developers the path of least resistance, has higher traffic counts, greater visibility and will ultimately best serve the interest of all concerned (i.e. by generating more tax revenue that can then be used to improve prospects elsewhere).

The available building envelope is seven stories with zero front and side setbacks and a 15-foot rear setback. However, the current market in the bordering OKC region may not allow a developer to fully maximize this option. The market could accommodate a 3 to 4-story mixed use development with “activity-generating” commercial uses on the ground floor with office and residential uses above. The following section explores the redevelopment potential within the existing CBD.

Key Objectives

- Increase capacity in Downtown for additional shops/stores to create a critical mass of pedestrian-oriented businesses.
- Upgrade/redevelop Downtown to improve appearance and pedestrian environment.
- Expand the CBD to form a true “center” for Downtown.
- Encourage ground floor retail and upper floor residential with proposed mixed use development.

Redevelopment Scenarios

Three prototypical redevelopment scenarios are presented on the following page using an existing location in Downtown that is a typical condition for much of the existing CBD. The scenarios range from low, medium, to higher redevelopment and take into account building height, mix of uses, density (dwelling units per acre) and required parking per current standards. These scenarios are prototypical in nature and could be considered for the other mixed use districts presented in the Plan.

Low Redevelopment:

- 2 stories (12 du/acre)
- Residential = 18 units (1760 sf/unit)
- Commercial space = none
- Parking = 47 spaces

Medium Redevelopment:

- 2-3 stories (24 - 30 du /acre)
- Residential = 20 units (1440 sf / unit)
- Commercial space = 10,000 sf
- Parking = 70 spaces

Higher Redevelopment:

- 3-4 stories (35-40 du / acre)
- Residential = 44 units (1200 sf / unit)
- Commercial space = 10,600 sf
- Parking = 86 spaces

Low Redevelopment
(12 DU/ACRE)

- 18 Residential units (1760 sf per unit)
- 27 Off-street parking
- 20 On-street parking
- Total parking = 47 spaces



LOW REDEVELOPMENT

Medium Redevelopment
(24-30 DU/ACRE)

- 20 Residential units (1440 sf per unit)
- Commercial Space = 10,000 sf
- 50 Off-street parking
- 20 On-street parking
- Total parking = 70 spaces



MEDIUM REDEVELOPMENT

Higher Redevelopment
(35-40 DU/ACRE)

- 44 Residential units (1200 sf per unit)
- Commercial Space = 10,600 sf
- 66 Off-street parking
- 20 On-street parking
- Total parking = 86 spaces



HIGHER REDEVELOPMENT

Children’s Center Momentum

Just outside the existing CBD, Bethany is experiencing momentum with the expansion of the Children’s Center and a potential new library, which is currently planned to replace the current library on Mueller Avenue (see “Recent Accomplishments” in Chapter 2). Catalyst projects like these create redevelopment opportunities for adjacent, underutilized properties.

Proposed Actions

Action Item 32: Designate a Downtown Mixed Use District. Identifying a clear district boundary will foster a collective vision for action in the area.

Action Item 33: Expand the CBD in Bethany. Bethany could harness its recent momentum by expanding the CBD. Rezoning adjacent properties to the CBD, including the properties surrounding catalytic project sites, and entitling these sites to the CBD’s expansive development rights would be appealing to developers (see area designated as Downtown Mixed Use on Figure 3-1).

Action Item 34: Zone additional specific areas in Bethany as CBD. Unlike expanding the CBD, this approach would apply CBD zoning to other specifically designated areas of Bethany. This would require additional study to determine whether it triggers the 12 dwelling-units-per-acre cap defined in the City Charter, in which case it **would require a Charter amendment** (see “Multi-family Housing and the City Charter”).

23RD STREET CORRIDOR

Existing Conditions

23rd Street is a notable corridor in Bethany, contributing significantly to the City's overall sales tax revenue. This asset should be nurtured for future development to ensure existing revenue continues and grows. In addition, 23rd Street has multiple opportunity sites along the corridor ready for development and redevelopment, and has a broader regional reach connecting Bethany to eastern Oklahoma City.

Unfortunately, **this integral corridor is trending downward** with many of the existing commercial buildings falling into disrepair with businesses closing their doors and the general run-down appearance of the corridor streetscape (see "Bethany's Six Core Issues" in Chapter 2). Much of this "cycle of decline" has to do with a low demand for current commercial uses that is not great enough to stimulate reinvestment and rezoning to allow for the much-needed mixed use development.

Key Objectives

- Leverage lower rents and affordable commercial property along 23rd to entice small business entrepreneurs to invest in the corridor.
- Support adaptive reuse strategies to revitalize vacant properties for new creative commercial uses.
- Improve walkability along 23rd Street with sidewalks, shade trees and infill mixed use development.
- Encourage ground floor retail and upper floor residential with proposed mixed use infill.
- Consider a cultural identity for 23rd Street that builds upon a strong ethnic entrepreneurial presence along the corridor through signage, gateway features and landscaping.

Mixed Use Potential

Mixed use development provides opportunity to generate momentum and renew interest among potential tenants and leasing communities. Incorporating new development with the ideal mix of uses that Bethany's target markets are seeking will cause tenants and individuals/families to take greater notice and give Bethany more serious consideration as a business location or residence.

For 23rd Street, incremental increases in consumer demand from new housing units along the corridor will be challenging for potential commercial tenants and will bring in far below what is needed to make big impacts in sales tax generation. New businesses in a young, mixed-use district along 23rd Street are not guaranteed to flourish, but there is great potential that should be leveraged.

23rd Street's transformation into a pedestrian-heavy corridor will take time. For the foreseeable future, the site plans for retailers along the corridor will still need to cater primarily to motorists. Auto-oriented designs should include modest setbacks, signage that can be easily read from a driver's seat, with visible in-front or side parking, etc.

In the interim, Bethany could encourage budding entrepreneurs (e.g., first-generation immigrants) to utilize existing vacant commercial buildings along 23rd Street for small start-up businesses. Storefronts in new development tend to be priced higher — developers are often interested in tenancies with more curb and business appeal. Burgeoning entrepreneurs, however, tend to thrive in second-generation strips and spaces. Through adaptive reuse strategies and low cost investments, young entrepreneurs can breathe new life into 23rd Street and help it transform overtime.

Desired District Character

The long-term vision for 23rd Street includes a walkable mixed use district of commercial and residential uses with connected walkways and the “missing middle” housing types of 2 to 3 stories. These housing types could include vertical mixed use with ground floor commercial and upper floor residential and office space.

Proposed Actions

Action Item 35: Designate a Mixed Use District along 23rd Street. Identifying a clear district boundary along 23rd Street sends a signal that will foster a collective vision for action in the area.

Action Item 36: Amend current zoning along the corridor to allow a mix of commercial and residential uses.

Action Item 37: Encourage start-up and incubator businesses to locate on 23rd Street to help it evolve organically over time.

COUNCIL ROAD CORRIDOR

Existing Condition

Council Road is an important north-south corridor for Bethany, connecting to broader regional commercial corridors of I-40 and NW Expressway. Originally designed to be a residential corridor along a major thoroughfare (see 1972 Comprehensive Plan Map in Chapter 2), today it is more of a mix of residential, institutional and some commercial uses (see the Existing Land Use map in Chapter 2). At a regional scale, Council Road is anticipated to be an important commercial corridor for northern parts of OKC and future regional infrastructure is anticipated along the corridor to expand capacity.

Since Bethany is within the OKC city limits, any future expansion of infrastructure along Council Road will require upgrades through Bethany. This creates opportunity for Bethany to plan for future infill development with an appropriate mix of uses along the corridor.

In the interim, opportunity sites like the vacant Deville Shopping Center would be a good candidate for a large-format drug store at 23rd and Council. Such a development could piggy-back off the recent development of a new 7-Eleven convenience store that will be built on the northeast corner of 23rd Street and Council Road.

Key Objectives

- Foster office and professional services based commercial along Council north of 23rd Street to reflect market trend, allow for residential conversion and encourage mixed use along the corridor.
- Connect 23rd and Council to recent catalytic commercial development along I-40 to capitalize on anticipated commercial growth.
- Improve walkability along Council Road with sidewalks, shade trees and infill mixed use development such as live-work units.

Mixed Use Potential

Even more so than the transformation of 23rd Street, a Council Road mixed use district will take years to transform into a pedestrian-friendly, mixed use residential corridor. However, without proper zoning amendments to allow for a mix of uses including commercial and “middle” housing types, there is little incentive in the current code to incentivize potential developers to build such a district.

Desired Development Character

The long-term vision for Council Road includes a walkable mixed use district of commercial and residential uses with connected walkways and “middle” housing types. These housing types could be vertical mixed use, 2 to 3-story live-work units, townhomes, condominiums with ground floor commercial and upper floor residential and office space.

Proposed Actions

Action Item 38: Designate a Mixed Use District along Council Road. Identifying a clear district boundary along Council Road sends a signal that will foster a collective vision for action in the area.

Action Item 39: Amend current zoning along the corridor to allow a mix of commercial and residential uses.

ROCKWELL AVENUE MIXED USE CORRIDOR

Existing Conditions

Like Council Road, Rockwell Avenue is a strong north-south connection through Bethany and beyond to the greater Oklahoma City (OKC) region. Many of the uses along southern portions of Rockwell Avenue – south of 36th Street down to 16th Street - include public, Institutional, single family and multifamily residential uses.

Some of Bethany's most challenged multifamily housing areas are found along this stretch of Rockwell Avenue. The incomplete existing sidewalks and inadequate amount of street lights along the corridor impact the safety of pedestrians who utilize bus transit along 16th Street. All of this, paired with cheaper rents, poor standards and little reinvestment in the area, has resulted in a higher number of crime incidents south of 23rd Street.

Key Objectives

- **Improve safety and walkability** along Rockwell Avenue with sidewalks, lighting, shade trees and infill mixed use development.
- **Encourage ground floor retail** and upper floor residential with proposed mixed use infill.

Mixed Use Potential

A future mixed use district along the southern portion of Rockwell Avenue will evolve and grow in tandem with a 23rd Street mixed use corridor that will also take time to complete. Strategic focus at the intersection of 23rd Street and Rockwell Avenue will be a critical first step in setting off any transformation for both corridors. But the proper policy tools need to be in place.

As mentioned in Chapter 4, the current density cap in the City Charter plays a *critical* role in how a Rockwell Avenue Mixed Use Corridor would evolve (see “Multi-family Housing and the City Charter” in Chapter 4). And without proper zoning amendments to allow for a mix of uses including commercial and absent “middle” housing types, there is little incentive in the current code to incentivize potential developers to build such a district.

Desired Development Character

The long-term vision for the Rockwell Avenue Corridor includes a walkable mixed use district of commercial and residential uses with connected walkways, “middle” housing types of 1 to 2 stories in the form of vertical and horizontal mixed use.

Proposed Actions

Action Item 40: Designate a Mixed Use District along Rockwell Avenue. Identifying a clear district boundary along south portions of Rockwell Avenue sends a message that will foster a collective vision for action in the area.

Action Item 41: Amend current zoning along the corridor to allow a mix of commercial and residential uses.

Action Item 42: Amend the City Charter to allow for an increase in (or removal of) the density cap, exempt existing apartment properties from density cap, or allow other areas to be zoned CBD.

ROCKWELL MIXED USE INDUSTRIAL DISTRICT

Existing Conditions

The northernmost section of Rockwell Avenue from 47th Street to 63rd Street is a unique area. Like the remainder of Rockwell Avenue and also like Council Road, this area was intended to be residential in use along a major thoroughfare (see the 1972 Comprehensive Plan Map in Chapter 2). The biggest difference from the other corridors is the adjacency to OKC's Wiley Post Airport and the impact of industrial uses.

As envisioned in the 1972 Plan, there are intact neighborhoods existing in the area, but as can be seen from the Existing Land Use Map in Chapter 2, these neighborhoods are impacted by adjacent industrial and commercial uses that were not originally intended for the area. The presence of these unforeseen industrial uses shows that the area is in transition and already has a mix of uses.

Key Objectives

- **Promote light industrial uses** north of 50th street to support the Wiley Post Airport and to create a critical mass of compatible and supporting uses for a true light industrial district.
- **Re-imagine the cemetery as a gateway** at the northern most end of Rockwell with improvements of aesthetics and security to create a sense of arrival and to increase safety for visitors to the cemetery.
- **Improve safety and walkability** along Rockwell Avenue with sidewalks, lighting, shade trees and infill mixed use development.

Mixed Use Potential

The mixed use potential in the Rockwell Avenue area is different and **adds an additional use in the mix with industrial**. It is probable that the entire area could eventually convert to an industrial mixed use area in character. In the interim, the area's existing neighborhoods should be buffered from the impacts of nearby industrial uses and any potential new industrial use that may occur over the next 10 to 15 years should be concentrated within the three identified "pocket" districts.

Desired Development Character

The long-term vision for the Rockwell Industrial Mixed Use District includes a mixed use district of industrial, commercial and residential uses with 2 to 3 story development in the form of vertical and horizontal mixed use that would offer supportive services to the Wiley Post Airport.

Proposed Actions

Action Item 43: Designate an Industrial Mixed Use District along "north" Rockwell Avenue. Identifying a clear district boundary along the north portion of Rockwell Avenue sends a signal that will foster a collective vision for action in the area.

Action Item 44: Amend current zoning along the corridor to allow a mix of commercial, industrial and residential uses.

LAKE DISTRICT/WEST ROUTE 66 GATEWAY

Existing Conditions

The western end of 39th Expressway / Route 66, is an untapped resource for the City of Bethany. This area benefits in adjacency to OKC’s Lake Overholser and the historic Lake Overholser Bridge, and is the location of two large vacant opportunity sites that sit on both sides of 39th Expressway. Just east of these sites is the prominent intersection of 39th Expressway and Council Road. As mentioned in “Recent Accomplishments” in Chapter 2, this intersection is a burgeoning commercial hub with potential for growth. To the east of that intersection includes a local favorite, Jim’s Diner, and 2 acres of available land sitting along 39th Expressway in front of a more recently constructed Holiday Inn Express.

Despite a generous list of assets in the area, this is not an area positioned to be a second Downtown Bethany. Instead, it is **better positioned for auto-oriented development** with the large potential development sites and the convergence of two potentially important commercial corridors — 39th Expressway and Council Road.

Key Objectives

- **Create destination-based retail** in Bethany to leverage consumer spending dollars from outside Bethany’s borders.
- **Leverage the West Gateway Potential** of 39th Expressway with its proximity to Lake Overholser, the Lake Overholser Bridge and multiple large opportunity sites.

Mixed Use Potential

In order to fully realize this tremendous great use potential, Bethany needs sales tax dollars from retail. With two opportunity sites totaling 57 acres of available land, a 250,000 to 300,000 square foot regional retail center with two to three big-box stores could quickly solve much of Bethany’s financial challenges (see Chapter 6).

Creating a mixed use regional retail district in this location along with Tax Increment Financing (TIF) could potentially offer enough incentive for developers to build the commercial space necessary to attract the kinds of regional retail tenants that Bethany needs.

Beyond big-box retailers, the retail mix within this “Lake” district could accommodate a variety of food and beverage-type establishments.

Desired Development Character

The Lake District/West Route 66 Gateway long-term vision includes auto-oriented mixed use with regional-serving retail and supportive uses. These sites could include 1 to 4-story development stories in the form of vertical and horizontal mixed use. Residential might be possible but it will need the right developer, mix of uses and retail tenants.

Proposed Actions

Action Item 45: Designate the Lake District as a Regional Retail Mixed Use District. Identifying a clear district boundary around the intersection of 39th Expressway and Council Road including the western end of 39th Expressway and to Tompkins Avenue to the east will foster a collective vision for action in the area.

Action Item 46: Amend current zoning along the corridor to allow a mix of commercial and residential uses.

Guiding Principle: Unique and Interesting “Places” and Design

Goal 3: Bethany will sustain itself for the next generation through the support of **community-led investment** and **City-led improvements**.

PLACEMAKING AND URBAN DESIGN

Memorable places are human-scaled and have a sense of place — they are attractive, offer a variety of things to do and see, are inviting, and encourage people to interact in an authentic environment. Unmemorable places lack visual interest, are often homogenous in use and, in many of today’s auto-centric communities, isolate people from each other.

There are places in Bethany that are memorable, authentic and meant for people, as well as many areas that possess unmemorable traits.

If Bethany wants to attract a target market of young professionals, young families and middle aged families with active kids, it will need to re-invest in the community’s overall appearance to attract developers that would potentially build the desired walkable mixed use development.

Rather than try to improve every inch of the City, Bethany should take a more strategic approach, investing in targeted improvements that will catalyze redevelopment that will eventually help finance other improvements throughout the community.

The following section offers some general and specific improvement strategies that Bethany could take to improve the appearance of its more popular public areas in town. These improvement strategies, coupled with those presented in Chapter 4 for existing housing, will go far in improving Bethany’s overall appearance, reshaping its regional image and attracting young professionals and strong families.

DOWNTOWN PARKING LOT

Existing Conditions

The City-owned parking lot in Downtown Bethany serves many of the area's commercial tenants, specifically those along 39th Expressway. Tucked behind these "main street" tenants with alley access, the current condition of the parking lot is unkempt in appearance. The asphalt is cracking, there is little evidence of striping for parking stalls and there is no landscaping, street trees or sidewalks.

39th Expressway has diagonal parking in front of the "main street" tenants. For many visitors to Bethany who choose to stop along the "main street" to shop antiques or grab a bite to eat, this parking lot is their first impression of Bethany. If those spots are full, customers have to go around to the back to park.

Improving one of the first experiences a visitor has would help to attract Bethany's desired target market and take a big step forward in changing its outward image.

Key Objectives

- Transform the City parking lot into a new civic plaza to create a more welcoming atmosphere for visitors and to catalyze future development potential in the Downtown core.

Proposed Options

Bethany has many pressing needs that compete for financial assistance. Any improvements that may be made on the lot will need to consider the return on investment. Below are three scenarios for increasing investment at the City parking lot. These scenarios include:

Minimum Improvements

- Resurface lot
- Restripe parking stalls
- Install sidewalks

Optimum Improvements

- Plant shade trees
- Improve alley conditions
- Activate alley along business edge
- Consolidate trash receptacles in one area along service alley
- Offers catalytic potential for redevelopment of adjacent properties

Programming Ideas

- Outdoor concerts
- Community events
- Farmers market
- Food trucks

Minimum Improvement

- Resurface lot
- Restripe parking stalls
- Install sidewalks



MINIMUM IMPROVEMENT

Optimum Improvement

- Plant shade trees
- Improve alley conditions
- Activate alley along business edge
- Consolidate trash receptacles in one area along service alley



OPTIMUM IMPROVEMENT

Programming Ideas

- Outdoor concerts
- Community events
- Farmers market
- Food trucks



PROGRAMMING IDEAS

23RD STREET STREETScape IMPROVEMENTS

Designating 23rd Street as a mixed use corridor, potentially changing zoning and considering the impacts of the density cap, are a good start to change, but more could be done to fully transform the area. Public investment financed through taxes, grants or public/private partnerships will need to take place.

Basic improvements such as installing complete sidewalks and street trees can go a long way to transform 23rd Street and potentially catalyze new development along the corridor. As mentioned in the “Recent Accomplishments” section of Chapter 2, the City has already been awarded grants that will help finance the design and installation of new sidewalks along 23rd Street.

Bethany should consider even greater improvements with landscaping and street trees to ensure the corridor is redeveloped with a more aesthetic result. Page 52 contains photo simulations of what 23rd Street could look like with modest streetscape improvements.

23RD STREET LOOKING WEST @ COLLEGE - EXISTING



Existing Conditions

- Auto-oriented
- Multiple curb-cuts along edge
- No sidewalks
- No street trees
- Unkept curb edge
- Worn-down signage
- Overhead utilities

23RD STREET LOOKING WEST @ COLLEGE - PROPOSED



Proposed Improvements

- Shade Trees
- Wide multi-use (pedestrian and bicycle) sidewalks along corridor
- Consolidation of curb-cuts to shared access for business-oriented automotive traffic
- Pedestrian-oriented development at back of sidewalk

23RD STREET LOOKING WEST @ ROCKWELL - EXISTING



Existing Conditions

- Auto-oriented
- Multiple curb-cuts along edge
- No sidewalks
- No street trees
- Unkept curb edge
- Worn-down signage
- Overhead utilities
- Available vacant lots

23RD STREET LOOKING WEST @ ROCKWELL - PROPOSED



Proposed Improvements

- Shade Trees
- Wide multi-use (pedestrian and bicycle) sidewalks along corridor
- Consolidation of curb-cuts to shared access for business-oriented automotive traffic
- Pedestrian-oriented development at back of sidewalk

MAJOR GATEWAYS - ROUTE 66 STREETSCAPE

Many cities often utilize gateway improvements at thresholds of city borders and at major entries to districts and special corridors. Some typical applications include monumental signage, improved median landscaping and streetscape improvements.

Bethany is poised to consider the potential for major streetscape improvements along 39th Expressway. Route 66's current consideration for a National Historic Trail designation with the National Park Service (see "Historic" at the beginning of this chapter) and the available funds that can potentially be accessed through grant applications with State and Federal Departments of Transportation help position Bethany for streetscape enhancements. These improvements could occur in Downtown, turning the heart of Bethany into its major gateway and a visitor's positive first impression.

Potential projects of this scale can best leverage funding when presented in a plan. Presented on page 54 are three-dimensional renderings of what Bethany could potentially do to transform their streetscape and view to the public along 39th Expressway.

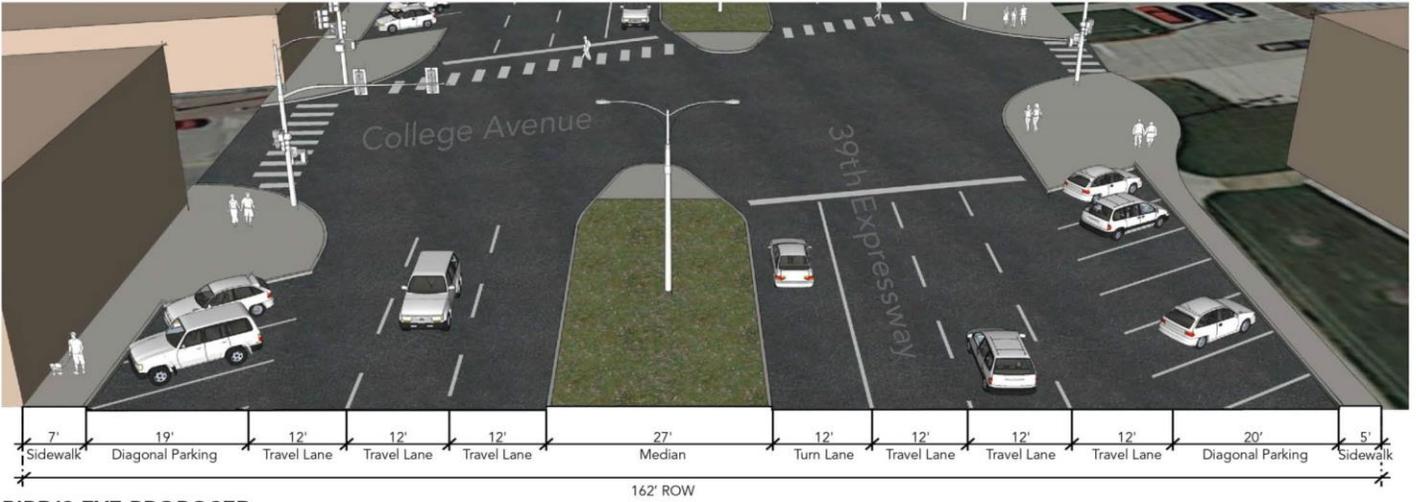
Key Objective

- Redesign streetscape and parking along 39th Expressway to enhance the sense of arrival, improve the pedestrian environment and ease parking access.



Major monumental gateways are an expensive option, but can offer a huge impact in helping to give a City an identity along big non-descript roadways.

BIRD'S EYE EXISTING



BIRD'S EYE PROPOSED



STREET VIEW EXISTING



STREET VIEW PROPOSED



Existing 39TH Expressway Challenges

- Pedestrian environment along storefronts is narrow and lacks amenities
- 39TH Expressway feels wide and pedestrian unfriendly
- Back-out parking is intimidating and feels unsafe

Proposed 39TH Expressway "Gateway" Streetscape Improvement

- Planter strip separates slower outer local traffic lane from two middle pass through traffic lanes, narrows 39TH Expressway for pedestrian crossings
- Street trees in planter strip shade roadway, improve pedestrian environment and create gateway feature for downtown
- Back-in parking slows traffic in adjacent lane and creates a safer pedestrian environment

Note: This concept is shown with back-in parking. This was presented this way because it gives the driver more visibility pulling out. The diagonal parking could be done either way in this concept.

MINOR GATEWAYS

Bethany's irregular border shape and northern and eastern edges are unclear for regional visitors. In the past, Bethany has made many attempts to draw attention through various minor gateway strategies such as signage, references to notable Bethany alumni and painting a blue stripe across street pavement to delineate the City boundary for drivers passing through town.

Potential Options

Reuse Existing Signs. Some of Bethany's existing blue painted and wood carved signage found along the median of 39th Expressway are authentic and would be very good upgrades for minor gateways throughout town. Making these signs the community standard for secondary or minor gateway signage at locations along Council, 23rd Street and Rockwell Avenue would be an inexpensive placemaking improvement for Bethany.

Upgrade the Bethany Cemetery. Some existing assets such as the Bethany Cemetery are natural gateway features. Unfortunately, this northern gateway along Rockwell Avenue has been susceptible to a rash of petty crime. Minimum improvements, such as new wrought iron fencing, could help to upgrade the appearance of this minor gateway and improve safety for cemetery patrons.



Wood-carved signage with popping color offers a distinct character and is a good display of quality improvements that help create a sense of place.



Mixed Use Commercial 2 and 3 Story



Mixed Use Commercial 3 and 4 Story



Residential Townhomes 3 Story



Residential Condominium 4 Story



Residential Garden Homes



Residential SF "Patio" Homes



Regional Commercial - "Big Box"



Main Street Retail



Walkable Strip Commercial

Architectural Character

The intent of a comprehensive plan is to provide the community the opportunity to express their vision for what their city or town should evolve into the future. This also can include an expression of how new development should look and how it should feel in character.

During the planning process, Bethany citizens were asked to respond to a series of built work that represented examples of commercial, residential and mixed use developments. Here are fourteen examples of the best character images as expressed by the public at multiple public meetings.

Chapter 6: Bethany Sustains

Bethany's Big Challenge

The word “sustain” has many meanings.

Sometimes it is positive – to strengthen or support. Sometimes it is negative – to undergo or suffer. In any case, to sustain something, there must be action. For Bethany, it is a term of survival. To continue on a path of financial, population and development growth, Bethany will need to be sustainable in three distinct ways – socially, environmentally and, most importantly, fiscally.

Socially. Bethany is going through a transition. City staff is changing and the representative governing body is being asked to make many difficult decisions on behalf of many, sometimes conflicting community opinions. For Bethany to move forward, everyone in the community will need to find ways to respectfully reach consensus.

Environmentally. Every living thing is, to some extent, a product of and how they take care of their environment. If Bethany wants to thrive into the future, it will need to invest in improvements that will make the community environment healthy, resilient and safe.

Fiscally. This is Bethany's most pressing issue and will require **immediate, tangible action** in order for the City to be sustainable in other ways. The City's primary source of income is sales tax. However, the current sales tax in Bethany and revenue generated is not adequate to make the infrastructure, housing, development and aesthetic upgrades Bethany requires to obtain new sources of revenue and investment. Funding for City amenities and services comes from sales tax, property tax and user fees. **Bethany must increase its revenue so that income is greater than expenses.**

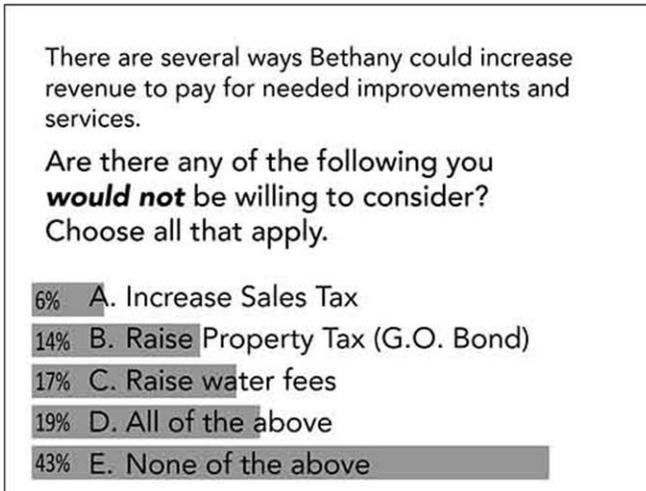
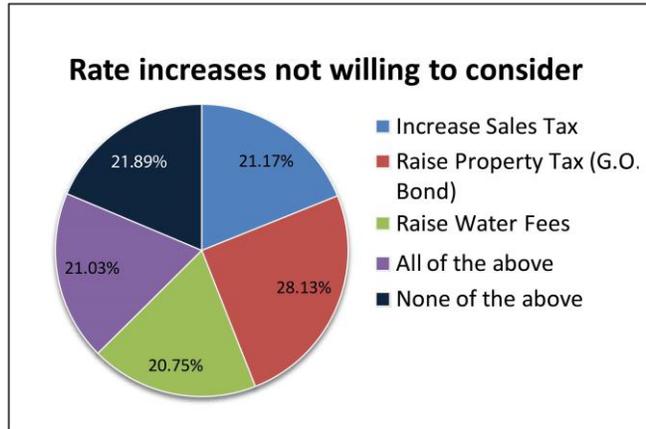
A complete explanation of the financial challenges Bethany is facing can be reviewed in the existing conditions report found in the Appendix of this report.

OBJECTIVES

- **Grow the tax base** of both sales and property to sustain and improve upon city services and infrastructure. This objective takes time and requires investment combined with an increase in taxes and or fees.
- **Increase taxes:**
 - 1. Increase property tax** through G.O. Bond measures that are packaged to achieve multiple needs (sewer, streetscape, etc.).
 - 2. Increase sales tax** to fortify city services with more capacity to serve the community.
 - 3. Increase water fees** to aid improvements for any identified high priority needs regarding streets, utilities, parks and safety.

Public Support

Throughout the planning process, the community consistently **suggested that all three sources of public funding – sales tax, property tax (G.O. Bonds) and water fees – should be considered** to help alleviate Bethany’s financial crisis.



The bar graph above is taken directly from Town Hall Meeting 1 that occurred on October 6th, 2015. The pie chart below represents the total results from survey #2 distributed on-line and through the Bethany water bill.

Proposed Actions

Action Item 47: Increase Sales Tax. Currently, Bethany’s current sales tax is 8.5 percent. 4.5 percent goes to the State and the remaining 4 percent goes to the City of Bethany. Oklahoma County does not collect any sales tax. Cities of Oklahoma do not have any limit on the taxation rate and the highest city sales tax rate in the State is 5 percent. Based on precedent of fellow Oklahoma cities, Bethany could increase its local city sales tax from 4.0 to 4.5 or even 5 percent.

Action Item 48: Sell Bonds. Bethany has sold bonds in the past including G.O. Bonds in 1994 and 1995. Property taxes for these bonds were last collected through 2003. G.O. bonds are limited to 10% of their assessed value for 25 years. Utility bonds however, which pay for streets, libraries, water and sewer facilities, have no percent limitation. Oklahoma City’s MAPS program is a good transparent approach with a strong success rate for raising tax dollars for improvements that the tax payer can see. **Bethany should consider G.O. bonds, utility bonds and a MAPS program approach to raise the needed financial support for specific community improvements.**

Action Item 49: Raise Water Fees. The current water fee in Bethany pays for water, garbage services and a portion goes into the City’s General Fund. The current fee is \$65 dollars a month. The water fee in Oklahoma City is closer to \$75 a month and in some other communities of Oklahoma, water fees are around \$85 a month. Based on precedent of fellow Oklahoma cities, Bethany should consider raising the water fee to help fund City services and community improvements.

Chapter 7: Implementation

The Implementation Matrix

The following pages provide the implementation strategy for the comprehensive plan. The table is organized by the distinct elements of the plan including: branding and identity; commercial core; education and local institutions; residential neighborhoods; parks and recreation; circulation and mobility; infrastructure; and finances. Each element is supported by series of action items that are the punch list steps that will help facilitate the implementation of the plan. Each action item is identified as a policy, program, or project-based action and responsible parties, expected timeframes and needed financial resources are identified for each action. The financial assumptions are relative and are only a guide to help with prioritizing tasks. Dollar sign amounts are representative (see list below). The Implementation Strategy Matrix for the Bethany Comprehensive Plan is located on the following pages.

FINANCIAL RESOURCES LEGEND

- \$ = 50K or less
- \$\$ = 100K
- \$\$\$ = 250K
- \$\$\$\$ = 500K or more

In general, all policy and code changes and code enforcement actions were assumed as actions associated with lower costs. Small projects and programs, like small gateway features, the parking lot or a small marketing or planning document would cost a little more at around \$100,000 dollars. Larger planning and project efforts, along with specific programs could cost anywhere from \$250,000 and up.

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Guiding Principles		Implementation Strategy: How do we get it? (Policies/Programs/Projects)				
Strong Revitalized Neighborhood	East Neighborhoods	Action Item	Policy/Program /Project	Responsible Party	Timeframe	Financial Cost
		<ul style="list-style-type: none"> • AI1: Ensure hard code enforcement on single family rentals (“sticks”) for neighborhoods built pre-1960. 	Program	City Staff	On-Going	\$-\$\$
		<ul style="list-style-type: none"> • AI3: Encourage a volunteer corps made up of neighborhood organizations, church groups, university-sponsored student groups and other community organizations to partner with the City for needed housing projects 	Program	City Staff/ Neighborhood groups/ Churches	On-Going	\$
		<ul style="list-style-type: none"> • AI4: Implement a Small Loan Matching Program to help homeowners improve their home’s appearance through low dollar investments administered through a non-profit/City partnership such as the Neighborhood Housing Services of OKC. 	Program	Non-Profit /City	Short-Term/ Mid-Term/ On-Going	\$\$
		<ul style="list-style-type: none"> • AI5: Offer encouragement grants (“carrots”) up to \$25,000 from city for highly visible exterior improvements on specifically target homes. 	Program	City Staff	Short-Term/ Mid-Term	\$\$-\$\$\$
	<ul style="list-style-type: none"> • AI5.A: Explore CDBG Block Grants for housing improvement funding. 	Program	City Staff	Short-Term/ Mid-Term	\$-\$\$	
	Southwest Neighborhoods	<ul style="list-style-type: none"> • AI1: Ensure hard code enforcement on multifamily rentals (“sticks”) for neighborhoods built between 1960 and 1990. 	Program	City Staff	On-Going	\$-\$\$
		<ul style="list-style-type: none"> • AI3: Encourage a volunteer corps made up of neighborhood organizations, church groups, university-sponsored student groups and other community organizations to partner with the City for needed housing projects 	Program	City Staff/ Neighborhood groups/ Churches	On-Going	\$
		<ul style="list-style-type: none"> • AI4: Implement a Small Loan Matching Program to help homeowners improve their home’s appearance through low dollar investments administered through a non-profit/City partnership such as the Neighborhood Housing Services of OKC. 	Program	Non-Profit /City	Short-Term/ Mid-Term/ On-Going	\$\$
		<ul style="list-style-type: none"> • AI5: Offer encouragement grants (“carrots”) up to \$25,000 from city for highly visible exterior improvements on specifically target homes. 	Program	City Staff	Short-Term/ Mid-Term	\$\$-\$\$\$

		<ul style="list-style-type: none"> • AI5.A: Explore CDBG Block Grants for housing improvement funding. 	Program	City Staff	Short-Term/ Mid-Term	\$\$-
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Strong Revitalized Neighborhood	Central Neighborhoods	<ul style="list-style-type: none"> • AI2: Provide code compliance assistance for neighborhoods built between from 1990 to the present. 	Program	City Staff	On-Going	\$\$-
		<ul style="list-style-type: none"> • AI3: Encourage a volunteer corps made up of neighborhood organizations, church groups, university-sponsored student groups and other community organizations to partner with the City for needed housing projects 	Program	City Staff/ Neighborhood groups/ Churches	On-Going	\$
		<ul style="list-style-type: none"> • AI4: Implement a Small Loan Matching Program to help homeowners improve their home’s appearance through low dollar investments administered through a non-profit/City partnership such as the Neighborhood Housing Services of OKC. 	Program	Non-Profit /City	Short-Term/ Mid-Term/ On-Going	\$\$
		<ul style="list-style-type: none"> • AI5: Offer encouragement grants (“carrots”) up to \$25,000 from city for highly visible exterior improvements on specifically target homes. 	Program	City Staff	Short-Term/ Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> • AI5.A: Explore CDBG Block Grants for housing improvement funding. 	Program	City Staff	Short-Term/ Mid-Term	\$\$-
	Multi-Family Housing and the City Charter	<ul style="list-style-type: none"> • AI6.A: Keep the Charter Density Cap as is. 	Policy	City/Council	Short-Term	\$
		<ul style="list-style-type: none"> • AI6.B: Amend the City Charter. 	Policy	City/Council	Short-Term	\$
		<ul style="list-style-type: none"> • AI6.B1: Increase (or remove) the density cap in the charter language. 	Policy	City/Council	Short-Term	\$
		<ul style="list-style-type: none"> • AI6.B2: Exempt existing apartment properties from density cap. 	Policy	City/Council	Short-Term	\$
		<ul style="list-style-type: none"> • AI6.B3: Change the Charter language to allow other areas to be rezoned to CBD. 	Policy	City/Council	Short-Term	\$
	Missing Middle Housing Types	<ul style="list-style-type: none"> • AI7: Amend the Zoning Code. 	Policy	City/Council /PZB	Short-Term	\$
		<ul style="list-style-type: none"> • AI8: Utilize PUD Provisions. 	Policy	City/PZB/ Private Developers/ Council	Short-Term/ Mid-Term	\$

Strong Revitalized Neighborhood	Circulation and Mobility	AI9: Complete sidewalks along key commercial collector streets (23rd, Council, Rockwell, 39th expressway) per priority plan.	Project	City	Short-Term/ Mid-Term	\$\$-\$\$\$
		AI10: Apply for safe walk to school grants to pay for sidewalks and walkways to schools from the surrounding neighborhoods.	Program	City	Short-Term	\$
		AI11: Install ADA-Compliant two-directional crosswalks on every corner where major intersections occur.	Project	City	Short-Term/ Mid-Term	\$\$-\$\$\$
		AI12: Define and Implement a city-wide bike route network.	Policy	City	Short-Term	\$\$-\$\$
		AI13: Install bike racks, signage, and painted bike sharrows along minor community collector streets.	Project	City	Short-Term/ Mid-Term	\$\$-\$\$
		AI14: Consider creating a bike and pedestrian trails master plan.	Project	City	Mid-Term	\$\$
		AI15: Explore bus transit options with Embark/OKC.	Policy/Program	City/ACOG /Embark	Mid-term	\$\$-\$\$
		AI15. A: Apply for grants through ACOG/ODOT/ USDOT/USHUD.	Program	City/State/Federal	Short Term	\$\$-\$\$
	Parks, Public Facilities and City Services	AI16: Categorize the City Park System into different park types to establish official purpose, priority, and needs.	Policy	City	Short-Term	\$
		AI16.A: Designate Eldon Lyon Park as a City Park. accessible to all, that can flexibly support a wide variety of unstructured uses.	Program	City	On-Going	\$\$-\$\$
		AI17: Create a Parks and Recreation Department.	Program	City	On-Going	\$\$-\$\$\$
		AI17.A: Maintain/improve community parks.	Project	City	On-Going	\$\$
		AI18: Consider continuing partnering opportunities and related tradeoffs with local institutions.	Program	City/BPS/PC S/SNU/SCU	On-Going	\$
		AI19: Explore possibility of a new park location where Bethany neighborhoods are underserved.	Policy	City	Short-Term	\$
		AI20: Plan for future equipment needs through establishment of an annual Capital improvements budget.	Program	City	On-Going	\$
		AI21: Explore Opportunities for changing trash services to include recycling.	Program	City	On-Going	\$\$
		AI21.A: Increase fee for trash service to allow for a more robust recycling service.	Program	City	Short-Term	\$
		AI21.B: Promote existing waste management services through public outreach.	Program	City	Short-Term	\$\$-\$\$
		AI21.C: Explore contracting out waste management services to a private entity.	Program/Policy	City	Short-Term/ Mid-Term	\$\$-\$\$\$

Infrastructure	<ul style="list-style-type: none"> • AI22: Continue on-going study of water contamination plume. 	Program	City	On-Going	\$\$-\$\$\$
	<ul style="list-style-type: none"> • AI23: Explore alternative water supply. 	Program	City	On-Going	\$\$-
	<ul style="list-style-type: none"> • AI24: Perform a Sanitary Sewer Capacity Analysis. 	Project	City	Short-Term/ Mid-Term	\$\$-\$\$\$
	<ul style="list-style-type: none"> • AI25: Continue Current CIP program. 	Project	City	On-Going	\$
	<ul style="list-style-type: none"> • AI26: Implement crack sealing and maintenance program. 	Project	City	On-Going	\$
	<ul style="list-style-type: none"> • AI27: Update ADA Transition Plan and develop program. 	Project	City	Short-Term/ Mid-Term	\$\$
	<ul style="list-style-type: none"> • AI28: Rehabilitate or Reconstruct Arterial Streets. 	Project	City	Mid-Term/ Long-Term	\$\$-\$\$\$\$
	<ul style="list-style-type: none"> • AI28.A: Re-top 23rd street with new asphalt and striping. 	Project	City	Short-Term	\$\$-
	<ul style="list-style-type: none"> • AI29: Resurface aging local streets. 	Project	City	Mid-Term/ Long-Term	\$\$\$-\$\$\$\$
	<ul style="list-style-type: none"> • AI30: Implement improvements suggested in the East Basin Study. 	Project	City	Mid-Term/ Long-Term	\$\$-\$\$\$
	<ul style="list-style-type: none"> • AI31: Replace Undersized Drainage Structures. 	Project	City	Mid-Term/ Long-Term	\$\$-\$\$\$

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Guiding Principles		Implementation Strategy: How do we get it? (Policies/Programs/Projects)				
Vibrant (Commercial) Mixed Use Areas	General	Action Item	Policy/Program/Project	Responsible Party	Timeframe	Financial Cost
		<ul style="list-style-type: none"> • Create new image/marketing plan to promote this new vision for Bethany. 	Program	Public/Private Partnership	Mid-Term	\$\$
		<ul style="list-style-type: none"> • Ensure hard code enforcement (“sticks”) on commercial properties throughout town. 	Program	City Staff	On-Going	\$-\$\$
		<ul style="list-style-type: none"> • Offer encouragement city grants of up to \$25,000 from for highly visible exterior improvements (carrots) for any commercial businesses in town. 	Program	City Staff	Short-Term/ Mid-Term	\$\$-\$\$\$\$
		<ul style="list-style-type: none"> • Partner with local business incubation enterprises like OKC Works to promote opportunities for business to locate in distinct districts throughout Bethany. 	Program	Public/Private Partnership	Short-Term	\$-\$\$
	Downtown	<ul style="list-style-type: none"> • AI32: Create a Downtown District - Shopping and entertainment mixed use district 39th Expressway/Route 66 at Downtown for retail, restaurants, services, specialty shoppers and residential. 	Policy	City	Short-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI32.A: Create an area plan for Downtown to establish a new image and establish a new vision specifically for Downtown Bethany. 	Project	Public/Private Partnership	Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> • AI33: Expand the CBD in Bethany by Rezone property around the existing CBD zoned parcels to CBD to foster more opportunities for mixed use development (see strategy map). 	Policy	City	Short-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI34: Zone additional specific areas of Bethany as CBD. 	Policy	City/Council	Short-Term	\$
	23rd Street	<ul style="list-style-type: none"> • AI35: Create the 23rd Street Corridor District - Local commercial/cultural mixed use district 23rd Street for retail, office, services, and residential. 	Policy	City	Short-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI35.A: Create an area plan for the 23rd Street Corridor to establish a new image and vision specifically for 23rd Street. 	Project	Public/Private Partnership	Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> • AI36: Amend current zoning to allow for a mix of uses. 	Policy	City	Short-Term	\$
		<ul style="list-style-type: none"> • AI37: Encourage start-up and incubator businesses to locate on 23rd Street. 	Program	Public/Private Partnership	Mid-Term/ Long-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI37.A: Recruit minority entrepreneurs to invest in property and businesses along 23rd Street. 	Program	Public/Private Partnership	Mid-Term/ Long-Term	\$-\$\$

Vibrant (Commercial) Mixed Use Areas	Council Road	<ul style="list-style-type: none"> • AI38: Create the Council Road District - Professional services mixed use district Council for professional offices, other commercial and residential. 	Policy	City	Short-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI38.A: Create an area plan for the Council Road Corridor to establish a new image and vision specifically for Council Road. 	Project	Public/Private Partnership	Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> • AI39: Amend current zoning to allow for a mix of uses. 	Policy	City	Short-Term	\$
	Rockwell Avenue	<ul style="list-style-type: none"> • AI40: Create a Rockwell Corridor District - Local Residential/Commercial mixed use Corridor Rockwell Avenue between 36th Street and 23rd street. 	Policy	City	Short-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI41: Amend current zoning to allow for a mix of uses. 	Policy	City	Short-Term	\$
		<ul style="list-style-type: none"> • AI42: Amend the City Charter to increase density cap. 	Policy	City	Short-Term	\$
		<ul style="list-style-type: none"> • AI43: Create the Rockwell light industrial mixed use district North Rockwell to respect market land use trend in area and to serve Wiley Post Airport. 	Policy	City	Short-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI44: Amend current zoning to allow for a mix of uses. 	Policy	City	Short-Term	\$
		<ul style="list-style-type: none"> • AI40/AI43.A: Create an area plan for Rockwell Avenue to establish a new image and vision specifically for both Rockwell Avenue south of 36th Street and Rockwell Avenue north of 50th Street. 	Project	Public/Private Partnership	Mid-Term	\$\$-\$\$\$
	39th and Council Intersection	<ul style="list-style-type: none"> • AI45: Create a Lake District - Regional retail and services mixed use district 39th Expressway west of Council for big and medium box retail, lake amenities-based retail, and office and residential. 	Policy	City	Short-Term	\$-\$\$
		<ul style="list-style-type: none"> • AI45.A: Create an area plan for 39th and Council (Lake District) to establish a new image and vision specifically for Bethany's western gateway area along route 66. 	Project	Public/Private Partnership	Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> • AI46: Amend current zoning to allow for a mix of uses. 	Policy	City	Short-Term	\$
	Finances	<ul style="list-style-type: none"> • AI47: Increase Sales Tax. 	Policy	City	Mid-Term	
		<ul style="list-style-type: none"> • AI48: Sell Bonds. 	Program	City	Mid-Term	
		<ul style="list-style-type: none"> • AI49: Raise Water Fees. 	Program	City	Short-Term	

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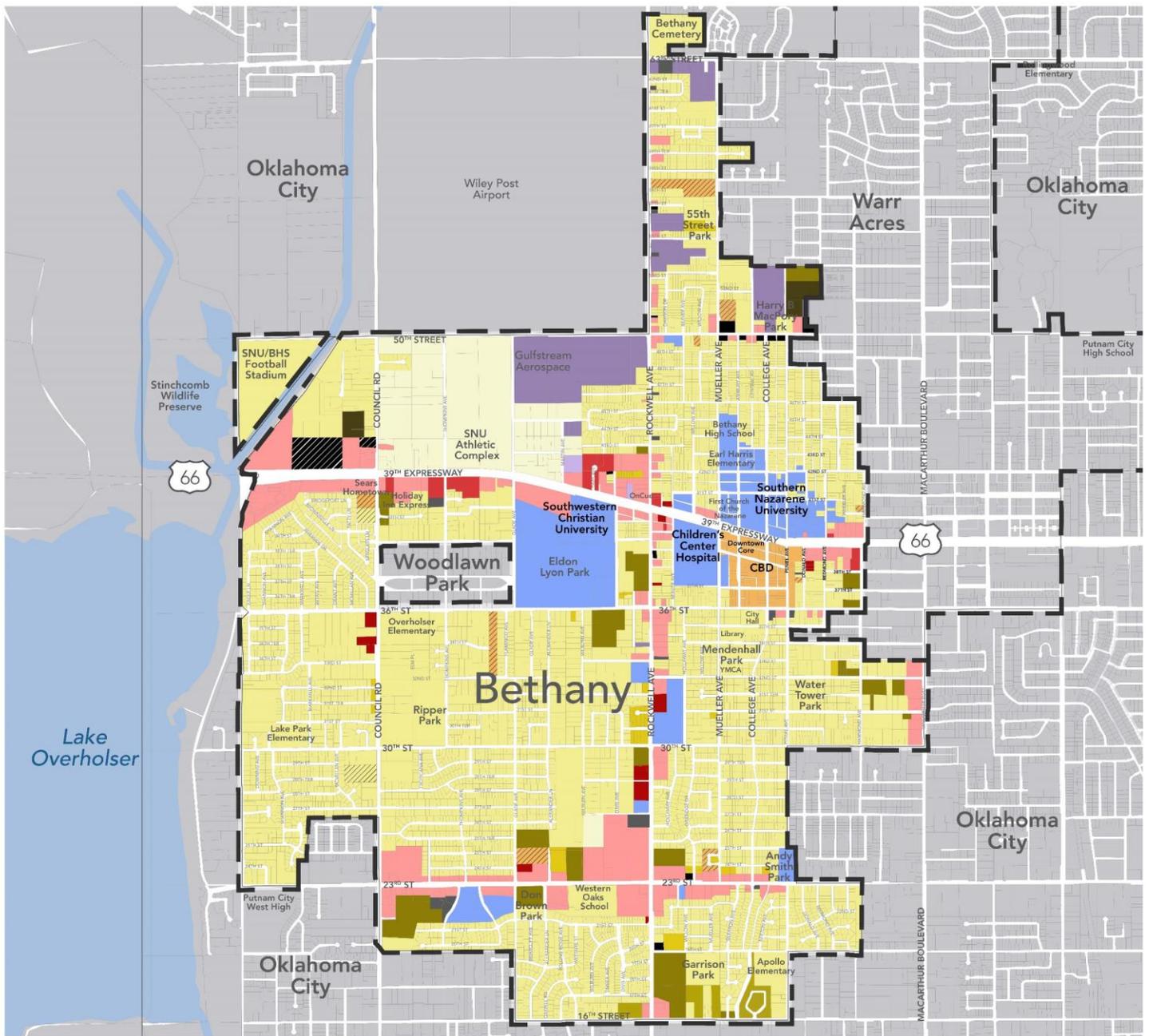
Guiding Principles		Implementation Strategy: How do we get it? (Policies/Programs/Projects)				
Unique and Interesting "Places" and Design	General	Proposed Options	Policy/Program/Project	Responsible Party	Timeframe	Financial Cost
		<ul style="list-style-type: none"> Establish an intentional land-banking initiative to acquire small properties for larger development potential in the future. 	Program	City	Long-Term	\$\$-\$\$\$\$
		<ul style="list-style-type: none"> Relocate existing blue signage along Route 66 to locations designated for secondary signage and make this signage standard for other secondary gateway locations (see strategy map). 	Project	City	Short-Term	\$\$
		<ul style="list-style-type: none"> Work with universities to beautify (Landscape/Screen/improve) existing campus owned parking lots to improve general appearances at campus/neighborhood edges. 	Project	City/SNU/SWCU	Short-Term/Mid-Term/On-Going	\$\$
	Downtown	<ul style="list-style-type: none"> Design and build new primary gateway features (monumental signage) along Route 66 near the eastern edge of town. 	Projects	Public/Private Partnership	Short-Term/Mid-Term	\$\$
		<ul style="list-style-type: none"> Renovate the City parking lot with a new civic plaza/pocket park, new asphalt, striping, landscaping (shade trees) and parallel parking to increase parking capacity, and improve general appearance. 	Project	City	Short-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> Lobby for State and Federal Funds and the TAP Program to be spent by ODOT to improve the Route 66 Corridor. 	Program	City	Mid-Term/Long-Term	\$\$-\$\$\$\$
	23rd Street	<ul style="list-style-type: none"> Design and build new primary gateway features (monumental signage) at 23rd and Peniel. 	Projects	Public/Private Partnership	Short-Term/Mid-Term	\$\$
		<ul style="list-style-type: none"> Apply for Federal Transportation Funding for future 23rd street improvements. 	Program	City	Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> Apply for Transportation Alternative Program (TAP) funds to improve streetscape, sidewalks and trails. 	Program	City	Short-Term	\$\$-\$\$\$

Unique and Interesting "Places" and Design	39th and Council	<ul style="list-style-type: none"> • Design and build new primary gateway features (monumental signage) along Route 66 near the western edge of town. 	Projects	Public/Private Partnership	Short-Term/ Mid-Term	\$-\$\$
		<ul style="list-style-type: none"> • Design and build new primary gateway features (monumental signage) at 23rd and Council. 	Projects	Public/Private Partnership	Short-Term/ Mid-Term	\$-\$\$
	Council Road	<ul style="list-style-type: none"> • Install secondary gateway features at 63rd and Rockwell Avenue. 	Projects	City	Short-Term/ Mid-Term	\$-\$\$
		<ul style="list-style-type: none"> • Apply for Federal Transportation Matching dollars through ACOG/ODOT for future Council Road improvements (offset up to 75-80% of the construction costs). 	Program	City	Mid-Term	\$\$-\$\$\$
	Rockwell Avenue	<ul style="list-style-type: none"> • Upgrade cemetery with new decorative fencing and surveillance equipment. 	Projects	City	Short-Term/ Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> • Install secondary gateway features at 16th Street and Rockwell Avenue. 	Projects	City	Short-Term/ Mid-Term	\$-\$\$
		<ul style="list-style-type: none"> • Apply for Federal Transportation Funding for future Rockwell Avenue street improvements. 	Program	City	Mid-Term	\$\$-\$\$\$
		<ul style="list-style-type: none"> • Apply for Transportation Alternative Program (TAP) funds to improve streetscape, sidewalks and trails. 	Program	City	Short-Term	\$-\$\$\$

Appendix of Supplemental Documents

The following appendix supports the findings and proposed actions presented in the Bethany, Oklahoma Comprehensive Plan 2030. This appendix includes the following documents:

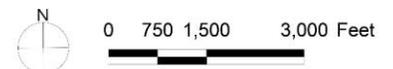
- Existing Zoning Map
- Ward Map
- OKC Airport Trust/ Wiley Post Airport Boundary Map
- Nu-Metrics Traffic Analyzer Study Computer Generated Summary Reports for:
 - 39th Expressway and Rockwell
 - 39th Expressway and Redmond
 - 39th Expressway and Beaver
 - 39th and Council Road
 - 23rd Street and Council Road
 - 23rd and Rockwell Avenue
- Oklahoma Tax Commission, Business Tax Division – City Sales Tax Collections by NAICS for Bethany, Oklahoma Census Tract 5504, Period Ending August 2015
- Existing Conditions Report
Comprehensive Plan 2030
Bethany, Oklahoma
Final 11/10/15



Legend

	City Boundary		R-M Residential Multi Family		E-1 Educational / Institutional
	Parcel		MHP Mobile Home Park		C-N Commercial Neighborhood
	A Agriculture		C-R Commercial Restricted		C-S Commercial Shopping Center
	R-1 Residential One Family		C-H Commercial Highway		I-L (I-H) Industrial Light
	R-2 Residential Two Family		C-G Commercial General		I-R (I-L) Industrial Restricted
	RMO Residential Multiple Unit Ownership		C-O Commercial Office		PRD Planned Residential Development
			CBD Central Business District		PUD Planned Unit Development
					No Zoning Code
					Require Rezoning
					Require Special Use Permit

Current Zoning 2016

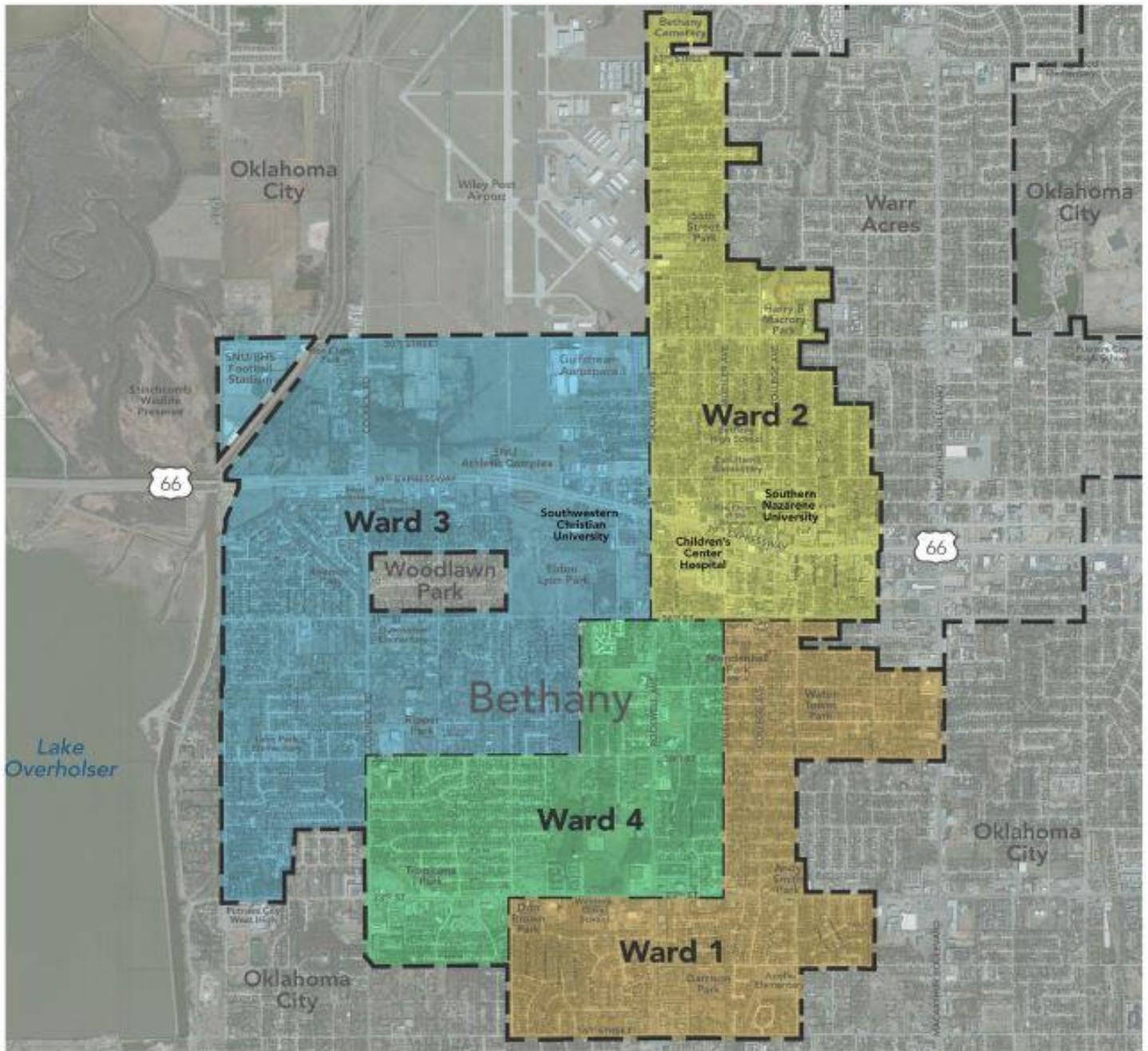


BETHANY COMPREHENSIVE PLAN 2030



CITY OF BETHANY
OKLAHOMA





Legend

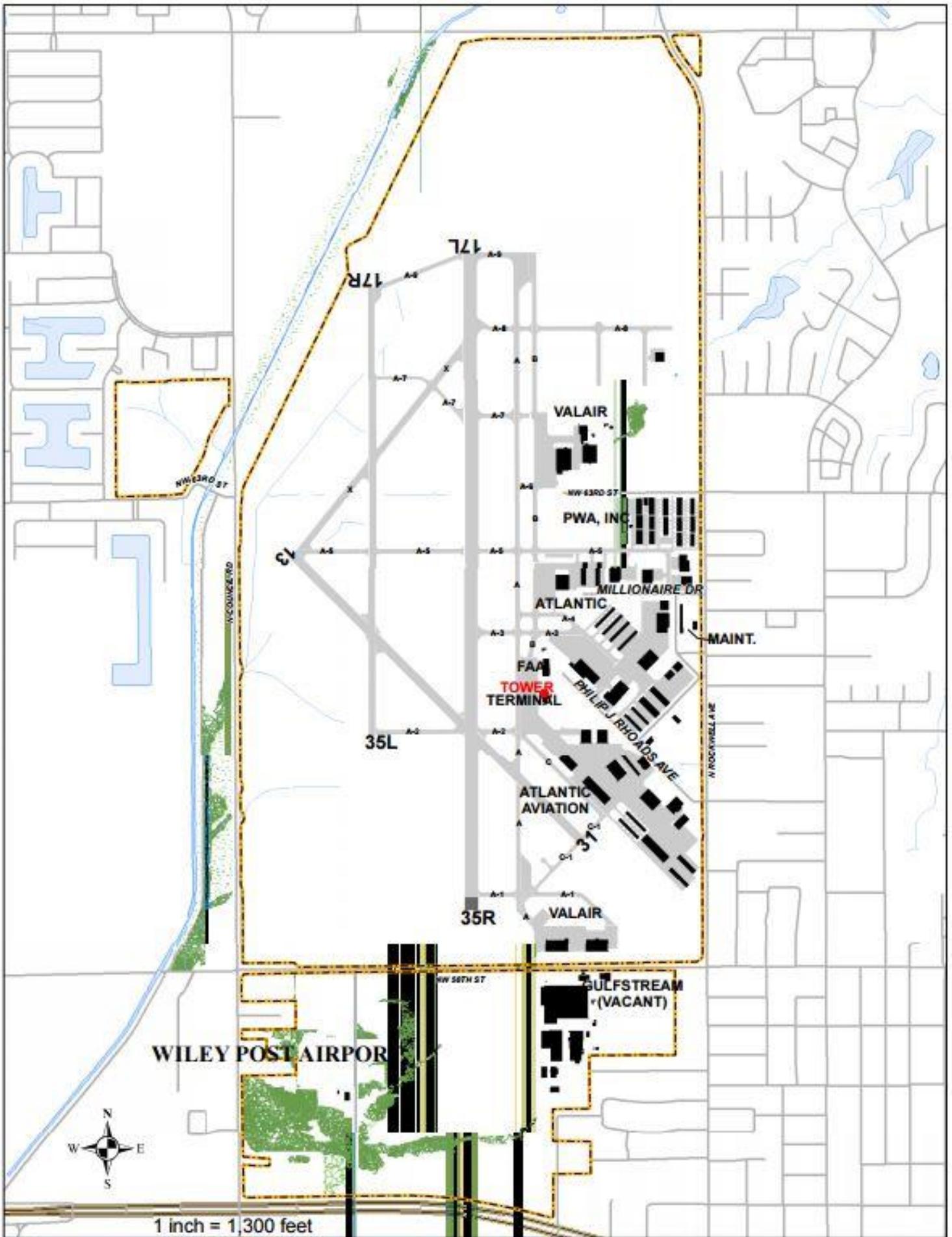
- City Boundary
- Ward Boundary
- WARD 1
- WARD 2
- WARD 3
- WARD 4

WARD MAP



**BETHANY
COMPREHENSIVE PLAN 2030**



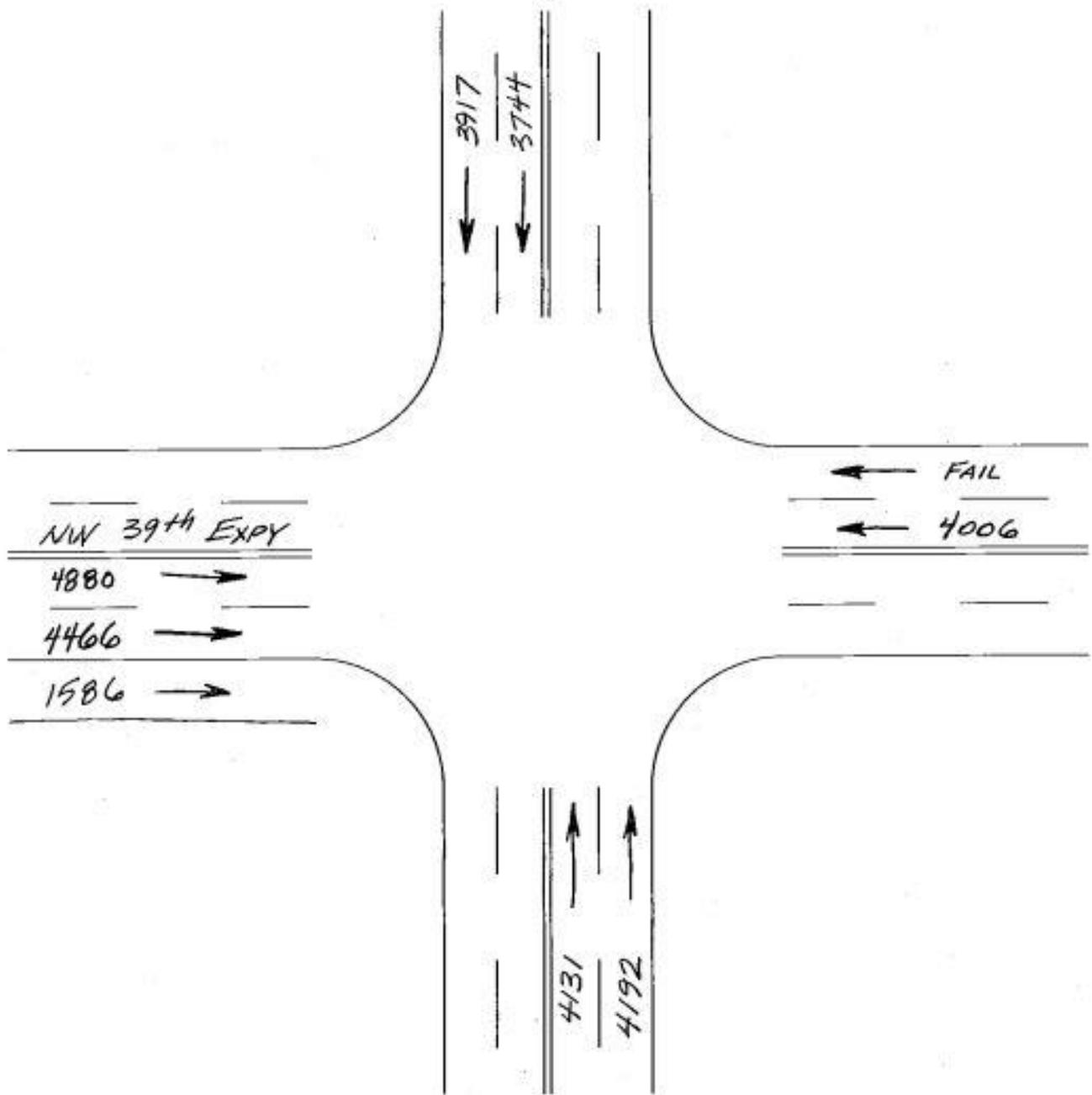




NTS

FEB. 2013

ROCKWELL



NU-METRICS Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell

A study of vehicle traffic was conducted with HI-STAR unit number 1590. The study was done in the SB-Inside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 7,487 vehicles passed through the location with a peak volume of 169 on 01/31/2013 at 04:30 PM and a minimum volume of 2 on 01/31/2013 at 03:30 AM. The AADT Count for this study was 3,744.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	109	410	889	1913	2252	1241	366	113	48	30	20	10	11	15

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 31 mph with 8.25 percent exceeding the posted speed of 40 mph. The HI-STAR found 1.16 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 37.98 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
6904	363	119	24	9	7	0	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 7,267 which represents 97.80 percent of the total classified vehicles. The number of Small Trucks in the study was 119 which represents 1.60 percent of the total classified vehicles. The number of Trucks/Buses in the study was 24 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 17 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 01/31/2013 at 04:30 PM the average headway between the vehicles was 10.59 seconds. The slowest traffic period was on 01/31/2013 at 03:30 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 76 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

HI-STAR Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell

A study of vehicle traffic was conducted with HI-STAR unit number 2104. The study was done in the SB-Outside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 7,834 vehicles passed through the location with a peak volume of 197 on 01/31/2013 at 05:00 PM and a minimum volume of 1 on 01/31/2013 at 03:30 AM. The AADT Count for this study was 3,917.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	274	848	1183	1781	1748	1197	515	142	39	22	13	8	2	3

At least half of the vehicles were traveling in the 25 - 29 mph range or a lower speed. The average speed for all classified vehicles was 29 mph with 9.57 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.62 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 25 mph and the 85th percentile was 38.24 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
6809	666	207	61	17	9	3	3

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 7,475 which represents 96.10 percent of the total classified vehicles. The number of Small Trucks in the study was 207 which represents 2.70 percent of the total classified vehicles. The number of Trucks/Buses in the study was 61 which represents 0.80 percent of the total classified vehicles. The number of Tractor Trailers in the study was 32 which represents 0.40 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 01/31/2013 at 05:00 PM the average headway between the vehicles was 9.09 seconds. The slowest traffic period was on 01/31/2013 at 03:30 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 76 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

HI-STAR Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell

A study of vehicle traffic was conducted with HI-STAR unit number 1222. The study was done in the NB-Outside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,383 vehicles passed through the location with a peak volume of 207 on 01/30/2013 at 05:00 PM and a minimum volume of 1 on 01/31/2013 at 03:30 AM. The AADT Count for this study was 4,192.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	216	677	755	1253	1907	1997	942	295	97	35	21	5	8	3

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 32 mph with 16.9 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.87 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 40.85 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
7801	337	109	37	12	4	0	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,138 which represents 98.00 percent of the total classified vehicles. The number of Small Trucks in the study was 109 which represents 1.30 percent of the total classified vehicles. The number of Trucks/Buses in the study was 37 which represents 0.40 percent of the total classified vehicles. The number of Tractor Trailers in the study was 17 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 01/30/2013 at 05:00 PM the average headway between the vehicles was 8.65 seconds. The slowest traffic period was on 01/31/2013 at 03:30 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 78 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell**

A study of vehicle traffic was conducted with HI-STAR unit number 5400. The study was done in the NB-Inside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,262 vehicles passed through the location with a peak volume of 243 on 01/30/2013 at 05:00 PM and a minimum volume of 2 on 01/31/2013 at 04:00 AM. The AADT Count for this study was 4,131.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	121	353	579	1294	2550	2351	734	161	45	15	3	9	7	3

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 33 mph with 11.8 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.45 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 39.45 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
7901	196	95	23	5	4	1	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,097 which represents 98.40 percent of the total classified vehicles. The number of Small Trucks in the study was 95 which represents 1.20 percent of the total classified vehicles. The number of Trucks/Buses in the study was 23 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 10 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 01/30/2013 at 05:00 PM the average headway between the vehicles was 7.38 seconds. The slowest traffic period was on 01/31/2013 at 04:00 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 76 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

Computer Generated Summary Report
City: Bethany
Street: NW 39th Expressway

A study of vehicle traffic was conducted with HI-STAR unit number 1932. The study was done in the WB-Outside lane on NW 39th Expressway in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 01/30/2013 at 09:00 PM, lasting a total of 11 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 3,691 vehicles passed through the location with a peak volume of 318 on 01/30/2013 at 05:30 PM and a minimum volume of 90 on 01/30/2013 at 10:00 AM. The AADT Count for this study was 8,053.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	12	33	199	487	1036	962	527	230	110	54	22	10	6	1

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 36 mph with 11.7 percent exceeding the posted speed of 45 mph. The HI-STAR found 2.52 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 43.86 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
3282	295	87	18	5	1	1	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 3,577 which represents 97.00 percent of the total classified vehicles. The number of Small Trucks in the study was 87 which represents 2.40 percent of the total classified vehicles. The number of Trucks/Buses in the study was 18 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 7 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 01/30/2013 at 05:30 PM the average headway between the vehicles was 5.64 seconds. The slowest traffic period was on 01/30/2013 at 10:00 AM. During this slowest period, the average headway was 19.78 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 42 and 62 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

Computer Generated Summary Report
City: Bethany
Street: NW 39th Expressway

A study of vehicle traffic was conducted with HI-STAR unit number 1219. The study was done in the WB-Inside lane on NW 39th Expressway in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,011 vehicles passed through the location with a peak volume of 276 on 01/30/2013 at 05:00 PM and a minimum volume of 1 on 01/31/2013 at 03:00 AM. The AADT Count for this study was 4,006.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	30	44	49	54	59	64	69	74	
0	18	46	409	1575	2949	1774	757	316	99	32	17	10	5	4

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 34 mph with 6.03 percent exceeding the posted speed of 45 mph. The HI-STAR found 0.85 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 40.25 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
7671	211	86	32	7	4	0	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 7,882 which represents 98.40 percent of the total classified vehicles. The number of Small Trucks in the study was 86 which represents 1.10 percent of the total classified vehicles. The number of Trucks/Buses in the study was 32 which represents 0.40 percent of the total classified vehicles. The number of Tractor Trailers in the study was 11 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 01/30/2013 at 05:00 PM the average headway between the vehicles was 6.5 seconds. The slowest traffic period was on 01/31/2013 at 03:00 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 76 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th Expressway**

A study of vehicle traffic was conducted with HI-STAR unit number 1567. The study was done in the EB-Outside lane on NW 39th Expressway in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 3,171 vehicles passed through the location with a peak volume of 173 on 02/01/2013 at 07:30 AM and a minimum volume of 0 on 01/30/2013 at 11:00 PM. The AADT Count for this study was 1,586.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	133	425	899	898	506	252	157	84	44	52	35	19	20	14

At least half of the vehicles were traveling in the 25 - 29 mph range or a lower speed. The average speed for all classified vehicles was 29 mph with 8.55 percent exceeding the posted speed of 45 mph. The HI-STAR found 4.46 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 20 mph and the 85th percentile was 39.10 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
2792	220	92	20	7	3	1	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 3,012 which represents 96.00 percent of the total classified vehicles. The number of Small Trucks in the study was 92 which represents 2.90 percent of the total classified vehicles. The number of Trucks/Buses in the study was 20 which represents 0.60 percent of the total classified vehicles. The number of Tractor Trailers in the study was 12 which represents 0.40 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/01/2013 at 07:30 AM the average headway between the vehicles was 10.34 seconds. The slowest traffic period was on 01/30/2013 at 11:00 PM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 76 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 0.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th Expressway**

A study of vehicle traffic was conducted with HI-STAR unit number 2019. The study was done in the EB-Middle lane on NW 39th Expressway in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,932 vehicles passed through the location with a peak volume of 278 on 01/31/2013 at 07:30 AM and a minimum volume of 3 on 02/01/2013 at 01:00 AM. The AADT Count for this study was 4,466.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	163	539	987	1783	2301	1674	873	335	102	39	26	21	21	17

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 32 mph with 6.32 percent exceeding the posted speed of 45 mph. The HI-STAR found 1.40 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 40.58 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
8507	206	133	22	7	6	0	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,713 which represents 98.10 percent of the total classified vehicles. The number of Small Trucks in the study was 133 which represents 1.50 percent of the total classified vehicles. The number of Trucks/Buses in the study was 22 which represents 0.20 percent of the total classified vehicles. The number of Tractor Trailers in the study was 13 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 01/31/2013 at 07:30 AM the average headway between the vehicles was 6.45 seconds. The slowest traffic period was on 02/01/2013 at 01:00 AM. During this slowest period, the average headway was 450.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 76 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 0.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th Expressway**

A study of vehicle traffic was conducted with HI-STAR unit number 5401. The study was done in the EB-Inside lane on NW 39th Expressway in Bethany, OK in Oklahoma county. The study began on 01/30/2013 at 10:00 AM and concluded on 02/01/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,760 vehicles passed through the location with a peak volume of 350 on 01/31/2013 at 07:30 AM and a minimum volume of 2 on 01/31/2013 at 02:30 AM. The AADT Count for this study was 4,880.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	136	642	1199	2227	2769	1649	665	253	84	40	24	11	9	8

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 31 mph with 4.42 percent exceeding the posted speed of 45 mph. The HI-STAR found 0.95 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 38.90 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
9112	363	153	59	18	8	1	2

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 9,475 which represents 97.50 percent of the total classified vehicles. The number of Small Trucks in the study was 153 which represents 1.60 percent of the total classified vehicles. The number of Trucks/Buses in the study was 59 which represents 0.60 percent of the total classified vehicles. The number of Tractor Trailers in the study was 29 which represents 0.30 percent of the total classified vehicles.

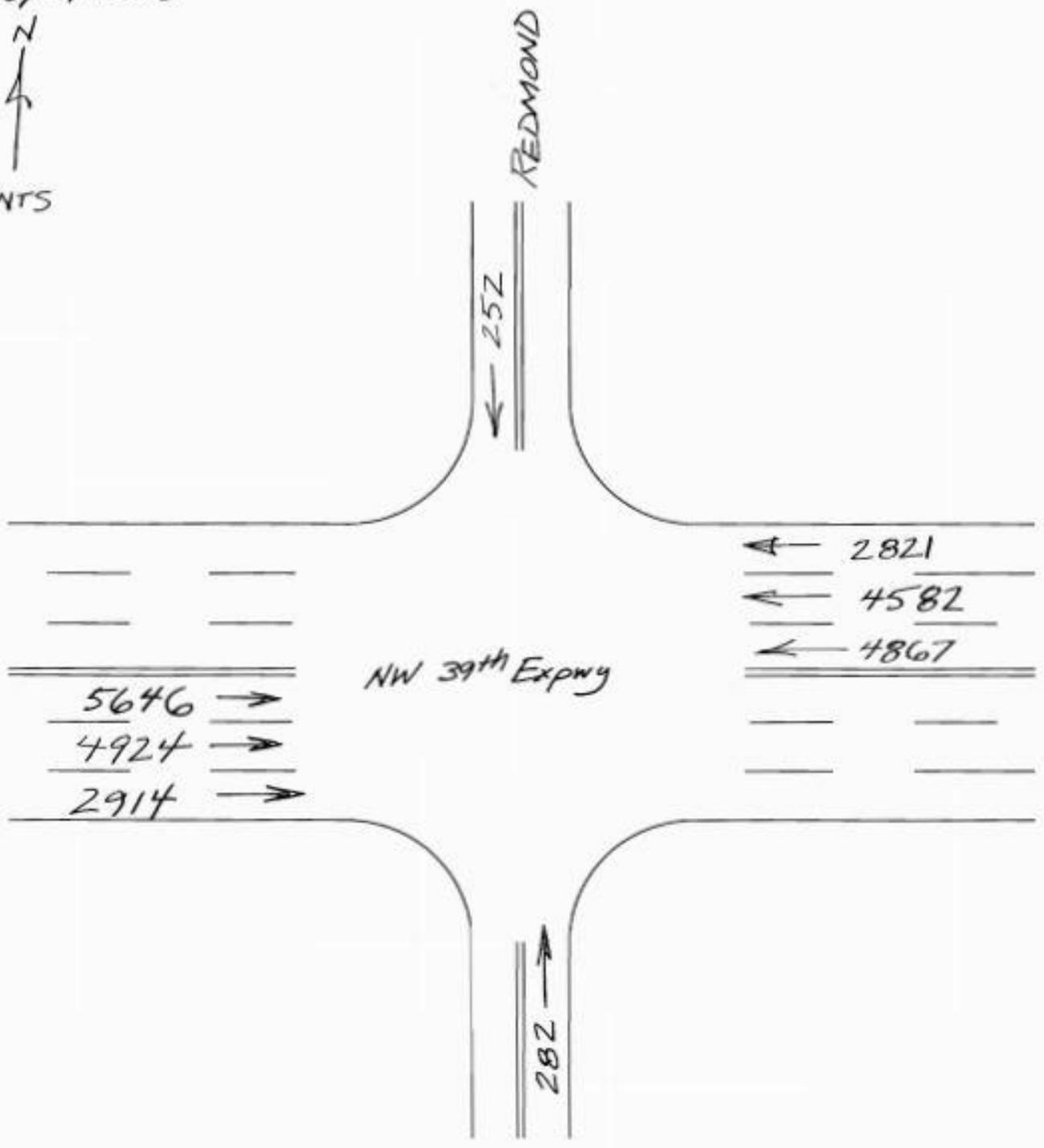
HEADWAY

During the peak time period, on 01/31/2013 at 07:30 AM the average headway between the vehicles was 5.13 seconds. The slowest traffic period was on 01/31/2013 at 02:30 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 29 and 76 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

NW 39th Expwy & Redmond
8/5/2013



**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th**

A study of vehicle traffic was conducted with HI-STAR unit number 1219. The study was done in the WBInside lane on NW 39th in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/07/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,734 vehicles passed through the location with a peak volume of 280 on 08/06/2013 at 05:00 PM and a minimum volume of 2 on 08/06/2013 at 03:00 AM. The AADT Count for this study was 4,867.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	19	44	96	328	1494	3651	2907	901	211	48	17	8	8	1

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 39 mph with 79.6 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.84 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 44.54 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
9400	192	102	23	11	5	0	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 9,592 which represents 98.60 percent of the total classified vehicles. The number of Small Trucks in the study was 102 which represents 1.00 percent of the total classified vehicles. The number of Trucks/Buses in the study was 23 which represents 0.20 percent of the total classified vehicles. The number of Tractor Trailers in the study was 16 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/06/2013 at 05:00 PM the average headway between the vehicles was 6.41 seconds. The slowest traffic period was on 08/06/2013 at 03:00 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 83 and 138 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th**

A study of vehicle traffic was conducted with HI-STAR unit number 5400. The study was done in the WBOoutside lane on NW 39th in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/07/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 5,641 vehicles passed through the location with a peak volume of 196 on 08/06/2013 at 05:30 PM and a minimum volume of 1 on 08/06/2013 at 01:00 AM. The AADT Count for this study was 2,821.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	60	108	150	294	981	2039	1442	423	105	24	8	3	0	2

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 38 mph with 71.7 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.66 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 44.03 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
5391	131	93	17	2	2	3	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 5,522 which represents 97.90 percent of the total classified vehicles. The number of Small Trucks in the study was 93 which represents 1.60 percent of the total classified vehicles. The number of Trucks/Buses in the study was 17 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 7 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/06/2013 at 05:30 PM the average headway between the vehicles was 9.14 seconds. The slowest traffic period was on 08/06/2013 at 01:00 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 85 and 142 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th**

A study of vehicle traffic was conducted with HI-STAR unit number 2104. The study was done in the WB Middle lane on NW 39th in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/07/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,164 vehicles passed through the location with a peak volume of 295 on 08/05/2013 at 05:00 PM and a minimum volume of 2 on 08/06/2013 at 04:00 AM. The AADT Count for this study was 4,582.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	13	28	36	73	366	1974	3601	2171	663	165	41	10	9	10

At least half of the vehicles were traveling in the 40 - 44 mph range or a lower speed. The average speed for all classified vehicles was 43 mph with 94.3 percent exceeding the posted speed of 35 mph. The HI-STAR found 2.57 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 40 mph and the 85th percentile was 48.90 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
8448	479	118	71	28	6	8	2

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,927 which represents 97.50 percent of the total classified vehicles. The number of Small Trucks in the study was 118 which represents 1.30 percent of the total classified vehicles. The number of Trucks/Buses in the study was 71 which represents 0.80 percent of the total classified vehicles. The number of Tractor Trailers in the study was 44 which represents 0.50 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/05/2013 at 05:00 PM the average headway between the vehicles was 6.08 seconds. The slowest traffic period was on 08/06/2013 at 04:00 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 85 and 138 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th**

A study of vehicle traffic was conducted with HI-STAR unit number 2019. The study was done in the EB Middle lane on NW 39th in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/07/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,847 vehicles passed through the location with a peak volume of 282 on 08/06/2013 at 07:30 AM and a minimum volume of 3 on 08/06/2013 at 02:30 AM. The AADT Count for this study was 4,924.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	8	20	64	216	1603	4093	2911	732	147	32	11	3	3	4

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 39 mph with 80.5 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.54 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 44.06 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
9489	144	150	40	10	6	8	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 9,633 which represents 97.80 percent of the total classified vehicles. The number of Small Trucks in the study was 150 which represents 1.50 percent of the total classified vehicles. The number of Trucks/Buses in the study was 40 which represents 0.40 percent of the total classified vehicles. The number of Tractor Trailers in the study was 24 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/06/2013 at 07:30 AM the average headway between the vehicles was 6.36 seconds. The slowest traffic period was on 08/06/2013 at 02:30 AM. During this slowest period, the average headway was 450.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 85 and 138 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 0.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th**

A study of vehicle traffic was conducted with HI-STAR unit number 1567. The study was done in the EBOoutside lane on NW 39th in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/07/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 5,828 vehicles passed through the location with a peak volume of 189 on 08/06/2013 at 07:30 AM and a minimum volume of 0 on 08/06/2013 at 02:00 AM. The AADT Count for this study was 2,914.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	23	44	146	365	1292	2043	1341	431	99	23	7	7	4	2

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 37 mph with 67.9 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.74 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 43.88 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
5483	208	93	28	9	5	1	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 5,691 which represents 97.70 percent of the total classified vehicles. The number of Small Trucks in the study was 93 which represents 1.60 percent of the total classified vehicles. The number of Trucks/Buses in the study was 28 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 15 which represents 0.30 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/06/2013 at 07:30 AM the average headway between the vehicles was 9.47 seconds. The slowest traffic period was on 08/06/2013 at 02:00 AM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 87 and 144 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 0.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th**

A study of vehicle traffic was conducted with HI-STAR unit number 5401. The study was done in the EBInside lane on NW 39th in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/06/2013 at 04:00 PM, lasting a total of 30 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 7,057 vehicles passed through the location with a peak volume of 292 on 08/06/2013 at 07:30 AM and a minimum volume of 3 on 08/06/2013 at 04:00 AM. The AADT Count for this study was 5,646.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	25	52	218	743	2353	2352	828	240	92	53	40	34	16	11

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 36 mph with 51.9 percent exceeding the posted speed of 35 mph. The HI-STAR found 2.18 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 41.54 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
6836	118	75	19	5	2	1	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 6,954 which represents 98.50 percent of the total classified vehicles. The number of Small Trucks in the study was 75 which represents 1.10 percent of the total classified vehicles. The number of Trucks/Buses in the study was 19 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 9 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/06/2013 at 07:30 AM the average headway between the vehicles was 6.14 seconds. The slowest traffic period was on 08/06/2013 at 04:00 AM. During this slowest period, the average headway was 450.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 85 and 144 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Redmond**

A study of vehicle traffic was conducted with HI-STAR unit number 1590. The study was done in the SB lane on Redmond in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/07/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 504 vehicles passed through the location with a peak volume of 18 on 08/05/2013 at 05:00 PM and a minimum volume of 0 on 08/06/2013 at 12:30 AM. The AADT Count for this study was 252.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	147	193	27	10	0	13	3	2	1	1	1	0	3	0

At least half of the vehicles were traveling in the 15 - 19 mph range or a lower speed. The average speed for all classified vehicles was 18 mph with 8.48 percent exceeding the posted speed of 25 mph. The HI-STAR found 1.25 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 15 mph and the 85th percentile was 20.16 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
323	44	23	9	0	1	1	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 367 which represents 91.50 percent of the total classified vehicles. The number of Small Trucks in the study was 23 which represents 5.70 percent of the total classified vehicles. The number of Trucks/Buses in the study was 9 which represents 2.20 percent of the total classified vehicles. The number of Tractor Trailers in the study was 2 which represents 0.50 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/05/2013 at 05:00 PM the average headway between the vehicles was 94.74 seconds. The slowest traffic period was on 08/06/2013 at 12:30 AM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 87 and 138 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Redmond**

A study of vehicle traffic was conducted with HI-STAR unit number 1222. The study was done in the NB lane on Redmond in Bethany, OK in Oklahoma county. The study began on 08/05/2013 at 10:00 AM and concluded on 08/07/2013 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 563 vehicles passed through the location with a peak volume of 27 on 08/06/2013 at 05:00 PM and a minimum volume of 0 on 08/05/2013 at 06:30 PM. The AADT Count for this study was 282.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	58	215	98	24	6	11	0	0	0	1	0	0	1	0

At least half of the vehicles were traveling in the 15 - 19 mph range or a lower speed. The average speed for all classified vehicles was 20 mph with 10.3 percent exceeding the posted speed of 25 mph. The HI-STAR found 0.48 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 15 mph and the 85th percentile was 24.03 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
358	21	16	19	0	0	0	0

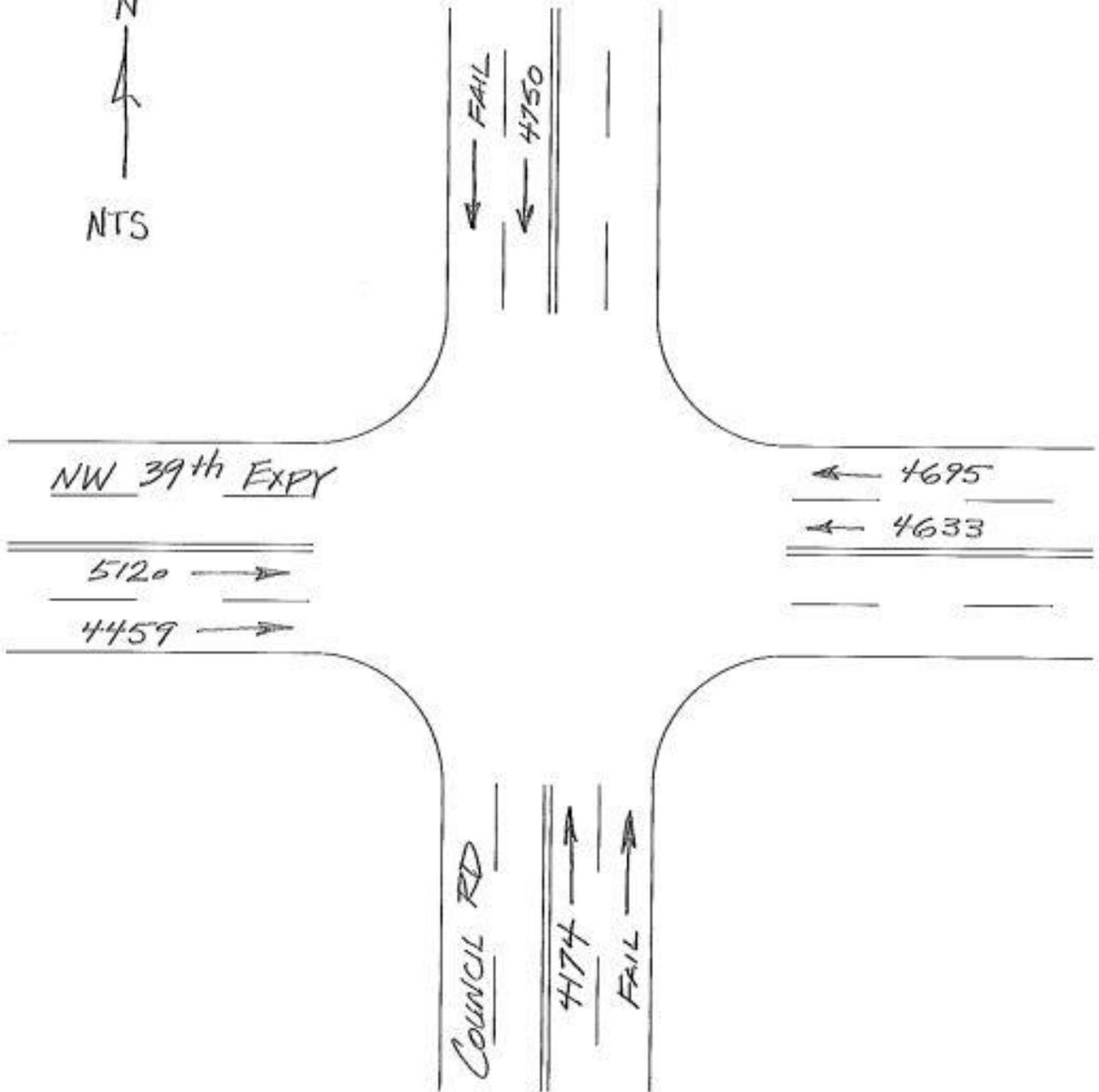
Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 379 which represents 91.50 percent of the total classified vehicles. The number of Small Trucks in the study was 16 which represents 3.90 percent of the total classified vehicles. The number of Trucks/Buses in the study was 19 which represents 4.60 percent of the total classified vehicles. The number of Tractor Trailers in the study was 0 which represents 0.00 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 08/06/2013 at 05:00 PM the average headway between the vehicles was 64.29 seconds. The slowest traffic period was on 08/05/2013 at 06:30 PM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 85 and 144 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.



START: 09-07-2011 @ 10:00
END : 09-09-2011 @ 10:00

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: N Council**

A study of vehicle traffic was conducted with HI-STAR unit number 1222. The study was done in the SB Inside lane on N Council in Bethany, OK in Oklahoma county. The study began on 09/07/2011 at 10:00 AM and concluded on 09/09/2011 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,500 vehicles passed through the location with a peak volume of 274 on 09/08/2011 at 07:30 AM and a minimum volume of 6 on 09/08/2011 at 02:00 AM. The AADT Count for this study was 4,750.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	87	308	507	939	1744	2518	1924	856	279	112	48	27	13	18

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 37 mph with 34.6 percent exceeding the posted speed of 40 mph. The HI-STAR found 2.30 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 44.83 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
8309	857	197	71	26	6	1	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 9,166 which represents 96.80 percent of the total classified vehicles. The number of Small Trucks in the study was 197 which represents 2.10 percent of the total classified vehicles. The number of Trucks/Buses in the study was 71 which represents 0.70 percent of the total classified vehicles. The number of Tractor Trailers in the study was 34 which represents 0.40 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 09/08/2011 at 07:30 AM the average headway between the vehicles was 6.55 seconds. The slowest traffic period was on 09/08/2011 at 02:00 AM. During this slowest period, the average headway was 257.14 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 62 and 121 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: N Council**

A study of vehicle traffic was conducted with HI-STAR unit number 1219. The study was done in the NB Inside lane on N Council in Bethany, OK in Oklahoma county. The study began on 09/07/2011 at 10:00 AM and concluded on 09/09/2011 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,348 vehicles passed through the location with a peak volume of 270 on 09/07/2011 at 05:00 PM and a minimum volume of 2 on 09/08/2011 at 02:30 AM. The AADT Count for this study was 4,174.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	64	736	681	1520	2226	1779	735	234	70	25	16	15	12	11

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 32 mph with 13.4 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.95 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 39.63 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
7865	264	136	39	13	2	1	2

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,129 which represents 97.70 percent of the total classified vehicles. The number of Small Trucks in the study was 138 which represents 1.70 percent of the total classified vehicles. The number of Trucks/Buses in the study was 39 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 18 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 09/07/2011 at 05:00 PM the average headway between the vehicles was 6.64 seconds. The slowest traffic period was on 09/08/2011 at 02:30 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 64 and 121 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th Expy**

A study of vehicle traffic was conducted with HI-STAR unit number 5401. The study was done in the EB Outside lane on NW 39th Expy in Bethany, OK in Oklahoma county. The study began on 09/07/2011 at 10:00 AM and concluded on 09/09/2011 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,917 vehicles passed through the location with a peak volume of 301 on 09/09/2011 at 07:30 AM and a minimum volume of 2 on 09/08/2011 at 12:00 AM. The AADT Count for this study was 4,459.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 to >
0	130	579	1097	2046	2284	1451	712	292	142	73	38	18	19	17

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 32 mph with 1.86 percent exceeding the posted speed of 55 mph. The HI-STAR found 1.86 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 39.93 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 to >
8351	316	151	32	18	4	3	3

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,667 which represents 97.60 percent of the total classified vehicles. The number of Small Trucks in the study was 151 which represents 1.70 percent of the total classified vehicles. The number of Trucks/Buses in the study was 32 which represents 0.40 percent of the total classified vehicles. The number of Tractor Trailers in the study was 28 which represents 0.30 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 09/09/2011 at 07:30 AM the average headway between the vehicles was 5.96 seconds. The slowest traffic period was on 09/08/2011 at 12:00 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 64 and 121 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th Expy**

A study of vehicle traffic was conducted with HI-STAR unit number 5400. The study was done in the EB Inside lane on NW 39th Expy in Bethany, OK in Oklahoma county. The study began on 09/07/2011 at 10:00 AM and concluded on 09/09/2011 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 10,240 vehicles passed through the location with a peak volume of 344 on 09/08/2011 at 07:30 AM and a minimum volume of 2 on 09/09/2011 at 03:00 AM. The AADT Count for this study was 5,120.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 to >
0	222	680	947	1571	2417	2241	1183	511	253	99	30	16	9	5

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 33 mph with 1.56 percent exceeding the posted speed of 55 mph. The HI-STAR found 1.56 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 42.44 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 to >
9760	272	107	30	10	3	0	2

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 10,032 which represents 98.50 percent of the total classified vehicles. The number of Small Trucks in the study was 107 which represents 1.10 percent of the total classified vehicles. The number of Trucks/Buses in the study was 30 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 15 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 09/08/2011 at 07:30 AM the average headway between the vehicles was 5.22 seconds. The slowest traffic period was on 09/09/2011 at 03:00 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 66 and 119 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th Expy**

A study of vehicle traffic was conducted with HI-STAR unit number 2019. The study was done in the WB Inside lane on NW 39th Expy in Bethany, OK in Oklahoma county. The study began on 09/07/2011 at 10:00 AM and concluded on 09/09/2011 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,265 vehicles passed through the location with a peak volume of 343 on 09/07/2011 at 05:00 PM and a minimum volume of 0 on 09/08/2011 at 03:00 AM. The AADT Count for this study was 4,633.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	178	666	894	1254	1904	2124	1279	529	234	75	30	4	9	3

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 34 mph with 1.32 percent exceeding the posted speed of 55 mph. The HI-STAR found 1.32 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 43.07 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
8923	170	114	30	9	12	23	2

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,993 which represents 97.90 percent of the total classified vehicles. The number of Small Trucks in the study was 114 which represents 1.20 percent of the total classified vehicles. The number of Trucks/Buses in the study was 30 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 46 which represents 0.50 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 09/07/2011 at 05:00 PM the average headway between the vehicles was 5.23 seconds. The slowest traffic period was on 09/08/2011 at 03:00 AM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 64 and 113 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 0.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 39th Expy**

A study of vehicle traffic was conducted with HI-STAR unit number 2104. The study was done in the WB Outside lane on NW 39th Expy in Bethany, OK in Oklahoma county. The study began on 09/07/2011 at 10:00 AM and concluded on 09/09/2011 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,389 vehicles passed through the location with a peak volume of 313 on 09/08/2011 at 05:00 PM and a minimum volume of 1 on 09/08/2011 at 03:00 AM. The AADT Count for this study was 4,695.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	106	430	596	951	1511	2011	1763	1135	451	199	75	33	14	16

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 37 mph with 3.61 percent exceeding the posted speed of 55 mph. The HI-STAR found 3.61 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 47.31 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
8412	590	218	60	18	7	4	1

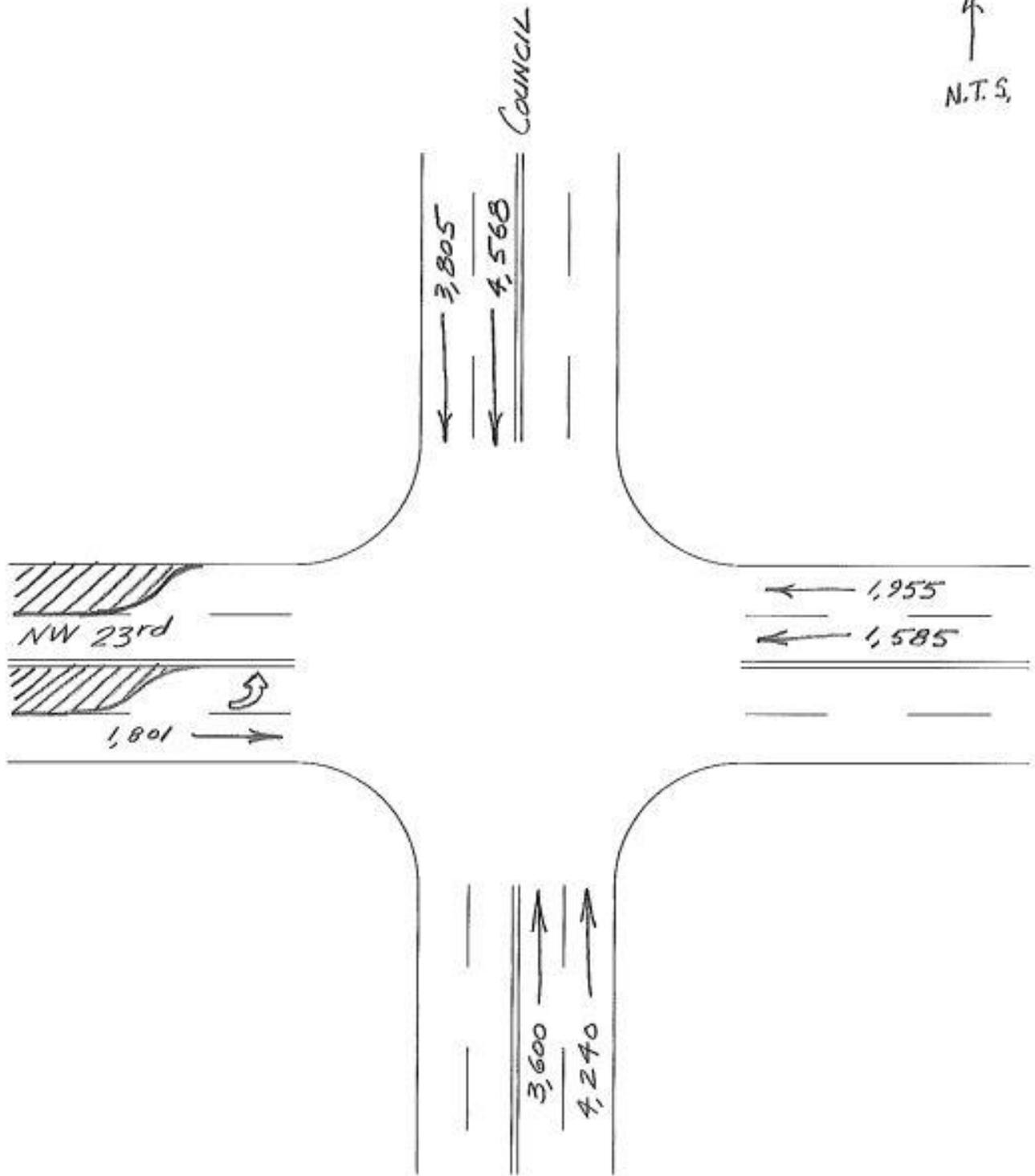
Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 9,002 which represents 96.70 percent of the total classified vehicles. The number of Small Trucks in the study was 218 which represents 2.30 percent of the total classified vehicles. The number of Trucks/Buses in the study was 60 which represents 0.60 percent of the total classified vehicles. The number of Tractor Trailers in the study was 30 which represents 0.30 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 09/08/2011 at 05:00 PM the average headway between the vehicles was 5.73 seconds. The slowest traffic period was on 09/08/2011 at 03:00 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 62 and 121 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.



2/7/2012 Through 2/9/2012 : AADT Counts

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Council**

A study of vehicle traffic was conducted with HI-STAR unit number 1932. The study was done in the NB Outside lane on Council in Bethany, OK in Oklahoma county. The study began on 02/07/2012 at 10:00 AM and concluded on 02/09/2012 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,480 vehicles passed through the location with a peak volume of 254 on 02/08/2012 at 05:00 PM and a minimum volume of 2 on 02/09/2012 at 03:30 AM. The AADT Count for this study was 4,240.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	132	411	643	1012	1616	1959	1514	751	269	86	24	15	7	3

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 35 mph with 31.6 percent exceeding the posted speed of 40 mph. The HI-STAR found 1.60 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 44.63 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
7852	417	104	52	7	4	3	3

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,269 which represents 98.00 percent of the total classified vehicles. The number of Small Trucks in the study was 104 which represents 1.20 percent of the total classified vehicles. The number of Trucks/Buses in the study was 52 which represents 0.60 percent of the total classified vehicles. The number of Tractor Trailers in the study was 17 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/08/2012 at 05:00 PM the average headway between the vehicles was 7.06 seconds. The slowest traffic period was on 02/09/2012 at 03:30 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 33 and 64 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Council**

A study of vehicle traffic was conducted with HI-STAR unit number 1567. The study was done in the NB Inside lane on Council in Bethany, OK in Oklahoma county. The study began on 02/07/2012 at 10:00 AM and concluded on 02/09/2012 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 7,200 vehicles passed through the location with a peak volume of 267 on 02/08/2012 at 05:00 PM and a minimum volume of 5 on 02/08/2012 at 02:30 AM. The AADT Count for this study was 3,600.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	98	280	528	946	1689	1838	1189	383	113	38	22	20	10	7

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 35 mph with 24.8 percent exceeding the posted speed of 40 mph. The HI-STAR found 1.33 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 42.97 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
6793	222	101	23	10	7	2	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 7,015 which represents 98.00 percent of the total classified vehicles. The number of Small Trucks in the study was 101 which represents 1.40 percent of the total classified vehicles. The number of Trucks/Buses in the study was 23 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 20 which represents 0.30 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/08/2012 at 05:00 PM the average headway between the vehicles was 6.72 seconds. The slowest traffic period was on 02/08/2012 at 02:30 AM. During this slowest period, the average headway was 300.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 33 and 66 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 0.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Council Rd**

A study of vehicle traffic was conducted with HI-STAR unit number 5400. The study was done in the SB Outside lane on Council Rd in Bethany, OK in Oklahoma county. The study began on 02/07/2012 at 10:00 AM and concluded on 02/09/2012 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 7,609 vehicles passed through the location with a peak volume of 257 on 02/09/2012 at 07:30 AM and a minimum volume of 2 on 02/08/2012 at 02:30 AM. The AADT Count for this study was 3,805.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	42	131	327	744	1840	2649	1381	371	77	21	8	7	1	5

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 36 mph with 24.6 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.55 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 42.64 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
7061	315	163	39	16	10	0	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 7,376 which represents 97.00 percent of the total classified vehicles. The number of Small Trucks in the study was 163 which represents 2.10 percent of the total classified vehicles. The number of Trucks/Buses in the study was 39 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 26 which represents 0.30 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/09/2012 at 07:30 AM the average headway between the vehicles was 6.98 seconds. The slowest traffic period was on 02/08/2012 at 02:30 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 35 and 66 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Council Rd**

A study of vehicle traffic was conducted with HI-STAR unit number 1219. The study was done in the SB Inside lane on Council Rd in Bethany, OK in Oklahoma county. The study began on 02/07/2012 at 10:00 AM and concluded on 02/09/2012 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,136 vehicles passed through the location with a peak volume of 285 on 02/08/2012 at 07:30 AM and a minimum volume of 1 on 02/08/2012 at 02:30 AM. The AADT Count for this study was 4,568.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	180	297	535	680	1809	3096	1833	500	98	25	19	10	7	5

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 36 mph with 27.4 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.73 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 43.09 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
8436	401	176	50	15	11	3	2

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,837 which represents 97.20 percent of the total classified vehicles. The number of Small Trucks in the study was 176 which represents 1.90 percent of the total classified vehicles. The number of Trucks/Buses in the study was 50 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 31 which represents 0.30 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/08/2012 at 07:30 AM the average headway between the vehicles was 6.29 seconds. The slowest traffic period was on 02/08/2012 at 02:30 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 33 and 66 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

Hi-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 23rd

A study of vehicle traffic was conducted with HI-STAR unit number 1590. The study was done in the WB Outside lane on NW 23rd in Bethany, OK in Oklahoma county. The study began on 02/07/2012 at 10:00 AM and concluded on 02/09/2012 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 3,910 vehicles passed through the location with a peak volume of 138 on 02/07/2012 at 05:00 PM and a minimum volume of 0 on 02/08/2012 at 02:30 AM. The AADT Count for this study was 1,955.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	30	99	433	1405	1420	419	66	12	7	5	4	1	2	1

At least half of the vehicles were traveling in the 25 - 29 mph range or a lower speed. The average speed for all classified vehicles was 30 mph with 13.2 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.33 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 34.76 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
3765	89	37	9	2	2	0	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 3,854 which represents 98.70 percent of the total classified vehicles. The number of Small Trucks in the study was 37 which represents 0.90 percent of the total classified vehicles. The number of Trucks/Buses in the study was 9 which represents 0.20 percent of the total classified vehicles. The number of Tractor Trailers in the study was 4 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/07/2012 at 05:00 PM the average headway between the vehicles was 12.95 seconds. The slowest traffic period was on 02/08/2012 at 02:30 AM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 33 and 66 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 23rd**

A study of vehicle traffic was conducted with HI-STAR unit number 2104. The study was done in the WB Inside lane on NW 23rd in Bethany, OK in Oklahoma county. The study began on 02/07/2012 at 10:00 AM and concluded on 02/09/2012 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 3,170 vehicles passed through the location with a peak volume of 138 on 02/09/2012 at 07:30 AM and a minimum volume of 0 on 02/08/2012 at 01:30 AM. The AADT Count for this study was 1,585.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	34	181	333	775	1019	501	164	63	24	21	19	11	11	8

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 32 mph with 25.9 percent exceeding the posted speed of 35 mph. The HI-STAR found 2.21 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 38.47 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
2916	164	61	17	4	1	0	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 3,080 which represents 97.30 percent of the total classified vehicles. The number of Small Trucks in the study was 61 which represents 1.90 percent of the total classified vehicles. The number of Trucks/Buses in the study was 17 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 6 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/09/2012 at 07:30 AM the average headway between the vehicles was 12.95 seconds. The slowest traffic period was on 02/08/2012 at 01:30 AM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 33 and 64 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 23rd**

A study of vehicle traffic was conducted with HI-STAR unit number 1222. The study was done in the EB lane on NW 23rd in Bethany, OK in Oklahoma county. The study began on 02/07/2012 at 10:00 AM and concluded on 02/09/2012 at 10:00 AM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 3,602 vehicles passed through the location with a peak volume of 259 on 02/09/2012 at 07:30 AM and a minimum volume of 0 on 02/08/2012 at 12:00 AM. The AADT Count for this study was 1,801.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	20	89	204	468	1040	964	557	200	37	9	6	3	1	0

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 35 mph with 91.3 percent exceeding the posted speed of 25 mph. The HI-STAR found 0.53 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 42.45 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
3355	140	66	28	5	1	3	0

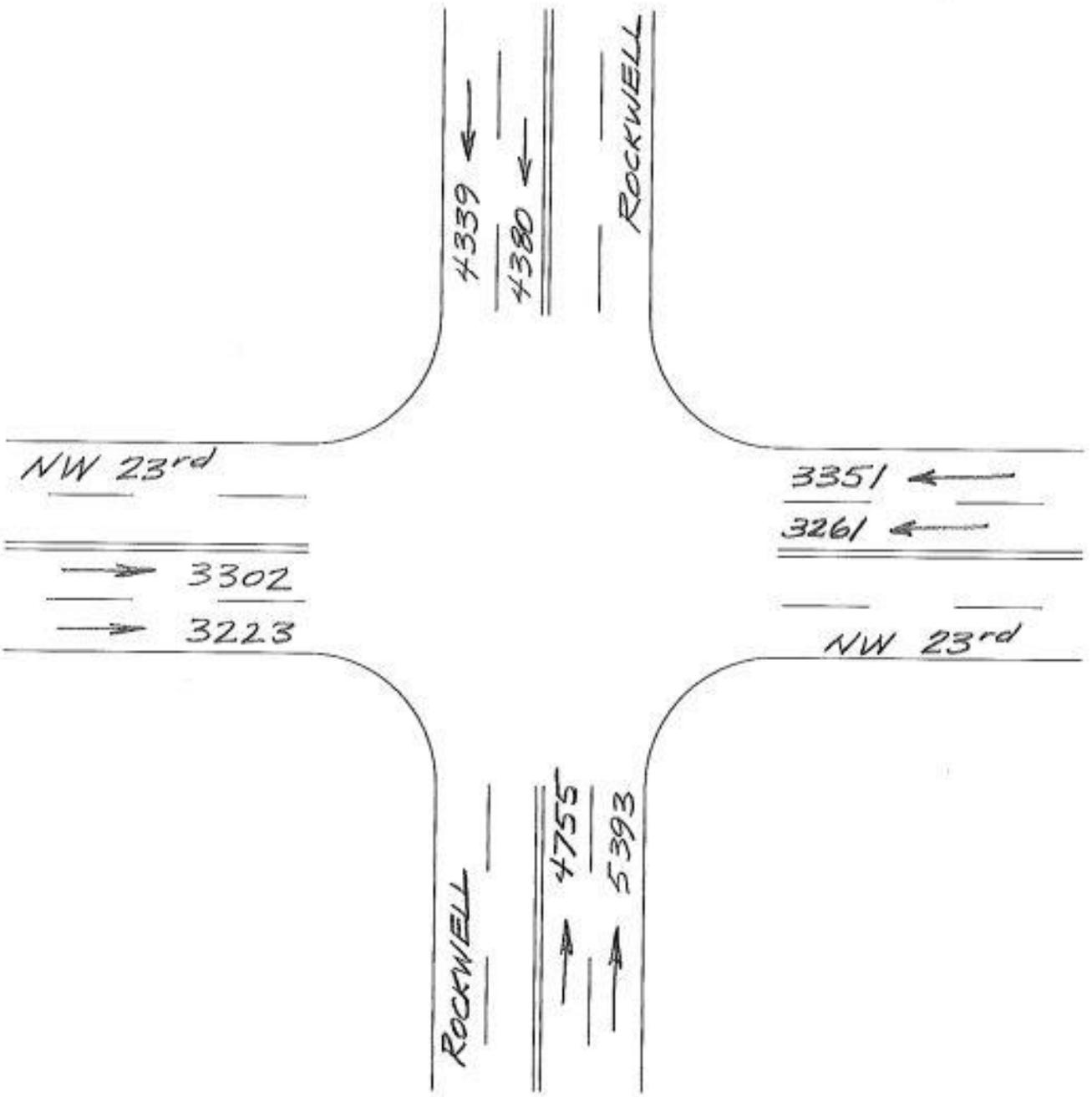
Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 3,495 which represents 97.10 percent of the total classified vehicles. The number of Small Trucks in the study was 66 which represents 1.80 percent of the total classified vehicles. The number of Trucks/Buses in the study was 28 which represents 0.80 percent of the total classified vehicles. The number of Tractor Trailers in the study was 9 which represents 0.30 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 02/09/2012 at 07:30 AM the average headway between the vehicles was 6.92 seconds. The slowest traffic period was on 02/08/2012 at 12:00 AM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 33 and 64 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.



10/03/2012 - 10/05/2012

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell**

A study of vehicle traffic was conducted with HI-STAR unit number 1222. The study was done in the SB-Outside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,678 vehicles passed through the location with a peak volume of 199 on 10/04/2012 at 05:30 PM and a minimum volume of 1 on 10/04/2012 at 02:30 AM. The AADT Count for this study was 4,339.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	21	81	154	533	1576	2799	2248	965	213	54	17	7	7	1

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 38 mph with 40.4 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.99 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 44.92 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
7848	632	135	41	11	3	3	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,480 which represents 97.80 percent of the total classified vehicles. The number of Small Trucks in the study was 135 which represents 1.60 percent of the total classified vehicles. The number of Trucks/Buses in the study was 41 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 18 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/04/2012 at 05:30 PM the average headway between the vehicles was 9.0 seconds. The slowest traffic period was on 10/04/2012 at 02:30 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 60 and 107 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell**

A study of vehicle traffic was conducted with HI-STAR unit number 1590. The study was done in the SB-Inside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 8,759 vehicles passed through the location with a peak volume of 203 on 10/04/2012 at 07:30 AM and a minimum volume of 2 on 10/05/2012 at 03:30 AM. The AADT Count for this study was 4,380.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	22	89	210	730	2543	3428	1385	247	53	16	7	9	9	1

At least half of the vehicles were traveling in the 35 - 39 mph range or a lower speed. The average speed for all classified vehicles was 36 mph with 19.7 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.48 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 41.50 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
8292	285	101	34	24	10	3	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 8,577 which represents 98.00 percent of the total classified vehicles. The number of Small Trucks in the study was 101 which represents 1.20 percent of the total classified vehicles. The number of Trucks/Buses in the study was 34 which represents 0.40 percent of the total classified vehicles. The number of Tractor Trailers in the study was 37 which represents 0.40 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/04/2012 at 07:30 AM the average headway between the vehicles was 8.82 seconds. The slowest traffic period was on 10/05/2012 at 03:30 AM. During this slowest period, the average headway was 600.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 62 and 105 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 23**

A study of vehicle traffic was conducted with HI-STAR unit number 2019. The study was done in the WB-Outside lane on NW 23 in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 6,701 vehicles passed through the location with a peak volume of 180 on 10/04/2012 at 05:00 PM and a minimum volume of 1 on 10/04/2012 at 03:00 AM. The AADT Count for this study was 3,351.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	181	698	1529	2218	1479	416	77	20	12	10	4	6	3	3

At least half of the vehicles were traveling in the 25 - 29 mph range or a lower speed. The average speed for all classified vehicles was 27 mph with 8.28 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.39 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 25 mph and the 85th percentile was 33.49 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
6375	173	87	16	3	0	2	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 6,548 which represents 98.40 percent of the total classified vehicles. The number of Small Trucks in the study was 87 which represents 1.30 percent of the total classified vehicles. The number of Trucks/Buses in the study was 16 which represents 0.20 percent of the total classified vehicles. The number of Tractor Trailers in the study was 5 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/04/2012 at 05:00 PM the average headway between the vehicles was 9.94 seconds. The slowest traffic period was on 10/04/2012 at 03:00 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 60 and 105 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 0.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 23**

A study of vehicle traffic was conducted with HI-STAR unit number 5401. The study was done in the WB-Inside lane on NW 23 in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 6,522 vehicles passed through the location with a peak volume of 148 on 10/04/2012 at 05:30 PM and a minimum volume of 3 on 10/04/2012 at 03:00 AM. The AADT Count for this study was 3,261.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
3070	3130	3767	4443	5152	4271	3470	3172	6082	6045	6013	6001	3008	3003	3000

At least half of the vehicles were traveling in the 45 - 49 mph range or a lower speed. The average speed for all classified vehicles was 43 mph with 62.5 percent exceeding the posted speed of 35 mph. The HI-STAR found 33.0 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 45 mph and the 85th percentile was 64.56 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
27328	36175	90	25	6	1	0	2

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 63,503 which represents 99.80 percent of the total classified vehicles. The number of Small Trucks in the study was 90 which represents 0.10 percent of the total classified vehicles. The number of Trucks/Buses in the study was 25 which represents 0.00 percent of the total classified vehicles. The number of Tractor Trailers in the study was 9 which represents 0.00 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/04/2012 at 05:30 PM the average headway between the vehicles was 12.08 seconds. The slowest traffic period was on 10/04/2012 at 03:00 AM. During this slowest period, the average headway was 450.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 58 and 115 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell**

A study of vehicle traffic was conducted with HI-STAR unit number 2104. The study was done in the NB-Outside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 10,785 vehicles passed through the location with a peak volume of 457 on 10/03/2012 at 08:30 PM and a minimum volume of 3 on 10/04/2012 at 01:00 AM. The AADT Count for this study was 5,393.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	162	2628	1654	1879	1968	1405	634	248	91	35	17	11	7	6

At least half of the vehicles were traveling in the 25 - 29 mph range or a lower speed. The average speed for all classified vehicles was 28 mph with 9.76 percent exceeding the posted speed of 40 mph. The HI-STAR found 0.71 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 15 mph and the 85th percentile was 38.00 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
8943	930	637	145	58	16	9	7

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 9,873 which represents 91.90 percent of the total classified vehicles. The number of Small Trucks in the study was 637 which represents 5.90 percent of the total classified vehicles. The number of Trucks/Buses in the study was 145 which represents 1.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 90 which represents 0.80 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/03/2012 at 08:30 PM the average headway between the vehicles was 3.93 seconds. The slowest traffic period was on 10/04/2012 at 01:00 AM. During this slowest period, the average headway was 450.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 62 and 103 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: Rockwell**

A study of vehicle traffic was conducted with HI-STAR unit number 1932. The study was done in the NB-Inside lane on Rockwell in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 9,509 vehicles passed through the location with a peak volume of 261 on 10/04/2012 at 05:00 PM and a minimum volume of 1 on 10/04/2012 at 04:00 AM. The AADT Count for this study was 4,755.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	94	573	904	1487	1897	1986	1442	651	265	113	49	29	14	5

At least half of the vehicles were traveling in the 30 - 34 mph range or a lower speed. The average speed for all classified vehicles was 34 mph with 26.9 percent exceeding the posted speed of 40 mph. The HI-STAR found 2.21 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 35 mph and the 85th percentile was 43.93 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
8528	684	200	51	23	8	4	1

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 9,212 which represents 97.00 percent of the total classified vehicles. The number of Small Trucks in the study was 200 which represents 2.10 percent of the total classified vehicles. The number of Trucks/Buses in the study was 51 which represents 0.50 percent of the total classified vehicles. The number of Tractor Trailers in the study was 36 which represents 0.40 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/04/2012 at 05:00 PM the average headway between the vehicles was 6.87 seconds. The slowest traffic period was on 10/04/2012 at 04:00 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 60 and 109 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 23**

A study of vehicle traffic was conducted with HI-STAR unit number 1219. The study was done in the EB-Outside lane on NW 23 in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 6,446 vehicles passed through the location with a peak volume of 191 on 10/05/2012 at 07:30 AM and a minimum volume of 1 on 10/04/2012 at 03:30 AM. The AADT Count for this study was 3,223.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 >
0	253	856	1142	1452	1871	778	160	28	11	12	4	2	3	3

At least half of the vehicles were traveling in the 25 - 29 mph range or a lower speed. The average speed for all classified vehicles was 28 mph with 15.7 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.38 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 35.29 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0 to 20	21 to 27	28 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 >
6077	170	97	17	5	3	1	5

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 6,247 which represents 98.00 percent of the total classified vehicles. The number of Small Trucks in the study was 97 which represents 1.50 percent of the total classified vehicles. The number of Trucks/Buses in the study was 17 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 14 which represents 0.20 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/05/2012 at 07:30 AM the average headway between the vehicles was 9.38 seconds. The slowest traffic period was on 10/04/2012 at 03:30 AM. During this slowest period, the average headway was 900.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 60 and 99 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

**Nu-Metrics Traffic Analyzer Study
Computer Generated Summary Report
City: Bethany
Street: NW 23**

A study of vehicle traffic was conducted with HI-STAR unit number 5400. The study was done in the EB-Inside lane on NW 23 in Bethany, OK in Oklahoma county. The study began on 10/03/2012 at 02:00 PM and concluded on 10/05/2012 at 02:00 PM, lasting a total of 48 hours. Data was recorded in 30 minute time periods. The total recorded volume of traffic showed 6,603 vehicles passed through the location with a peak volume of 190 on 10/04/2012 at 07:30 AM and a minimum volume of 0 on 10/04/2012 at 01:30 AM. The AADT Count for this study was 3,302.

SPEED

Chart 1 lists the values of the speed bins and the total traffic volume for each bin.

Chart 1

0	10	15	20	25	30	35	40	45	50	55	60	65	70	75
to	to	to	to	to	to	to	to	to	to	to	to	to	to	>
9	14	19	24	29	34	39	44	49	54	59	64	69	74	
0	153	791	1211	1439	1797	852	211	54	13	11	8	11	3	5

At least half of the vehicles were traveling in the 25 - 29 mph range or a lower speed. The average speed for all classified vehicles was 29 mph with 17.8 percent exceeding the posted speed of 35 mph. The HI-STAR found 0.58 percent of the total vehicles were traveling in excess of 55 mph. The mode speed for this traffic study was 30 mph and the 85th percentile was 36.08 mph.

CLASSIFICATION

Chart 2 lists the values of the eight classification bins and the total traffic volume accumulated for each bin.

Chart 2

0	21	28	40	50	60	70	80
to	to	to	to	to	to	to	>
20	27	39	49	59	69	79	
6250	205	79	20	4	0	1	0

Most of the vehicles classified during the study were Passenger Cars. The number of Passenger Cars in the study was 6,455 which represents 98.40 percent of the total classified vehicles. The number of Small Trucks in the study was 79 which represents 1.20 percent of the total classified vehicles. The number of Trucks/Buses in the study was 20 which represents 0.30 percent of the total classified vehicles. The number of Tractor Trailers in the study was 5 which represents 0.10 percent of the total classified vehicles.

HEADWAY

During the peak time period, on 10/04/2012 at 07:30 AM the average headway between the vehicles was 9.42 seconds. The slowest traffic period was on 10/04/2012 at 01:30 AM. During this slowest period, the average headway was 1800.0 seconds.

WEATHER

The roadway surface temperature over the period of the study varied between 60 and 109 degrees Fahrenheit. The HI-STAR determined that the roadway surface was Dry 100.00 percent of the time.

OKLAHOMA TAX COMMISSION
BUSINESS TAX DIVISION

RUN DATE 06/14/2016 08:47:19

AS OF 06/14/2016

CITY SALES TAX COLLECTIONS BY NAICS
FOR BETHANY
PERIOD ENDING May 2016

MONTH-COLLECTIONS

5504 - BETHANY

RATE: 4.00

21	Sector 21--Mining, Quarrying, and Oil and Gas Extraction		
213112	Support Activities for Oil and Gas Operations US		453.61
		GROUP TOTAL	\$ 453.61
22	Sector 22--Utilities		
22111	Electric Power Generation CAN		30,607.67
22121	Natural Gas Distribution CAN		10,226.77
221210	Natural Gas Distribution CAN		49.01
		GROUP TOTAL	\$ 40,883.45
23	Sector 23--Construction		
238140	Masonry Contractors CAN		90.35
238190	Other Foundation, Structure, and Building Exterior Contractors CAN		54.18
238220	Plumbing, Heating, and Air-Conditioning Contractors CAN		5.22
238350	Finish Carpentry Contractors		18.59
238990	All Other Specialty Trade Contractors		12.77
		GROUP TOTAL	\$ 181.11
31	Sector 31-33--Manufacturing		
31151	Dairy Product (except Frozen) Manufacturing		57.53
311520	Ice Cream and Frozen Dessert Manufacturing		51.94
311811	Retail Bakeries CAN		13.29
311920	Coffee and Tea Manufacturing CAN		107.06
311999	All Other Miscellaneous Food Manufacturing US		113.78
312111	Soft Drink Manufacturing MEX		175.17
312229	Other Tobacco Product Manufacturing US		526.92
314999	All Other Miscellaneous Textile Product Mills US		10.06
315225	Men's and Boys' Cut and Sew Work Clothing Manufacturing US		50.98
315999	Other Apparel Accessories and Other Apparel Manufacturing US		2.09
		GROUP TOTAL	\$ 1,108.82

32 Sector 31-33--Manufacturing	
321911 Wood Window and Door Manufacturing CAN	6.19
321920 Wood Container and Pallet Manufacturing	-21.57
321992 Prefabricated Wood Building Manufacturing CAN	94.95
323110 Commercial Lithographic Printing US	76.39
323112 Commercial Flexographic Printing US	313.85
323114 Quick Printing CAN	158.41
323117 Books Printing US	24.47
326199 All Other Plastics Product Manufacturing US	-5.06
32732 Ready-Mix Concrete Manufacturing	7,607.57
327320 Ready-Mix Concrete Manufacturing	3,876.20
327332 Concrete Pipe Manufacturing US	53.71
327390 Other Concrete Product Manufacturing CAN	18.99
327991 Cut Stone and Stone Product Manufacturing US	51.07
GROUP TOTAL	\$ 12,255.17

33 Sector 31-33--Manufacturing	
331111 Iron and Steel Mills US	697.28
332117 Powder Metallurgy Part Manufacturing US	1,776.87
33231 Plate Work and Fabricated Structural Product Manufacturing	44.31
332311 Prefabricated Metal Building and Component Manufacturing CAN	101.02
332510 Hardware Manufacturing	90.83
33312 Construction Machinery Manufacturing	-40.72
333120 Construction Machinery Manufacturing	130.77
333312 Commercial Laundry, Drycleaning, and Pressing Machine Manufacturing US	38.77
333911 Pump and Pumping Equipment Manufacturing US	152.81
333999 All Other Miscellaneous General Purpose Machinery Manufacturing US	-12.28
33421 Telephone Apparatus Manufacturing	4.99
334220 Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	123.82
334290 Other Communications Equipment Manufacturing	1.38
335224 Household Laundry Equipment Manufacturing US	25.81
336360 Motor Vehicle Seating and Interior Trim Manufacturing	1,062.50
33711 Wood Kitchen Cabinet and Countertop Manufacturing	4,998.37
337127 Institutional Furniture Manufacturing CAN	322.54
33911 Medical Equipment and Supplies Manufacturing	161.73
339115 Ophthalmic Goods Manufacturing US	81.60
33992 Sporting and Athletic Goods Manufacturing	7.91
33999 All Other Miscellaneous Manufacturing	-1.22
339994 Broom, Brush, and Mop Manufacturing US	5.72
339999 All Other Miscellaneous Manufacturing US	1,064.03
GROUP TOTAL	\$ 10,838.84

42 Sector 42--Wholesale Trade	
42312 Motor Vehicle Supplies and New Parts Merchant Wholesalers US 71.75	
423120 Motor Vehicle Supplies and New Parts Merchant Wholesalers US	221.31

42313 Tire and Tube Merchant Wholesalers US	-7.73
423210 Furniture Merchant Wholesalers US	38.58
423220 Home Furnishing Merchant Wholesalers US	-1.01
423310 Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers US	91.41
42332 Brick, Stone, and Related Construction Material Merchant Wholesalers US	288.35
423320 Brick, Stone, and Related Construction Material Merchant Wholesalers US	129.75
423330 Roofing, Siding, and Insulation Material Merchant Wholesalers US	15.31
42339 Other Construction Material Merchant Wholesalers US	91.95
423410 Photographic Equipment and Supplies Merchant Wholesalers US	-5.42
42342 Office Equipment Merchant Wholesalers US	118.91
423420 Office Equipment Merchant Wholesalers US	102.07
42344 Other Commercial Equipment Merchant Wholesalers US	3,020.22
423440 Other Commercial Equipment Merchant Wholesalers US	86.21
42345 Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers US	48.14
423450 Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers US	973.39
423460 Ophthalmic Goods Merchant Wholesalers US	33.36
42349 Other Professional Equipment and Supplies Merchant Wholesalers US	1,356.54
42351 Metal Service Centers and Other Metal Merchant Wholesalers US	27.69
423510 Metal Service Centers and Other Metal Merchant Wholesalers US	1,054.94
423610 Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers US	15.88
423620 Electrical and Electronic Appliance, Television, and Radio Set Merchant Wholesalers US	0.16
42369 Other Electronic Parts and Equipment Merchant Wholesalers US	40.56
423690 Other Electronic Parts and Equipment Merchant Wholesalers US	329.71
423710 Hardware Merchant Wholesalers US	0.30
42372 Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers US	-36.08
423720 Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers US	18,316.25
42373 Warm Air Heating and Air-Conditioning Equipment and Supplies Merchant Wholesalers US	191.44
423730 Warm Air Heating and Air-Conditioning Equipment and Supplies Merchant Wholesalers US	37.06
423740 Refrigeration Equipment and Supplies Merchant Wholesalers US	28.30
42381 Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers US	0.10
42382 Farm and Garden Machinery and Equipment Merchant Wholesalers US	255.82
423820 Farm and Garden Machinery and Equipment Merchant Wholesalers US	0.92
42383 Industrial Machinery and Equipment Merchant Wholesalers US	518.31
423830 Industrial Machinery and Equipment Merchant Wholesalers US	105.51
42384 Industrial Supplies Merchant Wholesalers US	113.46
423840 Industrial Supplies Merchant Wholesalers US	131.21
42385 Service Establishment Equipment and Supplies Merchant Wholesalers US	588.37
423850 Service Establishment Equipment and Supplies Merchant Wholesalers US	89.80
42391 Sporting and Recreational Goods and Supplies Merchant Wholesalers US	107.66
423910 Sporting and Recreational Goods and Supplies Merchant Wholesalers US	52.31
423930 Recyclable Material Merchant Wholesalers US	422.12
42399 Other Miscellaneous Durable Goods Merchant Wholesalers US	-2.08
423990 Other Miscellaneous Durable Goods Merchant Wholesalers US	41.73
42412 Stationery and Office Supplies Merchant Wholesalers US	4.99

424120 Stationery and Office Supplies Merchant Wholesalers US	55.86
42413 Industrial and Personal Service Paper Merchant Wholesalers US	38.76
424130 Industrial and Personal Service Paper Merchant Wholesalers US	776.26
42421 Drugs and Druggists' Sundries Merchant Wholesalers US	560.87
424210 Drugs and Druggists' Sundries Merchant Wholesalers US	208.61
424310 Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers US	646.86
42432 Men's and Boys' Clothing and Furnishings Merchant Wholesalers US	1.39
424330 Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers US	13.57
424410 General Line Grocery Merchant Wholesalers US	155.30
424420 Packaged Frozen Food Merchant Wholesalers US	303.33
424480 Fresh Fruit and Vegetable Merchant Wholesalers US	-1.33
42449 Other Grocery and Related Products Merchant Wholesalers US	74.92
424490 Other Grocery and Related Products Merchant Wholesalers US	20.09
42469 Other Chemical and Allied Products Merchant Wholesalers US	4.43
424690 Other Chemical and Allied Products Merchant Wholesalers US	4,625.56
42491 Farm Supplies Merchant Wholesalers US	38.66
424920 Book, Periodical, and Newspaper Merchant Wholesalers US	4.40
424940 Tobacco and Tobacco Product Merchant Wholesalers US	3.41
42499 Other Miscellaneous Nondurable Goods Merchant Wholesalers US	1.37
424990 Other Miscellaneous Nondurable Goods Merchant Wholesalers US	108.55
GROUP TOTAL	\$ 37,180.90

44 Sector 44-45--Retail Trade

44111 New Car Dealers CAN	395.72
441110 New Car Dealers CAN	2,751.59
44121 Recreational Vehicle Dealers CAN	846.28
441221 Motorcycle, ATV, and Personal Watercraft Dealers US	238.20
44131 Automotive Parts and Accessories Stores CAN	6,630.35
441310 Automotive Parts and Accessories Stores CAN	1,990.43
44132 Tire Dealers CAN	2,150.92
441320 Tire Dealers CAN	32.39
44211 Furniture Stores CAN	560.53
442110 Furniture Stores CAN	3,326.55
442210 Floor Covering Stores CAN	536.48
44229 Other Home Furnishings Stores CAN	17.81
44311 Appliance, Television, and Other Electronics Stores CAN	111.80
443111 Household Appliance Stores US	2,408.14
443112 Radio, Television, and Other Electronics Stores US	5,498.06
44312 Computer and Software Stores CAN	379.48
443120 Computer and Software Stores CAN	307.34
44313 Camera and Photographic Supplies Stores CAN	1.39
444120 Paint and Wallpaper Stores CAN	3.99
44413 Hardware Stores CAN	9,234.50
444130 Hardware Stores CAN	205.18
44419 Other Building Material Dealers CAN	205.20

444190 Other Building Material Dealers CAN	6,945.03
444210 Outdoor Power Equipment Stores CAN	29.86
444220 Nursery, Garden Center, and Farm Supply Stores CAN	2,928.18
44511 Supermarkets and Other Grocery (except Convenience) Stores CAN	53,601.63
445110 Supermarkets and Other Grocery (except Convenience) Stores CAN	726.97
445120 Convenience Stores CAN	7,707.07
445210 Meat Markets CAN	0.35
44529 Other Specialty Food Stores CAN	13.81
445291 Baked Goods Stores CAN	9.49
445292 Confectionery and Nut Stores CAN	1.85
445299 All Other Specialty Food Stores CAN	119.90
445310 Beer, Wine, and Liquor Stores CAN	3,335.30
44611 Pharmacies and Drug Stores CAN	512.37
446110 Pharmacies and Drug Stores CAN	10,014.88
446120 Cosmetics, Beauty Supplies, and Perfume Stores CAN	799.44
446130 Optical Goods Stores CAN	14.60
446191 Food (Health) Supplement Stores CAN	986.06
446199 All Other Health and Personal Care Stores CAN	491.40
44711 Gasoline Stations with Convenience Stores CAN	3,562.17
447110 Gasoline Stations with Convenience Stores CAN	3,243.77
4481 Clothing Stores CAN	3.33
448110 Men's Clothing Stores CAN	-10.09
44812 Women's Clothing Stores CAN	53.63
448120 Women's Clothing Stores CAN	89.00
448130 Children's and Infants' Clothing Stores CAN	26.78
448140 Family Clothing Stores CAN	150.83
448150 Clothing Accessories Stores CAN	272.73
448190 Other Clothing Stores US	10.64
448210 Shoe Stores CAN	25.99
44831 Jewelry Stores CAN	18.36
448310 Jewelry Stores CAN	13.31
44832 Luggage and Leather Goods Stores CAN	1,775.50
448320 Luggage and Leather Goods Stores CAN	21.45
	GROUP TOTAL \$ 135,327.92
45 Sector 44-45--Retail Trade	
45111 Sporting Goods Stores CAN	5.76
451110 Sporting Goods Stores CAN	1,426.28
451120 Hobby, Toy, and Game Stores CAN	23.50
451130 Sewing, Needlework, and Piece Goods Stores CAN	53.64
451140 Musical Instrument and Supplies Stores CAN	65.93
451211 Book Stores US	21.45
451220 Prerecorded Tape, Compact Disc, and Record Stores CAN	1,532.67
452111 Department Stores (except Discount Department Stores) US	4,997.14

45299 All Other General Merchandise Stores CAN	3,782.09
452990 All Other General Merchandise Stores US	10,409.65
453110 Florists CAN	1,016.20
45321 Office Supplies and Stationery Stores CAN	139.93
453210 Office Supplies and Stationery Stores CAN	-63.11
453220 Gift, Novelty, and Souvenir Stores CAN	1,268.80
45331 Used Merchandise Stores CAN	222.58
453310 Used Merchandise Stores CAN	3,351.43
4539 Other Miscellaneous Store Retailers CAN	-0.45
453910 Pet and Pet Supplies Stores CAN	84.53
45392 Art Dealers CAN	68.75
453920 Art Dealers CAN	6,095.62
45399 All Other Miscellaneous Store Retailers CAN	410.71
453991 Tobacco Stores US	101.53
453998 All Other Miscellaneous Store Retailers (except Tobacco Stores) US	4,311.96
454111 Electronic Shopping CAN	398.02
454113 Mail-Order Houses CAN	-28.31
45421 Vending Machine Operators CAN	9.40
4543 Direct Selling Establishments CAN	64.60
45439 Other Direct Selling Establishments CAN	452.64
454390 Other Direct Selling Establishments CAN	2,145.36
GROUP TOTAL	\$ 42,368.30
48 Sector 48-49--Transportation and Warehousing	
485320 Limousine Service	77.89
48621 Pipeline Transportation of Natural Gas	5.13
488991 Packing and Crating US	8.33
GROUP TOTAL	\$ 91.35
49 Sector 48-49--Transportation and Warehousing	
49311 General Warehousing and Storage	-85.25
493110 General Warehousing and Storage CAN	75.71
GROUP TOTAL	\$ - 9.54
51 Sector 51--Information	
511130 Book Publishers CAN	5.89
511140 Directory and Mailing List Publishers CAN	133.61
51521 Cable and Other Subscription Programming	1,681.36
515210 Cable and Other Subscription Programming	- 294.44
517110 Wired Telecommunications Carriers US	144.44
51721 Wireless Telecommunications Carriers (except Satellite)	501.15
517210 Wireless Telecommunications Carriers (except Satellite)	7,314.50
517911 Telecommunications Resellers US	9,751.06
517919 All Other Telecommunications US	17.72

51821 Data Processing, Hosting, and Related Services	-	11.79
519190 All Other Information Services		159.23
	GROUP TOTAL	\$ 21,402.73
52 Sector 52--Finance and Insurance		
522110 Commercial Banking US		6.45
522220 Sales Financing CAN		23.45
522291 Consumer Lending CAN		87.82
	GROUP TOTAL	\$ 117.72
53 Sector 53--Real Estate and Rental and Leasing		
53112 Lessors of Nonresidential Buildings (except Miniwarehouses) CAN		6.27
531130 Lessors of Miniwarehouses and Self-Storage Units CAN		66.04
53211 Passenger Car Rental and Leasing		589.32
532111 Passenger Car Rental CAN		117.13
532112 Passenger Car Leasing CAN		7.46
532120 Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing CAN		593.58
53221 Consumer Electronics and Appliances Rental		82.28
532210 Consumer Electronics and Appliances Rental		2,430.97
53223 Video Tape and Disc Rental		64.83
532230 Video Tape and Disc Rental		12.07
532291 Home Health Equipment Rental US		1,516.93
532299 All Other Consumer Goods Rental US		875.85
53231 General Rental Centers		-45.02
532310 General Rental Centers		200.01
53241 Construction, Transportation, Mining, and Forestry Machinery and Equipment Rental and Leasing		9.42
532412 Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing US		797.98
53242 Office Machinery and Equipment Rental and Leasing		161.20
532420 Office Machinery and Equipment Rental and Leasing		137.02
53249 Other Commercial and Industrial Machinery and Equipment Rental and Leasing		269.14
532490 Other Commercial and Industrial Machinery and Equipment Rental and Leasing CAN		1,435.73
	GROUP TOTAL	\$ 9,328.21
54 Sector 54--Professional, Scientific, and Technical Services		
541611 Administrative Management and General Management Consulting Services CAN		1.60
541810 Advertising Agencies		116.36
541850 Display Advertising		-7.85
54192 Photographic Services		-6.85
541921 Photography Studios, Portrait US		464.45
541922 Commercial Photography US		21.19
541990 All Other Professional, Scientific, and Technical Services		9.31
	GROUP TOTAL	\$ 598.21

56	Administrative and Support and Waste Management and Remediation Services		
56162	Security Systems Services		2.80
561621	Security Systems Services (except Locksmiths) CAN		184.75
561740	Carpet and Upholstery Cleaning Services		1.03
561790	Other Services to Buildings and Dwellings MEX		2.12
561990	All Other Support Services		25.18
562112	Hazardous Waste Collection US		3.96
562211	Hazardous Waste Treatment and Disposal US		9.55
562991	Septic Tank and Related Services US		16.05
		GROUP TOTAL	\$ 245.44
61	Sector 61--Educational Services		
611110	Elementary and Secondary Schools CAN		997.18
		GROUP TOTAL	\$ 997.18
62	Sector 62--Health Care and Social Assistance		
621111	Offices of Physicians (except Mental Health Specialists) US		868.78
		GROUP TOTAL	\$ 868.78
71	Sector 71--Arts, Entertainment, and Recreation		
711110	Theater Companies and Dinner Theaters US		4,110.87
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities MEX		-235.56
713940	Fitness and Recreational Sports Centers CAN		41.66
		GROUP TOTAL	\$ 3,916.97
72	Sector 72--Accommodation and Food Services		
721110	Hotels (except Casino Hotels) and Motels US		4,033.21
7221	Full-Service Restaurants		6,999.19
72211	Full-Service Restaurants		22,881.74
722110	Full-Service Restaurants CAN		7,609.91
722211	Limited-Service Restaurants US		16,541.06
722320	Caterers		19.33
722330	Mobile Food Services		30.58
		GROUP TOTAL	\$ 58,115.02
81	Sector 81--Other Services (except Public Administration)		
81111	Automotive Mechanical and Electrical Repair and Maintenance		1,746.28
811111	General Automotive Repair CAN		187.56
811113	Automotive Transmission Repair US		420.12
811118	Other Automotive Mechanical and Electrical Repair and Maintenance US		-1.78
811121	Automotive Body, Paint, and Interior Repair and Maintenance CAN		9,826.93
811122	Automotive Glass Replacement Shops CAN		811.59
811211	Consumer Electronics Repair and Maintenance MEX		16.43
811212	Computer and Office Machine Repair and Maintenance US		104.26

81131 Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Main	6.41		
811412 Appliance Repair and Maintenance CAN	88.20		
811430 Footwear and Leather Goods Repair	18.77		
811490 Other Personal and Household Goods Repair and Maintenance CAN	28.76		
812112 Beauty Salons US	25.62		
812199 Other Personal Care Services US	88.83		
812210 Funeral Homes and Funeral Services CAN	4,278.50		
812320 Drycleaning and Laundry Services (except Coin-Operated) CAN	4.14		
81233 Linen and Uniform Supply CAN	63.15		
812331 Linen Supply US	89.44		
812332 Industrial Launderers US	115.35		
813110 Religious Organizations CAN	0.79		
		GROUP TOTAL	\$ 17,919.35
92 Sector 92--Public Administration			
926120 Regulation and Administration of Transportation Programs US	2.61		
		GROUP TOTAL	\$ 2.61
UNCLASSIFIED			
			3,712.38
		GROUP TOTAL	\$ 3,712.38
		TOTAL COLLECTIONS	\$ 397,904.53



Existing Conditions Report

Comprehensive Plan 2030

BETHANY, OKLAHOMA

Final 11/10/15 **M I G**





City Finances, Services and Public Facilities



Comprehensive Plan 2030

BETHANY, OKLAHOMA

Final 11/10/15 

City Finances, Services and Public Facilities

Finances and Services

All cities and the services they provide are funded primarily through a variety of taxes and fees. Such taxes and fees collected can include property tax, sales tax, and services fees like water, sewer, waste management, and electricity.

Property Tax

In the Oklahoma, property tax primarily is collected to fund County services and the maintenance of County facilities. When a city wants to make capital improvements, the municipality may vote for a self-imposed general obligation bond (G.O. bond) or a utility bond that can be added onto property tax as a percentage of assessed value. Like a municipality, school districts can also hold special elections for G.O. bond projects to help pay for their own equipment and facility needs.

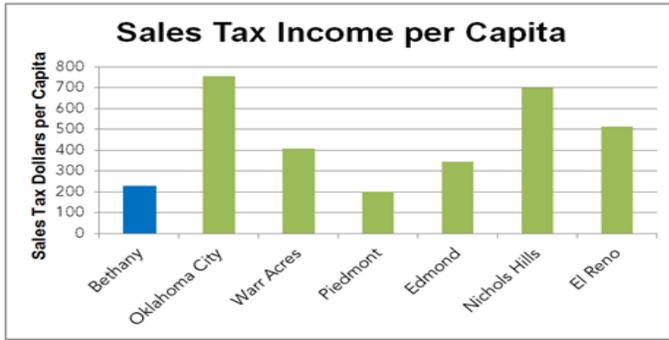
For cities, G.O. Bonds fund capital improvement funds that pay for new equipment, purchases of land, construction of new public buildings, maintenance and construction of water and sewer lines, and surface drainage. They are typically limited to 10% of any property's assessed value and can be imposed up to 25 years. Utility bonds are often used to pay for streets, libraries, water and sewer facilities specifically and do not have a percent limitation.

Bethany Oklahoma passed G.O. bonds in 1994 and in 1995, but has not collected any property taxes in the form of bonds since 2003.

Sales Tax

Sales tax in Oklahoma serves as the primary funding source for a city's general fund with which the City uses to pay for city staff and public safety (fire and police), along with improvements and maintenance for parks, streets, utilities. Some sales tax goes to the State and Counties can also impose a sales tax. Oklahoma County, however, currently does not.

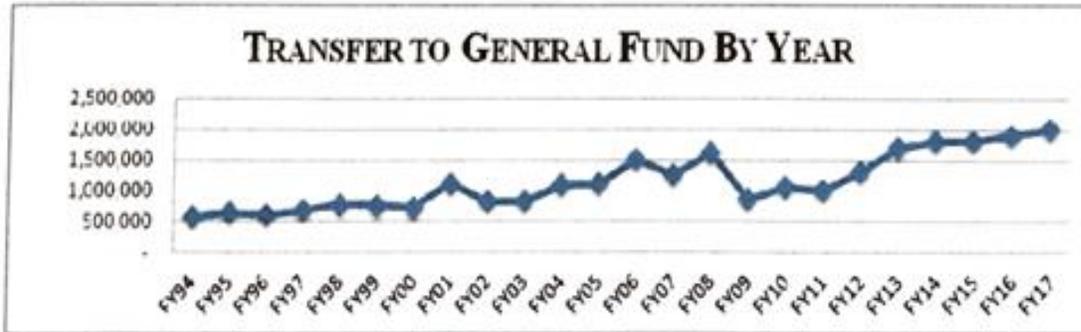
As of 2015, Bethany collects an 8.5% sales tax of which 4.5% goes to state government and the other 4% is for the City. Comparatively, Bethany's sales tax income per capita is low in reference to many of its surrounding cities (see figure on the next page).



Water Fees

For many cities in Oklahoma, collecting enough sales tax to adequately fund city services is often difficult to achieve. Many cities in Oklahoma provide specific user based services such as water, sewer, electricity, and waste management services that are paid for through a user fee. Often, cities will leverage these services – increase the user fee - to supplement any shortfall in the general fund due to a lack of generated sales tax.

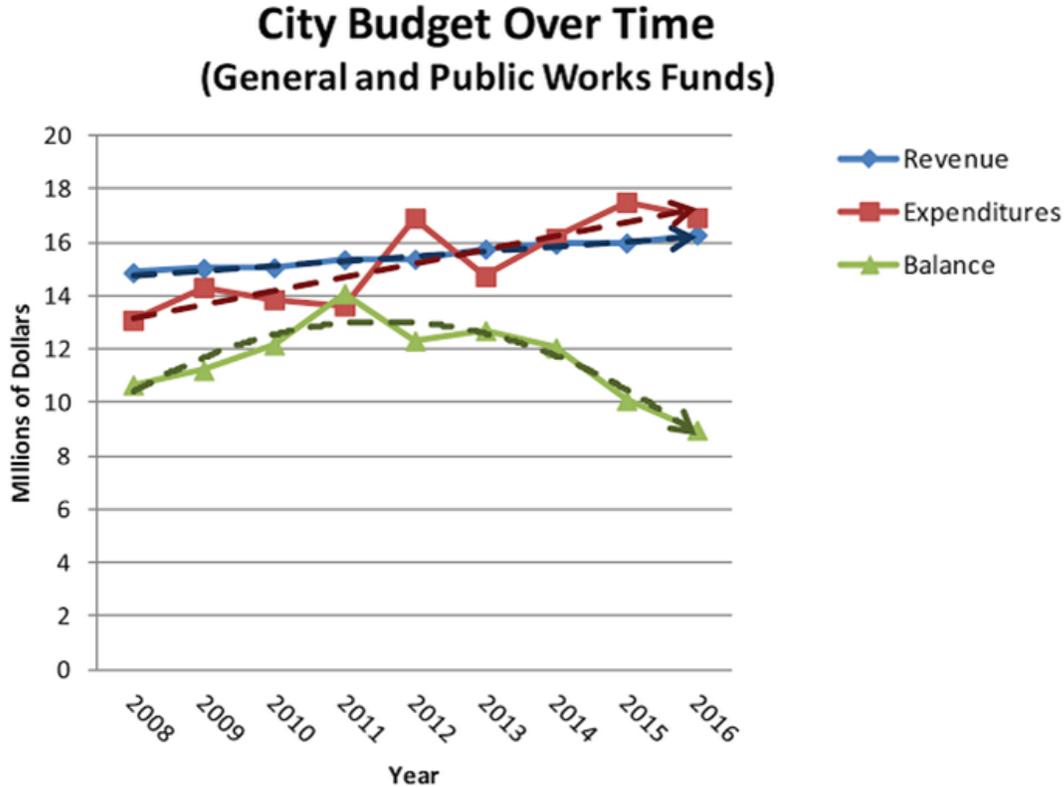
Bethany is no different. Since 1994, Bethany has adjusted its water fee year to year to help cover projected costs (see figure below).



These adjustments have then been transferred into the general fund every year to help maintain a stable balance and address increasing expenditures.

City Budget Trend

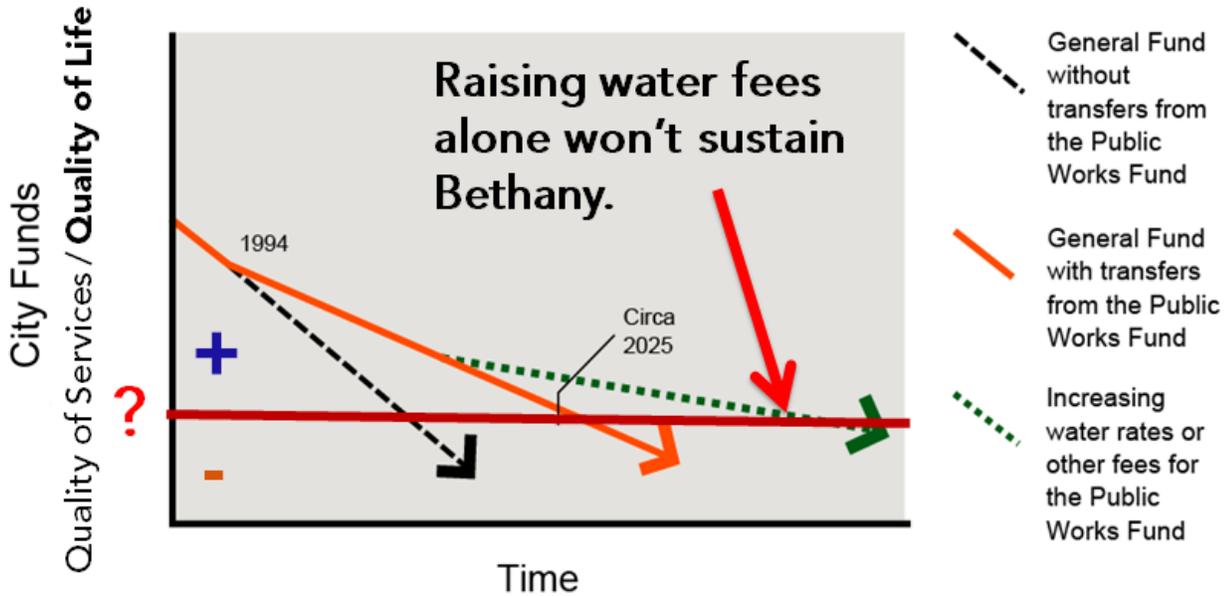
Since 2008, the revenue stream has kept a steady climb slightly increasing every year. However, due to aging infrastructure and increased needs for city services, yearly expenditures are increasing at a faster rate. The influx of financial resources from water fees has helped to maintain and build the City's rolling balance, but with expenditures climbing at a faster rate than revenue, at some point the City balance will begin to drop (see figure below).



As a general fund balance drops, a city's funding source for city services drops and therefore certain services will cease to be provided. At some point the continuing limitation of services will drop low enough to cross a quality of life threshold that is unacceptable by the citizens of a community.

In Bethany's case, the trend of financial sustainability is downward and the City is heading towards the threshold of provided services that will be the difference between a positive quality of life and a negative quality of life (see figure on the next page).

City Budget Over Time (General and Public Works Funds)



In 1994, Bethany utilized water fees to help sustain that quality of life. Unfortunately, with aging infrastructure, decreasing values in housing stock, a lack of adequate sales tax, Bethany is still on that trend to crossing that threshold and increasing water fees again will not be enough. For more information on current sales tax trends please refer to the Retail Analysis chapter.

Public Facilities

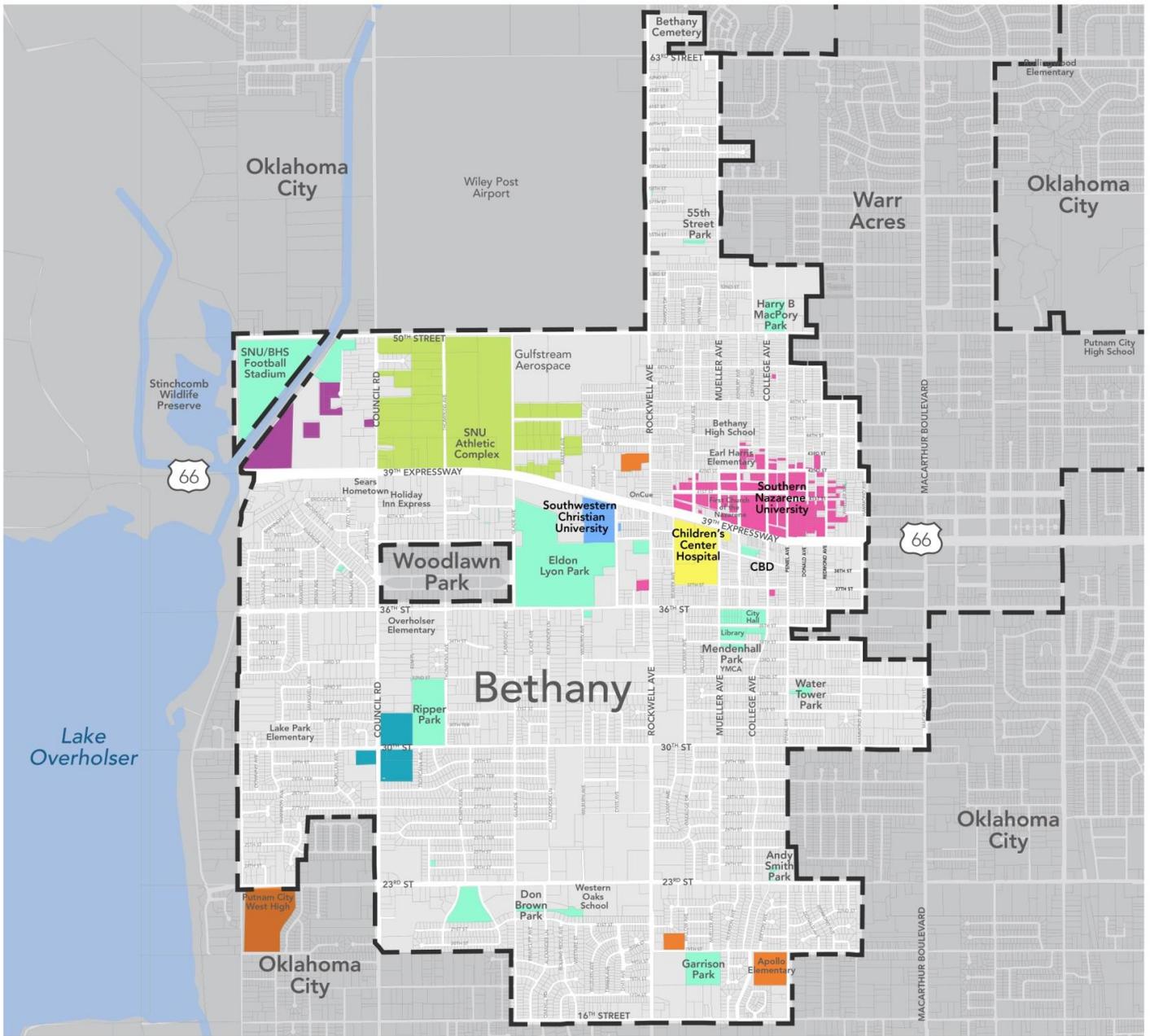
The City of Bethany owns land within its City limits to provide services for the City's residents. A majority of the acreage owned by the City is designated as parkland. Bethany provides 14 Parks for citizens' recreation needs and the beautification of the city. The City also owns land where educational institutions have built sports fields. Educational institutions in Bethany also provide age-appropriate recreational facilities for their students, including open grass areas, playgrounds sports fields and gymnasiums. There is also a YMCA in Bethany which provides a gymnasium and an indoor pool. These institutions help fill the recreational needs of Bethany residents.

The City also uses land for City government offices, emergency services, and other City services.

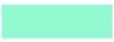
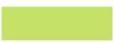
Institutional Recreation Facilities

The City of Bethany has allowed Bethany High School and Southern Nazarene University to build stadiums on City-owned land. On land not owned by the City two universities have athletic fields and gymnasiums. Despite the large amount of land devoted to these recreation amenities, they are not included in level-of-service calculations (as defined in X.2), because they are not owned or managed as parks by the City. A majority of the City's teenagers attend Putnam City West High School, which is building a new stadium. Despite not being City parkland, these various amenities help meet the recreation needs of Bethany citizens.





Legend

-  City Boundary
-  City of Bethany
-  City of Oklahoma City
-  Southern Nazarene University
-  Putnam City School District
-  Mcfarland Property
-  Council Road Baptist Church
-  The Children's Center Rehabilitation Center
-  Southwest Christian University

Major Land Holders



**BETHANY
COMPREHENSIVE PLAN 2030**



Other City Facilities

Bethany-owned land extends beyond just parkland. Most of the remaining parcels owned by the City of Bethany are used for civic government and City services.



Inventory

The remaining City-owned parcels include:

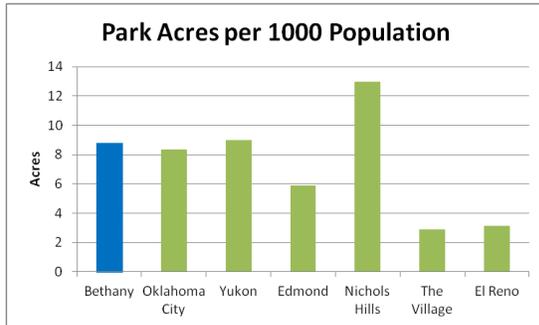
- Bethany City Hall
- Bethany Police/Courts Building
- Bethany City Library
- Bethany Fire Station
- Bethany Cemetery
- A downtown parking lot
- An empty building on 23rd Street which was once a hospital

Evaluation

Most of Bethany's civic center buildings are older buildings. Both the Police/Courts building and City Hall are good, functional buildings, considering their age. The Fire Station was recently refurbished and is both useful and brand-new in appearance. Bethany library is small, old, and functional, but the City is currently considering a bond issue to upgrade it. Bethany Cemetery is well maintained. The City-owned parking lot in downtown is basically just paved land. The old hospital building will be refurbished (complete with new roof) before new tenants move in. Part of the building will be used as a mental health facility.

Parks

Bethany's park acreage is sufficient for the City's population. Park acreage, divided by population, measures park level-of-service. Bethany's level-of-service is greater than most cities in the Oklahoma City region. However, level-of-service is not a measure of use, amenities or quality.



Inventory

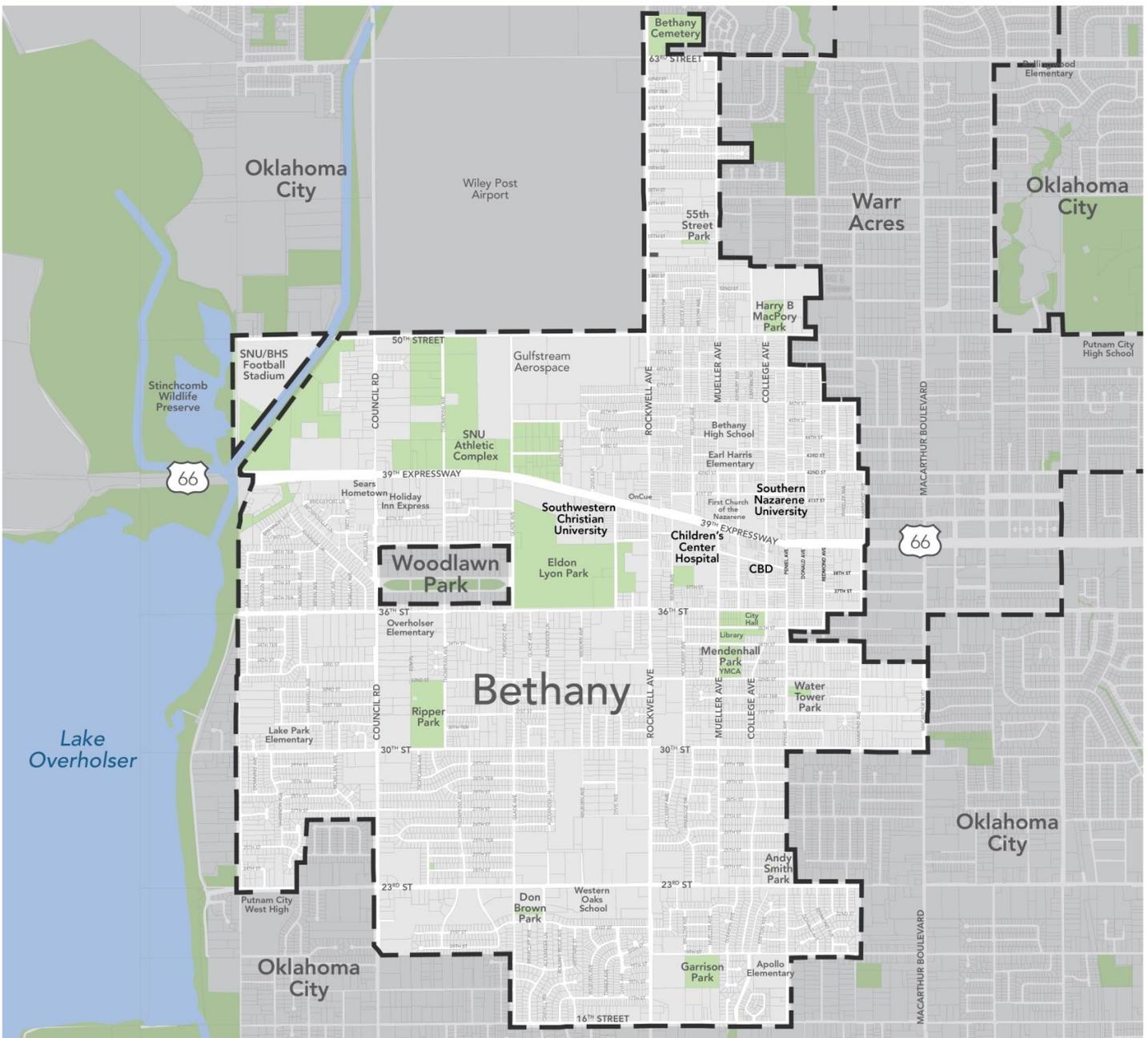
Bethany has 14 designated parks. All 14 of these parks provide open grass areas and 12 provide at least rudimentary playgrounds. The other two parks surround the civic buildings. In addition to playground equipment, Bethany's park system provides the following amenities to residents:

- Picnic shelters
- Picnic tables
- Tennis courts
- Basketball hoops
- Softball diamonds
- Soccer fields
- Walking paths
- An outdoor swimming pool (in Ripper Park)

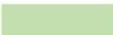
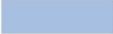
Evaluation

Most of Bethany's parks fall into two categories: large parks and neighborhood parks. Bethany has four large parks. These parks have picnic shelters, restrooms, playgrounds, and other amenities. Generally, the large parks are well-landscaped, have average playground facilities, and are well-maintained. On the other hand, the neighborhood parks have only basic landscaping and substandard playgrounds, but they are also well-maintained. Some of the neighborhood parks are connected to areas which are left to nature, usually with a walking path.

Bethany's parks are, at best, average city parks. While some parks are great places to walk to, no park inspires people to come from outside Bethany unless they are hosting an event, such as youth sports events or the July 4th event in Eldon Lyon Park.



Legend

-  City Boundary
-  Parks / Open Space
-  Parcel
-  Surface Water

Natural Environment



BETHANY COMPREHENSIVE PLAN 2030



CITY OF BETHANY PARKS

	Acres	Shelter(s)	Bathroom Facilities	Tables	Tennis Courts	Walking Trail	Swimming	Soccer	Basketball Goals	Softball	Volleyball	Playground Equipment
Eldon Lyon Park 7400 NW 36th St	60	2	yes	30	0	1.5 miles	no	open area	4	5	0	yes
Ripper Park 7900 NW 30th St	18.8	1	yes	12 (2 covered)	12	0.5 mile	yes	open area	4	0	0	yes
Macroy Park 6800 NW 50th St	3	1	yes	9	0	0	no	open area	2	0	0	yes
Garrison Park 6810 NW 19th St	9.4	2	yes	10	2	0.5 mile	no	open area	2	0	1 set of poles	yes
56th Street Park 6900 NW 55th St	0.8	0	no	0	0	0	no	open area	2	0	0	yes
Riverside Park 3811 N Riverside	0.25	0	no	0	0	0	no	no	0	0	0	yes
Mendenhall Park 3500 N Mueller Ave	1.7	0	no	2	0	0	no	no	0	0	0	yes
Water Tower Park 31st St & Paniel Ave	0.3	0	no	0	0	0	no	no	0	0	0	yes
Tropicana Park 24th St & Tropicana	0.25	0	no	0	0	0	no	no	0	0	0	yes
Don Brown Park 21st St & Glade Ave	4.5	0	no	2	0	0.3 mile	no	no	0	0	0	yes
Andy Smith Park 6620 NW 24th St	0.5	0	no	1	0	0	no	no	0	0	0	yes
Ron Clark Park 8100 NW 50th St	7	0	no	3	0	0	no	open area	0	0	0	yes

Preliminary Strategies

Finances

Financially, Bethany could be in trouble. There is not enough sales tax generated to pay for all the city services that are expected by the community, and any strategies for “trimming the fat” - downsizing City staff, limiting expenditures to the barest of necessities, leveraging water fees to maintain a steady budget – have all been put into practice.

Bethany will need to find new ways to generate funds for needed improvements in appearance, and community services to catalyze any interest from potential developers to build in Bethany, and retail business to open new doors in Bethany.

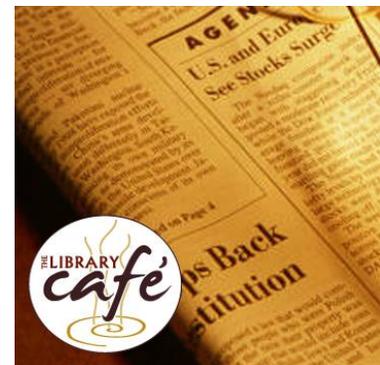
Some potential options to be considered by the community may include:

- Increasing Sales Tax
- Raising Property Tax (G.O. Bond)
- Raising Water Fees

City Facilities

Public facilities are one of the few ways a city can directly affect land use and land values. The City of Bethany can implement strategies to direct investment right now and into the future. Currently, Bethany is considering a bond issue to upgrade, refurbish, or replace the existing library. * As the bond issue is not yet voted on, Bethany Library has many opportunities for transformative change. Some changes could include:

- **Re-locating into the Central Business District.** The library could use an existing historical building in downtown, providing another stable, permanent feature in a renovated historical structure. The library could also use downtown land to create a mixed-use building (civic space in the library with residential units above). The resulting mixed-use building could exemplify the architectural design and Density Bethany would prefer in the Downtown.
- **Refurbishing in current location.** The library building is an older building with functional architecture. Renovating or refurbishing the existing library building will add an interesting, state-of-the-art presence to the civic center area.
- **Adding a Café.** Whether the library stays in its current location or moves to a new location, a possible addition to the library is a café. Visitors to the library enjoy the opportunity to pick up a coffee or a pastry and read or work on the library grounds.



* A General Obligation Bond was passed in April, 2016 with a 75% vote in favor to build a new library.

Bethany owns land downtown which is currently being used as a **parking lot** for downtown businesses. The parking lot is merely paved land which could lend itself to improvements, such as:

- **Adding landscaping features.**
- **Allowing new use (via sale or lease).**
- **Directional signage.** Create, enlarge, or enhance signs on the 39th Expressway to direct traffic to this parking lot, especially if parking is removed or reduced along the road.
- **Allowing business to use alleyway.** Allow outdoor seating, goods display, or patio in alley and use the city-owned parking lot to redirect ally traffic.

Parks

Strategies can come at many levels of implementation, some are 'quick wins': easy to change and with potential to get visible results quickly; some are incremental changes can be started right away, but their effects will not be visible as quickly; and some are future changes can have a big effect, but may not be viable to implement immediately.

Parks are not necessarily the highest priority for Bethany but through time the following could be considered in a hierarchical approach.

Quick Wins:

- **Team with existing institutions to connect residents and visitors to parks and other recreation amenities.** As one of the most visible investments the community can make, parks have a large impact on quality of life. The value of this investment is increased when people get beyond just looking at the parks and actually get engaged in recreation activities. Universities, hospitals, or large companies have a vested interest in sustaining the quality of life in Bethany and have the ability to reach many residents and employees through joint efforts, marketing and major community events.
- **Add new activities to existing parks.** Creating small games and events at parks is a great way to bring people together, build a constituency around a park (or parks). Simple additions (ping-pong, bocce, movies or concerts) can reinvigorate nearly any park.
- **Encourage and support public involvement in park and recreation issues and planning**

Incremental:

- **Focus on a system of parks that serves the range of local and visitor needs.** Developing a more detailed, system-wide plan for Bethany's parks will help build excitement for a shared vision of what parks and recreation can provide. A plan can also define the different roles that individual park sites play within the system.
- **Upgrade existing equipment and amenities.** Key equipment in Bethany's parks, particularly playground equipment, is frequently only very basic and aging. Upgrading equipment, fixtures and systems as they reach the end of their useful life can increase the use and attractiveness of City park
- **Design accessible parks.** Design facilities and programs for all ages and abilities.
- **Consider long-term maintenance, operations and management needs when implementing new projects and programs.**
- **Team with neighborhoods to help re-invent smaller parks.** Create or use Neighborhood Associations in upgrading smaller parks. Invite neighbors to help suggest park uses, host local programs, help with landscaping design, and help with landscaping improvements.
- **Provide a comprehensive network of trails and pathways to improve community walkability, connectivity and park access.**

Future:

- **Diversify park uses.** Not every park has to follow the same format. Creating a unique identify for each of the City's parks allows the system as a whole to serve far more interests and keep users engaged in the system. A parks master plan can help guide the right improvements to the right parks.
- **Showcase natural, cultural and historic resources within the park system.**
- **Design for flexible use.** Indoor and outdoor facilities designed with multiple uses in mind can serve different populations effectively. Possible flexible use designs include multi-use fields, a detention pond as an amphitheater, a gymnasium as a dance hall or reception space, or plazas as farmer's market spaces.
- **Create parks with regional draw.** Large parks have potential to bring in people from all over the Oklahoma City area. Regional draws can increase community pride, park usage, and sales tax dollars for Bethany (as people drawn to the park stop to eat or shop on the way to or from their park visit). A regional draw is created by creating a park with a unique amenity, such as areas for underserved sports or a destination playground. Teaming efforts may allow parks to become a regional destination at a fraction of the cost (to the City) of typical upgrades.



Housing Economic Analysis



Comprehensive Plan 2030

BETHANY, OKLAHOMA

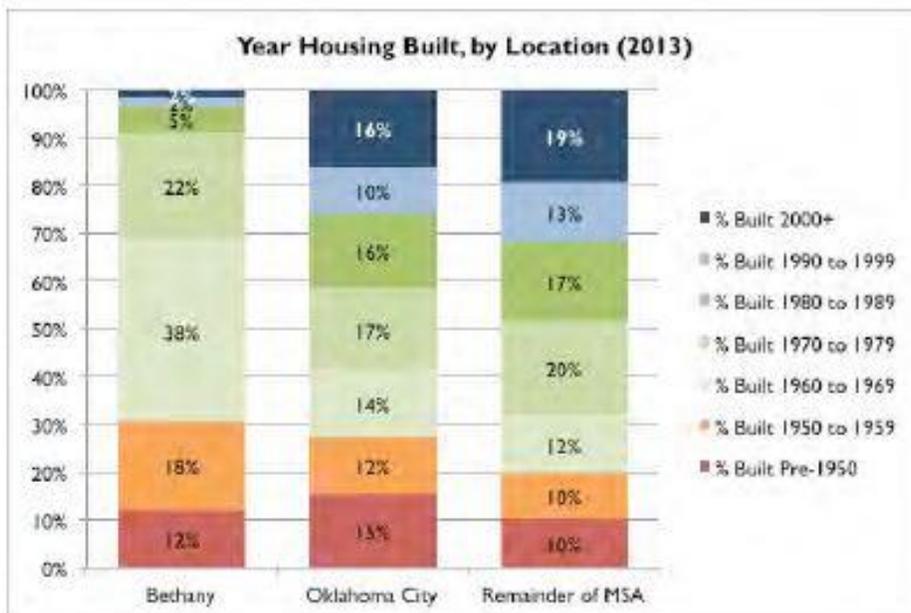
Final 11/10/15 



HOUSING ECONOMIC ANALYSIS
 BETHANY, OK Amended 11/5/15

Bethany is a small city of 20,000 in the middle of a complex region of 1.3M people. Though slowly, it has been losing population since the 1970s. Population loss is indicative of a lack of comparable appeal; since 1975 other areas of the region have been more attractive to households with choices than has been Bethany.

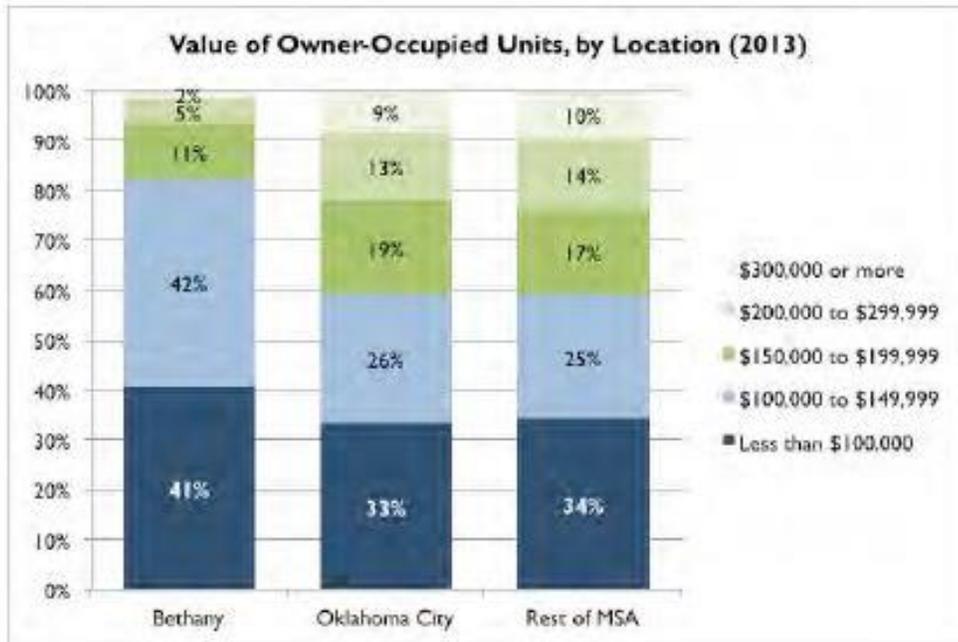
As Bethany households - who bought from 1950 to 1970 - neglected to upgrade their homes, and as the community neglected to upgrade public spaces, the market reacted. Some in Bethany left. Some who stayed began to disinvest in their homes - delaying a repair of or a new roof. Others settled in, delighted to have paid off their mortgage, but neglectful of the need to keep upgrading their properties. In reaction, appeal across the region waned. Other communities were being built, bringing to the market newer homes, often larger. Whereas 38% (3,217) of Bethany's residential structures were built in the 1960s, less than 140 have been built the last 15 years (1.7%).



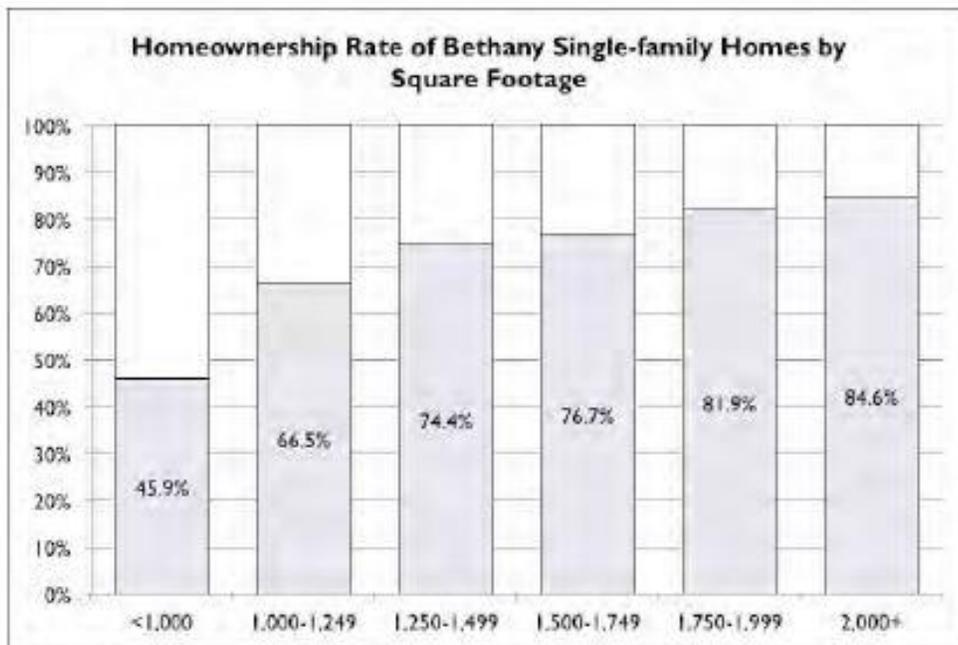
Housing market strength is a derivative of the inputs that together shape feedback. Such as an owner who is confident that investments of their time and money into their home will make those investments. Those investments, in turn, will tend to pay off down the line if the signals those investments send result in complimentary investments by others. The reverse is also true. Market strength in many respects is a function of such investment

behaviors. Values that result also derive from the stocks themselves. If the market desires pink houses and a town's residents insist on painting theirs yellow, the town can expect values to be weak, since demand for yellow houses in a pink-hungry market would be low. These two elements are at the root of Bethany's housing market weakness. On one hand, Bethany's

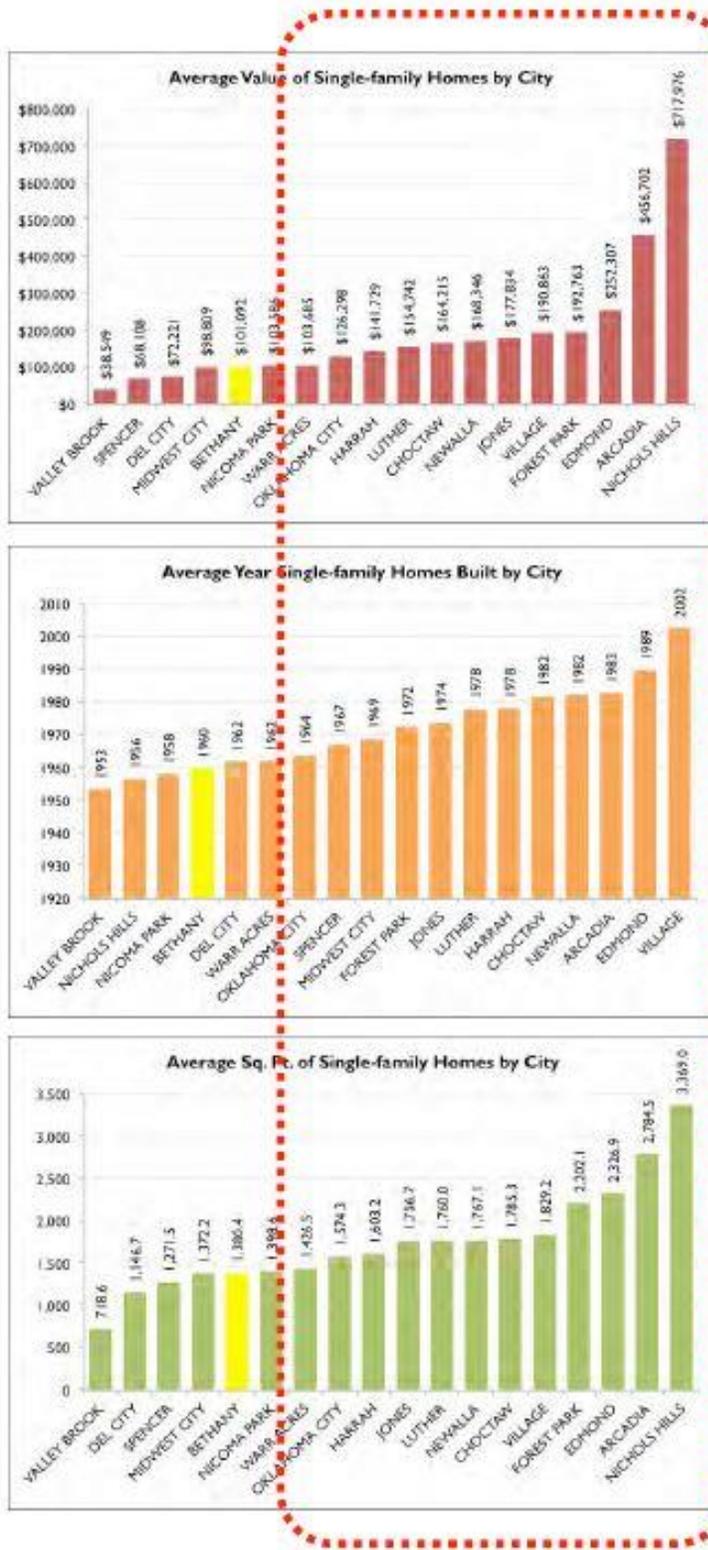
housing stocks - dated and suburban - are not in great demand. On the other, Bethany owners have not routinely enough reinvested in their homes over the years. Together, the result is an unappealing product line in a region replete with desirable housing products.



As demand by strong middle income households to buy into Bethany has steadily weakened, prices have fallen, reflecting as much. Falling prices have, in turn, attracted a different buyer. Frequently the common buyer in Bethany is an investor, an absentee owner that will rent out their property. Home ownership rates, consequently, have fallen, and this is reflected poignantly in household tenure by size of home.



The older, less competitive housing stock reflects an older profile for Bethany owners also. This reality has and will continue to impact the resulting 'personality' of Bethany.



The Competition

Across the region, values are generally higher than Bethany's which is affordable to a household with less than \$35,000 in annual income. Nonetheless, despite this affordability advantage, Bethany is not proving able to compete for the kinds of households it needs: younger, two income professional families in a region that is increasingly knowledge oriented.

The nominal average income, and aging profile of Bethany households becomes one of the major driving forces behind commercial development as well. In other words, retail in Bethany reflects who lives in Bethany. See the *Retail Analysis* chapter for more information regarding Bethany's Retail situation.

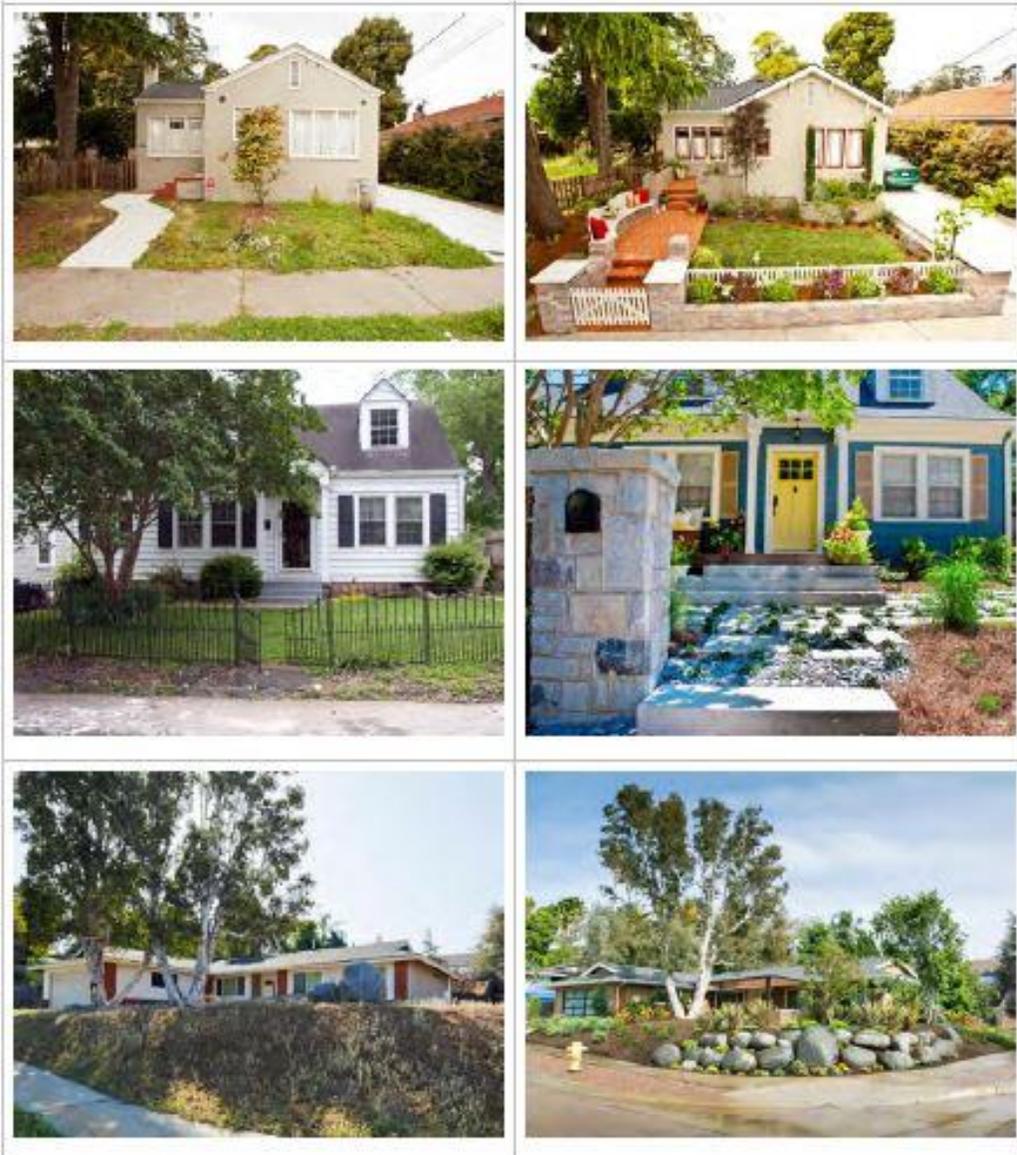
Smaller homes are less appealing in the OKC region. Older homes of a certain period - 1950 to 2000 - are not in demand in the OKC region. Bethany, having too few homes built before WW II and too few homes built after 2000, simply does not have the stocks to compete for strong buyers in the region.

Couple that with the low degree to which recent and current generations of owners have failed to upgrade their homes, and/or maintain their homes on the exterior (to a good but not especially great standard) compounds the issue of desirability from any potential market.

To correct for low demand, existing housing in Bethany needs to be enlarged in many cases. Old kitchens and baths need to be upgraded. In many cases, homes need second baths. Spurring the confidence among owners to make these investments is critical.

The best way to summarize the housing and neighborhood challenges in Bethany is to start with physical stocks. First among them are single family homes.

- **Single family homes in Bethany are too small.** This is the case in most of Bethany's housing stock. *The OKC market wants larger homes* and so the task for Bethany is to spur redevelopment of existing homes. Inherent weaknesses in the stocks themselves - while significant - can always be overcome by owner willingness to reinvest. *The work of revitalization is always about spurring owner willingness.*



How Bethany's stocks could be transformed, with the right policies and incentives and efforts

- **Single family homes in Bethany are too old, but in a specific way.** They are from a period that the market confers with little value. *Homes built between 1946 and 1985 are, by large, the lowest value homes in the US, controlling for locational and other factors.* Cities with an overage of these homes can experience weak housing demand unless other mitigating forces exist such as in Palo Alto (Stanford and Silicon Valley), Boulder (locational uniqueness, CU, NCAR, IBM), Arlington (Pentagon) as examples. So special care will be needed to reposition the majority of Bethany's stocks to appeal in the region.

For Bethany, the task will be to pursue work involving the confidence building of property owners, and to take risks, more than anything else, to ensure the housing stocks in the city can become more marketable.



Each structure shown here needs attention. The OKC market is increasingly sophisticated and it is in this market that Bethany must adapt and begin to compete for a share of strong households. This begins by having existing owners come together with one another and the city as a partner to raise standards, to raise expectations, to raise values.

In tandem with the work of raising the quality of the single family stocks, **it will be necessary to address parallel issues of pride shown by residents for neighborhood spaces.**



The standard set for public property in too many instances undermines any initiative a private property owner might be willing to make.

Redevelopment will be necessary at a larger scale. The market doesn't just eschew the 1960s ranch home, it no longer prices the cul-de-sac without sidewalks, so *attention will have to be given to triggering redevelopment of whole neighborhoods.*



Multifamily housing in Bethany is a problem. Rental properties are dated, poorly maintained, and are close to losing their last remaining value which is cash flow.



Affordability ought to be a major selling point in Bethany. It is not. Median income is \$42,486, with purchasing power by Bethany residents of \$148,701 using a 3.5x multiplier. A median value of \$113,635 is illustrative of weak demand. The region's median purchasing power is \$159,915; despite a median value fully \$46,000 lower in Bethany, **Bethany cannot attract buyers.** As demand has translated into falling values, home ownership has fallen. As single family homes have become renter-occupied, multifamily properties have had a harder time competing for good renters.



New multifamily apartments throughout the region are of exceptional quality and available for potential renters to choose from. The older apartment buildings in Bethany can not compete and have begun to experience increased vacancy, subsequent decreases in reinvestment, and on-going declined maintenance.



Many of the worst multifamily properties in Bethany are on major thoroughfares and **the signals sent to the wider market are profoundly negative.** Equally troubling signals are also visible with commercial property.

Rental rates, like housing values, has fallen in Bethany, reflecting diminished demand which reflects diminished stock quality and lack of mitigating high quality amenities. With median rent now at \$739, the typical Bethany renter earns about \$26,000. And the average home buyer earns \$32,000.

Moving forward, there are two central tasks required to stabilize the housing market in Bethany. First is that *housing stocks need to be upgraded*. Second is that *greater levels of general exterior maintenance and landscaping are needed*.

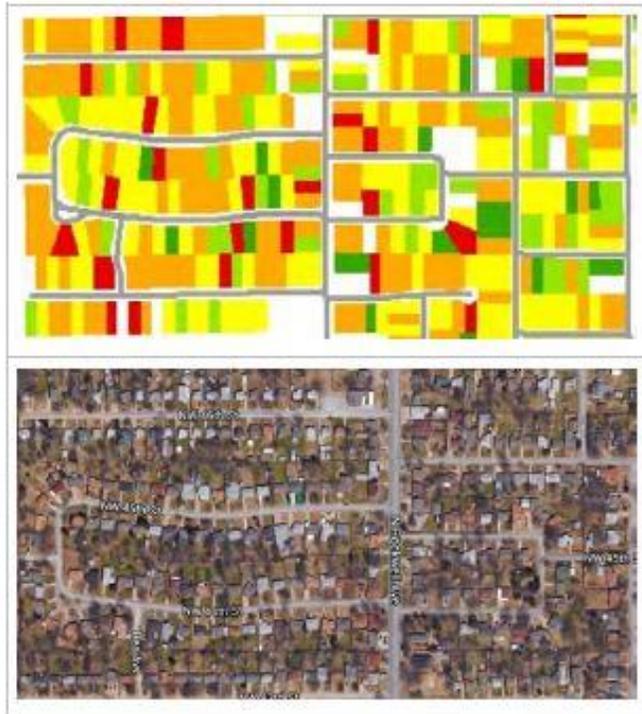


Score	Category	Count	Percentage
1	Best	694	11%
2	Good	1,858	31%
3	Average	2,246	37%
4	Declining	1,058	18%
5	Distress	185	3%
Total		6,041	

Score	Category	Count	Percentage
1	Best	694	11%
3	Average	5,162	85%
5	Distress	185	3%
Total		6,041	

At a citywide level, this means affecting the right properties at the right time in the right locations, given that the cost of addressing all weak properties will greatly exceed the city's capacity.

Below are two ways for **tackling blight**, with similar costs but with dissimilar likely outcomes. In the first option for an area already in real trouble, a typical older section of Bethany is shown below. The below diagram shows homes on both sides of N Rockwell between 43rd and 46th.



Overall Scores of Curb Appeal			
1	Best	16	5%
2	Good	41	12%
3	Average	119	35%
4	Declining	134	40%
5	Distress	27	8%
Total		337	

Overall Scores of Curb Appeal			
1	Best	16	5%
3	Average	294	87%
5	Distress	27	8%
Total		337	

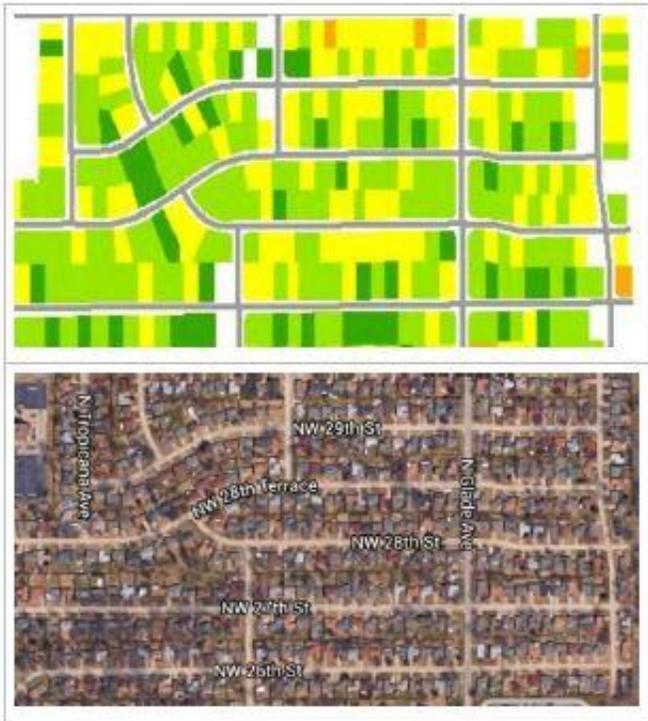
This subsection of Bethany tells an important story. Almost one in ten of the properties in this part of Bethany is in real trouble. These 27 **distressed properties - identified in red - will exert significant drag (downward pull) on other properties.** The 41 percent (134 homes) that are declining - identified in orange - are becoming distressed. The real challenge in an area like this is to *hold excellent properties steady* - of which there are 57, *while upgrading about 30% of the average homes (or 36 of 119) to a better condition.*

If each distressed property is a \$50,000 task, and each upgrade of the 30% of average properties is a \$20,000 task, then the total to bring a measure of stability to this area of 337 properties (about 6% of the city) is about \$2.1 million. Most of the upgrades will be in the form of loans, but acquisition and demolition of distressed structures will be about \$1.35 million. The question then becomes *“Is \$1.35M spent here the wisest use of such funds?”* And attached to that is the important question, *“what happens if the current distress spreads?”* as it inevitably will.

The opportunity cost here can be seen as the probable degradation of more than 250 average and declining properties to a poorer condition. So in this one small area what can be seen immediately is the probability of an increase in distress by a factor of 10.

This is an area consisting of homes of roughly \$50,000 in value, and thus of households with approximate annual incomes of less than \$20,000. Assuming one household per structure, that’s about \$7 million in annual income of which about \$2.4 million would plausibly constitute discretionary spending.

In a second "slipping standards" scenario, consider a similarly-size part of Bethany, this time consisting of 354 residential properties. In this case, between Glade and Council, and 30th and 27th, there are 226 (or 64%) truly excellent properties in terms of condition. In this area, four (4) are troubled, and not surprisingly, abutting a busy street or are corner properties. In all cases, they are surrounded by average properties, not properties that are excellent.



Overall Scores of Curb Appeal			
1	Best	47	13%
2	Good	179	51%
3	Average	124	35%
4	Declining	4	1%
5	Distress	0	0%
Total		354	

Overall Scores of Curb Appeal			
1	Best	226	64%
3	Average	124	35%
5	Declining	4	1%
Total		354	

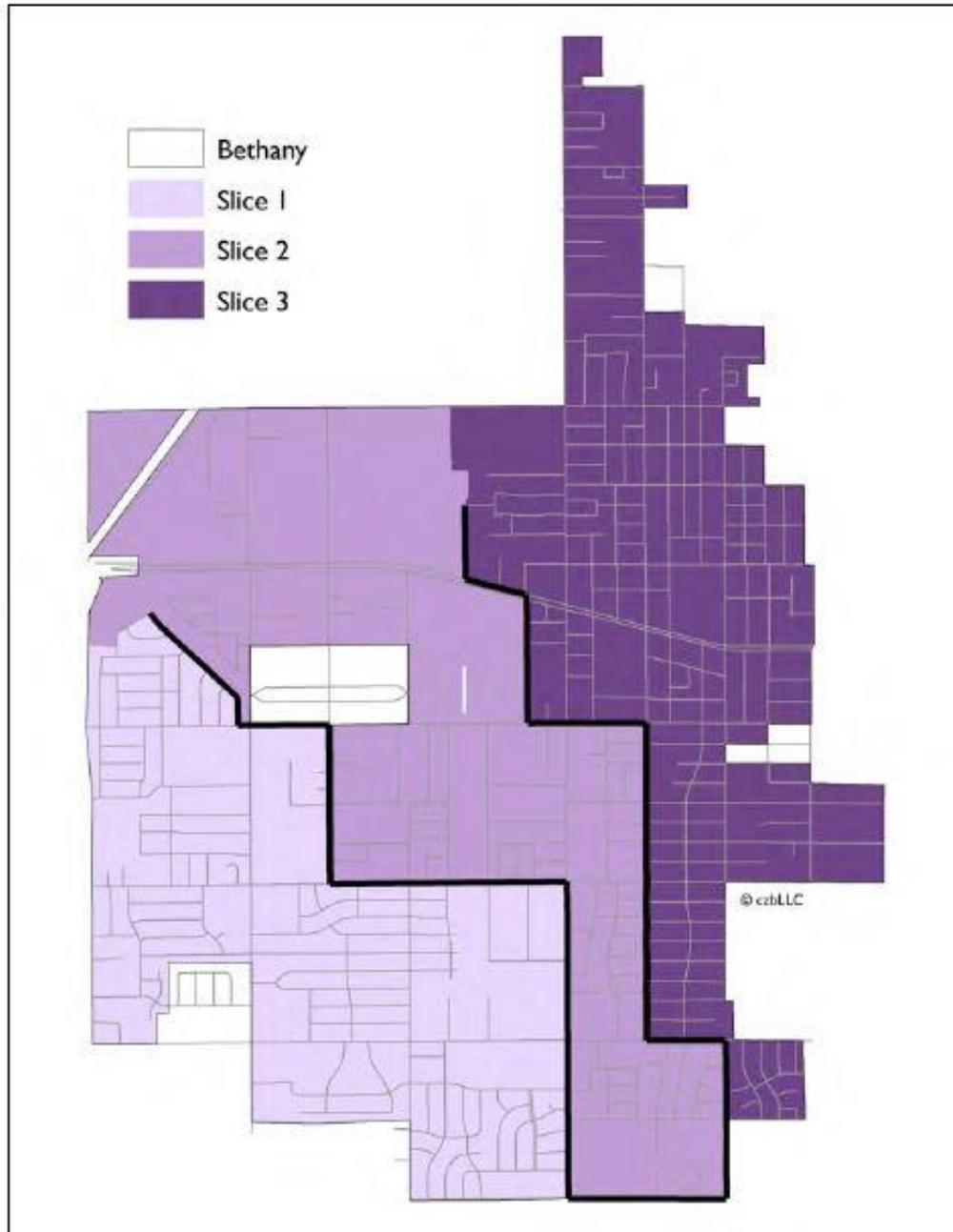
In this part of Bethany, where the housing stocks are newer and larger than is typical north of the 39th Street Expressway, current owners maintain their homes to a higher standard because they have greater reason to. **Their confidence that it makes sense to maintain their properties is high.** At the same time, *standards are slipping.*

Along 28th and 29th, property owners are slowly withdrawing their time, energy, and money just as previous generations of owners did in the older portions of Bethany. Here, however, the impact is muted and delayed because the stock age is not quite so old. **Homeowners are misreading the slipping standards here,** and in every other portion of Bethany similar to these blocks, they are interpreting these areas as okay. That is a mistake.

The challenge is to move 30% of the average homes to a better standard. At \$20,000 each, moving 30% of the average homes upward would be a bit more than \$1 million, but the impact would be profound. Such improvement would create a future area with 75% of the homes in excellent condition and fully capable of competing in the OKC region for strong households.

This area consists of homes around \$110,000 in value, and thus of households with approximate annual incomes of less than \$32,000. Assuming one household per structure, that's about \$11 million in annual income of which about \$3.7 million would plausibly constitute discretionary spending.

In general, Bethany's markets can be loosely subdivided into three subareas or "slices". Slice 3 is in the weakest condition. Counter-intuitively, sales volume and prices are rising fastest there. This is because the low principle basis creates greater market share, but also because there's a present demand by flippers to buy and rent properties.



When the composition of each slice is considered, slice 3 has an average field score of 3.13 (below the city average). Slices 1 and 2 are virtually identical in average exterior condition at 2.39 and 2.38 respectively.

Within the slices of Bethany it is possible to see the challenges ahead in quantifiable form.

	1	2	3	Bethany
Sale Price Avg 2010	106,500	95,024	69,387	
Sale Price Avg 2011	105,090	117,669	65,908	
Sale Price Avg 2012	95,919	121,000	74,068	
Sale Price Avg 2013	98,715	112,209	76,328	
Sale Price Avg 2014	110,771	129,045	83,669	
Sale Price Avg 2015	108,232	122,598	85,724	113,635
# Single Family Parcels	2,295	1,329	2,529	
Owner Occupied	1,734	993	1,393	
Home Ownership Rate	75.6%	74.7%	55.1%	
Average	2.39	2.38	3.13	
Total Number	2,214	1,248	2,447	5,909
1	262	246	162	670
2	974	431	419	1,824
3	835	432	949	2,216
4	139	128	774	1,041
5	4	11	143	158

ENDNOTES ON DEMAND IN BETHANY

Demand for housing in relation to the supply of what is available is what sets price. This is both simple and complex. It is simple in that the market has certain demands (product types in a variety of settings) and certain supplies (product types in a variety of settings), and complex in that this never occurs in a vacuum - there's always a context - and it's always fluid (ever changing). In general, newer homes are more valuable than older homes - all else being equal. And for a time, a suburban jurisdiction (like Bethany) will be (was) more competitive than a nearby place with older stocks (like OKC).

But, *and this is an important but*, (relatively) new or old (except in greenfield v brownfield), housing value eventually becomes more a function of land costs than of bricks and mortar. This is noteworthy because land costs reflect two things: 1. who is there in the house (now) behaving in what ways (historical investing or disinvesting), and 2. what is the resulting "package" of residents and amenities offered and promises to offer. In other words,

- **Bethany has a high percentage of its stocks built at the same time** and because nearly all have not had continual reinvestment, Bethany now has a **housing stock disadvantage** (all eggs in one un-diversified basket, making it vulnerable to age).
 - The stocks are small
 - They have not been maintained particularly well
 - They suffer an unfortunate penalty of timing in the form of an ignominy of design (they are not likely to have a very successful second act in America except in land-scarce situations)
- **Bethany has failed to leverage their newer stock advantages** (in the 1970s and 80s) and have **failed to engage in timeless place-making**, leaving Bethany at a place disadvantage.
 - Homes are less desirable (hard to market), but
 - The neighborhood's aren't really "neighborhoods" in an era when traditional neighborhoods are craved
 - Density is lower in Bethany than in the more activated places (the competition has built and offers what today's market wants)
 - Amenities are not competitive (civic parks, connecting trails, infrastructure, signage and wayfinding, quality of street and sidewalk design, and commercial/retail are either undesirable in appearance or non-existent).
- **Bethany is lived in by a large percentage of households of an age (65+)** who are not disposed to make significant additional changes (upgrades) to their homes before making one final move.
- **Bethany's public and retail/commercial spaces reinforce not frugality but cheapness.** Altogether this sends terrible signals to a regional market that has numerous excellent options throughout at equal or better prices.

POTENTIAL STRATEGIES

Level of pride (confidence) in work is infectious and puts out important signals. One owner's acts signal to another owner that such action is expected. This happens in both directions. If an owner degrades his property, others see that and lose pride in their property. If an owner upgrades his property, others will feel compelled to "keep up" with what is new and will improve their situation. This builds pride (and confidence) in the community.

Bethany will need to **put out new signals to evoke new confidence** in existing community members, potential home buyers, potential developers, and potential businesses who could choose to invest in Bethany, but to date have not done so. To do this, Bethany has no choice but to incentivize current owners to move from cheap levels of care to more robust efforts to communicate to the outside world genuine pride.

Bethany will not succeed in building pride by doing a little everywhere, and it will not succeed by starting where the challenges are the gravest and conditions the worst. **Investment through incentives will need to be strategic through targeted application to catalyze areas of town that need a boost, not an overhaul.**

Bethany will need to create a pool of incentives for behavioral changes to occur.

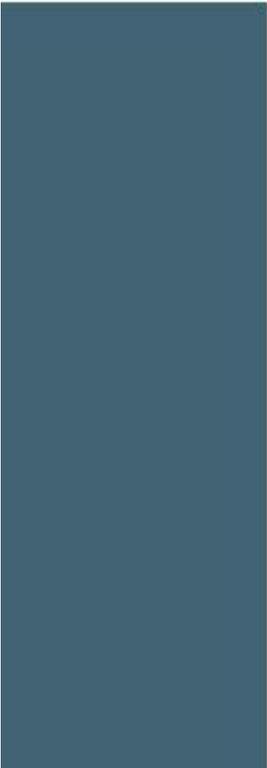
Here are some possible incentive strategies to consider:

- Small matching cash loans
- Tax incentives
- Grants

Whatever the approach, Bethany's public sector has no option but to induce, prod, cajole, cheerlead, champion, drag, carrot, anything to drag the average home owner into a habit of better home care and reinvestment. Such work has been done admirably and successfully in Baltimore using Healthy Neighborhoods Inc, and in Richmond through its Neighborhoods in Bloom program." There are hundreds of such programs nationally."

Few, however, have yet to completely successfully wrestle with the challenge of excess 1970s ranch houses in soft markets, such as Bethany. This is a national and looming challenge. Bethany's current challenges come at an awkward time where the last of the old (ways of tackling blight) has not fully given over to the first of the new ways. A paradigm shift is being forced on older suburban communities now confronting excess low demand stocks built in the 1960s and 1970s that today are unappealing to a more discerning market.

There are successes with these stocks, but usually stronger regions (Long Island, Philadelphia's suburbs, DC's suburbs, LA and Seattle)."



Retail Analysis



Comprehensive Plan 2030

BETHANY, OKLAHOMA

Final 11/10/15 **M I G**

Retail Analysis

Sales Tax and Current Conditions

Sales tax serves as the primary funding source for cities in Oklahoma. These taxes are deposited into the general fund used to pay for city staff and public safety (fire and police) salaries, along with improvements and maintenance for parks, streets, utilities. As of 2015, Bethany collects a 4% sales tax for City services that generates approximately \$4 million in revenue annually. Unfortunately, the city typically needs \$6 million in the general fund every year to pay for all the City's expenses. To maintain these costs, increased water fees have been used to make up for the shortfall.

Where do the current sales tax dollars come from? 42 percent comes from retail sales and another 20 percent comes from the sale of utilities. Another 13 percent comes from Food and Lodging. The remaining 25 percent comes from a variety of industries including wholesale, information, manufacturing, and other services and categories. Within retail, 12 percent comes from grocery stores, 11 percent comes from restaurants, and another 12 percent comes from hardware and building materials, convenience, and lodging. The remaining 65% comes from other retail categories.

Another issue is the money spent elsewhere rather than in Bethany. In retail that is referred to as leakage. When looking at city-wide leakage statistics for Bethany, there is about \$32 million dollars spent elsewhere outside the city limit for home goods, drug store purchases, sit-down restaurants, fast food eateries alone.

If Bethany wanted to replace the \$2 million it draws from the water bill with sales tax dollars, there would need to be about a \$60 million increase in sales annually within the City limits. Current leakage statistics wouldn't even cover for the shortfall.

To generate \$60 million in annual sales revenue, Bethany would need enough retail to move in to town that could fill about 250-300 thousand square feet. This is equivalent to a regional shopping center, two to three regional big box stores, 6-8 medium big box stores, or as 30-40 small retail tenants.

Bottom line, Bethany needs to pull more sales tax from outside – becoming an attraction, and from within – keeping more money local. Refer to the *City Finances, Services, and Public Facilities* chapter for more information regarding taxes and financing for Bethany.

Competitive Advantages

All is not lost, however with retail in Bethany. In fact, there are a number of competitive advantages which it can tap, including:

- the 39th Expressway, with average daily traffic (ADT) of 17K to 18K
- the presence of two universities, which aggregate to roughly 3,000 students (ultimately growing to 4,500)
- a relatively healthy Main Street, with its critical mass of antique dealers
- the energy of the immigrant population to the south

Opportunities

Large-Format Retailers

According to the City Economic Development Director, Bethany is still in the running for a well-known membership warehouse club that is currently expanding across the region. Another possibility for a major sales-tax generator would be an outdoor outfitter that does not yet have a presence in the OKC metro and could be intrigued by the proximity to Lake Overholser, or a furniture retailer. These last two kinds of tenants would need, however, to have a track record of opening in locations with limited relevant co-tenancy.

And with all three, there is the issue of highway access and visibility. The Kilpatrick Turnpike is a good three miles and a five-minute drive away, and there are available parcels much closer to the interchange on the Yukon side, like, for instance, the “Yukon Crossing” development and the 41 acres still available there next to the Wal-Mart Neighborhood Market -- which might be prohibited from signing a membership warehouse club (owing to an exclusive with Wal-Mart) but which would be far more competitive for, say, an outdoor outfitter. Furthermore, at least the first two of the above three would require significant assistance from the City of Bethany, which may not be forthcoming due to political opposition. And with the warehouse club, the matter of alcohol sales looms large.

Grocery

The City Economic Development Director also pointed to the possibility of luring a new premium grocery concept that has been introduced by an existing OKC supermarket chain. At first blush, this would not seem to be a match for Bethany’s middle-income demographic. However, the format offers a blend of upscale and mainstream items, and appears to be positioned as more of a customizable concept geared towards the specifics of the local demand.

This could be a game-changer for Bethany, not just in terms of the potential for sales-tax revenue but also given the other sorts of tenancies that would want to open in the grocer’s shadow. It would, however, necessitate public assistance — a site-specific TIF, at the very least — and furthermore, I do not know what the resignation of the City Economic Development Director would mean to this project or others across the city — he did seem closely involved in this one.

Other Near-Term Opportunities

Other near-term opportunities for Bethany include the following:

Indoor trampoline parks have proliferated across the U.S. in recent years. In these spaces, children (and the young-at-heart) can bounce and flip from one trampoline to another, jump into pits filled with foam blocks and play trampoline-based versions of basketball and dodge ball. They tend to range in size from 25K to 35K square feet and require at least 17-foot-high ceilings. New ones have opened in the OKC metro, with two in Edmond (Elevation, SkyZone), one in Moore (Elevation) and another, Cosmic Jump, soon to open at a still-undisclosed location. While the category is too young to have established standards for the minimum population needed to support yet another such offering, none of the existing three are sited on the west side.

Fitness club, like, for example, a no-frills, low-priced, “judgement free” concept targeting “average people” who do not belong in gyms already and never have. A typical floor-plate would be 20K square feet.

Large-format drug store. Bethany currently leaks sales of roughly \$9 million in this category, and all of the closest ones sit on the market’s eastern periphery (Walgreens at 23rd and Rockwell; CVS and Walgreens at 39th and MacArthur), suggesting that another might be possible along the Council Road corridor, perhaps in a redeveloped DeVille Shopping Center, which would also be proximate to the redeveloped medical center to the east. The prototype would be roughly 13K square feet, in a freestanding location at (or, at most, one lot removed from) a signalized intersection.

Food and beverage offerings, including more quick-service dining as well as additional family/buffet-style restaurants and perhaps a sports bar. While traffic counts along 39th Expressway are slightly lower than what most fast-food franchises look for, the popularity of eateries like Stray Dog Cafe, Jim’s Diner (which recently expanded to a second location, in Warr Acres) and Boomarang Diner suggests that the dine-out market is still not fully tapped.

Student-oriented businesses, including college bookstores, coffeehouses as well as quick-service dining (above). For example, SNU’s existing “The University Store”, in Webster Commons, appears severely space-constrained, and might be relocated to a publicly-accessible location and refashioned as a more modern “hybrid” format that also offers general publications. And while SNU’s library contains a cafe in its lobby area, the 3,000 students in Bethany should be capable of supporting a full-fledged, stand-alone coffeehouse, complete with sandwiches and light food, board games, even karaoke in the evenings.

Synergistic “Main Street” concepts which complement the existing cluster of antique dealers, boutiques and eateries (that cater primarily to a mid-market, 45 to 75-year-old consumer) while also serving to expand the overall draw (to also encompass students, for example). Examples might include, for instance, a soda fountain/retro-pop shop, a thrift/vintage clothier and additional eateries. While these sorts of businesses might not in and of themselves generate large amounts of sales-tax revenue, the emergence of a “destination Main Street” would help to reinforce a sense of identity for Bethany as well as raise its profile regionally and beyond.

Latino entrepreneurs. While this one might elicit some skepticism, the reality is that large influxes of Latino immigrants — like what OKC metro has experienced in the last quarter-century — often drive the revitalization of older, long-struggling commercial corridors, and indeed some of this can be seen along 23rd Street today, particularly to the east towards Meridian Avenue, and along MacArthur

Boulevard south of 39th. To some extent it will happen on its own, *as long as* public officials and others recognize the value of these strivers, and do not make life difficult for them or inadvertently scare them away.

Comparison Goods

The City Manager has also expressed an interest in so-called "comparison goods", like clothing and shoes. However, the sales leakage data does not indicate much opportunity there, and such retailers generally prefer to cluster in close proximity to each other — in regional malls, big-box centers and outlet malls — which leaves Bethany at a real disadvantage vis-a-vis existing shopping destinations like Reno Ave/I-40 corridor, NW Expressway, Penn Square Mall, etc. The City Manager asked about Payless ShoeSource in particular, but most of its existing locations in the OKC metro conform to this pattern.

Bethany's best chance for comparison goods would be to attract a major anchor store that offers those lines of merchandise or that such retailers would want to be near (e.g. membership warehouse club, premium grocer, etc.). Absent that, local shoppers will most likely have to content themselves with the selection of "family clothing" basics typically found in discount variety stores like Family Dollar.

Development Sites

In terms of specific development sites and opportunity areas that appear to be in play and would appeal to the kinds of retailers outlined above, a list of top priorities and site planning considerations are listed below and relate directly to the “Potential Areas of Opportunity” section discussed in the *Land Use and Zoning Analysis* chapter of this existing conditions report.

Top Priorities

- **New, SNU-led, mixed-use development** (between the Sawyer Center and Redmond Avenue or, ideally, on the south side of the 39th Expressway adjacent to the existing Main Street), to include, on the ground floor, a relocated and expanded “The University Store”, a coffeehouse (for studying, board games, karaoke, etc.) as well as quick-service food offerings
- **New, SWCU-led, mixed-use development** (on the south side of the 39th Expressway, between Glade Avenue and Davis Avenue), to include, also, the university bookstore, a coffeehouse as well as quick-service food offerings
- **Main Street Bethany** (on the south side of 39th Expressway adjacent to the existing Main Street), with expanded inventory for synergistic concepts (e.g. thrift / vintage clothing, soda fountain/retro-pop shop, additional eateries, etc.) and/or for student-oriented businesses
- Opportunities for **premium grocer** or **membership warehouse club**
- **Lakeside property**, for family/buffet-style restaurant and/or sports bar
- **DeVile shopping center** (at the NE corner of 23rd Street and Council Road), for large-format drug store and quick-service food offerings

Site Planning Considerations

In terms of site planning considerations, 10% of Bethany’s households do *not* have a car and so the effort to add sidewalks to certain streets makes sense, as does a continued pedestrian orientation in the Main Street area. Elsewhere, however, in such an automobile-dominated culture where foot traffic is almost nonexistent, new retail development should still be designed first and foremost for the motorist, with building and storefront setbacks, clearly visible off-street parking, etc.



Land Use and Zoning Analysis

Comprehensive Plan 2030

BETHANY, OKLAHOMA

Final 11/10/15 



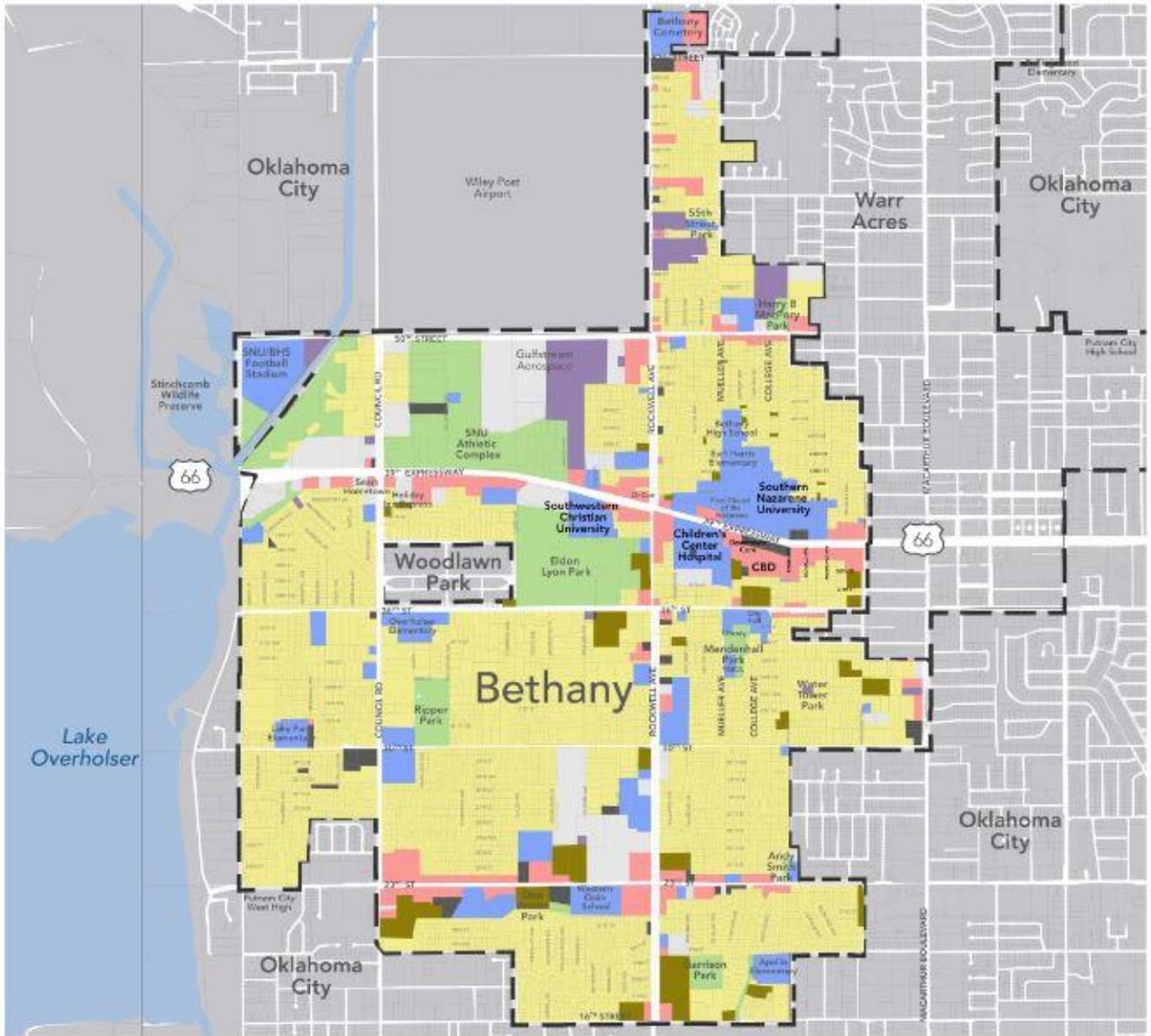
Land Use and Zoning Analysis

The purpose of this report is to analyze existing land uses and development patterns in Bethany, identify areas of potential opportunity, and evaluate the City's existing Land Use Section of the Municipal Code.

Existing Land Use and Development Patterns

Residential land use is the predominant land use pattern in Bethany covering 61 percent of the City's land area. The largest percentage of residential land is single-family homes; only a small portion (three percent of all land area) is multi-family residential. Public/Institutional Uses occupy the second largest land area, with over 300 acres (10 percent). Public/Institutional uses include public primary schools, Sothern Nazarene University, Southwestern Christian University, and Children's Center Hospital. Local commercial and office uses represent only seven percent of the total land area

Existing Land Use Distribution		
Land Use	Acres	Percent
Single Family	1,927.2	58%
Multi-Family	98.8	3%
Commercial/Mixed Use	188.5	6%
Office	41.5	1%
Public/Institutional	317.8	10%
Industrial	80.2	2%
Parks/Open Space	298.3	9%
Transportation	172.8	5%
Unknown/Underutilized	210.3	6%



Legend

- | | | | | | |
|--|--------------------|--|---------------------------|--|-------------------------|
| | City Boundary | | Single Family Residential | | Public / Institutional |
| | Parcel | | Multi Family Residential | | Industrial |
| | Surface Water | | Commercial / Mixed Use | | Unknown / Underutilized |
| | Parks / Open Space | | Office | | |

Existing Land Use 2016



**BETHANY
COMPREHENSIVE PLAN 2030**



Between January 1, 2005 and August 13, 2015, a total of 2,592 building permits were issued by the City of Bethany. The vast majority of these permits were for minor building projects, valued at less than \$10,000. A total of 55 new residential units and 37 new commercial buildings were initiated during this nearly 10-year period (valued at over \$8.5 million and \$32 million, respectively). In addition, commercial remodels and additions represented another 109 permits, valued at nearly \$23 million. Commercial construction and additions/remodels also include public/institutional uses.

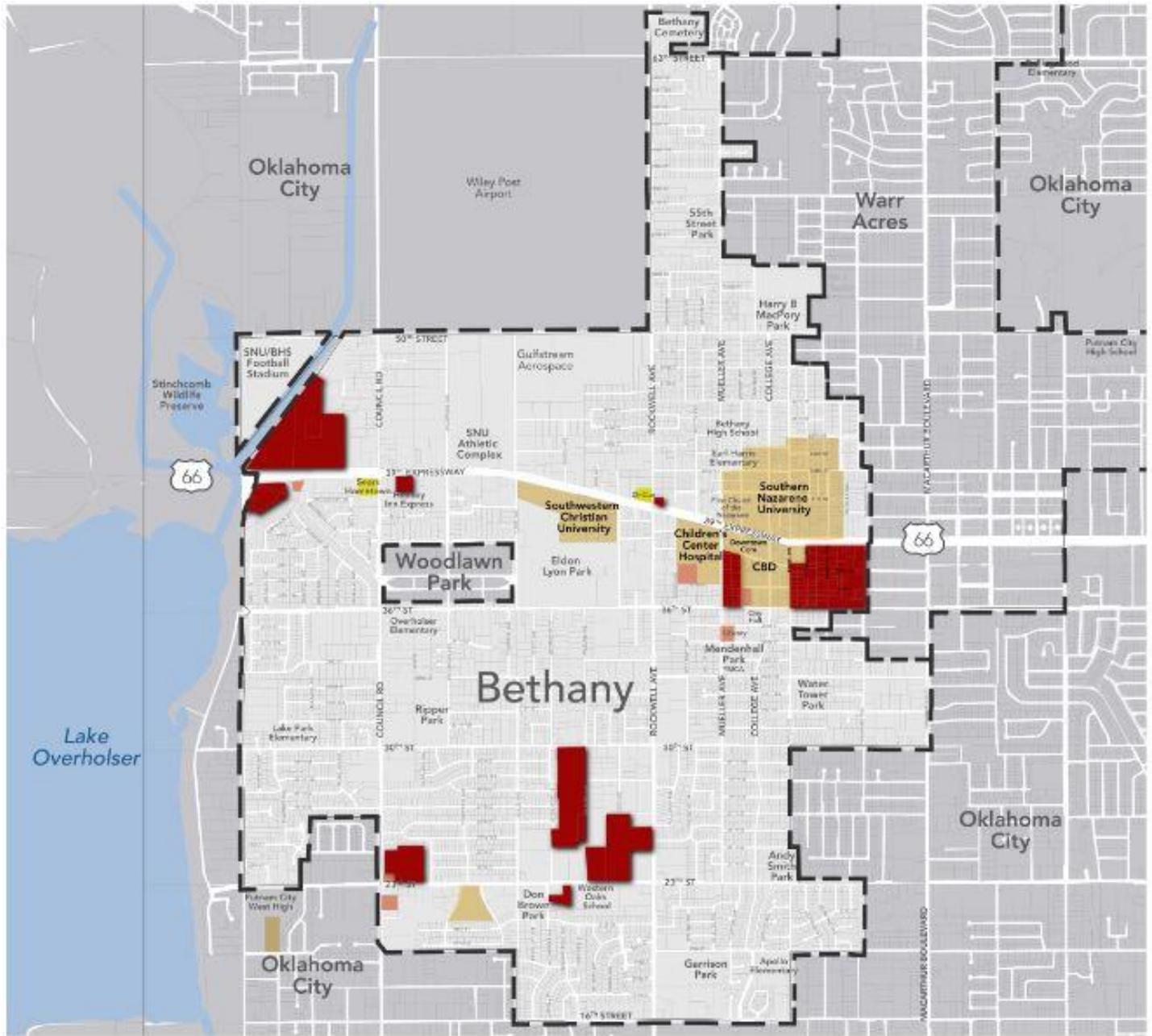
Potential Areas of Opportunity

UNDERUTILIZED PROPERTY

The Existing Land Use Map above graphically represents the location of different existing uses throughout the city. Areas identified with grey are indicated as “unknown/underutilized”. These are anticipated areas of change, according to the Association of Central Oklahoma Governments (ACOG). The ACOG identified these areas for potential future residential (54.7 acres), commercial (89.2 acres), industrial (60.4 acres), and public/institutional uses (6.0 acres).

There is some overlap between the areas ACOG identified as unknown/underutilized and upcoming projects, as indicated in the Development Opportunities map below. The Sears Home Center recently completed on NW 39th Expressway indicates the interest and viability for new commercial projects. Also, along Council Road, a new Dollar General and a new 7-11 store are proposed. Current proposed large-scale projects are generally associated with public/institutional uses such as the Children’s Center and Southwest Christian University.

In addition to these areas of opportunity, significant opportunity may be found within the City’s **Central Business District** (see the Zoning Map below). The Central Business District (CBD) encompasses Downtown Bethany, located on Historic Route 66. The downtown is quaint and walkable, and provides great character and proximity to uses and activities. Currently there is a mix of restaurants, antique stores, some professional services, and a few specialty stores. Buildings range from single to two story with single as the primary building height.



Legend

-  City Boundary
-  Projects Under Construction
-  Proposed Projects
-  Planned Projects
-  Potential Opportunities

Development Opportunities

BETHANY COMPREHENSIVE PLAN 2030



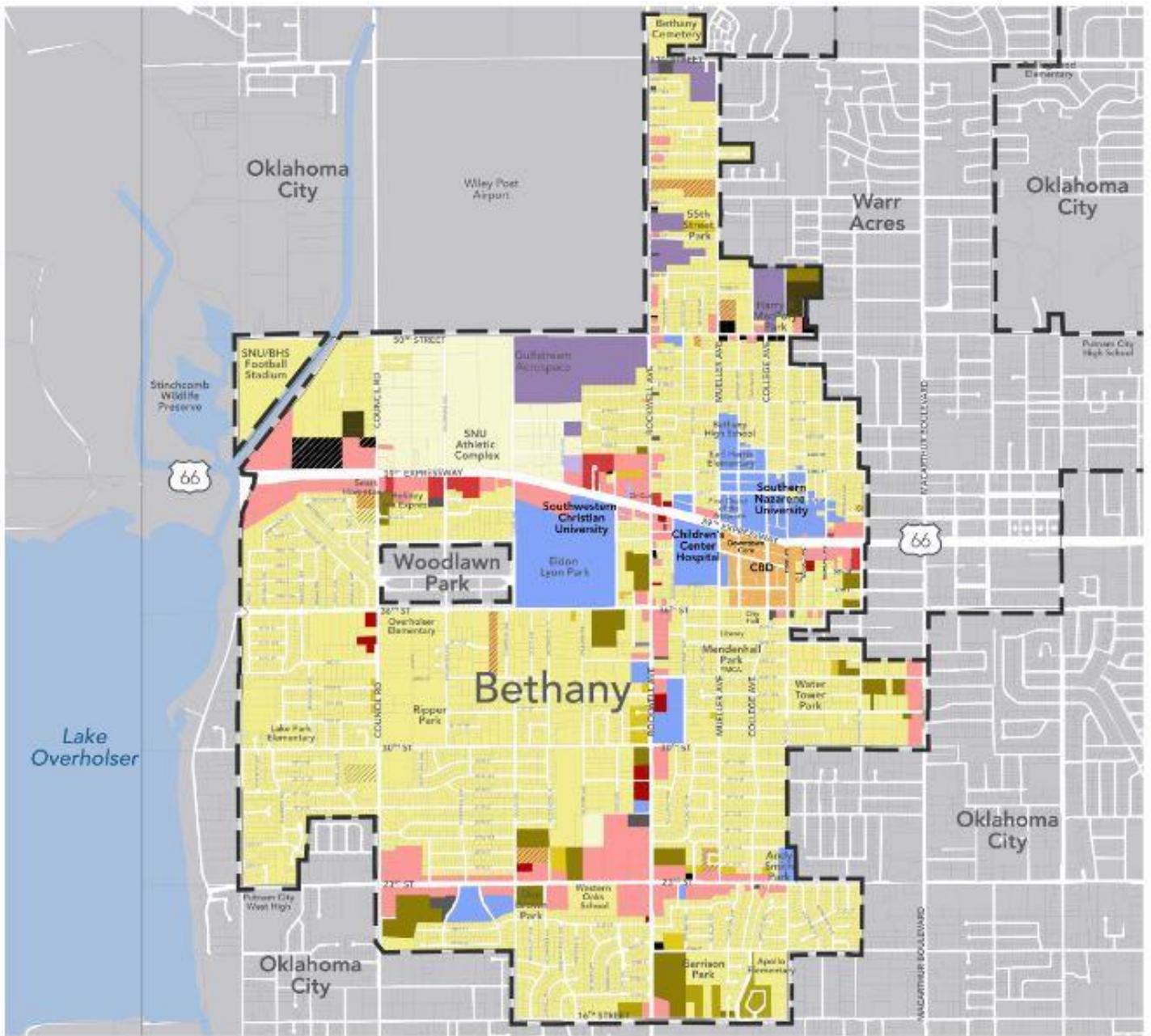
MANAGING AND TARGETING DENSITY

The City's charter limits residential development to 12 units per acre, except for university student housing and any dwelling units located within the Central Business Zoning District. As such, any opportunities for new mixed-use development or higher density multi-family development would be concentrated in the CBD.

Due to the current charter's density stipulation, locating the CBD zone elsewhere in Bethany would circumnavigate the intention of the 12 du/acre limitation. If Bethany desires to intensify other areas of town outside the CBD with more walkable, mixed-use development - along 23rd Street and at its intersections at Rockwell and Council, it may need to consider amending the city charter to a higher density limit.

Another approach for achieving greater intensified development, while respecting the City Charter could come through **Transfer Development Rights**. Bethany could assess their housing full potential capacity at 12 du/acre for all zoned property that permits residential use and use that as a ceiling cap for residential units in the city.

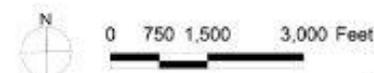
Any zoned property with "un-built units" (units above the existing dwelling units occurring on built-out land that are allowed by entitlement could have those rights of additional units "transferred" to potential targeted development sites/property. This would allow for focused higher intensity development and would also respect the city charter of 12 du/acre. To manage development intensity, the potential development could be capped at a desired higher density or building height, for instance targeted developments could be allowed to build up to 35 du/acre and/or 3.4 to 4 stories.



Legend

City Boundary	R-M Residential Multi Family	E-1 Educational / Institutional
Parcel	MHP Mobile Home Park	C-N Commercial Neighborhood
A Agriculture	C-R Commercial Restricted	C-S Commercial Shopping Center
R-1 Residential One Family	C-H Commercial Highway	I-L (I-H) Industrial Light
R-2 Residential Two Family	C-G Commercial General	I-R (I-L) Industrial Restricted
RMO Residential Multiple Unit Ownership	C-O Commercial Office	PRD Planned Residential Development
	CBD Central Business District	PUD Planned Unit Development
		No Zoning Code
		Require Rezoning
		Require Special Use Permit

Current Zoning 2016

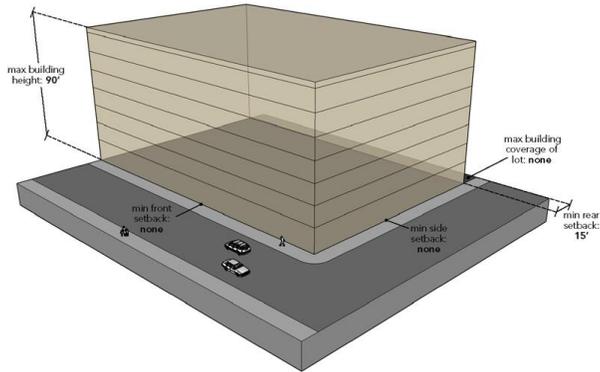


**BETHANY
COMPREHENSIVE PLAN 2030**

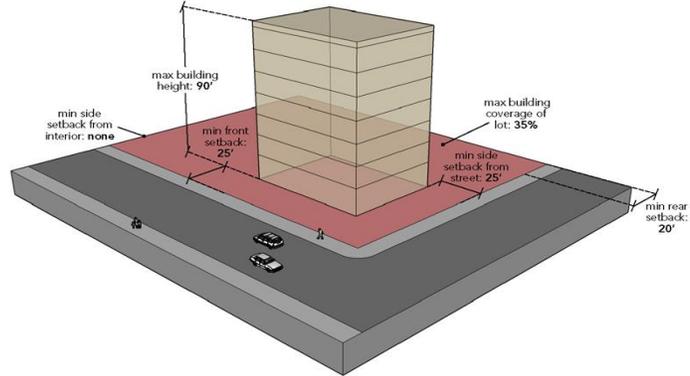


Many of the properties identified above in the Development Opportunities map, currently have other more limiting zoning standards for commercial or residential development. Below are massing diagrams depicting the development limits for the commercial zones involved.

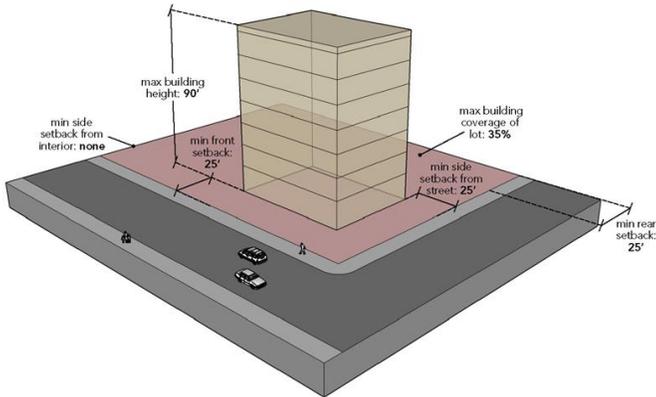
Commercial Business District
(3,000 square foot lot)



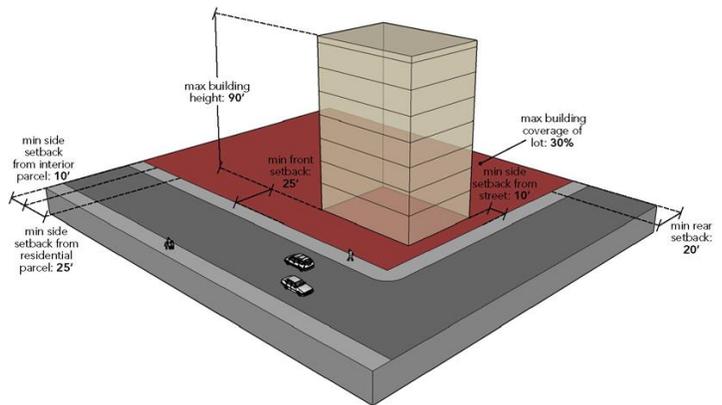
Commercial General
(3,000 square foot lot)



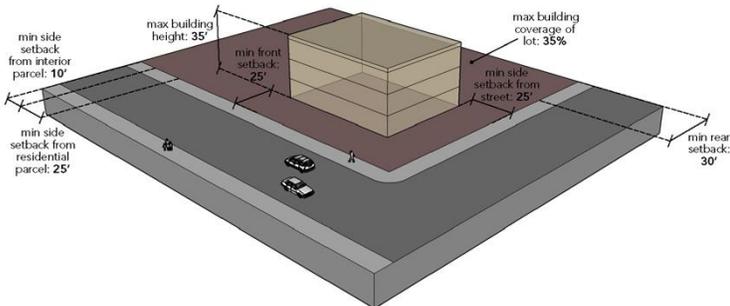
Commercial Restricted
(3,000 square foot lot)



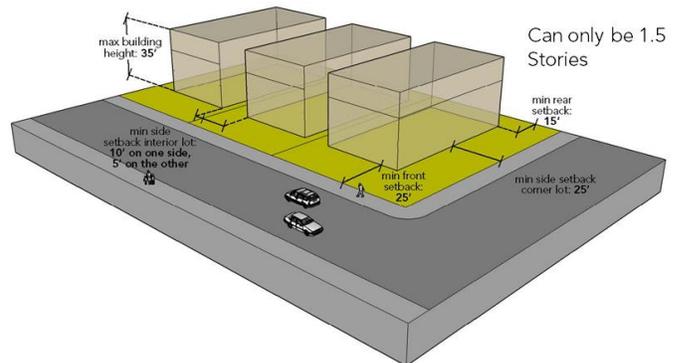
Commercial Highway
(3,000 square foot lot)



Commercial Office
(3,000 square foot lot)



Residential One Family



Land and Usage Code: Zoning Chapter

The Bethany Land Usage Code (Title XV) includes all building and zoning requirements for the City, as follows:

- Chapter 150: Building Regulations
- Chapter 151: Drilling Regulations
- Chapter 152: Mobile Homes; travel Trailers
- Chapter 153: Sign Regulations
- Chapter 154: Subdivisions
- Chapter 155: Site Plans
- Chapter 156: Flood Damage Prevention
- Chapter 157: Airport Height Regulations
- Chapter 158: Public Improvements
- Chapter 159: Zoning
- Chapter 160: Portable Temporary Storage Units

Title XV was revised in 1973 to reflect a change with setbacks. Old parcels had 25 width lots with varying depths. Modern home sizes were too big for old lots so setbacks were adjusted to allow for larger modern home sizes. In 2002, the Land Use Code was re-codified.

This report focuses summarizing major issues within the Zoning Chapter (Chapter 159) and the Subdivisions Chapter (Chapter 154).

CLARITY

One of the most important features of an effective zoning code is clarity—clarity for property owners, developers, city staff and decision makers, and the public. Clearly written codes, with consistent language throughout, help to **streamline the development process** for all parties involved and provide the necessary **transparency to the public** to bring about supportable projects. In this way, a clear and concise Zoning Chapter can function as an economic development tool for the City.

The existing Zoning Chapter of the City of Bethany is divided into six sections, and followed by four appendices, as follows:

- General Provisions
- District Regulations
- General Regulations
- Administration and Enforcement
- Planning and Zoning Commission
- Board of Adjustment
- Appendices: (Lot Standards, Sight Triangles, Yard Standards, and Permitted Uses)

Bethany's Zoning Chapter is fairly short, which benefits both users and enforcers of the code since there are limited opportunities for inconsistencies to creep into the code as revisions are made over the years. In addition, brevity may be seen as an advantage to developers and property owners in that it is more accessible to the lay person.

Inconsistencies

As with all codes (even short ones), some inconsistencies will emerge as periodic updates and amendments are made. These inconsistencies are the first priority to address to ensure clarity for users. Based on a preliminary review, the following should be addressed:

- In Appendix D, nearly all items are filled in with "none" if no standard applies; however, minimum front and side yard requirements for CBD are left blank, as are the minimum required lot area residential and lot depth for C-H. For consistency, these should indicate "none" if there is no minimum required.
- The title for Section 159.058 indicates Comprehensive Plan Review; however the content associated with this Section discusses applications for appeals, special exceptions, and variances. The title for the section should be revised, and if additional parameters are necessary to outline for Comprehensive Plan Review, these should be added.
- There are inconsistencies between zones listed in Section 159.005 and the Zoning Map, including certain zones not listed and certain zones with different names.
 1. According to Section 159.023 of the Zoning Chapter, properties zoned I-R and I-L should have been reclassified to I-L and I-H, respectively. The Zoning Map should be updated to reflect the new names of these zones.
 2. According to Section 159.022, all properties zoned C-N or C-S as of 1985 could continue to be governed by the standards associated with those zones; however no new property was to be rezoned as such. While there are no standards listed in the Zoning Chapter for C-N or C-S, these zones remain on the City's Zoning Map. The City should consider eliminating these previous zones, or provide the necessary standards to regulate the zones.
- There are certain inconsistencies between the Subdivisions Chapter and the Zoning Chapter. For example, lot design standards exist in both chapters. The standards should be removed from the Subdivision Chapter and replaced with a simple reference to the Zoning Chapter.

Organization and Ease of Use

Modern code updates often focus on a complete reorganization of the Code to facilitate a hierarchical structure of organization and additional graphics and tables to provide clarity. Alternatively, cities often opt for less expensive updates that focus on certain development and use standard changes and minor reorganization.

A primary focus of a streamlined reorganization would pertain to allowable uses in the City. Currently, the “use table” in Appendix D serves two of the primary purposes of the Zoning Chapter: establishing primary development standards for each zone, and listing allowable uses by zone. These two separate functions could be divided into two distinct tables to facilitate readability and clarity, with appropriate table titles and headings for each.

To augment the Use table, Appendix D should also house all use-based standards; thus, Section 159.044 (Special Permit Uses) should be relocated and reconfigured into a table and combined with permitted uses, and any other discussions on uses that are scattered throughout the Chapter. In this way, a property owner/developer can identify all permitted and conditionally permitted uses associated with the zone of their property. The City should also reevaluate the existing list of uses to ensure that the uses are up-to-date and reflect the uses the City wishes to see in the City.

Other minor modifications could include moving Section 155.06 (under Chapter 155: Site Plans), which discusses façade requirements, into the Zoning Chapter.

The City could also add process flow charts with timelines describing the development process. Graphic illustrations of approval processes will help applicants understand the steps required to secure development approvals. These can be established for illustrative purposes only (the text would govern), but would be helpful to include in the ordinance and/or application packets.

Definitions

A comprehensive definitions section is critical to provide clarity, and all definitions should be consolidated in one section. For example, definitions currently listed in Section 159.044 (Special Permit Uses) should be moved to the Definitions Section (159.002).

Critically, the definition section should be expanded to include **a definition for all permitted uses**. In addition, potential new definitions should focus on words where there is some discretion. Some examples to add include:

- Abut
- Addition
- Adjacent
- Alley
- Alteration
- Appeal
- Board (Board of Adjustments)
- Council (City Council)
- Commission (Planning Commission)
- Comprehensive Plan
- Easement
- Deck
- Porch
- Public Street
- Zoning Map

There is significant overlap between definitions in the Subdivisions Chapter and the Zoning Chapter. These definitions should be rectified so that where definitions overlap, the definitions are the same.

City of Bethany Development Standards (Existing)									
District	Minimum Lot Area		Minimum Lots		Minimum Yards			Maximum Lot Coverage	Maximum Height
	Per Lot	Per Dwelling Unit	Width	Depth	Front	Sides	Rear		
A	5 acres	5 acres	100 feet	125 feet	50 feet	Interior: 25 feet Streets: 50 feet	50 feet	20%	35 feet or 2½ stories
R-1	6,000 square feet	6,000 square feet	60 feet; 70 feet on corner lots	100 feet	25 feet	Interior: 10 feet on at least one side, 5 feet on the other Streets: 15 feet back to back Corner lots: 25 feet on other lots	20 feet	NA	35 feet or 1½ stories
R-2	9,000 square feet	4,500 square feet	60 feet; 70 feet on corner lots	100 feet	25 feet	Interior: 10 feet on at least one side, 5 feet on the other side Streets: 15 feet on back to back Corner lots: 25 feet on other corner lots	20 feet	30%	35 feet or 2½ stories
R-M	10,000 square feet	3,630 square feet; 1,500 square feet of usable open space on the parcel per dwelling unit	70 feet	100 feet	25 feet	25 feet	25 feet	30%	35 feet or 2½ stories
MHP	Regulations set forth in Chapter 152 of this code of ordinances								
C-O	7,500 square feet	75 feet at the front of the property line	None	None	25 feet	Interior: 25 feet abutting a residential district, ten feet on all others Streets: 25 feet	30 feet	35%	35 feet
C-R	None	None	None	None	*25 feet	Interior: none *Streets: 25 feet	*25 feet	35%	90 feet
C-G	None	None	None	None	25 feet	Interior: none Streets: 25 feet	*20 feet	35%	*90 feet
C-H	15,000 square feet		100 feet fronting N.W. 39th Express		25 feet	Interior: 25 feet, abutting a residential district, 10 feet for all others	*20 feet	30%	*90 feet

CBD	None	None	None	None			15 feet	None	90 feet
I-L	None	None	None	None	25 feet	*Interior: none *Street: 25 feet	15 feet	None	35 feet or 2½ stories
I-H	None	None	None	None	25 feet	*Interior: none	15 feet	None	35 feet or 2½ stories
E-1	None	None	None	None	25 feet	*Interior: 15 feet *Street: 25 feet	15 feet	None	None

NOTE TO TABLE: * - Except as in § 159.025

IMPLEMENT THE COMPREHENSIVE PLAN

A central function of zoning is to bring the Comprehensive Plan’s goals and objectives to fruition. Upon completion of a Draft Land Use Plan for the Comprehensive Plan, all existing zones should be evaluated to ensure consistency with any new or revised Comprehensive Plan land use designations. Some zones may be recommended for deletion, merger with others and/or additions, in consultation with City staff.

The purpose statement of each zoning district, as well as the general purpose of Planning and Zoning Commission and Board of Adjustment should be revisited to ensure that these are all consistent with new Comprehensive Plan policy. For example, Section 159.072 (Planning and Zoning Commission: Powers and Duties) places significant emphasis on lessening congestion in the streets and undue congestion of population, in addition to ensuring adequate safety and public health, but does not mention other concerns that may evolve from the Comprehensive Plan update, such as local quality of life and economic development.

Development Standards

In response to the Comprehensive Plan update certain provisions for each zone may need to be rewritten, particularly zone-driven development standards currently found in Appendix D, to best **accommodate anticipated infill development**. The CDB zone district, in particular, should be evaluated to ensure adequate uses are permitted and encouraged within the district to facilitate the downtown envisioned by the Comprehensive Plan. For mixed use development, standards should allow shared parking as appropriate, and the City should revisit parking standards for commercial uses, to remove impediments to new development.

Streamline Zoning Procedures

In addition to the above revisions to provide clarity and consistency with the new Comprehensive Plan, significant economic development benefit can result from clearly outlined administrative procedures. In

addition, new streamlined procedures could be considered to **expand administrative flexibility** to overcome the limitations of infill development. Adjustments may be needed to provide the flexibility required to remodel, redevelop or reuse existing infill sites that are more constrained.

The zoning ordinance could establish a new process whereby staff could grant minor exceptions, or **administrative adjustments**, to facilitate infill development in the CBD (e.g., expanding authority to modify setbacks, lot sizes, and other provisions). This would be similar to the City's minor variance procedure, but would not be required to meet such strict standards. Note that specific, narrowly defined criteria for applicability and approval are essential for staff exceptions to be valid and to ensure that staff is not pressured to make the exception the norm.

In addition, the City could consider implementing a process to approve "**minor special uses**," which are those uses that the City wishes to have more discretion over, to implement conditions of approval, but which are generally not considered nuisance uses. The minor special use permit process could be approved at the staff level with notice to surrounding property owners, thereby reducing review times for applicants and saving costs.

The City's nonconforming requirements are fairly rigid, albeit standard. However, some cities **allow expansion of a nonconforming use and/or building** to encourage existing businesses to stay, provided they can meet certain provisions. This is often accomplished by requiring conformity with all health, safety, and welfare standards, but for example, allowing parking to be met off-site. This is ultimately a policy question for Bethany about balancing business-friendliness with the desire to phase out nonconforming uses and structures.



Transportation Analysis



Comprehensive Plan 2030

BETHANY, OKLAHOMA

Final 11/10/15 

Transportation

Introduction

The City of Bethany's transportation network adequately serves cars. Other forms of transportation, including walking, are underserved.

Streets

Bethany has a historic street grid around downtown. The rest of the City has a suburban street character. Local streets form a curvilinear grid with collector streets connecting neighborhoods and arterials connecting collectors. Collector streets are located every mile on section lines. The only arterial running through Bethany is the 39th Expressway running east and west. The usage of streets in Bethany is mostly under-capacity and congestion is rare.

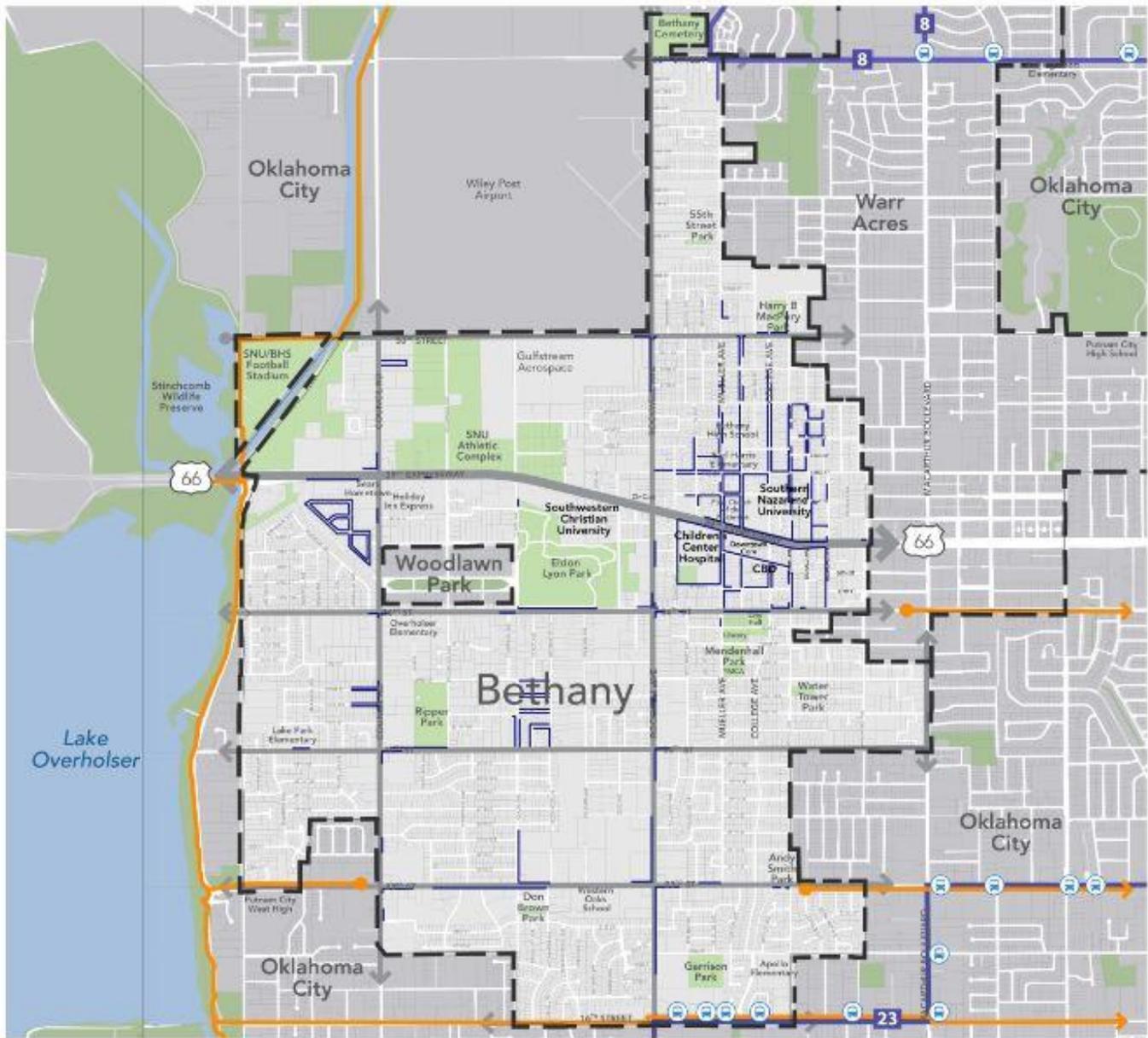
Other Transportation

While ACOG designates bike routes through the City, bike lanes and dedicated bike paths are absent throughout the City. The ACOG-designated bike routes are not even shown by signs or pavement markings.

While downtown Bethany has sidewalks, a majority of the rest of the City does not. Local residential streets and collectors alike are missing significant segments, preventing people from using the sidewalks that do exist.

Mass transit opportunities in Bethany are limited. EMBARK, the Oklahoma City bus system, has routes running along 23rd and 63rd Streets, but does not have routes running through the City. Bus. Other transportation options do exist in the City, but only for mobility-limited individuals. There is a free (?) taxi service provided to seniors and "meal group" bus also for seniors.

The following Circulation map depicts the existing roadway, sidewalk network, bike network, and transit network serving Bethany, Oklahoma.



Legend

- City Boundary
- Bike Route
- Parcel
- Sidewalk
- Highway
- Arterial/Collector
- Bus Route
- Bus Stop

Circulation

BETHANY
COMPREHENSIVE PLAN 2030



Potential Strategies

As a great majority of the City lacks sidewalks, prioritizing sidewalk improvements is a must. Priorities should include filling missing links in areas with existing sidewalks and making new connections to amenities, such as schools and public parks.

As ACOG has designated some streets in Bethany as bike routes, repainting the streets to include bike sharrows or bike lanes could be an easy way to encourage alternative methods of transportation. Using the ACOG data as a base, the City could expand bike routes to fill in missing links in the bike network or connect cyclists to important destinations, such as Lake Overholser.

Recent ODOT grants were awarded to Bethany for street improvements. The grant can be put forth for pedestrian and bicycle facility improvements. This grant should help alleviate some of the lack of sidewalks in town and could be used for purchasing/manufacturing signage and paint (bike sharrows) for to help communicate bike connections through town.

While EMBARK does not currently have bus routes running through Bethany, future expansion of bus service could include the City as the greater OKC area grows. Bethany should open a dialogue with EMBARK to provide input on new lines or the expansion of existing lines to help offer greater connectivity to the commercial corridor of 23rd Street; a north south connection along one of the north south arterials of Rockwell, College, and/or Council; and connections to downtown and the two universities along 39th Expressway.



Infrastructure Analysis

Comprehensive Plan 2030

BETHANY, OKLAHOMA

Final 11/10/15 



Infrastructure

Introduction

The City of Bethany, Oklahoma is located in Oklahoma County and covers approximately 5.2 square miles. The city's public works department is responsible for the maintenance of the city's infrastructure, including public streets and paving, storm drainage, water supply and distribution facilities, and sanitary sewer collection facilities. New construction of infrastructure is often installed by developers, and then accepted as a public improvement by the City. Other utilities such as gas, power, and telecommunications are provided by private entities.

The city's infrastructure is in generally good condition with a few exceptions. The entire system is capable of meeting or exceeding current level of service demands. However, future development and regulations may require modifications to the infrastructure. The following paragraphs discuss the specific systems in more depth along with key issues and opportunities.

Streets and Paving

The City of Bethany maintains approximately 186 lane miles of street paving. Portions of some of the streets around the boundary of the city are maintained jointly with adjacent municipalities. The main arterial streets are in relatively good condition. Local residential streets are aging and in need of rehabilitation, but are sufficient to meet current demand at the time being.

N.W. 23rd Street and Rockwell Ave. both show isolated signs of base failure that will need to be addressed. The city has already begun preparing for the rehabilitation of these two streets.

Finally, there is a distinct lack of ADA accessible pedestrian routes throughout the city. The city does not currently have an ADA transition plan in place to formally address this issue.

Storm Drainage

The storm drainage system consists primarily of surface drainage with approximately 20 miles of improved storm sewers and the rest being collected in unpaved ditches, creeks and channels. The city has experienced some ponding and excess runoff associated with heavy rainfalls; however this has been primarily isolated to the east drainage basin. It should be noted that no threat to structures has been observed and that all ponding has been contained to streets and yards.

The city has commissioned many East Bethany studies including 1953, 1965, 1977 and 1993. All the studies propose solutions to the runoff issue in the east basin and provided detailed design recommendations for various storm water improvements. To date none of the structures proposed in the 1993 study to alleviate the issues have been constructed. In addition, many of the existing storm drainage improvements were constructed prior to existing design standards being adopted. This may result in existing sewers being undersized based on current industry practice.

Sanitary Sewer

The City of Bethany's sanitary sewer system serves the entire community. Very few, if any areas exist that do not have existing sewer service. Line sizes vary primarily from 4 inches to 24 inches.

The only 4" is a force main and all gravity lines are 8" or greater. There is one short segment with a 36" pipe along Peniel at 36th Street. The original system was constructed over many years and therefore is made up of multiple different pipe materials.

In 1991 the city performed a study to address inflow and infiltration and other issues within the system. As a result the city implemented a capital improvement plan to replace old and outdated sewer lines with new modern materials as well as rehabilitate and update the city's nine existing lift stations. Currently all old concrete pipe has been replaced and seven of the lift stations have been upgraded with projects currently programmed to rehabilitate the remaining two.

The city is not currently under any consent orders from the Oklahoma Department of Environmental Quality. There have been multiple one-time unpermitted discharges (stoppages, etc. that have been immediately cleared). Only one unauthorized discharge associated with a heavy rain event has been repetitive. A solution to the problem has been proposed and a project to correct the issues will go before the council for approval soon. There have been no recent reports of capacity problems within the system.

Water Supply

The City of Bethany's water supply and distribution system consists of, 26 wells, 6.8 miles of raw water lines, a water treatment facility updated in 2005, and approximately 80 miles of distribution lines, 3 million gallons of ground storage and 1.5 million gallons of elevated storage.

The current system routinely supplies water at pressures exceeding 50 psi even on heavy use days. The newly reconstructed treatment facility is capable of producing up to 8.4 MGD of clean water with a peak demand of only 4 MGD. Based on this the distribution system is believed to have ample capacity to serve the city's residents well for years to come.

The only water issue the city is facing is with its supply of groundwater. The city's water supply has been threatened by a contamination plume near the wells causing the city to preemptively shut down many of their supply wells to avoid introducing the pollutants into the water system. Because of this the remaining wells can only supply a little over 2 MGD; therefore the city has had to rely on their emergency connection to Oklahoma City's water system to supply the remainder of the demand during peak periods of use. The city is currently working to determine the exact cause of the contamination plume so that they can prepare a course of action to address the issue.

Potential Strategies

The following are suggested strategies to address the various infrastructure system challenges mentioned previously:

- *Streets and Paving:*
 1. Continue implementation of crack sealing and maintenance program to slow degradation of existing pavement.
 2. Prepare an ADA transition plan to address lack of pedestrian access.
 3. Consider more aggressive repair with rehabilitation or reconstruction of streets showing signs of base failure.
 4. Resurface aging local and collector streets as funds are available to prevent further deterioration.

- *Storm Drainage:*
 1. Implement improvements suggested in East Basin Study (1993) to alleviate localized ponding.
 2. Check existing structures to ensure proper sizing based on current industry standards and replace undersized structures.

- *Sanitary Sewer:*
 1. Perform detailed capacity analysis for any new developments to determine if line sizes are adequate for given uses and location.
 2. Continue existing Capital Improvements Program to rehabilitate existing lines for I&I mitigation.

- *Water Supply:*
 1. Continue on-going study of contamination plume to determine source and appropriate mitigation measures.
 2. Continue on-going investigations for alternate water supply options for future emergencies.

- *General:*
 1. Consider developing a GIS mapping system to keep all infrastructure system records and data up to date and easily accessible.