



Vision 2035

A Comprehensive Plan for Blanchard, OK

[This page intentionally left blank]

VISION 2035: CITY OF BLANCHARD COMPREHENSIVE PLAN

City council:

Eddie Odle, Mayor, At-Large
Joe Davis, Councilman, Ward 1
Michael Scalf, Vice-Mayor, Ward 2
Albert Ryans, Councilman, Ward 3
Chuck Kemper, Councilman, Ward 4

Planning Commission:

D Smith - Chair
Christina Short – Vice Chair
Audie Ward
Les Franklin
Danny Roberts

Robert L. Floyd – City Manager

Prepared by a partnership with;
Seibold Architecture and Planning,
Blanchard City Staff; Ryan Conner, Dustin Downey,
and Daniel Ofsthun, and based on previous work by
Mary Troyan (2007) and Ruth Walters (2013),
Previous Planning Commission Chairman – Jeff
Tompkins.

Executive Summary

Blanchard has experienced rapid change in the last several years. The unprecedented residential growth of the mid-2000's and more recent commercial developments near downtown have established a basis from which future growth will occur with much less turmoil, and reduced cost to the City. Recent extensions of water service will provide greater reliability to residents, while an increasing industrial and manufacturing sector will add more jobs and provide additional sales tax collections.

The next phase of Blanchard's story will be a refinement of the core values of the community; small town life, strong neighborhoods, friendly businesses, and a positive attitude toward the future.

That stated, residents have expressed cautious optimism that the future of Blanchard will match the City that they know and love. Residents are strongly encouraged to become active in planning commission and City council meetings so that their voices can be heard, and their ideas will shape the future of the City.

The core theme of preserving and maintaining the rural character of our City is fundamental to this comprehensive plan. The old adage is that "retail follows rooftops" where residents move to a community, and slowly retailers respond with new opportunities for goods and services that the residents demand. For the purposes of this plan, "balance follows growth" is most apt. The necessary balance will be achieved by a planned effort of controlling residential and commercial growth in a manner that reflects Blanchard's core values. Balance also means preserving quality of life by ensuring zoning footprints that provide optimal and desirable usage for the citizens of Blanchard today and into the future.

The City of Blanchard will benefit from an administrative endeavor to simplify the development process and hone in on the core

functions of development. Establishing and staffing a formal development center where all relevant real estate, utilities, zoning, and economic development information can be collected and quickly shared with the public.

The final purpose for writing and publishing any plan is to achieve a level of coordination between the various components of City government and the private sector. This is necessary to establish a reasonable course of action that can be generally agreed upon and reduces the potential for long term conflict.

The period of time encompassing this plan, 2022 - 2035 will be a remarkable period in Blanchard's history. These intervening years will give the City the opportunity to reflect on the core values of the residents, seek out new opportunities for high quality growth and find a healthy balance that will serve all members of the community for generations to come.

Table of Contents

Creating Vision	5
Plan Goals	
History of Blanchard	6
Population	9
Community Character.	11
Historic Main Street	
Small town atmosphere	
Land Use	11
Future Zoning	
Transportation.	19
Future Transportation	
Bicycle infrastructure	
Development Guidelines	22
Urban and Rural Patterns	
Subdivision Design	
Site Planning	
Access Management	
Parking and Loading	
Housing and Neighborhoods	24
Contiguous Development	
Market Trends	
Infill development	
Infrastructure and Public Utilities	25
Water	
Sewer	
Storm Water	
Low Impact Development	
Economic Development	34
Retail Development	
Industrial Development	
Parks and Open Space.	36
City Parks	
Trail System	
Open Space dedication	
Resiliency and Sustainability	40
Community Engagement	43
Emergency Services	44
Conclusions	45
References	45



Creating Vision 2035

This plan is a hybrid document comprised of the original comprehensive plan created in 2007 and updated in 2013. Some of the information from the previous plans is still valid today, and it is included in part or whole based on its applicability. The purpose of this new 2035 Comprehensive Plan is to provide a single document covering the most up to date land use and economic considerations of the economy.

The 2035 Comprehensive Plan is decidedly pro-growth. Acknowledging that the continued pattern of development will occur in the future, it is in the interest of the residents, city council and planning commission to take an active role in determining which properties are suitable for development based on this plan, and advocate for land use and zoning changes where appropriate. The concept of a “master planned community” was discussed during the public meetings, where a full scale development plan would be created by the city of Blanchard. Individual developments would then submit proposals for special area plans to more clearly define the scale and scope of new developments. This comprehensive plan is the next step toward a city-wide master plan. This Plan is not to dramatically redefine the character of Blanchard, but to preserve existing character while laying out the foundation for future development opportunities that complement and enhance the physical, social and economic vitality of the city.

Achieving Balance

Creating a balanced community means that growth is managed, but not too stringent on those willing to make an investment in Blanchard.

Business owners and developers should be given the freedom to develop proposals that fill the market gaps but not exploit an opportunity leaving behind a low quality development. Growth should be consistent with surrounding land uses, but density – particularly housing density – must be accommodated so apartments and multifamily

housing can be allowed to build in areas deemed appropriate according to the future land use plan. Attracting new businesses means encouraging local entrepreneurs to chase their dream, and working with national and regional retailers to localize their franchise model to fit into Blanchard. The intent of this plan is to provide all persons interested in growing business and attracting high quality investment the opportunity to understand where certain development is appropriate and the quality of that development that is expected by the city as a whole.

Technical Basis

The Plan will include up to date 2020 Census data and building permit data which will be analyzed and used to evaluate and amend certain portions of the Plan, including demographics, housing, land use and economic development. Overall, the Plan will include the following categories:

- Demographics – used to determine current population and forecast population growth.
- Housing – provides an idea of residential and non-residential land development and construction value.
- Infrastructure and Public Facilities – used to determine existing condition of infrastructure and project future infrastructure needs.
- Land Use – used to determine current and future land use needs.
- Economic Development – facilitates the means to obtain a desirable community for residents.

History of Blanchard



Blanchard began as a part of the Chickasaw Nation in Indian Territory, in Pickens County, as early as 1855. During this time, the Chickasaws formed their own government, established a capital at Tishomingo, and elected the first Chickasaw governor, Cyrus Harris. In 1849, central Oklahoma and present day McClain County became a popular route when the California Gold Rush brought many travelers through Oklahoma. Migrants forged a path through present day Wayne, Washington and Blanchard, on their way to California. This route was called “The California Road,” and it became the primary route of the Oklahoma Central Railroad. In 1850, Nathan Boone, son of Daniel Boone, and a company of soldiers led a wagon train along California Road to Santa Fe, New Mexico. The road continued to be a major road until statehood.

After the railroad came to Oklahoma in 1887 and the “Springer Amendment” passed in 1889, land could be settled easily in Oklahoma. There were four “land runs” and one land allotment from 1889 to 1893. During this time, settlers began to move into McClain County because of the presence of rich farmland along the South Canadian River. Additionally, McClain County became more accessible upon completion of bridges across the river. The County became known as McClain County in 1907, after Charles M. McClain, a major player in the formation of the present boundaries of McClain County. The Oklahoma Central Railroad was formed in 1906, and it became a 130-mile route

from Chickasha, to Lehigh (near Ada), in Indian Territory. It also connected with the Santa Fe Railroad in the County seat, Purcell. On November 27, 1906, the United States Government established a fourth class post office in present day Blanchard. The first known building erected in Blanchard was the Santa Fe Depot, built in 1906. On March 14, 1907, W.G. Blanchard, President of the Canadian Valley Construction Co., authorized the plat of the town of Blanchard around the new railroad right of way.

Blanchard incorporated as a town in November 1907, with a town board of trustees as the governing body. In May 1967, the town officially became a “City” with a mayor/council form of government. In April 1987, the city changed to a statutory council/manager form of government, employing an active planning commission and a progressive city council.

Introduction to Comprehensive Planning in Oklahoma

In 1923, the Oklahoma Legislature enacted legislation providing for the establishment of comprehensive planning in cities and towns. This legislation is located in the Oklahoma Municipal Code, Title 11 of the Oklahoma State Statutes. The comprehensive plan provides the foundation and basis for the zoning, subdivision and other development regulations.

The comprehensive planning process is a starting point for decisions concerning the policies the city of Blanchard should develop. The Plan will serve as a guide or tool for appointed and elected officials for future land use and assist in the efficient use of funds for new infrastructure related to growth.

Comprehensive planning is an approach to problem solving and a process for making informed decisions about the future. The comprehensive plan is the officially adopted advisory document that outlines the general direction for growth management. It provides a framework for decision making and provides vision and direction by establishing development goals, objectives and

action statements concerning growth and development issues. Additionally, as stated above, the Plan establishes the foundation for zoning, subdivision and other regulatory documents; it serves as the basis upon which development decisions are evaluated; and it serves as the basis for planning for future infrastructure and other community needs.

The comprehensive plan includes a Future Land Use Map. This map serves as a guide to encourage the most advantageous uses of land throughout the city of Blanchard. The Future Land Use Map provides direction for staff and elected officials, as well as land owners and developers. This Plan is not to dramatically redefine the character of Blanchard, but to preserve existing character while laying out the foundation for future development opportunities that complement and enhance the physical, social and economic vitality of the city.

What is a comprehensive plan?

A comprehensive plan is a tangible representation of what a community wants to be in the future. Three (3) important factors make a plan comprehensive:

Geographic coverage. A comprehensive plan should include all of the land area subject to the planning or regulatory jurisdiction of the local government preparing the plan.

Subject matter. A comprehensive plan should include all subject matter related to the physical development of the community: land use, transportation, water and wastewater, drainage, parks and open space, school sites, other public and institutional activities, floodplains, and wetlands. In addition, the Plan should include at least the physical aspects of plans related to economic development and other programs.

Time horizon. A comprehensive plan must consider a relatively long time horizon.

Professional planners in the United States generally use a time horizon of about twenty (20) years for

comprehensive planning; time horizons longer than that tend to exceed the abilities to predict and control the future, and time horizons shorter than that are too short to encourage comprehensive thinking. Over a time horizon that long, the community will have the opportunity to change some of the variables that affect its future - things like the location and capacity of roadways and other infrastructure.

Among the kinds of decisions that a comprehensive plan helps to guide are:

- Requests to change zoning of a particular parcel of land; the comprehensive plan provides the community with a context of proposed future land uses as well as information about the availability of future services to support proposed land uses.
- Decisions about expansion of major infrastructure, such as sewer or water plants or major roadways; the comprehensive plan provides a realistic assessment of the probable need for such expansion.
- Decisions about location of new infrastructure, such as individual sewer and water lines, new fire stations or parks; by indicating the probable and/or desirable future directions for growth in the community, the plan shows where infrastructure is most likely to be useful.
- Decisions about annexation of additional territory; for those communities that can expand their boundaries under applicable state law, only the comprehensive plan provides the broad context that allows them to make rational decisions about whether, when, and where to undertake such expansions.
- Decisions about major public investments, such as stadiums, convention centers, and other facilities; the comprehensive plan shows where similar facilities are or will be located and where such essential supporting facilities as access roads and parking are available. Although the comprehensive plan is long term, it could be formally reviewed annually and updated at least every five (5) years.

The updating process should include a comparison of current data to goals and projections in the Plan, as well as a review of the substance of goals, objectives, and policies. In a rapidly growing community, like Blanchard, the comprehensive plan may require a major revision or even a replacement planning program when formal review deems necessary.

Purpose of the Comprehensive Plan

The Standard City Planning Enabling Act, which provided the model for most state planning laws, including Oklahoma, set out this purpose for the master plan: the Plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development; including, among other things, adequate provision of traffic, the promotion of safety from fire and other dangers, adequate provision for light and air, the promotion of good civic design and arrangement, wise and efficient expenditures of public funds, and the adequate provision of public utilities and other public requirements.

Adoption of the Plan

The ultimate goal of the planning process is implementation, but a major intermediate objective is formal adoption of the Plan. In virtually every community, the planning commission must, at some point, adopt the Plan for it to take effect, and the city council will subsequently vote to adopt the Plan. Laws in every state require a public hearing on a plan before its adoption. The public hearing is a good forum for people to raise major objections to the Plan, its methodology, or its contents. Politically astute planning bodies distribute draft copies of the complete plan — and sometimes, even parts of the plan earlier — for public comment. It is common courtesy to provide digital copies to individual community groups as well as making digital copies available to the public in libraries, schools, and other

locations. Among the interest groups that must be included in this informal review process are all agencies and bodies that can significantly influence the success of its implementation: city council, planning commission, school board, district highway or transportation engineers, parks board, planning commissions of affected local governments, and a regional planning commission or equivalent. The goal of the process is to obtain consensus support for final adoption.

Overall Plan Goals

Overall plan goals establish guidelines for a well-planned managed growth that enhances the quality of life for the citizens of Blanchard. Planning enables civic leaders, businesses, and citizens to play a meaningful role in creating communities that enrich people's lives. Good planning helps create communities that offer better choices for where and how people live. Planning helps community members envision the direction their community will grow and will help them find the right balance of new development and essential services, protection of the environment, and innovative change. Planners work with elected and appointed officials, such as mayors and planning commissioners, to lead the planning process with the goal of creating communities of lasting value. Planners help civic leaders, businesses, and citizens envision new possibilities and solutions to community problems.

Summary of Plan Goals

The goal of the Plan is to further the welfare of the citizens by helping to create an increasingly more healthful, convenient, efficient, and attractive city in which to live, work and recreate.

Growth Management – Guide growth in responsible manner that is beneficial to the city of Blanchard as a whole.

Residential – Strengthen the city's urban and rural housing capacity with amenities and cohesive neighborhoods.

Commercial – Protect Main Street while providing opportunities for high-quality commercial development to serve residents of Blanchard.

Industrial – Facilitate and incentivize industrial development.

Transportation – Promote and encourage the development of a safe and efficient transportation system.

Infrastructure – Provide for sufficient infrastructure to enhance quality of life and meet the growing demands of increased development.

Accomplishments since Previous Plans

Since the previous plan, a series of valuable economic initiatives have made Blanchard much more competitive in the regional retail and industrial sectors.

The first, in Blanchard and McClain County, the adoption of a Tax Increment Financing District (TIF) adjacent to downtown along Highway 62 occurred. This TIF District will allow the increases on property taxes paid by new and improved businesses to support the needed infrastructure improvements inside and near the properties most likely to develop. In addition to the increases in property taxes the city of Blanchard has pledged an additional portion of sales tax over and above the property tax collections to retire the TIF district ahead of its stated term. The TIF district has the highest potential for new retail development with immediate access to water and sewer services on-site.

The more recent development of the Crystal Lake Industrial Park area along Highway 76 has created numerous jobs and will continue to attract large scale manufacturing and industrial opportunities.

The recent in-fill developments of a shopping center and an auto parts store have helped bolster the downtown core of Blanchard, one of the goals of the Plan.

Population Data

The population of Blanchard from the 2020 census was 8,879 people. An increase of 15.78% population growth or 1,209 residents since the 2010 reported census. The demographic information in the following tables will be from the preliminary 2020 census data as well as the 2019 American Community Survey (ACS) data. Once the full 2020 census data is released, these tables can be updated to reflect the new numbers.

The use of generic population data provides a basis for comparing how Blanchard performs for certain services relative to other communities of varying size and demographics. Blanchard is comparable to other suburban communities surrounding Oklahoma City, with the main population shifts occurring with the Baby Boomer generation – 65+, and Millennials – 20 years old to roughly 35 years old. The Baby Boomers are selectively downsizing their houses, engaging in more regular participation in healthcare and exercise activities and consuming retail goods at a lower rate than the remainder of the population. Millennials are delaying buying homes, keeping their vehicles longer and spend more of their discretionary income on experiences (travel and entertainment) rather than retail goods and services.

Table 1 shows the population by age. The median age of the population in 2010 was 37.1, compared to 37.6 in 2019; people 65 or older totaled 798 or approximately 10% of the population in 2010, compared to 1,126 or 12% of the population in 2019. As previously discussed, an elderly population typically generates need for communal housing types, medical services, passive recreational opportunities and public transportation.

Population by Age in Blanchard, Oklahoma: 2010 and 2019 – Table 1

Population by Age	2010	2019
Age	Number	Number
Under 5	587	493
5-19	1,735	1,890
20-44	2,420	2,610
45-64	2,052	2,222
65-84	798	1,126
85 years and over	78	45
Median Ages (Years)	37.1	37.6

Source: US Census Bureau

Blanchard Population Change and Forecast: 1960 – 2035 – Table 2

Year	Population	Net Increase	Percent Change
1960	1,377	--	--
1970	1,580	203	14.74%
1980	1,688	108	6.84%
1990	1,918	230	13.63%
2000	2,816	898	46.82%
2010	7,670	4,854	172.37%
2020	8,879	1,209	15.7%
2035**	11,654	2,775	31.26%

**Forecasted population using the average of three forecasting methods
Source: US Census Bureau

Population Projection

Based on recent housing trends and the strength of the overall economy, Blanchard can expect to grow at a relatively modest pace in coming years. Population growth will accelerate when contemporary multi-family apartments and townhomes are constructed. An additional population variable will be likely annexation of properties within the established fence line. This could vary the degree of growth by 15 - 20% based on current trends. By 2035, the city of Blanchard will be capable of accommodating a population of approximately 11,000 people.

Population by Types of Households in Blanchard, Oklahoma: 2000 and 2010 – Table 3

Household by Type	2010	2020
Family Households (families)	818	870
Nonfamily Households	267	270
Total Households	1,085	1,140

Source: US Census Bureau

Building Permits 2000-2020 (est.) Table 4

Year	Single Structures	Family	Construction Cost
2000	37		\$3,107,500
2001	32		\$3,351,000
2002	53		\$5,819,094
2003	86		\$8,788,473
2004	119		\$16,690,910
2005	147		\$22,854,122
2006	89		\$14,877,301
2007	75		\$11,982,277
2008	41		\$6,430,500
2009	22		\$4,045,207
2010	19		\$3,035,000
2011	35		\$4,823,702
2012	53		\$8,264,000
2013	72		\$12,213,973
2014	75		\$12,153,290
2015	74		\$12,796,936
2016	78		\$12,766,350
2017	72		\$11,700,500
2018	91		\$16,472,337
2019	127		\$18,333,125
2020	72		\$13,553,127
2021	85		\$16,941,746

Examining residential permit data is helpful in determining potential population growth scenarios. Table 4 shows the number of residential building permits issued in the city of Blanchard during the years 2000 - 2020 and the estimated cumulative construction cost. The rate of change between years is largely dependent on the national housing market and the appetite for new homeowners to relocate in Blanchard.

Community Character

Blanchard is a proud community with a strong desire to maintain the existing quality of life, but add commercial and recreational features that will improve the quality of life. During the initial public meeting, residents overwhelmingly agreed that future development was inevitable so that change could be managed and residents were given a voice.

Blanchard is a family oriented community with strong connections between the school system, businesses and the faith community. Residents of Blanchard are dedicated to preserving and maintaining the rural character of the city as much as possible.

Land Use and Zoning

Currently the city of Blanchard Zoning Ordinance has sixteen (16) zoning districts. They include two (2) agricultural/acreage residential districts, four (4) residential zoning districts, six (6) commercial districts, two (2) industrial districts, a floodplain supplemental district, and a Planned Unit Development supplemental district.

The Blanchard original town plat is comprised of smaller, single-family detached structures and duplexes on small, narrow lots. The downtown business district is also located along and surrounding Main Street. Newer residential areas have developed in a more suburban pattern, with much larger lot sizes than the original town plat and predominantly larger, single-family detached structures situated along curvilinear streets and cul-de-sacs.

Commercial areas are largely confined to the downtown core surrounding Main Street, along US Highway 62 and Highway 76, and arterials such as NW 10th Street. The few industrially zoned properties in Blanchard are mostly located south of SE 7th Street. Current zoning regulations prohibit mixed use development except in the C-6 District and the use of a Planned Unit Development. The buffer zones (established annexed land that

prevents encroachment) also encompass the city to prohibit encroachment from surrounding communities.

Future Land Use Changes

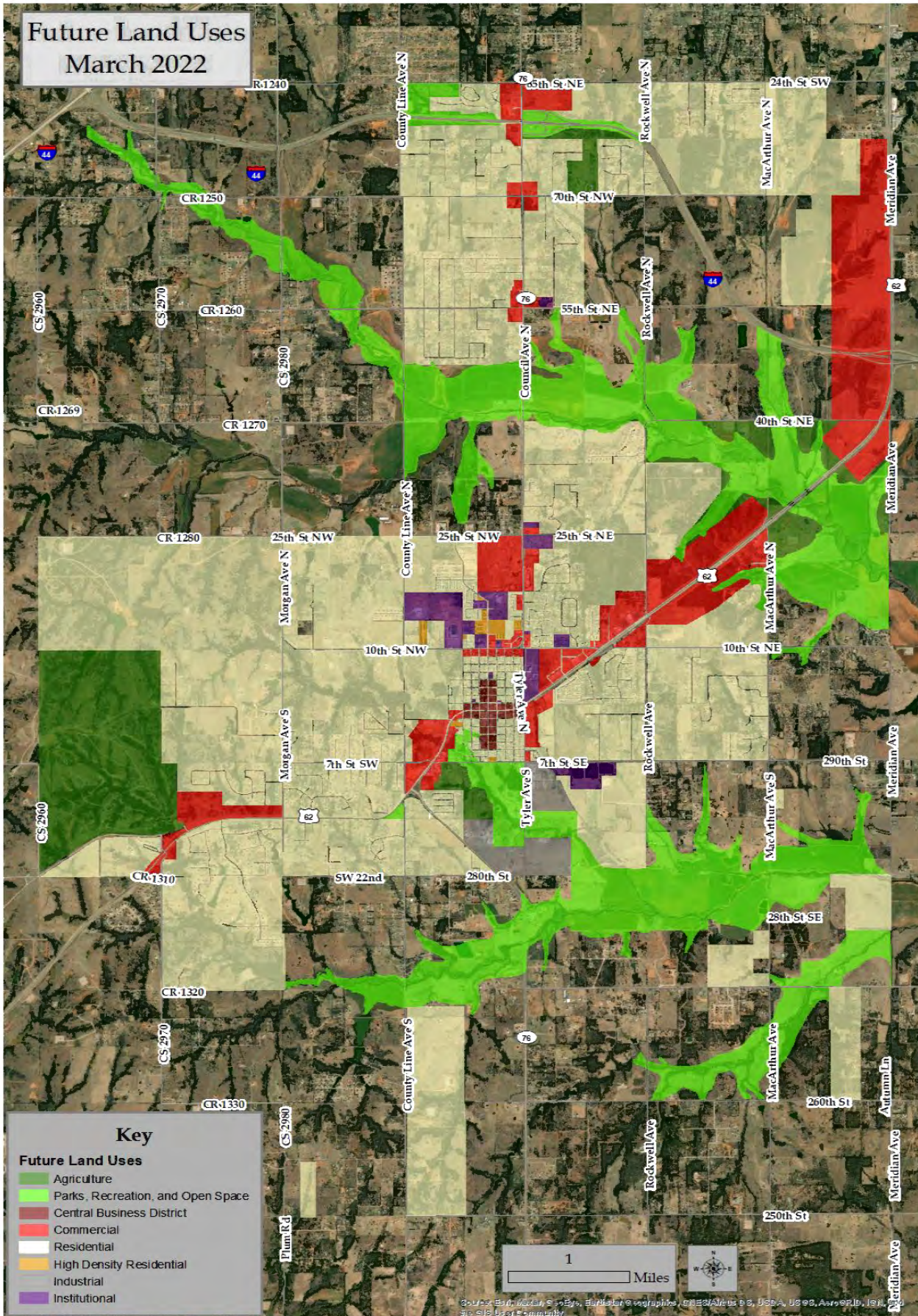
There are some significant changes to the 2035 land use plan from previous iterations. The map below identifies only specific areas of the city that are likely to change. The purpose of showing just those areas-of-change is critical to maintaining a strong central downtown and providing much needed commercial development near Highway 9. The following is a list of individual features of the 2035 land use plan.

1. Expansion of the downtown zoning districts to allow for a wider range of uses, the potential inclusion of mixed uses and more housing options that fit the character of the historic district. Identification of areas suitable for multi-family development that extends the street grid, provides walking access to downtown Blanchard, and is accessible by walking and biking trails.
2. Single family housing along the periphery of downtown Blanchard on land that will provide a buffer between more intense multifamily or commercial uses and the larger lot residential that has “leap-frogged” the downtown core.
3. Additional potential commercial along Highway 76 and Highway 62 adjacent to the future single-family areas identified above.
4. Extensive open space dedication and purpose-built trails connecting these areas with downtown Blanchard.
5. Commercial development on land suitable for development along Highway 62. These areas also have the potential of incorporating some mix of multi-family/small lot housing between the commercial corridor and the low lying areas to the immediate west. This area should be served by improved transportation infrastructure to connect to Highway 76.

The larger area delineation for future land use changes is important to provide clear guidance to residents regarding the future impact of development adjacent to their neighborhoods. These delineations are not intended to be a fine grain analysis of individual property lines, ownership, or current land use, but a conceptual outline that was put together during the development of this new Comprehensive Plan.

See the Future Land Use Map on the next page.

Future Land Uses March 2022



Zoning and Land Use Goal:

Provide living and working environments with a full range of housing types, institutions and places of employment which enhance Blanchard's heritage.

Objective: Implement a mix of activity types, pedestrian accessibility, visual character, parks, and high quality public spaces that are unique to Blanchard.

Objective: Residential properties should be allowed to establish gardens and limited agricultural use established by adopted zoning ordinances.

Goal:

Maintain the quality and character of downtown Blanchard.

Objective: Establish design standards in Downtown to preserve the quality and character of the walkable urban environment.

Objective: Establish a Traditional Neighborhood Design (TND) Overlay Zoning District to encourage compatible new development in older neighborhoods as well as for new developments within Blanchard. The TND Overlay district should be flexible with regulations for developers willing to undertake a TND project, including changed street widths, curb radii, building setback and yard requirements, building height and scale and parking requirements.

Objective: TND design concepts that complement and enhance Blanchard's historic development pattern will be the preferred land use standard of development. These patterns may be exhibited through:

Policy: Numerous connections to existing rectilinear street pattern is evident.

1. An interconnected street network without cul-de-sacs and P-Loop streets except where required for environmental or engineering reasons;

2. A rectilinear block (modified only where needed to address environmental constraints) pattern with compact lots;

3. Sidewalks on all streets, providing interconnected access throughout the City to shopping, parks, schools, public buildings, and businesses;

4. A compatible mix of residential and non-residential uses.

5. An hierarchy of parks, squares or greens, and natural open spaces throughout the development which may not serve in a dual use capacity for storm water management;

6. A central focal point consisting of any, all or a combination park/village green; public facility such as a church, community center, recreational center or neighborhood commercial uses;

Objective: The residential density granted to a developer shall be a function of the developer's assistance in creating a design that accommodates environmental and historical features on the site, creates a fully functioning mixed-use community with a complement of public amenities for the development, and that complies with the goals and objectives of this Comprehensive Plan.

Objective: Community design standards and guidelines which preserve the natural and cultural resources of Blanchard will be implemented for new developments streets where an existing rectilinear street pattern is evident.

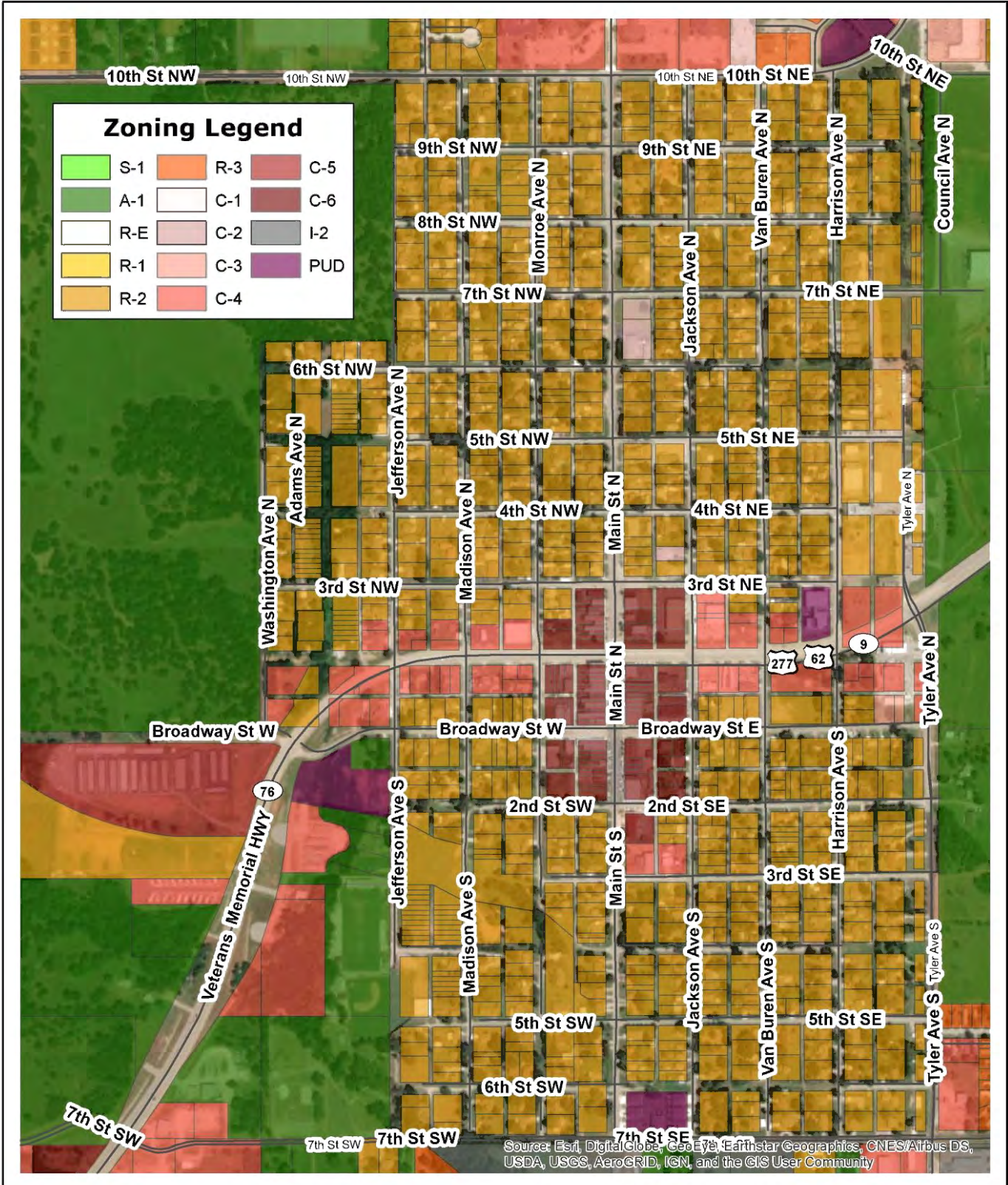


City of Blanchard Zoning Map

Adopted by Ordinance No. 729 on January 27th, 2021



0 500 1,000 Feet



Annexation

Blanchard has a sprawling and broad municipal boundary that is the result of years of annexation activity. The current boundary provides significant potential to support economic expansion and development at key corridors. Some areas identified by the boundary are merely buffer zones that serve to prevent another municipality from crossing that boundary. Areas to the far west and south of Blanchard have not shown to have significant development potential and should remain in Blanchard until such time as the interstitial spaces can be annexed into the city to create a contiguous whole.

The city of Blanchard will benefit from promoting information to residents regarding the benefits of annexing their property into the city in order to connect to city services. A simple “how-to” guide for annexation should be available at city hall and online for easy access. The long-term benefit of providing this information for individual property owners is that the incremental change is more sustainable than the previous efforts at annexation

Transportation

Blanchard is fortunate to have access to three (3) major highway connections within the city. U.S. Highway 62 is the major east - west corridor crossing through downtown Main Street at the junction of State Highway 76 forming the north - south corridor. Highway 9/H.E. Bailey Turnpike is the southwest most connection to the future Turnpike loop that will encompass the entirety of Oklahoma City.

The intersection of U.S. Highway 62 and Highway 76 (Main Street) is the cultural and historic center of Blanchard. Blanchard also benefits from a contiguous downtown grid of local streets that provide easy access in all directions. The original town grid is approximately 320 acres and is divided between Main Street and 2nd Street (U.S. Highway 62). Main Street is the home of numerous annual events, parades and businesses as well as the center of municipal services.

This updated Transportation Plan combines ODOT’s Rural Road Functional Classification System with locally important corridors to arrive at a contiguous roadway network that includes designations for new roadways to support the Future Land Use proposed in this Plan.

Rural Principal Arterial

1. Highways having high density of intrastate and interstate travel.
2. Highways that serve urbanized areas and a large majority of small urban areas. The rural principal arterial system may serve an urban area if the system either penetrates the urban boundary or comes within ten (10) miles.

Provide an integrated network without stub connections except where unusual geographic or traffic flow conditions dictate otherwise.

The principal arterial system is classified into the following two subsystems:

1. Interstate Systems: All designated interstate routes.
2. Other Principal Arterials: All non - interstate principal arterial highways.

Rural Minor Arterial System

1. Link cities and larger towns and other traffic generators, such as major resort areas, that are capable of attracting travel over similarly long distances and from an integrated network providing interstate and intercounty service. Minor Arterial systems serve an urban area if the system either penetrates or comes within two (2) miles of the urban boundary.
2. Be spaced at such intervals, consistent with population density so that all developed areas of the state are within a reasonable distance of an arterial highway.

3. Provide service to roads with top length and travel density greater than those predominantly served by rural collectors or local systems. Minor arterial routes have relatively high overall travel speeds and minimum interference to through traffic.

Rural Collector System

The characteristics of a rural collector system is sub classified according to the following criteria:

Major Collector Highways and Roads:

1. Provide service to the larger towns not directly served by the higher systems; and to other traffic generators of equivalent importance, such as consolidated schools, shipping points, county parks, important mining and agricultural areas, etc.
2. Link these places with nearby larger towns or cities or with routes of higher classification.
3. Serves a higher volume of vehicles.

Minor Collector Roads:

1. Be spaced at intervals, consistent with population density, to collect traffic from local roads and bring all developed areas within a reasonable distance of a collector road.
2. Provides service to the remaining small communities.

Rural Local Roads System

1. Serves primarily to provide access to adjacent land.
2. Provides service to travel over relatively short distances as compared to collectors and other higher systems. Local roads will, of course, constitute the rural mileage not

classified as part of the principal arterial, minor arterial, or collector systems.

The widening of U.S. Highway 62 (Veteran's Memorial Highway) created an increase in traffic on Highway 62 through Blanchard. ODOT installed curb cuts for pedestrian use and signalization at Main Street Signalization was also installed at Tyler Avenue and NE 10th Street. Crosswalks were installed at Highway 62 and Van Buren and Harrison Avenues. Future right-of-way improvements along rural roads should include the addition of curb and gutter and other coordinated storm water management where appropriate.

Transportation Goal

Establish a cohesive transportation network that is resilient, well maintained, and reduces congestion including roadways and pedestrian trails.

Objective: Encourage pedestrian activity between neighborhoods and commercial areas while eliminating potential pedestrian and vehicular accidents.

Policy: Require ADA Accessible curb cuts at all new residential subdivisions, commercial buildings, driveway and intersection improvements to prepare for future sidewalks and trails.

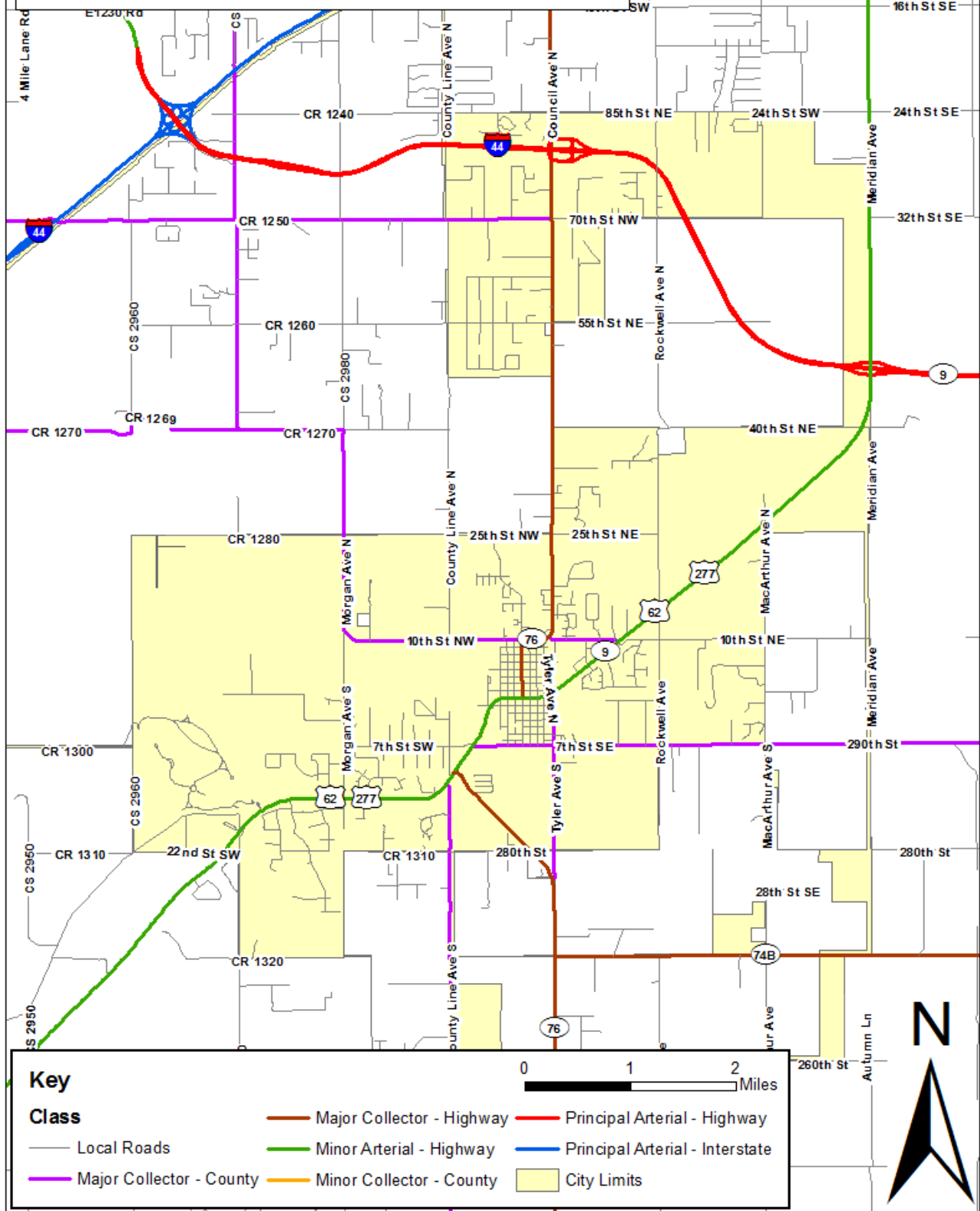
Policy: Require mutual access between businesses to reduce turning conflicts and congestion along major corridors.

Policy: Create system of sidewalks and trails to connect the city parks with major open spaces indicated on the Future Land Use map.

Objective: Stimulate development at the intersection of Highway 62 and Highway 9.

Policy: Secure roadway and utility easements according to the future Transportation Plan.

Blanchard Road Classifications



Policy: Extend pedestrian and bicycle trails along Highway 62 to connect future commercial development along Highway 9 and downtown Blanchard.

Policy: Limit points of vehicular access from Highway 62 and the future frontage road along the H.E. Bailey Spur.

Objective: Complete infrastructure improvements according to the adopted TIF District #1 Schedule of Improvements.

Policy: Promote TIF District and downtown properties.

Objective: Improve design and access to parking lots to support increased commercial activity in downtown.

Policy: Allow on-street parking for businesses and flexible parking arrangements between businesses.

Policy: Allow for reduced parking requirements for businesses in downtown in accordance with city ordinances.

Development Guidelines

Urban and Rural Development Patterns

The continued development of Blanchard as a majority rural residential community will continue for some time, and slowly be met with increased densities and new commercial businesses that require a certain population threshold to sustain operations. Conflicts between the low-density rural residential neighborhoods and new higher density developments is anticipated, but can be avoided with buffer zones, communication, and clearly identified goals for developers and home builders to follow.

The benefit of increasing housing densities and attracting new retailers can be effectively managed to achieve development proposals that meet the

expectations of current and future residents. It is vital that the city of Blanchard coordinate and publish an aesthetic vision of the community, whether this is through a series of design workshops or character sketches, it will be the responsibility of the city administration to communicate this vision and hold each applicant accountable to this adopted vision.

The aesthetic difference between rural and urban environments does not have to be all that dissimilar, but whatever form it takes, should be consistently applied, fair and open to public scrutiny.

Subdivision Design

The design and construction of residential subdivisions will require a few important components to be integrated into the subdivision regulations. City block sizes and cul-de-sac lengths should be reduced in size so that access between neighborhoods can be improved and bicycle trails and sidewalks can provide access through existing neighborhoods to downtown Blanchard. Vehicular cross-access between neighborhoods should occur no less than once every one-quarter (1/4) mile of subdivision perimeter boundary.

Subdivision Design Goal:

Reduce traffic congestion along major corridors by designing neighborhoods to allow for cross access between subdivisions and loop streets at regular intervals.

Objective: Update Subdivision regulations to provide cross access between neighborhoods.

Policy: Require at least two points of ingress and egress for each subdivision, and no fewer than one street connection for every one-quarter (1/4) mile of perimeter area.

Site Planning for Commercial Development

A well-developed site plan provides city staff with all of the necessary information to determine the impact a particular business will have on the community. Staff will evaluate a site plan looking

for impacts on; infrastructure, transit, storm water, signage, landscaping, fencing, parking and loading requirements as well as potential aesthetic concerns that may need be addressed by the applicant.

The review and approval of individual site plans will require attention by staff and planning commission and can provide a valuable oversight tool for developers to determine if their application is aligned with city requirements and with the needs of the community.

Goal:

Provide opportunities for security and attractive separation of private properties with fences constructed of high quality materials.

Policy: Where required, fences, sight proof barriers and hedges shall be of uniform material and maintained in good working order according to adopted development policies.

Access Management

It is important to provide clear guidance to the development community regarding the required points of vehicular access from roadways and adjacent properties prior to receiving site plans for permit approval. Some of the key components are:

This is especially true when a business does not have a secondary point of access to adjacent parcels of property. The purpose of providing cross access and mutual access between businesses is to reduce traffic on fronting streets and allow limited access to adjacent properties without requiring drivers to exit one parcel to then enter an adjacent parcel to access that business. This is especially true for young parents with children, and those individuals with disabilities.

Successful vehicular management cannot be accomplished with mutual access alone. A grid of streets allowing multiple points of access across a development is necessary to provide redundancy if there is traffic congestion, and especially true for

emergency responders that could be burdened by having only one point of vehicular access.

Housing and Neighborhoods

The core element that unites the Land Use, Transportation, and Economics plans are the long term maintenance of high quality housing options linked with the coordinated design and development of neighborhoods.

Blanchard will continue to grow largely through the development of medium and large lot subdivisions. The pattern of growth is well understood in the market and is considered the ideal by residents.

The city of Blanchard has a limited availability of multi-family housing compared to the statewide average, with a total of 222 units classified as non-single family, with 504 renters occupying those units. While the percentage of total rental units 8.2% compared to owner occupied tracks with the statewide average, there is high demand, and little supply.

Housing

According to the U.S. Census 2020 ACS, Blanchard has 3,227 housing units, the majority of these being single family dwellings. The median household income is at \$78,500.00. In 2010, the total number of residential housing units was approximately 2,818, most of which were owner occupied, single-family detached structures with a median income of \$72,300.00. The median value of residential housing units in 2010 was approximately \$151,400.00, which is a significant increase from 2000. The city does have approximately 350 manufactured homes and several apartment complexes and duplexes; however, the residential housing trend in Blanchard is towards single-family, detached structures. Nearly half of all housing units built in Blanchard have been built since the year 2000. Based on current development trends, the city of Blanchard can expect to have as many as 4,500 - 5000 total housing units by the year 2035 another near doubling of the current housing stock.

Future residential developments should include more walking and bicycle trails, roadway connections between neighborhoods, and access to dedicated open space.

Housing Goal:

Provide for affordable, safe and attractive housing and neighborhoods accessible to all residents of Blanchard.

Objective: Support residential growth that balances the needs of the market with the stated goals of this Plan.

Policy: Encourage residential development that is compatible with surrounding land uses.

Policy: Encourage the establishment of buffers between multi-family residential developments and commercial/industrial uses.

Policy: Limit small lot subdivisions to areas near multi-family developments and adjacent to commercial corridors where the small lot housing can act as a buffer between existing neighborhoods and more intense uses.

Housing Goal:

Encourage a mix of affordable single family homes, townhomes, duplexes, and apartments that enhance the community character.

Objective: Residents of Blanchard should have a broad choice in housing types.

Policy: Permit dwelling units in live - work arrangements.

Policy: Establish highest and best use for residential areas near commercial zoning districts for multi-family housing.

Housing Goal:

Provide attractive housing that supports good neighborhood character.

Objective: Homes in Blanchard should be well maintained and in good condition according to the adopted codes.

Policy: Provide active code enforcement for property maintenance, derelict vehicles and attractive nuisances.

Policy: Restrict unpermitted construction of car ports, lean-to's and accessory structures on residential property.

Infrastructure and Public Utilities

Water System

Due to the lack of aquifers in and around Blanchard, there is a shortage of ground water. Because of this, the city receives its water from Oklahoma City. Blanchard, in turn, sells water to the cities of Dibble and Cole. The city of Blanchard has recently completed a secondary connection to Newcastle. The city is actively searching for more water sources in various places in connection with surrounding communities.

Other issues include old water lines in the original town site of Blanchard in need of replacement, undersized water lines resulting in low water pressure in some areas and individual water wells going dry.

Water System Goal:

Maintain a quality water system to ensure an adequate water supply for existing and future development.

Objective: New developments in Blanchard should be required to connect to the city's water system, in

accordance with Oklahoma State Statute Title 11 Section 45-104 and city ordinance.

Policy: Ensure the city has the capacity to extend service to future development, before the development is approved by the city.

Policy: Encourage and educate the city regarding water conservation policies.

Policy: Strategically replace aging water lines in the downtown area to coordinate with private development projects. Update undersized lines to improve water pressure, where needed.

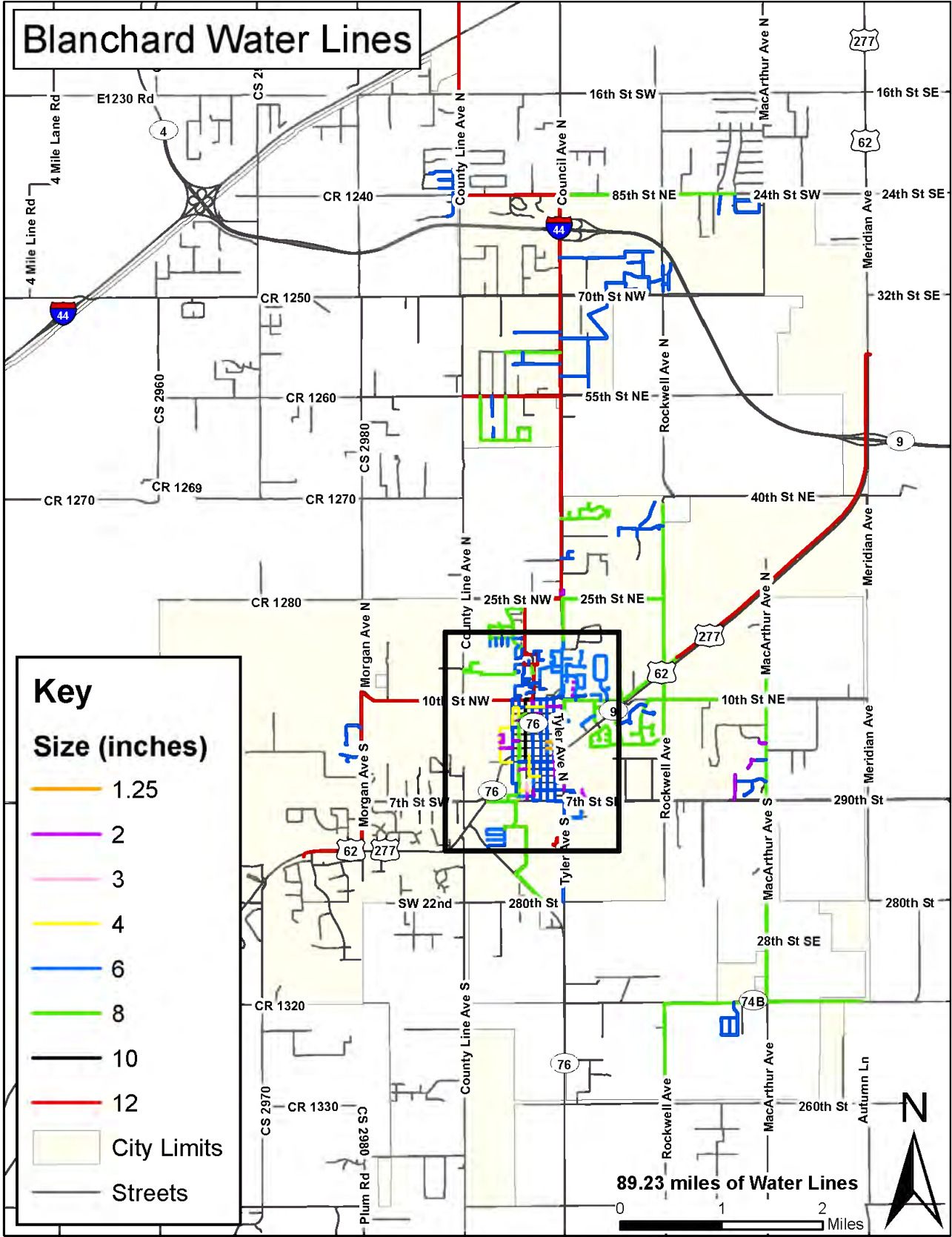
Policy: Use GIS systems to maintain water map as new lines are constructed or existing lines are replaced with larger lines.

Policy: Support future commercial and multi-family residential growth by proactively extending services to accompany future roadways indicated on the Future Transportation Map.

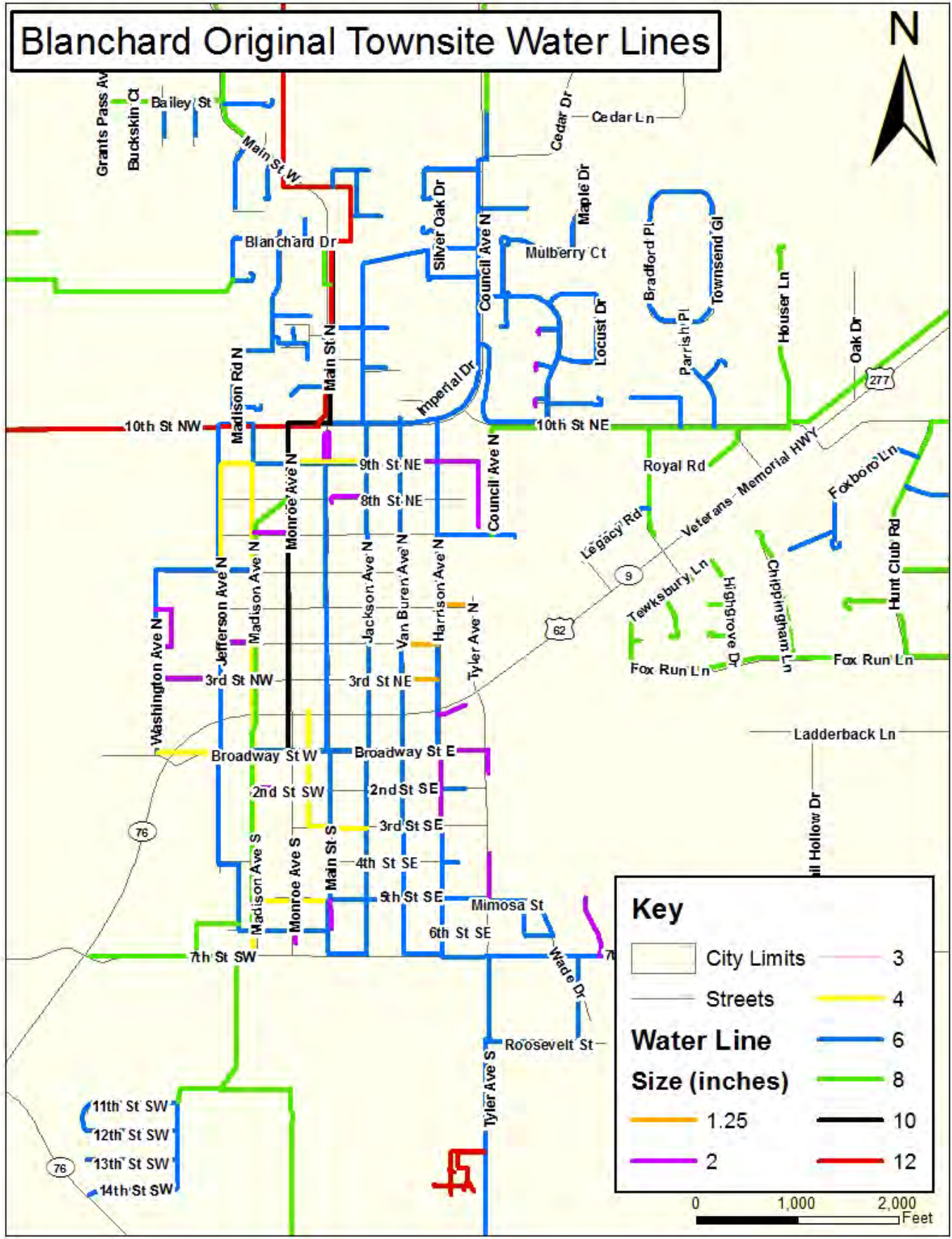
Policy: Establish and maintain 12” water lines for distribution on section line roads and major thoroughfares for distribution.

Policy: Require connections to municipal water and sewer service for all new residential and construction within one-quarter ($\frac{1}{4}$) mile from the nearest property line, or provide a fee in lieu of.

Policy: Private developers and engineers will provide the city of Blanchard electronic files for preliminary and final plats in a format determined by the city engineer.



Blanchard Original Townsite Water Lines



Wastewater System

Blanchard's current wastewater system consists of three lagoons, constructed in 1976. In 2010, two (2) of the lagoons were enlarged and aerated, per Oklahoma Department of Environmental Quality (DEQ) specifications and went online in 2011. The city has acquired additional property for irrigation spray fields to alleviate issues with capacity in the lagoons. ODEQ standards will require the city to work towards deploying a full waste water treatment facility once the population reaches 10,000, which will be in the near future.

There are numerous homes, and some businesses, with individual sewer systems; either septic or aerobic. DEQ is the regulatory authority for the placement of individual septic systems. However, if not properly maintained, they can become an environmental problem for property owners and the general public. Connection to the city's wastewater system would help prevent issues arising from improperly maintained or failing individual sewer systems.

Wastewater System Goal:

Maintain current sanitary sewer infrastructure and update sanitary sewer system in accordance with DEQ requirements, to provide for future growth.

Objective: New developments in Blanchard should be required to connect to the city's wastewater system, in accordance with Oklahoma State Statute Title 11 Section 45-104.

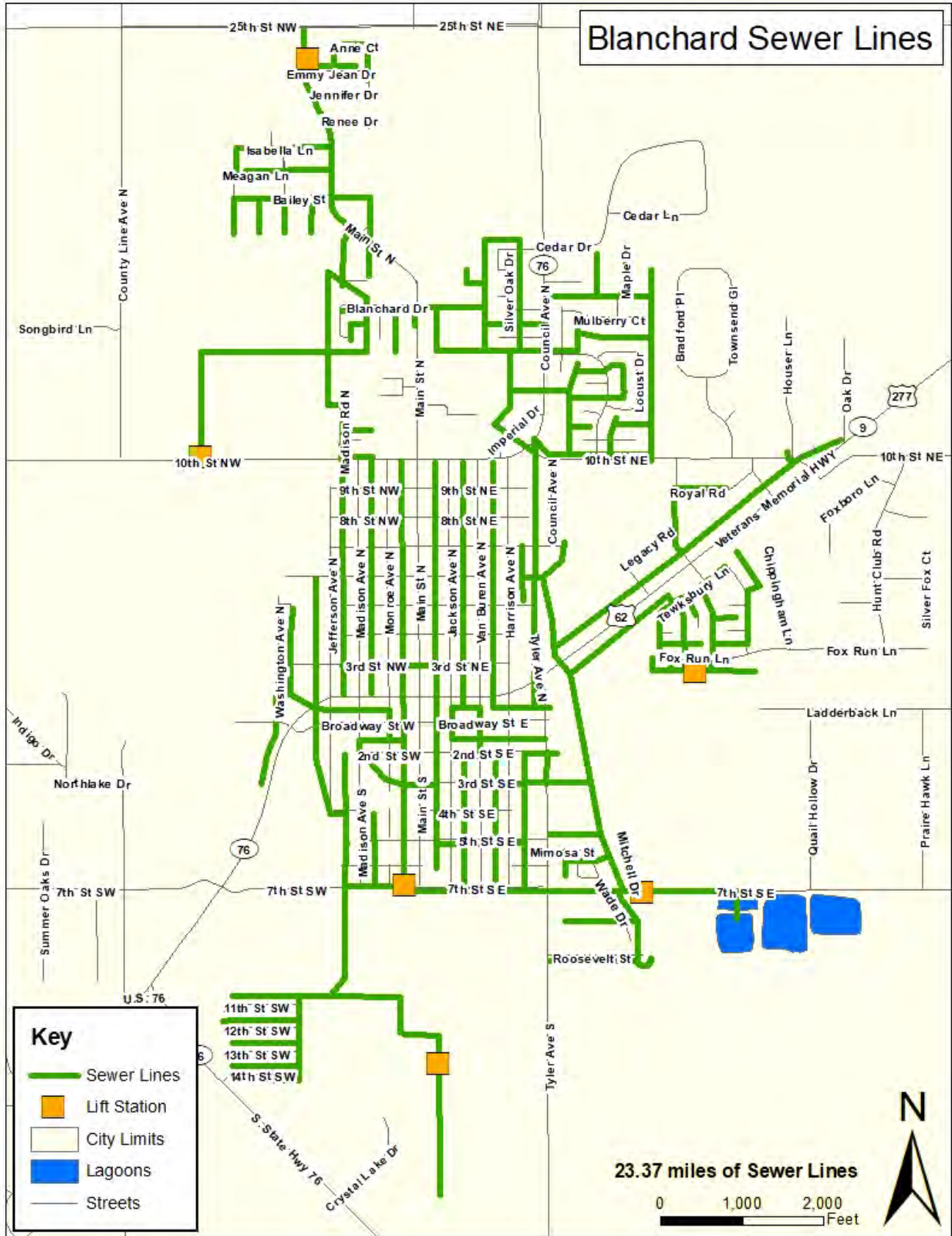
Policy: Ensure the city has the capacity to extend service to future development before the development is approved by the city.

Policy: Consider a special study done by a professional civil engineering firm to determine the most appropriate size/place to locate future sewer services.

Policy: Extend public services to intersection of Highway 9 and Highway 62

to support future economic development.

Policy: Keep wastewater map updated as new lines are constructed and/or existing lines are replaced.



Capital Planning and Capital Improvement Plans

The development of a capital improvement plan is linked to annual budget cycle, but also must respond to the immediate needs in the event of a utility emergency. The process for coordination and review of each project is linear in nature, but allows for multiple projects of various kinds to be included in a simple schedule or timeline.

The following steps are a quick guide for the general public to be aware of the capital improvement planning process

1. Establish baseline data on age of systems, level of service or performance and frequency of incidents or system failures.
2. Assess and categorize each utility and infrastructure investment according to the community needs.
3. Identify the source of funds according to the potential scope and timetable of expenditures.
4. Coordinate project scope with adjacent utilities or other agencies project schedules. *(ex. An intersection widening is scheduled to begin in three months, but a waterline improvement under the new intersection was scheduled for later next summer. A minor adjustment to the CIP will allow a portion of the waterline improvement to occur before the intersection is widened, allowing the new intersection to remain in good working order after completion).*
5. Inform city leaders of the status of projects and make available to the public relevant details that may affect their quality of life.
6. Cooperate with neighbors, contractors and other departments on the possible impacts of a project.
7. Receive approval from the city council.

8. Manage expenditures according to the annual budget.

9. Authorize the project to proceed and oversee work on a regular basis.

10. Inspect and monitor the project after completion to conform to warranty or bond requirements.

Goal:

Provide public access to the annual CIP.

Objective: Provide annual public oversight and review of all capital improvement projects

Policy: Prepare and distribute annual capital improvement plans to provide openness in infrastructure planning. Prepare city-wide maps and details to be posted in a public place.

Policy: Incorporate walkability and pedestrian oriented features into CIP so those features can be incorporated into project scope.

Watershed and Natural Environment

Blanchard has attracted new residents from across the Oklahoma City metro area because of the rolling hills and wide open views to the surrounding landscape. The topography features a series of north and south ridges separated by small drainage ways. The small ridges extend from a major east-west ridge about one-half to three-fourths of a mile north of the city proper. The main ridge forms a dividing crest that causes two distinct watersheds — the north fork of Walnut Creek with drainage flowing to the north, away from the city; and the south fork of Walnut Creek with drainage flowing to the south, through and around downtown.

Cities across the United States are taking a more concerted effort to design and control the effects of

storm water runoff in all of its forms. The use of detention ponds to hold and slowly release storm water during heavy inundations have been unevenly applied and have proven to do little to support ground water recharge. An emerging storm water management solution is the use of bioswales, or rain gardens. Bioswales are constructed at a smaller size and scale than traditional storm water detention structures and are commonly found diffused within a development instead of concentrated at the edge of the property or the lowest elevation. Bioswales can be located on private property or within the public right-of-way when granted permission by the city. The potential to collect and dissipate the impact of storm water in the public right of way provides property owners and developers more of their lot for development. Because this would require private investment in the public right-of-way, a revocable permit would be required.

Storm water management is especially important where ground is being cleared for new construction projects. Construction staking and silt fences have been successful at removing topsoil from roadways and creeks along the perimeter of construction sites. The combination of engineer-approved storm water management plans and the addition to Bioswales to new development projects has the potential to improve the quality of water introduced to adjacent waterways and provide for much needed ground water recharge.

Watershed and Floodplain

Creeks, riparian areas and floodplains are environmentally sensitive areas and are beneficial to the community. They serve to store and convey flood waters, and are natural drainage areas. Additionally, if regulated properly, floodplains should help reduce property damage due to flooding and, most importantly, reduce deaths or injuries in the event of a flood. Any development or encroachment into the floodplain should be limited by the community. Development of any type should not be allowed in the floodway, which is the part of the floodplain FEMA considers the

most hazardous.

There are several creeks traversing Blanchard containing designated floodplain areas. They include Walnut Creek in the northern part of the city, with tributaries in the southern area of Blanchard; Buffalo Creek in the southeast; and Bridge Creek in Grady County. Walnut Creek contains the largest floodplain (see Map 5.1).

The Federal Emergency Management Agency (FEMA) defines the floodplains as flood hazard areas identified on the Flood Insurance Rate Map (FIRM) and identified as a Special Flood Hazard Area (SFHA). SFHAs are defined as the areas that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year. The 1-percent annual chance flood is also referred to as the base flood or 100-year flood. Because the City of Blanchard participates in the National Flood Insurance Program (NFIP), they are required to adopt and enforce the minimum NFIP floodplain regulations. Blanchard has adopted a floodplain ordinance which meets the requirements of the NFIP and FEMA.

Floodplain Goal:

Regulate the floodplain to eliminate deaths and injuries, reduce property damage and protect the environment and wildlife habitat.

Objective: Protect creeks, riparian areas and floodplains from encroachment and incompatible land uses.

Policy: Continue to restrict construction in the 100-year (1%) floodplain to adhere to the requirements of FEMA and the NFIP, as well as the City's floodplain ordinance.

Policy: In order to protect water quality and wildlife habitat, consider prohibiting building by establishing a minimum buffer from the banks of creeks and streams.

Policy: Consider locating low-impact, environmentally compatible, passive recreation areas, such as trails and open space, in the floodplain (not floodways).

Preserve, Protect, and enhance the unique environmentally sensitive areas in Blanchard.

Objective: Eliminate siltation of creeks and waterways, reduce negative effects of storm water runoff.

Policy: Measure and maintain water quality standards for streams and creeks according to ODEQ standards.

Policy: Adopt low impact development/rain garden standards for residential and commercial development.

Objective: Prevent erosion and deterioration of soils.

Policy: Establish a setback distance (horizontal and vertical) in the Zoning Code for creeks, waterways and other bodies of water.

Policy: Enforce ordinances for construction staking and storm water protection of adjacent properties and waterways.

Wildlife Habitat

A common feature among many suburban communities is the interface between wildlife and human habitation. Residential and commercial development does in fact displace local fauna temporarily, but given enough time, deer, raccoons, rabbits, and other wild animals return. Residents have expressed concern over certain animals being nuisances to gardens and flowerbeds, but the benefits of a diverse biological system outweigh the downsides.

The unnecessary clearing of properties has a negative impact on both storm water quality and wildlife habitat. The city of Blanchard will benefit from establishing procedures for limiting the clear cutting of properties without a proper replanting and landscaping plan approved as part of an overall development plan.

It is important for the residents of Blanchard to acknowledge the benefits of sharing the environment with wildlife and work to maintain the natural environment.

Goal:

Preserve a diverse ecosystem that supports wildlife, and protects sensitive habitats while providing for opportunities for new development to occur.

Objective: Achieve a healthy balance of new commercial and residential development that provides access to undisturbed natural landscapes.

Policy: Maintain a system of contiguous natural corridors along trails, creeks and waterways that connect the rural and urban portions of Blanchard.

Policy: Preserve large tracts of wildlife habitat as conservation corridors.

Wildlife Habitat Goal:

Preserve and protect existing forest areas.

Objective: Prevent the unnecessary loss of existing tree and vegetative ground cover.

Policy: Restrict ground clearing or clear cutting of commercial properties and new residential subdivisions until a development plan has been approved by the City of Blanchard.

Policy: Adopt open space preservation policies as an element in the subdivision

regulations and zoning ordinances.

Definitions:

Streams are a part of a watercourse, either naturally or artificially created, that contain intermittent or perennial base flow of groundwater origin. Ditches that convey surface water runoff exclusively from storm events are not included in this definition.

Stream buffers are areas which extend a minimum of 100 feet from the top of each stream bank along both sides of a stream.

Steep slopes are defined as areas with slopes greater than twenty-five (25%) percent.

100-year floodplain is that area which, after ultimate development of its watershed based on current zoning, would be inundated by water runoff from a 100-year storm.

Drainage basins consist of the land that surrounds a body of water and contributes fresh water, either from streams, groundwater, or surface runoff, to that body of water.

Wellhead buffers are areas which extend one-hundred (100) feet around any existing or proposed community water supply well or well site as may be designated on the adopted Water and Sewer Master Plan or the County Comprehensive Plan.

Vegetation consists of one or more of the following: planted grasses, native grasses, ornamental & existing trees and shrubs. At least one of these features should be preserved along stream corridors.

Forests consists of native hardwoods and contiguous tree canopies.

Economic Development

Introduction

A healthy economy is essential to the continued growth of Blanchard. A healthy economy means more than just new jobs; it means increased incomes for Blanchard residents, a welcome environment for existing and new businesses, and increased fiscal capacity and financial stability.

One of the principal purposes of economic development is to provide a sufficient tax base for the city's continued growth and prosperity. Revenues generated from sales tax and various permits and user fees contribute substantially to funding infrastructure and public service investments. Blanchard should implement an effective economic development policy integrating existing economic and cultural resources with new economic investments, thus creating a sustainable business climate and employment opportunities.

Economic development involves marketing, promoting, and developing land in at least four (4) specific areas. These areas include: the corridor along Highway 62, the intersections along Highway 76 (Council Ave) north of the original Blanchard town site, within the Central Business District, and in the undeveloped lands south of the original Blanchard town site. The city should market, promote, and develop businesses that are appropriate to Blanchard's character and needs. Business recruitment within Blanchard is focused on retail, commercial, and industrial. Therefore, it is essential that the Comprehensive Plan designate sufficient land for economic expansion and ensure that such land is strategically located to maximize the potential for meeting market demands. Further, the Comprehensive Plan should provide assurances to the existing Main Street business community of continued investment necessary to promote the economic vitality within the commercial core.

In order to accomplish this, the city should maintain support for the Blanchard Economic Trust Authority (BETA) and the Blanchard Chamber of Commerce. BETA, founded in 2009 and revived in 2012, is an economic development team whose mission is to foster growth and expansion for new and existing businesses. They

have a unique ability to secure long term financial and investment funding that is vital to the city's economic development. The Blanchard Chamber of Commerce is an organization designed to help develop, promote and support the community and its economic opportunities. Through a membership system, they have the ability to plan events and create a positive business atmosphere and attract new businesses.

Employment Development

As the population increases, Blanchard will begin to transition from a bedroom community of Oklahoma City to an independent city capable of sustaining many everyday functions and providing a balanced economy.

New office spaces will drive the need for additional retail development. The attraction of office space has a unique relationship with retail, as office workers will spend a larger portion of their day in Blanchard conducting everyday tasks in the city instead of traveling to a neighboring community. As the population increases more businesses can sustain operations and the sales tax loss to other communities will be slowly reduced. Development of office space tracks with the positive or negative growth of the national economy. The cyclical nature poses challenges for the development of new office parks or complexes in a down economy. It is beneficial to survey the available building stock of the city to determine what vacancies exist, and if there is capacity for locating new office jobs in existing buildings.

A majority of Blanchard residents still commute to work in Oklahoma City, Norman, or surrounding communities, but continue to live in Blanchard. Based on 2020 employment data of 902 individuals worked within Blanchard or worked from home. Nearly 3,262 commuted out to another community, and nearly 1,200 commuting into Blanchard for work. Blanchard suffers from a deficit of nearly 1,300 jobs. This deficit includes larger employers and higher paying jobs that provide these job holders the financial freedom to live and work in

separate parts of the city. By contrast, service industry and manual labor jobs do not pay as well, so residents of Blanchard working at or near the minimum wage have limited mobility and financial resources, and subsequently fewer job choices.

The city of Blanchard, BETA, and the Chamber should encourage and retain businesses in the following sectors in which the labor force is specialized: retail, restaurants, and other service oriented industries. In order to retain these industries, Blanchard needs to continue efforts to attract retail and restaurant proprietors that are not duplicates of existing businesses.

The jobs - housing balance must exist to provide enough options for residents to choose between one housing type and another. This means that a healthy vacancy rate of 4 - 8% for certain housing types should be expected. Blanchard had a 0.05% vacancy rate according to the 2020 ACS. Because housing choice is a one-sided probability – a household cannot usually spend more than 35% of their income on housing – means that employed individuals will spend less on housing in order to maintain their standard of living, because their employment income determines the type of housing they can afford. If there exists a shortage of affordable housing options, those individuals cannot move to a more competitive housing choice, and must either pay a higher rent or move to another community where housing choice exists. Higher paying jobs therefore provide more freedom of choice in housing type and “unlock” the potential for buying or renting a more widely available single family home.

Economic Development Goals and Objectives:

Goal:

Retain and expand the existing business base, attract new businesses and industries, and create sustainable employment opportunities for the residents of Blanchard.

Objective: Maintain a strong support for BETA and the Chamber, to serve as an advocate for the implementation of economic development initiatives in the Blanchard area.

Objective: Focus on increasing the number of jobs available in economic sectors where average wages are above the prevailing average wage rates.

Goal:

Promote, enhance and organize the existing commercial community within the Central Business District to revitalize the business environment.

Objective: Continue to promote downtown with special events, and promotion of new and expanding businesses.

Goal:

Assist with developing regional strategies for economic development

Objective: Support and coordinate between existing businesses that may have products or services made and sold in Blanchard.

Policy: Assign a city staff member with the part time responsibility of promoting economic development projects, coordinating with the business community and working on recruiting new businesses.

Objective: Provide Flexible permitting for historic buildings on Main Street. Allow shared occupancies for new businesses and support from the building official through the permitting and occupancy process.

Policy: To enhance desirable growth, expedite permitting for Main Street / Downtown businesses seeking to expand or upgrade their buildings and facilities.

Retail Development

The Future Land Use Plan indicates a large portion of potential commercial property at the intersection of Highway 62 and Highway 9/H.E. Bailey Turnpike Norman Spur. Because this is the last free exit off of Highway 9 for westbound traffic, this intersection has significant potential for retail, hotel, office, and multi-family development.

Based on the current traffic counts and the increasing retail demand in Blanchard, this intersection would benefit from an individual Special Area Plan that encompasses all of the goals and objectives of this Comprehensive plan.

Parks, Floodplain, Open Space

Parks

Parks and recreational trails play an integral role in the community for numerous reasons including providing area for recreation and exercise, increased property values, and open/green space. National standards recommend cities reserve five (5) to eight (8) acres for community parks for every one-thousand (1,000) people (see Appendix for more specific standards). If those standards are used, Blanchard should have approximately forty (40) acres of community park space. The population projection for 2035, to be approximately 15,000 people, would indicate that approximately seventy-five (75) acres of community park space would be optimal. Results from the surveys taken in 2006-07 indicate the public would like to see more park/recreational space provided (see Appendix for citizen survey results).

There are currently no neighborhood parks in Blanchard. National standards suggest one to two acres of park space be reserved for neighborhood

parks for every 1,000 people. Blanchard may consider requiring future residential developments include park/open space either maintained by a home owners association, or request the city officially accept the parks by dedication for maintenance by the city. The city should ensure there are adequate resources to adequately maintain existing and proposed parks and recreational areas. The city should encourage and assist neighborhoods to plan and develop privately maintained neighborhood parks.

Currently Blanchard has three (3) city parks - Lions Park, South Park, and Crystal Lake Walking Trail. Lions Park is located southwest of the original Blanchard plat, and includes a newly constructed splash pad and handicapped accessible facilities, a covered stage, a 2400 sq. ft. covered, all-purpose pavilion with available electric and charcoal grills, two (2) 144 sq. ft. all-purpose, covered pavilions (all pavilions are available for rental to the public), a one-mile walking trail which includes two (2) pedestrian bridges, five (5) multi-station exercise areas, and a lighted baseball field. Lions Park consists of approximately ten (10) acres.

South Park, located in the southeast area Blanchard, includes five (5) lighted baseball fields, concession stands and ADA accessible restrooms. This facility may also be used for soccer, football and large city sponsored events. South Park consists of approximately thirteen (13.3) acres.

The Crystal Lake Walking Trail deploys a roughly three-quarter ($\frac{3}{4}$) mile walking trails with benches and pavilions throughout. There is also a well-stocked fishing pond that has already hosted a kid's fishing derby. This walking trail was funded by the Recreational Trails Program (RTP) by the Oklahoma Recreation and Tourism Department. Park program funding such as this should be continued to be looked into for more park expansion.

Parks System Goal:

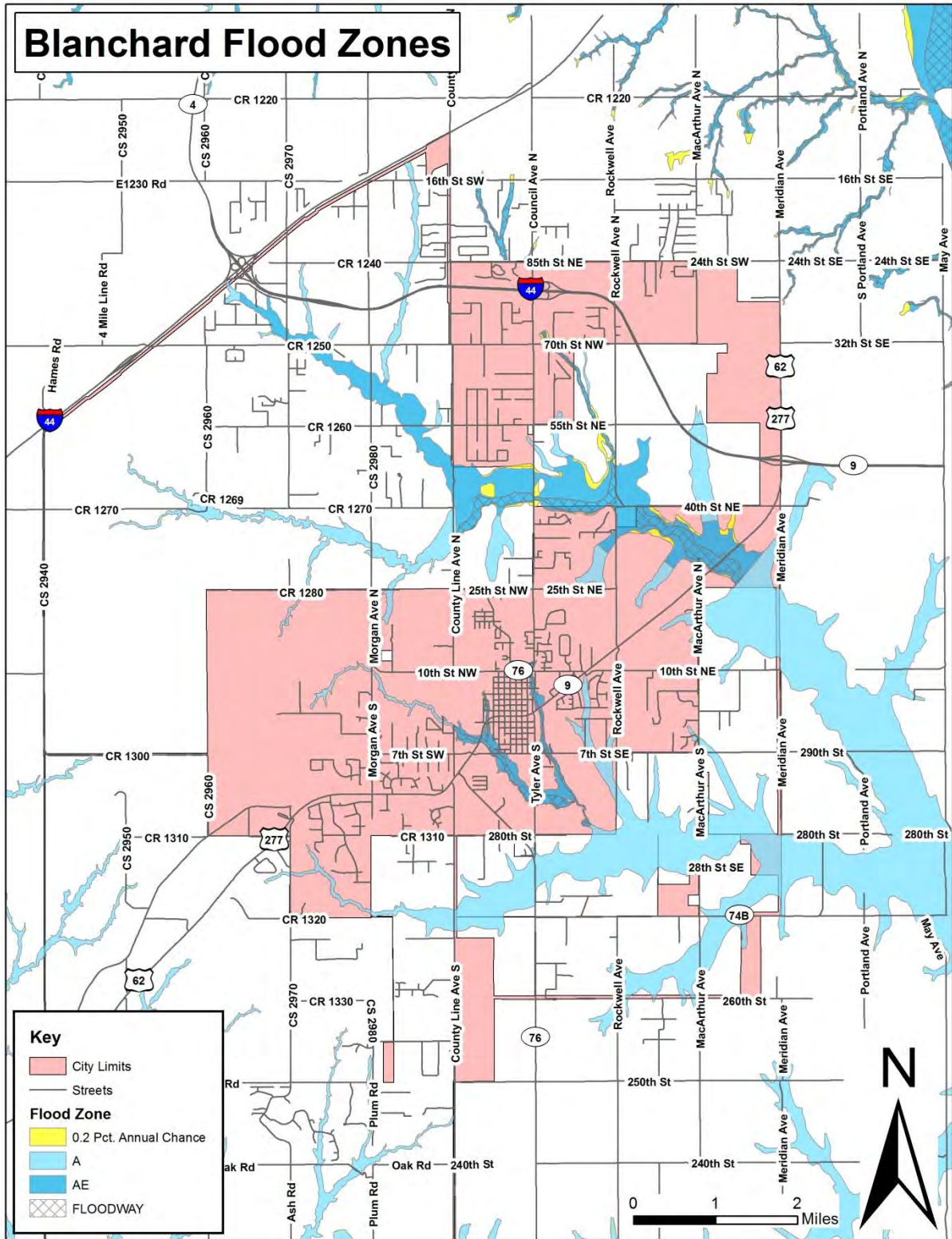
Maintain existing city parks and provide for additional city parks, open space and trails, as well as neighborhood parks.

Objective: Ensure adequate funding to build and maintain additional parks and open space as the community grows, and require future residential developments provide neighborhood parks and open space.

Policy: Revise subdivision regulations to require dedicated park/open space and sidewalks based upon zoning/density.

Policy: Provide for a “fee-in-lieu-of” in the subdivision regulations for park/open space dedications.

Blanchard Flood Zones



Resiliency and Sustainability

Resiliency is a term used by many communities to determine the extent to which a community can use available assets to recover from a disaster. The emergency could be a physical event such as an ice storm, wildfire, tornado, localized flooding, power outage, or a medical emergency such as a COVID-19 or a flu epidemic.

The type of incident and the impact on the community will vary widely depending on the circumstances. The purpose of resiliency planning is to establish a calculated level of risk for each incident type and prepare policies and procedures to guide the municipal response according to each type of event. The following list is not intended to be comprehensive, but residents are encouraged to seek information from FEMA, The American Red Cross, other disaster relief organizations, their property insurance companies, and local emergency management officials so that they are prepared.

Wildfire. Create defensible spaces around buildings and structures by avoiding combustible debris (firewood) adjacent to buildings; trimming limbs and shrubs to prevent the spread of fire. Eliminate barriers to access to the backs and sides of properties for firefighters.

Tornados and Thunderstorms. Create emergency shelter plans for each member of your family, contact local fire department to geo-locate storm shelters, have all new buildings and structures designed according to adopted building codes.

Localized Flooding. Identify and document areas of known flooding and communicate these locations to fire and rescue officials. Install signage indicating areas of local flooding and avoid entering flood waters under any circumstances.

Medical Epidemics. Residents are encouraged to take precautions ahead of flu season to reduce the likelihood of being exposed. While it is rare that a flu epidemic disables an entire community, the potential for a combination of emergency events; ice storm, and power outage coupled with a medical emergency can create distress on healthcare, food, and fuel supply networks.

Resiliency Goal:

Blanchard will be a prepared community with adequate resources and a documented plan of action for a variety of emergency situations.

Objective: To reduce the long term impacts of a disaster and return to “normal” quickly and safely.

Policy: Provide all available resources to the public for emergency preparedness, including Blanchard Emergency Management Services and (NIMS) compliance. Communicate a chain of command with contact information for key personnel.

Sustainability

Sustainability is a concept that links the social, environmental and economic impacts of policy and development decisions. The goal of sustainability planning is to reduce the long-term impacts of negative development patterns and create a healthy socio-economic system that is equitable and fair.

Sustainability is a word often misused by the public, and equally misunderstood in its basic form. The purpose of this section is to highlight potential positive aspects of sustainability to begin to eliminate any false associations with a valuable and important policy tool.

Much of this section will apply to other topics in this plan, but is restated here in its entirety to provide the community the potential to address future concerns as they arise based on a complete understanding of sustainability. As readers will see, many of the following sustainable practices are essential

elements to any comprehensive plan for any community.

1. Livable Environment. *Ensure that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together and provide sustainable, green places for living, working, and recreation, with a high quality of life.*

- 1.1 Plan for multimodal transportation.
- 1.2 Plan for transit-oriented development.
- 1.3 Coordinate regional transportation investments with job clusters.
- 1.4 Provide complete streets serving multiple functions.
- 1.5 Plan for mixed land use-patterns that are walkable and bikeable.
- 1.6 Plan for infill development.
- 1.7 Encourage design standards appropriate to the community context.
- 1.8 Provide accessible public facilities and spaces.
- 1.9 Conserve and reuse historic resources.
- 1.10 Implement green building design and energy conservation.
- 1.11 Discourage Development in hazard zones.

2. Harmony with Nature. *Ensure that the contributions of natural resources to human well-being are explicitly recognized and valued and that maintaining their health is a primary objective.*

- 2.1 Restore, connect, and protect natural habitats and sensitive lands.
- 2.2 Plan for the provision and protection of green infrastructure.
- 2.3 Encourage development that respects the natural topography.
- 2.4 Enact policies that reduce carbon footprints. Comply with state and local air quality standards.

2.5 Encourage climate change adaptation.

2.6 Provide for renewable energy use.

2.7 Provide for solid waste reduction.

2.8 Encourage water conservation and plan for a lasting water supply.

2.9 Protect and manage streams, watersheds, and floodplains.

3. Resilient Economy. *Ensure that the community is prepared to deal with both positive and negative changes in its economic health and to initiate sustainable urban development and redevelopment strategies that foster green business growth and build reliance on local streets.*

3.1 Provide the physical capacity for economic growth.

3.2 Plan for a balanced land-use mix for fiscal sustainability.

3.3 Plan for transportation access to employment centers.

3.4 Promote green businesses and jobs.

3.5 Encourage community-based economic development and revitalization.

3.6 Provide and maintain infrastructure capacity in line with growth or decline demands.

3.7 Plan for post-disaster economic recovery.

4. Interwoven Equity. *Ensure fairness and equity in providing for the housing, services, health, safety, and livelihood needs of all citizens and groups.*

4.1 Provide a range of housing types.

4.2 Plan for a jobs/housing balance.

4.3 Plan for the physical, environmental, and economic improvement of at-risk distressed, and disadvantaged neighborhoods.

4.4 Plan for improved health and safety for at-risk populations.

4.5 Provide accessible, quality public services, facilities, and health care to

- minority and low-income populations.
 - 4.6 Upgrade infrastructure and facilities in older and substandard areas.
 - 4.7 Plan for workforce diversity and development.
 - 4.8 Protect vulnerable populations from natural hazards.
 - 4.9 Promote environmental justice.
5. *Healthy Community. Ensure that public health needs are recognized and addressed through provision for health foods, physical activity, access to recreation, healthcare, environmental justice, and safe neighborhoods.*
- 5.1 Reduce exposure to toxins and pollutants in the natural and built environments.
 - 5.2 Plan for increased public safety through reduction of crime and injuries.
 - 5.3 Plan for the mitigation and redevelopment of brownfields for productive uses.
 - 5.4 Plan for physical activity and healthy lifestyles.
 - 5.5 Provide accessible parks, recreation facilities, greenways, and open space near all neighborhoods.
 - 5.6 Plan for access to healthy, locally grown foods for all neighborhoods.
 - 5.7 Plan for equitable access to health care providers, schools, public safety facilities, and arts and cultural facilities.
6. *Responsible Regionalism Ensure that all local proposals account for, connect with, and support the plans of adjacent jurisdictions and the surrounding region.*
- 6.1 Coordinate local land-use plans with regional transportation investments.
 - 6.2 Coordinate local and regional housing plan goals.
 - 6.3 Coordinate local open space plans with regional green infrastructure plans.
 - 6.4 Delineate designated growth areas that are served by transit.
 - 6.5 Promote regional cooperation and sharing of resources.
 - 6.6 Enhance connections between local activity centers and regional destination.
 - 6.7 Coordinate local and regional population and economic projections.
 - 6.8 Include regional development visions and plans in local planning scenarios.
 - 6.9 Encourage consistency between local capital improvement programs and regional infrastructure priorities.
7. *Authentic Participation. Ensure that the planning process actively involves all segments of the community in analyzing issues, generating visions, developing plans, and monitoring outcomes.*
- 7.1 Engage stakeholders at all states of the planning process.
 - 7.2 Seek diverse participation in the planning process.
 - 7.3 Promote leadership development in disadvantaged communities through the planning process.
 - 7.4 Develop alternative scenarios for the future.
 - 7.5 Provide ongoing and understandable information for all participants
 - 7.6 Use a variety of communication channels to inform and involve the community.
 - 7.7 Continue to engage the public after the comprehensive plan is adopted.
8. *Accountable Implementation. Ensure that responsibilities for carrying out the plan are clearly stated, along with metrics for evaluating progress in achieving desired outcomes.*
- 8.1 Indicate specific actions for implementation. Connect plan

- implementation to the capital planning process.
- 8.2 Connect plan implementation to the annual budgeting process.
- 8.3 Establish interagency and organizational cooperation.
- 8.4 Identify funding sources for plan implementation
- 8.5 Establish implementation indicators, benchmarks, and targets.
- 8.6 Regularly evaluate and report in implementation progress.
- 8.7 Adjust the plan as necessary based on evaluation.

9. **Consistent Content.** *Ensure that the plan contains a consistent set of visions, goals, policies, objectives, and actions that are based on evidence about community conditions, major issues and impacts.*

- 9.1 Assess strengths, weaknesses, opportunities and threats.
- 9.2 Establish a fact base.
- 9.3 Develop a vision of the future.
- 9.4 Set goals in support of the vision.
- 9.5 Set objectives in support of the goals.
- 9.6 Set policies to guide decision making.
- 9.7 Define actions to carry out the plan.
- 9.8 Use clear and compelling features to present the plan.

10. **Coordinated Characteristics.** *Ensure that the plan includes creative and innovative strategies and recommendations and coordinates them internally with each other, vertically with federal and state requirements and horizontally with plans of adjacent jurisdictions.*

- 10.1 Be comprehensive in the plan's coverage.
- 10.2 Integrate the plan with other local plans and programs
- 10.3 Be innovative in the plan's approach.

- 10.4 Be persuasive in the plan's communications.
- 10.5 Be consistent across plan components.
- 10.6 Coordinate with the plans of other jurisdictions and levels of government.
- 10.7 Comply with applicable laws and mandates.
- 10.8 Be transparent in the plan's substance.
- 10.9 Use plan formats that go beyond paper.

Additional information on Sustaining Places can be found at the American Planning Association website.

Community Development

The residents of Blanchard expressed an interest in participating in future design charrettes, public meetings and educational sessions regarding the future growth and development of the city. Meaningful community outreach has the potential to increase the capacity of residents to engage in more complex discussions in city planning and provide alternative views to the “no growth” attitudes that plague many public meetings.

Community Development Goal:

Establish a pattern of positive and supportive community engagement through public meetings transparent public administration and implementation of city planning best practices.

Objective: Reduce conflicts that stall positive developments and guide development proposals to match the existing character of the city of Blanchard.

Policy: Establish a pre-review meeting for new plats and commercial building permit applicants to make a comprehensive development checklist for based on the needs of each application.

Objective: Strive to reduce time between permitting and issuance of a permit for applications that contain

all necessary information required to issue the permit.

Policy: Make publicly available; building permit checklists, helpful construction information such as ADA toilet diagrams, and sample site plans that include landscaping, setbacks and other pertinent information.

Policy: Reduce plan review time for building permits containing all the necessary information with an expedited review process.

Goal:

Create a regional park and community center that would serve as a multi-purpose facility for a variety of community events.

Objective: Identify approximately one-hundred (100) acres of property suitable for the development of the regional park and community center.

Emergency Services

The city will strive to provide for an adequate number of emergency services personnel to keep pace with the population.

Fire Department

There are two (2) fire stations, one (1) in downtown area and the other at the intersection of NE 55th and Ward Acres Road. This second station will have the capacity to hold a quintuple combination pumper or “quint” for short that would serve the larger buildings recently constructed in Blanchard for the school system and in the industrial park. This station is ideally located to serve new commercial development along Highway 9th by the proposed frontage road connecting NE 55th and Highway 62.

Additional residential and commercial growth will place an increasing demand on staffing and

response time on each call.

General Administration

The city of Blanchard is dedicated to high quality public administration and has shown a commitment to meaningful engagement with the community and stewardship of the public trust. The function of local government is well served by the efforts of locally elected and appointed officials who volunteer their time to improve the quality of life in Blanchard.

Continued growing pains are to be expected. As new businesses locate in Blanchard, and new housing subdivisions are proposed, residents are encouraged to attend planning commission and city council meetings on a regular basis to stay informed on the issues and contribute to the public dialogue.

The use of ad hoc boards should be used to attract new members of the community to public service, and provide opportunities to explore leadership within the context of the ongoing city administration. Ad hoc and volunteer boards should be term-limited so that these groups do not become overwhelmed by the work or become stagnant with vacant or ghost members.

With the consultation and oversight of the city manager, city attorney, and elected officials, ad hoc boards provide a valuable service to explore challenges and opportunities in a public setting to establish a pattern of incremental improvement that can be seamlessly integrated into existing development regulations.

The city council and planning commission should feel free to request the expertise of city planning staff and consultants to investigate individual topics as needed by the community. A healthy dialogue between residents, city leaders, and city staff will improve the process for implementing change and provide a valuable feedback loop to measure success of individual planning initiatives.

A city planner should remain on city staff in order to effectively facilitate the community growth standards and objectives set forth in this plan and

future endeavors. A city planner would be able to communicate with citizens and developers on everyday tasks and long range projects while also coordinating with the planning commission, board of adjustment, and city council.

Implementation Guide

The public comment period and subsequent adoption of the comprehensive plan is just the first in a long series of tests that this plan will endure during its useful life.

A period of at least 30 - 45 days is important to give the general public an opportunity to read and absorb the intent of the comprehensive plan and its various components. The information gathered during the public comment period informs the final plan and provides an opportunity to respond to any issues or concerns that may exist.

Conclusions

Continuing to provide the highest quality of life for the citizens of Blanchard is the upmost goal of the comprehensive planning process. To fully reach this standard, Blanchard must be persistent in achieving the goals set forth in this document for the future and be mindful of decisions facing the city in the present.

It is the responsibility of Blanchard's elected officials, appointed officials, and city administration to dutifully provide guidance and resolve for Blanchard's growth and commitment to values set forth in this document. The visions and action statements in this Plan provide a starting point for which these achievements can be reached. The comprehensive planning process is also an opportunity to provide a way for collecting ideas from Blanchard citizens, whom ultimately benefit the most from a well-executed plan.

Achieving balance for positive growth and providing for the health, safety, and general welfare of Blanchard can be achieved by a strong

comprehensive plan that incorporates actions with goals. The goals of this plan try to encompass all aspects of growth that Blanchard will see based on recent development trends. The elements in this comprehensive plan will change over time but with the knowledge of the past and present, this plan can effectively guide Blanchard in a positive direction.

Blanchard should always follow basic principles in building its future and the 2035 Comprehensive Plan shows the way through the areas below that were detailed previously in the document:

Growth Management – Guide growth in a responsible manner that is beneficial to the city of Blanchard as a whole.

Residential – Strengthen the city's urban and rural housing capacity with amenities and cohesive neighborhoods.

Commercial – Protect Main Street while providing opportunities for high-quality commercial development to serve residents of Blanchard.

Industrial – Facilitate and incentivize industrial development.

Transportation – Promote and encourage the development of a safe and efficient transportation system.

Infrastructure – Provide for sufficient infrastructure to meet the growing demands of increased development.

Through the adoption of the 2035 Comprehensive Plan, the city of Blanchard demonstrates that collaboration between city officials and citizens is crucial for positive results. This plan encourages a balanced growth that preserves Blanchard's hometown culture while creating guidelines for sustainable investments in economic growth, strong neighborhoods, pedestrian access, industrial innovations, and sound transportation networks. The city of Blanchard will continue reaching out to the community for solutions to smart growth practices and community-driven investments.

References:

National Multi-family Housing Council – State Distribution of Apartment Residents, 2014
www.nmhc.org

US Census Bureau 2010 – 2020 American Community Survey. Blanchard, OK

American Planning Association PAS Report 578, Sustaining Places: Best Practices for Comprehensive Plans. 2015. David R. Godschalk AICP, and David C. Rouse, AICP.

Oklahoma Department of Transportation – Highway Functional Classification Guide, Planning and Research Division. March 2006.

